

# Study on the Development Model on the Tourism Resource of Intangible Cultural Heritage Geser

Taking the Bahrain Right Banner, the Hometown of Geser Culture in Inner Mongolia, as the Example

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**Abstract**—This paper takes Bahrain Right Banner, the hometown of Geser culture, in Inner Mongolia as research object, and the field investigation and data arrangement as the research methods to analyze the relevance of the intangible cultural heritage and local economy from the perspective of the formation and main characteristics of the culture of Geser in Bahrain Right Banner of Inner Mongolia and discuss its development model, reasonable development and utilization of Geser's tourism resources.

**Keywords**—intangible culture; Geser; Bahrain Right Banner; resource development

## I. INTRODUCTION

The tourism industry, as the third industry, has shown strong momentum in promoting the development of national economy and social and cultural progress. Through its low-carbon, harmonious and sustainable development potential and advantages, it is widely accepted and favored by people. Under the trend of global economic integration and cultural diversification, ethnic regions, especially areas with relatively complete preservation of traditional culture and very high development value, should take advantage of their own resource characteristics to get out of a green and ecological development path, which conforms to both national reality and the national conditions of our country. Taking the epic of Geser of the Bahrain Right Banner of Inner Mongolia as the breakthrough point, this thesis is aimed to promote and build the tourism popularity and brand influence of Bahrain Right Banner through rich natural resources, cultural landscape, folk tradition festival, folk custom activities and sports competition and other large-scale mass gathers. With the help of cultural soft power, it is aimed to build large-scale ethnic song and dance drama and take other measures to attract tourists, inject new vitality and promote the orderly and healthy development of local economy.

## II. GESER AND THE BAHRAIN RIGHT BANNER, THE HOMETOWN OF GESER CULTURE IN CHINA

### A. Geser

The heroic epic Geser, one of "three epics of China", is included in the first batch of National Non-material Cultural Heritage Representative Works. In 2009, it was also included in the Representative of Human Intangible Cultural Heritage by the UNESCO, which has become a world-class intangible cultural heritage of the international community. Geser is a heroic epic with a long history, vast content and extensive spread by the Tibetan people in China. The Tibetan is called Gesar, and the Mongolian is called Geser. It has been enriched and developed in the long process of oral singing, and has high literary value and academic value. It is an encyclopedia reflecting ancient social life, folk culture, economy and religious belief. "The epic Gesar is mainly spread in the eastern part of the Qinghai Tibet Plateau, and its narrative literature, myths and legends, religious rituals and so on are very rich."<sup>1</sup> It is widely circulated not only in Tibetan areas, but also among many ethnic groups in the country and even abroad. It is mainly spread in ethnic areas of Tibetan, Mongolian and Tu people and other ethnic areas, as well as Russia, Mongolia, Pakistan, Nepal, Bhutan and other countries and regions. After the spread to the Mongolian region, after the translation and the artist's performance and re-creation, the unique Mongolian characteristic of Geser was formed.

### B. Bahrain Right Banner

Bahrain Right Banner belongs to Chifeng City of the Inner Mongolia Autonomous Region, located in the north of Chifeng City, on the north shore of the West Lamulun River. There are the Saihan URA Natural Ecological Tourism line, the special line of the Bahrain Culture and Tourism and the special line of the Liao Culture. It has won the reputation of "the hometown of Geser culture in China" (in 2008) and "the hometown of Chinese good treasure". Bahrain Right Banner is one of the central spread regions of Geser in Mongolia. Geser is an

<sup>1</sup> [French] Shi Tai'an. Studies on Epic Gesar and Rap Artists. Lhasa: Tibetan People's Publishing House. 1992: 2.

important part of the Mongolian culture in the Bahrain grassland. Geser culture in Bahrain is a core part of the research field of Mongolian culture. "The wide spread of Geser in different ethnic groups has in fact become a very important literary essence of that nation and people love it."<sup>2</sup> The Bahrain Geser has formed a unique cultural system in the hundreds of years of inheritance. In other words, it has integrated the epic deduce, mythology, sacrificial folklore, Nadam<sup>3</sup>, the drama, the folk entertainment and the ecological protection as an living culture system of Geser.

### III. THE DEVELOPMENT MODEL OF TOURISM RESOURCES IN BAHRAIN RIGHT BANNER, THE HOMETOWN OF GESER CULTURE IN CHINA

It is aimed to dig the potential economic value of the cultural resources of Geser, carry forward the non-material culture, promote the development of the local economy, and rationally develop and utilize the tourism resources of the intangible cultural heritage. It needs to make a thorough study of the relationship between the non-material heritage and the local economy, and comb and discuss the development mode of tourism resources.

#### A. The Legends of Geser and Tourism Economy

Intangible cultural heritage tourism is a trend in the development of tourism at present. Rational development and utilization of non-material heritage resources have a positive effect on the inheritance and protection of intangible cultural heritage. Intangible cultural heritage tourism can bring greater economic, social and cultural benefits.

