

Research on the Development and Construction Path of Ethnic Tourism Resources from the Perspective of Sustainable Development

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Abstract: In recent years, under the guidance and promotion of national policies, Yunnan minority tourism is in the same direction as the national development and reform, but at the same time, it also presents some problems such as rough growth and worrying project quality. There is a broad and profound mass base in ethnic minority areas. Only the information of ethnic factors and folk customs that can be used for tourism and attract tourists can be called “ethnic tourism information resources”. The concept of SDG(Sustainable Development) is based on human reflection on the relationship between human nature and nature in the 20th century, and it is a norm for human relations with natural resources and environmental systems. Therefore, this paper analyzes the development and construction of national tourism resources from the perspective of SDG. SDG thought breaks through the traditional way of blindly seeking perfection for the future for a long time, and as an epoch-making thought, it affects the world process and human concepts.

1. Introduction

Ethnic tourism is an important way to inherit the excellent traditional Chinese culture and enhance cultural confidence. However, due to the fact that ethnic minorities are located in remote mountainous areas and have been affected by local ethnic customs, culture, consciousness and other aspects for a long time, the development and utilization of information resources are insufficient, which makes many distinctive ethnic cultural information rarely known. In addition, the relatively primitive and traditional information dissemination method for a long time has made some ethnic information resources such as culture, customs, religion and so on have reached the situation of interruption of inheritance and loss of characteristics[1]. Over the years, under the guidance and promotion of the national policies, Yunnan minority tourism has been in the same direction with the national development and reform, and has made positive contributions to the economic growth, industrial revitalization and social development of minority areas, but at the same time, it also presents problems such as rough growth and project quality. In ethnic minority areas, there is a broad and deep mass base. Only the information of ethnic factors and folk customs that not only maintain ethnic characteristics, but also can be used by the tourism industry after certain processing, and can attract tourists, can be called “ethnic tourism information resources”. It plays an active and irreplaceable role in cultivating the excellent quality, strong physique, standardizing social behavior and enhancing the communication, exchange and integration of all ethnic groups in Yunnan[2-3].

The concept of SDG is based on human's reflection on the relationship between human nature and nature in the 20th century. It is a standard of human's relationship with natural resources and environmental systems. In the long-term historical development, most ethnic minorities have formed rich national cultural resources. These cultural resources from the SDG perspective cover all aspects of national life, from architecture, food, clothing, to religion, literature, etc., which are all-inclusive, diverse and rich in content[4]. Yunnan minority sports tourism is an important means of inheriting Yunnan minority sports culture, and plays a positive role in promoting national unity, achieving rural revitalization, and promoting the transformation and upgrading of tourism industry. Therefore, in the development of national tourism resources, we should not only pay attention to the ecological protection of national natural resources, but also have an ecological concept of cultural resources and adhere to the sustainability of resources[5]. SDG thought takes the theoretical framework of the development reality of national tourism resources development and breaks

through the traditional way of blindly seeking perfection for the future for a long time. As an epoch-making thought, it affects the world process and human concept. Only in this way can we form a sound mechanism for cultural protection and tourism development.

2. The Concept of Sustainable Development of Ethnic Tourism

Ethnic tourism focuses on cultural activities that determine the specific ethnic or ancient indigenous peoples and their customs. Therefore, in general, the production and lifestyle, traditional habits, and historical culture of ethnic minorities or different ethnic groups are important resources for national tourism, and are also the object of attention for tourists. The biggest advantage of tourism resources is the original cultural resources of the Miao and Dong ethnic groups, which embody the uniqueness of the travel community, public participation, institutional integrity, unique monopoly, and rich diversity, highlighting the role and status of ethnic tourism development in the province and even the country.

The chaotic national information resources of many countries and ethnic groups are universal, diverse, and attractive, creating good conditions for the development of tourism. Fourth, transportation in ethnic areas is inconvenient and information is not smooth. For example, the window for reflecting and displaying the social and cultural customs of 26 ethnic groups in the northwest ethnic region. They gather villages of 25 ethnic groups, including the Yi, Bai, Dai, Miao, Hani, Naxi, Lisu, and Dulong, in one place, faithfully displaying the rich and colorful village architecture, production, life, and religious customs of each ethnic group[7-8]. The scenic spot in the northwest ethnic region is located in the southwest suburb of Kunming City. It is a narrow and long peninsula beach that flows into the Dianchi Lake from east to west, commonly known as the “ridge”, covering an area of 89 hectares. The scenic area is fresh and elegant, with various rural attractions, natural beaches, and sports training bases. It is a good place for summer entertainment and vacation. The Northwest Ethnic Scenic Area is shown in Figure 1.



