

A short video on the culture of the Tanka families in Guangxi, China, in the context of cultural tourism integration

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Abstract

This research is a qualitative study, which aims to: 1) analyze the characteristics of Beihai Tanka culture and its intangible cultural heritage in the context of cultural and tourism integration and collect data for making short videos; 2) produce several short promotional videos about Beihai boat-dwelling culture for tourism. The population and sample of this research were divided into four groups: 1) the group of boat-dwelling families living in Beihai; 2) the group of boat-dwelling culture museum staff; 3) the group of film and TV experts; and 4) the group of local and foreign tourists. The groups were selected through the purposive sampling

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method. The research tool used for data collection in this research was the short video platform data acquisition and questionnaire. The statistics used in the study were mean (\bar{x}) and standard deviation (S.D.).

The research showed that Beihai Tanka culture is rich and colorful, with crucial cultural and tourism communication values. Beihai Tanka's cultural heritage faces an extinction threat in the current social development situation. At the same time, short video promotion can effectively promote the tourism of Beihai Tanka culture to protect Beihai Tanka culture. The research also found that the past producers of short videos about Beihai Tanka culture were too commercialized, and they lacked a deep understanding of Tanka culture, distorted the authenticity of the culture, lacked professional production skills, and resulted in poor promotional effects. In this research practice, a program for extracting elements of Beihai Tanka culture and an integrated program for producing and promoting short videos about Tanka culture were designed. The design program was applied to have six groups of short videos and a compilation video of multiple short videos. By analyzing the feedback data from the audience on the short video platform, it was confirmed that the two programs in the conclusion could effectively improve the efficiency of Tanka culture in tourism communication.

Keywords: cultural tourism integration; Guangxi Beihai; Tanka culture; short video; intangible cultural heritage

Research Objectives

1) To analyze the unique characteristics and attractive contents of Tanka culture and intangible cultural heritage in Beihai City in the context of the integration of culture and tourism and to collect data for the production of a short video;

2) To produce a short promotional video about Tanka culture in Beihai for tourism.

Literature Review

Chen Luxi's "A Study on the Development of Beihai Tanka Folk Culture Tourism" (Old Brand Marketing 2020:04.1-2) pointed out the characteristics and development advantages of Beihai Tanka folk culture tourism resources and proposed corresponding adjustment plans and suggestions for the problems that hinder the development of Beihai folk culture tourism in the current situation.

Chen Yanyan's "The Protection of Beihai Cultural Heritage in the Digital Media Era" (Value Engineering 2014(33):14) proposed to use the power of self-media to provide new ways and choices for the protection and promotion of Beihai historical relics. The researcher emphasized that in the new media era, the dissemination of Tanka culture should fully use new media technology and expand its influence.

Mo Lianfeng, Li Guilou, and Zhou Lihong's "A Study on the Interaction Relationship between Beihai Tanka Traditional Folk Culture and Tourism Industry" (Communication and Copyright 2017(10):64) proposed that according to the unique tourism value of Beihai Tanka

traditional folk culture, as well as the problems existing in the development process such as lack of overall planning, insufficient feature highlighting, low popularity, etc., they explored the interaction relationship between them; in this study, the researchers planned to take Beihai Qiaogang Tanka Festival Culture Activities as an observation point, to understand the folk culture connotation of Tanka, and use folk culture tourism characteristic resources as an essential resource for short video production.

Research Methodology

The research tools used in this study are as follows:

- 1) This study adopted the literature research method and field investigation method.
- 2) The specific production plan of the Beihai Tanka culture short video is divided into two stages: pre-production and production;
- 3) Pre-production: There are four steps: determine the theme and target audience of the short video, story, and creative story adaptation, character and scene design, script, and storyboard design.

The production stage has four steps: on-site shooting, video editing, sound and special effects editing, evaluation, and revision.

