



Analysis of the Market Prospect of Folk Cultural Heritage Exhibition Center in Longji

Jin Zhang

College of Tourism, Guilin University of Technology, Guilin 541004, China

E-mail: koiohjdkl@qq.com

Abstract

This paper firstly clarifies the concept of cultural heritage and folk cultural heritage and introduces the situation of folk cultural heritage and the tourism development in Guangxi, and then analyses the environment of tourism market of cultural heritage as well as the development advantage of folk cultural heritage exhibition center in Longji, so as to forecast the market prospect of the exhibition center.

Keywords: Folk cultural heritage, Exhibition center, Market

1. The definition of cultural heritage and folk cultural heritage

Cultural heritage, which was produced and used in the past, kept up until now, and will be left behind to the future, is the common property of human. Cultural heritage includes tangible cultural heritage and intangible cultural heritage. Tangible cultural heritage is the cultural relic that has historical, artistic and scientific values, including ancient site, ancient tombs, ancient architecture, cave temple, stone carving, fresco, the unmovable historical sites and unique architecture in the modern time, the movable artistic work, literature, manuscript, books in the history, as well as the historic city (block, town) that integrated the architecture and environment well and has outstanding value. The intangible cultural heritage is the traditional cultural form that is intangible but has close relationship with people's daily life and is passed on generation after generation, including oral tradition, traditional artistic form, folk activities, etiquette, festival celebration, the traditional knowledge and practice about the nature and universe, the traditional handicraft skill, as well as the cultural space correlating with the traditional culture mentioned above.

Folk cultural heritage is the cultural heritage that is created and preserved by ethnic groups in the history. In broad sense, folk culture heritage has similar meaning with cultural heritage, because cultural heritage can not be created by social individual; in narrow sense, folk cultural heritage is the cultural heritage that is created and passed on by a special people in the process of history, which includes tangible folk cultural heritage and intangible folk cultural heritage. Folk cultural heritage contains the spiritual value, thinking method and imagination of the people and embodies the life force and creativity of Chinese people. Further more, folk cultural heritage embodies the intelligence of every people and is the treasure of whole mankind.

2. General situation of folk cultural heritage in Guangxi and the status quo of tourism development

2.1 General situation of folk cultural heritage in Guangxi

Guangxi is a place where multiple peoples live from time immemorial; various peoples exploited the treasured land in the southern China and created colorful folk culture.

The aborigines in Guangxi are minorities from time immemorial. At the end of Qin and the beginning of Han, the distribution of various minorities in Guangxi exhibited plural pattern, The Cangwu people dwelled at the northeast of Guangxi, the Xiou people dwelled at the eastern and middle Guangxi, and the Luoyue people dwelled at the western Guangxi. After the unification of Lingnan Area by Qin Shi Huang, the Han Chinese from Inner China moved to Guangxi, and began to exploit Guangxi with the aborigines. After the Han dynasty and until Tang and Song dynasty, the aboriginal minorities in Guangxi differentiated and integrated into Zhuang nationality, Dong nationality, Maonan nationality, Mulao nationality, Shui nationality, Yao nationality and Miao nationality, further more, Hui nationality began to move to Guangxi. At Ming and Qing dynasties, Yi nationality, Jing nationality and Gelao nationality moved to Guangxi. Meanwhile, the Han nationality moved to Guangxi continuously, and fused with part of the minorities. At Qing dynasty, the number of Han nationality in Guangxi is much larger than that of minorities, further more, the Han nationality mainly dwelled at the southeast of Guangxi and minorities mainly dwelled at the northwest of Guangxi. After the establishment of People's Republic of China, the state council formally admitted that the eleven minorities, including Zhuang nationality, Yao nationality, Miao nationality, Dong nationality, Maonan nationality, Mulao nationality, Yi nationality, Jing nationality, Hui nationality, Shui nationality and Gelao nationality, are minorities that lived in

Guangxi for generations and they would develop and construct Guangxi with the Han nationality.

