

Jinjiang Culture and Tourism Market Heats Up during Dragon Boat Festival

8 A-level scenic spots and 3 world heritage sites tallied nearly 200,000 visits

During the Dragon Boat Festival holiday, the tourist industry in Jinjiang witnessed a surge, with various major scenic spots offering a diverse range of activities to invigorate the culture and tourism market. As of 9 am on June 24th, Jinjiang's 8 A-level scenic spots and 3 world heritage sites received a total of 199,000 visits.

The 11th Jinjiang (Anhai) Folklore Tourism Culture Festival was held during the Dragon Boat Festival this year. Anping Bridge (Wuli Bridge) scenic area received 45,980 visits, reflecting a growth of 217.65% compared to the same period last year. In addition to Anping Bridge, Jinjiang's other two world heritage sites, namely Cao'an Temple and Sites of Cizao Kilns (Jinjiaoyishan Kilns), also organized a series of festive activities such as taking herbal baths, brushing realgar on the forehead and making fragrant sachets, all of which allowed people to fully experience the charm of Chinese traditional culture. It was reported that these two world heritage sites received a total of 1,964 visits.

Wulin traditional village in Jinjiang planned a series of activities, relating summer stories to the theme of "Exploring Ancient Traditions on Dragon Boat Festival". Wudianshi traditional block hosted activities such as "Enjoy Zongzi for a Happy and Healthy Dragon Boat Festival" and "Cultural Creativity Fair", offering a one-stop experience of folk customs for residents and tourists during the festival. Throughout the holiday, Wudianshi traditional block received 38,255 visits, while Wulin traditional village welcomed 12,622 visits. Furthermore, Jinjiang Weitou battlefield culture fishing village tallied 91,679 visits, while Lingyuan Mountain scenic area recorded 4,400 visits. Jinjiang Experience Hall, Jinjiang Museum and Chinese Menswear Museum by Septwolves collectively received 4,067 visits.

"The enthusiasm of residents and tourists for traveling and the popularity of folk activities have been remarkable. The data indicate that Jinjiang's culture and tourism market is gaining momentum," said Shi Yuzhen, an official from Jinjiang Municipal Bureau of Culture and Tourism. Continuous efforts will be made to explore and develop the integration of festivals and tourism.

Highlights of Jinjiang Anhai's 11th Folklore Tourism Culture Festival

As an old saying goes, "Lunar May 5th witnesses a lively Dragon Boat Festival". Dragon Boat Festival marks one of the three most joyous festivals in the ancient town of Anhai, Jinjiang. Besides such traditional festival events as Suoluolian (the picking lotus folksong) and duck-grabbing, there appeared nova activities including cultural salons, root-seeking tours, theme stamp exhibitions, stories of overseas Chinese in this year's cultural festival.

"Suoluolian is the most eye-catching activity on land while the show of grabbing ducks makes the most attractive event in river". Since ancient times, Anhai has boasted these two significant festival events, which draw much attention every Dragon Boat Festival.

At 9 am on June 22nd, Anping Bridge Tourism Square reechoed with the sound of gongs and drums, making a heated and lively scene. The presence of Suoluolian performers set off gazing, following-up and photo shooting from the crowds. The performers from Chaotian Temple, Qiyun Temple and Qiyun Xingshen Community put on the primitive style show by turn, which allured a large audience to interact with the characters of Huapo goddesses, delivery soldiers and flagmen, bringing bursts of laughter.

Anhai's custom of Suoluolian on Dragon Boat Festival, also known as lotus picking folksong, was listed in the first batch of the Extended National List of Intangible Cultural Heritage of China in June, 2008.

"Bravo!" "Yes!" "What a pity"...That afternoon cheers, applauds and hoorays from the crowded audiences rose and fell in succession in Anping Bridge as they were enthusiastic to watch the duck-grabbing activity again after a three-year wait.

The event of grabbing ducks enjoys a long history in Anhai. This activity calls for strength, perseverance and skills. The fun of participating in and viewing this traditional game has drawn many adorners among people. In 2020, it was enrolled in Quanzhou's Municipal List of Intangible Cultural Heritage. In 2021, it was credited and recommended as China's Distinguished Festival Sports Program by Department of Sport Cultural Development, General Administration of Sport of China.



