Research on the Path of Local Knowledge Embedded in Cultural Tourism Integration in Ethnic Minority Areas—Take Longsheng in Guilin as an Example

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Abstract
The integration of culture and tourism has always been a hot topic in the industry and academia. Local knowledge involves specific situations formed in the generation and defense of knowledge. The embedding of local knowledge in the integration of culture and tourism provides a new perspective for the deep integration of culture and tourism in ethnic areas. Taking Longsheng of Guilin, which is rich in ethnic cultural resources, as an example, this paper explores the interpretation significance of local knowledge from the dual perspectives of culture and tourism, finds the endogenous power and cultural space of cultural tourism integration, and promotes the theoretical practice of cultural tourism integration in ethnic areas from "external" to "internal".

Keywords
Local knowledge; Integration of culture and tourism; Longsheng; Guilin; Attractor; Experience

Introduction

Local knowledge is the central concept of interpretive anthropology created by American anthropologist Geertz, who has made outstanding contributions to the construction of this theory. However, in his works, he does not make a more detailed and clear definition of this concept, but vaguely points out that the occurrence of this knowledge has its own local characteristics and is related to the imagination of the parties (Geertz, 2004). The so-called "local characteristics" is not only said in a specific regional sense, but mainly relative to global knowledge or universal knowledge, which

is further emphasized in the discussion of globalization. In Chinese, another layer of meaning is mainly relative to "central, official and orthodox" (Xing, 2006). China's ethnic areas account for about 64% of the country's land area. These areas are not only rich in natural resources, but also have complex ethnic composition and diverse cultures. In the process of cultural tourism integration, the embedding of local knowledge provides a new perspective for the high-quality development of cultural and tourism integration in ethnic areas.

The Value of Local Knowledge Embedded in Cultural Tourism and Tourism in Ethnic Areas—A Case Study of Longsheng, Guilin

The Value of Cultural Heritage

Local knowledge is all the material and spiritual achievements, including material culture and spiritual culture, created by people in a certain region through physical and mental work in the long-term historical development process, and continuously accumulated, developed and sublimed. It reflects the local economic level, scientific and technological achievements, values, religious beliefs, cultural accomplishment, artistic level, social customs, lifestyle, social code of conduct and other aspects of social life (An, 2010). Ethnic cultural diversity is not only a huge wealth and resource formed in China's thousands of years of history, but also the wealth and resource of the whole mankind. The diversity of national culture should be regarded as the symbol of human progress, but the assimilation of national culture and the loss of diversity have not attracted the attention of the government and society as much as the protection of biodiversity. Cultural diversity is as important and essential to human beings as biological diversity is to human beings. Protecting the diversity of our national culture is of great significance in our political, economic, cultural and social life. Local knowledge has its own unique value, so it plays an irreplaceable role in the local development. The preservation and development of local knowledge also resists and prevents the homogeneity of knowledge, and leaves space for the exchange, transmission and innovation of knowledge. In the long-term historical development, cultural changes and unique ecological and geographical environment, the unique and profound local knowledge accumulated and inherited by all ethnic groups in Longsheng can be called local knowledge, which mainly involves religious belief, social customs, ethics, production knowledge, traditional crafts, etc. The protection and inheritance of national culture should not only meet the demands of relevant communities, groups or individual core stakeholders, but also meet the needs of public interests. The relatively limited resources should be fully allocated. Through the establishment of corresponding governance system, the convergence and integration of system design and implementation can be realized. In recent years, Longsheng has strengthened the protection and living inheritance of national culture by excavating the representative inheritors of national culture, establishing national culture transmission base, carrying out off-duty training and holding folk festival activities.

