

Connotations based on the Dietary Intangible Cultural Heritage Dissemination under the Huaihe Culture, the Development of Characteristic Cultural Blocks

--Take Huai'an City as an Example

Tianran Liu, Jian Yang

Academy of Arts, Anhui, Anhui University of Finance and Economics, Bengbu, Anhui, China.

Abstract

As an important part of Chinese culture, Chinese food culture is extensive and profound with a long history. In recent years, in order to protect and inherit the intangible cultural heritage, Huai 'an City attaches more and more importance to the local characteristic food intangible cultural heritage. We made a spatial analysis of the Huaihe River Basin, carried out a geographical regionalization study, and investigated the characteristic intangible cultural heritage diet culture of Huaian. Under the current popular trend of "intangible cultural heritage + tourism" and "intangible cultural heritage + e-commerce", this paper combines the dietary intangible cultural heritage culture with tourism culture, e-commerce, deepening the integrated development of cultural and tourism, creating the brand of dietary intangible cultural heritage tourism, expanding the publicity of dietary intangible cultural heritage and other aspects to protect and inherit the dietary intangible cultural heritage of Huai 'an city, so that the dietary culture of Huai 'an city can get better development.

Keywords

Food intangible cultural heritage, Tourism, E-commerce , Huaian.

1. Introduction

Huai 'an City is located at the intersection of the ancient Huai River and the Beijing-Hangzhou Grand Canal. It is an ancient cultural city with rich historical and cultural deposits. It is one of the main birthplaces of Huaiyang cuisine and one of the origins of Chinese civilization. As an ancient city with a long history of food culture, Huaian is known as "Huaiyang Cuisine", which is also known as "Yangzhou cuisine". It has rich cultural flavor of the Huaihe River and its unique regional characteristics. Under the background of integrated development of communication and tourism in the past few years, many cities have tried or practiced the way of combining food and tourism. However, in recent years, the traditional catering industry and tourism industry of our country have been affected by the change of the general environment. Corresponding changes are needed to break the convention to find a breakthrough in the market. We will lay emphasis on the category of intangible food heritage, so as to make the intangible food culture take a big part in tourism and lead the development of tourism with the food intangible cultural heritage. Dietary intangible cultural heritage can meet people's needs for daily necessities, and also promote the development of tourism industry and the inheritance and development of dietary intangible cultural heritage projects. At the same time, online platforms should be launched to enhance the vitality of dietary intangible cultural heritage culture and promote the common development of food and tourism in various aspects and angles, thus driving urban economy.

2. Cultural background of Huaian's intangible cultural heritage

2.1. Basis of Huaian diet intangible cultural heritage

In recent years, Huai 'an Municipal Government attaches great importance to the protection of intangible cultural heritage, and has established and improved the list of fourth-level representative intangible cultural heritage projects and the echelon of inheritors. According to the representative list of Huaian intangible cultural heritage projects, there are 7 national projects, 32 provincial projects and 163 municipal projects. Among them, there are 9 provincial projects and 21 municipal projects of traditional diet skills. (1) According to the data, the proportion of provincial intangible cultural heritage items of traditional diet is 28%, and that of municipal intangible cultural heritage items of traditional diet is 12%. It can be seen that the proportion of provincial intangible cultural heritage items of Huaian city is not bad, but the proportion of municipal intangible cultural heritage items is relatively low. It can be seen that only part of diets can reach a higher level, but the intermediate range is less. There are 6 representative inheritors of the provincial intangible heritage of traditional food skills and 23 representative inheritors of the municipal heritage, which is also at a relatively small level.

2.2. Huai 'an diet features and advantages

As one of the main components of Huaiyang cuisine, Huaian cuisine is one of the four major cuisines in China. As early as the Sui and Tang Dynasties, Huaian cuisine has been well known all over the country. In the Ming and Qing Dynasties, it reached a peak. "Huai 'an Fu Annals" so recorded. Because of its selection of ingredients more exquisite, and very pay attention to knife, flexible skills, dishes fresh and exquisite, food are the best period, let a person talk about; Huai 'an cuisine is skilled in cooking skills, the use of heat is lively, good at stew, steaming, burning, frying, Wu, etc.; Because of its exquisite, exquisite shape, food materials close to life, light and peaceful taste, salty and sweet, accepted by most people, the state banquet is mainly Huaiyang cuisine. Classic Huai 'an cuisine is representative of soft pocket fish, Pingqiao tofu, Zhuqiao turtle, raw smoked white fish, wind white fish, broken bones and wings, grilled long fish square, chicken leg braised with ginseng, braised cabbage, chin Gong meat round, Wenlou soup bun, Huaian sankei, dumplings, fried cucumber fish, boiled Huai catfish, etc.②

