

The Construction Strategy of Tourism Performance Brands in Art Community Building — Taking Xunpu Village as an Example

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Abstract: In the context of the continuous acceleration of globalization and urbanization, the regional culture carried by traditional villages is facing increasingly severe challenges in terms of inheritance and regeneration. Art community creation, as a comprehensive strategy integrating cultural protection, creative activation, and community participation, has shown remarkable effectiveness in promoting the revitalization of cultural heritage and local tourism development in recent years. Taking Xunpu Village in Fujian Province as a case, combining with the theory of artistic community creation, this paper analyzes its intangible cultural resources and the status quo of tourism performance through field investigation and comparison of typical cases at home and abroad, finds out the core problems such as content innovation, operation management and brand construction, puts forward the core path of cultural resource integration, innovates performance content, constructs community participation mechanism and builds competitive tourism performance brand, aiming at realizing the coordination promotion of cultural value and economic benefit.

Keywords: art community; tourism performance; brand building; cultural heritage; community participation; Xunpu Village

1. Introduction

With the continuous advancement of the trend of deep integration of culture and tourism, the issue of protection and revitalization of cultural heritage has gradually attracted widespread attention from all sectors of society. As a new spatial form that integrates cultural creativity, community building and tourism performances, art communities are gradually emerging and becoming an important path for the transformation of traditional cultural resources and brand building. Xunpu Village, located in Quanzhou, Fujian Province, is a representative fishing village with rich intangible cultural heritage such as the flower headdress, Nanyin and Mazu belief. In recent years, with the popularity of the “Dapu Women” image on social media, Xunpu Village has gradually become a popular cultural tourism destination. However, the rapid influx of traffic has also exposed a series of problems. Therefore, how to promote the construction of the tourism performance brand of Xunpu Village by leveraging the concept of art community building, and achieve the deep transformation and sustainable dissemination of cultural resources, has become an important issue that needs to be studied. This research aims to analyze the current situation of the tourism performance brand of Xunpu Village, identify the main problems in brand building, cultural expression and community participation, and provide references for the transformation of traditional cultural settlements into art communities and the shaping of tourism performance brands.

2. Analysis of Art Resources and Tourism Performances in Xunpu Village

2.1 Analysis of Artistic Resources in Xunpu Village

Xunpu Village, as a coastal fishing village in southern Fujian, centers its artistic resources on marine culture, forming three major systems: folk customs, performing arts, and handicrafts. At the folk level, “hairpin flower border” serves as an aesthetic symbol passed down by the female community, symbolizing the diligence and simplicity of the village women, and is commonly seen in festivals and weddings; the sea worship ceremony and temple fairs showcase reverence for the ocean and community beliefs through collective activities such as singing, drama, dragon and lion dances. In terms of performing arts, fishermen’s ballads and traditional dances reenact the fishermen’s production and life as well as their natural worship; Kaifai Opera and puppet shows interpret folk legends through singing, speaking, acting and fighting, constructing a multi-dimensional folk art ecosystem. In terms of handicrafts, shell craftsmanship is used to build oyster shell houses and make ornaments; fishing net weaving has expanded from a practical tool to decorative pendants; bamboo weaving integrates “hairpin flower” elements, giving rise to cultural products with both traditional and modern aesthetic appeal. These three art forms are integrated with each other, carrying cultural memories through festival activities and cultural products, and

promoting cultural inheritance and economic development through the integration of culture and tourism.[1][2]

2.2 The Current Situation and Problems of Tourism Performances in Xunpu Village

2.2.1 The Current Situation of Tourism Performances in Xunpu Village

2.2.1.1 The performance content mainly consists of static displays and festival activities

In the tourism development process of Xunpu Village, the types of its tourism performances exhibit rich and diverse characteristics. Taking the folk activities during the Spring Festival in 2024 as an example, the local authorities and others showcased the unique cultural-themed big carp and loach lanterns. Their splendid designs and profound cultural connotations attracted numerous tourists who came to visit out of curiosity, and also became one of the highlights of the folk activities. At the same time, the Minnan Cultural Market was extremely lively. From the morning's folk street parade flash mob activities to the surprise appearance of the God of Wealth and Guan Gong in cosplay, along with the drum and gong bands and flower cart teams, it brought the festive atmosphere of the festival to its climax. Moreover, traditional operas such as string puppet shows, Gao Mai plays, and Ge Cha plays, as well as the national-level intangible cultural heritage Nan Yin, were all staged on the stage of Xunpu Village, allowing tourists to fully appreciate the unique charm of Minnan culture. These performance forms cover multiple fields such as music, drama, and folk performances, meeting the cultural and artistic needs of different tourists.



