



Innovative Research on Zhuhai's Non-heritage Culture Based on the Integration of Culture and Tourism-The Case of Doumen's Marriage on the Water

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Abstract. General Secretary Xi Jinping pointed out in the "14th Five-Year Plan for Cultural Development" that "we should adhere to the culture and promote the integrated development of culture and tourism". This guiding ideology has clarified the path for the high-quality development of culture and tourism. Zhuhai has unique tourism resources and rich intangible cultural heritage, among which Doumen District is a famous hometown of overseas Chinese. This study selects the unique intangible cultural heritage of aquatic marriage in Doumen, Zhuhai as the research object, and aims to study how to make efficient use of the artistic and cultural resources of Zhuhai and create cultural and creative products and tourism projects with local characteristics under the current trend of cultural and tourism integration, so as to promote the lasting prosperity of the cultural industry. By analyzing the traditional culture and its current situation, and combining with the actual cases of cultural innovation, we will explore how to realize the innovative inheritance of culture on the basis of maintaining the tradition.

Keywords: Cultural and tourism integration; Zhuhai Doumen; Intangible cultural heritage; Marriage on water.

1 Introduction

The 14th Five-Year Plan and the Outline of the 2035 Vision Goals clearly propose to "promote the integrated development of culture and tourism". With the development of tourism and the rise of cultural industry, the integration of cultural and tourism has become an important way to promote local economic development and cultural inheritance^[1]. How should Zhuhai combine the intangible cultural heritage with the tourism resources to realize the cultural inheritance and the development of tourism. Zhuhai has rich historical and cultural resources and intangible cultural heritage, among which Doumen water marriage culture is one of the unique cultural symbols, which is a popular folk custom for hundreds of years, and is also a national intangible cultural heritage. Tourist landscape attractions are replicable, but the tourism re-

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Y. Li et al. (eds.), *Proceedings of the 2024 3rd International Conference on Science Education and Art Appreciation (SEAA 2024)*, Advances in Social Science, Education and Humanities Research 866,

https://doi.org/10.2991/978-2-38476-291-0_44

sources that fit the local culture cannot be replicated. With the improvement of consumption level^[2], people in the text brigade consumption in more pursuit of service, form, connotation, in the future, tourism products will be more into the history, humanities, stories, such as cultural elements, especially the intangible cultural heritage, which not only can promote the intangible cultural heritage, can also become the highlight of urban tourism development, characteristics^[3].

2 The Current Situation of Cultural and Tourism Integration in Zhuhai

2.1 The Development Status of Zhuhai's Tourism Resources

As a coastal city, Zhuhai has the largest Marine area, the largest islands and the longest coastline in the Pearl River Delta. It has rich and diverse tourism resources featuring Marine culture, including natural landscape, cultural landscape and various tourism facilities. Zhuhai's unique environmental advantages also determine the status of tourism as a pillar industry in Zhuhai's economic and social development.

Zhuhai is very rich in coastline and beach resources. For example, Zhuhai lovers road beach, beach park, they are the favorite leisure places of local people and tourists. In addition, the landmark buildings in the city, such as the moon and Zhuhai fishing girls, are the cultural symbols and city name card of Zhuhai city.

Zhuhai is a real tourist resort, with many islands and beautiful scenery. There are countless tourists coming to Zhuhai island every year. Such as Qi'O Island, Wailingding Island, Dongao Island, etc. These islands have their characteristics and unique natural landscape. It fully demonstrates the profound Marine culture of Zhuhai, which integrates Marine ecology, tradition, living customs and historical heritage.

Zhuhai houses a number of cultural heritages bearing historical memories, such as Yuanming New Garden, Beishan Village and Huitong Village. These sites, with their long history and rich cultural connotation, often attract many art lovers and historians to stop and explore.

In addition, Zhuhai is known as the "City of Romance" and the "City of a Hundred Islands". Its diverse tourism resources include magnificent natural scenery, unique island charm and profound cultural heritage^[4], providing tourists with a wide range of travel choices. In order to optimize the tourist experience, Zhuhai continues to invest in improving tourism facilities and improving service quality to ensure that every visitor can enjoy a pleasant journey.

