

Inheritance and Protection of Guangxi's Excellent Ethnic Culture and Construction of a Demonstration Zone for Strengthening the Awareness of the Chinese National Community

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Abstract

With the in-depth implementation of the national "Belt and Road" initiative and the comprehensive promotion of the great rejuvenation of the Chinese nation, forging a strong sense of community among the Chinese nation has become an important issue in the new era. In-depth research on this issue is not only an important task for academic researchers, but also an urgent need for the government and other departments to solve the problems encountered in the process of constructing the demonstration zone for forging a strong sense of Chinese national community. Therefore, it is of great practical and historical significance to carry out a study on the inheritance and protection of Guangxi's excellent ethnic culture and the construction of a model area for forging a strong sense of Chinese national community. The core issue of this study is aimed at deeply exploring the issue of the inheritance and protection of Guangxi's excellent national culture and the construction of the model area for forging a strong sense of Chinese national community. In order to explore this scientific problem, this study draws on the Marxist theory of ethnicity, the theory of diverse cultures, and the theory of national identity, and comprehensively employs semi-structured interviews, typical case studies, and other methods, respectively, from the correlation analysis of the inheritance and protection of Guangxi's excellent ethnic culture and the construction of the demonstration zone for forging a strong sense of community of the Chinese nation, to the current status of the inheritance and protection of Guangxi's excellent ethnic culture, the current status and problems and impact of the construction of the demonstration zone for forging a strong sense of community of the Chinese nation The current situation of the construction of the demonstration area and the problems and factors affecting it, the study of the formation mechanism and coupling path between the inheritance and protection of Guangxi's excellent national culture and the construction of the demonstration area of casting a firm sense of community of the Chinese nation, and the typical case analysis of the inheritance and protection of Guangxi's excellent national culture and the construction of the demonstration area of casting a firm sense of community of the Chinese nation, etc., explored what kind of internal connection exists between Guangxi's excellent national culture and casting a firm sense of community of the Chinese nation. It explores what kind of intrinsic connection exists between Guangxi's excellent national culture and the casting of Chinese national

community consciousness, the formation mechanism and the coupling path between the inheritance and protection of Guangxi's excellent national culture and the construction of the demonstration area of casting Chinese national community consciousness.

Keywords

Inheritance and Protection of Guangxi's Excellent National Culture; Forging a Strong Sense of Chinese National Community; Construction of Demonstration Areas.

1. Introduction

Guangxi is located in the southern border of China, with unique geographical conditions and a long historical background, inhabited by 12 ethnic groups such as Zhuang, Han, Yao, Miao, etc. Each ethnic group has its own unique cultural characteristics and traditional customs, which has given birth to a rich and colorful, unique national culture, which is not only the valuable wealth of the people of Guangxi, but also a treasure in the cultural treasury of the Chinese nation[1].

In the context of the new era, with the in-depth development of globalization and the continuous promotion of China's reform and opening up, Guangxi's national culture is facing unprecedented opportunities and challenges[2]. On the one hand, globalization brings opportunities for cultural exchange and integration, providing a broader space for the development of Guangxi's national culture; on the other hand, globalization also brings the risk of cultural impact and erosion, posing a threat to the inheritance and protection of Guangxi's national culture. Therefore, strengthening the inheritance and protection of Guangxi's national culture has become an important task in the current and future period.

At the same time, casting a firm sense of Chinese national community has also become an important topic in the new era. The sense of community of the Chinese nation is the common value pursuit and spiritual home of all Chinese children, and is the cornerstone for maintaining national unity, national unity and social stability. As an area inhabited by many nationalities, Guangxi has a special position and mission in forging the sense of community of the Chinese nation. Strengthening the inheritance and protection of Guangxi's national culture will help enhance the cultural self-confidence and sense of identity of all nationalities, promote exchanges and exchanges and integration of all nationalities, build harmonious national relations, and provide strong support for forging a strong sense of community among the Chinese nation. However, under the impact of globalization and modernization, Guangxi's outstanding ethnic culture is facing the serious challenge of inheritance and protection[3]. At the same time, with the in-depth implementation of the national "Belt and Road" initiative and the comprehensive promotion of the great rejuvenation of the Chinese nation, it has become an important issue in the new era to forge a strong sense of community among the Chinese nation. In addition, with the change of the times and the development of the society, the research on the inheritance and protection of Guangxi's excellent ethnic culture and the construction of the demonstration area of casting a firm sense of the Chinese national community has become particularly important. This is not only related to the prosperity and development of Guangxi's national culture, but also to the casting of Chinese national community consciousness and the promotion of national unity and progress. Therefore, it is of great practical significance and far-reaching historical significance to carry out the research on the inheritance and protection of Guangxi's excellent national culture and the construction of the demonstration area for forging a firm sense of Chinese national community.

In recent years, scholars at home and abroad have conducted extensive and in-depth research on the construction of model zones for forging a strong sense of community among the Chinese nation, and have formed a wealth of theoretical achievements and practical experience.

(1) Research on the theoretical origin of the Chinese national community consciousness[4]. It can be traced back to the formation and development of the pattern of pluralistic unity of the Chinese nation. The Chinese nation is a community of destiny composed of many nationalities, and all nationalities have formed a close relationship of "you have me and I have you" through interdependence and common development in the course of long-term history[5]. The formation of this pattern has provided a solid historical foundation for forging a strong sense of community among the Chinese nation. Some scholars have conducted in-depth discussions on these aspects, such as Ling Jingqiu, who pointed out in his "Theoretical and Practical Exploration of Casting a Firm Consciousness of the Chinese National Community" that the Chinese national community is a self-contained national entity that has been formed over thousands of years of history, and that it has been formed as a self-conscious national entity in the course of confrontation with Western powers in the modern era, and has ultimately become a self-reinforcing national entity on the road to socialism with Chinese characteristics[6]. This process of historical evolution profoundly reveals the internal logic and historical inevitability of the sense of community of the Chinese nation.

(2) The study of Marxist ethnic theory. The Marxist theory of nationality is a scientific theoretical system about the nation and the national question[7], which provides scientific theoretical guidance for forging the sense of community of the Chinese nation. Marxism believes that the nation is a historical category, and with the development of productive forces and the elimination of private ownership, the nation will eventually become extinct. In this process, the interrelationships among the nationalities will undergo profound changes, ultimately realizing the great integration of the nationalities. General Secretary Xi Jinping's important remarks on forging a strong sense of community among the Chinese nation are the concrete embodiment of the Chineseization and modernization of the Marxist theory of the nation. He pointed out that it is necessary to make the forging of a firm sense of community among the Chinese nation the main line of the Party's ethnic work, and to promote the common unity and struggle of all ethnic groups for common prosperity and development. This thesis profoundly reveals the intrinsic connection between the forging of a firm sense of community of the Chinese nation and the Marxist theory of nationality. Typical literature, such as scholar Hao Yaming's "Study on Policy Agenda Setting of "Forging a Stronger Sense of Chinese National Community"-Analysis Based on the Multi-source Flow Theory Model", analyzes the process of policy agenda setting of forging a strong sense of Chinese national community by applying the Multi-source Flow Theory Model. The process. He pointed out that the introduction of the policy of forging a strong sense of Chinese national community is the result of the convergence of problematic, policy and political streams, reflecting the application and development of Marxist ethnic theory in China's concrete practice[8].

(3) Research on socialist ethnic policy with Chinese characteristics. The socialist ethnic policy with Chinese characteristics is the basic policy and code of action of the Party and the State in the field of ethnic work, providing policy support for forging a firm sense of Chinese national community[9]. This policy system includes the basic principles and specific measures of ethnic equality, ethnic unity, regional ethnic autonomy, and common prosperity for all ethnic groups, providing a solid institutional guarantee for forging a strong sense of community among the Chinese nation[10]. Typical literature such as scholar Wang Minglong analyzes Ningxia's practical experience in promoting the construction of the Chinese national community in "The Strategic Positioning, Logical Rationale and Practical Direction of Ningxia's Accelerated Construction of a Demonstration Area for Forging a Stronger Consciousness of the Chinese National Community". He pointed out that Ningxia has effectively forged the sense of Chinese national community by strengthening the interaction, communication and integration of all ethnic groups, promoting high-quality economic development, and fostering national unity and

progress. This practical experience fully embodies the important role of the socialist ethnic policy with Chinese characteristics in forging the sense of community of the Chinese nation.

