

Integrated Development of Culture and Tourism in Minority Areas: A Case Study of Hailuoguo, Ganzi

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Abstract

The integrated development of culture and tourism will help speed up regional economic construction, promote cultural inheritance and development, and promote exchanges and integration among ethnic groups. Although there are some achievements in the tourism development of Hailuoguo, Garze, Sichuan Province, there are few historical and cultural aspects involved, and the integration of culture and tourism needs to be improved. The main problems it faces are: the capital chain is not smooth enough, insufficient economic input; The terrain is limited, and the environmental traffic conditions need to be improved. Cultural publicity is not enough, and external communication needs to be strengthened. The level of cultural integration is in urgent need of improvement. By increasing financial support, renovating roads and infrastructure, actively promoting to the outside world and persisting in opening to the outside world, the integrated development of culture and tourism in Hailuoguo can be effectively promoted.

Keywords

Territory of Nationality; Rural Revitalization; Cultural and Tourism Integration; Industry Development.

1. Introduction

The concept of integrated development of culture and tourism was first put forward in the eighties of last century. To study its development model is the necessary step for the joint development of our cultural industry and the tourism industry. With superb natural scenery resources and human customs, Hailuoguo in Garze Prefecture of Sichuan Province is highly representative in the integrated development of culture and tourism, and plays a great role in promoting the research on the integration of the tertiary industry. In 2020, Sichuan Provincial People's Government issued a document announcing the establishment of "Dagongga" Cultural Tourism Development Alliance. The 11 alliance members will carry out various cultural and creative activities simultaneously to help the construction of Bashu Cultural tourism corridor. At present, Jiang Xiufang (2022) and Zhang Yapping (2022) have studied the tourism operation path and cultural tourism landscape design of Hailuoguo, but there is a lack of research on the integrated development of cultural and tourism and the comprehensive driving force of culture and tourism industry. Culture is the foundation of our country's history, travel is a necessary boost for economic progress, the research of Snail industry integration, has very important cultural and economic significance, the development of snail industry integration will also help promote the realization of local rural revitalization.

2. The Practical Significance of Cultural and Tourism Integration Development in Ethnic Areas

2.1. Conducive to Promoting Regional Economic Development

Tourism is one of the important industries in our country, which promotes the development of regional economy. The construction of tourism is not just about natural scenery, but also needs to add cultural characteristics. Good natural tourism resources need to be nourished by the culture to tap greater cultural and economic potential. If the tourism industry wants to continue to grow well, it is necessary to add more elements, take the essence and discard the dross, combine the folk culture and landscape, give them stronger attraction, scenic spots will have a greater flow of tourists, obtain more economic income, so as to realize the double circular development of cultural tourism and economy. Integrating national culture into tourism can not only enrich the tourism content, extend the visiting time and increase the tourist flow, but also develop more commercial content such as ancient towns and B&Bs, thus driving the income generation of cultural tourism. The integration of culture and tourism in ethnic areas is an important way to promote the economic development of ethnic areas. It is also the main way to perfectly combine the two advantages of culture and tourism, so that tourism can feed the economy and achieve the common progress of both.

2.2. Conducive to Cultural Inheritance and Development

The development of tourism in minority areas can promote the local population flow and ethnic exchanges, not only promote the outward spread of national culture, but also facilitate the continuation and inheritance of traditional essence. The integrated development of culture and tourism can help ethnic minority areas reduce the disadvantages of natural and economic conditions, open the communication channels of cultural information, and broaden the path of cultural inheritance. At the same time, tourists can deeply feel the cultural charm of ethnic areas, and also inspire the excellent culture of ethnic areas in the process of integrated development of culture and tourism, so that the surface and internal cultural implications of the gradual emergence, improve the quality of cultural inheritance from the inside, which is also conducive to the embodiment of the abstract cultural soul, better preservation and inheritance.

2.3. Conducive to Ethnic Integration, Exchange and Development

The integrated development of culture and tourism is conducive to the realization of cultural exchange, the integration of modern culture and traditional customs of ethnic minorities, and provides opportunities and space for the growth of a new culture. Ethnic minority areas live in compact communities, with multi-level and diversified cultural customs. These cultural customs are influenced by tourists and modern culture, and they blend with modern culture, bringing together the strength of the two houses. The integration of culture and tourism can promote the dual progress of tourism and culture to a greater extent, help save the national customs that are about to disappear, and promote the reform of contemporary culture. Cultural exchange is an important step of cultural innovation and development. Taking tourism at the bearing point, reasonable innovation and transformation of ethnic minority culture and folk customs, and accelerating integrated development with modern culture can retain the essence of traditional culture for a long time and quickly release the charm of humanistic industry.

