

Research on the Innovative Development of ““She”” Ethnic Tourism in Sanming

Shouyong Zhang*, Yuqing Zhang, Yufeng Xin

School of Art and Design, Sanming University, Sanming, Fujian, China

**Corresponding Author.*

Abstract: The tourism of the ““She”” ethnic group in Sanming is centered on ““She”” culture and creativity, based on intellectual property rights, market-oriented, and mainly focused on cultural and creative products and services. The Sanming ““She”” ethnic group has a rich history and cultural resources. Making full use of cultural resources and developing them reasonably can promote the ecological development of the “She” tourism. This article explores the interrelationships and interdependence between various links in the ecosystem of the Sanming ““She”” tourism from the current development status, contemporary value, and future development trends of the Sanming ““She”” tourism. It attempts to explore a new path for innovative development of the Sanming ““She”” tourism, in order to play the important role of the ““She”” tourism in economic development and promote the sustainable development of the ““She”” tourism better.

Keywords: ““She”” Ethnic Group; Cultural Resources; Cultural Creativity; Cultural and Creative Products; Culture Industry

1. Introduction

The “She” tourism is centered around cultural creativity, including “She” cultural creativity, “She” cultural tourism, “She” cultural arts, “She” traditional sports, and other fields. The progress of “She” ethnic tourism is of great significance for promoting economic growth, increasing employment opportunities, and enhancing the international competitiveness of “She” ethnic culture in “She” ethnic areas. The cultural heritage of the “She” ethnic group is an important component of their history, culture, traditions, and values, and is an important foundation for the progress of the “She” tourism. In short, strengthening the protection, inheritance, and utilization of “She”

ethnic cultural heritage is an important prerequisite for the progress of “She” ethnic tourism. Only by strengthening the cultivation of “She” ethnic cultural heritage can we promote the progress of Sanming “She” ethnic tourism, achieve economic growth, increase employment opportunities, and improve competitiveness. The progress of the “She” ethnic tourism in Sanming requires continuous innovation and improvement, which can promote scientific and technological progress and innovation. For example, advanced technology and equipment for “She” ethnic animated film production, as well as advanced programming skills and artistic design required for “She” ethnic style game progress, can promote technological progress and innovation. At the same time, the progress of the “She” ethnic tourism in Sanming can also provide experience and innovative solutions for other creative industries, promoting the economic progress of the entire Sanming tourism. The “She” tourism is based on “She” cultural resources, with “She” traditional culture as its content, and cultural innovation as its output. The progress of the “She” ethnic tourism in Sanming requires market support. Through tourism, tourists can have a deeper understanding of the form and connotation of “She” ethnic culture, thereby increasing the demand for “She” ethnic cultural and creative products. At the same time, “She” cultural tourism can also provide more opportunities for showcasing the “She” tourism, allowing more people to understand the significance and value of the existence and progress of “She” tourism. Therefore, the integrated progress of “She” ethnic cultural tourism can promote the progress of “She” ethnic tourism and contribute to the prosperity of “She” ethnic tourism.

2. Problems and Countermeasures in the Tourism of the “She” Ethnic Group in

Sanming

The “She” ethnic tourism, as an important component of the Sanming cultural tourism industry, is a new form of industry; It has the characteristics of high added value, high knowledge intensity, high technological content, and high connotation. The progress of “She” ethnic tourism can not only promote economic growth, but also promote the active inheritance and innovative development of “She” ethnic culture. The current “She” ethnic tourism is facing four problems in its development process, including policy support, talent cultivation, market expansion, and technological innovation.[1]

2.1 Insufficient Policy Support and Solutions

Policy support is an important guarantee for the ecological development of the “She” ethnic tourism in Sanming. At present, relevant departments and organizations have introduced a series of support policies for the ecological progress of the “She” ethnic tourism, such as tax incentives, financial subsidies, and intellectual property protection for “She” ethnic cultural and creative companies or studios, in order to attract more cultural and creative enterprises and individuals to invest in the “She” ethnic tourism. However, for the progress of the “She” ethnic tourism, it is still far from enough. The progress of the “She” ethnic tourism requires relevant departments and organizations to provide in-depth, wide-ranging, and diversified assistance and guidance; In addition, efforts should be made to increase the publicity and promotion of the “She” ethnic tourism, in order to enhance its visibility and influence.

