

# Analysis of the Impact of the Shaping of the Tanka Cultural Tourism Brand on the Tourism Economy

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**Abstract:** Tanka culture is an important part of Chinese traditional culture with a long history, containing rich historical elements and unique folk customs. With the rapid development of China's tourism industry, the shaping of the Tanka cultural tourism brand has become an important way to promote the development of the local tourism industry, increase residents' economic income, and facilitate the inheritance and development of ethnic culture. Therefore, this article briefly analyzes the impact of the shaping of the Tanka cultural tourism brand on the tourism economy, hoping to provide some valuable references for readers.

**Keywords:** Tanka culture; Tourism brand; Tourism economy

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## 1. Introduction

With the rapid development of China's tourism industry, as a unique tourism resource, the shaping of the Tanka cultural tourism brand has important practical significance. It can not only promote the development of the local tourism industry and increase the economic income of local residents, but also optimize the industrial structure and boost the development of the local tertiary industry. More importantly, it can inherit and promote Tanka culture, enhancing its popularity and influence<sup>[1]</sup>. However, there are many problems in the process of shaping the Tanka cultural tourism brand, such as outdated marketing models and unclear brand characteristics. In response, it is necessary to combine the local actual situation and actively shape the Tanka cultural tourism brand through various means, creating a series of tourism products with local characteristics. This can promote regional economic development and further facilitate the inheritance and development of Tanka culture.

## 2. Overview of Tanka culture

### 2.1. Origin

Tanka culture originated from the southeast coastal areas of China. It is a distinctive regional culture gradually

formed by coastal fishermen during their long-term production and life. According to historical records, Tanka culture can be traced back to the Qin and Han dynasties. The Tanka people were originally called “Dan people”, and they were mainly engaged in offshore fishing and aquaculture<sup>[2]</sup>. With the continuous development of the times, the Tanka people gradually developed unique cultures, languages, and customs. Nowadays, Tanka culture has become an important part of Chinese traditional culture.

## **2.2. Characteristics**

Compared with other traditional cultures, Tanka culture has distinct features, being known for its marine nature, folk customs, and mobility. In terms of lifestyle, the Tanka people live on boats, with both work and daily life carried out on the water, leading a nomadic life at sea. This results in simple living environments and harsh living conditions. However, the Tanka people possess excellent living skills and are proficient in activities such as boating, fishing, aquaculture, and pearl-picking. In terms of culture, the Tanka people have unique cultural customs, such as worshipping Mazu, having sea weddings, performing fish-related songs and dances, and making Tanka cakes. These fully demonstrate the Tanka people’s longing for a better life and their reverence for the ocean<sup>[3]</sup>. In addition, in terms of language, the Tanka people have a unique language system. This dialect integrates the characteristics of Minnan dialect, Cantonese, and Mandarin, forming a unique language system.

## **2.3. Current situation**

With the continuous development of society and the acceleration of urbanization, Tanka culture faces severe challenges. On the one hand, traditional fishing methods have gradually been replaced by modern fishing technologies, leading to changes in the living environment and lifestyle of the Tanka people<sup>[4]</sup>. On the other hand, with the rapid development of the tourism industry, the commercialization of Tanka culture has intensified, and its unique cultural flavor and ethnic customs have gradually faded. Therefore, in the new era, how to effectively protect, inherit, and innovate Tanka culture has become one of the urgent problems to be solved.

## **3. Analysis of the impact of the shaping of the Tanka cultural tourism brand on the tourism economy**

The shaping of the Tanka cultural tourism brand has a significant impact on the tourism economy. This article briefly analyzes it from the following aspects<sup>[5]</sup>.

### **3.1. Promoting the development of the local tourism industry**

Shaping the Tanka cultural tourism brand can effectively promote the development of the local tourism industry. By deeply exploring and integrating Tanka cultural resources, distinctive tourism products can be developed, attracting more and more tourists to visit the local area and thus promoting the development of the local tourism industry<sup>[6]</sup>. At the same time, by shaping the Tanka cultural tourism brand, the popularity and influence of the tourism brand can be enhanced, which will also expand the tourism market to a certain extent. In addition, the continuous improvement of local infrastructure and service facilities can provide tourists with a unique cultural and travel experience, effectively promoting the development of the local tourism industry.

For example, a series of characteristic tourism products can be developed based on the characteristics of Tanka culture, such as offshore fishing-themed tours, pearl-farming sightseeing, and pearl-picking activities, allowing tourists to experience the work and life of the Tanka people firsthand and enrich their travel experience.

Various folk cultural activities, such as sea weddings and fish-related song-and-dance performances, can also be held to strengthen tourists' understanding and help them gain in-depth knowledge of Tanka culture. By adopting various methods to develop unique tourism products, not only can the local tourism forms be enriched, but also an interesting travel experience can be provided for tourists, enhancing their satisfaction and promoting the development of the local tourism industry <sup>[7]</sup>.

