

Ethnic Customs and Rural Tourism Development in Xinbin Manchu Autonomous County of Fushun City

Siyu WANG, Liang ZHAO*

School of Business Administration, University of Science and Technology Liaoning, Anshan 114051, China

Abstract The development of ethnic minority tourism is currently a hot topic in domestic tourism development. As an important component of Chinese civilization, the Manchu people have created brilliant culture in the long river of historical development. As the hometown of the Manchu people, Fushun has unique folk cultural tourism resources and a strong ethnic flavor. Nowadays, under the promotion of the rural revitalization strategy, the construction of new rural areas is constantly developing, and rural tourism is gradually becoming a new industry. Therefore, in the context of the increasingly prosperous rural tourism industry, it has become increasingly important to combine the ethnic customs of Manchu culture with rural tourism. Taking the ethnic customs and integrated development of rural tourism in Xinbin Manchu Autonomous County of Fushun City, Liaoning Province as the research object, this paper mainly sorts out the current situation and characteristics of rural tourism development in the region, systematically explores the problems in development and how to further optimize development, and proposes new models suitable for the development of folk tourism in Xinbin of Fushun, in order to achieve maximum economic and social benefits and provide a reference for promoting the development of tourism in the region.

Key words Xinbin Manchu Autonomous County, Manchu ethnic customs, Rural revitalization, Rural tourism development

1 Introduction

Under the background of the rural revitalization strategy, rural tourism has developed rapidly as a sharing economy model for targeted poverty alleviation. Various tourism methods with green living concepts such as rural tourism and ecological parks are flourishing, showing a thriving trend. At present, with the development of rural tourism, research on rural tourism is also increasing. On the one hand, combining rural tourism with targeted poverty alleviation to explore the use of tourism resources such as ethnic cultural characteristics is a relevant path to achieve poverty alleviation. On the other hand, combining rural tourism with local conditions can explore the impact factors of on-site tourism support systems on rural tourism, and provide new perspectives and ideas. In the past, scholars have made certain achievements in different aspects of rural tourism, but there are few literature exploring the integration and development of ethnic customs and rural tourism from the perspective of rural revitalization. Therefore, based on the background of rural revitalization, this article analyzes and explores the current situation and characteristics of rural tourism development in Xinbin Manchu Autonomous County of Fushun City, Liaoning Province, the first Manchu Autonomous County, in order to provide experience and inspiration for the local and even national rural tourism development in the new era.

China is a multi-ethnic country, with each ethnic group having strong cultural characteristics and unique ethnic customs, architectural styles, *etc.* Inheriting excellent traditional folk culture

is an important practical task today. In order to achieve rapid rural revitalization, some ethnic minority areas utilize their own ethnic cultural resources to develop rural tourism. Ethnic cultural tourism has become a new tourism method from the perspective of new tourism types, and is a new growth point and tourism highlight in the development of rural tourism economy. But with the vigorous development of the integration of ethnic customs and rural tourism, the contradiction between the protection of folk culture and the development of rural tourism is becoming increasingly apparent. How to develop ethnic customs and rural tourism types in the future has positive practical significance for promoting the innovation and development of the rural tourism industry.

2 Current situation of the integration and development of Manchu culture and rural tourism in Xinbin County

2.1 Analysis of the current situation of Manchu culture in Xinbin County

Xinbin Manchu Autonomous County is the first Manchu Autonomous County in China. It has a long history, outstanding people, and a beautiful land. The scenery here is beautiful, and the mountains and rivers are intertwined. More importantly, there are also many long-standing Manchu cultural landscapes. Since 2000, folk cultural tourism festivals have been held annually in July in Fushun City, Liaoning Province. These include the Gaowan Art Festival, which mainly focuses on the Royal Polar Ocean World Carnival, "Manchu and Han" Royal Dynasty Feast Competition and other Manchu food festivals, the Fushun Ecological Tourism Festival, and the Manchu Folk Tourism Festival. The Cultural Tourism Festival has become a window for comprehensively showcasing Manchu folk culture, culinary culture, and tourism resources^[1].

Received: March 4, 2024 Accepted: April 22, 2024

Siyu WANG, master candidate, research fields: business administration.

* Corresponding author. Liang ZHAO, associate professor, master supervisor, research fields: business administration.

