

# **The Symbols of Folklore Tourism Culture of the Waterside Residents in Hainan and Its Dissemination and Development**

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**Abstract:** Hainan is rich in folk tourism resources. However, due to the lack of clear and systematic symbols of the tourism culture, there is a lack of brand influence in tourism promotion. The development and utilization of the cultural goals of the waterside residents is still at a preliminary stage. It is necessary to strengthen the excavation of the folklore tourism culture of the waterside residents, promoting the development of the folklore tourism of the waterside residents and attracting more tourists to Hainan to experience the folk culture of the waterside residents. This paper studies the construction and dissemination of the symbols of folklore tourism culture of the waterside residents in Hainan, looking forward to providing reference for promoting the development of tourism in Hainan.

## **1. Introduction**

With the implementation of the strategy of "One Belt One Road", the political and economic exchanges in countries along the Maritime Silk Road are becoming more frequent. The implementation of the "One Belt One Road" strategy has opened up a larger international market for the international tourism construction in Hainan. The waterside residents in Hainan refers to the people moved to the coast of Hainan during the Tang Dynasty, and they have created a unique marine folklore culture after centuries of development. Tourism is a process in which visitors gain experience through the interpretation of various cultural symbols. The construction of distinctive symbols of the tourism culture of the waterside residents is conducive to promote the propaganda of folklore tourism culture in Hainan and to promote the rapid development of tourism in Hainan.

## **2. The development of folklore tourism culture of the waterside residents**

With the National Tourism Administration put Hainan Province as the first batch of holistic tourism destination, the waterside residents in Hainan strive to build a tourism brand culture through catering and cultural festivals. Fish steak can be seen everywhere in Sanya, Hainan. During the catching season, many tourists are attracted to visit the ceremony of offering sacrifices to the sea. "The Conch Girl" was included in the traditional music project of intangible cultural heritage in Hainan Province.

The rich tourism resources of the waterside residents have not been fully exploited. The specific manifestation is the lack of a holistic planning, and that the social consensus is not enough and dissemination is insufficient although the development of its value has gradually increased. Many tourists have less experience of local folklore culture. The folklore culture of the waterside residents is facing a severe crisis of inheritance due to the impact of modern culture. How to better play the value of the folklore culture of the waterside residents and protect the traditional folklore culture has become an important issue in the development of tourism in Hainan[1].

In recent years, with the introduction of the concept of the holistic tourism, folk culture tourism has become a hot item of tourism of the waterside residents. Beihai City aims to create a national tourism demonstration zone and build a coastal tourism city with main feature of marine leisure and holiday. Beihai will build a number of characteristic towns to create a number of national 5A tourist attractions. The Golded Bay Mangrove Ecotourist Region has been included in the tourism project plan. Every year, activities such as the Folk Culture and Food Festival is regularly hold in Beihai to



inherit the culture of the waterside residents. There are many problems in the development of traditional folklore culture tourism resources of the waterside residents in Beihai. The problems that the development model is single, there is the lack of specialized researchers and the scenic spots has low visibility are still prominent.

There are all kinds of tourism resources of traditional folklore culture of the waterside residents in Beihai. The development of the traditional folklore culture of the waterside residents has a certain role in promoting the economic development in Beihai. At present, the traditional tourism resources of folklore culture of the waterside residents in Beihai have been developed and utilized, but there are still some problems.

The current folklore tourism projects of the waterside residents have been developed in a fragmented manner, and the tourism projects developed have a lack of relevance. For example, the clothing craftsmanship of the waterside residents has not received sufficient attention and lacks the overall effect. The fishing village tourism project is of poor recreation.

The unique folklore culture of the waterside residents has not been well reflected. Too much attention has been paid to economic benefits and the uniqueness of the traditional folklore culture of the waterside residents has been neglected in the process of development. The imperfect development system and the eagerness to enter the market lead to the serious homogeneity of tourism resources of traditional folklore culture and the lack of characteristic innovation.

The popularity of traditional folklore culture of the waterside residents is not good enough. The popularity of the developed tourism projects is small, and the costumes and the crafts of the waterside residents are still unknown to people[2].

### **3. The interaction between the traditional folklore culture of the waterside residents and the tourism**

Tourism resources are the objects that stimulate the travel motivation of tourists in nature and human society, and generate economic and social benefits for tourism utilization. Folklore culture tourism refers to the folklore matters that attracts tourists and can be developed and utilized to generate social and economic benefits. There are rich folk customs with the waterside residents characteristics in Beihai, Hainan. The traditional folk customs of the waterside residents include all aspects of culture, clothing, food and shelter, and have rich historical and cultural connotations. The traditional folklore culture of the waterside residents in Beihai can help visitors to expand their knowledge of all aspects of culture.