Figure 1. Festival Activities in Xunpu Village

2.2.1.2 The performance participants rely on external cultural and tourism institutions for guidance

Although the tourism performances in Xunpu Village have become increasingly diverse, the current main performers are mostly led by external cultural and tourism organizations, resulting in a strong dependence on the outside. The Fengze District Government has played an active role in promoting the normalization of tourism performances. For instance, temporary stages were set up in front of the Huang Clan Ancestral Hall and the Chen Clan Ancestral Hall, and professional performance teams such as those of Nan Music, Guzheng, and Hand Puppetry were invited to perform regularly. This measure not only enables tourists to enjoy traditional cultural performances outside of festivals, enhancing the continuity of the tourism experience, but also boosts the attractiveness of the Xunpu Village cultural scenic area. However, due to the insufficient local talent reserves and the imperfect organizational mechanism, the implementation of regular performances still mainly relies on external teams. The participation of local residents is low, limiting the internal development momentum of community culture. To achieve the sustainable development of tourism performances, it is necessary to gradually enhance the autonomy of the village in the integration of performance resources and cultural expression.



Figure 2. Regular Performances by External Institutions

2.2.2 Tourism and Entertainment Issues in Xunpu Village

2.2.2.1 There are deficiencies in the operation management

The tourism performance in Xunpu Village has certain deficiencies in its operation management. Specifically, it is manifested in the disorderly operation of businesses and other phenomena. In terms of performance operation, there may be situations where the performance schedule is unreasonable, such as conflicts between the performance time and the peak tourist visiting period, causing tourists to miss the wonderful performances; the chaotic management of the venue order also affects the viewing experience of the audience. At the same time, economic factors such as the increase in store rents will also have an impact on the costs and revenues of the performance team, thereby affecting the quality and stability of the performance and hindering the sustainable development of tourism performances.



Figure 3. Current Marketing Situation of Xunpu Village

2.2.2.2 Market positioning is unclear and brand effect is insufficient

At present, the tourism performances in Xunpu Village mainly rely on folk festivals as the main carrier. The performances are concentrated at specific time points and lack continuous performance arrangements and systematic brand promotion mechanisms. Most tourists' understanding of the culture of Xunpu is limited to symbolic aspects such as "flower-wearing ladies" and "sea women culture", and they lack in-depth understanding of the historical context and spiritual connotations behind it. This leads to a superficial cultural experience. Although the art forms like Nanxun music and string puppet shows in the village hold significant positions in the Fujian Intangible Cultural Heritage system, they lack exclusive IP images, visual identification system (VIS), and unified communication context, resulting in low brand recognition and difficulty in forming differentiated influence in the highly competitive tourism and culture market.

2.2.2.3 Low level of community participation and insufficient internal driving force

At present, the development of tourism performances in Xunpu Village is mostly led by the government, and community residents mostly participate as "cooperators" or "watchers". There has not yet been a widespread consensus among the residents and an independent participation mechanism. Some cultural resources are in the hands of a few performance teams or businesses, and the resource allocation is uneven, which can easily lead to internal conflicts within the community and unbalanced development. In addition, villagers generally lack professional performance planning and market operation capabilities, and the youth population has significantly decreased, which also leads to the risk of "generation gap" in cultural inheritance and affects the sustainable growth of the brand.



Figure 4. Performance Conditions in Xunpu Village

3. The Potential Value of Creating an Art Community for Xunpu Village

3.1 Cultural Inheritance and Revitalization

The establishment of an artistic community is not only about protecting the traditional culture of Xunpu Village, but also an effective way to revitalize and innovate it. An artistic community can establish cultural studios or workshops, inviting local master artisans and folk artists as instructors. In these spaces, traditional skills can be demonstrated and taught, and combined with contemporary art creation.

3.2 Enhance Community Cohesion and Resident Participation

The establishment of an artistic community can effectively enhance the community cohesion of Xunpu Village, encouraging residents to actively participate and interact with each other. By inviting villagers to engage in artistic creation, community planning, and public art projects, Xunpu Village is provided with a diverse platform for communication and co-operation. [3] The interaction and cooperation among community members can further strengthen the emotional connection among villagers and improve the overall community cohesion. [4][5]

3.3 Enhance Visitor Experience and Brand Influence

The establishment of the art community has brought new development opportunities to the tourism industry of Xunpu Village, enriching tourists' travel experiences and enhancing the destination's appeal and brand value. The art community is not only a platform for showcasing traditional culture, but also an interactive space where tourists can deeply understand, participate in, and experience the local culture. Tourists can gain a deeper understanding by participating in art workshops, handicraft-making courses and other activities. This kind of hands-on experience can stimulate tourists' interest and retention more effectively than mere visiting.