Huaian Yangtze River and Beijing-Hangzhou Grand Canal staggered, network of water, lakes, moist air, prolific fresh raw materials, some fish, shrimp, crab, duck, goose, goose and other aquatic products countless, a year of aquatic poultry and vegetables output, for Huaian cuisine continuous supply of fresh raw materials, so Huaian cuisine stew stew, can largely retain the original taste of ingredients, In addition, the exquisite production techniques make Huaiyang cuisine famous. Huai 'an has geographical advantages and abundant food material resources. It has innate conditions for the development of "diet intangible cultural heritage + tourism" and "diet intangible cultural heritage + e-commerce".

3. Cultural background of Huaian's intangible cultural heritage

3.1. The significance of the development of "diet intangible cultural heritage + tourism" and "diet intangible cultural heritage + e-commerce"

With rich varieties and unique tastes, the intangible cultural heritage of Huaian has a high potential value. Under the background of cultural and tourism integration, it is of great significance for Huaian food culture to drive the development of the city. "Food intangible cultural heritage + tourism" refers to a new tourism mode that focuses on enjoying local food and tasting the unique flavor of different places in the traditional tourism of looking for scenery and relaxing mood. The new tourism mode of the joint development of dietary intangible cultural heritage and tourism, combined with e-commerce to develop network development

approaches, increase brand publicity, but also online marketing, such as online ticket sales, cultural travel routes, cultural products and food online sales. The significance of the integrated development of Huaian dietary intangible cultural heritage, tourism and e-commerce can be summarized into two points.

① Under the background of some influences on the tourism industry, "intangible cultural heritage of food" is adopted to open up a new market of cultural tourism and drive the development of tourism industry. The intangible cultural heritage of food can not only meet the dietary needs of tourists, but also let tourists experience the local characteristics of food culture. By integrating the intangible cultural heritage of food and beverage, tourism becomes more diversified, which makes the experience of tourists to a higher level. At the same time, it increases the consumption of tourism channels and drives the development of economy.

② It can spread the intangible cultural heritage of diet and promote the development of intangible cultural heritage of diet, which is the inheritance and development of the intangible cultural heritage of diet. Through e-commerce, Taobao, Pinduoduo, Jingdong and other platforms, it can expand the sales channels of products and increase the dissemination and display of intangible cultural heritage of diet.

3.2. Cultural background of Huaian's intangible cultural heritage

Cultural and tourism integration has been widely respected since its emergence. Although many scenic spots and cities are referring to this way, there are still some problems in terms of the integrated development of food intangible cultural heritage and tourism in Huai 'an City.

① The integration of the two is not high, containing less regional culture

Intangible cultural heritage of diet is an important component of local cultural tourism consumption, which is quite objective consumption in the process of tourism. Huai 'an City is a famous historical and cultural city with abundant food resources, but there are few major food projects in Huai 'an city. The integration of dietary intangible cultural heritage and tourism in Huai 'an City is not enough, and the categories are too few. Just like other catering enterprises, they only provide local characteristic food without further development, still focus on "eating" and taste dishes, but forget the history and culture of Huai 'an City, and rarely combine the production process of dietary intangible cultural heritage with the historical allusions and stories contained in the diet. Also need to explore the cultural connotation of food.

At present, the so-called local characteristic food street in many places is mainly realized by foreign catering enterprises, such as Chongqing hot pot, Starbucks, etc. The local characteristic food culture is not outstanding, so that many local food street is little different, and the food culture can be weak.

② Diet intangible cultural heritage brand influence is insufficient, marketing system is not perfect

The propaganda of intangible cultural heritage of diet is not strong enough, so that quite a few tourists come to play "eat at random", and have not formed a strong brand in the local, so that people only know about it, but can not explain it. At present, the integrated development of dietary intangible cultural heritage and tourism lacks integrity, focusing on the diet itself, lacking of overall planning, and lack of attention to cultural publicity, brand building and inheritance and development of dietary intangible cultural heritage. At the same time, the selection of food ingredients, brand culture and upstream and downstream related industries are less, not forming a relatively complete industrial chain.