### **3.2. Increasing the economic income of local residents**

Shaping the Tanka cultural tourism brand can also effectively increase the economic income of local residents. On the one hand, the development of various characteristic tourism products can attract a large number of tourists, effectively driving the development of local industries such as catering, accommodation, and transportation <sup>[8]</sup>. On the other hand, through participating in the development of Tanka cultural tourism products, local residents have more diverse employment, entrepreneurship options, and ways to obtain economic income, thus effectively increasing their economic gains. For example, with the continuous shaping of the Tanka cultural brand, a large number of tourists come to experience Tanka-culture-themed tourism products. At this time, the local catering and accommodation industries also embrace new development opportunities. They can introduce Tanka-style cuisine for out-of-town tourists and offer offshore homestays with Tanka cultural characteristics. This can not only provide tourists with unique dining and accommodation experiences but also bring considerable economic income to local residents. Moreover, as Tanka-culture-themed tourism products become more and more abundant, the economic income of local residents will continue to increase <sup>[9]</sup>.

### **3.3. Optimizing the regional industrial structure**

Shaping the Tanka-culture-themed tourism brand can also optimize the regional industrial structure. On the one hand, Tanka culture originated in the southeast coastal areas of China, where the manufacturing industry has thrived since the reform and opening-up and has become an important part of China's economy. Actively shaping the Tanka-culture-themed tourism brand can promote the development of the local tertiary industry, effectively optimizing the industrial structure and facilitating the healthy and sustainable development of the local economy <sup>[10]</sup>. On the other hand, with the rapid development of the Tanka-culture-themed tourism industry, it can integrate with other industries to form a diversified industrial system, thus effectively enhancing the competitiveness of the regional economy. For example, as the Tanka-culture-themed tourism brand is shaped, its popularity and influence continue to increase, and more and more tourists come for sightseeing and consumption. This also brings new development opportunities for local retail, finance, and catering industries. At the same time, with the continuous expansion of the scale of the Tanka-culture-themed tourism industry, it can promote local industrial transformation, such as promoting the transformation and integrated development of traditional fisheries, aquaculture, and agriculture. For instance, local aquaculture can be integrated with the Tanka-culture-themed tourism industry to develop unique tourism products, such as pearl-picking and offshore fishing-themed tours. In this way, a diversified industrial system can be formed, optimizing the regional industrial structure and effectively enhancing the vitality and competitiveness of the regional economy.

### **3.4. Facilitating the inheritance and development of Tanka culture**

Shaping the Tanka cultural tourism brand can also facilitate the inheritance and development of Tanka culture. On the one hand, by developing a series of Tanka-culture-themed tourism products, more and more tourists can

understand and experience Tanka culture, strengthening their understanding and continuously enhancing the social influence and popularity of Tanka culture <sup>[11]</sup>. On the other hand, by actively shaping the Tanka cultural tourism brand, the spread of Tanka culture can be enhanced, enabling more people to understand the current situation of Tanka culture and inspiring the public to protect and cherish it. For example, a series of ethnic-cultural activities, such as sea weddings, Tanka-culture festivals, and fish-song-and-dance competitions, can be organized to allow tourists to deeply experience the unique charm of Tanka culture and obtain a unique viewing experience. At the same time, tourists can also visit cultural facilities such as Tanka-culture museums and exhibition halls to comprehensively and detailedly understand the historical development of Tanka culture. In addition, in-depth cooperation with the education sector can be carried out, incorporating Tanka culture into the education system to cultivate more professionals who understand and love Tanka culture, better inheriting and promoting Tanka culture, and enabling it to find new development directions in modern society <sup>[12]</sup>.

## **4. Strategies for shaping the Tanka cultural tourism brand**

### **4.1. Strengthening brand planning and design to enhance the popularity of the tourism brand**

To better shape the Tanka cultural tourism brand, strengthening brand planning and design is of great importance. Firstly, the positioning and market target of the Tanka cultural tourism brand should be clarified, which will help to establish the core value and main selling points of the brand. Secondly, a distinctive Tanka-culture-themed brand image and logo system should be designed, which can not only enhance the distinctiveness of the cultural brand but also increase its influence and popularity <sup>[13]</sup>. Finally, a comprehensive brand-communication and promotion plan should be developed, and brand information should be delivered to the target group through diversified channels, effectively enhancing the popularity of the Tanka-culture-themed brand.

In terms of brand planning and design, experience and inspiration can be drawn from numerous successful tourism-brand-shaping cases at home and abroad. Combining with the current situation of the Tanka cultural tourism brand and based on market demands, targeted optimization and innovation can be carried out. For example, when designing the brand logo, a distinctive logo can be created by skillfully integrating elements such as boats, pearls, and fishing nets from Tanka culture, ensuring that the logo of the Tanka cultural tourism brand is more recognizable.