(4) Practical experience in building demonstration zones for forging a strong sense of community among the Chinese nation[11]. First, Guangxi's practical exploration. As an autonomous region with the largest population of ethnic minorities in China, Guangxi has carried out in-depth exploration and practice in the construction of demonstration zones for forging a firm sense of Chinese national community. As pointed out by scholar Liu Zhengqiang in the article "From Vision to Action: Guangxi Concentrates on Casting Chinese National Community Consciousness", Guangxi has taken the creation of a demonstration area for casting Chinese national community consciousness as a traction, and effectively cast Chinese national community consciousness by strengthening the leadership of the Party, promoting the high-quality development of the economy, and deepening the education on national unity and progress, and other measures[12]. In a series of papers including "Fundamental Direction": Generation Logic, Path Orientation and Practical Innovation, Ling Jingqiu elaborated in detail Guangxi's practical experience in the construction of demonstration zones for forging a strong sense of Chinese national community. He suggested that Guangxi has effectively enhanced the sense of identity and belonging of the people of all ethnic groups to the Chinese national community by constructing an educational system of "five identities", promoting the common national language and script, and strengthening the inheritance of the excellent traditional culture of the nationalities, etc[13]. At the same time, Guangxi has also emphasized the importance of playing the role of ethnic culture as a key element in the development of the Chinese national community. At the same time, Guangxi also focuses on giving play to the role of ethnic culture and tourism, and promotes exchanges and communication among all ethnic groups through the integration of culture and tourism. Second, the practical experience of other regions. In addition to Guangxi, other regions have also accumulated rich practical experience in the construction of demonstration zones for forging a strong sense of Chinese national community[14]. As a typical representative of Wuhua District of Kunming City, Yunnan Province, scholar Wang Junming introduced its practical experience in detail in the article "Practice and Reflection on Casting a Firm Consciousness of Chinese Ethnic Community in Yunnan--Taking Wuhua District of Kunming City as an Example of High-quality Construction of a Demonstration Area for Casting a Firm Consciousness of Chinese Ethnic Community". Through the implementation of national unity and progress creation activities and the enhancement of ethnic culture and tourism development, Wuhua District has effectively promoted the harmonious coexistence and common development of all ethnic groups. The Ningxia Hui Autonomous Region has also achieved remarkable results in building a demonstration area for forging a strong sense of Chinese national community. Scholar Wang Minglong pointed out in his article "The Strategic Positioning, Logical Reasoning and Practical Directions of Ningxia in Accelerating the Construction of a Demonstration Zone for Forging a Stronger Sense of Chinese National Community" that Ningxia adheres to the rule of law in ethnic affairs, and by improving the system of ethnic laws and regulations and strengthening law enforcement and supervision of ethnic affairs, it has effectively safeguarded the legitimate rights and interests of all ethnic groups and promoted ethnic unity and social stability[15].

(5) Strategies and paths for the construction of demonstration zones for forging a firm sense of Chinese national community. Casting a firm sense of Chinese national community is a major strategic task of China's ethnic work in the new era. As the state attaches great importance to ethnic work and pushes it forward in depth, various regions have combined their own realities to actively explore and practice effective strategies and paths for forging a firm sense of Chinese national community. For example, Wang Junwei pointed out in his article "The Reality of Guangxi's Construction of a Demonstration Zone for Forging a Stronger Sense of Community among the Chinese Nationalities and the Paths to Relief" that high-quality economic and social

development can provide a solid material foundation for forging a stronger sense of community among the Chinese nationalities[16]. He proposed that the development gap between ethnic groups should be narrowed through measures such as promoting industrial transformation and upgrading, strengthening innovation-driven development, and promoting the coordinated development of urban and rural areas, so as to realize the common prosperity and progress of all ethnic groups. In addition, Fang Changdang put forward the development strategy of cultural and tourism integration in the article "Research on the Path of Casting Chinese National Community Consciousness in Guangxi under the Perspective of Cultural and Tourism Integration", which aims to provide a new path and impetus for casting Chinese national community consciousness by tapping and integrating the cultural and tourism resources of the nationalities and promoting the in-depth integration and development of the tourism industry with the cultural industry, and upgrading the level of economic and social development of nationalities and providing new paths and impetus for the casting of Chinese national community consciousness[17]. Scholar Hao Yaming pointed out in his article "Research on Policy Agenda Setting for "Forging a Strong Chinese National Community Consciousness"-Analysis Based on Multi-source Flow Theory Model" that the policy agenda is formed through the convergence of policy flow, problem flow and political flow, in which deepening the education for national unity and progress has become a key part of policy implementation. Education for National Unity and Progress has become a key link in policy implementation. Ling Jingqiu elaborated on the implementation path of national unity and progress education in the series of papers entitled "Fundamental Direction": Generation Logic, Path Orientation and Practical Innovation. In his view, it is necessary to build a "five identities" education system, strengthen education on national consciousness, civic consciousness, and rule of law awareness for all ethnic groups, and enhance their sense of identity and belonging to the Chinese national community. At the same time, it is necessary to give full play to the role of school education as the main channel, integrate education on national unity and progress into the entire process of national education, and start with children, so as to cultivate new generations of people who are resolute in upholding the Party's centralized unity and firm in their actions to forge a strong sense of the Chinese national community.

Casting a firm sense of Chinese national community is the main line of the Party's ethnic work in the new era, and is also an inevitable requirement for promoting the common unity and struggle of all ethnic groups for common prosperity and development[18]. In the current context of building a socialist national development community with Chinese characteristics, academics have carried out a lot of research and discussion around the casting of Chinese national community consciousness demonstration area construction, and a large number of excellent results have emerged, providing useful guidance for the casting of Chinese national community consciousness demonstration area construction. However, while seeing the academic contributions of scholars, we should also fully realize that there are still several shortcomings in the current academic research on the construction of model areas for forging a strong sense of Chinese national community. Specifically: (1) Theoretical depth is insufficient, and systematicity needs to be strengthened. The current research still needs to be strengthened in terms of theoretical depth, and there is insufficient systematic research on the construction of demonstration zones for forging a firm sense of Chinese national community, lacking a comprehensive and systematic theoretical framework. (2) Insufficient practical exploration and lack of innovation. The innovation of the current research needs to be further strengthened, and the exploration of the specific practical path of the construction of the demonstration zone for forging a firm sense of Chinese national community is not deep enough, and there is a lack of innovative practical cases. (3) The diversity of research methods is slightly insufficient. The methodology adopted in the current research results is slightly single, and the use of diversified

research methods is insufficient, making it difficult to comprehensively and deeply explore the issue of building a model area for forging a strong sense of Chinese national community.

This means that the focus of future research will be: (1) Deepening theoretical research and building a systematic theoretical framework. Theoretical research should be deepened to build a systematic theoretical framework for the construction of the demonstration area for forging a firm sense of Chinese national community, so as to provide theoretical support for practice. (2) Explore practical paths and innovate practical cases. Actively explore practical paths and innovate practical cases for the construction of the demonstration area of forging a firm sense of Chinese national community, so as to provide practical guidance for the construction of the demonstration area. (3) Adopting diversified research methods, improving the depth of research, and comprehensively and deeply exploring the problems of the construction of the demonstration zone for forging a firm sense of Chinese national community. (4) Strengthening the correlation analysis between the inheritance and protection of Guangxi's excellent ethnic culture and the construction of the demonstration zone for forging a strong sense of Chinese national community. The correlation between the inheritance and protection of Guangxi's excellent national culture and the construction of the demonstration area for forging a strong sense of Chinese national community should be explored in depth to analyze the interactions and mutual influences between the two in theory and practice, so as to provide scientific basis for the formulation of relevant policies. (5) Strengthening the research on the formation mechanism and coupling path between the inheritance and protection of Guangxi's excellent national culture and the construction of the demonstration area for forging a strong sense of Chinese national community. It is necessary to deeply analyze the formation mechanism and coupling path between the inheritance and protection of Guangxi's excellent national culture and the construction of the demonstration area for forging a strong sense of Chinese national community, and explore how to promote the benign interaction and synergistic development between the two through effective policies and measures.