On the one hand, policy support can promote the innovative development of the Sanming “She” ethnic tourism. As the tourism is a highly innovative industry, it needs to constantly innovate in order to maintain its competitiveness. Policy support can provide financial support for the tourism of the “She” ethnic group in Sanming, provide tax incentives for enterprises, provide entrepreneurial training and rewards for innovative cultural talents, thereby stimulating innovation vitality and promoting the ecological progress of the “She” ethnic tourism; Policy support can enhance the competitiveness and influence of the “She”

ethnic tourism in Sanming. The ecological progress of the “She” ethnic tourism can not only promote economic growth in the region, but also increase trade income and enhance brand competitiveness. At the same time, policy support can provide more display platforms and resources for the Sanming “She” ethnic tourism, provide professional training and support for “She” cultural related enterprises, thereby improving the comprehensive competitiveness of enterprises and promoting the rapid development of the Sanming “She” ethnic tourism.[2]

On the other hand, policy support can promote the diversified progress of the “She” ethnic tourism in Sanming. The “She” ethnic tourism is a diversified industry, and the participation of enterprises and talents in different fields is necessary to achieve the comprehensive development of the “She” ethnic industry in Sanming. Policy support can provide support and rewards for industries and talents in different fields, and guarantee the diversified ecological development of the “She” ethnic tourism; Policy support can promote the sustainable progress of the “She” ethnic tourism in Sanming. The sustainable development of the “She” ethnic tourism requires the joint efforts of relevant departments and organizations, enterprises, and all aspects of society. Policy support can provide long-term and stable policy support for the “She” ethnic tourism, provide support and guidance for sustainable progress of “She” ethnic cultural enterprises, and promote the sustainable progress of the Sanming “She” ethnic tourism.

In short, policy support is an important guarantee for the development of the “She” ethnic tourism in Sanming. Relevant departments and organizations should increase policy support for the “She” ethnic tourism, provide more support and assistance to enterprises, and promote innovative, diversified, and sustainable development of the “She” ethnic tourism. At the same time, relevant enterprises and all sectors of society should actively participate and provide suggestions for the development of the “She” ethnic tourism in Sanming.

2.2 Solidification of Talent Training Models and Solutions

Talent cultivation is an important support for

the innovative development of the “She” ethnic tourism in Sanming. At present, the talent cultivation model of the Sanming “She” ethnic tourism cannot meet the needs of current development, and there is a lack of high-precision and cutting-edge professional talents. The ecological development of the “She” ethnic tourism in Sanming requires the participation and support of relevant talents. In terms of talent cultivation, multiple measures, channels, and fields should be taken. Such as offering relevant professional courses, organizing practical activities, and “She” ethnic cultural and creative themed professional competitions in universities in Sanming and even Fujian; In addition, cooperation with universities and research institutions can be strengthened to jointly study the development trends and cutting-edge technologies of the “She” ethnic tourism in Sanming, providing intellectual support for the development of the “She” ethnic tourism. With the continuous development of the “She” ethnic region's economy, the “She” ethnic tourism has become an emerging industry field, receiving more and more attention. Only through talent cultivation can a continuous source of power be provided for the Sanming “She” ethnic tourism.

Due to the fact that the Sanming “She” tourism is an industrial form based on “She” culture, with creativity as the core and industrialization as the means, the development of “She” tourism requires a large number of professional talents, who need to have high cultural literacy, creative ability, and professional skills. In terms of talent cultivation, we need to attach great importance to the role of professional education, and strive to focus on professional skills and specialized talents. Professional education is an important way to cultivate talents in the “She” ethnic tourism. Only through professional education can innovative talents be provided for the Sanming “She” ethnic tourism. Therefore, we need to strengthen investment in professional education, improve the quality of professional education, and cultivate more talents in the Sanming “She” tourism.

In addition, talent cultivation in the tourism of the “She” ethnic group in Sanming also requires attention to the role of enterprises. Enterprises are the main driving force behind the tourism, and only through their support can

more employment opportunities and development space be provided for the Sanming “She” ethnic tourism. Therefore, we need to strengthen enterprise investment, improve new capabilities of enterprises, and cultivate more “She” ethnic tourism talents. In short, talent cultivation is an important support for the development of the Sanming “She” ethnic tourism. Only through human cultivation can we provide a continuous source of impetus for the innovative development of the Sanming “She” ethnic tourism, thereby promoting the rapid development of the Sanming “She” ethnic tourism.

