

Research on the integration of TV, film and filial piety culture tourism in the context of cultural tourism integration

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Abstract: The COVID-19 has had a serious impact on the global tourism industry, causing more and more tourists to change their original travel mode and consumption mode. At the same time, the epidemic has also had a huge impact on the film and television industry, which mainly earns box office money from films, and its related industries. Filial piety culture tourism is an important component of tourism. Xiaogan City has three stories of filial piety culture among the twenty four filial piety traditions in China, and therefore has an important mission in the development of filial piety culture tourism. Film and television are important forms of promoting Dong Yongxiao's cultural stories. Therefore, the development of film and television is related to the promotion of Dong Yongxiao's cultural stories and affects the promotion of filial piety culture tourism in Xiaogan City. Based on relevant research at home and abroad, this article focuses on the integration of *Tianxian Pei* and related filial piety culture film and television tourism in the specific field of film and television industry and filial piety culture tourism in Xiaogan City as the main research object. It deeply analyzes the internal mechanism and difficulties faced by the integration of *Tianxian Pei* and related filial piety culture film and television industry and filial piety culture tourism in Xiaogan City, and proposes solutions, To promote the development of filial piety culture related film and television industries such as *Tianxian Pei* and "Dong Yong selling himself to bury his father", as well as filial piety culture tourism in Xiaogan City.

1. Introduction

Tianxian Pei is an ancient Chinese story that tells the story of the filial son Dong Yong and the seven fairies together. Later, it was widely filmed as a film and television work in China. Xiaogan City has three filial piety culture stories among the twenty four Chinese filial piety culture stories, among which the filial son Dong Yong is one. Therefore, Xiaogan City is named after the Chinese character 'filial piety'.

2. Analysis of the Integration Mechanism between the Related Film and Television Industry and Xiaogan City's Filial Culture Tourism

2.1. Fusion mechanism

Tianxian Pei Film tourism commodities, from the level of content supply, refer to the traditional cultural connotation that can drive tourists shown in film and television production sites, environments, processes, festival activities, and film and television works developed and applied by Xiao culture tourism operators in Xiaogan City, and carried out planning and dissemination, and introduced into the tourist market, so as to meet the needs of tourists and meet the marketing benefits of a new category Type of cultural tourism commodities; From the perspective of filial culture tourists in Xiaogan City, it means that tourists spend a certain amount of time, funds and spirit to realize their own spiritual travel experience of seeking novelty, knowledge and novelty through visiting and feeling the film production sites, environments, working processes and tourism resources derived from the film [1]. *Tianxian Pei*, the integration of film and television industry with Xiaogan City filial culture tourism is to generate new tourism resources with the help of the process of film and television production, so that the connotation and extension of tourism resources continue to expand. As is known to all, the earliest tourism resources developed are natural mountains and rivers, cultural relics and so on, most of which have been developed. The place where Dong Yong and the Seven Fairies meet is Shuangfeng Mountain, a famous scenic spot in Xiaogan City. Xiaogan's iconic Dong Yong Park is named after Dong Yong, the leading actor in the film and television series about Heavenly Match. With the great development of tourism economy in the new era, people's demand for filial piety culture tourism is developing to diversification. For example, man-made landscape Disney theme park built by modern science and technology attracts people's eyes. Therefore, tourism attractions formed by tourism resources have no boundaries, and things in all aspects of social life can become tourism attractions [2]. Then, Xiaogan City Xiao Culture Dong Yong *Tianxian Pei* The film and television city formed by the film and television industry, film and television outside the shooting place, etc., provides a new attraction for the tourism industry, which constitutes a static tourism resources. Moreover, the production process of *Tianxian Pei* in the film and television industry itself has a certain experience. People are curious about how some scenes of special effects shots in the film and television works appear, which stimulates people's desire for experience. To some extent, the production process of film and television industry forms a living tourism experience product. The film and television works produced by the film and television industry convey a kind of ideological spiritual culture, while the process of tourism is that tourists go to different places to experience different customs and feel different culture. Therefore, there is a natural coupling between the *Tianxian Pei* film and television industry and Xiaogan City's filial culture and tourism industry, industrial resources, industrial products and business basis, which lays a solid foundation for the integration of the *Tianxian Pei* film and television industry and Xiaogan City's filial culture and tourism industry.

