

The Contemporary Economic Value of the Myth and Legend of Fu Xi: A Case Study of the Tianshui Region

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Abstract: This paper systematically explores the contemporary economic value dimensions of the myth and legend of Fu Xi, taking the Tianshui region as a case study. These dimensions include the value of integrating culture and tourism, the industrialization value of intangible cultural heritage skills, the economic value of brand empowerment, and the innovative value of the digital economy. By analyzing practical cases in the Tianshui region, the paper examines the current status, pathways, and challenges of realizing this economic value, and proposes targeted optimization suggestions. These suggestions aim to provide theoretical references and practical insights for the in-depth exploration and transformation of the economic value of the myth and legend of Fu Xi, thereby supporting the upgrading of cultural industries and the coordinated economic and social development in the Tianshui region.

Keywords: Myth and legend of Fu Xi; Contemporary economic value; Tianshui region; Integration of culture and tourism; Industrialization of intangible cultural heritage

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1. Introduction

China's excellent traditional culture is the spiritual lifeblood of the Chinese nation and an important resource for contemporary economic development. As a foundational carrier of China's excellent traditional culture, myths and legends not only embody the spiritual pursuits and cultural genes of our ancestors but also contain rich economic value, providing significant support for the development of cultural industries and the upgrading of regional economies. The myth and legend of Fu Xi, as the core of the ancestral myths of the Chinese nation, is widely circulated in the Yellow River Basin and across the country. It encompasses multiple themes such as creation, the invention of the Eight Trigrams, the establishment of rituals, and moral education, embodying profound cultural connotations and commercial development potential. The exploration and transformation of its contemporary economic value represent an important pathway for the creative transformation and innovative development of China's excellent traditional culture.

2. The contemporary economic value dimensions of the myth and legend of Fu Xi in the Tianshui region

2.1. Value of integrating culture and tourism: Driving regional tourism economic growth

The integration of culture and tourism is the most direct and core manifestation of the contemporary economic value of the myth and legend of Fu Xi. As a core cultural IP in the Tianshui region, the rich cultural connotations and unique cultural symbols of the myth and legend of Fu Xi provide abundant materials for the development of the cultural tourism industry, effectively driving regional tourism economic growth and promoting high-quality development of the cultural tourism industry. Leveraging Fu Xi cultural resources, the Tianshui region has created a series of Fu Xi cultural characteristic villages, integrating elements of the Fu Xi myth into rural construction, folk activities, and agricultural product development. This approach has fostered rural tourism, leisure agriculture, and other business formats, driving employment and income growth for local farmers and supporting rural revitalization ^[1].

2.2. Industrialization value of intangible cultural heritage skills: Promoting the quality and efficiency of cultural industries

The intangible cultural heritage skills derived from the myth and legend of Fu Xi serve as important carriers for the transformation of its economic value. By promoting the industrial development of Fu Xi-related intangible cultural heritage skills, the Tianshui region has achieved dual improvements in the living inheritance and economic value of these skills, thereby enhancing the quality and efficiency of cultural industries. For instance:

- (1) The market-oriented transformation of intangible cultural heritage skills has enhanced the market competitiveness of intangible cultural heritage products;
- (2) The clustered development of the intangible cultural heritage industry has created a scale effect. The Tianshui region has established intangible cultural heritage industrial parks and intangible cultural heritage streets, gathering inheritors and enterprises related to Fu Xi paper-cutting, pottery, embroidery, and other intangible cultural heritage skills, forming an intangible cultural heritage industrial cluster that integrates creation, production, sales, and exhibition;
- (3) Intangible cultural heritage skills have driven employment and income growth, supporting livelihood improvements. For example, the Fu Xi paper-cutting industry in Qin'an County has provided employment for hundreds of rural women, inheriting intangible cultural heritage skills while improving livelihoods ^[2].