Overall, the research on the inheritance and protection of Guangxi's excellent national culture and the construction of demonstration area for forging a strong sense of Chinese national community is an important research field, and the current research has achieved certain results in theoretical inquiry, practical path exploration, etc., but there are still problems such as insufficient depth of research, insufficient practical exploration, and a single research method, etc. The present study will deepen the theoretical research, and explore the formation mechanism and coupling path between the two. This study will deepen theoretical research, explore practical paths, adopt diversified research methods, explore the formation mechanism and coupling paths between the inheritance and protection of Guangxi's excellent national culture and the construction of demonstration zones for forging a strong sense of Chinese national community, and provide theoretical support and practical guidance for the promotion of the inheritance and protection of Guangxi's excellent national culture and the construction of demonstration zones for forging a strong sense of Chinese national community.

2. Analysis of the Relationship between the Inheritance and Protection of Excellent Ethnic Cultures in Guangxi and the Construction of a Model Zone for Solidifying the Sense of Community among the Chinese Nation

As an autonomous region with a diverse ethnic population, Guangxi boasts a rich repository of ethnic cultural resources. These unique cultures not only reflect the wisdom and creativity of Guangxi's various ethnic groups but also showcase the diverse yet unified cultural characteristics of the Chinese nation. In the context of the new era, solidifying the sense of community among the Chinese nation has become the central theme of ethnic work, with the inheritance and protection of Guangxi's excellent ethnic cultures playing a crucial role in

advancing this theme. This paper aims to explore the relationship between the inheritance and protection of Guangxi's outstanding ethnic cultures and the construction of a model zone for strengthening the sense of community among the Chinese nation. Furthermore, it examines how the preservation and transmission of these cultures can contribute to the development of this model zone. The study employs Marxist ethnic theory, cultural diversity theory, and ethnic identity theory, analyzing the unique role of ethnic culture in building community awareness from multiple dimensions, including cultural identity, social cohesion, and historical memory.

2.1. Cultural Identity

In the process of inheriting and protecting Guangxi's outstanding ethnic cultures and building a model zone for solidifying the sense of community among the Chinese nation, the "strengthening of cultural identity" is a core and profound issue. Cultural identity refers to the recognition and acceptance of a particular culture by individuals or groups and serves as an essential foundation for forming a sense of community[19]. As the root of ethnic unity, cultural identity pertains not only to individual self-perception but also reflects the cohesion and centripetal force of a nation[20]. Guangxi, as a region where multiple ethnic groups coexist, is endowed with rich cultural resources that provide a unique advantage in strengthening cultural identity. The excellent ethnic cultures of Guangxi, such as the Zhuang people's Song Festival, the Yao people's Panwang Festival, and the Miao people's Miao New Year, are unique cultural traditions formed over long historical development. These cultural traditions not only carry the historical memories and spiritual aspirations of each ethnic group but also serve as significant sources of ethnic identity and cultural confidence.

2.2. Social Cohesion

In the process of inheriting and protecting Guangxi's outstanding ethnic cultures and constructing a model zone for solidifying the sense of community among the Chinese nation, "social cohesion" is a core element[21]. This study aims to analyze and elaborate on the role of social cohesion in the model zone's construction from multiple perspectives, including Marxist ethnic theory, cultural diversity theory, cultural identity theory, and relevant political theories, as well as its logical relationship with the inheritance and protection of Guangxi's excellent ethnic cultures.

Social cohesion refers to the close connections and unity among members of society[22]. Enhancing social cohesion is a crucial issue in a multicultural context. Guangxi's outstanding ethnic cultures play a significant role in this regard. First, these cultures possess strong appeal and attraction, capable of inspiring patriotism and national spirit. For example, cultural forms such as Guangxi's folk songs and dances, operas, and traditional handicrafts embody deep ethnic emotions and patriotism. By preserving and showcasing these cultural forms, a sense of pride and belonging to the national culture can be awakened, thereby enhancing social cohesion. Meanwhile, Guangxi's excellent ethnic cultures facilitate communication and understanding among different social strata. In the process of inheriting and protecting ethnic cultures, people from diverse social backgrounds can participate together, fostering mutual understanding and trust through shared learning and experiences. This cross-class cultural exchange helps break down social barriers and prejudices, promoting social harmony and stability.

2.3. Historical Memory

Historical memory is a fundamental component linking Guangxi's outstanding ethnic cultures to the consciousness of the Chinese national community. Guangxi's excellent ethnic cultures serve as witnesses and records of the historical development of various ethnic groups, carrying rich historical information and ethnic memories. By inheriting and protecting these cultures, we can gain a deeper understanding of the historical origins and developmental trajectories of

different ethnic groups. This facilitates a comprehensive understanding of the diverse yet unified historical framework of the Chinese nation and fosters a profound recognition of the Chinese national community consciousness. For instance, many ancient ethnic books, historical relics, and intangible cultural heritage in Guangxi are significant carriers of ethnic historical memory. By excavating and preserving these cultural heritages, we can better understand the cultural traditions and historical changes of various ethnic groups, thereby deepening the understanding and recognition of the Chinese national community consciousness.

"Historical memory" holds a pivotal role in inheriting and protecting Guangxi's outstanding ethnic cultures and constructing a model zone for solidifying the sense of community among the Chinese nation[23]. By deeply exploring and passing down the historical memories of various ethnic groups, Guangxi not only enriches its cultural content but also provides strong historical support and cultural resources for building the Chinese national community consciousness. Facing the challenges and opportunities of the new era, Guangxi should continue to strengthen the work of inheriting and protecting historical memory, promoting its integration with modern society, and making greater contributions to constructing a shared spiritual home for the Chinese nation.

3. Analysis of the Current State of Inheriting and Protecting Guangxi's Outstanding Ethnic Cultures and Constructing a Model Zone for Solidifying the Chinese National Community Consciousness

3.1. Current State of Inheriting and Protecting Guangxi's Outstanding Ethnic Cultures

In recent years, with the heightened awareness of cultural preservation, the work of inheriting and protecting Guangxi's outstanding ethnic cultures has received extensive attention and active participation from the government, businesses, and various social sectors. To gain a comprehensive and accurate understanding of the current state of this work, this study employs a combination of literature review and interviews.

Government initiatives play a crucial role in the inheritance and protection of Guangxi's outstanding ethnic cultures. The government not only provides legal protection for cultural inheritance through legislation but also actively promotes the protection and transmission of ethnic cultures by establishing specialized agencies, allocating funds, and implementing projects.

Overall, the Guangxi regional government has adopted various measures and achieved significant results in the inheritance and protection of ethnic cultures. Efforts in legislative protection, establishment of institutions, financial investment, project support, international cooperation and exchange, and education and training have effectively safeguarded and transmitted Guangxi's ethnic cultures. However, the rapid development of society and the impacts of globalization pose numerous challenges to the inheritance and protection of ethnic cultures. Therefore, the government needs to continue to strengthen efforts in all aspects, continuously improve and innovate protection measures to adapt to new circumstances and demands.

The inheritance and protection of Guangxi's outstanding ethnic cultures is a systemic project that requires the concerted efforts of the entire society. The academic community, educational institutions, media, non-governmental organizations, and volunteers have all made positive contributions in this regard. Through various means, they have injected strong momentum into the inheritance and protection of Guangxi's ethnic cultures. Nevertheless, this work remains a long-term endeavor.