2.3 Ambiguous Market Expansion Positioning and Solutions

Expanding the market is an important way for the development of the “She” ethnic tourism in Sanming. Currently, there are many problems in the “She” ethnic tourism market, which need to be expanded through various means. Such as organizing “She” ethnic cultural and creative product exhibitions, cultural and creative themed activities, and cultural and creative games; In addition, cooperation with other ethnic cultural and creative enterprises can be strengthened to jointly develop “She” ethnic cultural and creative product services and expand market space. the “She” ethnic tourism has become a new engine for promoting economic growth of the “She” ethnic group. However, in order for the tourism of the “She” ethnic group in Sanming to develop better, market expansion is crucial. Market expansion can bring more opportunities for the ecological development of the “She” ethnic tourism in Sanming. The “She” tourism is an industry full of opportunities, which can cover many fields, including “She” culture, “She” art, “She” cultural and creative product design, cultural tourism, etc. At the same time, the expansion of the “She” ethnic tourism market in Sanming can promote cultural exchanges between different countries, regions, and ethnic groups. The tourism is a cross-border industry that can promote communication and understanding between different cultures. Market expansion can expand the market for creative products and services of the Sanming “She” ethnic culture, allowing more people to understand and be exposed to “She” culture, thereby promoting communication and integration

between different ethnic cultures.[3]

In addition, market expansion can also enhance the competitiveness of the Sanming “She” ethnic tourism. The market is a place of competition, and only by gaining more market share can we gain more profits and development opportunities. Market expansion can help Sanming “She” tourism enterprises better understand market demand, improve the quality and competitiveness of products and services, and thus gain more market share; Market expansion can also promote the sustainable development of the “She” ethnic tourism in Sanming. Market expansion can enable the Sanming “She” ethnic tourism to gain more profits, thereby better investing in research and innovation, and promoting the sustainable development of the “She” ethnic tourism. Enable “She” ethnic cultural and creative industry enterprises to better understand market demand and trends, in order to better respond to market changes and maintain the development momentum of the industry. Only through market expansion can the Sanming “She” tourism move towards a broader market, promote cultural exchange and integration among various ethnic groups, improve production competitiveness, and promote the sustainable development of the ethnic tourism.

2.4 Weakness in Technological Innovation Research and Development and Solutions

In order to promote the sustainable development of the “She” ethnic tourism, it is necessary to strengthen cooperation with research institutions and enterprises, jointly develop new technologies, materials, and processes for “She” ethnic cultural creative products and services, and improve the quality and competitiveness of products and services. In addition, it is possible to strengthen intellectual property protection, encourage enterprises to increase research and development investment, and improve their technological innovation capabilities. In short, the “She” ethnic tourism is a dynamic and innovative industry that can not only promote economic growth, but also promote the protection and inheritance of “She” ethnic traditional culture. The Sanming “She” tourism, as an emerging industry, promotes economic growth and innovative development of the “She” tourism by creating and

producing cultural and creative products and services. The development of the tourism of the “She” ethnic group in Sanming requires the support of technological innovation. This is because technological innovation can improve the quality and efficiency of “She” cultural and creative products, reduce production costs, enhance market competitiveness, and thus promote the development of the entire tourism of the “She” ethnic group in Sanming.

Technological innovation can improve the quality of “She” ethnic cultural and creative products. As science continues to advance, people's demand for the quality of cultural and creative products is increasing; Such as more realistic virtual reality experiences, clearer images, smoother gaming experiences, etc. Technological innovation can make “She” ethnic cultural and creative products more attractive, improve user experience, and thereby increase sales and market share; Technological innovation can improve the production efficiency of “She” ethnic cultural and creative products. The “She” ethnic tourism is a people-oriented industry that requires a large amount of human resources to create and produce cultural and creative products. Therefore, the cost of human resources is high, and there are also certain limitations on the quantity and quality of human resources. Technological innovation can effectively help the “She” tourism improve production efficiency, such as reducing the use of human resources through automated production lines, intelligent equipment, artificial intelligence, and other technologies, thereby reducing production costs and improving production efficiency; Technological innovation can enhance the market competitiveness of Sanming “She” ethnic tourism enterprises. The tourism is a fiercely competitive market that requires continuous innovation to maintain market competitiveness; In short, technological innovation is an important support for the development of the “She” ethnic tourism in Sanming. The “She” ethnic tourism needs to constantly introduce new technologies, equipment, and methods, and constantly innovate in order to continuously improve the quality, production efficiency, and market competitiveness of “She” ethnic cultural and creative products, thereby promoting the

development of the entire ethnic tourism.[4]

3. The Future Trend and Direction of the Development of the “She” Ethnic Tourism in Sanming

The development of “She” ethnic tourism is of great significance for the economic growth and cultural inheritance of “She” ethnic areas. In the future development, we need to strengthen the protection of “She” cultural heritage, actively cultivate “She” creative industries, strengthen the infrastructure construction of “She” cultural tourism industry, promote the integrated development of cultural tourism, and actively build the Sanming “She” tourism cluster, launch a series of “She” cultural IPs, and promote the healthy development of “She” tourism.[5]