2.3. Economic value of brand empowerment: Enhancing regional economic competitiveness

As a core cultural IP in the Tianshui region, the myth and legend of Fu Xi possess strong brand influence, enabling them to empower regional economic development and enhance the economic competitiveness, popularity, and reputation of the Tianshui region.

By creating a regional cultural brand, the city's popularity and influence are enhanced. The "Hometown of the Fu Xi" city brand is promoted through channels such as CCTV, local media, and new media platforms. Events like the International Fu Xi Cultural Forum and the Fu Xi Cultural Tourism Festival are organized to enhance the popularity and influence of the "Hometown of the Fu Xi" brand. As brand influence grows, the city's attractiveness in the Tianshui region continues to increase, drawing not only a large number of tourists but also more investment, talent, and other resources, injecting new impetus into regional economic development.

Moreover, brand empowerment of characteristic industries enhances product added value. The Tianshui region combines the Fu Xi cultural brand with local characteristic industries to promote the quality and

efficiency of these industries and enhance product added value. Furthermore, brand-driven cross-regional cooperation expands economic development space. As an important symbol of China's excellent traditional culture, the myth and legend of Fu Xi have a wide influence, enabling the Tianshui region to promote cross-regional cooperation with other regions and expand economic development space^[3].

2.4. Innovative value of the digital economy: Cultivating new drivers of economic development

Against the backdrop of rapid digital economy development, the innovative value of the digital economy associated with the myth and legend of Fu Xi is gradually becoming prominent. The Tianshui region leverages digital technologies to promote the deep integration of the myth and legend of Fu Xi with the digital economy, cultivating new drivers of economic development and exploring new pathways for the transformation of economic value.

The development of digital cultural products expands new channels for the transformation of economic value. The Tianshui region relies on new media platforms and digital technologies to develop digital cultural products themed around the myth of Fu Xi, including animation, short videos, digital collectibles, and VR/AR experience projects, meeting the needs of modern consumers and expanding new channels for the transformation of economic value.

In addition, digital dissemination promotes brand upgrading and expands economic influence. The Tianshui region relies on a digital dissemination matrix to strengthen the online dissemination of Fu Xi culture, expanding the influence of the "Hometown of the Fu Xi" brand and driving the development of related industries. Through new media platforms such as Douyin, WeChat official accounts, and video accounts, content related to the myth and legend of Fu Xi, intangible cultural heritage skills, and cultural tourism landscapes is published^[4].

On top of that, digital technologies empower industrial upgrading and enhance industrial competitiveness. The Tianshui region integrates digital technologies into Fu Xi-related industries to promote industrial upgrading and enhance industrial competitiveness. For example, in the intangible cultural heritage industry, digital technologies are used to achieve digital recording, inheritance, and innovation of intangible cultural heritage skills, improving the creative efficiency and quality of intangible cultural heritage products. In the cultural tourism industry, big data and artificial intelligence technologies are employed to optimize tourism route design and tourist services, enhancing the service level and operational efficiency of the cultural tourism industry. In the agricultural product industry, digital technologies are utilized to achieve traceability, promotion, and sales of agricultural products, driving the upgrading of the agricultural product industry and enhancing the market competitiveness of products.

3. Current status and challenges of realizing the economic value of the myth and legend of Fu Xi in the Tianshui region

3.1. Current status of realizing economic value

In recent years, the Tianshui region has attached great importance to the exploration and transformation of the economic value of the myth and legend of Fu Xi. Leveraging rich cultural resources, the region has promoted the deep integration of Fu Xi culture with industries such as cultural tourism, intangible cultural heritage, and the digital economy, achieving certain results mainly reflected in three aspects:

- (1) Significant achievements have been made in the integration of culture and tourism. The Tianshui region has created characteristic tourism routes centered around Fu Xi culture, with tourism revenue from core attractions such as the Fu Xi Temple and Guatai Mountain increasing year by year. The Fu Xi Cultural Tourism Festival has become an important cultural tourism brand in the Tianshui region, driving the development of surrounding related industries^[5];
- (2) Initial success has been achieved in the industrial development of intangible cultural heritage. The Tianshui region has cultivated a number of Fu Xi-related intangible cultural heritage workshops and cultural and creative enterprises, developing a series of intangible cultural heritage products such as paper-cutting, pottery, and embroidery, forming a certain industrial scale and driving employment and income growth for local residents. For example, intangible cultural heritage products such as Fu Xi paper-cutting and pottery have been sold nationwide, with annual sales exceeding ten million yuan, becoming an important growth point for the cultural industry in the Tianshui region;
- (3) The integration of the digital economy is gradually advancing. The Tianshui region has relied on new media platforms to create a digital dissemination matrix for Fu Xi culture, developing digital cultural products such as animation, short videos, and digital collectibles, expanding the influence of Fu Xi culture and cultivating new drivers of economic development. For example, the cumulative views of the Fu Xi myth series of short videos on new media platforms have exceeded ten million, driving the sales of related cultural tourism products and intangible cultural heritage products^[6].

3.2. Challenges of realizing economic value

Despite achieving certain results in the transformation of the economic value of the myth and legend of Fu Xi, the Tianshui region still faces numerous challenges that restrict the in-depth exploration and transformation of its economic value, mainly reflected in four aspects:

- (1) The exploration of value is not deep, and product homogenization is severe. For example, most intangible cultural heritage products still feature traditional styles, lacking modern design elements, making it difficult to attract young consumers to purchase them. Cultural tourism products are mostly focused on sightseeing, with few immersive and experiential projects, making it difficult to enhance tourists' experience and loyalty;
- (2) The level of industrial development is not high, and the industrial chain is incomplete. For example, the intangible cultural heritage industry is mostly dominated by family workshops, with small production scales, lack of standardized production, and uneven product quality. The cultural tourism industry lacks integration with downstream industries such as catering, accommodation, and shopping, resulting in a short industrial chain and difficulty in achieving coordinated industrial development^[7];
- (3) Brand influence is insufficient, and dissemination efforts are inadequate. Brand influence is still limited to certain domestic regions, with insufficient international influence. Dissemination channels are relatively singular, and brand operation levels are not high, lacking systematic brand planning and promotion strategies, making it difficult to maximize brand value;
- (4) The support system is incomplete, and talent support is insufficient. The support system for the transformation of the economic value of the myth and legend of Fu Xi in the Tianshui region is not complete, with insufficient financial investment and low participation of social capital, making it difficult to meet the financial needs of industrial development. The talent shortage problem is prominent, with a lack of professionals in cultural and creative design, cultural tourism operation, digital technology, and

brand planning. The aging of intangible cultural heritage inheritors is severe, with insufficient training of young inheritors, restricting the innovative development and sustainable development of industries. Related policies are not detailed enough, with imprecise support for industrial development, making it difficult to effectively address the challenges faced by industrial development^[8].

4. Optimization pathways for realizing the economic value of the myth and legend of Fu Xi in the Tianshui region

4.1. Deepen value exploration and create a characteristic product system

To address the issues of insufficient value exploration and severe product homogenization, it is necessary to deepen the exploration of the cultural connotations of the myth and legend of Fu Xi and create a characteristic and innovative product system to enhance product market competitiveness.

Firstly, delve into the core connotations of the myth and legend of Fu Xi and promote the innovative transformation of cultural elements. For example, develop immersive script murder games, cultural and creative blind boxes, and fashion accessories themed around the myth of Fu Xi to attract the attention of young consumers. Furthermore, integrate the philosophical concepts of the Fu Xi Eight Trigrams into modern design to develop home products and office supplies that are both practical and culturally rich.