③ Huaian diet local characteristics dilution, quality decline

Today's food and beverage nationwide, many local food can spread around, this is not a bad thing, but a considerable number of restaurants in order to jump out of the name of other places, but dilute the local characteristics of food, for a long time, so that their own unique some of the

production skills slowly degradation, some traditional diet gradually faded out of our vision. Undeniably, there are a lot of food in the production process is very complex, quite a lot of process, which is also one of the factors slowly in the modern desalination, now some catering industry in order to profit, the process is simplified, the selection of raw materials is no longer fine, making Huaian local food more and more "not authentic".

④ The level of food development is low and the innovation is not enough

The development of food intangible cultural heritage should be innovative while retaining some traditions. Now the Huai 'an diet is too old-fashioned, limited to a few old signature dishes, such as soft pocket long fish, open seafood, Pingqiao tofu, but the lack of some innovation, the taste of all restaurants is similar. Catering enterprises need the injection of fresh blood, to update some new dishes in the new era, not only to open up the market out of the ordinary, but also to encourage peer competition, conducive to the overall development of the industry. The culture behind the dishes is also very profound, can carry forward the culture behind the food, show the traditional craft culture of food, encourage tourists to practice, for tourists, this will be a very interesting process.

4. The implementation way of the development of Huaian diet intangible cultural heritage

4.1. Provide policy and financial support to build the brand effect of dietary intangible cultural heritage

The support of local policies can guarantee an industry. The Huai 'an municipal government attaches great importance to the protection and inheritance of intangible cultural heritage and establishes a municipal inheritance base, such as Huaibang cooking skill and Huai 'an whole eel Mat cooking skill. Carry out communication and communication activities, establish the list of intangible cultural heritage representative projects, include local food intangible cultural heritage projects in China Intangible Cultural Heritage Expo and Grand Canal Urban intangible cultural Heritage Exhibition, formulate inheritance and development plans, support non-genetic inheritors, give priority to policies, and support human and financial resources. The next step of Huai 'an City will focus on the brand monitoring of "Travel in Huai 'an". Encourage and promote the "diet intangible cultural heritage + tourism", will have distinctive cultural characteristics of the diet intangible cultural heritage and some traditional time-honored cuisine concentrated display in the Yuquai Canal Cultural food center, Hexia ancient Town intangible cultural heritage town, etc., to build the diet intangible cultural heritage tourism brand system, promote the protection and development of Huaian diet intangible cultural heritage.

4.2. Increase publicity through media and online platforms

Local activities such as food festivals can be held to deepen people's impression on food intangible heritage by participating in the production and tasting of food. We media such as TV, Douyin and Meituan can enhance the popularity of activities and food. Through wechat public accounts with intangible cultural heritage as the theme, combined with relevant platforms such as tourist attractions and local characteristic food streets, some videos and articles on intangible cultural heritage of food are released, and online and offline activities are carried out simultaneously, so as to comprehensively promote the deep integration of "food + tourism" on multiple platforms and media. Enhance tourism attraction with the help of "dietary intangible cultural heritage", and promote the development of intangible cultural heritage food and local characteristic snacks through various publicity and selection activities.

4.3. Strengthen the consciousness of innovation

Tourism is also changing with The Times. As a part of tourism, food should meet the needs of tourists and create self-value to attract tourists. Huai 'an has a long history and rich connotation of food culture. It is one of the famous cradles of Huaiyang cuisine. In the market background of combining culture and tourism, the opening requirements of Huai 'an food culture and tourism products are personalized, diversified and ecological. Yangzhou, also known as the "hometown of Huaiyang Cuisine", actively innovates and brings forth the old without lagging behind while inheriting the tradition. Huaian has more inheritance but less innovation. When it comes to innovation, we need to change our ideas rather than remain static and unrepentant. Traditional dishes certainly have their advantages, but the diet should also keep pace with The Times, inherit and innovate in dishes. In combination with cultural and tourism departments, catering enterprises, celebrity chefs, inheritors of intangible cultural heritage, etc., the team plays a role and develops cooperatively in innovative dishes, production, service and brand. For example, some places have "making experience" tools to provide tourists with raw materials, so that tourists can experience the inheritance of intangible cultural heritage food culture in practice and enjoy the charm of cultural inheritance.

