

Exploring Hakka Earthen Building Culture and Tourism Development from the Perspective of Protection and Inheritance

Shuang Wei, Wenhua Liu, Shaoru Liang

School of Tourism & Research Institute of Human Geography, Xi'an International Studies University, Xi'an 710128, China

ABSTRACT

Fujian Hakka earth building is the crystallization of history and culture formed by the Chinese nation after several years of struggle. It has become one of the world cultural heritages with its unique architectural style and rich cultural connotation, and is called the symbol of oriental civilization by experts, scholars and tourists from all over the world. Based on the perspective of protection and inheritance, this paper puts forward that Hakka Tulou has the value of historical culture, artistic aesthetics and scientific research, analyzes the present situation of Hakka Tulou's culture and tourism development, deeply digs the core problems that affect its future development, such as insufficient development and innovation, and puts forward corresponding suggestions, so that Hakka Tulou can give full play to its advantages in cultural tourism resources, create a diversified cultural tourism environment by using new formats, increase its inheritance on the basis of development and protection, and continue the historical context of Hakka.

KEYWORDS

Fujian Tulou, Protection and inheritance, Hakka culture, Tourism development

1. GENERAL SITUATION OF HAKKA EARTH BUILDINGS

1.1. Historical evolution of tulou

Hakka Tulou is located in the southeast coastal area of China, in the west and south of Fujian Province, including Yongding, Nanjing, Pinghe, Zhao'an and Yunxiao County. It stands here with its profound historical and cultural connotation and unique architectural style. Hakka Tulou also adheres to the idea of "harmony between man and nature" in building site selection and architectural form, and integrates Hakkas, Tulou and the natural environment according to the geomantic theory to achieve mutual benefit between man and nature. According to historical records, the Hakka ancestors from the Central Plains gradually moved to Yongding due to the war, and also merged their Central Plains culture with local minority cultures into Hakka culture, gradually forming a Hakka clan, and then began to build earth buildings for defense and social Hakka. Hakka tulou originated in the mid-Tang Dynasty (early 10th century A.D.) and took shape in the Song and Yuan Dynasties. After the rapid economic development in the Ming Dynasty, a large number of officials besides civilians began to build tulou, which not only beautified the overall style of tulou, but also diversified the architectural functions. Until the Qing Dynasty and the Republic of China, when the population increased greatly, people focused on protecting the safety of family interests, and successively built a series of beautiful earth buildings, which were perfectly combined with natural elements, with the characteristics of large scale and various types. After 1950s, most Fujian residents paid more attention to the practical

effect of the building when building earth buildings, which were mainly divided into two architectural factions: the round building and the square building, among which the round building was the most spectacular. Until 2008, a total of 46 earthen buildings in Fujian Hakka's "six groups and four floors" were listed in the World Cultural Heritage List, among which there were dozens of well-preserved primitive buildings and earthen villages with life flavor. Hakka earth building has long been a large collective building house where hundreds of Hakka families live and thrive together. It belongs to one of the three categories of Hakka dwellings and is called the "giant" and "aircraft carrier" in residential buildings in mountainous areas.

1.2. Development value

On July 6th, 2008, this Hakka earth building group, which was mistaken by western countries as "China's missile launching base", was officially selected into the World Cultural Heritage List, and it also stood at a new starting point in Hakka history. Tulou is not only a unique building, but also witnessed the development of a certain stage of human history and civilization and the blending of national cultures. It can be called a genius masterpiece of architectural history and attracts countless tourists, experts and scholars at home and abroad. Earth buildings are not only rammed by raw soil, but also located in the mountains and rivers, which are integrated with the surrounding natural environment, and constitute a magnificent and quaint architectural spectacle with the architectural concept of "harmony between man and nature". During the long development of Tulou, the unique Hakka cultural elements, folk beliefs and lifestyles have also been formed. Hakka earth building is located in the core area of the development of tourist routes in Fujian, Guangdong and Jiangxi provinces. After applying for the World Heritage, it has strengthened its tourist appeal and become one of the famous tourist brands in Fujian Province. Its architecture and cultural connotation are of great artistic aesthetic and scientific research value.

