

Research on the Origin-Finding Travel of South Fujian

—Based on the RMP Analysis Model

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Abstract

The origin-finding culture heritage in south Fujian is a strong evidence of blood affection between Fujian and Taiwan, which has positive significance to inherit outstanding traditional culture, enhance national cohesion and promote the cross-strait peaceful reunification. Therefore, it's imperative to conduct tourism development of the resource on the basis of inheritance and protection. This paper makes research of the origin-finding travel to the region of southern Fujian, guided by the RMP analysis model, from the key aspects, that is Resource, Market, Product, to evaluate the development situation of the origin-finding travel between Fujian and Taiwan. The problems existing in the tourism resource utilization and related products development and their reasons will be discussed. Under the trend of the cross-strait peaceful reunification, we put forward a series of countermeasures and suggestions based on tourism development, which will have an impact in related areas and provide a reference for the related department.

Keywords

Origin-Finding Travel, Origin-Finding Resource about Taiwan, RMP Analysis Model, South Fujian, Cultural Heritage, Qualitative Analysis

1. Introduction

Minnan is the ancestral home of tens of thousands of overseas compatriots from the Taiwan region. Among them, Quanzhou, especially Fujian province, is one of the three famous overseas Chinese towns in China. Its overseas Chinese culture has a long history. Fujian and Taiwan are closely linked by lips and teeth, and have been closely related since ancient times. Minnan people immigrated to Taiwan from the mainland with unique advantages [1]. Up to now, there are still

many resources related to the cultural heritage of Taiwan roots in southern Fujian, which congeals the close and inseparable blood kinship between the two sides of the Taiwan straits, providing valuable iron evidence and clues for the “same root” and the “same origin” between Taiwan and mainland China, and also the root worship of Taiwan compatriots in southern Fujian.

In recent years, inspired by the Taiwan compatriots’ love for their ancestors and roots, the Fujian provincial party committee, provincial government and local government have all actively carried out activities such as visits to the roots of the two sides of the Taiwan straits, which have received warm responses and met the common aspirations of compatriots on both sides of the Taiwan straits, and are of great significance to promoting two-way exchanges and cooperation and promoting the peaceful development of cross-straits relations. With the strategy of building the 21st century “maritime silk road” proposed by the state council, Minnan region has also welcomed new opportunities and positive influences in developing root-seeking tourism and promoting the development level of regional tourism. However, how to deeply develop the tourism resources related to Taiwan in Minnan area and maximize the function and role of root-seeking tourism in promoting the peaceful development of cross-straits relations has become an important topic for the development of tourism in Minnan area at the present stage.

At present, the exploitation and utilization of root related tourism resources in Minnan area and the development of root seeking tourism among Taiwan compatriots are facing some outstanding problems., for example, many places are still lack of the root face dig deep cultural resources survey, to carry out scientific protection method, protection and development is also a lack of strong policy and institutional support, roots tourism industry operation pattern and drab, trying to build roots tourism image brand, but in the concrete operating level entirely, shift shows heavy economic development tendency of HuaQing protection; In addition, the relevant theoretical research perspective is not comprehensive enough, cultural connotation is not deep enough, the existing research results have not achieved good docking communication. It can be seen that the development of root-seeking tourism in Minnan area is facing a grim situation.

Based on the requirements for the current development of Minnan its roots, based on the RMP (at) the analysis model to its roots in Minnan region tourism development present situation, existing problems of a series of discussion, focusing on roots involving tourism, namely from the resources (Resource), Market (Market), products (Product), and other aspects of the objective analysis of its development conditions and environment, and on this basis on how to promote the problem of Minnan its roots tourism puts forward a series of thinking and countermeasure, to provide reference for relevant departments, and provide more reference basis for future academic research, In this way, it will contribute to the continuation and sustainable development of Taiwan-related cultural heritage resources in the Minnan area, which will help them play a more positive

role in the peaceful development of cross-straits relations.

