

Article

Zanhuawei Economy-Revitalization and Regeneration of Fishing Village

Ming-Ming He, Jing Wang, Shu-Chen Tsai *

College of Arts and Design, Jimei University, Xiamen 361021, China; 202311130014@jmu.edu.cn (M.-M. H); wangjing@jmu.edu.cn (J.W.)

*Correspondence: tsaischuchen@jmu.edu.cn

Received: Apr 23, 2024; **Revised:** Jun 12, 2024; **Accepted:** Feb 23, 2025; **Published:** Apr 30, 2025

Abstract: This study aims to explore a cultural-driven revitalization model for fishing village spaces. Focusing on Xunpu Village in Quanzhou, Fujian Province, the research primarily employs a case study approach, utilizing field surveys and interviews to gather information on the formation time, spatial distribution, and types of operations of the Zanhuawei shops in Xunpu Village. Zanhuawei is a kind of headdress that only women in Xunpu will decorate in special times and places. The study finds that the Zanhuawei Weir industry, as the dominant type of industry in Xunpu Village, has to some extent altered the village's economic model. The Zanhuawei industry has replaced the traditional fishing industry and has had a stimulating effect on the revitalization of local commercial and residential spaces. Numerous idle spaces have been reactivated. Thus, this culture-driven revitalization model plays a positive role in alleviating the problem of idle spaces in fishing villages.

Keywords: Space revitalization, Intangible cultural heritage, Egeneration of fishing villages, Zanhuawei

1. Introduction

In the 1970s, environmental issues became the focus of economics, as the rapid economic growth and environmental imbalance in Western countries since World War II prompted academic reflection. The primary achievement of ecological economics is to introduce the linear development of the economy into dynamic cycles within space [1,2], in other words, the pace of coordinated development between the economy and the environment is consistent, with the latest findings proposing keywords such as resilience [3], knowledge modernization [4] and spatiotemporal scale evolution [5]. These can serve as a thinking path for balancing environmental and economic development.

The coastal areas are developing rapidly and at the same time facing the risks of environmental change. For China, the economic transformation over the past half century has been driven by coastal cities. The research of Li, Sun [6] showed that in the past 30 years, overall, the landscape in China's coastal areas has rapidly fragmented, with reduced aggregation, complexity, and irregular edge shapes [6]. However, most of the fishing village landscapes along China's coast have disappeared with the rapid economic growth [7]. In recent years, research has focused on breakthroughs in fishing village governance, Chiba [8] From coastal settlements in Indonesia, it has been discovered that there are social-economic adaptation and reconstruction methods in local customs for coping with natural impacts. Fisherfolk knowledge can be utilized to develop tailored educational programs, which can contribute to fishing village governance [9,10]. However, research on spatial regeneration with fishing village culture as the theme is still in need of exploration [11–13]. This study believes that culture must be maintained by local residents and must also rely on space as its carrier. Therefore, fishing villages serve as the foundation for resilience and knowledge. Exploring the path of revitalizing fishing village spaces is the main purpose of this study. Research on the regeneration of fishing villages focuses on regeneration models [14] and how fishing villages adjust their industrial structure to achieve regeneration [15]. Changes in land use in fishing villages also affect economic transformation [7]. The results indicate that the governance model introduced by the United Nations' "Satoyama Initiative" can strengthen local co-management and knowledge upgrading, promoting sustainable development of fishing villages and the environment. Therefore, resilience and knowledge will be new sources of institutional and capacity building for fishing village governance.

However, due to the depletion of marine resources and the push-pull effect of urbanization [16], the spatial dynamics of fishing villages have led to population outflows from coastal fishing villages, resulting in economic stagnation and abandoned buildings. Although there have been governance experiences in fishing villages, such as transitioning towards leisure fishing or tourism, research on spatial regeneration with fishing village culture as the theme is still exploratory. This study believes that culture must be maintained by local residents and must also rely on space as a carrier. Therefore, fishing villages are the

foundation of resilience and knowledge, and exploring the path to revitalize fishing village spaces is the main purpose of this study.

Xunpu Village is an ancient fishing village in Donghai Street, Fengze District, Quanzhou City, Fujian Province, China. During ancient times, maritime trade between China and other countries flourished, and Quanzhou Port became an important seaport along the Maritime Silk Road. By the late Song Dynasty and through the Yuan Dynasty, it became the largest seaport in the world. However, after the Qing Dynasty, due to the long-term implementation of isolationist policies by the government, such as the closure of the country and maritime restrictions, as well as the impact of wars initiated by Zheng Chenggong at the end of the Ming Dynasty, Quanzhou's maritime trade economy rapidly declined, and Xunpu Village became an obscure fishing village [17]. However, in the past two years, due to the cultural heritage effect of Song and Yuan Dynasties in Quanzhou [18,19] and the cultural heritage effect of Xunpu Women [20] rents in Xunpu Village have risen against the trend, and there has been a noticeable revitalization of industries. This has become a special case of fishing village space revitalization. This study will take Xunpu Village as the research subject to explore the revitalization model of fishing village space driven by culture.

