

Research on the Development of Guangxi Rice Noodle Cultural Resources under the Background of the Belt and Road Initiative

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Abstract

Guangxi rice noodle culture industry is rich in varieties and has a long history, which drives the economic development of part of Guangxi. It is of positive significance for Guangxi rice noodles to respond to the cooperation initiative of "One Belt and One Road" proposed by General Secretary Xi in 2013, thus promoting the cultural and economic development of Guangxi rice noodles industry. Through the comparison between the powder culture in Guangxi and the powder culture in "One Belt and One Road" countries, the connecting function of the powder culture between regional culture and food culture is positively viewed. Rationally utilize Guangxi's geographical advantages near the Belt and Road countries and the resources supported by policies such as ASEAN and western developmen to help more people comprehend Guangxi rice noddles culture and its unique regional advantages and other derivative industries developed by integrating cultural advantages, so as to provide direction for poverty alleviation in Guangxi.

Keywords

Guangxi Zhuang Autonomous Region; Rice Noodles; Culture; One Belt one Road.

1. Preface

Guangxi is an ethnic minority autonomous region with the Zhuang nationality as the main ethnic group, and is also the province (region) with the largest ethnic minority population in China. Guangxi Zhuang Autonomous Region is home to 12 ethnic minorities, including the Zhuang, Han, Miao, Dong, Mulam, Hui, Maonan, Jing, Yi, shui and Gelao. The diverse climate and favorable terrain give animals and plants excellent room to grow. Rice is the main food crop in Guangxi, you can see in the Ming Dynasty geographer Xu Xiake's work "The Travel Notes of Xu Xiake." to see the relevant content, "The mountain stands tall and beautiful", "The waterfall and the cliff fall down, and the long and erect bamboos are hidden by rocks", "Suddenly a stone as big as a table was seen among the waves of bamboo, and an enormous number of mountains can be counted", many such poems are used to describe the magnificent landscape of Guangxi. Guangxi is the land of Baiyue. Rice noodles in Guangxi have a long history and culture, dating back to the time when first emperor of Qin unified Baiyue. When The First Emperor of Qin attacked Guilin, most of his soldiers were from the northwest, and the rice in the south could not satisfy their eating habits. Therefore, rice was ground into powder and made into thin strip to ease the soldiers' homesickness and their eating habits. The rice vermicelli, that is, namely rice noodles, have been passed down to this day. Guilin's rice noodles reached their peak in the Qing Dynasty and the Republic of China. Guangxi rice noodles can be said to be the originator of the world's fast food industry. The characteristics of Guangxi's food culture can be understood as pluralism and mixed, and all parties in the southeast, southwest, northwest, northeast and central regions have received the influence and integration of strong cultures. In addition, the terrain and geomorphology change greatly, rich food materials and obvious

regional characteristics, resulting in different flavors. The variety of rice noodles is rich and diverse, which is the product of the integration of north and south cultures.

2. The Advantages and Significance of the Development of Rice Noodles in Guangxi

(1) Guangxi rice noodles have broad room for development under the Belt and Road Initiative, and the diverse rice noodle cultures of ASEAN countries have laid a good foundation for the development of rice noodles. Vietnamese chicken powder, Burmese flower nail powder, Thai curry powder, and Myanmar's special fresh fish soup rice noodle "mohinga" are the special rice noodles recommended by Soe Dai, Consul General of Myanmar in Nanning at the 2019 World Rice Noodle Congress. Guangxi is close to Southeast Asian countries, and the powder culture of neighboring countries along the Belt and Road has something in common with Guangxi rice noodles, such as Thai cold mix powder, plus rich condiments and special sauces, sweet and sour and a little spicy taste, its refreshing and rich taste makes people linger over it.