3.1 Strengthening the Protection and Inheritance of Cultural Heritage

In the future development of the “She” ethnic tourism in Sanming, firstly, such as establishing more complete laws and regulations and regulatory mechanisms, and strengthening the protection and restoration, inheritance and development of “She” ethnic cultural heritage. The cultural heritage of the Sanming “She” ethnic group is an important wealth of the “She” people. They are witnesses to the history and culture of the “She” ethnic group, and also an important cornerstone for the inheritance of “She” ethnic culture. In recent years, the protection and inheritance of the cultural heritage of the “She” ethnic group in Sanming have been valued and strengthened. In order to strengthen the development of the “She” ethnic tourism, it is necessary to strengthen the cultivation of “She” ethnic cultural heritage.

Secondly, in the process of protecting the cultural heritage of the “She” ethnic group in Sanming, it is necessary to focus on scientific planning and reasonable layout, while strengthening the supervision and management of the “She” ethnic cultural heritage to ensure effective protection. The inheritance of the Sanming “She” cultural heritage is an important means of protecting the “She” cultural heritage. In the process of inheriting the Sanming “She” cultural heritage, it is necessary to pay attention to the diversity of inheritance methods, and strengthen the training and education of inheritors to ensure

the effective inheritance of “She” cultural heritage. The utilization of “She” ethnic cultural heritage is an important means for the development of the “She” ethnic tourism in Sanming. In the process of utilizing “She” ethnic cultural heritage, it is necessary to pay attention to new thinking and strengthen the development and utilization of “She” ethnic cultural heritage to ensure its effective utilization. In the development of the “She” tourism in Sanming, more attention needs to be paid to the protection of “She” cultural heritage. Strengthening the protection, restoration, and maintenance of “She” ethnic cultural heritage to ensure that it can be inherited and developed by future generations. At the same time, it is necessary to better utilize the “She” ethnic cultural heritage and transform it into an important resource for the Sanming “She” ethnic tourism, making contributions to the economic development and ethnic cultural prosperity of the “She” ethnic region.

Once again, it is necessary to strengthen the protection and management of the Sanming “She” ethnic cultural heritage. This includes strengthening the supervision and protection of the development and utilization of “She” ethnic cultural heritage, ensuring that they are not destroyed or damaged during the inheritance and protection process. At the same time, it is necessary to strengthen the restoration and maintenance of “She” ethnic cultural heritage to ensure their long-term preservation. In addition, it is necessary to scientifically utilize the “She” cultural heritage, which is an important resource of the “She” tourism. It should be scientifically utilized and transformed into “She” cultural and creative products, injecting new impetus into the development of the “She” tourism and driving the economic development of the “She” region.

Finally, it is necessary to strengthen the inheritance and popularization of the Sanming “She” ethnic cultural heritage. The “She” ethnic cultural heritage is a witness to the history and culture of the “She” ethnic group, and it needs to be passed down to future generations to enable them to understand and understand the formation, evolution, and development process of “She” ethnic culture. At the same time, it is necessary to strengthen the popularization and promotion of “She”

ethnic cultural heritage, so that more people can understand and recognize “She” ethnic cultural heritage, thereby enhancing cultural confidence and identity. The principle and prerequisite for the development of “She” ethnic cultural heritage is to protect the “She” ethnic cultural heritage in its original and authentic way, and the development of “She” ethnic tourism feeds back the protection and inheritance of “She” ethnic cultural heritage.[6]

3.2 Cultivating Cultural and Creative Industries

In the future progress of the Sanming “She” ethnic tourism, relevant departments and organizations should encourage and support the progress of the Sanming “She” ethnic cultural and creative industry, including providing financial support, preferential policies, and innovation and entrepreneurship training. The “She” ethnic tourism is an industry with “She” ethnic cultural heritage as its core and cultural creativity as its main content. The “She” ethnic cultural and creative industry is an industry with cultural creativity as its core and “She” ethnic cultural products and services as its main content. The development of the Sanming “She” ethnic tourism is of great significance for the economic progress of the Sanming “She” ethnic region and the inheritance of excellent traditional culture. Therefore, the progress of the “She” ethnic tourism in Sanming needs to cultivate the “She” ethnic cultural and creative industry.