Zanhuawei is an important phenomenon used in this study to explain the spatial regeneration pattern of fishing villages. The terms used in this study are defined as follows: Zanhuawei meaning that women wrap their hair around the back of their heads and decorate their hair with flower buds; as Fig 1. (a), and (b). In this study, we use Zanhuawei as a noun morpheme, and Zanhua as a verb morpheme; means local women help tourists to use hairpins made of plastic flowers to decorate a headdress.

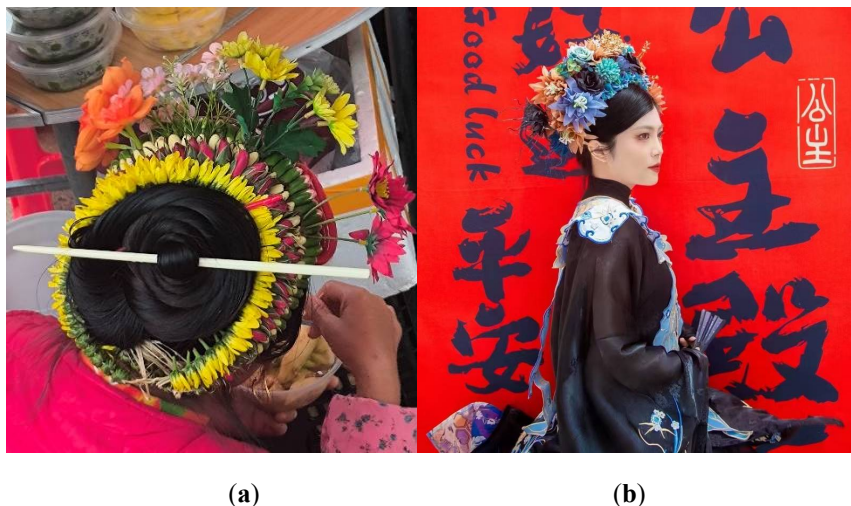


Fig. 1. (a) The Traditional Form of Zanhuawei; (b) The popular form of Zanhuawei.

(Note: The photo were taken by the author of this study.)

2. Materials and Methods

2.1 Study Area

Xunpu Village is located at 118°44'E longitude and 24°51'N latitude, with an area of about 3.8 square kilometers (Fig.2). As of 2023, there were 1,678 households in Xunpu Village, with a population of around 6,355 people. [20] Between 2019 and 2022, the COVID-19 pandemic wreaked havoc globally, causing a drastic decline in the tourism industry worldwide. Global tourist arrivals experienced negative growth for the first time since 2008. Domestically, many tourism-related industries, such as travel agencies, hotels, and tourist attractions, suspended operations and closed down [21]. After the pandemic in 2023, the Chinese government decided to fully lift the restrictions. The Chinese people's desire to travel soared unprecedentedly. Coupled with the promotion by some self-media on the internet, the number of tourists surged in retaliation, leading to a rapid recovery of a large number of tertiary industries [22]. At the end of 2023, Xunpu Village in Fengze District, Quanzhou City, Fujian Province, reaped the dividends brought by the flow economy: several film and television celebrities came to the village to experience the Intangible Cultural Heritage (ICH) of Zanhuawei. They posted their Zanhuawei photos on social media platforms, sparking a wave of imitation by numerous self-media. Visiting Xunpu Village to experience Zanhua became a hot issue on social media [20]. Xunpu Village has also become a popular attraction now, with a large number of young tourists coming to Xunpu to experience Zanhua [23].

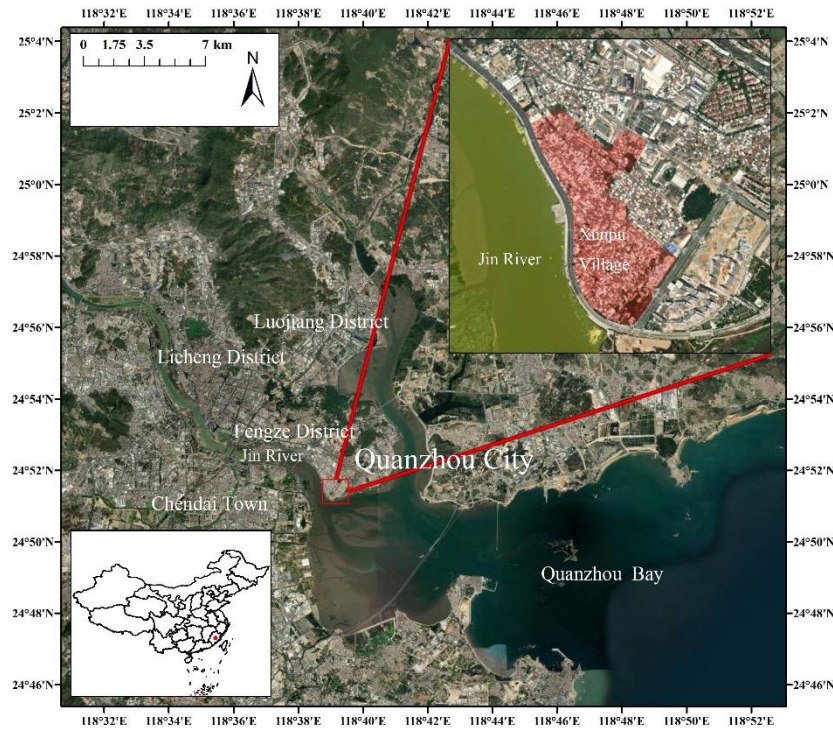


Fig. 2. Study area.

