

Theoretical definition and evaluation of marine cultural resources from the perspective of rural revitalization: a literature review

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Abstract: Since the 19th National Congress of the Communist Party of China introduced the national strategy for rural revitalization, rural areas in China have actively used their own advantages, combined with local practices, and explored new development paths. Among them, cultural resources and cultural tourism have played an increasingly prominent role in rural revitalization, especially it is in coastal rural areas rich in marine cultural resources, and the integration of cultural and tourism is the focus of rural revitalization and development.

1. Introduction

Since the 19th National Congress of the Communist Party of China, the State Council and governments at all levels have successively issued reports on rural revitalization, introducing rural revitalization into the national strategy. In particular, the following description in Chapter 23, Section 3 of Chapter 7 of the plan emphasizes the importance of tourism in rural revitalization: to create a number of characteristic cultural industry towns, cultural industry characteristic villages and cultural industry clusters, promote the effective connection of cultural resources and modern consumer demand, and promote the deep integration and innovative development of culture, tourism and other industries.

2. Literature review

2.1 Cultural resource theory

Regarding the definition of marine cultural resources, the definition proposed by Professor Qu Jinliang from Ocean University of China is a more reference basis in China. Qu Jinliang (1999) believes that the essence of marine culture is the interaction between humans and the ocean and its products.

Based on the specific content of marine cultural resources, Xi Yubin (2013) divided my country's marine culture into six categories: marine agricultural culture, marine business culture, marine military culture, marine religious culture, marine ethnic folk culture, and marine tourism culture. Zhang Wei et al. (2014) divide the visibility of marine cultural resources into two major categories:

marine material cultural resources and marine intangible cultural resources.

Gao Lehua et al. (2015) are divided into six categories based on resources: marine landscape resources, marine heritage resources, marine literature and art resources, marine folklore resources, marine entertainment and education resources, and marine science and technology resources. Xiao Feixia (2019) divided its marine cultural resources into four parts. Fujian marine material cultural resources, Fujian marine social cultural resources, Fujian marine behavior cultural resources, and Fujian marine spiritual cultural resources according to the specific conditions of Fujian Province.

In summary, marine cultural resources are intertwined with each other, and it is easier to classify them as material and spiritual in theory. However, considering the application in practice, it is related to the revitalization of local villages. As General Secretary Xi Jinping said: Let our papers be written on the land of the motherland. Therefore, the classification of marine cultural resources should also be more grounded, so the author is more inclined to the theory of Gao Lehua and others.

2.2 Cultural tourism

In the new era, cultural soft power plays an increasingly important role in enhancing the country's comprehensive national strength and enhancing international competitiveness. To enhance cultural self-confidence, build a culturally powerful country and a beautiful China, it is necessary to promote the construction of cultural tourism, promote the development of local cultural industries with the construction of local cultural tourism, and increase the cultural influence and economic strength of the locality.

ReiZinger(1994) defined the participants of cultural tourism and narrowed it down to tourists who have a special interest in the experience of cultural experience; and further supplemented the cultural object, believing that in addition to general heritage tourism, art and belief , Customs, experience tourism participating in natural history, animal and plant ecotourism in tourist destinations, sports tourism participating in sports activities and watching sports events, and rural tourism related to agriculture are all included in cultural tourism. In his monograph, L.F.Girard (2009) put forward the evaluation of the economic contribution of cultural tourism from the perspective of economics, but the disadvantage is that the perspective of interpretation is not based on culture itself.

The significance of the development of rural characteristic cultural industries: First, it provides endogenous power for rural revitalization, such as Gu Jielong (2019), Li Junhong (2019), Qin Yanhua (2019), Zhu Ziyu (2019)) and others pointed out that the development of rural characteristic cultural industries is an important measure to cultivate new impetus for rural economic growth and promote rural revitalization. Second, to help fight poverty, such as Qiu Ji (2014), Li Zhongbin (2017), Xiong Zhengxian (2017), Fan Jianhua (2018) etc., pointed out that the characteristic rural cultural industry is beneficial to Stimulating the ability and motivation of the poor to develop themselves is of great value and role in the process of poverty alleviation and targeted poverty alleviation. Third, to meet the spiritual needs of residents, as Li Jing pointed out (2016) Cultivating and developing rural characteristic cultural industries is an important measure to enhance rural residents' cultural self-confidence and increase their enthusiasm for cultural inheritance, Tan Yuanheng, Wu Liangsheng (2018) It is believed that the provision of rural characteristic cultural products and cultural services can promote the dual improvement of residents' material and spiritual lives. Andrea Ghermandi et al. (2019) analyzed the status of local cultural tourism from the perspective of social media, so as to provide decision makers with valuable information to improve tourism management and protection strategies.

2.3 Rural revitalization and cultural tourism

The rural revitalization strategy was put forward a few years ago, so the research time node of the

role of cultural resource mining on rural revitalization is relatively concentrated. The following scholars combine specific village reality to clarify the importance of cultural resource mining for rural sustainable development.

Zheng Wenhuan (2019) draws on the advanced experience of South Korea's "inhabited world cultural heritage" Andonghe Village, and analyzes how to grasp cultural resources to develop cultural tourism industry in the process of rural revitalization, and then maintain the relationship with economic development. Xiao Yuanping (2019) discussed and analyzed the tourism development of Xijiang Miao Village with cultural resources as the core, so as to provide important reference samples for the future rural revitalization of Guizhou and even southwestern rural areas.

To sum up, the revitalization of the countryside is closely related to whether the cultural resources are properly tapped. The tourism industry developed with cultural resources as the core will directly bring about the following impacts on the countryside:

(1) Enhance villagers' understanding of the existing culture in the area and improve their sense of identity with the village;

(2) The cultural tourism industry developed by relying on cultural resources, on the one hand, will attract many tourists, on the other hand, will attract many outsiders to join the construction of the village, thereby improving the per capita quality and youth vitality of the village, and also making the village gradually The service industry-led tertiary industry has sustained and healthy development to protect the ecology and the environment, thus realizing the win-win concept of "both gold and silver mountains, but also green waters and green mountains";

(3) Rural residents directly or indirectly participated in the development of local tourism resources, which not only helped most villagers get rid of poverty, but also a group of villagers who got rich first bought new houses, which significantly improved the quality of life.

3. Conclusions and prospects

Marine cultural resources occupies a very important position and role in the cultural industry of Jinshan District. At present, all parts of the country are actively developing cultural tourism and creating cultural tourism products. Shanghai is a region rich in marine cultural resources, but how to turn a province of marine cultural resources into a strong province of cultural economy is an important task for all of us who excavate cultural resources.

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