On the one hand, the cultivation of the cultural and creative industry of the “She” ethnic group in Sanming needs to strengthen talent cultivation. With the increasing quality requirements of consumers for cultural and creative products, the “She” ethnic cultural and creative industry needs talents with creative and design abilities in order to achieve high-quality progress. Therefore, it is necessary to strengthen the cultivation of relevant talents. In terms of education, we should increase support for the cultural and creative industries of the “She” ethnic group in Sanming, provide more practical opportunities and platforms for students in related majors, and allow them to have the opportunity to interact with the design and production

frontline of the “She” ethnic cultural and creative industry, and cultivate their creativity and design abilities through practical activities. At the same time, it is necessary to strengthen the training of practitioners in the cultural and creative industries of the “She” ethnic group in Sanming, and improve their professional skills and creative abilities. On the other hand, the cultivation of the cultural and creative industries of the “She” ethnic group in Sanming requires strengthened policy support. Relevant departments and organizations should introduce more policies to encourage and support the progress of “She” ethnic cultural and creative industries. For example, policy support can be provided in areas such as tax reduction, financial support, and rental discounts. At the same time, we should strengthen the intellectual property protection of the “She” ethnic cultural and creative industry, protect the intellectual property of the “She” ethnic cultural and creative industry, and encourage and protect the innovation of “She” ethnic cultural and creative products.

Furthermore, the cultivation of the “She” ethnic cultural and creative industry in Sanming needs to strengthen marketing. “She” ethnic cultural and creative products need to open up markets and seize opportunities, therefore, it is necessary to strengthen marketing. Strategies such as advertising, promotional activities, and cultural tourism integration can be used to enhance the visibility and reputation of “She” ethnic cultural creativity and services and attract more consumers. At the same time, new media such as the internet and self-media can be used to expand the market and explore new sales channels. In addition, the cultivation of the “She” ethnic cultural and creative industry in Sanming needs to strengthen cooperation and exchange. The “She” ethnic cultural and creative industry needs to cooperate and exchange with other related industries to jointly promote the development of the tourism. We can strengthen exchanges and cooperation with other cultural industries through exhibitions, forums, seminars, and other means, in order to better promote resource sharing and mutual benefit. In short, the development of the “She” ethnic tourism in Sanming requires the cultivation of “She” ethnic cultural and creative industries. The cultivation of cultural and creative industries

requires strengthening talent cultivation, policy support, marketing, and cooperation and exchange. Only in this way can we promote the development of the “She” ethnic tourism in Sanming and make greater contributions to the economic development of the Sanming “She” ethnic area and the protection and inheritance of “She” ethnic culture.[7]

3.3 Strengthen the Construction of Cultural and Tourism Infrastructure

In the future development of the “She” tourism in Sanming, relevant departments and organizations should strengthen the construction of tourism infrastructure in “She” areas, including “She” themed hotels, “She” cultural tourism facilities, etc, in order to attract more tourists with high-quality cultural tourism experiences. The “She” ethnic cultural tourism industry, as an important component of the Sanming “She” ethnic tourism, plays a crucial role in promoting the development of the “She” ethnic tourism.

Strengthening the infrastructure construction of “She” ethnic cultural tourism in Sanming can enhance the “She” ethnic cultural tourism experience. “She” cultural tourists need to have good infrastructure such as transportation, accommodation, and catering to support their travels when visiting “She” cultural attractions. If these infrastructures are not complete, tourists may face problems such as inconvenient transportation and poor accommodation conditions, which will affect their travel experience. Therefore, strengthening the construction of cultural tourism infrastructure for the “She” ethnic group in Sanming can improve the satisfaction of tourists and attract more tourists to come to the “She” ethnic area for cultural experience and consumption.

Strengthening the infrastructure construction of “She” ethnic cultural tourism in Sanming can promote the ecological development of “She” ethnic tourism. For example, building modern “She” ethnic theme museums, “She” ethnic cultural theaters, “She” ethnic history exhibition halls and other cultural facilities. Strengthening cultural and tourism infrastructure can attract more cultural activities and exhibitions, enhance the influence and competitiveness of the “She” ethnic tourism in Sanming. In addition, a

sound infrastructure for “She” cultural tourism can also provide more business opportunities for the “She” tourism, such as building “She” cultural and creative commercial areas, “She” cultural exhibition and sales centers, etc., which can attract more businesses and “She” cultural consumers, and promote the development of the Sanming “She” tourism.

Strengthening the construction of cultural and tourism infrastructure for the “She” ethnic group in Sanming can promote the economic development of the “She” ethnic region. The “She” ethnic cultural tourism industry, as an industry with high economic benefits, can bring more employment opportunities and tax revenue to the “She” ethnic area. By strengthening the construction of “She” ethnic cultural tourism infrastructure, more tourists can be attracted to “She” ethnic areas for tourism and consumption, driving local economic development. For example, building transportation facilities such as highways, airports, and train stations can improve the transportation convenience of “She” ethnic areas and attract more tourists to come for tourism. At the same time, the construction of “She” ethnic cultural themed hotels, “She” ethnic characteristic catering and other service facilities can create more employment opportunities for the people in “She” ethnic areas and promote the comprehensive development of the local economy.

