

## Rural Tourism Area Integrating Forest Culture, Folklore Culture and Food Culture: A Case Study of Junwu Forest Park in Liuzhou

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**Keywords:** Forest culture; folk culture; food culture; rural tourism

**Abstract:** Rural tourism is a special cultural form which is based on the intrinsic value factors of general culture and acts on the life process of tourism relying on the elements of tourists. It is the sum of material civilization and spiritual civilization in the process of tourism. Tourism is the embodiment of human civilization, a cultural activity in a broad sense, a consumption of culture and a creation of culture. In the construction of Liuzhou Junwu Forest Park tourism culture, the perfect combination of folk culture and forest culture of Miao, Yi and Yao nationalities, and the characteristics of rural tourism areas with forest ecological culture, folk culture and food culture as the core.

### 1. Introduction

Forest culture; folk culture; food culture; rural tourism Liuzhou Junwu Forest Park is an AAA-level forest tourism park. It is an important part of Liuzhou urban green space and a green pearl and green barrier in the northern ecological new district of Liuzhou. Covering an area of 1207.8 km<sup>2</sup>, the park features resources such as a rare tall pine forest and a beautiful coniferous and broad-leaved mixed forest landscape, a gently permeable undergrowth space, and a fresh, secluded forest environment. It enjoys the reputation of "green travel, suburban resort", and is an ideal place for people's outing, leisure and entertainment, and popular science education in Liuzhou. It is also a node scenic spot on the original eco-folklore characteristics and high-quality tourism line of Guilin-Longsheng-Sanjiang-Rongshui-Liuzhou.



Fig.1. Junwu Forest Park Gate

### 2. Tourist Connotation of Junwu Forest Park

Junwu Forest Park in Liuzhou City is a typical rural tourism area. It is a form of rural tourism with tourism vacation as its purpose, rural wild forest as its space, and nomadic and wild behavior characteristics. The park, which combines various cultures, is a good place for Liuzhou citizens to rest on weekends.

## 2.1 Forest culture

Junwu Forest Park in Liuzhou City is mainly about forest culture. It is people's reverence, worship and understanding of forests. It is a cultural phenomenon reflecting the relationship between people and forests on the basis of simple feelings of thanking people for their understanding of forests and their various benefits. In the forest, the first one is a mixed forest. The left and right sides of the forest park are mixed forests. The pine is large and straight, and the breast diameter is about 80cm. The second type is Fazheng Lin, a planting method for students in the 1970s, 1980s, and 1990s, and 3-4 years later to the management of forest farms. The characteristic of this pine tree is that the spacing between the rows is fixed and it becomes a row of neat woods. In the forest, you can hear the sound of pine.



Fig.2. Junwu Forest Park Guansong Pavilion

## 2.2 Folk museum

Liuzhou Junwu Forest Park is also listed as “Junwu Folk Museum”, which is mainly composed of Yi, Miao and Yao. There are Yi, Miao and Yao buildings in the park, which also form unique national characteristics. In the festival, you can enjoy the songs and dances of the nation, the reed dance of the Yi and Miao nationalities, the encouragement of the Yao people, the folk marriage of the Yao people, and the songs of the Yi people. There is also a country music stage in the park. In the park, there are national style streets, which have national propaganda corridors, national life style houses, national reading houses, etc. It integrates the life style and culture of Miao, Dong and Yao nationalities. In the park, Dongs' wooden houses, frying houses, wine shops and rice milling houses in Sanjiang, Liuzhou will be moved to the park as a whole. Tourists can not only visit the original Dong's ancient wooden houses. We can also understand the life culture and residential culture of Miao, Dong and Yao nationalities. We can also witness the history of wooden oil press and rice mill in the 1960s. Therefore, Junwu Forest Park in Liuzhou City is mainly a folk culture of Dong, Yao and Miao nationalities, which can be transformed into social and economic benefits.