Businesses have engaged in comprehensive and multi-level efforts to inherit and protect Guangxi's outstanding ethnic cultures. By integrating cultural tourism, cultural and creative industries, educational promotion, and blending with modern life, as well as establishing collaborative platforms, they actively participate in the transmission and protection of ethnic cultures, infusing new vitality and life into Guangxi's ethnic cultures.

3.2. Current State of Constructing a Model Zone for Solidifying the Chinese National Community Consciousness

In recent years, Guangxi has actively responded to the national call to solidify the sense of community among the Chinese nation by vigorously promoting the construction of a model zone. The aim is to enhance cultural identity and emotional bonds among various ethnic groups through the protection and inheritance of outstanding ethnic cultures, thereby jointly building a harmonious society.

3.2.1. Top-Level Design and Strategic Planning

In the process of constructing the model zone for solidifying the Chinese national community consciousness in Guangxi, top-level design and strategic planning play a crucial role. This phase not only provides clear direction and objectives for the entire construction process but also ensures that all tasks are carried out in an orderly and efficient manner. The Guangxi Autonomous Region government has made the solidification of the Chinese national community consciousness the central theme of its work across the region and has developed detailed top-level design and strategic plans. This includes documents such as the "Action Plan for Constructing a Model Zone for Solidifying the Chinese National Community Consciousness in Guangxi," which outline the guiding ideology, fundamental principles, main goals, and key tasks of the model zone construction. Through the implementation of these plans and schemes, the government ensures the systematic, holistic, and coordinated advancement of the model zone construction.

3.2.2. Organizational Structure and Work Mechanisms

The establishment and improvement of the organizational structure and work mechanisms are critical to the smooth advancement of the model zone construction in Guangxi. The Guangxi Autonomous Region government has placed great emphasis on this aspect, making detailed plans and deployments on multiple levels. This comprehensive approach aims to ensure the effective implementation of all tasks related to solidifying the Chinese national community consciousness and the successful construction of the model zone.

3.3. Issues and Causes in Constructing a Model Zone for Solidifying the Chinese National Community Consciousness

3.3.1. Problems in the Construction of the Model Zone

In the process of establishing a model area to strengthen the awareness of the Chinese national community in Guangxi, significant achievements have been made. However, this endeavor continues to encounter various issues and challenges. These problems span various aspects of the construction process, including ideological understanding, practical implementation, and resource allocation.

1) Ideological Understanding Issues

Firstly, there is insufficient recognition of the importance of constructing the model zone. Despite the Guangxi Autonomous Region government clearly stating the goal of building a model zone for solidifying the Chinese national community consciousness, some localities and departments still lack adequate recognition of its importance in practice. This insufficient recognition can lead to complacency, evasion of responsibility, and other issues in actual work, thereby affecting the progress and effectiveness of the model zone construction.

Secondly, there is an inadequate and sometimes superficial understanding of the concept of national community consciousness. The consciousness of the Chinese national community is a complex and profound concept that involves political, economic, and cultural dimensions. However, in practice, some officials and citizens do not have a deep enough understanding of this concept, and misunderstandings may exist. These conceptual misunderstandings can potentially misdirect the focus and priorities of the model zone construction.

2) Practical operational issues

Firstly, there is a disconnect between the planning and implementation of the demonstration zone construction. During the construction process of the demonstration zone, discrepancies between planning and implementation occasionally arise. On one hand, this may be due to inherent unreasonable aspects of the planning, which increases the difficulty of implementation; on the other hand, it may also be attributable to inadequate execution during the implementation process, leading to ineffective realization of the planning. This disconnect may impact the overall effectiveness of the demonstration zone construction.

Secondly, there is insufficient integration and utilization of resources in the construction of the demonstration zone. Guangxi is a multi-ethnic region with rich ethnic cultures and natural resources. However, during the construction of the demonstration zone, the integration and utilization of these resources are still lacking. Some localities and departments lack effective mechanisms and means for resource integration, resulting in occasional waste of resources and redundant construction. Simultaneously, the development and utilization of natural resources also lack scientific and sustainable considerations, which may have certain impacts on the ecological environment.

Thirdly, the publicity and promotion efforts for the construction of the demonstration zone are inadequate. Although Guangxi has achieved numerous accomplishments in building a demonstration zone for fostering a strong sense of Chinese national community, the publicity and promotion of these accomplishments are still insufficient. On one hand, this may be due to limited publicity channels, leading to impeded information dissemination; on the other hand, it may also be attributable to the lack of effective publicity strategies and means, rendering the accomplishments of the demonstration zone construction unable to gain wider recognition and support, which, to some extent, affects the effectiveness of the demonstration zone construction.

3) Resource allocation issue

Firstly, there is insufficient and unevenly distributed funding. The construction of the demonstration zone requires substantial financial investment as support, yet currently, Guangxi faces inadequacies in this aspect. On one hand, this may be due to significant fiscal pressure, leading to limited fund allocation; on the other hand, it may also be attributable to an unreasonable fund allocation mechanism, resulting in some key areas and major projects not receiving sufficient financial support. Additionally, there is an imbalance in funding allocation among different regions, with some areas, due to their relatively weak economic foundation, struggling to bear the full cost of demonstration zone construction.

Secondly, there is a lag in talent team development. The construction of the demonstration zone necessitates a high-quality talent team as support. However, currently, Guangxi lags in this aspect of talent team development. On one hand, this may be due to an imperfect talent cultivation mechanism, leading to the loss of excellent talents; on the other hand, it may also be because the talent introduction policies are not sufficiently attractive, unable to draw more excellent talents to participate in the construction of the demonstration zone. This shortage of talent may affect the progress and quality of the demonstration zone construction.

Thirdly, the policy support and guarantee mechanism are inadequate. The construction of the demonstration zone requires policy support and guarantees from the government and relevant departments. However, currently, Guangxi's policy support and guarantee mechanism in this

aspect are not sufficiently developed. Some policy measures are difficult to effectively implement and execute in practice, leading to certain policy risks and uncertainties faced by the demonstration zone construction. Simultaneously, there is also a lack of effective resolution mechanisms and countermeasures for the problems and difficulties encountered during the demonstration zone construction process.

4) Challenges from the Perspective of Social Environment and Cultural Differences

First, the challenge of regional cultural differences. Guangxi is a multi-ethnic region, and there are certain cultural differences between different ethnic groups. These cultural differences may bring certain challenges to the construction of the demonstration area. For example, in the aspect of cultural heritage and protection, different ethnic groups may have different senses of identity and protection awareness towards their own cultures; in the aspect of ethnic unity and progress, regional cultural differences may lead to communication barriers and misunderstandings; in the aspect of economic and social development, regional cultural differences may also affect the handling of issues such as resource allocation and interest distribution.

Second, the impact of changes in the social environment on the construction of the demonstration area. With the continuous changes and development of the social environment, the construction of the demonstration area also faces new challenges and opportunities. For example, in the context of globalization, the impact and influence of foreign cultures may have a certain impact on the ethnic culture and community consciousness of Guangxi; at the same time, the development of the social economy may also lead to phenomena such as population mobility and urbanization, and these changes may have a far-reaching impact on the construction of the demonstration area. Therefore, how to adapt to the changes in the social environment and formulate corresponding coping strategies is one of the important issues that need to be considered in the process of constructing the demonstration area.

3.3.2. Analysis of the Causes of the Problems in the Construction of the Demonstration Area for Fostering a Strong Sense of the Chinese National Community

The problems encountered by Guangxi in the process of constructing the demonstration area for fostering a strong sense of the Chinese national community have multiple underlying causes.

1) Reasons for ideological and cognitive issues

First, the lack of a deep understanding of the importance of the demonstration area construction. The main reason for this problem is that some local authorities and departments lack a deep understanding of the long-term significance and strategic value of fostering a strong sense of the Chinese national community. On the one hand, this may be due to the lack of relevant policy promotion and educational training, which has led to the relevant personnel not being able to fully understand and grasp the importance of the demonstration area construction; on the other hand, it may also be due to the fact that some local authorities and departments are more focused on short-term economic interests in their daily work, and have overlooked the long-term benefits of ethnic unity and social stability.