1.2.1. Historical and cultural value

Mr. Pang Pu divides culture into three levels from the inside out, namely, material culture level, ideological and emotional level and cultural and psychological level, which generally covers the material, cultural knowledge, system, morality and value orientation existing in the whole world. As a branch of Han culture, Hakka culture is based on the constant collision and sublimation of traditional Confucian culture and minority culture in different dimensions and levels. The Hakkas who gather sand into towers not only integrate the customs of ethnic minorities into Hakka culture in order to survive, but also fully display the indomitable spirit and culture of Hakkas in the revolutionary era, thus gradually forming the unique cultural connotation of Hakkas' pioneering, hard work, respect for education, tolerance and forgiveness, patriotism and love for their hometown [1]. Hakka culture is also fully reflected in its unique architectural style and function, just as Mr. Liang Sicheng thinks that culture and spirit are always permeated in architecture. Until Hakka Tulou became a world cultural heritage, its historical value and architectural culture were constantly updated, but the spirit of solidarity and mutual assistance of Hakka and its unique historical and cultural roots remained unchanged.

1.2.2. Artistic aesthetic value

As one of the outstanding architectural forms in China, Hakka earth building has unique artistic aesthetic value in its architectural structure, architectural decoration and architectural style. The architectural appearance of Tulou has various forms, such as round building, square building and Wufeng building. Among them, the shape of the round building is the most peculiar. It starts from the center of a circle, one after another, and gradually spreads around like water ripples, and the patchwork design aesthetic feeling gives people a more magnificent visual impact. From the perspective of architectural decoration, Hakka people have deeply integrated the idea of advocating literacy and education into their buildings. Almost every Tulou has couplets corresponding to its name engraved or hung at the gate, and some special exorcism pendants are also placed. Hakka people

are also good at carving, displaying their most Hakka-style paintings and sculptures on doors and windows, furniture and stone carvings of Tulou, so as to convey their yearning for a better life. Carved patterns are also various, both simple moire patterns and complex animal patterns have original beauty [2]. Hakka people are also used to carving some humanistic allusions and traditional stories on Hakka furniture, and using very complicated ways such as through carving and inlay carving to make the furniture look more solid and beautiful, which highlights the aesthetic feeling of China traditional culture. The artistic aesthetics of Hakka Tulou architecture is gradually becoming exquisite and diverse, and the decoration of its internal and external parts adds creative cultural connotation to the traditional architectural style, which embodies the classical beauty and natural beauty of our national architecture.

1.2.3. Scientific research value

The unique architectural style and special layout of Hakka earth buildings in Fujian have brought great scientific research value and reference significance to China's construction industry. At present, most of the buildings in our country only give people a visual feeling, or directly quote the post-modern architectural style, which has no cultural support in itself, and some even casually take modern ideas as the theoretical support of architecture, resulting in a slightly messy architectural style [3]. The overall structural layout of Hakka earth buildings follows the principle of axial symmetry, with the central building as the core, and the secondary buildings are laid out one after another. The wall materials of Tulou are made of local materials, mainly local clay, mixed with bamboo chips, sandstone and other materials, so as to make the building more solid. The internal wood structure is mainly local Chinese fir, and the ground is made of pebbles. The local natural material conditions are fully considered in the materials, and the local conditions are adapted to local conditions. The thick outer wall of the earth building can not only keep out the cold but also resist the heat. Because of the special cylinder shape, an independent climate zone is formed inside, which is not only warm in winter but cool in summer, but also forms convection between the exits to enhance the ventilation effect. Affected by geographical location, thick earth retaining wall also has a strong hidden effect. When the rainfall is irregular and the climate changes strongly, the superiority of soil wall thickness can also effectively play the role of moisture isolation and reduce the harm to human body [4]. In addition, every Tulou has the infrastructure needed for production and life, just like a small society. Therefore, in the whole Tulou building, its unique artistic beauty and patchwork architectural pattern are unique masterpieces in architectural history.