(2) The unique Guangxi rice noodles, as a combination of meat and vegetable, can play a role in regulating the balance of the diet. Low production cost, high economic benefit, strong sustainable development ability. Guangxi rice noodles show the identity and pride of Guangxi people, with profound cultural heritage. A bowl of rice noodles can always bring a sense of belonging to those who are far away from home. Guangxi is a province with rich tourism resources and is also known as the "capital of noodles". There are many kinds of delicious food. As a Guangxi characteristic food, rice noodles are closely cooperating with tourism and catering industry to jointly create the cultural name card of Guangxi's external influence. Today, river snail noodles travel all over China, creating Guangxi's own career and reputation. Along with the rise of short videos and the national big data strategy, the popularity of river snail noodles has guided the development of rice noodle culture in Guangxi. How to get all kinds of Guangxi rice noodles out of Guangxi is closely related to the trend of The Times. There is a big controversy after snail noodles become popular. Diners who have different tastes or are not accustomed to the flavor of snail noodles often evaluate it as "smelly", while local people in Guangxi are accustomed to the taste. The reason for the "smelly" is the sour bamboo shoots in bags of snail noodles. The brand of Guangxi rice noodle needs to rely on its characteristics and cultural heritage to create a unique "human design". On the basis of adhering to the flavor and ancient cooking and inheritance, innovation and inheritance can bring about relevant cultural and economic effects, so that the rice noodle culture can be inherited forever. Guangxi powder variety, consumers can choose a high degree. In addition to the well-known popular rice noodles, such as Nanning Laoyou noodles, Guilin rice noodles, Liuzhou river snails rice noodles, and Qinzhou pig's feet powder, roasted duck noodles, Nanning Pumiao Shengzha Rice Noodle, Nanning Fenli and Fenchong, Luo Cheng wide rice noodles and so on. There are all kinds of shops and chain stores selling rice noodles in the streets and alleys of Guangxi. Selling rice noodles has become a means for some local people to make a living. The wide range of consumers of Guangxi rice noodle culture, from the elderly to children, and the long range of audience is a strong support for the development of Guangxi rice noodle culture. The scale of Rice Noodles in Guangxi which can help people getting rid of poverty and getting rich is getting bigger and bigger. The size of the effect also gradually enhanced. For example, the district of south China's Guangxi Zhuang autonomous region, on the basis of grasping the local region characteristic and the superiority, created the LiuNa river snails rice noodle industrial park. Guided the poor masses to participate in and invest in the development of the river snails rice noodle industry, guide poor farmers to work in river snails rice noodle production enterprises on the spot, and promote the employment of the poor people. To help the poor to achieve

poverty alleviation and income growth faster, and achieve high-quality and stable poverty alleviation.

(3) Building local brands, expanding Guangxi rice noodles' influence, rationally use Guangxi's location advantages in neighboring Belt and Road countries and resources supported by policies such as ASEAN and the large-scale development of China's western region, to help more people understand Guangxi's rice noodles culture and its unique regional advantages and other derivative industries that integrate cultural advantages. So as to provide direction for helping Guangxi's poverty alleviation cause, and take advantage of Guangxi's advantages in participating in the construction of the "Belt and Road". Firstly, Guangxi has a unique geographical location, and superior dynamic location advantages. What's more, Guangxi is the only country with sea and land transportation to the ASEAN border area. Guangxi actively meets the needs of China's opening up to ASEAN as a regional bridgehead and gateway area. Secondly, The people of Southeast Asian countries in the participating countries of the "Belt and Road" construction have rice noodle eating habits, which is difficult to promote Guangxi rice noodles. The popularity of and the responsiveness of rice noodle in Southeast Asian countries is high. Rice noodles are produced with low difficulty and high variability, which is conducive to meeting the needs of consumers with different eating habits. Thirdly, Guangxi's hosting of such international exchange activities as the ASEAN Expo is conducive to promoting Guangxi's local rice noodle culture. As an autonomous region, Guangxi has unique policy advantages, such as the strategy of opening the door, the strategy of large platform, the fulcrum strategy of the development strategy of large region, etc., make it more convenient for rice flour resources to go out of the region and go abroad.