Second, the lack of in-depth and extensive understanding of the connotation of the national community consciousness. This is mainly due to the fact that the theoretical research and popularization of the concept of the Chinese national community consciousness are not yet deep and extensive enough. Some cadres and the public may lack systematic knowledge of ethnic theory and practical experience, which has led to deviations in their understanding of the connotation of the national community consciousness. In addition, the impact and influence of diverse cultures may also have caused some people to become confused about their understanding of the national community consciousness.

2) Causes of practical operational problems

First, the lack of smooth communication and coordination in the planning and implementation of the demonstration area construction. This phenomenon is mainly due to the lack of smooth communication and coordination in the planning and implementation process. The planning department may not have fully considered the actual situation and difficulties in the implementation process, leading to a disconnect between the plan and reality. At the same time, the obstacles encountered in the implementation process, such as policies, funding, and technology, may also lead to the failure of the plan to be smoothly implemented.

Second, the insufficient integration and utilization of resources in the construction of the demonstration area. This is mainly due to the imperfect resource integration mechanism and the lack of coordination among the relevant departments. In terms of resource integration, there may be a lack of effective information sharing and collaboration mechanisms, leading to waste of resources and duplication of construction. In terms of resource utilization, due to the lack of scientific evaluation and planning, the development and utilization of natural resources may not be reasonable and sustainable.

Third, the lack of publicity and promotion efforts for the demonstration area construction. This is mainly due to the lack of emphasis on publicity and promotion work, as well as the limitations of the publicity methods. On the one hand, it may be due to the lack of understanding of the relevant departments on the importance of publicity work, resulting in limited investment of human, material, and financial resources; on the other hand, it may also be due to the lack of innovative publicity methods and channels, making it difficult for the achievements of the demonstration area construction to be more widely disseminated and recognized.

3) Reasons for resource allocation issues

First, funding is insufficient and unevenly distributed. This is mainly due to financial pressure and imperfections in the fund allocation mechanism. On the one hand, the Guangxi region may face greater financial pressure, resulting in the inability to provide sufficient financial support for the construction of the demonstration zone; on the other hand, the fund allocation mechanism may be unreasonable, making some key areas and key projects unable to receive sufficient financial support. In addition, the difference in the level of economic development between different regions may also lead to an imbalance in the investment of funds.

Second, the construction of human resources is lagging behind. This is mainly due to the imperfections in the mechanism for training and introducing talents as well as the serious phenomenon of brain drain. On the one hand, it may be due to the insufficiency of educational resources and training mechanisms, resulting in the inability to cultivate a sufficient number of high-quality talents; on the other hand, it may also be due to the lack of attractive talent introduction policies, which makes it impossible for outstanding talents to be attracted to the construction of the demonstration zone. At the same time, the phenomenon of brain drain may also lead to a shortage of talent.

Third, the policy support and guarantee mechanism is not perfect. This is mainly due to some problems and challenges in the process of policy formulation and implementation. On the one hand, policy formulation may fail to fully take into account the actual situation and needs of the construction of the demonstration zone, leading to increased difficulty in policy implementation; on the other hand, various obstacles and resistance that may be encountered in the process of policy implementation may also lead to imperfections in the policy support and guarantee mechanism. In addition, there may be a lack of effective coping mechanisms and solutions to the problems and difficulties that arise in the process of building demonstration zones.

4) Reasons for issues related to social environment and cultural differences

The challenges brought by the cultural differences between regions and the impact of changes in the social environment on the construction of the demonstration area are mainly due to the

combined effect of various factors such as social history, geographical environment, and economic development. The multi-ethnic characteristics and historical background of the Guangxi region have led to the existence of cultural differences between different regions. At the same time, with the advancement of globalization and the development of the social economy, the social environment is also undergoing continuous changes, and these changes have had a profound impact on the construction of the demonstration area. However, due to the lack of understanding and response to these changes, some problems and challenges may arise in the process of building the demonstration area.

In summary, the reasons for the problems in the process of building the demonstration area of the Chinese national community consciousness in Guangxi are multifaceted and complex. In order to solve these problems and promote the in-depth development of the demonstration area construction, it is necessary to conduct in-depth analysis and discussion from multiple levels, including ideological awareness, practical operation, resource allocation, and social environment and cultural differences. At the same time, the government and all sectors of society should work together to formulate practical policies and solutions to address these challenges and promote the smooth progress of the demonstration area construction.

4. Ideas and Countermeasures for the Construction of the Demonstration Area for Inheriting and Protecting Guangxi's Outstanding Ethnic Culture and Forging Chinese National Community Consciousness

4.1. Construction Ideas

Guangxi has rich ethnic culture and profound historical heritage. Among them, the "Six Castles Tea Production Technique" and the "He Weigui" Cultural Festival of Guigang City are the representatives of Guangxi's excellent national culture. However, in the process of inheriting and protecting these excellent cultures, a series of problems and challenges are faced. This study takes these two cases as an entry point to specify and illustrate the ideas for the construction of a demonstration area for the inheritance and protection of Guangxi's excellent national culture and the forging of a strong sense of Chinese national community.

4.1.1. Strengthening the Inheritance and Protection of National Culture, and Consolidating the Foundation of Community Consciousness

Guangxi's "Six Castles Tea Production Technique" is a unique and precious intangible cultural heritage, which is not only a tea production technique, but also an important part of Guangxi's national culture. However, under the impact of modernization, this technique is facing problems such as succession gap and uneven industrial development. In order to solve these problems, it is necessary to start from the following aspects:

1) Establish a perfect inheritance system

Through the establishment of specialized inheritance bases, training schools or institutions, more young people are attracted to participate in the learning and inheritance of the Six Fort Tea production skills. At the same time, encourage the old generation of inheritors to teach the skills to the younger generation to ensure the continuation of the skills.

2) Promote the combination of industrial development and cultural inheritance

Promote the balanced development of Liu Bao tea industry through policy support and capital investment, so that cultural inheritance and industrial development can complement each other. This can not only provide more employment opportunities and economic sources for the inheritors, but also further enhance their sense of identity and belonging to the traditional culture. Similarly, Guigang's "Hewei Gui" Cultural Festival is also facing the problem of how to better inherit and protect national culture. The festival takes filial piety culture as its core, and

promotes the traditional virtues of the Chinese nation through activities such as the selection of the "Son of a Hundred Filial Piety".

In order to further strengthen the inheritance and protection of this festival, the following measures can be taken: firstly, enrich the content and form of activities. In addition to the selection activities, you can also add lectures, exhibitions, performances and other forms of activities, so that more people understand and participate in the festival. Secondly, strengthen publicity and promotion. Utilize modern media means, such as webcasting and social media, to expand the influence and popularity of the cultural festival. At the same time, cooperate with local tourism departments to make the cultural festival a special cultural event that attracts tourists.

4.1.2. Deepening Education on National Unity and Progress and Forging A Sense of Community

1) Strengthening publicity and education on national unity

Popularize the importance and significance of national unity among the public through various forms of publicity activities, such as theme speeches and exhibitions. At the same time, national unity education is incorporated into the school curriculum system to cultivate students' sense of national unity from an early age.

2) Promoting interaction, exchanges and mingling among ethnic groups

Encourage and support cultural exchanges and cooperation among ethnic groups, such as organizing ethnic cultural festivals and celebrations and building ethnic cultural parks. This not only enhances the understanding and friendship among ethnic groups, but also promotes the development of cultural diversity and inclusiveness. Taking the "Six Castles Tea Production Technique" as an example, we can organize exchanges and cooperation among tea artisans of different nationalities to jointly explore and pass on this technique. This will not only promote the dissemination and development of tea culture, but also enhance the sense of identity and pride of all ethnic groups in Chinese tea culture. For the "Harmony for Nobility" Cultural Festival, we can invite representatives of different ethnic groups to participate in the activities to demonstrate the filial piety culture and traditional virtues of each ethnic group. This will not only help to promote the traditional virtues of the Chinese nation, but also promote cultural exchanges and integration among all ethnic groups.