2. DEVELOPMENT STATUS AND EXISTING PROBLEMS OF HAKKA TULOUCULTURAL TOURISM

2.1. Development Status of Hakka Tulou Cultural Tourism

2.1.1. Hakka Tulou has a profound cultural background and a good development foundation.

Hakka culture originated from the famous historical event of "five random flowers" at that time, which led most Han people to move south to build earth buildings, and finally formed Hakka culture. Hakka earth buildings are called "an endless book" by scholars, which not only has a unique architectural culture that can be observed by the naked eye, but also has profound institutional culture, material culture, folk culture and spiritual culture. According to statistics, there are more than 10,000 existing Hakka earth buildings [5], of which the oldest earth building can be traced back to more than 1,200 years ago, and more than 30,000 earth buildings have been preserved so far, all of which have important cultural heritage values. Among them, Fujian Hakka Tulou Scenic Area was rated as a 5A-level scenic spot in 2011, and it also won four Guinness Records. Hongkeng Village, the core scenic spot where Tulou is located, also has many honorary titles. In addition, Tulou has built brands of

Tulou, such as opera and large-scale performing arts programs, based on its own strong cultural foundation, which has been widely concerned by people all over the country.

2.1.2. The advantages of Hakka Tulou resources are obvious and the protection measures are in place.

Hakka Tulou is located in the core area of the "Golden Triangle" of urban development, which is closely related to Fujian Province, with good location advantages and profound economic foundation. Its tourist market direction is basically the same as that of Fujian Province, and it is also closely related to the surrounding counties, which has great potential for cultural tourism development. In addition to Hakka tulou, a different architectural culture, there are many red sites and rich folk culture in the region. In addition to human resources, the scenic natural resources such as mountains, rivers and forests distributed around Yongding Hakka earth building together form a beautiful picture, giving visitors a unique sense of cultural experience.

Since the application for the heritage of Hakka earth buildings, Yongding has devoted all its efforts to the protection of intangible heritage, formulated the development and protection plan of earth buildings, and integrated their protection with cultural tourism, so that the earth buildings can be inherited and continued while opening up. In 2019, Hakka Tulou was also selected as one of the excellent cases of the integration of intangible cultural heritage and tourism. It was not only selected as a national, municipal and provincial intangible cultural heritage project, but also had many non-genetic inheritors, which enabled the cultural value of Tulou to continue and spread.

2.2. Problems in Cultural Tourism of Hakka Tulou

2.2.1. Insufficient tourism development and cultural product innovation.

The initial starting point of Hakka Tulou tourism development is relatively low, and the technical means are relatively weak. Although it has increased since then, after China joined the World Trade Organization, the structure, environment and rules of Tulou tourism have to adapt to international standards, and at the same time, it also faces vicious competition from other tourism enterprises, and the tourism market in the big environment has to face fierce competition from domestic and foreign markets. There are few hotels, parking lots, toilets and other infrastructure around Tulou, which is not enough to meet the needs of tourists. Among them, tourist souvenirs in catering and shopping areas are not developed based on Tulou, the core attraction, and most of the tourist commodities sold are similar to small commodities wholesale in Yiwu, with low overall quality, universal shape and small quantity, which cannot meet the diversified needs of tourists.