The Han nationality moved to Guangxi after the unification of Lingnan Area by Qin Shi Huang, and it brought more advanced material culture and spiritual culture from the Inner China, which greatly influenced the social development and culture of minorities in Guangxi. The minorities in Guangxi created unique folk culture during the long process of social development; they made great invention in literature and art, technological medicament, traditional physical training and so on. For example, the world famous Huashan fresco was firstly created by the ancestor of Zhuang nationality, Zhenwu Pavilion in Rong County, the artistic treasure of folk architecture, the Chengyang Wind and Rain Bridge in Sanjiang County, and the Mapang Drum-Tower were the products of the wisdom of Han nationality and Dong nationality and so on. Guangxi is the sea of song, the minorities created large number of folk songs and stories and colorful folk festival culture. In terms of folk medicine, there are lots of folk prescriptions in Zhuang nationality, Yao nationality, Miao nationality and Dong nationality. In addition, the minorities in Guangxi made great achievement in folk industrial arts, such as the world famous embroidery, brocade, wax printing, ceramic, and inscriptions.

In a word, the various nationalities in Guangxi influenced each other in the long term economic and cultural communication, and created colorful folk culture, and left behind numerous cultural heritages for the later generations.

2.2 The status quo of tourism development of the folk cultural heritage

The unique folk culture and Guilin landscape are the two main factors to attract tourists to travel in Guangxi. At present, there are some well developed and operated folk cultural heritage tourism regions, such as Longji terraced landscape in Longsheng County, but the status quo of tourism development in Guangxi doesn't commensurate with the abundant folk cultural heritage.

Lack of investment is one of the main problems in the development of folk cultural heritage in Guangxi. Guangxi is an underdeveloped province, which has weak economic strength. In most regions, the general investigation and scientific programming on cultural heritage can not be carried out, which lead to the low-level and single development of folk cultural heritage. In some regions, the blind development of cultural heritage exhibited the phenomenon of repeated construction.

Lack of capital makes numerous folk cultural heritages be in the state of underdevelopment. The present folk cultural tourism products are single and out of date, the infrastructure and supporting facilities for tourism are weak, inadequate, low-level, further more, the traffic and communication are not good, which can not meet the growing need of tourists.

In addition, the construction of public toilet, virescence, communication and sight spot, as well as the publicity and promotion need much money, so the situation is not going well as far as the tourism resource development and protection considered. Some precious tangible folk cultural heritages are still being destroyed, while some intangible folk cultural heritages gradually disappeared or are being vulgarized or commercialized by the inappropriate development behavior. The protection of folk cultural heritage is facing up with serious problems.

More over, the folk cultural heritage can not be developed at an all-round way because the lack of capital. The site spots of folk culture heritage are separated from each other, so it is difficult to realize "large scale effect".

3. The folk cultural heritage exhibition center in Longji

With the purpose of protecting the precious folk cultural heritage and displaying the unique folk culture in Guangxi, in May, 2007, local government of Longsheng County decided to establish a folk cultural heritage exhibition center at the entrance of Longji scenic spot to exhibit the folk culture of the eleven minorities in Guangxi. The exhibition center will spread the colorful and long standing folk culture to the tourists from all over the world in a live and direct form. The project of exhibition center had been approved, and the construction began at the end of 2007. The area of exhibition center was planned to be 45858 square meters, which will display the historical culture, architecture culture, costume culture, festival cultural, food culture and cultivation culture of eleven minorities with the manner of natural village.

In the following paragraphs, we will predict the market prospect of Longji folk cultural heritage exhibition center according to the background of tourism market of folk culture heritage, the market research result of folk culture tourism market in Longsheng and the advantage of Longji folk culture heritage exhibition center.

4. Analysis of the tourism market environment of folk culture heritage

4.1 Analysis of the tourism market environment of culture heritage

With the development of market economy and the rapid development of tourism, people are pursuing to experience different cultures. Fifteen years ago, cultural tourism was considered as a small and special market, but nowadays, cultural tourism has steadily become a popular tourism activity. World Tourism Organization predicts that cultural tourism accounts for 37% of the total tourism activity, and people's demand on cultural tourism increases 15% every year. Of the 0.65 billion international travel times, 0.24 billion belongs to cultural tourism, so cultural heritage tourism has become a special life style (Mckercher and Hilary, 2005).

The spot check about the international tourists carried out by National Tourism Administration of China indicated the proportion of international tourists' choice about the tourism resources, as shown in table 1.

It can be seen from table 1 that cultural relic and historic site, folk custom, culture and art are the main resources to attract international tourists to China. Tourists are more interested in the unique culture and custom of the eastern country with an ancient civilization than the landscape.