4.1.3. Innovate the Protection and Development Mode to Promote the Sustainable Development of Cultural Industry

In the process of inheriting and protecting Guangxi's excellent national culture, it is necessary to continuously innovate the protection and development mode to promote the sustainable development of cultural industry. Specifically:

1) Explore the development path of cultural industrialization

Combine traditional culture with modern market demand, and develop cultural products and services with market competitiveness. For example, combining the Six Fort Tea production techniques with modern tea performances and tea culture tourism to create a unique tea culture industry chain.

2) Utilize scientific and technological means for protection and inheritance

Use digitalization, virtual reality and other technical means to record and display traditional culture. This will not only leave valuable historical information for future generations, but also allow more people to understand and experience the charm of traditional culture through modern technological means.

3) Strengthen international cooperation and exchange

Through cooperation and exchanges with international cultural institutions, promote Guangxi's outstanding national culture to the world stage. This can not only enhance the international

influence of Guangxi culture, but also bring more opportunities and resources for the development of cultural industry.

4.1.4. Build a Cultural Protection Pattern of Pluralistic Co-management and Form Social Synergy

1) Strengthen government guidance and support

The government should increase the investment in cultural inheritance and protection, formulate relevant policies and plans, and provide strong policy guarantee and financial support for cultural inheritance.

2) Encourage the participation of all sectors of society

Encourage enterprises, social organizations and individuals to participate in cultural inheritance and protection to form a good atmosphere of common participation of the whole society. For example, enterprises can support the inheritance and development of traditional culture by funding cultural heritage projects and setting up scholarships; social organizations can organize various forms of cultural activities to promote the dissemination and exchange of culture; and individuals can contribute to the study, inheritance and promotion of traditional culture.

3) Establish an effective monitoring mechanism

Establish a supervision mechanism for cultural inheritance and protection to ensure that all policies and measures are effectively implemented. At the same time, strengthen the evaluation and supervision of cultural inheritance projects to ensure the transparency and maximize the benefits of the use of funds.

The ideas for the inheritance and protection of Guangxi's excellent national culture and the construction of the model area for casting a firm sense of Chinese national community mainly include strengthening the inheritance and protection of national culture, deepening the education for national unity and progress, innovating the mode of protection and development as well as constructing a cultural protection pattern of pluralistic co-rule, etc., so that Guangxi's excellent national culture can be better inherited and protected, while promoting the unity and progress among the various nationalities, and laying a solid foundation for the construction of the model area for the sense of Chinese national community. Chinese national community consciousness demonstration area to lay a solid foundation.

4.2. Countermeasures and Recommendations

From the perspective of synergistic cooperation among the government, enterprises and society, the following countermeasures and suggestions are put forward.

4.2.1. Government Departments

1) Improve the laws and regulations system

In the process of promoting the inheritance and protection of Guangxi's excellent national culture and forging the sense of community of the Chinese nation, perfecting the system of laws and regulations is a crucial link. Through the establishment of relevant laws and regulations, not only can provide solid legal protection for cultural inheritance, but also can effectively promote the exchange and integration of various ethnic cultures, and then consolidate the sense of Chinese national community.

With the rapid development of society and the impact of globalization, some excellent ethnic cultures in Guangxi are facing the danger of disappearing. Therefore, it is particularly urgent and important to formulate special laws and regulations to regulate and guide the inheritance and protection of Guangxi's national culture. The formulation of special laws and regulations can clarify the principles, objectives and specific measures of cultural inheritance and protection, and provide clear legal guidelines for related work. At the same time, through legal means to punish the behavior of destroying the national culture inheritance, it can effectively

curb the illegal behavior in the cultural inheritance, and protect the purity and sustainability of the national culture. In addition, the formulation of special laws and regulations can also promote the communication and integration between the cultures of Guangxi's ethnic groups. Under the framework of law, the cultural inheritance activities of all nationalities will be better supported and guaranteed, which will promote the common development of the cultures of all nationalities and enhance the sense of Chinese national community.

2) Improvement and coordination of organizational structure

In the process of promoting the inheritance and protection of Guangxi's outstanding national culture and forging a strong sense of Chinese national community, the improvement and coordination of organizational institutions play a crucial role. An efficient and orderly organization can not only ensure the smooth progress of cultural inheritance and protection, but also promote the harmonious coexistence and cultural integration among various nationalities.

Improvement and coordination of the organizational structure is the key link to promote the inheritance and protection of Guangxi's outstanding ethnic culture and to forge a strong sense of Chinese national community. Through the establishment of specialized institutions, the strengthening of cross-sectoral coordination and the role of social organizations and other measures, an efficient and orderly organizational system can be built to provide a solid organizational guarantee for the inheritance and development of Guangxi's national culture.

3) Financial guarantee and incentive mechanism

In the process of protecting and inheriting Guangxi's excellent national culture and casting a firm sense of Chinese national community, the establishment of financial guarantee and incentive mechanism is an indispensable part. Funds are the material basis of cultural inheritance activities, while the incentive mechanism can mobilize all parties to participate in the enthusiasm of cultural inheritance.

Firstly, special funds are set up to ensure the material basis of cultural inheritance. In order to effectively promote the inheritance and protection of Guangxi's national culture, the government should set up special funds for cultural inheritance and protection. When setting up special funds, the use of funds should be clearly standardized and management system, to ensure the transparency and effectiveness of the use of funds. At the same time, the establishment of supervision mechanism, regular audit and evaluation of the use of funds to prevent the abuse and waste of funds.

Secondly, guide social capital to invest and broaden the source of funds. In addition to the government's special funds, guiding social capital investment is also an important way to solve the problem of cultural heritage funds. The participation of social capital can not only provide more financial support for cultural heritage, but also bring in market-oriented operation mode and innovative thinking.

Thirdly, establish an incentive mechanism to stimulate the enthusiasm of all walks of life. In order to stimulate the enthusiasm of all sectors of society to participate in the protection of cultural heritage, it is crucial to establish an effective incentive mechanism. When establishing the incentive mechanism, it should focus on fairness and sustainability. Ensure that the incentive mechanism can really stimulate the enthusiasm of all sectors of society to participate, and lay the foundation for the long-term development of cultural heritage protection.

The establishment of financial guarantee and incentive mechanism is an important safeguard measure to promote the inheritance and protection of Guangxi's outstanding national culture and to forge a strong sense of Chinese national community. Through the establishment of special funds, guiding social capital investment and the establishment of effective incentive mechanism, it can provide a stable material foundation and social support for cultural inheritance. This will help to promote the prosperity and development of Guangxi's national

culture, further consolidate the sense of Chinese national community, and realize social harmony and progress.

4) Promote the development of related cultural industries

Under the background of globalization, the development of cultural industry is increasingly valued by various countries. For Guangxi, its rich national cultural resources provide unique conditions for the development of cultural industries. By promoting the development of cultural industry, it can not only effectively protect and inherit the national culture of Guangxi, but also promote the economic growth and improve the comprehensive competitiveness of the national region.

We can effectively promote the development of cultural industry in Guangxi through the implementation of measures such as excavating cultural resources, strengthening cooperation among industries, universities and research institutes, optimizing industrial layout, expanding financing channels as well as strengthening international cooperation and exchanges. This can not only protect and inherit the ethnic cultural resources of Guangxi, but also promote economic growth and improve the comprehensive competitiveness of ethnic areas.

4.2.2. Business Organization

1) Deepening the understanding of Guangxi's excellent ethnic culture

Guangxi, as a multi-ethnic region in China, has rich ethnic cultural resources. These cultural resources are not only the valuable wealth of Guangxi, but also an important part of the cultural diversity of the Chinese nation. Under the impact of globalization and modernization, how to inherit and protect the excellent ethnic culture of Guangxi and combine it with casting a firm sense of Chinese national community has become an urgent problem to be solved.