3. Guangxi Rice Noodle Industry Actively Responds to the Belt and Road Initiative

Under the belt and Road Initiative, Guangxi, as the front line and window of open cooperation between China and ASEAN, adheres to the combination of "bringing in" and "going out", and acts as a springboard for ASEAN enterprises to enter the Chinese market, which actively promotes all-round cooperation with ASEAN, and develops from mere import and export trade to cross-border investment. Guangxi attaches importance to and responds to the construction of rice noodle industry under the belt and Road Initiative, and strives to expand rice noodle culture into a characteristic food culture industry. In 2019, the first world conference on rice in Guangxi Nanning, the general assembly to "rice noodles, to travel around the world" as the theme, from Myanmar, Guangxi, Jiangxi, Yunnan, Hunan, Guangdong, Sichuan, Guizhou and other major rice producing areas of more than 300 institutions and enterprises to participate in the exhibition, dedicated to the realization of the more open world rice industry convergence of vision, Organic integration of rice noodle culture industry chain, so that the world rice noodles in rice noodle conference together. On December 31, 2021, the Implementation Plan for Creating "Bagui Series" Labor Brand to Promote Employment issued by the General Office of the Guangxi Autonomous Region Government proposed that by 2025, "Bagui Housekeeping", "Bagui Construction" and "Bagui Rice Noodle master" should be built into well-known labor brands in China. Wu Wu, chairman of the Supervisory board of the World Federation of Chinese Restaurant Industry, revealed that in 2018, China's rice noodle exports reached 104,000 tons, amounting to 170 million US dollars. There is a good foundation for the development of rice noodles in Vietnam, Thailand, Laos, Myanmar and other ASEAN countries, and the cooperation between rice noodles enterprises and ASEAN countries has a good development prospect. In 2021, the World Rice Noodles Invitation Conference also invited about 86 rice noodles brands and rice noodles cultural and creative industries around the industry, and rice noodles from all over the world were exhibited and exchanged at the same time.

4. Problems and Suggestions on the Development of Guangxi Rice Noodle Industry

4.1. Development of Rice Noodle Industry

(1) Rice noodle production lacks unified and strict standards, and the industrial chain is too simple. Guangxi rice noodle enterprises should change their marketing strategies, integrating innovative elements, deeply combining with other industries, extending the industrial chain, and expand the scale effect. The rice noodle market needs strict production and operation standards to support the fair and sustainable development of the rice noodle market. (2) Guangxi rice noodle enterprises lack brand awareness, competitiveness is not strong, it is difficult to form a centralized large-scale enterprise problem. Rice enterprises should break the limitations of development in the region, meet the needs of different food cultures, and improve the economic ability of rice noodle consumption. (3) The traditional craft of rice noodles in Guangxi has been lost gradually. There is a important and basic problem is how to inherit and develop intangible cultural heritage. Affected by foreign cultural influences, as well as profit psychology, part of the merchants and manufacturers appeared unethical behavior, like making a profit in troubled situation and cutting corners to save money. In such cases, the quality and flavor of rice noodles cannot be well preserved and produced. The Guangxi District Government should encourage more young people to learn and inherit the traditional rice noodle craft through incentives and subsidies, and continue to innovate on the basis of conforming to the development of the times. Combined with the characteristics of the new era information media as a strong development area, government can carry out the network sales publicity model. (4) Many rice noodles in Guangxi are no more popular than rice noodles in other places, mainly because of insufficient publicity and inappropriate publicity models. The consumption of local specialties is not mature, and there are no enough sales stores of tourism and cultural products with a certain scale. Tourists who purchase rice noodles are limited to sit in the store, waiting the rice noddles, which cooked and eaten in small stores, so that is not convenient to carry. The bagged rice noodles launched online have lost the significance of tourism cultural products. Guangxi can create a rice noodle characteristic cultural industry and its derivative products to expand the popularity and influence of rice noodle culture, and promote consumers' in-depth awareness and understanding of rice noodle culture. (5) Guangxi rice noodle sales crowds are limited to the region, with a unique geographical location but failed to participate in the construction of the Belt and Road. Rice noodles sales models are usually single, and small stores are mostly located in the community, considering the limitations of their eating places and small businesses. Besides, the hotel has rice noodles, but its taste is single, authenticity needs to be examined, and the taste is much different from the main rice noodle stores. To help more people understand the rice noodles culture of Guangxi, Guangxi government should promote the local culture of Guangxi that combines rich regional culture and ethnic culture, and provide a feasible development direction for those who want to participate in the development of Guangxi rice noodles cultural industry. The rice noodle chain industry expands the franchise coverage while maintaining quality and quantity, and extends the rice noodle industry out of the comfort zone. Individual business enterprises can strengthen personal brand building, adhere to its special flavor and customer attraction characteristics, vigorously develop and publicize its advantages and competition, and strive to develop personal brand rice noodles.