The Value of Ecological Protection

Local knowledge is all the material and spiritual achievements created and continuously accumulated, developed and sublimed by the people of a certain region through physical and mental work in the long-term historical development process. All local knowledge is the manifestation of a specific national culture, and the related national culture is the ecological wisdom and ecological skills developed in generations of debugging and accumulation, which are completely contained in the local knowledge of each region. In this sense, local knowledge is bound to be interdependent, complementary and infiltrating with the local ecosystem. In contrast, universal knowledge cannot be so targeted. If we can use the theories and methods of ecological anthropology to systematically explore and utilize the local knowledge of the relevant areas, we can certainly find the best way to deal with the deterioration of the ecological environment. The reason of ecological environment transformation is not only the problem of over utilization, but also the mistake of utilization. Traditional ecological knowledge and local natural resource management system have provided more effective strategies and environmental benefits for the protection and sustainable utilization of natural resources for a long time. In 1961, Huaping nature reserve, the first nature reserve in Guangxi, was established at the junction of Longsheng, Guilin and then Lingui county (now Lingui District, Guilin). Longsheng, in combination with the construction of "beautiful and livable villages in Guangxi", strengthened the comprehensive improvement of the environment, and formulated "one river, one policy" treatment schemes for pollution source control, river cleaning, ecological restoration, and water quality improvement. Relying on its ecological advantages, Longsheng has made great efforts to develop forest health tourism. It has successively built the first batch of "national forest health base" pilot units and the first batch of "national forest rehabilitation base" pilot units, and Longji terrace has been selected as the national key eco-tourism destination. We have also developed a number of tourism projects for diet health preservation, Chinese medicine health preservation and hot spring health preservation.

The Value of Tourism Development

The reproduction of local knowledge in the context of tourism is one of the ways for minority culture to adapt to the new social environment (Zhang, 2011). The traditional culture of any nation is formed in a continuous process of construction. The pure national culture, which is not affected by any foreign culture, has never existed. What's more, in this era of globalization, the interaction and blending of all ethnic groups are very frequent, and cultural sharing has become inevitable. Rather than dismissing this phenomenon as a means of "selling culture", it is one of the ways for local knowledge to adapt to the new social environment. The national culture created and accumulated by the minority residents in the long-term practice of production and life is the soul of national tourism. The development of tourism not only provides a new context for the reproduction of local

knowledge, but also creates more opportunities and broader platform for the development of ethnic minorities, thus affecting the changes of ethnic minorities' role and behavior, as well as the production and lifestyle of social organizations and other aspects. The charm of tourism development in ethnic areas lies in the difference and diversity of local knowledge relative to common knowledge. Therefore, in the process of development, local governments and host communities always try to show the most "local" culture to win the favor of tourists. For example, the tourism development of huangluoyao village in Longsheng is also a selective exhibition. Longji terrace scenic spot is a scenic spot mainly based on Rice Cultural Heritage terrace sightseeing and ethnic cultural experience. Terrace is the core resource of the scenic spot, and the complementary is the folk customs of Hongyao.

Local Knowledge Embedded in Guilin Longsheng Cultural Tourism Integration Path

Embedding Local Knowledge into Tourism Attractions

As the object of tourism (consumption), tourist attractions have multiple attributes: they have both natural attributes (objective attributes) and social attributes, and they also have prominent symbolic attributes different from general "objects" (Zhang, 2020). With the globalization of tourism, the more tourists yearn for and enjoy the natural ecology, the more they will arouse their attention and interest in the human ecology. Tourism is just this kind of daily expression, and tourism is just this kind of daily expression (Peng, 1999). These local "little traditions" have been more and more beyond the previous definition and become a kind of "common culture" resources, which has attracted more and more attention of the academic circles. It is necessary to develop tourism cultural industry to develop tourism cultural symbols. The development of tourism cultural symbols needs to be combined with local knowledge, that is, the presentation of local knowledge should take symbols as the carrier to help cultural holders identify with cultural psychology, or help others identify the uniqueness of different cultures (Liu, 2015). When refining and designing the tourism cultural symbols rooted in local knowledge, we should comprehensively consider the thickness of history, the richness of significance, the heterogeneity of culture and the possibility of guiding the low-carbon, environmental protection and ecological development of tourism industry. Longsheng adheres to the idea that "national culture is the root of all ethnic groups in Longsheng and the soul of Longsheng's characteristic tourism", plays a combination of "excavation, protection, inheritance, utilization and development", and takes the road of "cultural platform and tourism opera" to push national culture to the forefront of tourism development. The Master Plan for Tourism Development of Guangxi Longsheng Autonomous County (2014-2025) puts forward the spatial development pattern of "one heart, three axes and nine districts", which is clear, accurate, scientific and reasonable, and organically coupled with the distribution of tourism resources and tourism traffic pattern.