2. A Review of Research on Root-Seeking Tourism at Home and Abroad

2.1. A Review of Studies on Overseas Root-Seeking Tourism

The research on root-seeking tourism abroad is relatively early. As the 1970 s American black writer Alex Harry's novel "the root" (Roots, 1976) published, the direct causes of the blacks in the United States and other nations of immigrant Roots, and influenced by different ethnic Roots awareness to other continents, North America has caused worldwide, the Roots to the attention of academic circles. Foreign scholars first focused on tracing the origin of the immigrant history, which was in line with the desire of people to know the immigrant history of their own ethnic group with the rise of the root-seeking craze at that time. With the economic recovery, root-seeking journey has become a more common phenomenon, and the academic circle has gradually focused on the problem of how to develop and utilize, and a tendency has emerged to emphasize application over foundation. Bharath m. Josiam, Richard Frazier Tourismos *et al.* (2008) briefly described the significance of root-seeking tourism and made a general analysis of its incentive mechanism, emphasizing the important role of genealogy and genealogy in the development of root-seeking tourism [2]. Nina m. Ray, Gary McCain *et al.* (2009) around the overseas Chinese to return to China to visit friends, more comprehensive analyzes the motive and appeal, on the basis of the mentioned some assumptions for the development of roots of tourism, which to develop different themes are emphasized in the line products such as Confucian culture tour (Confucian culture-tourism), home to swimming (Hometown tourism). Business Trip & Trace Roots, etc., have exerted a certain influence at home and abroad [3]. Katharina Schramm argues in her book, Scottish immigrant areas roots to visit them to tourism as the theme, tour points chapter expounds its roots in the region development present situation, proposed including areas such as homogeneous, heterogeneous competition problems, finally discusses the future direction of the development of the roots of tourist destination for a long time and the suggestion [4], have relatively important theoretical significance and value. Generally speaking, the research scope of root-seeking tourism in foreign countries is more comprehensive, the research results are more academic journals, and the research methods are more mature. From the perspective of research, the research is interdisciplinary in geography, sociology, history, anthropology, archaeology, folklore, tourism and economics. Moreover, foreign countries attach great importance to the construction of root-based databases and tourism research literature information, creating good conditions for academic research.

2.2. A Review of Research on Root-Seeking Tourism in China

As early as the 1980s, the domestic research on the search for the root has been

started. Generally, this topic has been discussed and studied in a comprehensive and integrated way, and academic treatises and monographs with many levels and fruitful results have been formed. In 1981, the publication of “searching for roots of mother tongue to the central plains” proposed that the origin of Taiwan compatriots’ searching for roots lies in southern Fujian, which directly promoted the prologue of the search for roots. Professor Huang Jiancheng and Mr. Ou Tansheng are representatives of the academic circles who conducted relevant researches in the early stage, laying a certain theoretical foundation for the later research on root finding in China [5]. After entering the new century, Zhang Xinbin explained the concept of “searching for roots” comprehensively and put forward a series of specific countermeasures for its development and utilization. Yin Quanhai, in his book *Gushi migration and the integration of root-seeking resources in mainland China and mainland China*, believes that root-seeking resources can be systematically researched and developed, including migration resources, surname resources and belief resources, which expands the scope and breadth of root-seeking research. Zheng a province (2004) to the integration of multiple networks that pull and push factors are analyzed which promote roots travel destination to attract tourists and promote tourists coming, and that should make full use of multiple networks, the infiltration and expansion of roots tourism developing related subjects such as overseas Chinese, overseas Chinese, overseas Chinese government folk to better enhance the destination and the interaction of tourists, to overseas Chinese hometown positive economic and social influence [6]. Li-bin Cai “root-searching tourism research in China” (2008) on the connotation of “root-searching tourism” on the basis of summarizing former fruit were more fully defined, think nostalgic psychology, root ancestral culture attract, clan and psychology of the complex and distance and grasp to inspire people to roots of tourist motivation factors, and comprehensive summarize the characteristics and classification of roots of tourism in China, on the basis of this puts forward existing problems and roots of tourism development in Henan “ancient Kwangju” as an example to explore the roots of tourism development strategy. From the perspective of market competition state analysis, Kang Yuanyuan and Feng Ting (2009) constructed a competitive state analysis chart from two dimensions of market share and market growth rate, analyzed and suggested that root-finding tourism cities should develop clearly based on their market form and advantages and disadvantages [7]. Guo Guangming (2011) re-emphasized the significance and value of the root culture in promoting the reunification of the motherland from the aspects of economic value, cultural value, political value, etc., and analyzed the main problems that should be avoided in the development of the root culture: emphasizing economy over culture, emphasizing competition over union, emphasizing development over protection [8]. Chen Shaolan and Yuan Shuqi *et al.* (2013) conducted a comprehensive analysis of root-seeking tourism development in Minnan by using SWOT analysis, with a broader scope and more comprehensive contents. In

addition, there are a large number of academic papers, all around the development of root-seeking tourism made different interpretations from different perspectives. All of these have enriched the research perspective of root-seeking tourism, enriched the connotation of root-seeking tourism, put forward new viewpoints in combination with the development of The Times, and provided more and more theoretical reference and reference significance for the academic circle.

2.3. Research and Evaluation of Root-Seeking Tourism at Home and Abroad

On the whole, although the situation is different at home and abroad, there is still a lot of consensus on the roots of cohabitation based on the homology of surnames, the homology of ethnic groups and the homology of native land [11].