2.2. Analysis of the Interaction and Effects between *Tianxian Pei* and Xiaogan City's Filial Culture Tourism

Tianxian Pei, film and television industry, as an industrial chain, has a wide correlation degree, has the natural characteristics of integration, and can be integrated with the first, second and third industries. *Tianxian Pei* The film and television industry and Xiaogan City Xiao culture (Filial piety culture) and tourism integration, the two influence and promote each other, can achieve win-win cooperation. On the one hand, the film and television works in the film and television industry can promote the promotion of tourism. Filial culture tourism products are different from traditional

products. Filial culture tourists buy experience products dominated by service. Before purchasing such experience products, filial culture tourists have no way to check whether the products are good or bad, and can only understand the effectiveness of the products after experiencing them in person [3]. Therefore, the methods of testing products by travel consumers include tourism promotion and word-of-mouth among travelers who have already experienced them. In other words, the brand and reputation of filial culture tourism products largely determine the choice of tourist destinations for filial culture tourists. In this way, "it is more necessary for the tourist destination to integrate with the plot of" Fairy Match "to help potential tourists generate certain sensory and emotional cognition of the tourist destination mentioned in the movie through the effects of 'empathy' and 'synesthesia', so as to generate tourism motivation and finally promote the generation of tourism behavior" [4]. For example, in the story, Dong Yong, who sold his body to bury his father, met the Seven fairies at Shuangfeng Mountain in Xiaochang County, Xiaogan City, which made father and son or husband and wife want to travel to Shuangfeng Mountain to experience. Practice has proved that television publicity is the driving force for the leapfrog development of tourism industry. For example, in 2006 during the "May Day" golden week, Qiaoxian County, Shanxi Province, Qiaoyuan suddenly hot, only "May Day" in a short six days, Qiaoyuan attracted a total of 388,000 tourists, to achieve a total tourist income of more than 1,500 million yuan [5]. In the following years, Qiao's compound still became a popular tourist destination. Qiao family compound is suddenly popular in 2006, and the TV series "Qiao family compound" hit has a larger relationship. *Tianxian Pei* film and television convey cultural works at the same time of *Tianxian Pei* film and television works of the venue for invisible publicity, all-round, lasting, three-dimensional strengthen the promotion of tourism destinations, so that some rural tourism rich folk activities and folk culture by the majority of tourists. Not only that, *Tianxian Pei* film and television tourism can also enrich Xiaogan City filial culture tourism products format, promote the transformation and upgrading of Xiaogan City filial culture tourism. After the filial culture tourists resonate with the scenes in *Tianxian Pei*, the tourism products developed based on *Tianxian Pei* can provide tourists with an immersive tourism experience. In order to let tourists experience the cultural characteristics in the film and television works, the tourist destination of filial culture must develop the corresponding experiential tourism products, such as hotels, folk song and dance performances, special food, handicrafts and so on, in order to retain the tourists who come from the fame. On the other hand, many of the films and TV shows about Dong Yong selling himself to bury his father came from Xiaogan City and the counties under Xiaogan City, such as Shuangfeng Mountain in Xiaochang County, Xiaogan City. The well-preserved ecological resources of county tourism create a scene for the development of the film and television industry. Xiaogan filial culture tourism with the help of *Tianxian Pei* and Dong Yong selling his body to bury his father and other related film and television industry to expand publicity, Xiaogan filial culture tourism destination also provides a variety of convenient conditions and preferential programs for the filming crew, which provides convenient conditions for the development of filial culture film and television industry. Therefore, by virtue of large-scale and systematic integration with tourism, the filial piety culture film and television industry not only extends the industrial chain of the "Celestial Marriage" film and television industry, enriching the product connotation and increasing the income, but also brings a large number of market demands and potential market opportunities for the filial piety culture and tourism industry.

3. The Dilemma of the Integration of Film and Television Industry and Xiaogan City's Filial Culture Tourism

Filial culture tourism industry and other cultural tourism industry is a kind of industry with strong correlation. The system supply not only depends on the supply capacity of cultural tourism

