Research on Development of Opera Tourism Resources of Fuzhou
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Abstract. Fuzhou's opera resources boast a long history and a high grade, not only with Tang Xianzu, "Opera Sage of China", but also with tea-leaf picking opera, Yihuang opera and Guangchang Meng opera, etc. which have been classified as national intangible cultural heritages. Fuzhou is blessed with advantageous location and policy conditions. This paper has suggested the idea and countermeasure for development of opera tourism resources of Fuzhou on the basis of elaborating their advantages and significance.

Advantages for Development of Fuzhou's Opera Tourism Resources
Long History and High Grade of the Opera Resources

Fuzhou's opera resources boast a long history and a high grade, not only with Tang Xianzu, "Opera Sage of China", but also with tea-leaf picking opera, Yihuang opera and Guangchang Meng opera, etc. which have been classified as national intangible cultural heritages.

Tang Xianzu was born at Wenchangli of Fuzhou, whose works such as Four Dreams of Linchuan are precious treasure, especially Peony Pavilion has enjoyed popularity at home and abroad and is brilliant even today. Tang Xianzu was honored as "Shakespeare of the Orient", and was listed by the UNESCO among "Top 100 Cultural Celebrities of the World". In October 2015, on a visit to the UK, Xi Jinping, chairman of China, suggested that China and the UK should jointly commemorate the 400th anniversary of the death of Tang Xianzu and Shakespeare in 2016 to promote exchange and cooperation between the two countries. Tang Xianzu is more than a cultural brand of Fuzhou, whose cultural essence represents the spirit of Fuzhou as a hometown of gifted youth.

Fuzhou tea-leaf picking opera has a long history, which used to be known as Sanjiaoban, talking and singing in Fuzhou dialect and stress on singing and performance. Having absorbed tea cultural elements, it displays a distinctive regional flavor, and stages stories popular among the folk, thus it has attracted a lot of fans, and has been listed among the national intangible cultural heritages.

Yihuang opera is one of the ancient operas in Jiangxi province, which used to be called Yihuangban, originating from Yihuang county, with a history of over 300 years up to date and listed among national intangible cultural heritages. Yihuang opera has a simple style, with many complete traditional operas. Its singing is concise and easy to learn, its performance is bold and generous. Its singing, talking, performance and fighting have formed a rigid and flexible pattern, with complete roles and detailed labor division among the roles. Accompanied by Huqin, it has a strong regional flavor[1].

"Meng opera" refers to operas about the legend of Lady Meng Jiang, which is a mature
form of opera and also known as "Xuhe Opera". The performers of "Meng opera" have carried forward two kinds of different original Meng opera in the form of "passing down by mouth", and preserved the original story of Lady Meng Jiang in the form of only existing copy. It has been staged for more than 500 years, which is rare even in the world, and is recognized by experts as "living cultural relic of opera, treasure in the cultural heritages"[2].

Advantageous Location and Policy Conditions

Located in the east of Jiangxi, Fuzhou is a traffic stronghold linking with Fujian province, a best region for undertaking industrial transfer from the east, and one of the twenty cities of Western Taiwan Straits Economic Zone. Bordering Nanchang, Fuzhou will build a Nanchang-Fuzhou demonstrative cooperation zone with Nanchang and is included into the Xiangtang-Putian Railway economic belt. Tourism development is an important link. Linchuan district and Dongxiang county of Fuzhou are incorporated into the metropolitan area of Nanchang. Fuzhou boasts convenient traffic, with National Road 106, Xiangtang-Putian Railway, Fuzhou-Yinchuan Expressway running through it, making it an important traffic hub. Fuzhou can attract a lot of tourists via the radiation of Nanchang and extension of tourism of Fujian province. Fuzhou has also been covered by Boyang Lake Ecological and Economic Development Zone, the Revitalization Program for Central Soviet Areas such as Southern Jiangxi, the urban agglomeration in the Middle Reaches of the Yangtze River, National Ecological Demonstrative Zone (Jiangxi) National Strategy, boasting distinctive regional and policy advantages which have offered a good environment for the tourism development of Fuzhou. The municipal CPC committee and government of Fuzhou has also attached great importance to tourism development and grasped cultural tourism as a pillar industry, which has also made it possible for Fuzhou to develop opera tourism.

Multi-level Performance Platforms for Opera Culture of Fuzhou

Cultural landscapes in Fuzhou such as Fuzhou Tang Xianzu Theater and the stage of Memorial Hall of Tang Xianzu are places where Fuzhou operas are performed in festivals. There are many ancient stages in Fuzhou, such as "the stage of Yangshan Temple" at Liukeng of Le'an. This ancient stage is a Qing style architecture consisting of a stage, audience area, pavilion and temple, where operas were stage in the ancient time and today Nuo operas are often staged. The stage of the ancestral temple of Family Zhang in Chishui town of Guangchang county is a well-preserved ancient stage with a history of near a hundred years. The ancient stage of the ancestral temple of Family Wang in Jinxi county is a Qing style architecture with a history of over 300 years. Stages have been set up in many villages and towns in Fuzhou. On festivals, troupes perform operas for the local people on the stages. The multi-level performance platforms for opera culture of Fuzhou have also enriched the development of opera tourism of Fuzhou.