There are two types of folklore culture tourism resources: explicit and implicit. Folklore culture such as costume and food is the explicit. The implicit part of folklore culture is expressed through some carriers. The waterside residents in Beihai is a pack that lives on the sea. It is a rich soil for the folklore culture with well-known beautiful legends that make the sea vivid and attractive, giving the tourism industry a richer cultural connotation. Folklore legends have attracted many tourists. Visitors can deepen their impression of the culture of the waterside residents by the acquaintance of folklore legends. It is helpful to promote the development of tourism in Beihai.

The development of tourism in Beihai City is on the rise day by day. The 13th Five-Year Plan for the Development of Tourism in Beihai City has built an excellent platform for the protection and promotion of the traditional folklore culture in Beihai. The development of folklore culture has promoted the initiative to protect local folklore culture in Beihai City.

### **4. The construction of symbols of folklore tourism culture of the waterside residents in Hainan**

The waterside residents in Hainan has formed a stable folklore custom and has unique national characteristics in music, diet and clothing. The waterside residents live in the ocean for a long time and showed architectural cultures that is different from which in the land group in the long-term life [3].

The fishing boat of the waterside residents has the function of both living and working. The hull



has a water barrier and a storage floor. The shack is a interim place for the waterside residents to live after them came to shore. The high-footed house is built with shits and wooden stakes. The waterside residents built concrete houses in some communities near the sea. Nowadays, we can still see flat houses of the waterside residents side by side on both sides of the street.

The style of local house built in different cultural backgrounds has the historical and cultural heritage of the region. For example, the government dominate to launch activities for tourists to beach seine fishing can stimulate tourists' interest in learning about the culture of the waterside residents, stimulate tourists' exploring psychology and experience the unique life on the sea.

The aesthetics of the waterside residents are influenced by the water culture. The waterside residents nationality is very particular about the color and style of clothing. The traditional costumes of the waterside residents are dominated by blue and black. Women like to wear bamboo hat with malus crabapple oil barrel made from shells. The dress and personal adornment of the waterside residents are unified through the community propaganda. Combining popular elements to design souvenirs and costumes of the tourism. Visitors can intuitively get marine cultural symbols from their unique clothing styles, turning vacations into learning vacations.

In the past, the waterside residents basically did not live on shore. The food is mainly derived from the sea, and the seafood is cooked in a simple way. The diet of the waterside residents is sweet and delicious. The wine made by the hippocampus became a health food for the waterside residents. The food culture of the waterside residents is an important component of the snack culture in Hainan and is an important part of the visitors' experience. Dining on different roads attracts many tourists and enhances their natural interest.

The waterside residents live near mountains and rivers. Because of space restrictions, the generations of nationalities express their feelings by singing. The Salty Water Songs are sung at the celebrations and weddings of the waterside residents. The creation is mostly spontaneous by the working people. The tourists can learn about the history and culture of the waterside residents without written records through the Salty Water Songs. Regularly hold literature and art activities of Salty Water Songs to make tourists and the waterside residents experience the changes of the times. Encourage the Salty Water Songs to enter the classroom to protect the inheritance of intangible cultural heritage.

The waterside residents travel by boat. In the past, the waterside residents held water weddings and launched various folk activities, which had a strong local flavor. Crying in the wedding is a feature of the marriage customs of the waterside residents. Before the wedding, the daughter cry to the mother and the sisters-in-law, which conveys people's love for their homeland. The waterside residents attach importance to traditional national festivals such as the Lantern Festival and Dragon Boat Festival. Family members endow them with the marine culture mark, making traditional national festivals more national characteristics. For example, there are two water and land routes in the Lantern Festival, and activities such as tug-of-war are held in the Dragon Boat Festival.

Rituals are the display of cultural symbols at key times. Tourists can experience the characteristics of different culture and know about the unique folk culture of the waterside residents through folk rituals displayed in the place where the waterside residents live.

Religion is an attractive humanistic tourism resource. The waterside residents hold a grand sea festival during the festival, and the scene of the sea is spectacular. Many activities such as worshipping the Dragon King and sending fish lanterns are held to express people's hope for a better life. Tanmen has been developed into the most characteristic fishing and tourism destination in Hainan Province[3].

The waterside residents believe in Mazu and the Dragon King. On holidays or when major events happen, the waterside residents will carry pigs and sheep to the temple to worship the gods to protect the their health and safety. The sacrifice to the Dragon King and the celebration of the sea are with some religious overtones. And the tourists can experience the strong national culture, eliminating the exhaustion comes with daily work. Pious pilgrims can be regarded as beautiful scenery. Tourists can feel the charm of folk religions of the waterside residents, to promote the dissemination of folk culture of the waterside residents.