Fig.1 Northwest Ethnic Scenic Area

After thousands of years of development, information dissemination in minority areas has the characteristics of combining the original traditional and modern modes of communication. It is mainly divided into radio, television and telecommunications; Newspapers and periodicals; There are two types of mass communication networks, such as network sites, and non-mass communication networks. The development model of an international original ethnic culture rural tourism destination with a certain degree of internationalization, characterized by “five combinations”, taking the Miao and Dong villages as the carrier, taking the villagers' participation as the spontaneous motivation, taking the original Miao and Dong ethnic culture as the feature, taking the natural museum as the form, and taking the sustainable and coordinated development of protection and utilization as the appeal, has been formed[9]. Its interdependence is mainly reflected in the possible promotion of the development and development of ethnic tourism to the society, humanity, natural resources and environment in ethnic areas, as well as the development and

development of ethnic tourism to the local society; The main contradiction is that in the process of ethnic tourism development, if we do not pay attention to the ecological and environmental problems of the tourist destination, we do not properly package the local ethnic traditions.

3. Guiding Significance of Resource Sustainability in the Development Planning of Ethnic Cultural Tourism Resources

3.1 National Culture Needs Inheritance, Protection and Development.

National culture is an important spiritual wealth of ethnic minorities, a bond that ethnic minorities maintain from generation to generation, and also a condensation of national wisdom and experience of ethnic people. It is of great significance to cultural construction, national continuity and national sentiment in ethnic areas, and it is also the basic idea of national cultural development[10]. When evaluating the tourism value of national culture, it is a process of developing national culture as a tourism product and selling it commercially. In the whole development process, we give the value of national cultural capital. National cultural tourism is a process of displaying national culture in the form of tourism products and meeting the needs of tourists. Therefore, the development of national cultural tourism is to endow national culture with material and spiritual values, and then form commodities.

Facts have proved that the tourism industry with unique local ethnic characteristics and cultural connotations is high-level and sustainable. Therefore, vigorously exploring the national information resources in this region can stimulate the rapid development of tourism, and the development of tourism can further promote the effective dissemination of information[11]. The national 4A-level scenic spot, one of the first contact points of ethnic work in China, and the ethnic cultural base of the State Ethnic Affairs Commission are shown in Figure 2.



Fig.2 National Cultural Base of the State Ethnic Affairs Commission

In the process of ethnic tourism development, it is not only necessary to develop ethnic cultural material and cultural resources, such as the development and utilization of architectural resources. At the same time, due to the imbalance of social and economic development and the original way of information dissemination in ethnic minority areas, the development and utilization of information resources in ethnic minority areas are extremely unreasonable, which makes the information dissemination of ethnic information resources, which was originally in a weak position, seriously curbed under the impact of foreign modern information, and has brought negative effects to the SDG of tourism[12]. However, in the process of economic growth, it will break the balance of social organization structure, people's behavior norms, living environment and other aspects, bring about conflicts in the non-economic development of communities, and then affect the development level of the latter, such as the disharmony between the protection of traditional culture and the demand for economic growth. Therefore, we should make full use of intangible cultural resources.

3.2 Sustainable Development of Ethnic Tourism Needs

Due to the close relationship between national culture and tourism, the development of tourism industry must pay attention to the sustainability of cultural resources. Tourism can spread and promote national cultural resources, but without national cultural resources, it is difficult to distinguish national tourism from tourism in other regions. National cultural resources are the sign and support of national tourism. Based on the study of the relationship between economic and non-economic aspects in social development, the paper discusses the relationship between economic development and community harmony, and summarizes the connotation of harmonious development of traditional community tourism of harmonious ethnic groups - harmony is not a static process, but a dynamic and balanced process[13].

For the cognition and feeling of relatively strange ethnic culture, it is necessary for tourists to travel to specific ethnic areas, so the ethnic cultural characteristics of ethnic tourism make it have natural advantages in the competition. At the same time, based on two basic assumptions, namely, the evaluation of the value of cultural tourism development in a traditional ethnic community is the basic premise of its tourism development; Secondly, in the process of cultural tourism development in a traditional ethnic community, the harmonious treatment of the relationship between obtaining economic benefits and protecting traditional culture is the guarantee of the common development of its economy and culture, as well as the guarantee of the sustainable development of its tourism economy. To maintain this advantage, we must adhere to the sustainability of cultural resources.

4. The Way to Promote That Sustainable Development of Ethnic Tourism

In a broad sense, national cultural resources belong to the national masses, but when it comes to a certain national cultural resources, it may involve specific owners. For example, at present, some national intangible cultural heritages are often passed down by specific minority families. Ethnic minority areas must attach importance to establishing a scientific view of ethnic tourism information resources and quickly adjust the tourism development strategy. In order to pursue economic interests, all sides are fighting for the tourism development of ethnic cultural resources, which makes the chaos of ethnic cultural resources frequent.

In the perspective of SDG, this paper has launched a further research on the development and construction path of ethnic tourism resources, exploring and utilizing information resources in ethnic areas, improving the taste of tourism culture, adding ethnic cultural connotations, prospering regional ethnic tourism culture and building tourist destinations with local and ethnic characteristics. Through the analysis of the above contents, the countermeasures to promote the SDG of ethnic tourism are studied as shown in Figure 3.