2.2 Study Methods

This study adopts a case study approach [24], Xunpu Village is a unique case study. While the architectural spaces in other fishing villages remain idle, only the rent in Xunpu Village has risen against the trend, making it worthy of investigation. The study mainly adopts field observation and interview to collect data. This study explores the correlation between ICH and the activation of fishing village space. It is expected to use the historical memory and spatial current situation of local residents to verify. However, there are no documents, official or private databases that can quote the two aforementioned data. Therefore, this study uses In-depth interview method to obtain first-hand information. The study process is as follows: On March 4, 2024, a field investigation was conducted in Xunpu Village, Fengze District, Quanzhou City, to observe the local phenomenon of Zanhuawei, physical environment, and location characteristics of Xunpu Village. On April 5th and 6th, 2024, during the Qingming Festival holiday in China, an investigation was conducted in Xunpu Village, revealing that there are approximately 246 local Zanhuawei shops. Most of these shops opened between 2023 and 2024, with daily customer traffic ranging from 100 to 300 people. The houses are mainly rented from local villagers, although a small portion are opened in villagers' own houses or relatives' houses. In-depth interviews were conducted with different groups of people around Xunpu Village, including taxi drivers, the village secretary, inheritors of ICH, and visiting makeup artists, to obtain perspectives on the Zanhuawei trend in Xunpu Village and information on the village's historical evolution and changes. Literature and county records were analyzed to understand the historical evolution of the settlement in Xunpu Village. In the content of the Results and Discussion, all interviewee texts that will serve as supporting information are shown in *italics*.

Table 1. Interviewees and their backgrounds.

No.	Code	Ages	Careers	Date	Background and Interview Summary
1	M_1	50±	Taxi Driver	April.5th	The taxi driver is from Jinjiang City. He bought a house in Jinjiang City across Quanzhou Bay. Before Xunpu Village became popular, during weekends or leisure time, he would take relatives and friends to Xunpu Village to eat seafood. He mentioned that the fishermen in Xunpu Village actually make quite a bit of money, and if they're lucky, they can earn a lot. When he was young, he hadn't heard of Zanhuawei elsewhere, only knew that there was a village called Zanhuawei in Quanzhou, but didn't know its exact location. He mentioned that after Zhao Liying, a Chinese actress, brought Xunpu Village into the limelight, Xunpu Village gradually opened hundreds of Zanhuawei shops. He had taken his wife to experience Zanhuawei in Xunpu, but did not participate in Zanhuawei activities. The houses near Fenghai Road in Xunpu Village were built in the past decade or so.