### **4.2. Integrating multiple resources to create characteristic tourism products**

Another key to shaping the Tanka cultural tourism brand is to leverage multiple forces and integrate multiple resources. On the one hand, cooperation and communication with the government, social institutions, enterprises, and society should be strengthened. By coordinating resources from all parties, a joint force can be formed to jointly promote the development of the Tanka-culture-themed tourism industry and create a characteristic Tanka-culture-themed tourism brand. On the other hand, Tanka-culture resources need to be integrated and deeply explored. According to the needs of the audience and combined with modern concepts, a series of tourism products that not only retain the charm of traditional Tanka culture but also conform to modern aesthetic concepts should be developed to better meet the diverse needs of tourists <sup>[14]</sup>.

In terms of integrating multiple resources, a series of measures can be taken. Firstly, in-depth cooperation with the government should be carried out, strengthening communication. This can enable the government to have a deeper understanding of the development of the Tanka-culture-themed tourism industry and provide assistance

and support in terms of policies, funds, and talents, providing a strong guarantee for the shaping of the Tanka-culture-themed tourism brand. Secondly, in-depth cooperation with enterprises should also be carried out. By introducing social capital and advanced technologies, the development of the Tanka-culture-themed tourism industry can be effectively promoted. In addition, close cooperation with communities should be carried out. By mobilizing the enthusiasm of community residents, they can gradually become participants in the development of the Tanka-culture-themed tourism industry.

In terms of creating characteristic tourism products, while designing and planning around the traditional lifestyle, ethnic customs, and ethnic culture and traditions of the Tanka people, modern concepts should be integrated. This ensures that the products not only contain rich Tanka culture but also have modern aesthetic value and conform to modern people's aesthetic perception<sup>[15]</sup>. For example, a series of tourism projects related to offshore life can be designed and planned, such as offshore fishing-themed tours, allowing tourists to deeply experience the daily life and work of the Tanka people and taste their characteristic cuisine, thus deepening their understanding and perception of Tanka culture. In addition, tourism projects that integrate sightseeing, pearl-picking, and food-tasting can be designed. Tourists can witness the pearl-farming process, experience the fun of pearl-picking, and taste the characteristic food of the Tanka people, greatly enriching their viewing experience and enabling them to feel the strong charm of Tanka culture.

#### **4.3. Innovating the marketing model to expand the brand influence**

The marketing model also has a significant impact on the shaping of the Tanka-culture-themed brand. Therefore, in the new era context, the marketing model should be actively innovated, and the brand influence should be expanded through various means. Specifically, on the one hand, modern new-media platforms and scientific technologies can be utilized to carry out online marketing activities, enhancing the popularity of the Tanka-culture-themed tourism brand. For example, promotional videos and pictures of Tanka-culture-themed tourism products can be posted on new-media platforms such as Bilibili, Douyin, and Kuaishou. In this way, more people can learn about Tanka culture and be inspired to visit. At the same time, advanced technologies such as artificial intelligence and big data can be used to conduct in-depth analysis of the audience group. Based on this, the target market can be accurately positioned, and targeted marketing strategies can be developed. On the other hand, communication and interaction with tourists should be strengthened. For example, online prize draws and Tanka-culture-related quiz competitions can be held to increase tourists' participation. The online communication module of new-media platforms can also be used to promptly answer tourists' questions, collect and collate their opinions, and continuously improve the quality of tourism products and services, thus more effectively expanding the brand influence.

#### **4.4. Upholding the concept of sustainable development to create a new healthy economic ecology**

Paying attention to sustainable development is one of the main goals of shaping the Tanka-culture-themed tourism brand. On the one hand, the concept of sustainable development should be adhered to. When shaping the Tanka-culture-themed tourism brand, the ecological environment and natural resources of the Tanka area should be protected. On the other hand, it should be closely integrated with other industries to build a diversified industrial system, enhancing the regional economic vitality and risk-resistance ability. Specifically, the following can be done.

Firstly, the concept of sustainable development should be firmly adhered to. For example, during the development of Tanka-culture-themed tourism resources, emphasis should be placed on protecting the local ecological environment and natural resources, avoiding damage and environmental pollution caused by over-development. At the same time, education and publicity work should be strengthened to continuously enhance the environmental awareness of local residents and tourists, enabling them to recognize their responsibilities and obligations and effectively protect the local ecological environment. Secondly, close integration with related industries should be strengthened. For example, while developing Tanka-culture-themed tourism products, they can be combined with the local accommodation industry, agriculture, and catering industry to develop tourism products with local characteristics. In addition, the Tanka-culture-themed tourism industry can be combined with emerging industries such as local sports, culture, and health to develop health-preserving tourism products. Through various measures, the development of the Tanka-culture-themed tourism industry can be promoted, laying a foundation for the sustainable development of the regional economy.

## 5. Conclusion

In conclusion, shaping the Tanka-culture-themed tourism brand has important practical significance. Various methods can be adopted, such as strengthening brand planning and design, integrating multiple resources, innovating the marketing model, and adhering to the concept of sustainable development, to shape a characteristic Tanka-culture-themed brand, promote regional economic development, and facilitate the inheritance and development of Tanka culture.

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