Fig.3. Junwu Folklore Performing Stadium



Fig.4. Junwu Folklore Village



Fig.5. Junwu Country Music Stage



Fig.6. Junwu Winery

### 2.3 Food culture

Under the influence of many factors, inherit and develop Chinese cooking skills, and form a broad and profound Chinese diet culture. Junwu Forest Park in Liuzhou City mainly grasps the national food culture of Dong, Yao and Miao nationalities, opens up national catering and caters to the needs of the market. For example, the daily dishes of the Sanjiang Yi people are mainly sour, and the main famous dishes are oiled tea, sour fish, sour meat, and smoked meat. During the festival, a hundred banquets were held in the park. The dining table and dishes were designed according to the hundred banquet dishes and flavors of the Yi people in Sanjiang County, and the citizens of Liuzhou experienced the food culture of ethnic minorities.



Fig.7. Junwu Yuequanwan Restaurant

### 3. Excavation and display of various cultural connotations

The decision makers of Liuwu Junwu Forest Park did not build the landscape as a scenic spot, avoiding urban landscape thinking and municipal engineering thinking, deeply considering consumers and markets, tapping into multiple cultures, and moving out of the rural tourism business

characteristics.

### **3.1 Excavation and display of forest culture**

The park is dominated by forests. It develops forest cultural tourism, sightseeing and listening to pine, and opens up all walkways in the park to meet the needs of tourists.

### **3.2 Excavation and Display of Folk Culture**

The folk cultures of the Yi, Miao and Yao ethnic groups are the sum of the material and spiritual products jointly created by the people of all ages, including the production and living culture, the folk song and dance culture, the folk craft culture, and the festival culture. The folk customs of the Yi, Miao and Yao ethnic groups are a high-level cultural tourism, and culture is the soul of folk tourism. Specifically, you can dig from the following aspects:

### **3.3 Unique living folklore**

The folk customs of the Yi, Miao and Yao ethnic groups refer to the folk customs of the Yi, Miao and Yao ethnic groups in terms of food, clothing, architecture and residence. Because this kind of folklore is touchable and perceptible, and also the most entertaining, experiential and participatory, it is a very important part of folk tourism. Yi, Miao, Yao and other costumes are a carrier of folk customs and folk culture of all ethnic groups. Its residential architecture is the most comprehensive and vivid embodiment of folk culture. The structure of the Dai people is a dry-column structure, mainly a drum tower and a wind and rain bridge. It is a squat structure with exquisite skills. The Dong nationality takes the drum tower as its core, also known as "there must be Drum Tower when there are villages, and there must be wind and rain bridge when there are rivers". It includes the drum tower culture of the harmonious theme of folk architecture, folk customs, living customs and other cultural phenomena such as wind and rain bridge, Theatre building and hanging feet building. Miao architecture is a three-storey suspended foot structure, which is divided into the bottom, middle and top storeys. The bottom storeys are filled with sundries, the middle storeys are occupied by people, and the top storeys are insulated. The structure of Yao architecture is fencing structure, with bamboo fences or small wooden strips under the fence, covered with thatch (or fir bark). Among them, there are sitting type and building type. Sitting type, is adjacent to the foundation building; building type, is four pillars landing, floor and the ground has a certain distance. It fully demonstrates the hard work and wisdom of the Dong, Miao and Yao people.

### **3.4 Rich and colorful folk festivals**

Folk festivals mainly refer to all kinds of national statutory holidays and traditional festivals. The festivals of Dong, Miao and Yao are mainly Spring Festival, Qingming Festival, Dragon Boat Festival, Mid-Autumn Festival, Chongyang Festival, March 3rd Festival (Fireworks snatching) and other national statutory festivals such as May Day and Eleventh Day. The Yi people also have the New Year's Day or the Winter Festival, the Seeding Festival, the Newlyweds, and the Bridge Festival. Miao nationality festival, Zhongyuan Festival, Lusheng Festival, Jumping Festival, Dragon Boat Festival, Fighting Horse Festival, Artemisia Festival, Open Fish Festival. The king of the Yao nationality (that is, the ancestor of the Pangu Wang, the legend of Yao and Yao, the legend is a dragon dog named "Panyu"), the Danu Festival, the "Song of the Songs" festival, also called "playing "The festival, the clothes festival, the dry festival, the half of the month, the festival, and so on."