2.2.2. Internal traffic conditions are poor, and cultural propaganda is weak.

At present, the internal traffic of Yongding Hakka earth building is imperfect, the road conditions are poor, and some traffic facilities do not meet the road standards. The main mode of transportation is shuttle bus, and the waiting time is long. Due to the low level of roads and the fragile traffic structure, the routes between important scenic spots still have twists and turns, and the traffic and tourism routes do not run through the whole scenic spot. Some road sections have low levels, many bends and unstable safety factors, and foreigners need to spend a lot of time and energy on the road. The most potential tourist attractions also have potholes and narrow roads. After the Hakka earth building became a world cultural heritage, people lingered in front of emerging industries due to the influence of traditional inertia thinking, unable to take action quickly, and the new management mode was affected by unfavorable factors, which seriously hindered the running speed of administrative management, resulting in the lack of innovation in the form of cultural propaganda, which still explained the traditional culture and did not make use of online marketing means, and could not leave a deep impression on the vast number of Chinese and foreign tourists. Although the relevant departments have made great efforts to develop the tourism industry of Yongding Tulou, which has wasted a lot of manpower and material resources, it has not produced certain results [6], and it is

difficult for the domestic public to deeply understand the cultural heritage of Tulou, let alone foreign tourists.

2.2.3. Insufficient efforts have been made to protect and develop authenticity.

With the progress of social economy, the original living condition of Tulou can no longer meet the needs of modern life. More and more young people blindly transform Tulou according to their own aesthetic views, and change its appearance and internal structure without authorization, which has caused serious damage to its architectural sites [7]. With the migration of residents of Tulou to other places, the population has decreased, and most Tulou have been idle to store sundries, which lacks daily maintenance and has great security risks [8]. In addition, it is easily influenced by natural factors, such as broken walls and damp components, which aggravate the damage of earth buildings. Especially after the tourism development of tulou, many tourists trample on tulou at will, and the solid ground collapses, and some tourists paint at the railing of tulou, which defiles the treasures of historical civilization. Although some popular scenic spots and surrounding environment are well maintained by managers, there are also unreasonable development and utilization, such as indiscriminate demolition and construction, which destroys the authenticity of earth buildings.

2.2.4. Insufficient integration of science and technology, less professional service personnel.

With the development of the era of science and technology, more and more scenic spots began to rely on scientific and technological means to innovate tourism formats, while the integration of science and technology of Hakka earth buildings with cultural tourism was low, and most scenic spots still maintained traditional means of expression, which reduced the tourists' sense of experience and revisiting rate. There is also a lack of effective public opinion in online publicity, and the strong Hakka culture has not been fully displayed, which leads to the low ranking of Hakka earth buildings in the tourist destinations that tourists yearn for, and the influence effect is not good. In addition, the attitude and professionalism of the service staff in Hakka Tulou directly affect the overall evaluation and impression of tourists on the scenic spot, which indirectly affects the experience of tourists and the whole play process. Based on the scoring data of Yongding Tulou Scenic Spot on the Internet, we can see that the professional service personnel in the scenic spot can't meet the needs of tourists and need to be further improved. In addition, most of the employees in the scenic spot are original residents, and their education level is not high, and their knowledge of cultural tourism is limited. When they are in contact with tourists, the service is often not in place, which lowers the management level of the whole scenic spot [5].

3. PROTECTION AND INHERITANCE STRATEGIES OF HAKKA TULOU CULTURAL TOURISM

3.1. Optimize the format of tourism products and create the characteristics of cultural tourism

Yongding Scenic Area should conduct a comprehensive analysis and research on the whole tourism industry, explore the most popular tourism projects in the market, products with characteristic culture, immersive innovative experience and other emerging formats of cultural tourism integration, and enhance the development of Yongding Scenic Area. First of all, it is necessary to fully stimulate Hakka cultural elements such as costumes, folk houses and folk songs, develop distinctive cultural and creative products, and transform hidden cultural connotations into real cultural products [9], so as to form cultural and creative products of Hakka heritage crafts and time-honored signs, and set up corresponding supporting cultural relics exhibition halls, national costume experience places, cultural and creative markets, etc., so that tourists can experience and feel the cultural charm of Tulou. Secondly, we should change the original tourism mode and the form of tourism products, dig deep

into the tourism resources such as Hakka Tulou culture and natural ecology, create excellent tourism cultural products, and activate and utilize Hakka Tulou into a world cultural heritage that tourists can see and touch, so that they can fully appreciate the vitality of Tulou. In addition, it is also necessary to standardize the management of the interior of the scenic spot, improve the icon instructions of parking lots, entrances and exits, add items needed by special tourists to the internal public rest area, strengthen voice navigation, optimize the ticket purchasing system, improve the tour guide training system, and reasonably set up distribution centers and commanders in tourist-intensive areas to avoid accidents, thus providing convenient and fast service facilities for tourists [10].