5. The development of Huai 'an City in the mode of "diet intangible cultural heritage + tourism" and "diet intangible cultural heritage + e-commerce"

5.1. Build characteristic food culture block and form brand industrial cluster

Tourism is a way that many people choose to relax. In the background of the combination of culture and tourism, the orderly combination of food and scenic spots satisfies tourists' vision as well as their taste. Combining with the local tourism landscape and cultural history of Huai 'an city, a series of related industries such as food culture tourism, food intangible cultural heritage exhibition hall and food intangible cultural heritage experience are built with the theme of food intangible cultural heritage culture. The food intangible cultural heritage with distinct cultural characteristics and some traditional time-honored delicacies will be exhibited in the Royal Wharf Canal Cultural Cuisine Center and the intangible cultural Heritage Town of Hexia Ancient Town, etc., to build characteristic blocks that can fully reflect the local food intangible cultural heritage culture, to build the brand system of food intangible cultural heritage tourism, and to build the regional food street with Internet celebrity characteristics, which is undoubtedly also a scenic line. While attracting a large number of tourists, it has already spread the intangible cultural heritage of food. Pay attention to the interaction with tourists, develop the characteristic food street with appropriate price, divide the focus of tourism consumption into some food consumption, enhance the attraction of urban scenic spots, but also make the diversity of tourism.

5.2. Strengthen the publicity and strengthen the experience of intangible cultural heritage food

Publish and forward videos of local intangible cultural heritage and scenic spots through the public account of Huai 'an Local Culture and Tourism, city media, official and personal short video platform accounts, and encourage individuals to publish promotional videos. Currently, short video platforms are very popular, and quite a few people learn about various scenic spots through short video platforms to travel to different places, and hold some food festivals and competitions like Kitchen King. Through online + offline communication, hot topics on the Internet are diverted, network traffic is purchased, short video creators are encouraged, and channels for publicity and sales are expanded. Huaian cuisine as a whole brand marketing, increase the visibility of the source of production, authority, so that people can do famous

source, such publicity is targeted, but also conducive to the expansion and development of Huaian characteristic intangible cultural heritage diet.

5.3. Build a complete industrial chain and cultivate the integrity of upstream and downstream industries

The integrated development of dietary intangible cultural heritage and tourism needs a complete development streamline, which should take into account all aspects, including the publicity of intangible cultural heritage, packaging design of intangible cultural heritage, brand building, marketing, etc. Guide the common development of the catering industry, refuse to "small, scattered, disorderly" production and management, the overall brand of Huaian characteristic intangible food, internal subdivision, also can encourage the competition within the industry. Marking the words "Huaian Characteristic Diet Intangible cultural Heritage" on the product packaging is helpful to improve the social influence and market awareness, develop the hardcover gift box of Huaian characteristic diet intangible cultural heritage, and guide people to choose gifts. Unified production standards within the industry, produce a certain scale effect, the formation of brand advantage, Huaian diet integrated to compete with the outside world, to achieve a complete system from raw materials, production, packaging, sales. Some food intangible cultural heritage projects with good development, sales and popularity will be built into brand benchmarks in the catering industry to serve as industry brands.

5.4. Scientific design of characteristic food tourism routes

According to the distribution of Huaian food resources, according to the tourists' play time and personal needs, the local food, scenery and culture of Huaian, we can design different schemes. You can follow the famous dishes and banquets of Huai 'an as the route. You can not only understand the origin and historical stories of food, but also enjoy the scenery of different experiences. You can also participate in the production of food and feel the inherited skills. There have been many historical celebrities in Huai 'an, such as Zhou Enlai, the founding premier, Wu Cheng 'en, the novelist, etc., who can use their former residences as tourist routes, taste the dishes preferred by historical figures, feel the traces of celebrities, and design the routes of celebrities and food. There are many rivers and lakes in Huaian, such as Gaoyou Lake, Baoying Lake, Baima Lake, etc., rich in parallel goods, you can swim as the route, to taste the fresh aquatic lake, to experience the fishing and catching fishing crab based lake scenery tour route. The exhibition Center of Huai 'an intangible cultural heritage will be included in the route, and the historical origin, cultural implication and cuisine characteristics of the intangible cultural heritage will be popularized, so that tourists can experience the intangible cultural heritage food in person, so that tourists can not only taste it but also understand its meaning, and further understand and understand the Huaian intangible cultural heritage diet.