2.2 Analysis of the current situation of rural tourism In China, rural tourism refers to a new kind of tourism activities for tourists, such as sightseeing, leisure, experience, entertainment, shopping and vacation, with its unique natural environment, rural landscape, folk customs and other resources. Ethnic culture is created and passed down among the people, and has been passed down from generation to generation. Ethnic customs are the folk social and cultural life created by the working people in the middle and lower classes, with lively, rich and colorful content. Developing rural ethnic cultural tourism based on folk customs is an important component of rural characteristic tourism. In recent years, Fushun Xinbin Manchu Autonomous County has successfully held large-scale events such as the Manchu International Tourism Festival, the Third Xinbin Qiyun Festival Manchu Royal Temple Fair, and the Eight Banners Sacrifice Ceremony, leveraging its tourism resource advantages. This has opened up the tourism reputation of Fushun in China, and Xinbin Manchu Autonomous County has become one of the representatives of Manchu tourism and a beautiful business card for creating a Manchu characteristic tourism area.

2.3 Integration and development of Manchu culture and rural tourism Fushun is the birthplace of the Qing Dynasty with a history of over 300 years. It is extremely rich in ecological resources and is located in the middle and low mountainous areas, with limited per capita arable land. The development of the primary and secondary industries is slow. In recent years, with the rise and development of rural tourism, local governments have realized that they should seize this opportunity to develop characteristic tourism, combine rural tourism with the unique Manchu culture, and form new tourism products to attract tourists. With the support and encouragement of the local government, Fushun continuously cultivates and improves the brand of Manchu cultural tourism, and vigorously constructs a tourism product system. We have focused on developing and constructing a number of Manchu industrial parks, Manchu style towns, and Manchu characteristic villages. We have also explored and packaged Manchu food culture, developed Manchu characteristic products, continuously enriched and inherited Manchu traditional culture, and created a distinctive tourist scenic area that integrates landscape tourism, folk experience, and ethnic culture perception^[2].

3 Problems in the integration and development of Manchu ethnic customs and rural tourism in Xinbin Manchu Autonomous County

3.1 Lack of awareness of rural tourism brand construction and brand communication ability At present, the tourism resources of the ethnic customs of the Manchu people in Xinbin, Fushun are mainly presented in the form of Fushun Xinbin Scenic Area and the customs and habits of local residents for tourism brand image display. There is no integrated development with local rural tourism, and there is no flexible application of the concept of integrated development of ethnic customs and rural tourism, which is rigid and has low awareness of tourism brands,

which will not stimulate tourists' willingness to travel.

Fushun Xinbin Manchu Autonomous County, as the birthplace of the Manchu people, is the first Manchu Autonomous County in China. Although it has abundant tourism resources, the local area has not achieved sustainable brand promotion, and a strong ethnic culture is essential. However, many people are unaware of this place. This shows that the external publicity efforts are far from sufficient, and it has not achieved "going out", which is not conducive to the inheritance of excellent traditional folk culture and the integration and development with rural tourism^[3].

3.2 Lack of tourism resources for Fushun Xinbin folk customs and tourism product experience The integration of ethnic customs and rural tourism in the development of products and services in Fushun Xinbin lacks the design of product experiences. Most visiting tourists walk around freely and have limited interactive experiences. Currently, the current situation is to create some simple tourism products such as food festivals, folk festivals, and formal folk towns. Tourists also watch hastily and miss the opportunity to experience, making it difficult to drive the development of rural tourism.

3.3 Lack of comprehensive planning in the integration of ethnic customs and rural tourism The elements of "ethnic customs" in rural tourism in Xinbin, Fushun are not rich enough. Due to the lack of comprehensive planning and design, the ethnic customs of the Manchu ethnic group in Xinbin, Fushun have not been well integrated with rural tourism, resulting in imbalanced and insufficient development. This leads to visitors not understanding the historical context of the scenic spots or festival activities, greatly reducing their perception of the tourism experience.

3.4 Incomplete tourism infrastructure construction and lack of professional scenic area management talents If the tourism facilities in the scenic area are not perfect, making it difficult for visitors to eat and stay well, encountering problems such as no parking space for cars, uneven distribution and small quantity of garbage bins, the status of the scenic area in the minds of tourists will be reduced, leading to tourists not choosing the tourism destination as the best destination. The lack of a complete tourism system for vegetarianism, accommodation, transportation, tourism, shopping, and entertainment in the local area has resulted in the inability to guarantee the reception capacity and service quality of scenic spots, which has constrained the development of local folk tourism^[4].

4 Strategies for the integrated development of ethnic customs and rural tourism in Xinbin Manchu Autonomous County

4.1 Innovating tourism products, cooperating with new media, and developing "Internet plus Folk Custom Rural Tourism" In order to better attract tourists, on the basis of traditional tourism products, increasing the educational value of tourism products, conveying traditional culture and historical knowledge to tourists, and thus achieving the goal of cultural in-

heritance. With the development of e-commerce, the development of rural tourism resources also needs to be combined with the current social development situation, adding functions such as online electronic payment, online reservation, and live streaming sales, as a means of promotion to enhance local awareness and provide tourists with a more comfortable experience. In addition, organize the construction of a creative concept team, establish corresponding promotion platforms for folk rural tourism products, display all local tourism products in detail, provide detailed introductions, and reflect the characteristics of agricultural products. Only in this way, can tourists make better choices and clarify the direction.