3.2. Rational use of modern science and technology, strengthen cultural propaganda

Hakka Tulou adheres to the principle of scientific and technological innovation and realizes the digital artistic creation of culture and technology on the basis of not destroying the original ecology of Tulou. Using technology such as 5G, AI, cloud computing, etc. to create VR experience hall, cloud tour earth building, digital narrator, online exhibition hall and other technology-enabled products to show Hakka customs and give visitors an immersive sensory impact. Unmanned tour buses can also be introduced in the scenic area to enhance the tourist experience. There are a large number of netizens in China, and the traffic is huge. Hakka Tulou can rely on short video platform to form a new marketing model, make full use of network channels to promote cultural and creative products around Tulou, and continue to shoot Hakka documentaries and films with rich cultural connotations by virtue of the existing popularity of Big Fish Begonia, and expand the publicity scope by using new technologies and new means. By means of online live broadcast and offline participation, the production process of national costumes, Hakka agricultural products and Hakka unique carving techniques are displayed, so that tourists can not only see and experience Hakka culture, but also increase economic benefits. In addition, the staff of Hakka Tulou should have a correct attitude, provide proper services, enhance tourists' experience and revisit rate, and show Hakka ethnic customs and folk architecture to people all over the world.

3.3. Strengthen the protection of authenticity and improve the traffic network.

In recent years, with the rapid development of cities and villages, more and more young Hakkas began to build modern buildings and cut down trees at will in pursuit of high-quality life, which gradually submerged earth buildings in various foreign buildings. Most of the earth buildings have collapsed due to disrepair, and the wooden structure has fallen off to build new houses, and some have even been burned to ashes. Tulou, which has been successfully applied for heritage, represents the glory of Hakka people and the responsibility that Hakka people should shoulder. Therefore, protecting Tulou is not only the need of cultural tourism development, but also the expectation of people all over the world. The government and scenic spots should increase protection measures, repair the dilapidated parts of the earth building, timely rectify the residential buildings that affect the overall characteristics of the earth building, dismantle temporary buildings and randomly built livestock sheds, and increase public facilities such as sanitary facilities and garbage bins inside the earth building to meet the needs of the new era; The government should also invest special funds for environmental protection to promote the authenticity protection of Tulou ecology, advocate returning farmland to forests and grasslands, and protect water resources; In the prevention and control of natural environmental disasters, the occurrence rate of disasters is reduced through the reinforcement of vegetation, thus effectively reducing the threat of geological landslides to earth buildings and residents. Although most of the road reconstruction projects were put into Hakka Tulou in the early stage, the series connection between scenic spots is low, and the traffic between scenic spots and scenic spots and county towns is not convenient enough. Therefore, on the basis of the original traffic network, Hakka tourism resources are integrated, different types of tour routes are planned in different regions, and small scenic spots through trains are set up to shorten the waiting time of tourists. In

space, the same type of scenic spots can be planned into the same area, and the coordinated development can be realized in the area.