2.2 Development Status of Zhuhai's Cultural Industry

Cultural resources are the key elements to drive the development of cultural industry, especially those profound historical and cultural resources, which are material and intangible heritages formed in regions or cities after a long time, such as ancient relics, folk traditions, historical buildings and ancient books and documents. These resources contain profound historical information and unique cultural essence, reflect-

ing the historical evolution, cultural characteristics and spiritual characteristics of the place. Effective exploration and application of these historical and cultural resources can inject rich creative inspiration into the cultural industry, enhance the vitality of innovation, and increase the diversity of cultural products and services. Zhuhai has made remarkable achievements in Marine culture, Lingnan culture, exchange culture between China and the West, red culture and reform and opening up culture. By inheriting and carrying forward local culture and integrating and innovating foreign culture, Zhuhai has made great efforts to create a modern urban civilization with Chinese characteristics, Lingnan charm and special zone style, making positive contributions to the development and cultural prosperity of the city.

Zhuhai's rich cultural tradition is deeply rooted in the Marine culture. In the early history of Zhuhai, fishing and farming culture was an important part of Marine culture. In ancient times, Zhuhai took fishery and agriculture as the main source of economy, and fishermen and farmers formed a unique way of life and cultural customs in the interweaving between the sea and the land. As a key stop on the ancient Maritime Silk Road, Zhuhai has always been a port of commercial prosperity, bringing together merchants, ships and goods from all over the world. This kind of maritime trade activity breeds Zhuhai's openness and inclusiveness, and various cultures blend here to create a unique Marine commercial culture.

The intangible cultural heritage of Zhuhai has a long history, bearing rich historical and cultural deposits, reflecting the unique life style, artistic expression and folk traditions of Zhuhai area. For example, Doumen water marriage in Zhuhai, as one of the intangible cultural heritage of Zhuhai, carries rich Marine culture and folk traditions. This traditional form of marriage not only reflects the living customs of Zhuhai fishermen, but also represents the marriage feelings and family concept of the local people, which has high historical and cultural value^[5].

As an old revolutionary base area, Zhuhai has rich red cultural resources. Through the construction of red culture and education base and red tourist attractions, Zhuhai is committed to carrying forward the spirit of red culture. Red culture and reform and opening up culture show Zhuhai's unique status and development process in politics and economy. The red culture carries the struggle course and revolutionary spirit of Zhuhai people, and inspires generation after generation of Zhuhai people.

Located in Lingnan, Zhuhai has a profound lingnan culture. While inheriting Lingnan traditional culture, Zhuhai is also constantly promoting cultural innovation, holding Lingnan cultural exhibitions and traditional festivals and other activities to show the profound heritage and modern vitality of Lingnan culture.

Since the "11th Five-Year Plan", Zhuhai's cultural industry has continued to grow strongly, showing the characteristics of diversification and innovation, etc. The municipal leadership has paid great attention to the cultivation of the cultural industry. In the evolving industrial structure, traditional fields such as literature and art, handicrafts and cultural tourism maintain their importance, while emerging industries such as digital media, film and television animation and creative design are also booming, jointly shaping Zhuhai's unique cultural industry development model. Guided by the cultural and creative industry, the cultural industry ecology of Zhuhai has grown rapidly. The construction of the innovation park and the favorable policies have promot-

ed the agglomeration and progress of the creative industry, attracted many innovative enterprises and talents, and driven the continuous innovation and upgrading of the cultural industry.

2.3 Analysis of the Integration of Culture and Tourism Problems

The integration of culture and tourism refers to the development mode of mutual integration and mutual promotion of tourism and cultural industry. Through the deep integration of culture and tourism, the better utilization of cultural resources and the rich and diversification of tourism products are realized, and the symbiosis and win-win situation of culture and tourism industry are realized in the integration.

Zhuhai is rich in cultural resources and tourism resources, but in the process of cultural and tourism integration, the resource integration is not smooth enough, the cultural connotation is generally insufficient, and the development form is monotonous. The industrial model of "cultural and tourism integration" in Zhuhai is relatively new, and the cooperation mechanism between cultural departments and tourism departments has not been established and improved, leading to the low efficiency of resource utilization and the lack of linkage and coordinated development between some cultural attractions and tourist attractions.

The integration of cultural and tourism requires innovative products and services to attract tourists, but the current innovation of cultural and tourism products in Zhuhai is insufficient. The integration between culture and tourism still stays at the surface level, lack of deep and differentiated product design^[6], and generally lack of interactive content with tourists, which is difficult to meet the increasingly diversified needs of tourists. At present, Zhuhai's cultural and tourism brand building is not outstanding enough. The lack of representative and influential cultural and tourism brands cannot form a unique cultural and tourism style and image, which affects the overall competitiveness of Zhuhai's cultural and tourism integration.