Significance of Developing Opera Tourism of Fuzhou

It helps Promote the Development of Tourism Economy of Fuzhou

Fuzhou is a famous town of gifted youth, relatively backward in economic development. However, it has unique charm in cultural and ecological tourism resources. The long and rich Linchuan culture, and the high forest coverage rate have contributed to the tourism resources unique to Fuzhou. Nowadays the economy is developing rapidly, the living pressure is increasingly high, people wish to return to the enchanting natural environment and enjoy
simple and dream-like operas. Fuzhou is such a good place for people to get relaxed, return to the nature and return to their ideal dreamland. It will be quiet tourism if there's only an enchanting ecological environment, but without rich operas. It will only be dynamic tourism if there are only rich operas but without enchanting natural sceneries. An ideal life should be both dynamic and quiet. In the sightseeing tourism of Fuzhou, Fuzhou's operas and regional customs have become a "finishing touch" for the tourists to Fuzhou. With the launch of a commemorative event for the 400th anniversary of the death of Tang Xianzu, all kinds of news media have stepped up publicity of Fuzhou's tourism. Fuzhou's tourism development is achieved by highlighting its culture, while opera culture is an important chapter of its culture. The focus of Fuzhou's regional custom tourism development is the development of its cultural tourism, while the focus of its cultural tourism is the development of its opera tourism. The development of Fuzhou's opera tourism can enrich its tourism products, strengthen the competitiveness of its tourism and boost the growth of its income from tourism. Therefore, the development of its opera tourism will also promote the rapid development of its tourism. With the rapid growth of revenue from tourism, it will promote the economic development of Fuzhou.

It helps Promote Protection and Development of Culture of Fuzhou

Fuzhou opera used to be an important way for the entertainment of Fuzhou people for its rich list of operas and strong flavor of life. The revenue from development of Fuzhou's opera tourism will provide fund guarantee for protection and development of its opera culture. Nowadays the society is striving to develop tourism, make a full use of the enchanting natural ecological environment of Fuzhou, deeply explore the cultural connotation of Fuzhou, reasonably introduce Fuzhou's dramas and operas at the right time, feel and experience their artistic flavor and cultural connotation, thereby enriching the cultural tourism of Fuzhou, strengthening its cultural characteristics, combining its opera and tourism, and getting adapted to the development trend of cultural tourism in the world. As expected, it will make the tourists recognize, love and publicize Fuzhou's operas and create conditions for the development and utilization of Fuzhou's operas, thereby promoting the protection and development of its culture.

Countermeasures for Developing Opera Tourism of Fuzhou

Building a Brand, Guaranteeing Diversified and High-level Performances

We should build Wenchangli, the hometown of Tang Xianzu into a brand of opera town. Wenchangli is birthplace and burial site of Tang Xianzu, which is the old town of Fuzhou. Honored as the "historical archives" and "old town museum" of Fuzhou, Wenchangli gathers a lot of Jiangnan style architectures of the Ming and Qing dynasties, with cultural heritages such as Wenchang Bridge, Zhengjue Temple, Xiaoyi Bridge, Yulong Longevity Palace (Guild Hall of Fuzhou), many of which are cultural relic protection sites of the province and the city. We should actively protect these precious cultural heritages. To build Wenchangli into a brand of opera town, an Opera Festival of Tang Xianzu can be held here each year. We should turn Wenchangli into a place with enchanting natural environment and cultural deposits. We should blend the history and culture of Wenchangli with operas of fashion elements. By introducing the Opera Festival, tourists and visitors can make professional choices in each performance venue. Wenchangli not only needs beautiful indoor theaters and outdoor
performance venues, but also needs a big theater that can accommodate many audience. Wonderful stories should be staged in each landscape of Wenchangli, making it full of history and simplicity, fashion and charm, ecology and culture, cultural deposits and fashion elements. We should build Wenchangli into a first-choice tourist destination for many tourists rich in artistic atmosphere.

We should build the Opera Festival of Tang Xianzu into a brand of opera festival and guarantee diversified and high-level performances. We should operate the festival as a brand and form a benign cycle. The Art Festival should invite high-level opera troupes from around the world, guarantee high-level performances and provide high-quality performing environment. For example, the third Wuzhen Opera Festival in 2015 can be counted as an opera feast of the highest specification in the contemporary opera circle of China, which not only invited troupes from countries such as France, Swiss, Germany, Poland and Russia, but also attracted wonderful performances from Turin of Italy and National Grand Theater of the Republic of Lithuania. The festival had staged a total of 73 performances under 20 top-class operas[3]. We should turn the Opera Festival of Tang Xianzu into a gathering spot for many opera performers, people from cultural circles and opera fans.