Among them, many researchers used RMP (prang) analysis method, SWOT analysis method, literature research and quantitative research to conduct preliminary exploration and analysis on the root-seeking culture [11] [18]. Many industry researchers have conducted researches on the root-seeking journey, among which the tracing of root-seeking culture and the phenomenon of root-seeking in a single area has aroused the interest of most people. Zhang Xinbin [12]; Li Lixin [13] and other scholars conducted in-depth studies on the root-seeking culture and root-seeking tourism in the northern region of Chinese culture. Luo Jinhua explored the roots of Hakka ancestral land in Ninghua, Guangdong [14]. CAI Jiayuan and Chen ping wrote an article on the cultural exchange between Fujian and Taiwan ancestors [15]. Yan Lijin and Wang Yuanlin on root-seeking tourism in the hometown of overseas Chinese in southern Fujian [16]. Hao ping studied the cultural identity of the great pagoda tree immigrants in Shaanxi [17]. In general, the basic theoretical research on root-seeking tourism is not suitable for its position in tourism industry. There are two major problems in the existing research. Secondly, the academic research results on root-seeking tourism are mostly taken as an example of a project in a certain region to analyze a local problem, and there is a lack of research on the regional integration of China's root-seeking tourism areas [18].

Under the wave of promoting the great cause of peaceful reunification of the motherland and the concept of "One Belt And One Road", more and more researches on root-seeking tourism will be conducted. However, at present, there are still few data and materials in the Taiwan-related research in Minnan area [11] [12]. When it comes to scientific sustainable development, there are many "blind spots" in the tourism utilization at the practical level for the purpose of inheritance and protection of this resource. The in-depth discussion on the cultural heritage of Taiwan and the exploration and thinking on the issue of tourism protection will help to make up for the lack of information on this topic, and further enrich the research perspective and content of this topic, so as to provide more reference and basis for future academic research.

3. RMP Analysis of Root-Seeking Tourism in Hometown of Overseas Chinese in Minnan

3.1. RMP Analysis Model

RMP analysis is an objective analysis of tourism resources, products and market for the development of the tourism industry, so as to obtain the feasibility of developing the tourism industry. The connotation of tourism resources is analyzed by the RMP analysis method from the three dimensions of tourism resource types, resource characteristics and product transformation to provide ideas for the overall grasp of market conditions and the construction of tourism product system [18] [19].

3.2. Resource (R) Analysis: Resource Evaluation and Product Transformation

1) Resource evaluation

On the one hand, the overseas Chinese in southern Fujian have a long history, rich cultural heritage resources, profound cultural deposits and high values, and are in a dominant position in Fujian. First of all, in the history of Fujian, there were immigrants emigrating overseas, especially in the Ming and Qing dynasties, Fujian residents, mainly Minnan people, emigrated overseas. Due to geographical advantages, these immigrants mainly concentrated in Baodao, Taiwan and southeast Asia. According to statistics, among the overseas Chinese at home and abroad, the number of those whose ancestral home is in Xiamen and Zhangzhou has exceeded 5 million, indicating the wide influence of the root culture. In addition, 74% of Taiwan's population comes from the Minnan region of Fujian [9], which highlights the advantage of seeking roots in Taiwan. Secondly, the root search in the hometown of overseas Chinese in southern Fujian is based on the connection of local genealogy, origin of belief, surname tracing, inheritance of language and customs, etc. In recent years, the government leading exchanges on both sides of the clan culture and folk belief activities continues to edge roots journey and Wei Qiao fellowship, so that a close relationship between five yuan Fujian and Taiwan have increasingly strengthened, and at the same time it also reflects the Minnan region root close cultural tourism resources of Taiwan compatriots and overseas Chinese tourists have strong attraction and charisma. On the other hand, the continuation of cultural heritage resources related to Taiwan is threatened. According to the census statistics of Taiwan-related cultural relics released by Fujian provincial bureau of culture in 2012, the number of cultural relics with the value of preservation and tourism development reached more than 1000. Although this resource has been ranked according to its value to form the basis of key protection, the policy error caused by lack of reference and experience has weakened the protection.

Secondly, some local governments and local villagers have little awareness of the protection of Taiwan-related cultural resources and fail to fully realize the importance of such resources. The protection plan is divorced from reality, has

the fanciful element, has the suspicion that talks on paper; In the implementation of specific protection measures due to the technical backwardness, such as repair, and can not achieve the desired effect; Improper protection measures, some of which are even destructive, have resulted in a negative increase in the effectiveness of heritage protection. Although some local villages and towns have taken some measures to protect their cultural heritage resources, especially ancestral halls and other buildings, and set up key county and city cultural relics to be protected, many of these titles are just empty gimmicks, and have not brought about effective maintenance. Improper protection and development will lead to irreversible damage, thus jeopardizes the continuation and preservation of this cultural resource, and even leads to its gradual disappearance.