Enterprises should first deepen their understanding of Guangxi's excellent ethnic culture, and understand its historical background, cultural connotation and social value. This not only helps enterprises better integrate into the local cultural environment, but also provides rich materials and inspirations for enterprise culture construction and brand image shaping. First, carry out cultural research. Enterprises can organize a team of experts to conduct in-depth research and excavation of Guangxi's national culture, organize and publish relevant books or documentaries, so that more people can understand and recognize the unique charm of these cultures. Second, cultural exchange activities. Regularly organize national culture exchange activities, invite local people, cultural inheritors, scholars and other participants, and show the diversity of Guangxi's national culture through lectures, exhibitions, performances and other forms.

2) Integrating national culture into enterprise products and services

First, the integration of national culture elements in product design. Guangxi's ethnic culture is rich and colorful, including unique dress patterns, handicrafts, ethnic architectural styles, etc., which are valuable resources that can be drawn on when designing products. Enterprises can deeply explore these elements and skillfully integrate them into product design.

Second, national culture experience in service. In addition to the integration of product design, enterprises can also provide ethnic culture experience in the service, so that consumers can more deeply understand and feel Guangxi's ethnic culture. Enterprises can provide handicraft experience services, so that consumers can make ethnic handicrafts with their own hands, such as weaving, pottery and so on, so that consumers can feel the charm of ethnic culture in the process of hands-on.

Third, the combination of brand story and ethnic culture. Brand story is a bridge connecting consumers and brand emotions, combining brand story with Guangxi's ethnic culture can deepen consumers' sense of identity and belonging to the brand. Enterprises can incorporate these spirits into their brand concepts to advocate a positive and enterprising attitude towards life. Through the inheritance and promotion of the national spirit, to enhance the brand's sense of social responsibility and credibility.

Fourth, market positioning and national culture strategy. In the process of integrating national culture, enterprises also need to clarify the market positioning and develop corresponding market strategies to ensure the successful promotion of products and services. Through continuous innovation of products and services to meet the increasingly diverse needs of consumers. At the same time, it is necessary to strengthen the research and excavation of national culture, and constantly inject new cultural connotations and vitality into the brand.

Integrating Guangxi's ethnic culture into corporate products and services is a systematic project, which needs to start from multiple aspects such as product design, service experience, brand story and market strategy. By digging deep into the national cultural resources and skillfully integrating these elements into products and services, enterprises can create a unique brand image, enhance market competitiveness and promote the inheritance and development of Guangxi's national culture.

3) Strengthening the construction of enterprise culture and integrating the sense of national community

In the context of diversified society, enterprise culture construction becomes an important support for enterprise development. Especially for enterprises located in multi-ethnic areas like Guangxi, strengthening the construction of enterprise culture and integrating it into the national community consciousness is not only related to the development of the enterprise itself, but also to the inheritance and protection of Guangxi's excellent national culture, and the promotion of the construction of demonstration areas for the national community consciousness of the Chinese nation and other important matters.

First, enterprise culture construction and Guangxi national culture inheritance. Guangxi has a rich and colorful national culture, in the construction of enterprise culture, actively integrating and inheriting the excellent national culture of Guangxi not only helps to enhance the cultural heritage of enterprises, but also promotes the inheritance and development of national culture. First of all, enterprises can deeply excavate the essence of Guangxi's ethnic culture, such as the Zhuang's song dike culture, the Yao's Panwang Festival, etc., and integrate these unique cultural elements into the enterprise cultural activities. By organizing employees to participate in the learning and experience of national culture, such as organizing national culture knowledge contests, national song and dance performances, etc., so that employees can feel the charm of national culture in personal participation, thus enhancing the sense of identity and pride in national culture. Secondly, enterprises can cooperate with local ethnic cultural institutions in Guangxi to jointly carry out ethnic cultural heritage programs. Through subsidizing ethnic culture research and supporting the development of ethnic art groups, they can promote the inheritance and innovation of ethnic culture in Guangxi. This kind of cooperation not only helps to enhance the social image of the enterprise, but also brings unique cultural resources and enriches the cultural connotation of the enterprise.

Secondly, integrating into the national community consciousness and the construction of the demonstration area. As a demonstration area of Chinese national community consciousness, Guangxi shoulders an important historical mission. Integrating ethnic community consciousness in the construction of enterprise culture is an important measure to promote the construction of the demonstration area. First of all, enterprises should create an atmosphere of mutual respect and equal treatment among employees of all nationalities internally. Through measures such as formulating fair hiring policies and providing diversified employee training and development opportunities, they ensure that employees of all nationalities enjoy equal rights and opportunities in the enterprise. This equal enterprise culture helps to cultivate employees' sense of national community and promote unity and cooperation among employees of all nationalities. Secondly, enterprises can actively participate in the creation of national unity and progress in Guangxi region. By supporting education, medical care and other public welfare undertakings in ethnic areas, they can help local people improve their production and

living conditions and enhance the sense of social responsibility of enterprises. At the same time, enterprises can also utilize their own resources and influence to promote exchanges and cooperation between Guangxi region and other regions, and to promote exchanges and integration between various ethnic groups. In addition, the enterprise can also raise the employees' awareness of the importance of national unity by carrying out national unity publicity and education activities. By telling touching stories of national unity and publicizing advanced models of national unity, they can stimulate employees' national emotions and enhance their national pride and sense of belonging.

The establishment of a long-term mechanism to continuously promote cultural inheritance and protection in Guangxi requires the joint efforts and collaboration of the government, society, enterprises and individuals in order to realize the goal and achieve good results. Measures such as building a perfect system, implementing specific projects, strengthening the construction of human resources, promoting the integrated development of tourism, and strengthening international exchanges and cooperation can inject new vitality and impetus into the inheritance and development of Guangxi's national culture, and provide strong support and guarantee for the construction of the demonstration area for forging a strong sense of community among the Chinese nation.

4.2.3. Social Organizations and Citizens

1) Playing the Promoting Role of Non-governmental Organizations

In order to give full play to the important role of NGOs in the process of inheriting and protecting Guangxi's outstanding ethnic culture and building a demonstration area for forging a strong sense of Chinese national community, the measures that NGOs should take include: firstly, carrying out a cultural census and record. Organize a professional team to conduct a census of ethnic cultures in various regions of Guangxi, record them in detail and classify and organize them. Use modern technical means, such as digitization and video recording, to preserve and disseminate ethnic cultural information. Second, advocate and participate in cultural protection policies. Based on the results of the census, propose cultural protection policies to government departments and promote the improvement of relevant regulations. Third, cooperate with government departments to implement cultural heritage protection projects. Organize multi-cultural activities and regularly hold ethnic cultural festivals to showcase the traditional culture and art of Guangxi's ethnic groups. Carry out ethnic culture activities in schools and communities, so that more people can understand and appreciate Guangxi's ethnic culture. Promote national unity education, develop national unity education courses, and enhance the people's sense of Chinese national community through lectures and seminars. Fourth, cooperate with the media to publicize advanced deeds and typical examples of national unity and create a harmonious social atmosphere. Promote the integrated development of culture and tourism, and develop cultural tourism routes and products to attract tourists to experience ethnic culture, taking into account the ethnic and cultural characteristics of Guangxi. Fifth, cooperate with the tourism sector to promote the sustainable development of the culture and tourism industry and drive local economic growth. Sixth, strengthen international exchanges and cooperation, establish cooperative relations with international non-governmental organizations, and jointly promote the international dissemination and exchange of Guangxi's national culture. Seventh, introduce advanced foreign cultural heritage protection concepts and technologies to enhance the level of cultural protection in Guangxi. Eighth, establish a volunteer service system, recruit and train volunteers to participate in cultural inheritance, protection and national unity activities. Through the volunteer service system, expand the influence of non-governmental organizations and attract more social resources to invest.

2) Strengthening the fundamental role of the society at large

In the process of the inheritance and protection of Guangxi's outstanding national culture and the forging of the sense of community of the Chinese nation, in addition to the efforts of the government, NGOs and other professional organizations, the public also plays a crucial role. As creators, inheritors and consumers of culture, the attitudes, behaviors and participation of the general public have a direct impact on the effect of cultural inheritance and protection and the strength of the national community consciousness.