2	M_2	65±	Inheritors of ICH	April.5th	He is a native of Xunpu Village and has always lived there. In 2013, his sister helped him open a ZanhuaWei (hairpin flower) shop in Xunpu Village (also his personal workshop, mainly producing traditional Xunpu women's clothing). He was one of the first group of people to open ZanhuaWei shops in Xunpu Village. He witnessed the entire process of Xunpu Village applying for ICH and also participated in the application process. He narrated the entire process of the popularity of ZanhuaWei in Xunpu Village from his personal perspective, and also described the time periods when ZanhuaWei shops, photo studios, and travel photography shops settled in Xunpu Village. He told us about the rough origin and significance of ZanhuaWei and the forms of ZanhuaWei arrangements. He believes that the current ZanhuaWei in Xunpu Village has completely departed from their traditional form, becoming strange, and developing only for aesthetics, losing its cultural value. Traditional ZanhuaWei has specific values and meanings, not just pure decoration. He also described the basic situation of the fishing industry in Xunpu Village and the process of the name changes of Xunpu Village.
3	M_3	22	Part-time Photographer	April.5th	The photographer is a native of Quanzhou. He attended university in Fujian Province but did not pursue a career in his field of study after graduating. However, he discovered that the ZanhuaWei activity in Xunpu Village was extremely popular, so he came to Xunpu Village to take photos and make money. The photographer started shooting in Xunpu Village in 2024, mainly relying on cooperation with shop owners and finding customers on his own to earn money. He believes that the ZanhuaWei craze in Xunpu Village will not last long. He feels that the number of tourists in Xunpu Village this year (2024) is much fewer than in 2023. He mentioned that the ZanhuaWei craze in Xunpu Village has only become popular in recent years, and he hadn't heard about it in Quanzhou before.
4	F_1	50±	Xun Pun Village clerk	April.6th	The village secretary is a native of Xunpu Village. In 2016, she used her own house as the base for summer and winter camps for students, and also introduced the service of experiencing ZanhuaWei, helping to promote both ZanhuaWei and the clothing of Xunpu women. She recounted the development of ZanhuaWei customs in Xunpu Village after 1949. She believes that ZanhuaWei in Xunpu Village provides a significant economic benefit to local villagers. Villagers can rent out their houses to tenants to open photography studios, collect rent, and also collaborate with external photography studios to earn money using their ZanhuaWei skills. She mentioned an important clue to the popularity of Xunpu Village: a state-owned asset company inviting Zhao Liying to Quanzhou for publicity. She noted that many young people have returned to Xunpu Village to open ZanhuaWei shops with relatives and friends, or to collaborate with external entrepreneurs in online operations. She feels that although the ZanhuaWei in Xunpu Village now differs greatly from traditional ZanhuaWei, it can drive the economic development of Xunpu Village, promote its industrial transformation, and change the previous industry structure, which was primarily based on fishing. At the same time, she is concerned that the influx of large numbers of tourists into the village every day may affect the normal lives of villagers, with many roads experiencing congestion.
5	F_2	20±	Makeup artists	April.11th	The makeup artist is from Guizhou Province. Around February 2024, she came to Xunpu Village and started working as a makeup artist at a chain photography studio there. She mentioned that most makeup artists in Xunpu Village are from other areas, and there are very few locals who can do makeup. Before working here, she had worked in many other places, with her previous job location being Xishuangbanna in Yunnan Province. The makeup artist introduced the ways they acquire customers, which include online promotion, attracting customers at the entrance, and customers coming to the studio directly. During peak seasons, her studio can serve up to hundreds of people, while during the off-season, there are still around thirty to forty customers.

3. Results

3.1 ICH: The Formation Process of Xunpu Women's ZanhuaWei

"Without flowers, the New Year has no meaning." Since the Tang and Song dynasties, the villagers of Xunpu Village have continued the tradition of ZanhuaWei and other fishing-related customs, which are precious assets of the fishing village. During major festivals, the fisherwomen of Xunpu Village dress in traditional fishing attire, wearing ZanhuaWei on their heads, to celebrate together. This local charm and customs have been passed down for thousands of years. Despite facing certain suppression and challenges in the 20th century, such ICH remains deeply rooted in the consciousness of the people of Xunpu.

"So, whether we pin or not, if we do pin, we will definitely bring fresh flowers. The cost of fresh flowers is very high, and each time we pin, the decoration cost is comparable to high-end cosmetics. If it's not for some special and important festival, I feel it's unnecessary to spend so much money on pinning flowers. Pinning flowers has become a part of our lives, ingrained in our

bones. Our entire Xunpu village is united, and it's a tradition that without flowers, one cannot become an adult. We have always had this custom of exchanging flowers, so as long as there are people here, this tradition will remain unshakable." (F_1)

The journey of declaring Xunpu ZanhuaWei as a national-level ICH began in 2004. At that time, the Quanzhou government recognized the Xunpu women's customs as an important cultural heritage and started to protect them. By then, there were very few elderly people in Xunpu Village wearing traditional Xunpu women's clothing, and only Mr. M_2 was making these clothes. The government organized these elderly Xunpu women and established a senior drum team. They wore ZanhuaWei and traditional costumes to promote them in Quanzhou City.

"In 2004, the government came to protect our Xunpu Village's attire. But at that time, our village was almost disappearing; there were only a few elderly people wearing this kind of traditional clothing. So, those who were 60, 70, 80 years old, these elderly people, almost stopped pinning flowers. They organized a waist drum team. For example, if there were any activities, they were called to perform." (M_2)

In 2008, after four years of effort by the Quanzhou Municipal Government, the Xunpu women's customs were successfully applied for ICH status. In 2010, the State Council issued the official document[25]. Subsequently, Fengze District incorporated the content of Xunpu women's customs into the school curriculum. Students in local schools are required to learn skills related to ICH such as ZanhuaWei.

"Later, our government included this curriculum from our kindergarten to university students." (M_2)

"That is, now we have the Intangible Cultural Heritage entering the classroom initiative. We started promoting the inheritance of ZanhuaWei in 2015. We trained a group of elderly aunties in their forties and fifties and brought their skills into the classroom. Even men learn. The children who participated in the activities in 2015 are now in various grades from first to sixth grade. Some of them are already in college, in their freshman or sophomore year. They were the earliest group." (F_1)

3.2 The Industrial Economy Driven by the Culture of ZanhuaWei

"Originally, there were over 200 fishing boats, but there weren't enough people... First, there weren't enough people, and secondly, they couldn't catch fish. There were no subsidies either, so everyone sold off their boats. Now there are only about 50 left, roughly that's how it is." (M_2)