2) Product transformation

Minnan region of immigrant culture roots of inherent advantages, surname culture links the roots of the link, add the roots of Marine culture connotation and common folk beliefs product hair roots force [10], push the Minnan region gradually developed roots of increasingly rich tourism products, among them, responding to the Fujian and Taiwan folk continue edge on both sides of the Taiwan trip, the clan roots fellowship activities are positive successful cases. At the same time, there are still outstanding problems in the transformation and development of root-seeking tourism products in the hometown of overseas Chinese in Minnan, which are embodied in the following aspects: First, the connotation of root-related cultural resources is not enough. Root seeking tourism is fundamentally a cultural tourism, which is the precious cultural capital retained and passed down through the long process of washing Zongzu and root Zu culture [29]. From the Angle of the regional development roots Ye Zu trip policy, some policymakers are to root progenitor culture and background knowledge is insufficient, lack of consciousness of cultural tourism industry, the lack of the combination of cultural tourism resources and development of strategic vision, less culture roots in tourism product development or the direction deviation, heavy material show light mental performance, long and splendid Chinese history and rich culture and the root of the pro is not very well, cultural appeal and didn't get the right value, may be left empty feeling to tourists. In addition, the roots of the tourism product itself has economic function has been the main reason for the government actively organize to participate in the activities of related projects, but lack of cultural background knowledge for decision makers and planners, quick success, the development and construction has been kidnapped by the interests, hollow showed the culture, the tendency of economic ties, cause the roots after brief "false prosperity" attractive tourism products is falling and cultural capital into economic capital, failed to succeed. Second, the form of root seeking tourism products is single, with sightseeing tourism products as the main product, the content is monotonous, the function is single, the connotation is poor, mainly is to visit memorial buildings, worship ancestors, souvenir peddling, lack of experience participation and special products;

The activity of searching for roots is very similar, lacking local characteristics, and the phenomenon of homogeneity is prominent, which leads to the tourists' low perception, short stay and poor experience. In the long run, the attraction and competitiveness of root-seeking tourism products are reduced, and the comprehensive economic benefits are difficult to improve [30]. Third, the level of resource integration is low, and similar resources are repeatedly invested and developed. In the context of accelerating the process of peaceful reunification between the two sides of the Taiwan straits, the development of root-related cultural resources has set off a boom, which has also resulted in fierce competition in various places, such as constant disputes with the origin of surnames and ancestors, mutual undermining and vicious competition, and low degree of coordination and integration, resulting in the disordered development of the root-seeking cultural journey [31].

Fourth, relatively backward development. As the starting point of "sea silk" and the famous hometown of overseas Chinese, Minnan region has a high cultural resource value and high grade. However, in the development of root-seeking tourism products, most of them still follow the traditional development mode and concept, and lack a high planning and strategic vision. Fifth, there is insufficient impetus for development. Although some local governments are aware of the importance and hidden value and benefits of the cultural heritage of the villages and towns of the same name, they are bound by the lack of policy support and subsidy funds and are powerless to see the cultural relics decay or even disappear. For the representative material and cultural heritages of Fujian and Taiwan, there is a lack of relevant funds to repair them. It can be seen that the preservation and inheritance of this cultural heritage still lack strong development momentum.

3.3. Market (M) Analysis: Product Elasticity and Tourists' Product Preference

1) Product elasticity

According to the census data of Taiwan-related cultural relics released by Fujian provincial department of culture and provincial bureau of cultural heritage in 2012, there are 1515 Taiwan-related cultural relics registered in the whole province, among which the number of registration in Zhangzhou is 306, ranking first in Fujian. According to the survey data of Quanzhou tourism bureau and Quanzhou statistical yearbook (2015), by the end of November 2015, the number of scenic spots with 3A level or above ranked the first in Fujian, with 83 travel agencies and 92 star-rated hotels. The average room rental rate was 90.4%, and the number of tourists received and the comprehensive tourism income were on the rise [23]. It can be seen that Shetai-Fujian region is rich in cultural heritage resources, and with the development of tourism, infrastructure is gradually improved, the overall development of tourism is good, the development of root seeking tourism in Minnan region has laid a good foundation, and its product

development potential is huge.

On the other hand, tracing the origin of the roots of tourism, Taiwan compatriots have a strong attraction. According to the theory of economics, the demand elasticity of factors including the availability of similar alternatives, necessities and luxuries of different reactions, such as the root kiss the Fujian area of cultural heritage resources are rich, Minnan region and other regions in the tourism resources although each have characteristics but also have many similar, and around the roots of tourism development of tourism product homogeneity phenomenon more apparent, Minnan region roots to Taiwan tourism products to attract tourists is not enough, the elasticity of demand is relatively large. To the Taiwan compatriots roots in Minnan region tourism development, therefore, need to develop “marketable” related tourism products, maximize the play to root the value of cultural resources, so it can promote the Minnan region “thick Minnan, Minnan culture” brand image, promote cultural tourism industry development in this region, also helps to promote Minnan culture, expand the influence of Minnan region in the whole Hecynian economic zone.