Research Framework

In this research framework, the result is Beihai Tanka culture short video production, which completes the creative transformation of

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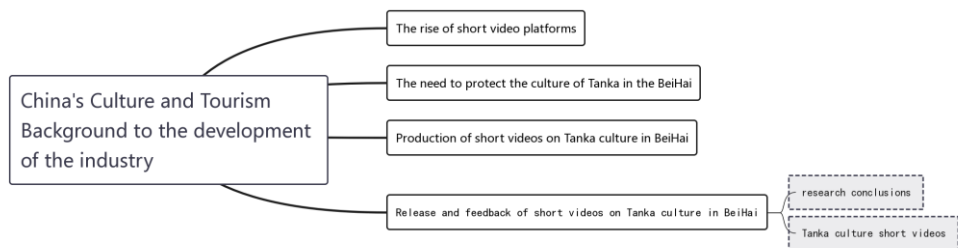


Figure 1 Conceptual Framework

Definition of Term

Tanka: In this study, Tanka refers to a general term for coastal water fishermen who live on boats, make a living by fishing, and do not own property on land. Historically, the Tanka people had their unique language and changed to speak Chinese in the Ming Dynasty. Because they stayed on boats for a long time and lived on water, they formed customs different from the land society.

Short video: In this study, short video means short film video, which is a way of disseminating Internet content. It is generally a video with a duration of fewer than 5 minutes that is circulated on the Internet new media; with the popularity of mobile terminals and the acceleration of the network, short, flat, and fast large-flow dissemination content gradually gains the favor of major platforms, fans, and capital.

Chapter 1 The Status Quo of Tanka Culture and Short Video

1.1 The Diversity of Beihai Tanka Culture

Beihai City is a coastal city in Guangxi, China, with a rich and colorful Tanka culture. Tanka culture is a diverse marine culture that integrates the cultural elements of Han, Zhuang, Yao, and other ethnic groups. Its unique religious culture and belief system includes reverence for nature and ancestors and the philosophy of harmonious coexistence with nature. Tanka culture also has a wealth of folk customs and traditional skills, including unique festival celebrations, handicrafts, and traditional skills related to the ocean and fisheries. Tanka food culture is another important part of its charm, including special snacks and specialty dishes.

The Tanka people have lived on the sea long, facing various survival challenges. The Tanka people also have many beliefs and cultural customs related to the sea, such as the Beihai Wai Sha Mazu Temple Fair etc., which are closely associated with their lives.

The culture of the Tanka people is also reflected in their daily lives, such as clothing, food, housing, and music. Their traditional clothing

includes Tang suits and jade and jadeite accessories; their unique food culture, such as fish rice, reflects their close relationship with the sea; their Tanka shed shows their simple lifestyle. In addition, music, especially saltwater songs, is also an essential part of Tanka culture. The Tanka people also have a rich traditional folk culture. These habits and cultures are critical to their lives and are reflected in activities such as weddings, temple fairs, etc.



Figure 2 The wedding ceremony of fishing boats in Beihai Tanka culture

Source: (Beihai Photographic Commune Zhiguang Wu)

1.2 The Status Quo of Beihai Tanka Culture Short Video

The dissemination characteristics of short videos are fast and innovative in form, which is beneficial for the promotion of traditional culture. However, the time limit of most videos, within 30-120 seconds, makes it difficult to fully display Tanka culture's connotation. As a result, some video content is too simplified or one-sided, leading to an

incomplete or misunderstood understanding of the culture by the audience.

The short video on Beihai Tanka culture is a part of Chinese ethnic culture; its development process is still in its infancy. Beihai Tanka culture is a unique marine culture with diverse cultural integration and a profound belief system. However, there are some problems with the existing Tanka culture short videos:

Five major problems exist in the existing Tanka culture short videos: superficiality, commercialization, homogeneity, professionalism, and planning. Superficiality refers to some videos that cater to traffic too much and ignore the cultural connotation. They only show the appearance of Tanka town without conveying the essence of Tanka culture. Commercialization refers to many videos that are more biased toward product promotion rather than cultural communication. This may lead to misunderstanding or loss of interest in Tanka culture by the audience. Homogeneity refers to many videos that have similar content choices and do not fully show the richness of Tanka culture. Video creators need to think more innovatively about content selection. Professionalism refers to most video accounts operated by cultural heritage inheritors, but most lack professional video production and promotion skills. The official account's video production also has problems such as low quality, single content, and administrative commandments. Planning refers to many inheritors or related institutions paying more attention to short-term commercial interests rather than the value and importance of long-term

protection of cultural heritage itself. This leads to chaos in the short video market and an overdraft of cultural heritage image.