The legends and relics of the epic Geser are produced with the spread, evolution and development of the epic, which is the product of the people's deification on hero Geser. From these legends, we can see that this epic is widely spread in the Mongolian region, deeply rooted in the hearts of the people, and deeply loved by the masses, and can reflect the hero Geser is their ideological and spiritual support, with extensive mass character.

The culture of Geser is all over the mountains and rivers of the Bahrain Right Banner. Since ancient times, many stories of Geser have been produced. Many kinds of rites, legends, praise poems and carols about Geser are still retained in the folk. These relics have also attracted the attention of experts from all over the world and from all walks of life. Geser sites in the territory of the Bahrain Right Banner are "Geser Temple, the mouth of Asihan Mountain, Five Earth Mounds, Green Lakes, Geser Horseshoe Prints, Happiness Stone, Rock Cave, Rusty Mountain, Mountain Ridge, Peak of Happiness, King Geser's Footprints, Chessboard Table, Windy Slope, Jixiang Mount, Bitter Water Lake, White Water Lake, Horse-tethered Piles, Pot Braces, Ruyi Stone, Shunfenger Qianliyan Stone and so

on"<sup>4</sup>. Every relic has its beautiful legend. And the emergence of these legends and relics has made Geser more widely spread and expanded the influence of Geser among the masses.

The legendary relics of Geser provide a good resource base for the development of local tourism. In the development plan of the tourist attractions, the epic is integrated into the cultural connotation of the scenic spot by the landscape design and the cultural packaging. A special tourist scenic line can be set up in the Bahrain Right Banner of Inner Mongolia in order to gain economic benefits and reflect the economic value of Geser. This is also conducive to promoting national traditional culture and enhancing people's awareness of the protection of intangible cultural heritage.

#### B. Geser's Performing Arts and Tourism Economy

Richard Bauman, an American anthropologist, systematically introduced the theory of performance in his article Oral Art of Performance, which is the performance theory that is mostly cited. He clearly pointed out the essence of "performance": "performance is a way of speaking and a mode of communication."<sup>5</sup>

When the epic was spread to the Mongolian area, the rap artists combined their folk art tradition, national psychology, customs and aesthetic taste, and made improvisation during performance. It has enriched the content and color of the epic, and gradually it formed a relatively independent form of oral performance with national characteristics. There are many talented folk rap artists in the Bahrain Right Banner. Among these artists, they are Sule Fengga, Canbu Laoribu, Wugen Bayar and Jinba Zhamusu, known far and wide. In recent years, through the training course of rap artists, senior artists and relevant experts have been invited to train young rap artists in order to make rap artists out of young people. The oral performance of Geser, born in the unique Bahrain Right Banner, belongs to the intangible cultural heritage resources of performing arts. "They sing and dance when they have guests." It needs a tourist commercial mode to combine artists with stage play in performance of the epic Geser, and show the large-scale stage play Princess of Geser and Thirty Generals of Geser favored by the people through music, dance and costume. The pure and native culture was accepted by the majority of tourists and gain economic benefits.

#### C. Religious Rites and Tourism Economy

Today, in the daily life of the Mongolian, we can also see the cultural traditions of primitive worship and natural worship. They have reserved the early religious rituals of the worship of the gods, the gods of the mountains and the gods of water for a long time. "The natural worship represented by the worship of mountain and lake of ancestors is the fertile soil that produces the oral narrative performance of Geser. It provides rich materials for the formation of Geser's oral narrative

<sup>2</sup> Danzhu Angben. Tibetan Culture. China Friendship Publishing Company, 1993: 163.

<sup>3</sup> Nadam is the Mongolia phonetic translation of "games and activities". It is an entertainment event of people to celebrate the harvest. It is a traditional sport form loved by the Mongolian people. There are three major competitions, including horse racing, archery and wrestling.

<sup>4</sup> Ba Suhe. Source of Geser Legends in Mongolian. Analects of Geser. Institute of National Literature of the Chinese Academy of Social Sciences. Hohhot: Inner Mongolia People's Publishing House, 2013: 559.

<sup>5</sup> [American] Richard Bauman. Oral Art of Performance. Yang Lihui, Translated by An Deming. Guilin: Guangxi Normal University Press, 2018: 267.

performance".<sup>6</sup> The emergence and development of Geser make the Mongolian ancestors' concept of natural worship more specific and make it more systematic and easier to spread widely. In the Bahrain Right Banner of Inner Mongolia, the local people not only worship Geser very much, but also hold some grand sacrifices in some places. These sacrificial activities are spread and developed under the unique social and cultural background of the people, which have a deep accumulation of national psychology. Located in the Chagan Mulunsumu, Bahrain Right Banner, Inner Mongolia, Geser Temple was founded in 1776, and the sacrificial activities were held on May 13th of the lunar calendar every year. After the sacrifice, traditional competitions, such as wrestling, horse racing and archery, were held. In the rainy summer, there is no rain in the grassland, and the herdsman will ask the monks to recite Geser scriptures, pray for good weather for the grasslands, and the strong and fat beauty of the livestock. It is very difficult to develop the intangible heritage such as Geser's traditional rite to achieve commercialized operation. The reason is that "the function of rite does not lie in profit but in education. If the ceremony is organized into a strong commercial sense, not only the sanctity of religious ritual is violated, but also the role of enlightenment will be greatly reduced."<sup>7</sup>