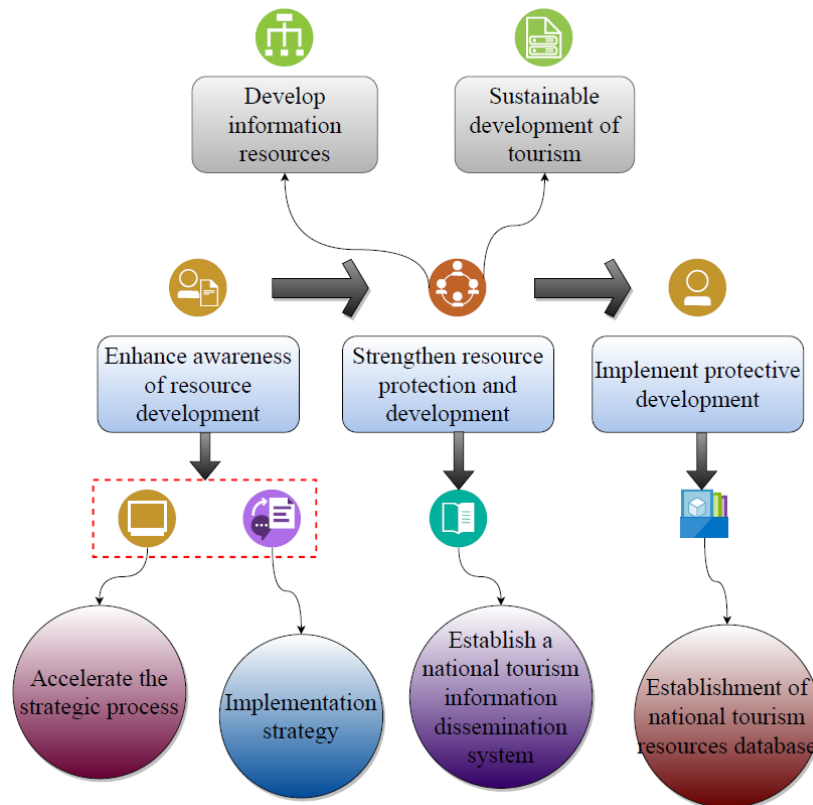


Fig.3 Countermeasures to Promote SDG of Ethnic Tourism

Through the above analysis, it can be found that the countermeasures to promote the SDG of ethnic tourism can be divided into three parts:

① Enhance the awareness of information resources development

The unbalanced regional economic and social development, the lack of integrity and systematicness in the development of ethnic information resources, the low degree and level of development and utilization, and people's weak concept of the development and utilization of information resources, etc. In order to utilize ethnic cultural resources, protection must be the premise, and protective utilization is the basic principle of the development and planning of ethnic cultural resources. So that ethnic minorities are in a weak position in information acquisition and information output.

② Strengthen the protection and development of information resources

Vigorously tap its advantages and strengths, and develop marketable tourism projects and commodities. At the same time, implement the strategy of “going out, please come in”, absorb the advantages of foreign and domestic heterogeneous cultures, especially the excellent factors of modern culture, and upgrade them into valuable national tourism information resources as soon as possible. It is necessary to strengthen management in the development and utilization of related cultural resources, and ensure the necessary protection of related architectural cultural resources in tourism development by limiting pedestrians and regular maintenance. Emphasize the scientific and rational development and utilization of ethnic tourism resources in the western region; In terms of development indicators, tourism revenue is not the only indicator to measure development, but social, economic, cultural environment and other indicators to measure its development.

③ Establish a database of national tourism information resources

National information resources with diversity and unique value should be protected and developed. On the one hand, it is necessary to conduct in-depth and detailed research on some unique and rich ethnic tourism information resources. In the process of continuous development, the folk information resources scattered and buried in all parts of the province will be gradually excavated, sorted, screened and sublimated, and a database of ethnic cultural tourism information resources oriented to ethnic minority areas will be gradually constructed to provide abundant ethnic

information resources and promote the development of local tourism. Therefore, it is necessary to formulate corresponding protection standards according to the characteristics of specific national cultural resources, so as to provide reference for the development and maintenance of cultural resources in the tourism development planning.

5. Conclusions

The participation of national cultural resources in tourism development will not only help the development of national tourism, but also help the national cultural resources gain new vitality, in line with the basic idea of national cultural heritage, development and protection. The tourism development of ethnic cultural resources is easy to cause damage to relevant resources, affect the vitality of ethnic culture, and hinder the SDG of ethnic tourism. Therefore, resource sustainability is the basic guidance of the planning and development of ethnic cultural tourism resources. Therefore, this paper studies the development and construction of ethnic tourism resources from the perspective of SDG. Developing cultural tourism in ethnic areas means packaging, processing and refining some material or non-material content with internal characteristics of ethnic communities. In the planning and management of ethnic tourism, the participation mechanism of residents in the destination should be introduced to strengthen the macro guidance role of the government in ethnic tourism SDG. When formulating development goals, we should not only take into account the needs and interests of tourists. For the process of promoting the construction of the national unity and progress demonstration zone, the implementation of the rural revitalization strategy, and the transformation and upgrading of the tourism industry to form cultural tourism commodities with market value and market appeal, the culture of the crazy area can be either physical, such as tourist souvenirs, or non-physical, such as national song and dance performances, characteristic tourism services, and national festival displays.

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