

Original Research Article

Study on strategies for the diversified integration and expression of cultural tourism resources in Quanzhou sturgeon village under the perspective of symbiosis theory*Xiaoshun Xie**School of Fine Art and Design, Quanzhou Normal University, Quanzhou, Fujian, 362000, China*

Abstract: This paper discusses the integration and expression strategies of cultural tourism resources in Quanzhou Sturgeon Village, analyzes the characteristics and development difficulties of natural, humanistic and social resources based on the symbiosis theory, and constructs multi-dimensional integration paths, aiming to reveal the internal logic of sustainable development of cultural tourism industry and provide reference for rural revitalization.

Keywords: Symbiosis theory; Quanzhou sturgeon village; Resource utilization; Multi-fusion

Zhenzha Village has unique Marine culture and rich folk traditions, which has the potential to develop cultural tourism industry, but it faces challenges such as dispersed resources and single development. Symbiosis theory provides a new perspective for realizing diversified integration and sustainable development, and helps the rural revitalization strategy.

1. Symbiotic theory and its application in the cultural tourism industry of Sturgeon village**1.1. Overview of symbiosis theory**

Symbiosis theory originates from biology, involving symbiotic units, patterns, and environments, describing mutually beneficial relationships between different organisms. When extended to social sciences, it emphasizes the co-evolution of multiple entities through exchange in specific contexts. In Daxi Village, various industries, ecology, and culture interact with each other, collectively promoting development.

1.2. Application analysis

The cultural and tourism resources of Shetang Village, such as natural ecology and folk culture, interact to promote rural development. These resources are integrated under a symbiotic model, forming a community for rural development based on ecology, culture, and economy. Analyze how scenic areas, communities, tourists, and enterprises can form symbiotic units, as well as how each link in tourism activities supports the local environment.

2. Analysis of cultural tourism resources in sturgeon village**2.1. Natural landscape resources**

Zhenzha Village is close to the sea, with beautiful coastline, beach and seawater, as well as coastal wetland ecosystem, is a good place for ecological tourism and photography.

2.2. Folk cultural resources

2.2.1. Oyster shell building culture

The village uses oyster shells as building materials to form a unique landscape, reflecting the history and culture of the coastal areas of southern Fujian.

2.2.2. Traditional fishing folk customs

Zhenzha Village has preserved the imprint of fishing life, including sea worship ceremony, traditional clothing, food customs, etc., which reflects the cultural inheritance.

2.3. Resources of fishery and tourism industry

2.3.1. Foundation of fishery industry

The village has a long history of fishing, with professional fishermen and fishing boats and tools. Seafood fishing and aquaculture are the main livelihood, and the quality of products is excellent.

2.3.2. The tourism industry is budding

Tourism is developed by utilizing natural and cultural resources. Facilities such as homestays, fishing homes and seafood restaurants have sprung up. Tourists can experience fishing and visit oyster shell houses. Folk performances have become a tourist project, and the tourism income has increased year by year.

3. Analysis of the utilization status and problems of cultural tourism resources in Sturgeon Village

3.1. Fragmentation of resource development

Preliminary development of various resources lacks systematic planning and integration. Industries operate independently, lacking coordination and synergy. Cultural and fishing experiences have not been deeply integrated, leading to short visitor stays and limited consumption, failing to form a cohesive brand. Coastal landscapes, cultural districts, and tourism routes are scattered, lacking an organic whole. Visitor experiences are fragmented, making it difficult to fully appreciate the villages overall appearance and essence.

3.2. Imbalance between ecological protection and economic development

Marine pollution threatens the foundation of fishery, some fisheries are overfished, Marine ecology is damaged, and the sustainability of coastal tourism is affected; environmental protection investment is insufficient, and wetland ecology is threatened; the influx of tourists and industrial expansion have impacted the ecological environment and traditional culture of sturgeon village, and the balance between protection and development is at risk of imbalance.

3.3. Weak cultural inheritance

The younger generation has lost interest in traditional fishing folk customs and oyster shell building skills, and is faced with the dilemma of no successors. Excessive commercialization has changed the restoration of oyster shell buildings, and the commercialization of folk customs has lost its “truth”. The original hairpin skills have been gradually replaced by fast food style mixed styles, and the cultural connotation has been diluted in commercial development.

3.4. Imbalance of business types

Under the influence of the Internet celebrity economy, the image of sturgeon women wearing flowers

has become popular. The speculative intervention of commercial capital has led to the proliferation of folk photography and video stores wearing flowers, with hundreds of similar stores operating inside and outside the village. In addition, there are relatively few business models such as seafood restaurants, fast-consumption catering, homestays, cultural creativity and folk experience.