In recent years, religious ceremonies have been directly developed into tourism activities in China, which is quite disputable. Converting rite into a commercial behavior to attract tourists' participation is actually a great disrespect for this traditional ceremony. But it is quite feasible to dig the potential economic value of Geser's cultural resources, and take these ritual activities as a platform or attraction, to develop local specialty products, handicraft, incense industry and so on. From a long-term point of view, it can promote the economic development of the local. It is an effective way to promote the spread of the non-material culture and the social and economic development by registering the non-material cultural trademark, establishing the Geser brand, selling the arts and crafts and local specialties, and grasping the work of the cultural industrialization of Geser.

#### D. Folk Festivals and Tourism Economy

In the content of the epic Geser, racing stories about horse racing, archery and wrestling often appear. Especially in celebrating victory and grand sacrifice, horse racing and archery are must-have items. The time background of Geser describes the nomadic and hunting life. The bow and arrow is an important tool for fighting and living, and the horse racing is a traditional sport in ancient times with competition and entertainment as one. In Geser, they selected the tribe leader and the prince through horse racing, archery and wrestling, which reflects the importance of the competitive sports in the Geser culture.

<sup>6</sup> Cao Yali. *Epic, Drama and Performance – Research on Ethnography of Oral Narrative Performance of Gesar*. Shanghai: Shanghai University Press, 2015: 163.

<sup>7</sup> Lei Rong, Hu Beiming: *Classified Research on Tourism Development Model of Intangible Cultural Heritage*, Business Research. 2012/07, 212.

Every year in July and August, the livestock is beautiful and fat. People hold Nadam on the grasslands. In the activity, there are three major competitions, horse racing, archery and wrestling. In history, people held traditional Nadam after sacrifices in Geser Temple and Geser Aobo. Gradually it becomes a sport culture of "Geser Nadam". In the Bahrain Right Banner, there is a Geser Archery Hall. People can hold traditional archery competitions in it. In March 2013, people in the Bahrain Right Banner also hold the national archery tournament of Geser. Geser Nadam is a traditional cultural resource with strong local characteristics and ethnic characteristics. In strategies for promoting local economic development, we should see the potential economic value of Geser sports culture. It is possible to carry out cultural exhibition activities with regional and national characteristics. We can give visitors opportunity to experience sporting events, such as horse racing, archery and wrestling. In this way we transform the advantages of intangible cultural heritage resources into economic advantages to promote the development of local economy. It can also inspire local people enthusiasm and consciousness to inherit their culture. It can play a positive role in promoting the transmission of national culture and the development of local tourism economy.

#### E. Cultural Industry and Tourism Economy

In terms of content, the core theme of the heroic epic Geser is to stabilize the world, suppress the evil forces, wipe out the demons, support the weak, benefit the people and protect the beautiful home. Since Geser's career has gained the attention of the society, the work of rescue, collection, collation, publication, translation and research of epics has been supported by all circles. Bahrain Right Banner has published Biography of Bahrain Geser, Hero Khan Geser, Poem of Geser, Saint Khan Geser and so on. In addition, Geser cartoons as children's books have also been listed. *Stories of Hero Geser* is also compiled into language textbooks of primary and secondary school, and schools often hold the Geser knowledge contest. The launching ceremony of *Stories of Geser*, 100 TV rap films, invested and produced by the government of Bahrain Right Banner, was held in Beijing in 2009.

Through the way of editing and publishing, we turn the culture of Geser into tourist commodities, so as to realize the commercialized operation of Geser. In the course of tourism development, we can compile and publish the legends and mythology of Geser into the collection of stories, myths and epics, and sell them in the form of the tourist commodities of Geser brand, and record artists' performances about stories and legends of Geser into VCD, DVD and other commercial forms to publish and sell them. We can also adapt Geser into a movie, TV play or cartoon for children to get media effectiveness. On the one hand, the base of the play will be further transformed into a tourist attraction. On the other hand, the film and TV play itself is also an important tourist resource to attract tourists.

#### IV. CONCLUSION

In recent years, with the increasing popularity of tourism at home and abroad, tourism, as an important part of people's leisure and entertainment life, is attracting more and more

attention. The Right Banner of Bahrain, known as "the hometown of Geser culture in China", should take full advantage of the rich cultural background of Geser and the popularity of tourism brand in inheriting and digging excellent traditional culture and promoting the development of local tourism economy. It is an effective way to transform non-material cultural relics into economic resources through various traditional festivals, sports competitions, entertainers' performance, building commercial brand and so on. It is a good mode to inherit and carry forward the national culture, and realize sustainable economic development, making a better contribution to the regional economy.

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