To make Tanka culture more widely known and sustainable development, researchers suggest improving the following aspects: digging deep into the connotation of Tanka culture and focusing on promoting its uniqueness in clothing, architecture, food, and folk culture. Online promotion suggests cooperating with villagers in Tanka town to establish a live broadcast platform, showing daily sea fishing and Tanka stories, and using travel bloggers to make theme travel videos. At the same time, post-Tanka culture short videos on social media, such as Weibo, WeChat, Douyin, etc., and cooperate with tourism agencies, blogs, and cultural and art groups. Offline promotion can include Tanka shell carving art exhibitions, tourism exhibition displays, cooperation with TV media, and other methods to fully show Tanka culture's charm.

The Extraction of Cultural Elements from Tanka Culture Short Video

Researchers suggest the following steps to extract characteristic cultural elements and produce a short video.

Research target area: Choose an area of interest, such as Beihai Tanka culture in China, and understand the history, geography, humanistic characteristics, and local traditional customs and celebrations of the area. By researching historical events, figures, geographical environment, etc., the unique cultural connotation and value of the research area can be excavated.

Cultural investigation: Researchers need to conduct in-depth research on the artistic elements of the target area, including traditional architecture, clothing, food, music, dance, folk art, etc. In the early stage, relevant books, literature, audio, and video materials can be found. In the later stage, field investigation can be conducted to seek opinions and suggestions from local experts or residents. Observing and experiencing the research area's lifestyle, customs, etiquette, and festival activities makes it easy to feel its unique ethnic style and characteristics.

Plot planning: For the cultural elements of the research area, exciting story plots can be conceived to show the characteristic cultural features by setting the theme, characters, and scenes of the story and how to integrate the selected cultural elements. Learning from and using the local cultural art forms, techniques, materials, etc., is convenient for creating artistic works with regional characteristics and personal style, showing its unique artistic charm and aesthetic taste.

Scene location selection: According to the needs of cultural elements in the story plot, choosing a suitable place for shooting is recommended. Find representative traditional buildings, natural landscapes, or landmarks with special significance to ensure that they highlight the cultural characteristics of the target area.

Cultural element presentation: Skillfully integrate cultural elements into short videos, which can be displayed using lens switching, close-ups,

music, text, etc. Ensure that cultural elements echo the story plot and let the audience feel the unique charm of local culture.



Figure 3 The characteristic culture of Beihai Tanka found by researchers in their investigation

The Practice and Effectiveness of Tanka Culture Short Video

1. The Production Process of Tanka Culture Short Video

1.1 On-site shooting

Preparation in advance is particularly critical in the actual shooting process of a short video. It mainly includes:

Equipment configuration: Ensure that video, lighting, and audio equipment are complete and set according to the storyboard script and have extra batteries and storage cards.

Camera adjustment: Set the camera position and angle according to the storyboard script to meet the creative requirements.

Personnel scheduling and communication: Ensure that actors and team members are clear about their responsibilities and communicate with directors or assistants.

Environment and safety: Predict and take countermeasures for external interference and potential risks to ensure smooth and safe shooting.

1.2 Video editing

The post-editing stage of the video mainly focuses on material selection and processing.

Material classification and screening: Classify and screen the shooting materials in detail according to content, date, scene, etc., and select high-quality segments.

Technical application: Use different editing techniques according to needs, such as switching, fading in and out, etc., to enhance video effects.

Team collaboration: Editors, sound engineers, and color adjusters should communicate with each other to ensure video consistency and professionalism.

1.3 Sound and special effects editing

Sound and special effects are essential components of video production.

Sound processing: Select and adjust the sound to ensure coordination and emotional depth of background music, sound effects, and dialogue.

Special effects application: Use color correction, animation, etc., to enhance visual impact and ensure adequate information delivery.