Combining with Special Tourism of Fuzhou and External Culture

First of all, it should combine with ecological, celebrity and countryside tourism of Fuzhou. Fuzhou has witnessed the birth of numerous celebrities and stars such as Tang Xianzu, the "opera sage of China" and "Shakespeare of the Orient", Wang Anshi, a "reformer in the 11th century", Zeng Gong, one of the "Eight Great Men of Letters of Tang and Song Dynasties", Lu Jiuyuan, a "master of the philosophy of the mind", who have left a lot of cultural relics. Fuzhou is rich in agricultural product resources such as Nanfeng mandarin orange, Guangchang white lotus and Linchuan watermelon, which are famous across the country. Fuzhou has ancient villages and towns such as the thousand-year ancient village Liukeng and Yaoxi ancient village of Guangchang. Fuzhou's operas can combine with operas regarding celebrities, countryside and revolution, thereby achieving a combination with celebrity, countryside and revolutionary tourism. By actively exhibiting Fuzhou's operas to the tourists, it will make them stay longer, and increase their consumption in Fuzhou, and promote the expansion of Fuzhou opera.

Secondly, it should be combined with external culture. Fuzhou's operas should be simple and nature and get close to the life of common people. Fuzhou's operas should be staged on the national and international stages, which not only can create a "brand of Tang Xianzu", publicize and promote Fuzhou's operas, but also can have an extensive exchange and cooperation with national and international stages and operas of China and the world, attract more excellent cultural elements to enrich the operas of Fuzhou and enhance their artistic quality.

Developing Souvenirs of Opera Tourism of Fuzhou

We should infuse the opera elements of Fuzhou into the development of souvenirs. We can develop a batch of tourist commodities, and can also publicize the operas of Fuzhou. If tourists to Fuzhou can buy some souvenirs with characteristics of Fuzhou, it can arouse their beautiful memory of the trip. The souvenirs should be able to reflect characteristics of Fuzhou and be convenient for carrying and giving as gifts, small and delicate and rich in cultural connotation of Fuzhou. In the market, there are still a scarcity of souvenirs with characteristics of Fuzhou, thus it's imperative to develop some souvenirs. We should develop
diversified facial masks based on different plots of operas. We can also produce small facial masks or game cards to attract attention of children. We can also design vivid figures in the form of paper-cutting art based on the stories, and design works with exquisite composition, rich in fun and delightful to the eyes. In this way, they can be collected by tourists and can also be given to their friends as gifts. We can record some excellent opera works into exquisite audiovisual products performed by excellent performers, so that the tourists can enjoy and watch them repeatedly after purchasing. Through cultural creativity, we can combine modern products and operas, and develop souvenirs rich in opera characteristics, such as headphone cable in the shape of Buddha beads. We can develop souvenirs based on props used in the operas for sale. We can compile and print some hanging calendars, books, albums and postcards introducing the opera culture of Fuzhou.

**Blending into Tourism Development Projects of Fuzhou, Enhancing the Tourist Service Level**

Fuzhou is blessed with a beautiful ecological environment, and its ancient villages and towns have a long history and a high grade, which are ideal places for the live-action performance of operas. Fuzhou should grasp the opportunity of greatly developing cultural tourism, invite relatively famous directors and performers from around China to create and stage some Fuzhou's opera works high in literary and artistic taste, thereby driving the development of Fuzhou's tourism. We should stimulate the opera market of Fuzhou through tourism, and restore and set up performing platforms for Fuzhou operas such as ancient stages and theaters, ancient tea houses. Fuzhou's operas should keep in pace with the development of its cultural tourism. The future is promising. We should incorporate opera tourist and scenic spots into the travel routes of Fuzhou.

We should create elements for linking operas and tourism of Fuzhou. We can turn the fancy world in the operas into a real tourism space, so that the tourists can experience the dream realm pursued by the hero and heroine in the real tourism space. We can enliven the figures and scenes in the operas and turn them into scenic spots so that the tourists not only can feel the atmosphere in the operas, but also can take photos for memory. We can design activities in the operas into activities that can be participated and experience by tourists, so that they can feel the fun of experience and participation.

We should substantially enhance the tourist service level. Operas can promote local tourism, but what can really make tourists stay is the beautiful ecological environment or the profound cultural deposits, or excellent tourist service level. Therefore, while protecting the beautiful ecological environment and exploring the cultural connotation, we should develop the tourist service facilities and enhance the tourist service level.

**References**