The integration of culture and tourism requires high-end planning creative talents and management talents. However, the most prominent problem in the field of culture and tourism integration in Zhuhai is the structural shortage of talents. There is a lack of compound talents for the understanding of cultural industry and tourism, and talents good at cross-border cooperation and innovation, which restricts the in-depth development of cultural and tourism integration.

3 Zhuhai Doumen Water Marriage A. The Historical Origin and Inheritance of Water Marriage

Marriage on water in Doumen, Zhuhai is a traditional folk custom activity with a long history, carrying rich historical origin and cultural connotation. In the early Qing Dynasty, it was formed in the early Qing Dynasty and matured during the reign of Emperor Guangxu in the Qing Dynasty, integrating elements of Guangfu culture and Hakka culture. Doumen water marriage has a history of hundreds of years, and it is also a national intangible cultural heritage. As a special marriage custom, marriage on

the water has become a part of the local people's life."The red boat carries new people", which belongs to the romance of Chinese style. Doumen water marriage is not only a wedding, but also a cultural inheritance. Every wedding etiquette is also full of the meaning of auspiciousness and happiness. The water wedding activities show the unique feeling of the water town, which has great folk appreciation value. It is also an important spiritual bond to maintain the traditional voice of the local people and overseas Chinese. The long-term development and development of this activity is of great significance to the inheritance and preservation of Chinese folk culture tradition. It is of great significance to the continuous holding and development of this activity and to the inheritance and protection of cultural tradition.

B. The development dilemma of water marriage

With the development of modern society, people's life style and values have changed, and the traditional water wedding activities may be gradually replaced by modern wedding forms, leading to the loss and decline of traditional culture. Due to the lack of understanding of the historical origin, cultural connotation and value significance of Doumen water marriage, the lack of understanding of its deep connotation. The management and promotion of water wedding activities are often still on the surface, and the lack of professional management team and scientific promotion strategy leads to the limited popularity and influence of the activities.

3.1 Tourism Value and Cultural and Tourism Integration

Doumen water wedding activities are both ornamental and interactive. Tourists can take boats to watch various water wedding ceremonies and performances at close range, experience the traditional lifestyle of fishermen in Doumen, and feel the charm of Marine culture, so as to enhance the immersion of tourists. At the same time, this activity has also become an ideal platform for cultural and tourism integration. By organizing aquatic wedding culture festival and developing relevant cultural and tourism integration products and services, we can combine aquatic wedding activities with other cultural and tourism resources, deeply explore its cultural connotation, enrich the cultural and tourism product line, and further improve the quality and economic benefits of cultural and tourism integration^[7].

4 Innovative Research on Zhuhai Intangible Cultural Heritage Under the Integration of Culture and Tourism

4.1 Development of Cultural and Creative Products

Cultural and creative products are the products of the combination of culture and creative industry. They are the reinterpretation and innovation of traditional culture, historical heritage or cultural symbols, and they transform them into products with commercial value and aesthetic quality through creative design and artistic processing. Cultural and creative products not only have cultural value, but also have commercial value. They can achieve the dual goals of economic benefits and social

benefits through market-oriented operation and sales. Under the integration of cultural and tourism, cultural and creative products will integrate the unique cultural elements of the region. Cultural and creative products have various forms, which can be real products, decorations, artworks, etc., to meet the needs of different consumer groups and expand the application scope of products.

In the market, although cultural and creative products have made some achievements under the integration of cultural and tourism, there are still some shortcomings. The main problem is the convergence and quality. Cultural and creative products are too imitation of others' creativity and design, will lack individuality and uniqueness. Not only is it difficult to highlight their own characteristics, but also reduce the appeal to consumers. The quality problems of cultural and creative products will also directly affect the effect of local tourism brands, and the degree of consumers' trust and satisfaction with the products.

Under the current trend of cultural and tourism integration, a series of innovative cultural and creative products characteristic of Zhuhai's intangible cultural heritage will be developed to attract more tourists and cultural lovers. It can combine the traditional intangible cultural heritage elements and modern design thinking to design unique artworks and handmade products, emphasizing the unique characteristics and personalization of the products, so as to shape their unique market positioning and prevent the similarity with other products on the market^[8]. For example, we can design postcards with the theme of marriage on the water, and select the most symbolic and aesthetic value links, such as the couple boarding, fleet sailing, ocean wedding and so on as the design elements. In the postcard, in addition to the detailed information of the marriage on the water, it can also be accompanied by greetings or customized copywriting to enhance its emotional value and commemorative significance. Such products can not only satisfy the purchase desire of tourists, but also vividly show the unique charm of Zhuhai's intangible cultural heritage.