Heritage tourism is a newly developed tourism product in the international world, and it is developing at great speed (Garrod and Fyall, 2000). Heritage tourism has become the main tourism product in many places, for example, income from heritage tourism accounts for 28% of the total income of tourism in England (Markwell et al., 1997). Local government should accelerate the development of cultural tourism to promote the economic development if there are abundant cultural resources but little capital.

4.2 Analysis on the market investigation of folk culture heritage tourism in Longji

Experts from the Longsheng Tourism Programming Group, Academy of Tourism Programming and Design of Guilin University of Technology carried out three market investigations into the Longsheng folk culture heritage tourism from 2003 to 2007. We analyzed the results as follows:

4.2.1 Market investigation into the cultural heritage tourism in 2003

To make a good general planning for the tourism development in Longsheng, the Tourism Programming Group carried out a spot check about the tourism market of Longsheng in April, 2003. The number of total sample was 1000, of which 800 were for domestic tourists and 200 were for international tourists. It was indicated that, the proportion of tourists who wanted to enjoy the natural landscape of Longsheng was 78.50%, and the proportion of tourists who wanted to visit the folk village of Longsheng was 31.60%, in which the Longji terraced landscape was the main attractive thing for the tourists. Investigation into the demand trend of tourists showed that tourists mainly wanted to go sightseeing in Longsheng, and the terrace product was the core of product system, being on vacation and folk custom tourism were supplements, but the vacation products were growing at great speed. Most tourists were interested in folk custom product in Longsheng, 51.90% thought that the product was attractive, 21.60% thought that the product was very attractive, and 23.40% thought that the product was ordinary. It can be seen that folk culture products are very attractive, they should be the second leading actor after the regulation of tourism product structure, and will be a breakthrough for the growth of tourism in Longsheng.

4.2.2 Market investigation into the cultural heritage tourism in 2005

Tourism development in Dazhahongyao village was planned in 2005 subjecting to the guideline of Longsheng Tourism Bureau. Market investigation was carried out from 2nd July to 9th July, and the number of total sample was 70. It was indicated that the proportion of tourists who wanted to enjoy the terrace sight, folk village, folk festival, and other tourism product was 63.64%, 18.18%, 14.14% and 4.04% respectively. The proportion of tourists who thought that the folk culture in Hongyao was very attractive, attractive, and ordinary was 32.35%, 26.47%, 41.18% respectively. The proportion of tourists who thought that the most attractive folk culture factor was Diaojiaolou, Hongyao feeling, folk dancing, folk activities, life scene and other was 27.18%, 34.95%, 9.71%, 5.83%, 16.50% and 5.83% respectively. The proportion of tourists who thought that the image of Dazhai was terrace culture, Hongyao feeling and the combination of terrace culture and Hongyao feeling was 20.00%, 7.69% and 72.31% respectively.

4.2.3 Market investigation into the cultural heritage tourism in 2007

Tourism development in the ancient Zhuang stockade village in Longji was planned in 2007 subjecting to the guideline of Longsheng Tourism Bureau. Market investigation was carried out from 3rd Jan to 4th Jan, and the number of total sample was 200. As for the authenticity of folk culture in ancient Zhuang stockade village, 15.43% tourists thought that the folk culture in ancient Zhuang stockade village was the same as they expected, 62.77% tourists thought that folk culture in ancient Zhuang stockade village was partly the same as they expected, 19.15% tourists couldn't tell the authenticity of folk culture in ancient Zhuang stockade village, and 2.66% tourists thought the folk culture in ancient Zhuang stockade village was completely different from what they expected. As for the favorite tourism product, the proportion of tourists who like the terrace landscape best was 51.05%, the proportion of folk architecture, folk costume, folk craftwork, folk song and dance, Longji watery wine, special local product, Longji tea, folk food, and other was 18.92%, 6.31%, 4.80%, 4.50%, 3.60%, 2.70%, 2.40%, 2.40%, 3.30% respectively. The proportion of tourists whose purpose to travel in Longji was to enjoy the terrace landscape, experience folk custom, taste folk food, experience rural life, and other was 53.95%, 13.75%, 8.25%, 6.19%, 13.40%, and 4.47% respectively. As far as the tourist's expectation on the tourism development, green ecological village and ecological museum were the main types, accounting for 21.54% and 18.85% respectively; the proportion of folk culture village was 18.46%, so was the terrace landscape garden; some tourists thought that the ancient Zhuang stockade village should be kept as ancient village, accounting for 15.00%; the proportion of vacation village and modern new village was 5.77% and 1.92% respectively.