2) Tourists' product selection preference

According to Maslow's hierarchy of needs, human needs can be divided into physiological needs, security needs, social needs, respect needs and self-actualization needs. The motivation of root-seeking tourism is precisely derived from tourists' complicated and high-level needs of socializing, winning respect, gaining sense of belonging, aesthetic enjoyment, expanding knowledge, discovering and realizing themselves. With economic development, people also more and more disposable income, sex, developmental consumption proportion in the whole consumption structure is more and more bigger, the demand for tourism is more and more obvious, tourist preference of tourism products from the traditional scenery gradually transition to the purpose of product involvement, leisure, enjoy, knowledge, entertainment culture form products, more and more attention to the different history and culture, local conditions and customs of perceptual experience, pay attention to knowledge, can cause the dissimulation of their own thinking and emotional resonance with senior psychological needs. In addition, tourists' age, occupation, income level, education level and other factors give rise to different preferences in tourism products. At present, through the market segmentation to plan the number of roots of tourism products and the concept of quality in Minnan region has yet to mature, if the roots tourism target market segment, targeted development of mass tourism products and high-end tourism products for customer market choice, meet the diverse needs of tourists, and according to the characteristics of the market in various target groups to develop different marketing strategies, to increase the amount of customers and promote the benign development of the regional tourism industry will form the positive influence to be reckoned with. To make the historical background of Minnan region root culture of the attraction of the Taiwan compatriots, to adapt to The Times changes and the needs of tourists, targeted to different markets groups

developed can meet the demand of the new products, serve the rich characteristics of the minnan roots tourism brand building, effectively expand the market penetration in the end.

3) Competition in surrounding areas

Guangdong and Taiwan across the sea, has a long standing and well established both in the history of the origin relations between, still retains many cultural relics, involving become between aspects such as politics, economy and culture in the history of the origin relations between the witness [24], since 2000, the island of south Australia alone attract tourists at home and abroad more than 150, ten thousand people, including Taiwan, Hong Kong and Macao compatriots and overseas Taiwan compatriots amounted to more than 150,000 people. In 2011, guangdong province launched the “taiwan-related cultural relics” protection project, which greatly contributed to the development of root-seeking tourism in Taiwan. According to the data released by fujian provincial bureau of cultural relics census, the cultural relics in minnan and other areas are 789 to 726, close to 1:1. It can be seen that the minnan region, the surrounding areas of fujian province and guangdong province are all regions with a long history and culture and rich cultural relic resources related to Taiwan. The market threat of developing root-seeking tourism comes from the competition of alternative products in these regions (see **Table 1** for details).

3.4. Product (P) Analysis: Product Innovation and Spatial Layout

1) External environment for product innovation

On the one hand, in recent years, more and more villages and towns with the same on both sides of Taiwan signed a cooperation letter of intent for pairing, embodies the cross-strait economic ties and cultural exchanges and cooperation gradually thorough, the overall trend in the peaceful development of cross-strait relations and the voice of the people on both sides of the Taiwan YeZu locate, on a homologous relationship between Fujian and Taiwan has become the trend of The Times, seeking regional Taiwan-related root close cultural heritage resources to re-examine and focus attention. Taiwan compatriots’ attention to their roots and ancestors, attachment to their native land and traditional local concept will inevitably lead to the corresponding root-seeking tourism products, which will also create a bright future for the development of this industry. A complete list system of Taiwan-related cultural relics at the provincial, municipal and county levels has been put on the agenda. The application of advanced

Table 1. Comparison of the number of Taiwan-related cultural relics in Minnan and surrounding areas of the province.

Area/province	Minnan region	Fuzhou	Sanming	Ningde	Nangping	Longyan	Putian
Taiwan cultural relics Number of heritage	789	166	132	84	125	127	92

Data source: according to the list of Taiwan-related cultural relics released by Fujian provincial bureau of cultural heritage in 2012 [26].

technology is increasingly extensive. For the first time, Fujian province issued several opinions on accelerating the development of the tourism industry, which provided strong policy support for the development and promotion of the tourism industry in various cities, and legal guarantee increased the development space and feasibility for the promotion of root-seeking tourism. Economically, the investment zone of Quanzhou, Zhangzhou and Taiwan businessmen is increasingly full of vitality, and the economic strength of Minnan region is rising in the whole economic circle of west hai, which provides a material basis for the development of root-seeking tourism in this region to a higher level. On the other hand, with the efforts of the state to actively promote the peaceful reunification of the two sides of the straits, cross-straits tourism cooperation is closer and deeper than ever, but there is still much room for progress in information communication. The related academic researches are scattered, mostly private scholars, focusing on the continuation of genealogy and the exploration of history. The research perspective and depth are still insufficient. The existing relevant research results on both sides of the Taiwan straits lack of effective and timely docking, which affects their role in promoting the development of root-seeking tourism. In addition, in terms of promoting the development of root-related cultural tourism, there is still a wide gap in the incentive methods of guiding the investment of private economic funds and private capital in tourism, mainly led by the government, with the participation of a few non-governmental associations, which makes the construction of root-seeking tourism lack vitality and the power of sustainable development.