4. Conclusion and Optimization Pathways

4.1 Research Findings

Through field research and case analysis, this study concludes: Firstly, the creation of an artistic community serves as the fundamental platform for the construction of a tourism performance brand. Through spatial renewal and cultural revitalization, an artistic community creates a specific cultural atmosphere and participation mechanism, providing a contextual foundation and narrative space for the performance brand. Secondly, the generation of a tourism performance brand relies on the cultural co-creation mechanism under the collaborative efforts of multiple entities. In the brand construction process of Xunpu Village, the government policy guidance, the intervention of artists, the participation of community residents, and the market mechanism jointly act, forming a relatively mature multi-party collaborative path. This cultural co-creation not only enhances the cultural recognition and communication power of the brand, but also strengthens the cultural identity and subjectivity expression of community residents. Finally, media communication technology should empower the cross-domain expansion of brand influence. The tourism performance brand of Xunpu Village has achieved spatial breakthroughs in brand influence and multi-layer re-structuring of cultural value in new media environments such as social media and short-video platforms through image narration and online interaction mechanisms. This communication mechanism breaks through the traditional barriers of regional brand communication and promotes the network reproduction of local culture.

4.2 Optimize the path

4.2.1 Brand Positioning and Cultural Exploration

Deeply explore the unique culture of Xunpu Village, and take "Hei Hua Wei" (a representative costume culture) and "Yue Jia Ge Lao" (a characteristic folk song of the fishing village) as the core cultural symbols. The tourism performance brand of Xunpu Village is positioned as an artistic community brand that combines the culture of the fishing village and the ocean culture. Xunpu Village is built near the sea, with the culture of the fishing village being its foundation, while the ocean culture gives it a broad vision and inclusive spirit. The creation of the artistic community provides a platform for the integration of these two cultures, allowing tourists to deeply experience the unique cultural charm of Xunpu Village while enjoying the performances. [6][7]

4.2.2 Development of Tourism Performance Content

Create an immersive performance themed around the story of a fishing village and the culture of Mazu. The fishing village story can showcase the historical changes of Xunpu Village and the various aspects of the fishermen's lives, allowing tourists to experience their resilience and wisdom. The Mazu culture, as an important religious culture in the coastal areas, can be presented through the form of performance, which can enhance tourists' identification with the local culture. By

using lighting, sound effects and scene arrangement, a realistic atmosphere is created, allowing tourists to feel as if they are immersed in the story and gain a more profound experience. [8]

4.2.3 Community Participation and Cooperation Models

Encourage local residents to participate in performing arts activities, making them the main characters of the tourism performances. The local residents have a profound understanding and unique insights into the culture of Xunpu Village. Their participation can make the performances more authentic and vivid. Organize residents for performance training to enhance their performance skills; invite residents to participate in the production of props, fully leveraging their handicraft expertise to make the props more characteristic of the local style. Establish a tourism revenue-sharing mechanism, allocating a portion of the revenue from tourism performances to local residents to enhance their enthusiasm for participation. Based on the degree of residents' participation and contribution in the performance activities, formulate a reasonable distribution plan to enable residents to truly feel the benefits brought by tourism development.

4.2.4 Brand Communication and Market Promotion

Make full use of new media platforms such as Douyin and WeChat Video Channel to build the brand image of Xunpu Village's tourism performances. Produce high-quality short videos to showcase the highlights of the performances, cultural features and tourists' experiences, and attract users' attention and likes. Invite influencers and travel bloggers for experiential promotion, leveraging their influence to expand the brand's popularity. Establish official social media accounts to promptly release performance information, event updates and cultural news, maintain interaction with tourists and enhance their loyalty. [9][10][14]

4.2.5 Sustainable Development Path

The ecological environment of Xunpu Village is an important foundation for its tourism development. During the process of building the tourism performance brand, attention should be paid to ecological protection. Relevant regulations and rules should be formulated to limit the impact of performance activities on the ecological environment; promote the green performance concept, use environmentally friendly materials to make props and stage settings; strengthen ecological education for tourists to guide them to protect the environment and achieve harmonious coexistence of performance and ecology. Establish a complete mechanism for collecting tourists' feedback. Through questionnaires, online reviews, etc., gather tourists' opinions and suggestions. Analyze tourists' needs and market changes, promptly adjust brand positioning, performance content and promotion strategies to ensure that the brand can meet market demands and maintain competitiveness.

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