The general public is the main bearer of national culture, and through the practice, communication and education in daily life, they continue to inherit and develop their own culture. Their language, costumes, diet, festivals, handicrafts and other living habits and traditional culture are all important parts of national culture. The active participation and conscious inheritance by society at large are the basis for maintaining the vitality and continuity of national cultures. Under the impact of globalization and modernization, national cultures need to be constantly innovated in order to adapt to the changes of the times. As practitioners of culture, the general public can innovate on the basis of inheritance and inject new elements and vitality into national culture. Their creativity, imagination and practical ability are the key to promote the innovation and development of national culture. The interaction, mutual assistance and cooperation among the general public in their daily lives is a vivid manifestation of national unity. Through common cultural identity and emotional ties, they enhance mutual understanding and trust, forming a close social network. This culture-based social unity is an important cornerstone for forging the sense of community of the Chinese nation.

3) Strengthening the role of news media as a bridge for communication and publicity

In the information society, the news media, as an important channel of information dissemination, plays a pivotal role in cultural inheritance, national unity and community construction. Especially in the process of the inheritance and protection of Guangxi's excellent national culture and the casting of Chinese national community consciousness, the news media plays the role of bridge and link. First, the publicizer of cultural inheritance. Through reports, features, interviews and other forms, the news media are able to deeply excavate and publicize Guangxi's excellent ethnic cultures, so that more people can understand and recognize the unique charm and value of these cultures. They not only convey cultural knowledge, but also stimulate the public's interest and enthusiasm in cultural heritage. Secondly, advocates of national unity. By publicizing the importance of national unity and reporting on advanced stories of national unity, the news media are able to enhance the sense of Chinese national community among all ethnic groups and promote exchanges and integration among different ethnic groups. They provide strong public opinion support for building a harmonious social atmosphere and consolidating national unity. Third, the promoters of the construction of the demonstration area. In the process of building the demonstration zone for forging a strong sense of Chinese national community, the news media can play a supervisory and promotional role. They guide all sectors of society to pay attention to and support the construction of the demonstration zone by reporting on the progress of the construction and publicizing successful experiences, creating a favorable social environment and public opinion atmosphere for the construction of the demonstration zone.

The government, enterprises, non-governmental organizations, the general public and the news media each play an important role in the construction of the demonstration zone for the inheritance and protection of Guangxi's outstanding ethnic culture and the forging of a strong sense of Chinese national community. All parties should strengthen communication and collaboration, form a synergy, and jointly promote the in-depth development of the construction of the demonstration zone. Through the concerted efforts of multiple subjects, the excellent ethnic culture of Guangxi will be better inherited and protected, and the sense of Chinese national community will be further strengthened.

5. Research Conclusion

The intrinsic connection between Guangxi's excellent ethnic culture and the Chinese nation's sense of community was explored. First, Guangxi's excellent ethnic culture provides a rich cultural soil for the cultivation of community consciousness. During the long historical process, the ethnic groups in Guangxi have formed a unique ethnic culture system through common life practices and cultural exchanges. These cultural elements not only embody the historical traditions, values and lifestyles of each ethnic group, but also reflect the cultural pattern of the Chinese nation's pluralism and unity. In the process of building and strengthening the sense of community of the Chinese nation, Guangxi's excellent national culture plays a vital role as a common cultural foundation. Secondly, Guangxi excellent national culture promotes national unity and harmony through cultural identity. Cultural identity is the important foundation of national unity and social harmony. Guangxi nationalities have formed a common cultural identity in the long-term historical development, which not only enhances the cohesion and centripetal force among nationalities, but also promotes the understanding and tolerance among different nationalities. By promoting Guangxi's excellent national culture, it can further enhance the sense of identity and sense of belonging of all nationalities to the Chinese national culture, thus promoting national unity and harmony. In addition, Guangxi excellent national culture also strengthens the sense of Chinese national community through the dimensions of social cohesion and historical memory. Social cohesion refers to the close solidarity and mutual support among members of society. The values of solidarity and mutual support and harmonious coexistence in Guangxi's excellent ethnic culture help to enhance the cohesion and centripetal force among members of the society. At the same time, the common historical memories formed by the ethnic groups in Guangxi during their historical development have deepened the sense of identity and belonging of the ethnic groups to the Chinese national community.

It presents the problem of the current situation of the construction of the demonstration area for the inheritance and protection of Guangxi's excellent national culture and the casting of the Chinese national community consciousness. In terms of the inheritance and protection of Guangxi's excellent national culture, this study finds that although certain achievements have been made, there are still some problems. First of all, the current situation of the inheritance and protection of Guangxi's excellent national culture shows that governments at all levels and all sectors of society have fully recognized the importance of the inheritance and protection of national culture and have taken a series of measures to promote it. For example, they have strengthened the protection and restoration of ethnic cultural heritage, carried out a series of ethnic cultural activities and exhibitions, and promoted the development of ethnic cultural industries. These measures have, to a certain extent, promoted the inheritance, protection and development of Guangxi's outstanding ethnic cultures. However, while recognizing the achievements, it is also necessary to soberly see the existing problems. First of all, the integration of national culture in the construction of the demonstration zone is not deep enough. Although the construction of the demonstration area has achieved certain results, there are still some obstacles and difficulties in cultural integration. Some regions have not fully taken into account the factors of ethnic culture in the construction of demonstration zones, leading to a disconnect between the inheritance and protection of ethnic culture and the construction of demonstration zones. Secondly, the strategies and means of using ethnic culture to help forge a strong sense of community still need to be optimized. In the process of inheriting and protecting Guangxi's excellent national culture, it is necessary to pay more attention to strategy and innovation, and improve the influence and appeal of national culture through innovative communication methods and means.

Finally, from the perspective of synergistic cooperation among the government, enterprises and society, countermeasures and suggestions are put forward to promote the inheritance and protection of Guangxi's excellent national culture and the construction of the demonstration zone for forging a strong sense of Chinese national community. As the dominant player in the construction of the demonstration zone, the government provides solid legal and policy guarantees for the inheritance and protection of ethnic culture by formulating policies, providing financial support and strengthening supervision. The role of the government is reflected in the macro-planning and strategic layout of the construction of the demonstration zone, as well as the rational allocation and efficient utilization of related resources. Enterprises play an important role of economic support and industrial innovation in the construction of the demonstration zone. By investing in cultural industries and developing cultural products, enterprises not only provide the necessary economic support for the inheritance and protection of national culture, but also promote the innovation and development of national cultural industries. At the same time, enterprises have also improved the efficiency and level of national culture inheritance and protection by introducing new technologies and new modes. With their professionalism and flexibility, non-governmental organizations (NGOs) have reached out to the grassroots and stayed close to the masses, providing strong social support for the inheritance and protection of national culture. Through cultural popularization activities and cultural lectures, NGOs have raised public awareness and understanding of ethnic cultures. At the same time, NGOs have also actively participated in the construction of demonstration zones, providing grass-roots service support for the inheritance and protection of ethnic cultures. As the root of national culture inheritance, the public has provided a broad mass base for national culture inheritance and protection by participating in cultural activities and supporting the development of cultural industries. The public's sense of identity and belonging to the national culture is the source power of the national culture inheritance, and its participation and support are of great significance to the in-depth development of the construction of the demonstration area. As an important medium of information dissemination, the news media play an important role in publicizing and promoting the construction of the demonstration zone. By reporting the progress and achievements of the construction of the demonstration zone in a timely manner, the news media have raised the public's awareness of and attention to the protection of national cultural heritage. At the same time, the news media have also popularized knowledge of national culture among the public by opening columns and producing documentaries, thus enhancing the dissemination and influence of national culture.

Due to the limitations of subjective and objective factors, such as the limited level of the researcher as well as the multifaceted constraints and limitations of the research conditions, there are some deficiencies in this study, and there is room for improvement. These shortcomings and defects are difficult for the researcher to overcome at present, and the researcher can only continue to make efforts in the future study and work, in order to make up for these shortcomings and make the study more perfect.

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