## **5. The dissemination of the symbols of folklore tourism culture of the waterside residents in Hainan**

Mining and disseminating folklore tourism culture is a major construction task in Hainan Province. Hainan is geographically close to Southeast Asian countries. Overseas Chinese in Hainan are mostly distributed in Southeast Asian countries, and trade is frequent. Hainan has an innate geographical advantage. The potential tourists get information about their destinations through mass media. The travel symbols transmitted by the Internet have transformed the potential tourists into a major source of tourists, and the tourist symbols that are valuable to tourists have become important expectations for tourists to come to the tour destination.

The dissemination of tourism symbols of folk culture of the waterside residents in Hainan needs to take the advantages of coastal tourism experience. In the background of the homogenization development of Li and Miao culture, the local culture with less public contact should be protected and utilized to adapt to the development trend of the international tourism market. Reporting the originality and authenticity of the culture of the waterside residents to improve the added value of the symbols of folklore culture in Hainan and to seek a cultural integration point between China and foreign countries. Collecting the propaganda slogans of the waterside residents culture in the society, and digging the tourism cultural resources of various aspects of folklore culture of the waterside residents deeply. Incorporating the waterside residents culture into Hainan tourism-related websites for publicity, creating a variety of reality shows that the modern public is keen to follow to promote the continuous dissemination of the waterside residents culture.

Beihai is a national historical and cultural city with a long history. It is necessary to rely on the carrier of the famous tourist city of Beihai to promote the development of the traditional folklore culture and the tourism in Beihai. The regional characteristics of folk culture can be embodied. And a good interaction between natural geography and historical and cultural resources is produced[5].

Museums are important ways for people to know about the city. Museums have become the hot spots of folk culture tourism because of their emphasis on the originality and authenticity of cultural heritage protection. Waisha and Qiaogang are the main places where the waterside residents in Beihai live in. Waisha has been a settlement of the waterside residents in Beihai before the founding of the People's Republic of China. With the development of the city, many waterside residents no longer take fishing as jobs. The original fishing boats were replaced by modern vessels, and the traditional way of life of the waterside residents was broken.

The choice of establishing a folklore museum as a model for the development of traditional folklore culture of the waterside residents should use modern technology to demonstrate creative and interactive effects. Attention should be paid to the training of Museum interpreters so as to better guide visitors to go to the museum to appreciate the traditional folklore culture of the waterside residents.

The cultural and ecological protection zone is to delimit the cultural and ecological protection zone by repairing the protection measures of intangible cultural heritage to preserve the original state of the folk cultural heritage to the region. To protect the historical and cultural heritage of the waterside residents, the cultural and ecological protection zone of the waterside residents should be established. Beihai City has established the Golded Bay Mangrove Ecotourist Region, and established a relatively complete Culture and Ecological Protection Zone of the waterside residents. The work area, performance area and food area of the waterside residents have been set up in the park. The tourists can get a more comprehensive understanding of the basic information about the folk culture of the waterside residents, experience the process of the wedding of the waterside residents, and experience the unique lifestyle of the waterside residents. In order to make tourists feel the charm of the traditional folk culture of the waterside residents, the protection zone should be set up at the place where the waterside residents live.

Folklore tourism is developed through holding large-scale festivals to fully display the traditional folklore culture of the waterside residents. There are a lot of festival and sacrificial activities for the waterside residents. The wedding and Salty Water Songs of the waterside residents are especially famous. The Golded Bay Mangrove Ecotourist Region regularly holds the Folk Culture Festival



every year. Visitors have the opportunity to experience a different kind of wedding. The water festival wedding event is an important part of the wedding culture. The wedding ceremony of the waterside residents has largely found a living carrier for the folklore culture.

When developing festival activities for the waterside residents, some tourism products with the characteristics of the waterside residents should be properly developed. And the unique advantages of the folklore culture of the waterside residents can be created through the combined development relying on marine sightseeing tourism.

## **6. Conclusion**

This paper studies the tourism resources of traditional folklore culture in Hainan, and proposes the tourism resources development strategies of building folk museums and developing folk festivals. Attention should be paid to make publicity and promotion in multiple channels and to the sustainable development of folk resources and culture. A distinctive symbol of folklore culture of the waterside residents should be created to expand the influence of folklore culture tourism. The study on the traditional folklore culture of the waterside residents in Hainan provides theoretical support for the promotion and protection of the traditional folklore culture of the waterside residents, and provides a new development idea for the folklore culture tourism in Beihai.

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