3. Present Situation of Cultural and Tourism Integration in Hailuoguo

Hailuoguo Scenic spot officially opened in 1987, since then gradually built up the national scenic spots, digging out a deeper level of natural and cultural tourism resources. In 1993, Hailuoguo was approved as a national forest park; in 2002, it was approved as a national geopark. In 2012, the State Party Committee determined the all-region tourism development strategy, started the

construction of Hailuoguo product optimization, brand integration, ancient town rectification and so on, and created the cultural tourism pilot zone; in 2015, Hailuoguo became a national eco-tourism demonstration zone, holding a snow and ice feast, with the ultimate goal of building an international mountain leisure resort and tourism zone, and opening innovative and creative cultural activities such as star shooting on an experimental scale; in 2017, Hailuoguo was successfully established as a national 5A-class tourist attraction, leading the whole cultural tourism industry of Ganzi.

At present, the cultural construction of Hailuoguo mainly focuses on natural scenic resources and spiritual aspects. Nearly 10 activities such as cross-country around mountains and glacier hot Spring Festival have been held to promote the construction of its own cultural tourism brand. At the same time, Hailuoguo Tourism Bureau also excavates the local red resources, the launch of red resources boutique tourism routes. In terms of national history and cultural customs, the characteristic culture and excellent historical customs of local residents have not yet played a full role, and the degree of cultural potential development needs to be deepened.

4. Realistic Problems of Cultural and Tourism Integration Development in Hailuoguo

4.1. Economic Investment Needs to Increase

Hailuoguo is in the mountains, because of various conditions. The level of economic development is limited. After the development of tourism, although the economic situation has improved, but generally speaking, the capital is still not sufficient, affected by the frail and peak season tourism income. Increasing economic input is crucial to the integrated development of culture and tourism. If the capital supply chain is not smoothly connected, the infrastructure and architecture will not be upgraded, and tourists' experience and even safety cannot be guaranteed. In the long run, a vicious circle will be formed, bringing great pressure to the tourism industry and the local environment. At present, the development of cultural industries in Hailuoguo Scenic spot is not balanced, and relevant local departments tend to focus on cultural construction related to landscape and water. The adjustment of the cultural industry's focus cannot be separated from the support of the economy, and the investment of funds is urgent. At the same time, the construction of Hailuoguo scenic spot is not enough, and the living guarantee level of local residents is not deep enough. The relevant departments still have great room for improvement on the comprehensive development of culture, tourism and people's livelihood.

4.2. Environmental Traffic Conditions Need to be Improved

Located on the eastern slope of Gongga Mountain, Hailuoguo Valley is a very high mountain in the eastern part of Qinghai-Tibet Plateau. Its multi-canyon terrain, deep water and narrow valleys and great relief make it difficult to build roads and inconvenient for traffic. Due to the dual restrictions of landform and technical conditions, the only way to travel to Hailuoguo is road transportation, which is directly detrimental to the development of tourism in Hailuoguo. To strengthen the ability of cultural and tourist integration and tourist reception, it is necessary to improve the environment and transportation conditions and develop infrastructure. The rugged mountain road in Gongga Mountain area requires great technical requirements for self-driving Tours. Tourists without self-driving conditions can only tour in group Tours. Often, tourists give up visiting Hailuoguo due to traffic restrictions. At the same time, there are still deficiencies in the construction of Hailuoguo scenic spot. Infrastructure such as toilets and power equipment have great room for improvement, and the level of hotels and other buildings also needs to be improved. Complete construction and good environment are the necessary

conditions to increase attraction and better develop the cultural and tourism integration industry.

4.3. The Level of Cultural Publicity Needs to Be Improved

The terrain of Ganzi area is closed, limited by transportation and information channels, and the characteristic culture is also limited in the local. At the same time, the local people have formed their own cultural habits in the history of thousands of years, and the awareness of publicity is insufficient. Keeping national culture in the mountains is not conducive to the protection of fine culture, to the publicity of national culture, and to the open development of the whole region. An important step to integrate culture and tourism is to improve the level of cultural publicity. The publicity and promotion of excellent cultural scenes in Hailuoguo can attract potential tourists and bring economic and cultural benefits to the scenic spot. To thoroughly stimulate the cultural charm of Hailuoguo, the perfect combination of national culture and natural scenery, can strengthen the cultural publicity ability, expand the cultural popularity of the scenic spot.

4.4. The Integration of Residents and Tourists Still Needs to Be Strengthened

The scenic spots in Hailuoguo are scattered with fixed tourist routes, and the activity points of tourists and residents on the tour routes overlap less. At the same time, local people are rarely involved in tourism. This shows that the tourism industry in Hailuoguo is separated from the local ethnic culture, and the coverage of historical culture is small. Independent tourism and culture make the process of cultural and tourism integration in Hailuoguo difficult. The tourism potential of history and culture is not sufficiently stimulated, and the local national culture is not sufficiently promoted and developed. Hailuoguo neglects the cultural integration and exchange in the tourism route planning, and also downplays the role of culture in the tourism content arrangement. Without in-depth integration of culture and tourism, and without a complete cultural industry chain, the overall tourism competitiveness of Hailuoguo cannot be really improved.