Strengthening the construction of cultural tourism infrastructure for the “She” ethnic group in Sanming can promote the exchange of ethnic cultures. Cultural tourism is a way of cross-cultural exchange, through which people from different ethnic groups and regions can understand, exchange, and learn from each other. Strengthening the construction of cultural tourism infrastructure for the “She” ethnic group in Sanming can attract more foreign tourists to visit and promote the exchange of ethnic cultures between China and foreign countries.

3.4 Promoting the Integration and Development of Cultural Tourism

Relevant departments and organizations should encourage the integration and progress of “She” culture and tourism, including developing “She” cultural tourism and promoting “She” cultural tourism routes. The integrated progress of “She” cultural tourism

combines the “She” tourism and tourism industry organically. The development of the Sanming “She” tourism needs to promote the integrated progress of cultural tourism. The “She” tourism and tourism industry are two interrelated industries, which are promoted and disseminated through tourism to achieve mutual benefit between the two industries. The integrated progress of “She” ethnic culture and tourism can bring more opportunities for social and economic development.[8]

The integration and progress of Sanming “She” ethnic culture and tourism can promote the progress of “She” ethnic tourism industry. The “She” ethnic tourism industry is primarily aimed at cultural tourism, and its progress requires abundant “She” ethnic cultural resources. The “She” ethnic tourism is an important component of “She” ethnic tourism resources. Through “She” ethnic cultural tourism, it can increase tourists' interest and attraction in “She” ethnic folk customs. At the same time, “She” ethnic cultural tourism can provide more innovative and selling points for the tourism industry, making it more attractive.[9]

The integration and progress of Sanming “She” ethnic culture and tourism can promote the economic progress of “She” ethnic areas. The “She” ethnic tourism and tourism industry are both important components of the “She” ethnic region's economy, and their integrated progress can bring more cultivation and growth points to the “She” ethnic region's economy. Through the tourism of “She” ethnic culture, more employment opportunities and innovative progress opportunities can be brought to “She” ethnic areas, thereby promoting the economic progress of “She” ethnic areas. Therefore, the integrated progress of “She” ethnic cultural tourism requires a good strategy of mutual benefit between the development of “She” ethnic tourism and protective tourism. The implementation of these measures requires the joint efforts of relevant departments, research institutions, universities, enterprises, and society to promote the progress of the “She” ethnic tourism in Sanming and the protection and inheritance of “She” ethnic cultural heritage.[10]

4. The Contemporary Value and Significance of the Development of the “She” Ethnic Tourism in Sanming

The “She” ethnic tourism can not only bring new growth points to the economic progress of the Sanming “She” ethnic area, but also promote the inheritance and innovation of “She” ethnic culture. The progress of the tourism has become an important national development strategy, and relevant departments and organizations should strongly support the progress of the Sanming “She” ethnic tourism, encouraging innovation and entrepreneurship based on “She” ethnic cultural resources. In the progress of the “She” ethnic tourism in Sanming, the protection and application of intellectual property rights are particularly important. Relevant departments and organizations should strengthen the protection of intellectual property rights, combat piracy, and also encourage enterprises to strengthen their awareness of intellectual property protection and actively use intellectual property rights to protect their creative and innovative achievements. The progress of the “She” ethnic tourism is of great significance for both economic and cultural progress. Relevant departments, organizations, and enterprises should work together to create a better environment and conditions for the progress of the “She” ethnic tourism in Sanming.[11]

4.1 Promoting Economic Development in “She” Ethnic Areas

The development of the “She” ethnic tourism is of great significance for promoting the economic development of the Sanming “She” ethnic area. The development of the Sanming “She” ethnic tourism effectively transforms “She” ethnic cultural resources into economic resources. The “She” ethnic tourism is an innovative industry that requires continuous innovation in technology and creativity, which requires a large amount of research and development investment and talent support. The “She” ethnic tourism, as a high value-added industry, has high added value in its products and services, which can drive the development of related industries. The “She” ethnic tourism is a labor-intensive industry with high added value and high profit margins. By developing the “She” ethnic tourism, a large number of employment opportunities can be created, driving employment and innovation and entrepreneurship. The development of “She” ethnic tourism can

improve the economic level of “She” ethnic areas and promote their economic growth. At the same time, the “She” ethnic tourism can also promote the development of related industries, such as tourism and catering, further promoting the comprehensive economic development of the “She” ethnic region.[12]