The investigation showed that the potential international tourists had the same characteristics in many aspects. Most tourists were well educated and they liked the local terrace landscape; they hoped that the ancient Zhuang stockade village should be kept as what they were and be developed as ecological museum; besides, all of them were uneasy about the environmental pollution and terrace destruction caused by tourism development.

The investigation results indicate that the colorful folk cultural heritages, which are becoming more and more attractive, are the main factors to attract tourists. The folk cultural heritages will introduce broad market for the folk cultural heritage exhibition center in Longji.

5. The development advantage of Longji folk cultural heritage exhibition center

Besides the advantageous market development trend, folk cultural heritage exhibition center in Longji has some other development advantages:

5.1 The advantageous position

The folk cultural heritage exhibition center in Longji is located at the southeast of Longsheng County; it is 13 kilometers away from the Longsheng County and 78 kilometers away from the Guilin City. The planning area, which is the entrance to the Longji scenic spot, is accessible because its typical great gate is at the side of 321 national highways.

5.2 The advantageous tourism development background

Tourism in Longsheng County is developing flourishingly in recent years. The number of tourists in the whole county was 840.8 thousand in 2007, of which 316 tourists paid a visit to Longji scenic spot (Table 2). There is no doubt that there will be enough tourists to pay a visit to the planning area. In addition, Longsheng County put forward the slogan of “constructing the county with tourism” in 1993, and took tourism as the supporting industries to develop the local economy. The advantageous background will provide strong support for the development of folk culture exhibition center in Longji.

5.3 The rich folk culture background

As an autonomous minority county, Longsheng County accumulated rich folk culture. The folk cultural heritage exhibition center has superior position, so it will definitely make the folk culture in Longsheng County be more and more colorful. Longsheng County was endowed with the title of “Cultural tourism county of China” in 2006, which further improved the fame of Longsheng as a tourism region and exhibited the advantage of folk culture in tourism development. The advantageous conditions in Longsheng will provide ample cultural nourishment for the folk cultural heritage exhibition center.

6. Conclusion

It can be concluded that the folk cultural heritage exhibition center has profound humanistic background and accords with the development trend of tourism market of folk cultural heritage. The advantageous conditions of “good climate, favorable geographical position, support of people” will help the folk cultural heritage exhibition center in Longji make great achievement in the cultural heritage tourism market.

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Table 1. International tourists' choice about the Chinese tourism resources from 1996 to 2004

Resource\year	1996	1997	1998	2000	2001	2002	2004	Average
Landscape	21.6	45.0	42.1	52.5	53.1	50.6	50.1	44.9
Cultural relic & historic site	18.8	36.1	40.0	44.0	45	45.5	43.2	38.9
Folk custom	14.9	25.1	29.0	34.4	35.3	36.6	35.7	30.14
Culture & art	11.8	22.4	22.3	24.5	25.5	25.3	25.1	22.4
Food and cooking	10.4	21.2	23.0	31.9	30.4	31.6	33.7	26
Medical treatment & health care	2.6	5.5	6.1	9.7	12.6	11.9	10.5	8.41
Tourism shopping	8.9	23.9	18.7	26.3	26.3	27.5	27.3	22.7
Seaside & beach	1.8	2.5	2.8	7.1	10.4	9.2	7.4	5.88
Festival activity	1.7	2.3	2.8	9.4	11.4	10.2	8.8	6.65

Table 2. The situation of tourism in Longji terrace landscape from 1996 to 2007

Year	Tourist number (Ten thousand)	Income (Ten thousand Yuan)
1996	0.37	3.68
1997	0.39	4.10
1998	0.41	4.50
1999	1.41	19.50
2000	2.50	44.36
2001	3.60	84.86
2002	9.59	87.98
2003	9.12	245.57
2004	14.28	628.45
2005	18.35	861
2006	23.70	1034
2007	31.60	1484

Data resources: Longsheng Tourism Bureau/Guilin Longji Tourist Co. Ltd.