Folklore + Nighttime Economy Wulin Cultural Tourism Shows Vitality

During the Dragon Boat Festival holiday, the traditional village of Wulin in Jinjiang was teeming with not only local residents but also tourists from other provinces. They were attracted by a series of Dragon Boat Festival folk activities and the trendy sunset market.

At around 4 pm on June 24th, when several tourists dressed in Hanfu, the historical clothing of the Han people, danced gracefully at such places as Wulin Fengshui Pool Square, Qianglou Square and Qiaopiguan Square, they quickly became the stars in the crowd, attracting passing tourists to stop halfway and admire their performance.

On June 22nd and 23rd, the widely loved performance

of "Electric- Techno Neon Gods" appeared in Wulin again, which drew a large number of fans and tourists to interact and take photos, creating a joyful atmosphere.

A special themed event titled "Wulin Day and Night" kicked off in Wulin, putting on intangible cultural heritage flashmob performances such as dragon dance, lion dance and Suoluolian. Other activities like "Exploring Ancient Traditions on Dragon Boat Festival" and "Night Tour in Wulin" were also held one after another. During the festival, tourists had opportunities to experience the traditional customs such as wrapping zongzi, wearing fragrant sachets and five-colored thread bracelets. When night fell, they could also visit the sunset market and mini night market, where they would enjoy the band, play LARP games, take photos in the Nonya style, watch old movies in the open air, etc.



"Reading · Place of Fortune" Tourism Culture Festival and Folklore Activities of Dragon Boat Festival Held in Fulin, Longhu

On June 22nd, "Reading · Place of Fortune" Tourism Culture Festival and Folklore Activities of Dragon Boat Festival were held in Fulin Village, Longhu Town of Jinjiang.

The cultural festival witnessed the opening ceremony of Fulin Tourist Center (the Overseas Chinese History Museum of Fulin, Longhu) and the unveiling ceremony of Fulin Research Base and the Intangible Heritage Inheritance Base of Mr. Tang Wenzhi's Toned Recitation (Tang Diao).

During the festival, Fulin Village also carried out the "Love on Dragon Boat Festival" zongzi wrapping activity, which attracted many villagers to participate. They gathered to make zongzi and wished one another health at

the festival.

Fulin Village is a typical representative of the ancestral home for overseas Chinese and the integration of Chinese and Western cultures. Here in Fulin, one can find not only overseas Chinese culture, but also multi-religious culture, traditional folk culture and Manchu culture of southern Fujian. With such profound culture, Fulin is home to abundant historical elements including ancient houses, streets, wells, stages, temples, ancestral halls and old-style private schools.



"Feast of Culture, Sport and Tourism " Rocks Yinglin during Dragon Boat Festival



During the Dragon Boat Festival, Yinglin Town launched a cultural, sports and tourist fusion "feast" with a strong local flavor, including a variety of activities like beachcombing, Minnan songs concerts and Quanzhou-style finger-guessing games in Huwei Village, Chinoiserie music festival and colorful fountain show in San'ou Village, wrapping zongzi, volleyball games and holiday parades in Jiapai Village, making zongzi-shaped fans and dragon boat rowing on land in Xipu Village, etc. All these various activities made the participating residents and tourists feel the customs and charm of the Dragon Boat Festival.

"Jinjiang Cultural Heritage" Workshop and Literati Gathering Held in Dongshi

On June 21st, the Jinjiang Cultural Heritage workshop and literati gathering event titled "Our Festival — Taste of the Dragon Boat Festival" was held in Dongshi Town.

What precious cultural heritage does Jinjiang own? How did the cultural heritage come into being? At the literati gathering, starting with the characteristics of Dongshi culture, Huang Liang, an expert on Jinjiang folklore, related the historical and cultural development of Jinjiang, the history of Jingjiang County's one thousand Jinshi (successful candidates in ancient Chinese imperial examinations), and the knowledge including national cultural relic protection units, international and national intangible cultural heritage inheritance projects, and local folklore as well.

On the same day, Jinjiang Guqin Association also brought elegant performances on the guqin, an ancient Chinese zither. People prayed for a healthy Dragon Boat Festival while appreciating the beauty of traditional melody.



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