4.2 Carry out Intangible Cultural Heritage and Cultural Experience Activities

In order to enhance tourists' personal experience and deep understanding of Zhuhai's intangible cultural heritage, a series of intangible cultural heritage experience activities were launched. Among them, the launch of the "Doumen Water Marriage Customs" experience project in the Lingnan Land Pastoral Complex marks an important step forward for Doumen District to accelerate the actual transformation of non-genetic inheritance protection achievements^[9]. The scenic spot with its perfect facilities and sufficient source of tourists, for the smooth implementation and operation of the project to create superior conditions. These activities give tourists the opportunity to intuitively feel the special charm and profound culture of Doumen water marriage, so as to enhance their sense of identity and practical experience of intangible cultural heritage, and actively promote the deep integration of culture and tourism.

C. Cultural and tourism integration and brand development.

By creating a high-quality cultural tourism brand with Zhuhai intangible cultural heritage characteristics, to promote the development of the brand. To build a moving

brand, you need to start from the consumer's perspective. The core of the cultural and tourism brand is culture, and cultural empowerment is an important link. Cultural empowerment can stimulate the cultural innovation vitality of the brand and create a differentiated brand. Use brand stories and promotional activities to convey the emotional value and cultural connotation behind the brand. Taking Doumen water marriage as an example, integrate intangible cultural heritage elements into the brand, so as to inject profound cultural heritage and unique historical charm into the brand, enhance the uniqueness and regional characteristics of the brand, and create an exclusive urban cultural tourism brand. Through the deep excavation of its historical origin, traditional customs and the romantic love story behind it, to trigger the emotional resonance and identification of consumers. Intangible cultural heritage enables cultural tourism brands can realize the goals of cultural inheritance, innovative development and brand building, inject more cultural charm and connotation into the brand, attract more attention and participation of tourists, and promote the prosperity and development of the cultural tourism industry. At the same time, it can also further enhance the visibility and influence of Zhuhai's intangible cultural heritage, and promote the inheritance and development of the intangible cultural heritage.

5 Conclusion

With the development of economy and the improvement of people's living standards, the cultural tourism industry has gradually become an important engine and growth point of economic development in various regions. As a cultural form with a long history and rich connotation, intangible cultural heritage plays an important role in the integrated development of culture and tourism. Taking the water marriage in Doumen, Zhuhai as an example, this paper discusses the innovative research of intangible cultural heritage under the integration of culture and tourism, aiming to put forward feasible development paths and strategies to promote the inheritance and protection of intangible cultural heritage and the vigorous development of cultural tourism industry.

Analyzing the current situation of Zhuhai's cultural industry, we can clearly perceive its rich cultural resources and huge development potential. To further study the historical background, local characteristics, tourism influence and current inheritance of Doumen water marriage, we have a deep understanding of the special value and key role of intangible cultural heritage in the integration of culture and tourism. Taking Doumen aquatic marriage as an example, we have deeply studied the innovative path of intangible cultural heritage under the background of cultural and tourism integration, covering many aspects such as innovative cultural and creative product design, organization of intangible cultural heritage experience activities and promoting the brand development strategy.

In the study, we deeply realize that the intangible cultural heritage is the foundation and soul of our national culture. The integration of culture and tourism provides new opportunities and challenges for the inheritance and innovation of intangible cultural heritage. Through innovative research and practical exploration, we can more effectively explore and utilize intangible cultural heritage resources, give birth to creative

thinking, enrich cultural tourism products, enhance cultural influence, promote economic growth, and drive social progress. However, we should also be aware that the integrated development of culture and tourism still faces some difficulties and challenges. Therefore, we need to strengthen policy guidance, optimize resource allocation, strengthen industry cooperation, and enhance the innovation intensity and market competitiveness of the cultural industry, in order to achieve its high-quality development.

Under the background of the integration of cultural and tourism, the innovative research of intangible cultural heritage is an arduous and key task, which requires the joint participation and efforts of the government, enterprises and the whole society^[10]. Only through continuous exploration, practice, continuous improvement and innovation, can we not only protect and inherit the intangible cultural heritage, but also promote the prosperity of the cultural tourism industry, so as to inject vitality into the prosperity of China's cultural undertakings and the achievement of the goal of cultural power.

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