The traditional fishing industry has been in decline, and the cultural tourism industry led by ZanhuaWei has replaced fishing as a new economic pillar of Xunpu Village. In 2013, the first ZanhuaWei shop was opened in Xunpu Village, mainly providing ZanhuaWei services and producing traditional Xunpu women's clothing. Subsequently, four to five more ZanhuaWei shops were opened in the village, initially focusing on traditional ZanhuaWei and clothing. This situation persisted until the outbreak of the COVID-19 pandemic in 2019. From 2019 to 2022, various parts of China were under lockdown and isolation measures to prevent further spread of the disease. Many Chinese residents were forced to stay at home until the end of 2022 when the Chinese government issued policies to lift the lockdown. Chinese residents were then able to return to work and study normally. In January 2023, actress Zhao Liying was invited by a cultural tourism company responsible for a scenic spot in Jinjiang City, Quanzhou, to shoot magazine photos at the scenic spot [26]. The purpose was to promote the scenic spot, and the promotional photos included elements of Xunpu women's ZanhuaWei. Since then, Xunpu Village's ZanhuaWei has become popular on social media and various short video platforms. In March 2023, ZanhuaWei shops in Xunpu Village increased by one every 3 to 5 days. As of April 6, 2024, there were approximately 270 shops in Xunpu Village offering ZanhuaWei services.

"So many shops, hundreds of them, and you still can't find one? Keep looking slowly. The whole village told you. Since Zhao Liying came, hundreds of shops have sprung up overnight, the kind that serves you." (M_1)

"Well, that's how it is. About every three days, a new shop opens. Because during the epidemic, it gradually became popular, and now, a new shop opens every three to five days." (M_2)

In 2024, with the support of the government, Xunpu Village constructed a tourist service center. Supporting facilities such as shared bicycles and electric scooters have also gradually improved. Xunpu Village is slowly transforming into a tourist village.

ZanhuaWei undoubtedly played a crucial role in the revival of Xunpu Village. At a time when the fishing village was on the verge of decline, Xunpu women's customs played a critical role. Since 2004, Xunpu Village and local government agencies have been tirelessly working towards the recognition of Xunpu women's customs as ICH. Finally, in 2023, Xunpu women's ZanhuaWei and other folk activities bore fruit for Xunpu Village. The revival of ZanhuaWei has propelled the local housing rental economy, as well as the development of industries such as homestays and catering.

"Now, with ZanhuaWei as the main focus, you can rent out storefronts. Previously, the rent for our storefronts was only a few hundred or a thousand or two, but now, with the popularity, the rent has increased by several thousand because of ZanhuaWei. So, it definitely drives the local economy." (F_1)

3.3 The Operating Model of ZanhuaWei Shops

Firstly, the spaces used by ZanhuaWei shops are owned by local villagers. Therefore, outsiders typically gain access to these spaces through leasing. Xunpu Village's ZanhuaWei shops mainly offer three types of services: ZanhuaWei, photography, and clothing. ZanhuaWei services are typically performed by either outside makeup artists or local residents of Xunpu. Clothing can be roughly divided into two categories: traditional Xunpu women's clothing and ready-made Hanfu. Traditional clothing is usually obtained from the studio of the interviewee, M_2. Ready-made Hanfu is purchased online. Photography services require complex technical skills, and there are fewer local residents in Xunpu Village who possess these skills. Therefore, photography services are generally provided by part-time photographers from outside or full-time photographers within the shops. Based on these three types of services, the operation modes of ZanhuaWei shops in Xunpu Village can be roughly categorized into three types (as Fig.3–Fig.5): franchise, independent entrepreneurship by outsiders, and collaboration between local villagers and outsiders.