4.2 Focusing on rural tourism experience and brand image recognition

Experience economy requires us not only to pay attention to the interaction between scenic spots and tourists, but also to pay attention to the sense of participation in products, establish the awareness of innovation, expand the scope of business, while creating hot spots, we also need to pay attention to the development of some small scenic spots in the scenic spot, meet the "novelty" of tourists, and reasonably develop new attractive elements. For example, we can invite senior artists such as Guan Changsheng, the inheritor of Manchu Paper Cuttings art in Xinbin, to perform Paper Cuttings on the spot to increase interest and bring tourists a different personal experience^[5].

4.3 Promoting the development of "rural tourism" with the characteristics of "Manchu ethnic customs"

Compared with other leisure and sightseeing tourist attractions, Fushun Xinbin has a deep Manchu cultural characteristic, rich cultural history, and unique tourism resource advantages. It combines ethnic culture with rural tourism, expands more tourism functions, and enriches tourism formats. Fushun Xinbin takes Manchu culture as its theme, positioning itself as the main image of a rustic and natural style. It combines traditional ethnic customs with traditional village cultural landscapes and pastoral scenery, developing into a unique brand and forming a diverse and integrated characteristic autonomous county.

4.4 Establishing and improving basic tourism hardware and software facilities, and allocating professional scenic area management talents

It is recommended to establish and improve tourism infrastructure, make reasonable scenic area planning, expand parking lots, increase the number of public toilets and trash cans, and transportation is one of the six elements of tourism, playing an indispensable role in the development of local tourism. This requires local government departments to introduce corresponding laws and regulations, plan tourism transportation, plan safe, efficient, and convenient urban and rural transportation routes, achieve full coverage of road signs and street lights, and provide tourists with sufficient safety guarantees. The words and actions of the operators and staff in the scenic area, as well as the behavior of relevant personnel, need to be standardized. In addition,

they should actively guide tourists to engage in civilized tourism and respect the rights of tourists in the scenic area.

5 Conclusions

The integrated development of rural tourism and local ethnic characteristics is an important research content in exploring new rural tourism models, and has guiding significance in inheriting ethnic culture and promoting sustainable rural development. The Manchu ethnic culture, as the main feature of Xinbin County, permeates with related industries, drives the development of related industries, and plays a significant role in promoting the economic construction of Fushun City. In addition, in the future development, Fushun City should continue to rely on its own resources, promote the further integration and development of ethnic culture and rural tourism, increase the development and utilization of resources, and explore a distinctive development path of integrating tourism with new innovative models, leading the people of Fushun to achieve prosperity through characteristic industries. With its unique natural and cultural resources, the county gradually opens up the domestic market and attracts domestic tourists. However, due to its geographical location, transportation facilities and other factors, the development of local tourism is restricted. It is recommended to integrate with the new media industry, use the Internet to expand its popularity, and attract more tourists to visit and experience Manchu culture. In the future, Xinbin Manchu Autonomous County should further improve its own scenic area construction, gradually expand its focus on the international market, and create high-quality ethnic cultural characteristic tourism routes.

References

- [1] LI XC. Research on the integration and development of rural folk culture and tourism industry: A case study of Henan Province[J]. Journal of Henan University of Science and Technology, 2023, 43(9): 46–52. (in Chinese).
- [2] WANG LN, NING D, LI WG. Research on the integrated development of intangible cultural heritage and rural tourism: A case study of Xinbin Manchu Autonomous County in Fushun[J]. Agricultural Economy, 2020(7): 61–62. (in Chinese).
- [3] LI ZH, CHEN XB, ZHAO XG, *et al.* Design of rural tourism industry chain in ethnic areas from the perspective of cultural and tourism integration: A case study of the Bailang Golden Brown Style Town in Shidian[J]. Industrial Innovation Research, 2020(12): 34–35, 55. (in Chinese).
- [4] WANG H. Research on the development of ethnic cultural tourism under the background of cultural and tourism integration: A case study of Xinbin Manchu Autonomous County, Fushun City, Liaoning Province[J]. Market Forum, 2023(9): 12–17. (in Chinese).
- [5] Iron national flower, Ma Minglan research on the development of yugur folk culture tourism resources in Sunan County from the perspective of ERMP analysis[J]. Manchu Studies, 2023(1): 22–27. (in Chinese).