The Sanming “She” ethnic tourism can inject new vitality into the Sanming tourism market. With the development of the economy, market competition is becoming increasingly fierce, and traditional industrial structures, development models, and marketing methods can no longer meet people's needs. The development of the “She” ethnic tourism can inject new vitality into the market and provide consumers with more diverse choices. For example, the continuous emergence of “She” themed animated films, “She” element music, “She” style games and other cultural and creative products can meet people's needs for “She” cultural research and consumption, and bring new growth points to the Sanming tourism market.[13]

The tourism of the “She” ethnic group in Sanming can enhance the visibility and reputation of Sanming and the “She” ethnic region. In the context of globalization, competition between cities and regions is becoming increasingly fierce. The development of the “She” ethnic tourism can provide more cultural resources and tourist attractions for the Sanming and “She” ethnic areas, and improve their visibility and reputation. For example, the ancient “She” ethnic village in Qingshui, Yong'an, Sanming, the “She” ethnic folk performances, and the “She” ethnic cuisine have attracted a large number of domestic and foreign tourists, bringing considerable economic benefits to the local “She” people.[14]

The tourism of the “She” ethnic group in Sanming can enhance the country's soft power. The “She” ethnic tourism, as an important component of the national tourism, is also an important manifestation of the country's soft power. It can establish a good image and reputation for the country. For example, cultural activities such as the "March 3rd" “She” Culture Festival, the “She” Dragon Sealing Festival, and the “She” Recruitment Festival have had an increasing influence both domestically and internationally, establishing a

good image and reputation for national unity and prosperity. The development of the “She” ethnic tourism in Sanming not only promotes international exchange and cooperation, but also provides support for the country's economic development and achieves a win-win situation. [15]At the same time, the development of the “She” ethnic tourism can also enhance market competitiveness, create more employment opportunities for society, promote economic development in Sanming City and “She” ethnic areas, and enhance the country's soft power. Therefore, we should strengthen the support and investment of more resources in the development of the Sanming “She” ethnic tourism, and accelerate the high-quality development of the Sanming “She” ethnic tourism. The Sanming “She” tourism is a way of cultural export, and by promoting “She” cultural products and services, more people can feel and experience the charm of “She” culture. This helps to enhance the cultural soft power of the Sanming “She” ethnic area, enhance the cultural influence and attractiveness of the region. At the same time, the tourism of the “She” ethnic group in Sanming can also promote the innovation of Sanming ethnic culture and the development of creative industries, and promote the continuous innovation and development of Sanming ethnic tourism enterprises.[16]

4.2 Driving the New Development of “She” Ethnic Cultural and Tourism Industry

The progress of the “She” ethnic tourism in Sanming is an important component of the sustainable development of the “She” ethnic tourism. The development of “She” ethnic tourism is closely related to the development of cultural tourism industry, promoting the sustainable development of tourism. The development of the “She” ethnic tourism in Sanming provides rich cultural resources for the “She” ethnic tourism. The cultural resources of the “She” ethnic group are an important component of the “She” tourism industry and a significant factor in attracting tourists. The development of “She” ethnic tourism can excavate and utilize rich “She” ethnic cultural resources, providing more diversified and ethnic characteristic tourism products for the “She” ethnic cultural tourism industry. For example, the “She” ethnic area can provide tourists with a more diverse and

colorful tourism experience by developing “She” cultural heritage, “She” folk culture, “She” traditional festivals, etc. At the same time, it can also protect and inherit “She” cultural heritage, promote the inheritance and development of “She” culture.

The progress of the “She” ethnic tourism in Sanming can increase the added value of “She” tourism industry. As a typical service industry, tourism has relatively low added value. The development of the “She” tourism can provide higher value-added products and services for the “She” tourism industry, thereby improving the economic benefits of the “She” tourism industry. For example, by developing “She” ethnic cultural and creative products, “She” ethnic cultural themed experience centers, etc., more personalized and high-quality “She” ethnic cultural and tourism products can be provided to tourists, while also bringing higher economic benefits to the tourism industry. The development of “She” ethnic tourism can promote regional coordinated development of tourism. The tourism industry is a typical regional industry, and its development needs to rely on the cultural and natural resources of the region.[17]

The progress of the “She” ethnic tourism can provide complementary cultural resources and cultural tourism products for different regions, promoting the coordinated development of tourism in different regions; The sustainable development of the tourism industry of the “She” ethnic group in Sanming needs to consider multiple factors including economy, society, and environment. The development of the “She” ethnic tourism can provide a more sustainable development model for the tourism industry of the “She” ethnic group in Sanming. For example, by developing “She” ethnic cultural ecological tourism, “She” ethnic cultural agricultural tourism, etc., the harmonious development of “She” ethnic tourism industry and natural environment can be achieved, while also promoting the local socio-economic development.