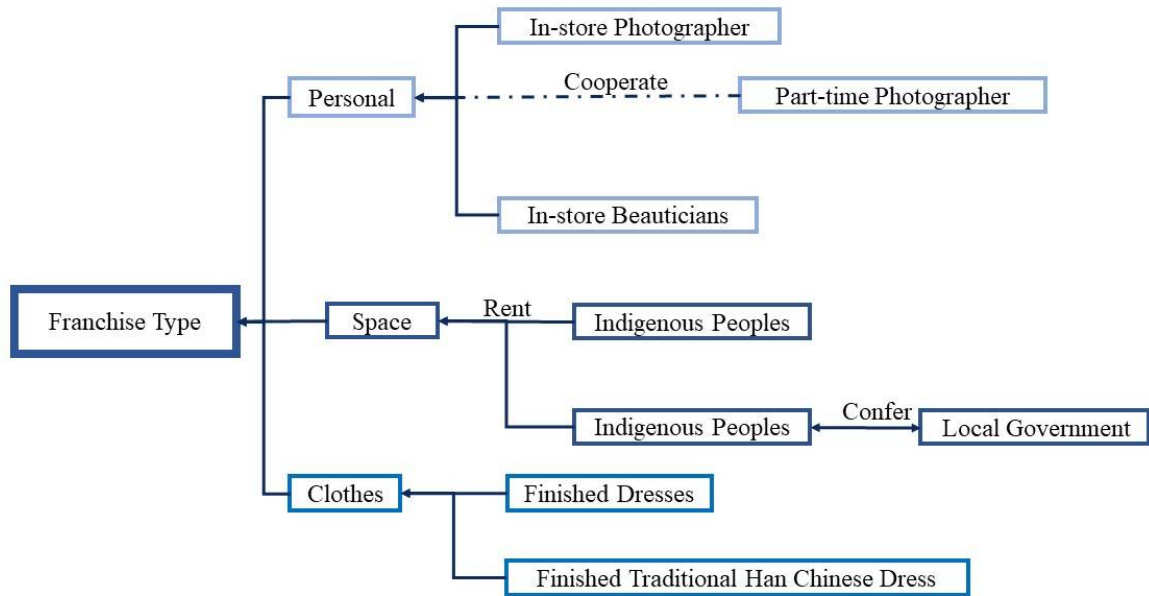


Fig. 3. Franchise type.

"Basically, they are all from out of town, from various places, and basically, they are used to it, used to doing travel photography."

"Was the ZanhuaWei relatively plain at the beginning? Or was it always like this? No, it wasn't like this before, it's chaotic now." (M_2)

"It's almost like that. They might say they'll take a look around, ask around on the street, or collaborate with businesses. Businesses will give you referrals, but if the referral is worth 200 yuan, they take 25%. So, you'll get 150 yuan in hand, which is normal and reasonable." (M_3)

"So, are your clothes for sale? Yes, they are for sale. Where do you sell them? Usually in the village, it's better. People from the village come to buy from you. Outsiders, there are fewer of them." (M_2)

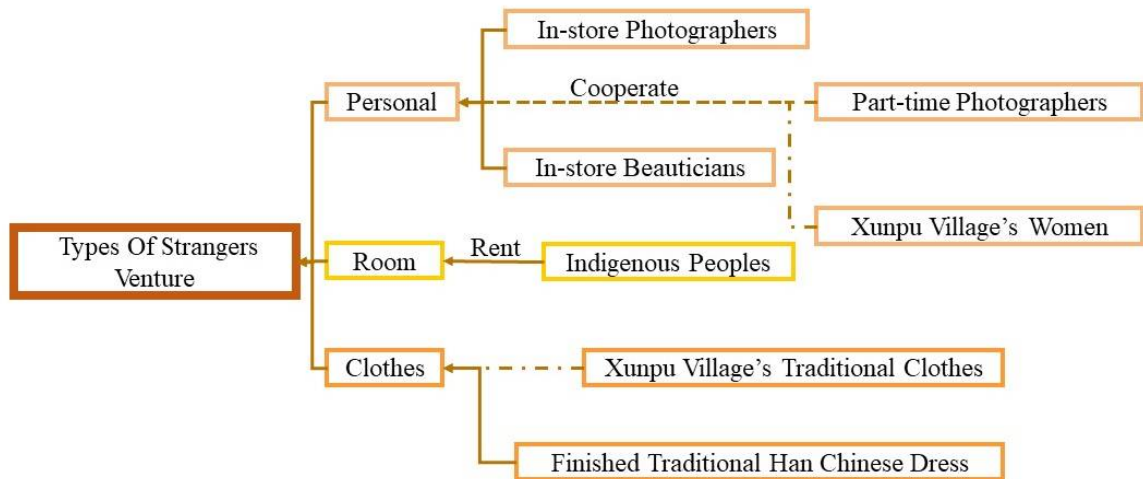


Fig. 4. Types of Strangers Venture.

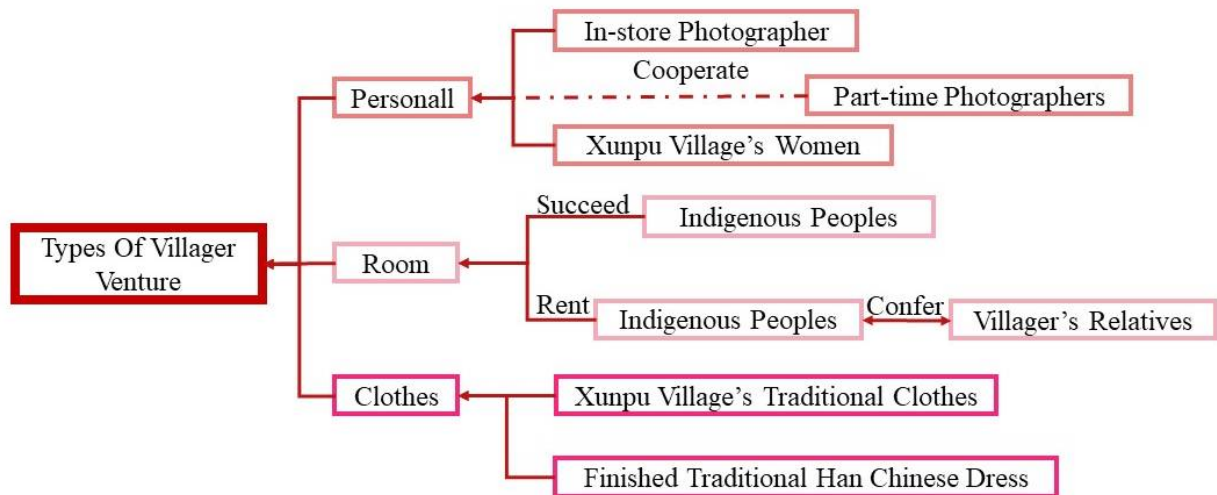


Fig. 5. Types of Villager Venture.