Secondly, enrich product types and complete the product system. Relying on the myth and legend of Fu Xi, create a diversified product system of “cultural tourism + intangible cultural heritage + digital + agricultural products” to meet the needs of different consumers. In terms of cultural tourism products, increase immersive, experiential, and research-based projects, and create themed homestays, folk villages, and research bases themed around the myth of Fu Xi to enhance tourists’ experience and loyalty. In terms of intangible cultural heritage products, promote the deep integration of intangible cultural heritage skills with modern life and modern design, and develop intangible cultural heritage cultural and creative products, clothing, and food to expand product application scenarios. In terms of digital products, increase the development of digital cultural products and launch animation, documentaries, digital collectibles, and VR/AR experience projects themed around the myth of Fu Xi to expand channels for the transformation of economic value. In terms of agricultural products, integrate Fu Xi cultural elements into agricultural product packaging and brand promotion to create characteristic agricultural product brands of the “Hometown of Fu Xi” and enhance the added value of agricultural products^[9].

4.2. Improve the industrial chain and promote industrial quality and efficiency enhancement

To address the issues of a low level of industrial development and an incomplete industrial chain, it is necessary to improve the industrial chain, promote clustered and large-scale industrial development, and enhance industrial competitiveness and added value as follows:

- (1) Cultivate leading enterprises to play a leading role. For example, cultivate leading cultural and creative enterprises in Fu Xi culture to integrate intangible cultural heritage resources, design resources, and sales resources, achieving integrated development from creative design and production and processing to sales promotion;
- (2) Improve the industrial chain and promote coordinated industrial development. For example, promote the integration of the cultural tourism industry with the intangible cultural heritage industry by setting up intangible cultural heritage experience zones and sales areas in scenic spots to enhance tourists’ experience

while driving the sales of intangible cultural heritage products; Promote the integration of the digital economy with the cultural tourism and intangible cultural heritage industries by using digital technologies to optimize industrial operational efficiency and expand sales channels;

- (3) Strengthen industry-university-research cooperation to enhance innovation capabilities; Strengthen cooperation with universities and research institutions, establish industry-university-research cooperation bases, and conduct research on cultural and creative design of Fu Xi culture, application of digital technologies, and innovation of intangible cultural heritage skills to enhance the innovation capabilities and product quality of industries; Invite experts, scholars, and industry elites to provide guidance for enterprises and inheritors and conduct skill training and creative design training activities to enhance the professional levels of practitioners.

4.3. Strengthen brand building and expand dissemination influence

To address the issues of insufficient brand influence and inadequate dissemination efforts, it is necessary to strengthen the building of the “Hometown of the Fu Xi” brand, innovate dissemination methods, and expand brand popularity and influence. Firstly, improve brand planning and enhance brand connotations. Secondly, innovate dissemination methods and expand dissemination scope. Finally, strengthen brand operation and maximize brand value. A diversified dissemination system of “offline + online” and “traditional media + new media” can be constructed to strengthen new media dissemination efforts. For example, use platforms such as Douyin, Kuaishou, Bilibili, and WeChat official accounts to publish innovative and interesting content related to Fu Xi culture to attract the attention of young consumers. Alternatively, organize international forums and cultural exchange activities on Fu Xi culture to promote Fu Xi culture to the world and expand the brand’s international influence and dissemination power^[10].

4.4. Improve the support system and strengthen talent support

To address the issues of an incomplete support system and insufficient talent support, it is necessary to improve the inheritance support system, increase talent cultivation and introduction efforts, and provide strong support for realizing the economic value of the myth and legend of Fu Xi. Firstly, increase financial investment and broaden financial channels. Secondly, strengthen talent cultivation and introduction to address the talent shortage problem. Finally, improve related policies and strengthen policy support.

5. Conclusion

In the future, with the continuous development of the cultural industry and the constant progress of digital technology, the economic value of Fuxi myths and legends will be further explored and realized. Tianshui should seize development opportunities, leverage its cultural resource advantages, continuously optimize the path for transforming economic value, and promote the high-quality development of the Fuxi cultural industry. This will enable Fuxi myths and legends, a treasure of China’s excellent traditional culture, to radiate new economic vitality in the new era and provide valuable insights for the integrated development of China’s excellent traditional culture and the economy.

Disclosure statement

The author declares no conflict of interest.

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