Longsheng terrace is the core of Longsheng tourism attraction. Located in Heping Township, Longsheng County, Guilin, Guangxi Province, it is one of the largest terraced landscape areas in China. At present, it is a national AAAA scenic spot. In a broad sense, it is called Longsheng terrace, and in a narrow sense, it is also called Longji terrace. It was built in the Yuan Dynasty and completed in the Qing Dynasty, with the reputation of "the world's top terrace". There are six administrative villages, Jinjiang, Ping'an, Longji, Dazhai, Zhonglu and Xiaozhai. Due to the integration of Zhuang, Yao and other ethnic customs, this area not only has a spectacular terrace landscape, but also breeds a variety of ethnic cultures, which together attract domestic and foreign tourists. This is inseparable from the active participation of local village residents, whose main impact is concentrated on the development, management and management consciousness of tourism resources such as the spectacular terrace scenery, unique Zhuang cultural landscape and Zhuang folk activities, such as actively participating in the development and management of tourism in ethnic villages, and satisfaction with the good service atmosphere and home stay management in village scenic spots (Li, 2018). Farming culture is closely related to local conditions. In Longsheng, terraced fields are not only a way of farming and life, but also integrate into the life, diet, customs, costumes, weddings and funerals of local residents. There are a lot of unique rice culture, clothing culture, architectural culture, festival culture, song and dance culture, diet culture and so on, For thousands of years, due to transportation, economy and national reasons, these national cultural elements are almost well preserved and passed down to now.

Embedding Local Knowledge to Enhance Tourist Experience

Although the rural tourism industry in Longsheng County has been developing rapidly in recent years, it can be found that the content of rural tourism in Longsheng County is homogenized seriously, the interactive participation of tourists is relatively low, and the connotation of related products is general, which is not enough to attract tourists to visit again. Each ethnic group in Longsheng County has many villages. They are the same in culture and customs, so they are similar in the design of tourism products, and there is the problem of repeated construction, which seriously affects the tourist experience. In particular, folk culture, in the specific development process, whether it is the form of activities, or the content of folk culture tour, there is a trend of homogenization. For example, no matter which characteristic village you are in, the items you play are basically the same, and there are few innovative items. The homogenization of the content also reduces the possibility of visitors to stop and watch. And the related products often stay at a low level, lack of innovative products. For example, in the process of cultural tourism development in Longsheng Yao village, there are not many tourism products characterized by experience, most of which are only on the surface, few of which can really highlight the concept of "experience", few tourists can participate in the design of cultural exchanges in ethnic villages, and the innovative forms still need to be improved. Research shows that most tourists have a kind of expectation for rural tourism, where

they can not only find vitality, explore rural life, but also relax and look for memories. On the other hand, Longsheng Ping'an Village's traditional cultural landscape such as ethnic customs and beautiful natural environment such as terraces are very attractive to the majority of tourists, especially for the majority of young and middle-aged tourists (Hao, 2017). In the process of tourism development, the local government fully combined the characteristics of Longji terraces, and developed experiential tourism in addition to the basic functions of leisure and sightseeing. Let tourists experience the feeling of farming and feel the farming culture, which enriches the tourism content of Longji terrace (Li, 2020). Longsheng puts forward the "one village, one product" national village culture, let each village do their own brand, through the integration of national characteristics, enhance the cultural connotation of the village. Taking the folk culture as the carrier, fully excavate the characteristics of each characteristic ethnic village, fully reflect the ethnic customs. Longsheng has successively launched differentiated terrace tourism products: the scenic spot of Buni terrace in Sishui Township focuses on building flower sea terraces to let tourists watch the terraces from the air; Guzhuang village has launched colorful terraces to attract tourists by planting colorful rice; Xiaozhai has sown rape flowers after autumn harvest to extend the viewing period of terraces; zhangjiamiao village in Madi township has launched agricultural tourism products integrating transplanting and fishing Minhe Miao Village launched Hami melon picking and farming experience tour. At present, the agricultural tourism development area of Longsheng terrace has reached 120000 mu, forming a unique brand of terrace tourism and agricultural experience tourism.

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