industry, but also needs to consider the supply capacity of accommodation industry and transportation industry. The realization of tourism activities needs the coordination of the supply capacity of food, accommodation, transportation, tourism, shopping and entertainment. If a link appears short, it will affect the supply capacity of the whole tourist destination. The integration of the film and television industry related to filial piety culture and filial piety culture tourism in Xiaogan City mainly shows the following deficiencies. First, it does not integrate into the local cultural characteristics, and the industrial forms are relatively simple, which is difficult to meet the needs of tourists in food, accommodation, transportation, tourism, shopping and entertainment. For example, the famous characteristic food of Xiaogan is sesame sugar and rice wine. Although the place where Dong Yong meets the Seven Fairies is Xiaogan, and the place where Dong Yong sells himself to bury his father is also Xiaogan in the film and television, the famous characteristic food of Xiaogan has never been mentioned in the relevant film and television works, even the most famous sesame sugar rice wine has not been mentioned in the relevant film and television works. For example, there is a sentence in the propaganda about the Great Wall that one is not a true man without the Great Wall. However, tourists who come to Xiaogan because of the film and television works do not know that without tasting Xiaogan's sesame sugar rice wine, they really do not have a thorough experience of Xiaogan's life. At the same time, these life scenes are only used as simple sightseeing products, and corresponding experience tourism products and shopping tourism products have not been developed. Second, *Tianxian Pei* and filial culture related film and television industry and rural industry integration lack long-term mechanism, industrial integration subject lack of multi-party cooperation, failed to form industrial cluster, resulting in film and television industry and rural tourism integration effect is not high, short-term effect is obvious. A common phenomenon is that as soon as the popularity of relevant movies and TV programs fades, the movie products of filial piety culture are abandoned by tourists. To this end, the integration of relevant film and television industry and filial culture tourism in Xiaogan City can learn from the industrial cluster of Disney theme park integrating catering, entertainment, shopping, experience and vacation, and promote the extensive cooperation between product design enterprises, product production enterprises, product packaging enterprises, as well as advertising and product marketing enterprises. Thematic scenic spots should be built in places where rural tourism culture gathers. For example, Mengshan County of Guangxi has abundant resources and concentrated relics of the Taiping Heavenly Kingdom Movement. This place can create tourism products such as sightseeing, customs experience, scene simulation, tourism shopping, leisure and vacation, and actively demand cooperation with various industries to form industrial clusters. Third, the combination of *Tianxian Pei* and filial culture film and television industry and filial culture tourism in Xiaogan City lacks the understanding of the cultural basis of Xiaogan City, and the combination of film and television works and rural culture is stiff. For example, the family characteristics of people in Xiaogan City are that their parents-in-law are very fond of their daughters-in-law, especially when it comes to the distribution of housework. At the same time, their parents-in-law are more tolerant to their sons-in-law, and it is not easy to know that their daughter can marry into a good family. However, these characteristics that are well known by local people have never been mentioned in relevant films and dramas. In addition to film and television works in the location, play projects are mostly lack of personality of conventional popular projects, product homogeneity is serious. Fourth, Xiaogan city involved in the story of filial piety culture is not only Dong Yong sold his body to bury his father this one, *Tianxian Pei* although a lot of film and television works, but in addition to the works are not many, and Xiaogan city rich filial culture stories and rich filial culture tourism resources are not equal. From the perspective of promoting Chinese filial piety culture and developing filial piety culture tourism in Xiaogan City, there are a lot of film and television space and materials for creation. Each filial piety culture story can be shot into film and television works to form a series of

filial piety culture, so as to create a major product, increase the degree of product association, enhance competitiveness, and promote the development of filial piety culture tourism in Xiaogan City. To sum up, the integration of *Tianxian Pei* and related film and television industry with Xiaogan City's filial culture tourism is still in its initial stage, failing to provide high-quality film and television tourism products.

4. The Integration Path of Filial Piety Culture Film and Television Industry and Filial Piety Culture Tourism in Xiaogan City