4. Discussion

4.1 Analysis of the Spatial Distribution of ZanhuaWei Shops

According to the results of the field survey, Xunpu Village mainly has four roads: Hebin Road, Haibin Road, Fenghai Road, and Xunpu Road (Fig. 6). These four roads host 80% of the shops in Xunpu Village, indicating that most of the commercial activities related to Xunpu Village are concentrated on these four roads. In addition, the formation of the ZanhuaWei industry in Xunpu Village did not start in 2023; before that year, several shops were already engaged in ZanhuaWei services. Including the shops of the two interviewees, M_2 and F_2, a total of four shops had been involved in ZanhuaWei before 2023, and the spatial layout of these four shops is also near Xunpu Road.

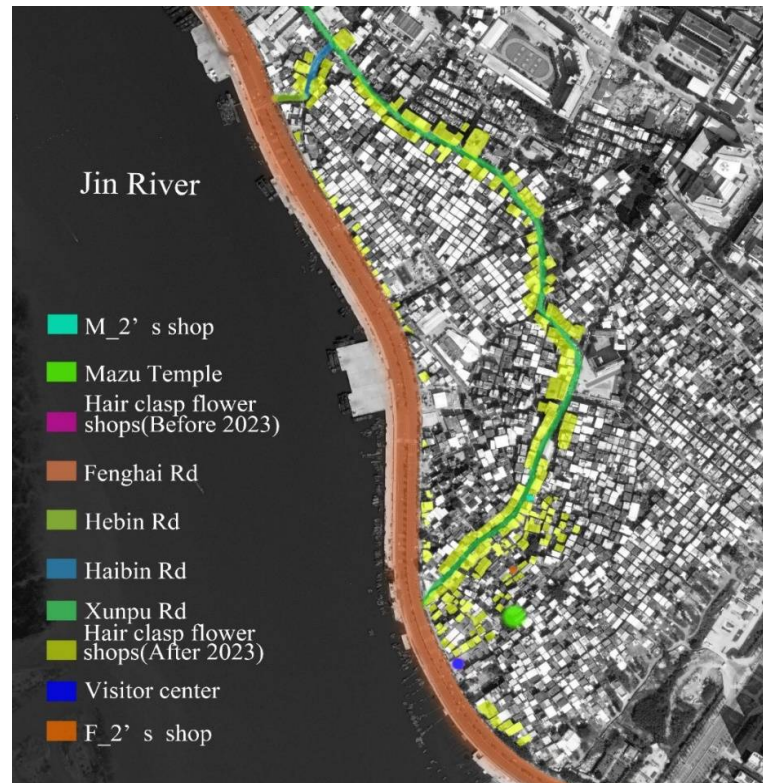


Fig. 6. Spatial distribution of Zanhuawei shops.

Commercial space in Xunpu Village has been reactivated. Xunpu Road remains the main space for commercial activities in Xunpu Village to this day. Along this road, there are various shops such as repair shops, breakfast shops, seafood restaurants, and clothing stores, catering to the daily needs of Xunpu Village residents. Occasionally, elderly women from Xunpu Village also sell oysters on this road. Therefore, out of the four Zanhuawei shops that were operating before 2023, three were located near Xunpu Road. The shop of the interviewee M₂ was situated in their own house, and they were unable to change its location due to objective circumstances. Most of the Zanhuawei shops that appeared in Xunpu Village after 2023 are distributed along Xunpu Road and Fenghai Road, as these two roads are the main routes for tourists visiting the village. Setting up shops on these two roads increases the chances of attracting tourists. Before 2023, these two roads were mainly lined with houses rented by locals or used for commercial activities by homeowners. Before 2023, the rent was not as high as it is today, but nowadays, it is very difficult to rent a house on these two roads. Firstly, the monthly rent has increased by thousands of yuan compared to before, and secondly, the houses on both sides of the roads are in high demand, and people are not willing to easily rent them out. This phenomenon also exists in the residential areas of other villagers in the village. Many people want to rent houses in Xunpu Village to engage in Zanhuawei industry, but it is difficult to find houses.

"Nowadays, Zanhuawei is the main business. Shop rentals used to cost a few hundred or a few thousand yuan, but now, with the popularity of Zanhuawei, the rent has increased by several thousand yuan, which definitely boosts the local economy." (F₂).