Team communication: Sound and special effects engineers must communicate closely with other team members to ensure coordination of various aspects.

1.4 Evaluation and revision

Quality evaluation after video completion is critical.

Technical review: The team jointly checks the technical details of the video.

Content evaluation: Invite target audience and cultural experts for assessment to ensure authenticity and accuracy of artistic communication in video.

Feedback revision: Adjust and improve video content according to collected opinions to ensure respect for Tanka culture and proper presentation.

2 Analysis of Tanka Culture Short Video Results

Table 1 Statistical data of Beihai Tanka culture short videos

No.	Short video name	View count	"Like"
1	A Glimpse of Beihai-Beihai Tanka Town Video	Unable to count	2000+
2	Tanka Wedding in Song (Beihai Radio and Television Station)	Unable to count	158
3	Beihai Tanka People's Earthy New Year Customs (Fish Boss Knows Beihai)	Unable to count	59
4	Tanka Shell Carving Crafts Display	1724	414
5	Beihai Tanka Dwelling Short Video	4035	1120
6	Tanka Dragon Boat Theme Calisthenics Promotional Short Film	2310	541
7	Beihai Tanka Opening Sea Festival Short Video	7808	1514
8	Marine Tanka Cultural and Creative Product Production	3301 (Upper and Lower Episodes)	830

	Micro Course (Upper and Lower Episodes)		
9	Dijiao Tanka Women Militia (Upper and Lower Episodes)	2050 (Upper and Lower Episodes)	643
10	2021 China-ASEAN Tourism Vocational Education High-Quality Development Forum-Tanka Culture Display Collection	67,000	2220

This study examined nine groups of independent short videos and a collection of temporary ASEAN Tanka culture video displays. According to the data, the 2021 China-ASEAN Tourism Vocational Education High-Quality Development Forum-Tanka Culture Display Collection is the most popular short video, with its view count and "like" number far higher than other videos. This shows that the video has strong appeal in content selection and production technology and can effectively deliver the characteristics and charm of Tanka culture and reflect the critical value of Tanka culture in international exchange among ASEAN countries.

Beihai Tanka Opening Sea Festival Short Video also performed well, with its view count and "like" number ranking second. This shows that the video can highlight one of the characteristics of Tanka culture, namely the

opening sea festival, a unique sea folk activity with intense religious color and ethnic emotion. The video can make the audience feel the awe and dependence of the Tanka people on the ocean, as well as their belief and gratitude to their ancestors and gods.

Beihai Tanka Dwelling Short Video also performed well, with its view count and "like" number exceeding 4,000. This shows that the video can demonstrate the Tanka people's unique living and architectural styles and let the audience understand how they adapt to the marine environment, use natural resources, and create a characteristic sea life space.

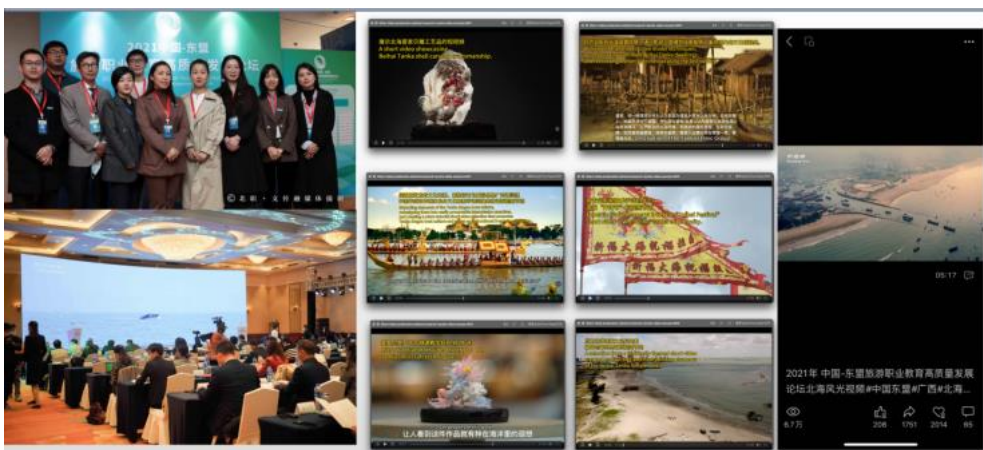


Figure 4 Short Video Showcase at the 2021 China-ASEAN Forum on High-Quality Development of Vocational Education in Tourism

According to the statistical data, Beihai Tanka culture short videos created by professional teams performed highly regarding view count and "likes." This fact confirms that compared with other production methods, content produced by professional team methods can win more

recognition and favor from people. Still, it also verifies that such content has more appeal and influence under the same or similar production costs.