5. Optimization Path of Cultural and Tourism Integration Development in Hailuoguo

5.1. Strengthen Financial Security and Increase Financial Input

The development of cultural industry cannot do without the strength of funds. Government financial support is a necessary link in the development of cultural and tourism integration in Hailuoguo scenic spot. The construction of the cultural industry in Hailuoguo needs more capital investment, perfect cultural construction in the scenic spot, proper combination of national culture and business, to obtain more economic income through the mode of common development of culture, tourism and business, and feedback this to the economic growth link, so as to achieve a virtuous cycle and gradual improvement of the economy. In other words, a large amount of financial appropriations or foreign investment should be used to build cultural industries, and reconstruction of ancient towns and hot springs should be used to extend the industry chain related to culture, so as to simultaneously develop cultural publicity and introduction and cultural commerce. To promote the gradual improvement of cultural industry system in Hailuoguo, and perfect integration with traditional tourism, improve the overall effectiveness of cultural tourism development. To accelerate the integrated development of culture and tourism industry in Hailuoguo, it is necessary to increase foreign subsidies, achieve diversification of capital investment, and promote economic progress with unimpeded capital chain.

5.2. Improve Transportation Capacity and Infrastructure

Hailuoguo is restricted by natural terrain factors and road communication is not smooth. In order to break through this unfavorable condition, Hailuoguo Tourism Bureau is in urgent need of extensive recruitment of talents to break down the technical barriers of road construction and improve the traffic capacity of roads, tunnels and Bridges on the balance of safety and efficiency. To achieve the optimal goal, it is necessary to make reasonable planning for vehicles and tourists. Publicity and promotion should be carried out when the allowance is large, and the number of tourist places should be limited when the passenger flow is large. Planning transportation construction from the overall perspective can help the development of Hailuoguo Cultural Tourism. The difficulty of basic infrastructure construction is another factor hindering the development of cultural and tourism integration in Hailuoguo. Li Fei (2018) put forward some deficiencies of government management in public construction and called on the government to transform to service in infrastructure construction. Helix is a well-known scenic spot in our country, but the construction level in the scenic area still needs to be improved, water supply, power, toilet and so on infrastructure need to increase quantity, also needs to improve quality. At present, old facilities in the scenic spot need to be replaced, and the maintenance efforts should be strengthened to ensure the personal safety of tourists and improve the psychological experience and comfort. The improvement of infrastructure will leave a better impression on tourists and invisibly increase the number of potential tourists and tourists' consumption desire.

5.3. Strengthen Education and Publicity, Carry forward Folk Customs

The development of tourism and publicity are closely related, and cultural tourism is inseparable from education and publicity. Wang Xianfeng (2019) and Luo Ting (2019) pointed out through research that in order to give full play to the cultural heritage and landscape of Hailuoguo, it is necessary to strengthen publicity and education, increase its popularity to the extreme, achieve both online platform promotion and offline publicity, expand the popularity of Hailuoguo to a certain extent within a fixed budget, so as to obtain more potential tourists. Obtain more economic income, really develop good cultural and tourist integration. It is worth mentioning that publicity does not necessarily lead to positive results. At the same time, it is very important to pay attention to the real connotation. Hailuoguo has a long and high quality of national culture customs, we need to vigorously promote the essence of its culture, carry forward the folk customs, culture naturally can promote the development of tourism economy.

5.4. Sustainable Open Development and Integration of Tourism Culture

One of the important factors is that the cultural and tourism integration in Hailuoguo is not deep enough and not open enough to the outside world. Excellent national culture needs publicity and openness. Residents' activity places in Hailuoguo are fixed and have little overlap with tourists' activities. Their daily life is closed and fixed, and the degree of integration with modern culture needs to be deepened. In order to improve the level of integrated development of culture and tourism, it is necessary to intensify the efforts of opening up, combine the activities of local residents and tourists, carry forward the excellent folk customs of ethnic minorities, and let traditional culture and modern culture exchange together. Relevant departments have developed excellent natural tourism resources in Hailuoguo and held some related cultural activities, but there is still a lack of cultural exploration. Yi Donglin (2019) innovatively put forward the strategy of in-depth development of Hailuoguo's cultural and tourism forms. Only through sustained open development and the combination of local culture and customs, culture and commerce can the cultural and tourism charm of Hailuoguo be explored, and the cultural and economic goals can be fully realized by integrating the culture and tourism culture.

6. Conclusion

The integrated development of culture and tourism is the inevitable direction in the future. On this basis, the integration and development mode of cultural industry and tourism industry will lead culture and economy into a new realm. We need to overcome natural and economic restrictions and strengthen the integration of culture and tourism from various aspects such as funding and publicity to achieve the goal of orderly and circular rise of culture and tourism and economy.

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