5.5. Support non-inheritors and continue to pay attention to the declaration of intangible cultural heritage

The government's support plays a great role in the inheritance and development of dietary intangible cultural heritage, and the government needs to strengthen the emphasis and attention on dietary intangible cultural heritage. The government of Huai 'an City should formulate policies on dietary intangible cultural heritage according to the current situation of Huai 'an City, encourage the inheritance of dietary intangible cultural heritage, support it in human, material and financial resources, and implement productive protection of dietary intangible cultural heritage. The government can actively support inheritors' teaching of their skills by providing inheritance sites for non-dietary inheritors and increasing inheritance fund subsidies, so as to ensure the follow-up search for new inheritors, broaden the training channels for inheritors, and increase efforts to recruit inheritors. Increase the development and excavation of traditional food, special food, special snacks in various districts, counties and

villages, increase the collection of folk food, and then declare it, and do a good job in the inheritance of traditional food and traditional skills.

5.6. Explore rural cuisine to help rural revitalization

Many excellent folk delicacies are endangered due to various factors. Dig into the delicacies of various districts and counties and rural areas, organize traditional intangible cultural heritage diet exploration activities, and carry out this kind of program, "Rural Adventure". Publicize these little-known foods and let people see them, not only spreading the cooking skills to the public, but also bringing people flow to the countryside, driving the development of rural economy, carrying out experiential tourism, allowing tourists to experience the production process of intangible cultural heritage foods in person to the birthplace of food, enjoying the original food, and promoting the development of rural tourism.

6. Conclusion

Under the background of cultural and tourism integration, Huai 'an City takes advantage of the coordinated development of "intangible food heritage + cultural tourism" to strengthen the protection and inheritance of food culture, promote the effective integration of food intangible cultural heritage and tourism, effectively expand the influence and radiation of food intangible cultural heritage, enrich the cultural connotation of tourism products, and inject new internal power for the protection, inheritance and development of food intangible cultural heritage. Promote the in-depth integrated development of dietary intangible cultural heritage and tourism.

Acknowledgements

This article is a project funded by the Innovation and Entrepreneurship Training Program for College Students of Anhui University of Finance and Economics, Project Name: Based on the Dissemination of Food Intangible Cultural Heritage under the Huaihe River Culture, Developing Characteristic Cultural Blocks--Taking Huai'an City as an Example (Project Number: 202210378344).The study was supported by Research Project of the Innovation and Development of Anhui Social Science in 2021 Research on Non-inheritance and Innovation of Huaihe River Basin of Anhui from the Perspective of the Integration of Culture and Tourism (2021CX534);Key Project of Humanities and Social Science Research in Anhui Universities in 2021 Research on Non-inherited Utilization and Innovation Path in Huaihe River Basin from the Perspective of the Integration of Culture and Tourism (SK2021A0261).

Reference literature

- [1] Huai 'an Culture, Radio, Film and Tourism Bureau 22.8.24.
- [2] Development of food culture resources based on Tourism Demand -- Taking Huai 'an as an example Zhang Lei Article No. 1008-5432 (2010) 01-0011-03.
- [3] Huang Rui, Xie Chaowu, Li Yongquan. An Analysis on the evolution and effectiveness of China's cultural tourism Industry Policies: An Empirical Study based on Policy samples from 2009 to 2018 [J]. Travel journal, 2021, 4 (01) : 27-40. DOI: 10.19765 / j.carol carroll nki. 1002-5006.2021.01.008.
- [4] Wang Shuang. Research on the Transformation Path of Chinese Cultural Tourism Industry -- Based on the perspective of media ecological change [J]. Journal of shandong university (philosophy and social sciences edition), 2021 (6) : 54-61. The DOI: 10.19836 / j.carol carroll nki. 37-1100 / c. 2021.06.006.
- [5] Li Jiamei. Research on Government Promotion of Cultural Tourism Industry Development in Huai 'an Section of Grand Canal Cultural Belt [D]. Dalian maritime university, 2021. DOI: 10.26989 / dc nki. Gdlhu. 2021.000037.