The analysis results show that short videos and combining large-scale offline activities for diversified promotion have great social value in cultural and tourism integration. Through this method, we can better disseminate and display local culture to stimulate the audience's interest and identification with the unique culture of the target area. At the same time, this also provides strong support for promoting the sustainable development of the tourism industry, positively impacting local economic and social development.

Conclusion

In this study, we drew the following conclusions: The more popular cultural heritage short video production methods have advantages and disadvantages. Story creation, new technology restoration of historical relics presentation, course creation production methods: The advantage of this type of cultural short video is that it is not limited by time and space and can effectively display and disseminate Beihai Tanka culture in a way that modern people can easily accept, including cultural content that has disappeared in the long history. This method has a very high practical application value, but the disadvantage is that the production cost is high and only suitable for promotion teams with sufficient funds.

The use of film and television shooting techniques to record creation: The advantage of this method is to present the existing folk activities and festival ceremonies in a participatory and cooperative way. This method has a low production cost and a high cost-performance ratio. However, the disadvantage is that it is limited by the ceremony's fixed time, date, and location. For example, the opening sea festival video can only be produced during a specified time of the year. This creative plan is suitable for small teams or individuals with insufficient funds.

From the perspective of the dissemination benefits of cultural heritage short videos, both fast video production methods can effectively promote cultural content and assist local cultural tourism. Temporary video dissemination platforms provide new opportunities for cultural heritage protection. Short videos also narrow the distance between cultural heritage and young groups, making more young people pay attention to and accept different types of cultural heritage. Cultural heritage relies on its unique charm to better attract the public to learn and understand cultural heritage through short video dissemination and let more people join in protecting it. Many cultural heritage videos can also be built into a mobile video database of culture, making it more convenient for people to understand and promote public inheritance and protection of cultural heritage.

Discussion

Researchers found in this study that the material extraction methods for Tanka culture short videos can be more diverse. For example, they can explore local community participation, expert opinions solicitation, and relevant information collection to obtain rich and varied materials. Researchers also found the potential value of Tanka cultural heritage short videos in cultural tourism integration, such as using them as promotional tools, tourism guides, and carriers of artistic education. In addition, researchers found new ways of innovative thinking for Tanka cultural heritage short videos, namely through the integration of diversified content, technological innovation, and marketing promotion strategies to make Tanka culture short video dissemination more efficient.

Suggestions

To better protect and disseminate Tanka culture, researchers propose the following suggestions:

When producing Tanka cultural heritage short videos, ensure the accuracy and richness of materials, cooperate with local communities and experts, dig deep into the connotation and characteristics of Tanka culture, and combine current events or hot topics to increase topicality and attention.

In terms of production technology, improve picture quality and expressiveness by using professional photography, editing, dubbing, music, and other means, and let the audience feel the beauty and dynamism of Tanka culture. For example, you can use drones, underwater cameras,

slow motion, and other technologies to show the Tanka people's sea life scenes and activities and give the audience an immersive feeling. You can also try using new technologies such as virtual or augmented reality to make content more vivid and exciting and attract audience attention.

In terms of promotion strategy, enhance the tourism experience by integrating Tanka culture short videos into tourism routes and activities, promote Tanka culture short videos through various channels, and cooperate with tourism-related institutions to increase exposure. Enhance tourists' awareness and interest.

In terms of policy support, improve local cultural identity and cultural inheritance awareness by calling on government agencies to pay attention to the protection and inheritance of Tanka culture and actively take measures to encourage and support the production and promotion of Tanka culture short videos. This is conducive to the implementation of cultural protection policies.

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