Xiaogan culture tourism industry can be likened to a "dumbbell" economic model. The two sides of "dumbbell" are tourist source and tourist destination respectively, and in the middle are enterprises, individuals and organizations connecting the two places. In addition to enterprises, individuals and organizations, the effective balance between tourism demand and tourism supply is also affected by the environment [5]. The environment here includes socio-cultural, economic, technological, natural, political, legal and other factors. Whether the channel between the tourist source and the tourist destination is smooth or not is inseparable from the active participation of the tourism suppliers of Xiaogan culture tourism industry. The film and television industry such as *Tianxian Pei* and the development of the integration of filial culture and tourism in Xiaogan City are related to the mining of cultural connotation, the extension of cultural resources and the creation of cultural products. The creation of products needs to rely on the difference of filial culture and the individuation of consumer demand, and on this basis to create unique integrated products, which not only emphasizes the core of filial culture, but also improves the economic value of integration through combination, exaggeration, polarization and other measures. This requires the participants to make suggestions together, have a comprehensive understanding of the countryside, and explore the integration of rural culture and natural resources into film and television works, so as to achieve all-round, multi-field and whole-process cooperation. At present, the basic idea of the development of film and television industry such as *Tianxian Match* and the integration of Xiaowen tourism with Xiaogan City is to further improve the form of tourism industry. At this stage, more attention should be paid to the various links in the production and development of film culture, and the deep combination of the six elements of rural tourism (food, accommodation, travel, travel, shopping and entertainment), that is, the combination of film text, film music, film costume, film food, film festival, film culture festival and other cultural elements with rural society, nature and ecological culture. The essence of the close combination of film and television industry and the six elements of rural tourism is the process of transforming resources into capital, involving multiple related subjects, such as local governments, film and television enterprises, tourism enterprises, community residents, etc. Due to the differences in function and structure of each subject, it is necessary for related subjects to cooperate in more aspects and at a deeper level. First, the government is an important participant in the market, providing policy, tax and financial support for the market. As a kind of cultural industry, the film and television industry such as *Tianxian Pei* needs the government to give policy support and guidance, management guidance and business guidance to cultural producers. At the same time, the author believes that Xiaogan City has three filial historical and cultural traditional stories among the 24 filial piety in China, such as Dong Yong burying his father by selling his body, Huang Xiang pillow warm quilt, Meng Zong crying bamboo shoots and bamboo shoots three filial historical and cultural traditional stories. The three stories involve three filial sons, Dong Yong, Huang Xiang and Meng Zong. It involves Dongyong Park in Xiaogan City, Zhonghua Huangxiang Cultural Park in Yunmeng County in Xiaogan City, Shuangfeng Mountain in Xiaochang County in Xiaogan City and other tourist destinations, among which Shuangfeng Mountain is also related to the two stories of Meng Zong crying bamboo shoots and Dong Yong

and the Seven Fairies [6]. There are good materials for the development of relevant film and television works to enrich the content of film and television of filial culture. Shuangfeng Mountain has the title of "the first mountain of filial piety and love in China", and stories like *Tianxian Pei* are supported by Huangmei Opera, making it relatively easy to create film and television works related to filial piety culture. In the process of enriching these film and television works, it is a very effective and practical way to promote the development of filial culture tourism in Xiaogan City by properly integrating the filial culture characteristics of Xiaogan City and the relevant local cultural characteristics as mentioned above. One of the advantages of film and television is that it can play a streamlined spatial displacement through story plots. Just as the story of filial piety culture in Xiaogan City contains three stories among the 24 filial piety in China, involving multiple spatial locations, the film and television can use the streamlined spatial displacement of story plots to interpenetrate all the filial piety cultural attractions in Xiaogan City in space at the same time. In order to present the three-dimensional streamlined space story in front of the audience, and help the audience or tourists to be familiar with the scenic spots of each filial piety culture story, as well as the different scenic spots in the same filial piety culture story, through the film and television to increase the tourists or viewers' familiarity with the spatial tourism resources involved in filial piety culture, so as to increase the tourists or viewers' affinity for filial piety culture tourism in Xiaogan City.

5. Conclusions

With the development of filial culture film and television works, all the scenic spots and tourism resources related to Xiaogan City have been further endowed with more specific cultural connotations. Filial culture tourism in Xiaogan City is the tourism of space, and filial culture film and television is also the film and television of space, which is the reason for the integration and docking of filial culture tourism and film and television in Xiaogan City. In fact, it is a process to further enshrine cultural connotation in space. Filial culture tourism in Xiaogan City needs to be endowed with filial culture, integrate filial culture into spatial tourism resources, enshrine filial culture with spatial attributes, and then integrate each spatial filial culture tourism scene into the film for film creation, which can be visually accepted by others through the form of film and television. Feel the space filial piety culture, and then transform the film audience into tourists eager to experience this space filial piety culture. It can be said that the contact point of the integration of film and television with filial piety culture is the material space. The process of the integration of film and television with filial piety culture is transformed into the tourists who are eager to experience the spatial filial piety culture. Through this process, the filial culture of Xiaogan City is promoted, the potential tourists of filial culture tourism in Xiaogan city is increased, and the development of filial culture tourism in Xiaogan City is promoted.

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