3.4. Introduce professional talents to improve the quality of public services in an all-round way.

On the basis of perfecting the talent guarantee mechanism, Hakka Tulou Scenic Area introduces university tourism teachers, provides insights and creative ideas for the future protection and development strategy of Tulou, establishes the cooperative relationship between universities and tourist attractions, and guides college students with professional knowledge to actively participate in the protection and inheritance of Tulou, thus injecting fresh blood into the construction of Hakka Tulou. In addition, more consideration should be given to selecting local residents with high cultural level, good eloquence and personal charm as local tour guides. Their inherent Hakka atmosphere and local dialect can more vividly show tourists the rich history and culture of Tulou, so it is better to find another way than the sameness. Cultivating some local tour guides with cultural connotations may make tourists shine at the moment and become "characteristic products" with Hakka flavor, which is impressive. In addition, in order to flourish in the new era, it is necessary to upgrade the public service facilities of Tulou to high quality, including tourist service center, public health facilities, road system, etc., which integrate cultural characteristics and reflect Hakka cultural elements on the basis of meeting the needs of tourists. Continue to carry out cultural activities with Hakka characteristics, create intangible cultural experience, folk songs and Chinese opera performances, handicraft exhibitions and other activities, carry out civilized tourism activities throughout the scenic area of Hakka earth buildings, improve the complaint system in parallel with rewards and punishments, and maintain the "earthy taste" of Hakka earth buildings [11].

4. CONCLUSION

Fujian Hakka earth building is a "giant building" with thousands of years' history, and it is a large-scale settlement that forms a unity of man and nature with natural landscapes, which has unprecedented research and reference significance for China's history, geography, architecture and other disciplines and many industries. Hakka earth building was once the product of population migration and national culture integration, but now it is a unique artistic creation in the history of Chinese architecture. It not only carries forward China's rammed earth construction technology and geomantic theory, but also shows people around the world the folk architecture with national customs and culture. Under the background of the integration of cultural tourism in the new era, Hakka earth buildings with rich cultural connotations should take advantage of the tourism to develop their own characteristics and explore the development model that adapts to the inheritance and protection of earth buildings; Strengthen efforts to maintain the authenticity of Hakka earth buildings, continue to create a series of intangible projects, and realize the dual effects of development and protection; Focus on improving the professionalism and service image of service personnel in scenic spots, and make full use of online and offline multi-channel publicity means to let tourists fully experience the strong Hakka cultural spirit and continue the historical context.

REFERENCES

- [1] Daqing Li, Luhui Zhang. The times value and creative transformation of Hakka culture in western Fujian[J].Journal of Gutian Cadre College,2023,3(02):92-96.doi: 10.19959/j.cnki.cn35-1340/c.2023.02.015.
- [2] Ran Xu, Xiaoke Meng. Analysis on the architectural features of Hakka Tulou in Yongding, Fujian [J]. Art Education Research, 2020,(20):72-73.
- [3] Shufan Zeng. Research on the exterior color design of Fujian earthen buildings [J]. Furniture, 2017,38 (4): 58-64.
- [4] Geng Wang, Xiaoru Zhou. Analysis of the cultural connotation of Hakka Tulou [J]. Beauty and Times (Urban Edition), 2018, (12): 121-122.

- [5] Jingjing Chen. Research on the development of cultural tourism in Yongding district, Fujian Province [D]. Xiangtan university, 2020.DOI: 10.27426/d.cnki.gxtdu.2020.001491.
- [6] Zulong Yang, Xianyan Cui. Interpretation of traditional forms and protection methods of earth buildings in Fujian [J]. Comparative Study on Cultural Innovation, 2018,2(1): 39,41.
- [7] Yanyan Zheng. Explore the continuation of Yongding Hakka Tulou from the perspective of national cultural inheritance [D]. Qinghai Normal University, 2014.
- [8] Lei Zhang. Protection and Continuation of Hakka Tulou in Yongding, Fujian [J]. Wenbo, 2011, 6: 67-70.
- [9] Fuye Yu. Protection and Development of Hakka Tulou World Cultural Heritage Site in Fujian from the Cultural Perspective [J]. Vicissitudes, 2008, (5): 50-51.
- [10] Zhouli Jiang. Problems and Countermeasures of Fujian Tulou (Yongding, Nanjing) 5A Scenic Area [J]. China Management Informatization 2018,21 (6): 120-121.
- [11] Gaoyuan Luo. The tourist value and protection of Hakka Earthen Building [J]. Economic Geography, 2010,30 (05): 849-853. DOI: 10.15957/j.cnki.jjdl.2010.05.028.