3.5. It is difficult to coordinate the interests of all parties

In the development of cultural and tourism industries, conflicts between villagers, village collectives, and commercial capital have become increasingly evident in terms of profit distribution and resource usage rights. For example, competition for customers among restaurants, homestays, and hair accessory shops, disputes over copyright ownership in cultural and creative product development, and imbalanced interests can easily lead to internal conflicts, hindering the coordinated advancement of resources.

4. Diversified integration and expression of cultural and tourism resources in Sturgeon Village based on symbiosis theory

4.1. Integration and expression of cultural and natural landscape resources

4.1.1. Optimize the spatial layout and landscape visual expression

Integrate the natural and cultural resources of Sturgeon Village, plan tour routes, and construct coastal ecological landscape corridors. Set up pedestrian paths and viewing platforms along the coastline, plant seaward-resistant plants, connect sandy beaches with reef landscapes, enhance the continuity and appeal of the scenery, making the sea the highlight of Sturgeon Village. With the Oyster Shell House Cultural District at its core, restore ancient houses, improve streets and alleys, add cultural display boards and folk sculptures, and create an immersive cultural district. Combining the architectural culture of Oyster Shell Houses with the coastal scenery, set up viewing platforms and leisure trails, allowing visitors to fully appreciate both natural and cultural beauty.

4.1.2. Folk activity experience and expression

According to the seasonal characteristics of natural landscapes, we introduce distinctive cultural experience activities, such as spring photography events, summer folk custom explanations, autumn experiential activities, and winter ancient house tours, offering unique experiences for different seasons. We launch the “One-Day Fishing Family” project, allowing visitors to experience going out to sea, seafood processing, staying in fishing family homestays, and delving into fishing family life, thus invigorating folk culture. We also increase interactive elements during folk festivals, inviting visitors to participate in rituals, watch performances, and taste local delicacies. Folk craft experience zones are set up, such as weaving fishing nets and making oyster omelets, transforming static folk customs into dynamic interactions, enhancing visitor engagement.

4.2. Linkage and expression of cultural and industrial resources

4.2.1. Deep integration of culture and fishery:

“Fishery + Tourism” synergy, exploring the folk culture of fishing communities, creating brand activities, showcasing traditional skills and cuisine. Developing experiential projects such as museums and traditional fishing tool making, extending the industrial chain, and increasing added value. The fishery provides seafood ingredients and experiential projects, while tourism supports the fishery, enhancing product value and expanding brand recognition. Seafood restaurants in fishing villages attract customers with freshly caught and prepared dishes, forming a mutually beneficial industrial loop.

4.2.2. Synergistic development of culture and tourism:

Increase the promotion and publicity of cultural tourism through online and offline channels, such as promotional videos and seminars, to enhance visibility. Develop distinctive tourism projects like “one-day experiences” and “homestay accommodations” to meet tourists needs. The tourism industry serves as a platform for cultural dissemination. Incorporate cultural elements into homestays and seafood restaurants to create an immersive atmosphere, attract visitor participation and interaction, increase customer loyalty, boost product sales, and form a closed loop in the industry.

4.2.3. Innovation and development of cultural and creative industries:

Strengthen the design and development of cultural and creative products, collaborate with design teams to launch creative and high-quality items such as oyster shell sculptures and fishing-themed ceramics. Expand sales channels beyond tourist attractions to reach broader markets through e-commerce platforms. Unearth cultural elements and develop products like oyster shell accessories, folk art albums, and stationery. The cultural and creative industry connects village culture with the tourism market, spreading culture and attracting visitors. It infuses cultural depth into fisheries and tourism, generating consumer hotspots and boosting industrial development, achieving mutual prosperity.

5. Future trends and optimization strategies of resource integration and development in Quanzhou Sturgeon Village under the perspective of symbiosis theory

5.1. Intelligent upgrading

5.1.1. Construction of intelligent tourism system

Zhenzha Village will leverage big data and artificial intelligence to build a smart tourism platform, providing real-time travel information through mobile apps, such as scenic spot congestion, event schedules, and homestay bookings, making it easier for tourists to plan their trips. Smart navigation devices within the scenic area will integrate AR and VR technologies to offer immersive cultural tours, like the construction of oyster shell houses and scenes from ancient fishing villages, enhancing the intelligence of the tourist experience.