House rentals have brought substantial economic benefits to some villagers in Xunpu Village, surpassing what traditional fishing activities could achieve. Many Xunpu women have become much more leisurely after renting out their houses, and their lifestyles have changed.

"In the past, besides helping others dig oysters, Xunpu aunties used to sing and dance in the square in the afternoons. Now, they are busy making money. When they help others with Zanhuawei, they get a share of the earnings." (F₂).

Therefore, on the one hand, the Zanhuawei industry has opened hundreds of Zanhuawei shops, bringing substantial direct income to local villagers through house rentals. On the other hand, the daily consumption of a large number of outsiders such as photographers and makeup artists has also driven the prosperity of other traditional businesses in Xunpu Village.

The traditional architectural space has been revitalized by external tourists and shops. The Matzu Temple in Xunpu Village is located near Xunpu Road. Matzu is an important deity in the coastal areas of southeastern China [27]. Unlike in other parts of China, where such temples typically experience low foot traffic except during specific festivals, the situation is quite different in Xunpu Village. Local Zanhuawei shops have turned the Matzu Temple into a photography base, leveraging the unique local

architectural features of the temple to enhance the aesthetic appeal of their photographs. As a result, a large number of ZanhuaWei experience participants are often found at the Matzu Temple, accompanied by several photographers and their assistants. Under the influence of the ZanhuaWei trend, the spatial nature of traditional worship spaces has changed compared to the past. Additionally, some ZanhuaWei shops rent traditional houses from villagers to use as their own shops or photography bases, greatly altering the traditional buildings' usage. These formerly residential spaces, after careful arrangement, have become backgrounds in tourist photos and elements in photographers' creations, leading to the narrow roadsides near traditional houses in Xunpu Village being crowded with tourists and photographers.

4.2 ZanhuaWei Economy Spillover Promotes Spatial Revitalization

The spatial revitalization of Xunpu Village essentially relies on the activation process of ICH. In the commercialization process of Xunpu women's ZanhuaWei, significant changes have occurred in the original village space, with a large number of ZanhuaWei shops, tourist photography shops, and photo studios being established, resulting in changes in the usage rights of many spaces. The surrounding areas of Xunpu Village have already undergone urban planning, but Xunpu Village may retain its rural space due to the effect of utilizing ICH combined with marketing models to form knowledge modernization. This preserves the space of the fishing village, and fishermen's knowledge can develop tailored education programs conducive to village governance[9,10]. For example, Fengze District has incorporated the content of Xunpu women's customs into the curriculum of local schools, where students are required to learn skills related to ZanhuaWei and other ICH. This enhances the cohesion of the fishing village and helps to retain the next generation in the village.

5. Conclusions

This study adopts a case study approach to analyze and research the current cultural-led business model in Xunpu Village. Through in-depth interviews with people of different professions in the local community, it was discovered that the ICH of ZanhuaWei in Xunpu Village, after forming a certain scale of industry, can drive the recovery and development of the fishing village economy, including the real estate leasing industry and the subsequent housing decoration industry, catering industry, homestay industry, and so on. The previous economy, primarily based on fishing, has undergone changes, and the recovering economy has also promoted the revitalization of traditional spaces: on the one hand, some traditional shops on Xunpu Road have been transformed into full-time ZanhuaWei shops, while others that have not been transformed continue to engage in ZanhuaWei under the premise of adhering to the original business model; on the other hand, some old and unused fishermen's residences have become ZanhuaWei shops and photography bases after certain renovations, which to some extent promote the revitalization and regeneration of traditional spaces in the fishing village. Therefore, this business model led by ICH, under the premise of scale, can promote the economic and spatial regeneration of the fishing village. This study provides an interesting case to illustrate the problem of spatial decline, and the answer to regeneration can be found from the roots of culture.

Author Contributions: conceptualization, M.-M. He and S.-C. Tsai; methodology, S.-C. Tsai; software, S.-C. Tsai. and M.-M. He; validation, S.-C. Tsai. and M.-M. He; formal analysis, M.-M. He and J. Wang; investigation, M.-M. He and J. Wang.; resources, M.-M. He and S.-C. Tsai; data curation, M.-M. He and J. Wang; writing—original draft preparation, M.-M. He; writing—review and editing, M.-M. He and S.-C. Tsai; visualization, M.-M. He and S.-C. Tsai; supervision, S.-C. Tsai. All authors have read and agreed to the published version of the manuscript.”

Funding: This research was funded by the scientific research start-up fund of Jimei University, China, grant number Q2022014.

Informed Consent Statement: Informed consent was obtained from all subjects involved in the study.

Data Availability Statement: The data of this study are available from the corresponding author upon reasonable request.

Acknowledgments: The study benefited from all respondents, including herders, tourists, etc. At the same time, thanks to everyone who worked on this study. All deficiencies in the article are the responsibility of the authors.

Conflicts of Interest: The authors declare no conflict of interest.

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