### **3.5 Colorful folk art**

In the process of living and prospering, the Yi, Miao and Yao ethnic groups not only created the material wealth that enabled them to survive and develop, but also created the spiritual wealth that reflects the psychological and character characteristics of the nation, namely folk folk art. It is the crystallization of the wisdom of the people and has great temptation and attraction to the vast number of tourists.

Dong embroidery: Dong people have been farming and weaving for generations. Dong

embroidery is a folk handicraft that has been widely inherited by rural women in their long-term production, labor and social life. Dong embroidery is made by hand. The finished products are exquisite and beautiful. The embroidery patterns have been deposited and inherited from generation to generation, and finally formed the cultural characteristics of "Every intention must be intentional, intentional must be auspicious".

Miao Lusheng and Tantang: Blowing Lusheng and Tantang are the most popular entertainment activities of Miao people in Rongshui Miao Autonomous County. Men blow Sheng and women step on the hall (dancing), so it is known as "men' s song and women' s dance". Activities are usually held during the leisure time from August to February next year. Blowing Lusheng and trampling on halls are prohibited at other times. Every year in the Miao and Spring Festivals, there are competitions between stockaded villages and stockaded villages. The center of the field is the Lusheng pillar. Around the Lusheng pillar, three young men are holding a large Lusheng, a medium Lusheng and a mango barrel with a foot high. There are more than 20 people or more than 100 people holding small reeds with beautiful pheasant hairs. They dance around the center column. When they start and fall, they move forward and backward. The dance is strong and colorful, and the music is magnificent. There are dozens of people on the outskirts of the reeds, and even hundreds of girls follow the rhythm of the reeds, dance and dance.

Miao people play bronze drums: In Miao Village, generally wealthy people have bronze drums, and people with bronze drums must also have wooden drums. The bronze drum is also an ancient musical instrument that the Miao people love. When celebrating the New Year or the funeral, the Zhongbao Miao people must play bronze drums.

Yao bronze inspiration: the number of participants is not limited. Some play bronze drums, some use small wooden rafts to help make the echoes of the bronze drums, some play the drums, some hold the rain hats, and they are constantly interspersed between the copper inspiration and the leather inspiration, and the fan dances. Sometimes like an eagle vacating, sometimes like a monkey climbing a branch, sometimes turning around, and sometimes like a squid jumping dragon gate. The dance is rough and powerful, lively and lively.

### **3.6 Wonderful folk entertainment folklore**

Folk entertainment is a kind of folk custom activity with the main purpose of entertaining leisure and regulating body and mind. Tourists can participate in and experience it personally, and share the joy of the activity, so as to achieve the purpose of pleasing body and mind. It mainly includes folk games, folk sports and folk acrobatics.

In a word, these cultural activities are reappearing in the park at any time, so that tourists can really experience Dong, Miao, Yao, even Zhuang and other ethnic cultural activities. In addition, there are marriages, funerals and other activities of various nationalities, reflecting the characteristics of folk customs. Therefore, tourists do not need to experience in ethnic minority areas outside the city, they can experience ethnic minority cultural festivals in the park, and enjoy the park of multi-cultural integration.

## **4. Conclusion**

In the construction of tourism culture, Liuzhou Junwu Forest Park has built the Junwu Folk Museum, which mainly excavates the ethnic characteristics of the Yi, Miao and Yao ethnic groups, and integrates the folk culture of the Miao, Yi and Yao ethnic groups with the forest culture. In order to create a rural tourism area with forest ecological culture, folk culture and food culture as the core, it is suitable for tourists' tourism experience, highlighting the characteristics of rural tourism and meeting the needs of modern tourism development in the new era.

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