2) Product innovation

In Minnan area, Taiwan-related cultural heritage resources are abundant in quantity and high in value, but the popularity does not match, and various cultural relics have profound cultural connotations. However, most of them are in the primary development stage, which emphasizes economy over culture, revealing the poverty of cultural atmosphere and environment. To promote product innovation, we should, on the basis of inheriting this precious resource, strengthen the cultural flavor and make efforts in product types, contents, forms and other aspects in order to derive higher value. According to the relationship between tourism resources and tourism products (r-p relationship), tourism product development can be divided into three types: resource-product co-existence, resource-product co-existence and resource-product promotion. R-p symbiotic tourism resources do not need to be vigorously developed, and directly converted into tourism products on the basis of keeping its original ecology, such as the development of cultural heritage resources tourism products in the villages with the same name in Fujian and Taiwan. R-p associated types, such as related literature and culture, genealogy, etc., process the parts that highlight the theme of root-seeking and jointly develop them with other resources to enrich the contents of root-seeking tourism. R-p promotion types, such as faith, festivals and surnames, develop attractive, substantial and root-seeking tourism products that are popular with the public through digging their connotations

[25]. Products to meet the diverse needs of different market groups, not only in product diversification efforts, in the content, to ensure the enjoyment of the same time, improve the product's own entertainment and participation; Formally, the combination of modern optoelectronic and acoustic technologies, such as festival performances, increases attraction and observability. In addition, we should innovate marketing methods and strengthen promotion efforts, such as increasing online promotion channels such as Weibo, WeChat, so as to attract the attention of modern young people and put them into this tide.

3) Spatial layout

Minnan region is rich in root cultural resources, various types and high value, but there is a phenomenon of low-level repeated development. The existing homogeneous tourism products in the market undermine each other and compete viciously. The actual development results of tourism in the region do not match with the resources, which is embodied in the fact that Zhangzhou, which has the most abundant resources, receives only 20 to 30 percent of the tourists from Taiwan compared with Xiamen and Quanzhou. Under the background of building the "sea silk" tour, accelerating the urbanization of Xiamen, Zhangzhou and Quanzhou, and deepening the cooperation between Fujian and Taiwan, the municipal governments should consider the situation and strengthen regional cooperation, make joint efforts, make full use of development opportunities to integrate resources, and promote the construction of tourism between Fujian and Taiwan and the tourism circle around the straits. In addition, government departments involved in Taiwan, relevant research departments and civil society organizations can strengthen the sharing and cooperation, promote the overall use of the resources, give play to the overall value. The data were from the statistical yearbook of Fujian province. This table is obtained by the author (see **Table 2** for details).

3.5. This Chapter Summarizes

This article in the Minnan region root involving cultural tourism products as the center, to R Analysis (the Resource Analysis) and M (Market Analysis), on the basis of the Analysis of P (Product Analysis), and finally put forward with the center of the tourism Product development framework, for related departments to provide reference for planning the roots in Minnan region tourism development plan.

Table 2. The number of inbound tourists in Fujian province from 2011 to 2015 (unit: person-times).

	2011	2012	2013	2014	2015
Inbound tourists	4,274,232	4,936,738	5,121,304	5,449,833	5,914,501
Tourists from the Taiwan region	1,850,715	2,111,586	2,136,279	2,253,899	2,381,467

Data Source: statistical yearbook of Fujian [26].

4. Measures to Develop Root-Seeking Tourism in Southern Fujian

On the premise of following the historical trend of peaceful reunification of the two sides of the Taiwan straits and the construction strategy of “sea silk”, this paper puts forward some feasible suggestions and strategies on how to better build the root-seeking tourism brand in the hometown of overseas Chinese in southern Fujian.

4.1. Protection First, Development and Development

The primary task of developing root-seeking tourism is to protect and pass on the resources of root-related cultural heritage. The government itself should enhance the awareness of protection and realize that sustainable development is inseparable from the protection and inheritance of this resource. First of all, the government should set up special institutions to organize personnel to conduct a more comprehensive investigation and find out about the resources of Taiwan-related cultural heritage. According to the survey results, these historical relics should be evaluated according to their survival years and damage degree, so as to determine the priority order for their protection [27].

Second, it is necessary to maintain the authenticity of cultural relics to the greatest extent, including the appearance, style, scale, historical and cultural components of cultural relics. As for the intangible cultural heritage, we should also discard the rough and pull the fine, and criticize the inheritance and development. Third, apply for cultural heritage protection step by step. Finally, the government should abide by objective laws, stress practical results, and take measures in light of local conditions to formulate protection measures and construction plans suitable for local conditions [28].

According to the information obtained from market research, we design marketable tourism products, with the theme of finding the root, meeting the market demand and pursuing diversification. The root-seeking tourism is subdivided into different series of products, such as family name seeking, hometown tourism, ancient residential visits, religious visits, etc.

Developing characteristic tourism products, such as exploring roots and learning, traveling and learning, experiencing roots and ancestral culture; Integration of characteristic resources, tourist resort with catering, folk custom, festival and so on, the overall planning and comprehensive utilization, the tourists can as far as possible in a combination of tourism products, to experience a different style, characteristic, content of tourism projects, increase interest, extend the stay time, improve the recency, will be conducive to increase the tourists viscosity and loyalty of the brand, and attract more potential tourists.