5.1.2. Transformation of smart fisheries

The fishing industry will adopt intelligent aquaculture monitoring systems to monitor and precisely control water quality, temperature, and fish growth in real time, thereby enhancing both yield and quality. By leveraging IoT technology, the entire process of fish products can be traced, allowing consumers to scan codes to access product information, thus increasing market trust. Fishing data will also be shared with tourism and cultural industries, promoting intelligent collaboration across sectors.

5.2. International expansion of the brand

5.2.1. Cultural brand refinement

Zhenzha Village will further refine its unique cultural symbols, such as packaging the oyster shell houses and the culture of the women from Shengpu into internationally appealing cultural icons. By participating in international cultural exchange activities, collaborating with overseas media, and producing special documentaries, it aims to spread the charm of Zhenzha Villages culture globally and enhance its international recognition. The village will establish a brand image of “Coastal Charm and Fishing Village Style” in the international tourism market, attracting more overseas visitors to explore the unique flavors of Minnan coastal

villages.

5.2.2. Internationalization of tourism services

In line with international tourism standards, enhance the quality and facilities of tourism services within the village. Add multilingual signboards, train tour guides and service staff with foreign language communication skills, optimize visitor reception processes to ensure that international tourists can smoothly integrate into tourism activities. Develop tourism products that meet international market demands, such as combining popular concepts of eco-tourism and educational travel, launching projects like “Marine Ecological Exploration,” “Minnan Fishing Culture Study Camp,” “Marine Hot Spring Therapy,” and “Seaside Yoga Meditation.” These initiatives will broaden the customer base and integrate into the global tourism industry chain.

5.3. Deepening the integration of ecological and cultural tourism industries

5.3.1. Innovation of ecological and cultural tourism routes

In the future, we will focus on building an ecological and cultural tourism line with the folk culture of sturgeon villagers as the main line, such as “coastal wetland ecology-clam shell house intangible cultural heritage culture” and other in-depth tours, combining ecological science popularization and cultural inheritance to enhance the tourism experience.

5.3.2. Immersive cultural performance creation

In combination with the history of Zhongdian Village and the stories of fishermen, we will create immersive live performance programs, such as “Flower Sea to Find Ancient —— Exploring the Shell House”, so as to enrich cultural consumption scenes and extend tourists stay time.

5.3.3. Development of ecological cultural and creative products

Develop cultural and creative products that integrate ecological resources and cultural elements, such as handicrafts made from Marine materials, picture books and stationery with environmental protection themes, and expand the development of cultural industries.

5.3.4. Green symbiotic development

We will strengthen the protection of natural landscapes, promote ecological fishery farming, publicize the concept of green development, use environmentally friendly materials to build tourism facilities, encourage tourists to participate in ecological protection, and build a harmonious coexistence of sturgeon villages.

5.4. Community co-construction, co-governance and sharing are normalized

5.4.1. The mechanism for residents to participate in decision-making has been improved

Establish a regular platform for resident participation in decision-making, such as holding village development forums both online and offline on a regular basis. These forums address major issues like tourism project development, cultural heritage preservation, and resource allocation, fully listening to the opinions of residents. Residents can express their concerns through various means, including voting, suggestion boxes, and online forums, ensuring that their rights are protected. This process ensures that development plans align with the wishes of the villagers, fostering their enthusiasm for actively participating in village construction and management.

5.4.2. The sharing economy is integrated into industrial development

Building a shared platform for fishing and tourism, villagers can rent out idle fishing boats, houses, and fishing gear to tourists or entrepreneurs through the platform. Tourists can lease boats to set out to sea on their

own, while entrepreneurs can transform idle houses into unique bed-and-breakfasts or studios, activating underutilized resources and broadening income sources for villagers, promoting the coexistence of diverse industry players.

5.4.3. Benefit sharing and community welfare improvement

As the benefits of resource integration and development increase, further optimize the income distribution system, raise the dividend ratio for residents, so that villagers can truly enjoy the dividends of development. Use part of the proceeds to improve community public welfare, build cultural activity centers, medical care stations, elderly care centers, and other facilities, enhance residents quality of life, strengthen community cohesion, form a virtuous cycle where residents and village development mutually reinforce each other, and solidify the foundation for co-development.

6. Conclusions

Quanzhous Zhenzha Village, guided by the theory of symbiosis, is gradually achieving harmonious coexistence among nature, culture, and industry through diversified resource expression and optimized symbiotic models. In the future, the village will leverage trends such as intelligence, internationalization, and ecological cultural integration to continuously innovate, promoting the integrated development of rural resources and advancing towards a high-quality development stage. Its experience not only provides a foundation for its own sustainable development but also serves as a reference for other villages. Activating internal resources and embracing the concept of symbiosis are key to rural revitalization.

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