4.2. Rice Noodle Culture can be Developed

(1) Guangxi rice noodle industry investment is small but effective, the popularity is high, and it has a certain degree of popularity. Rice noodles have a long history of development, pinning on the local feelings of the people in Guangxi, with high cultural heritage and high resonance. Rice noodles is one of Guangxi's cultural business cards. Sustainable development ability is

immeasurable, consumer demand is timeless. (2) The characteristics of Guangxi rice noodles are that it can be adjusted accordingly to meet the needs of consumers in different regions for the tastes of different regions and different countries, such as the taste of European and American countries, steak beef is added to as the ingredients. Also, for the provinces like Guangdong and Jiangsu, Zhejiang and Shanghai in which people living, they do not eat spicy, there is a corresponding sweet and light taste; (3) This project is also combined with the national poverty alleviation strategy to encourage Guangxi rice noodles to go out of the region and go abroad, and help more people with traditional rice noodle production processes to get rid of poverty and become rich (4) Rice noodle culture should pay attention to the combination of product output and cultural output, and bring Guangxi rice noodles to the rest of the world through the Belt and Road Initiative, so that people from all over the world can recognize Guangxi's rice noodle culture while tasting delicacies, which is in line with Southeast Asian food culture and is more conducive to responding to the needs of countries participating in the "Belt and Road"

4.3. Proposed Solutions for the Development of the Rice Noodle Industry

(1) The government should implement tax reduction and fee reduction for enterprises with innovative awareness and innovation ability, and build some brand stores in public and in some places with high traffic. Enterprises should have a sense of word of mouth, pay attention to product quality, appearance, pre-sales guidance and after-sales service. Strengthen corporate popularity and appropriately extend the industrial chain, strengthen cooperation with the tourism catering industry, and enhance brand effect. (2) Through the internet celebrity effect and the mode of live broadcasting, street rice noodles are spread on the Internet, expanding the share of e-commerce in the market, and allowing a number of stores to achieve a win-win situation in online and offline sales. (3) Enter international exchange activities such as university campuses and ASEAN through rice noodle culture, and bring it into folk culture to strengthen cultural influence. Expand publicity through international activities to promote the development of rice noodle consumption economy. (4) The price of rice noodles needs to be affordable and grasp the differences in local flavors. Improve the speed of production and adapt to the needs of fast-paced life. Strive to develop "small specialty" into "big industry". (5) Strengthen technological innovation and scientization, improving the industrial chain, and gradually expand the scale of rice flour production. Emphasize nutritional quality and pay attention to balanced diet. (6) Guangxi should improve and upgrade rice noodles according to different eating habits at the point of sale to meet different eating habits. Popularizing the consumption of rice noodles and developing the diversity of regional cultures conforms to the trend of internationalization of food culture and is conducive to the participation of rice noodle culture in the process of the "Belt and Road initiative".

5. Conclusion and Future Expectations

Through the research and active discussion on the development resources of Guangxi rice noodles, we hope to provide reference and analysis for the development of Guangxi rice noodles culture and rice noodles industry. People are encouraged to rationally develop and utilize Guangxi rice noodle culture and industrial resources, so as to promote Guangxi rice noodle culture. Encouraged local people to participate in the China's western development construction and the "Belt and Road Initiative" construction process. Guangxi should grasp its own regional, cultural and historical advantages, and promote the economic development, which can accelerate poverty alleviation as well. It is hoped that Guangxi rice noodle culture and industry can build a new bond of food culture under the belt and Road Initiative, and move towards a more ambitious and brighter stage in the future.

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