4.2. Highlight the Cultural Connotation, Strengthen the Brand Image

The soul of root-seeking tourism lies in culture. To excavate the cultural conno-

tation, it is necessary to emphasize the historical exploration, restoration display and remembrance based on the historical facts, geographical kinship and other origins as well as the cultural background of various times. The cultural connotation of root relatives will be integrated into the materialization, development and innovation of tourism products, and the construction of tourism products and services, tourism facilities and tourism destinations will create a strong root relatives cultural atmosphere in Minnan. To develop the cultural tourism products of searching for the root of Taiwan characteristic straits, to show the deep content of the origin of Fujian overseas Chinese in many aspects, and to improve the development level and grade of the tourism products of searching for the root [29].

The development of root-seeking tourism products targeted at the Taiwan compatriots market not only focuses on cultural mining based on historical facts, but also highlights the characteristics of emotional identity [28]. Learn the history of the ancestral roots heavy precipitation and simple morals, to visit grandparents age unique local-style dwelling houses, home to feel the shadow of the ancestors lived and the enthusiasm of the people, by the external physical cultural tourism products on the long history of intangible, inseparable blood geopolitical relations, feeling both similarities and differences, namely, relation between continuity, can meet the psychological needs of tourists increase cultural identity, cause emotional resonance, enhance tourists roots in the destination affinity and sense of belonging.

In recent years, the surrounding areas of the province and Guangdong province have increased investment in the field of root-seeking tourism, focusing on the development of root-seeking tourism products. Only by making full use of the uniqueness of root-related resources in Minnan region and designing products that are better than and different from others, can we gain a dominant position in the market competition. Can on products, implement differentiation strategy on brand, focusing on stress, monopolistic products such as Minnan ancient dwellings of Zhangzhou Hakka residence culture, highlight the characteristics of this region as a whole, strengthening brand awareness, build roots tourism image, make the best use of good Minnan region Taiwan-related root can't replace the comparative advantage of resources, so as to increase the brand value of Minnan roots [30].

4.3. Strengthen Regional Cooperation and Enhance Cross-Straits Interaction

The realization and sustainability of the comprehensive benefits of tourism resources cannot be separated from regional tourism cooperation [20] [21] [22]. First, Minnan region municipal government should try to in the construction area on the above agree on the idea of barrier-free roots, so sharing resources and complementary advantages, product integration at the same time, improve the quality of the roots in tourism products, to reduce "split type" development brought about by the malignant competition, maximum play to the positive in-

fluence of the agglomeration effect to get a spring city of Fuzhou, the trend of further strengthen regional competitiveness. Second, promote the docking and communication between Fujian and Taiwan, and improve the interaction between the two sides. Regional tourism cooperation also focuses on the cooperation between tourism destinations and tourist source markets. Minnan and Taiwan should strengthen the cooperation and promote the exchange of information by holding the sodality association strait tourism fair. Simplify the procedures of travel to China, improve the rate of revisiting. At the same time, we should learn from each other's experience to promote the development of tourism in this region and give play to the overall advantages of this region.

4.4. Adhere to the Government's Leadership, Forming a Multi-Party Participation

First, the government should play a leading role in macro-control. The government should establish guiding principles and performance measurement standards for its work, and play a strong guiding and leading role in promoting the work of all parties. The government should play a leading role, take the initiative to put it into practice, and encourage government staff to make more contributions to its protection and inheritance, so as to make joint efforts to promote the sound development of root-seeking tourism in this region. Second, the multi-party cooperation should not only clarify the roles and responsibilities of all parties, but also pay attention to coordinating the interests of all parties.

Government departments should allocate and clarify their respective responsibilities, implement responsibilities to specific posts, ensure the implementation of policies in place, and perform their respective duties to supervise each other. Non-governmental organizations, as non-profit organizations, should put forward suggestions on the protection and sustainable development of cultural heritage and urge the government to do so. We can organize activities such as cultural festivals in famous towns and villages and relevant seminars to promote the development of this cultural heritage resource, thus "promoting unification through literature" and promoting the great cause of national reunification. The media should take market segmentation as the basis, and innovate propaganda and promotion methods to influence and attract different consumer groups. Tourism enterprises should strengthen the construction of e-commerce, build the information exchange platform for cross-strait tourism, expand and expand the market, and customize the products of root seeking tourism for Fujian and Taiwan tourists, such as Minnan opera viewing routes, ancient block visiting routes, etc. Cooperate closely with the government, grasp the government policies, consider from the perspective of market economy, and work together to improve the tourism development plan and formulate the marketing direction; We will strengthen tourism services to Taiwan, improve services and management, and make it as convenient as possible for tourists to Taiwan and the mainland.