4.3 Backfeeding the Innovative Development of “She” Ethnic Cultural Heritage

The progress of the “She” ethnic Cultural resources in Sanming is an important economic activity, which can not only bring economic benefits to the “She” ethnic area, but

also innovate the protection and inheritance of “She” ethnic Cultural resources. The Cultural resources of the “She” ethnic group is an important asset of the “She” ethnic group, witnessing its historical changes and cultural development. Therefore, protecting and inheriting the “She” ethnic Cultural resources is the responsibility of the country and the nation. The development of the “She” ethnic Cultural resources in Sanming can provide strong support for the protection and inheritance of “She” ethnic Cultural resources, while also promoting the fine traditions of “She” ethnic culture.[18]

The progress of the “She” ethnic tourism in Sanming can provide economic support for the protection and inheritance of “She” ethnic Cultural resources. The protection of “She” ethnic Cultural resources requires a large amount of funding and human and material resources, and the progress of “She” ethnic Cultural resources can provide economic support for the protection and inheritance of “She” ethnic Cultural resources. Through the development of the “She” Cultural resources, the “She” Cultural resources can be effectively transformed into economic resources, bringing economic benefits to the “She” region, and also providing new models and directions for the innovative development of “She” cultural heritage. For example, utilizing the Sanming “She” ethnic Cultural resources to create a series of unique “She” ethnic tourism attractions can attract more tourists to visit and experience, promote the adjustment of the “She” ethnic region's industrial structure and model innovation, and provide more financial support for the protection and inheritance of “She” ethnic Cultural resources.

The development of the “She” ethnic Cultural resources in Sanming can provide environmental support for the protection and inheritance of “She” ethnic Cultural resources. The protection and inheritance of “She” Cultural resources require the efforts of inheritors and a good inheritance environment. Through the development of “She” Cultural resources, “She” Cultural resources can be transformed into cultural and creative product resources, and elements of “She” Cultural resources can be extracted to create a series of themed cultural and creative products. Creating “She” themed animated films, stage plays, and other forms of promotion can help

more people understand, understand, accept, and enjoy “She” Cultural resources, Thus promoting the protection and inheritance of “She” ethnic Cultural resources.

The development of the “She” ethnic tourism in Sanming can promote the excellent traditional culture of the “She” ethnic group. The traditional culture of the “She” ethnic group is the spiritual home, soul, and spiritual pillar of the “She” people. Through cultural and creative products of the “She” ethnic group, consumers can learn about the traditional patterns, unique ethnic colors, traditional crafts, and craftsmanship of the “She” people. “She” cultural and creative products embody the “She” people's longing for a better life, the inheritance and development of ethnic culture, and further demonstrate the “She” people's patriotism.[19]

5. Conclusions

The innovative progress of the “She” ethnic tourism in Sanming requires improvements and breakthroughs in policy support, talent cultivation, market expansion, and technological innovation, providing new development paths and directions for the ecological progress of the “She” ethnic tourism. As a way of cultural exchange, the “She” ethnic tourism can promote cultural exchange and integration between different regions and ethnic groups through the exchange of “She” ethnic cultural products and services. This helps to enhance mutual understanding and understanding between different regions, and promotes harmonious development between regions. The progress of the “She” tourism in Sanming can promote the sustainable progress of the “She” region. As an industry based on resource conservation and environmental protection, the “She” tourism can promote the sustainable progress of the region through the creation and promotion of “She” cultural products and services. At the same time, the tourism of the “She” ethnic group in Sanming can also promote the innovative protection and active inheritance of “She” cultural heritage, protect “She” cultural resources, and provide guarantees for the sustainable development of “She” ethnic areas. In the future progress process of the “She” ethnic tourism in Sanming, efforts should be made to strengthen the protection, inheritance, and utilization of cultural heritage. “She”

ethnic cultural heritage is the source of nutrition for the healthy progress of the “She” ethnic tourism; Cultivate cultural and creative industries through multiple channels, and cultivate more growth points for cultural industries; Strengthen the construction of cultural and tourism infrastructure to ensure the external exchange and promotion of “She” ethnic tourism; Promoting the integrated progress of cultural tourism, actively building the Sanming “She” ethnic tourism cluster through a dual approach of "going out" and "bringing in", thereby driving the Sanming cultural tourism industry to achieve greater breakthroughs and realizing the contemporary value and significance of the development of the Sanming “She” ethnic tourism.

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