We should establish a long-term mechanism of stability and win-win results,

and cooperate with tourism enterprises to develop and build tourism, so as to ensure the interests of local villagers and residents. It is necessary to make the protection, management and utilization planning of the root cultural heritage accessible to ensure that stakeholders, especially local villagers, can enjoy the benefits and development results. Only when the interests of all parties are guaranteed and the roles of all parties are effectively played, can the protection and tourism development of the resources be well done and the sustainable development of the resources be gradually achieved.

4.5. Increase Support and Strengthen Awareness of Publicity

Government departments should strengthen the formulation of supportive policies, increase support, and give strong policy and financial support to the development of root-seeking tourism in a timely manner. It is very important that the relevant academic research departments and non-governmental organizations should take the initiative to guide the government's financial expenditure in the protection of a reasonable tilt and investment direction.

In recent years, the state has issued the implementation opinions on encouraging and guiding non-governmental capital to invest in tourism, paying attention to the good comprehensive benefits brought by non-governmental capital investment in tourism. The government can respond to a national policy, actively expand the channels to promote the region open to the private capital comprehensive tourism, construction of incentive mechanism to encourage private capital investment in this region, such as rational development tourist resources, management, management of tourism scenic area, roots tourism product development, business tourism transport the traffic, food and lodging industry, etc., to the private capital as an important factor in the development of the tourism, strengthening the vitality of the tourism industry and sustainable development.

Development and publicity should be carried out at the same time. Modern scientific and technological means can be introduced to strengthen publicity awareness and intensify publicity. Innovative exhibition methods and marketing means can be introduced. In addition, it is indispensable for Minnan region to develop the Taiwan root-seeking tourism market to optimize the environment of cross-straits exchanges and strengthen the soft environment construction of root-seeking tourism. In the context of the realization of the three direct links between the two sides of the Taiwan straits, we should do a good job in the cross-straits liaison work. At the same time, we will continue to strengthen the economic and cultural construction, infrastructure construction, and improve the supporting facilities such as transportation and communication in the region where the root-seeking products are located. We will ensure the smooth exchange of visits between non-governmental organizations on both sides of the straits, including improving the convenience of transportation and the efficiency of the exchange procedures, lowering the threshold for cross-straits tourism co-

operation, attracting Taiwan compatriots to invest in the mainland, and creating a better atmosphere for activities and cooperation. Seize the development opportunities of Xiamen and Zhangzhou and Quanzhou city integration and the strategic construction of sea silk, launch preferential and encouraging policies at the right time, more support the development of root-seeking tourism market, improve the popularity of Minnan cultural brand, and enhance the vitality of root-seeking tourism development; To train high-quality service personnel, pay attention to the language skills of practitioners according to the particularity of Taiwan compatriots; Accelerate the construction of tourism information services to facilitate tourists to obtain information and help; The pursuit of thoughtful and meticulous service; Pay attention to renovate the environment of scenic spots.

4.6. We Will Improve the Legal System and Strengthen Academic Support

Development of roots and perfect legal protection are inseparable, therefore the legislature should strengthen the legislative work, improve the Taiwan-related root culture heritage protection system, conservation and utilization of detailed rules and regulations, the content may include safeguarding the rights and obligations of the villagers, the fiscal funds to ensure smooth and implementation of protection work. Government departments should strictly abide by the law, carry out legal management of the local cultural heritage, protect and stop the destruction according to law. From the legal level to the use of this resource escort.

The government should pay attention to knowledge, build and improve the system of knowledge support, increase the input of funds, encourage scholars and the public to conduct in-depth research and exploration of local cultural resources, and constantly explore channels for the application of professional knowledge in reality. When making decisions, academic professionals should be consulted and communication with experts and scholars should be strengthened regularly in the follow-up implementation [19].

5. Conclusions

In this study, it is imperative to carry out tourism development on the basis of inheritance and protection of Taiwan-related cultural heritage. In this paper, its roots in Minnan region tourism research, guided by the RMP analysis model, from the perspectives of resources, markets, products, focusing on roots of Taiwan strait tourism development status and direction of evaluation, discusses Minnan region Taiwan-related roots of problems existing in the tourism resource utilization, product development and the reasons, on the mainland and Taiwan, peaceful reunification of the historical trend, based on the law of objective reality, to take advantage of tourism point of view put forward a series of countermeasures and Suggestions.

Today, the national tourism consumption growth momentum, the develop-

ment of its roots in Minnan region tourism should take on, we must deal with resources, market, products, existing problems and the relationship between roots in Minnan region tourism image, competitive advantage, dependent on the development of good operation system and cooperation of each related subject, conscientiously put into economic capital, cultural capital to realize the economic and social benefits, increase the power of roots in Minnan region tourism brand and regional radiation ability, at the same time, through deep roots tourism involving high levels of development, strengthen the cultural identity of Taiwan compatriots, enhance Chinese people's feelings, We will accelerate the peaceful reunification of the two sides of the Taiwan straits.

Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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