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A Study on the Spread of Ethnic Tourism Culture in Chengyang Eight Stockade, Guangxi

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***Abstract**: Cultural communication is a way for a country, nation, and region to self-promote on the premise of integrating the original culture. Tourism cultural communication is a special form of communication combining multiple disciplines. As a new cultural form, tourism culture is indispensable on the road to a strong cultural nation in China. Chengyang Eight Stockade has prominent advantages in the Guangxi Ethnic Scenic Spot. Its ethnic tourism culture has a good foundation and distinctive characteristics. It is one of the major ethnic tourist attractions in the north of Guizhou, and has great research value and significance. However, due to the insufficient understanding of the local residents and the government on the national tourism industry, the spread of ethnic tourism culture in the Chengyang Eight Stockade Scenic Area is still in its infancy, and there are some problems waiting to be resolved.*

***Key words**: Chengyang Eight Stockade scenic spot; Ethnic tourism culture; Cultural communication*

Introduction

The combination of communication and tourism is the focus of China's current tourism and cultural development, and it is necessary for national conditions and times. Guangxi is rich in tourism resources. In addition to the unique natural landscape brought by the karst landforms and Lingnan landforms in northern Guangxi, there are also a large number of humanities resources with national characteristics. Guangxi has a large number of ethnic minority villages, and Chengyang Eight Stockade is a very representative of many villages. The scenic area composed of eight villages is rare in Guangxi and even in China. It has reached a unified scale and each has its own individual characteristics. Local governments, tourist agencies, media, tour guides and tourists have an important influence on the spread of tourism culture of the local people. In this process, "what kind of culture to spread" and "what kind of medium to use to spread" are important issues to be considered.

At present, most of the research on ethnic cultural communication in this scenic area starts from related majors such as design, which results in high professionalism and it is difficult for some people to understand deeply. This article hopes that through the combination of ethno-tourism and communication studies, it will better show the public the features of the scenic spot and national cultural characteristics, better inherit the excellent culture, and do a good job of cultural promotion.

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National Tourism Culture and Communication

Formation of ethnic tourism culture

National tourism culture is composed of spiritual and material aspects. With the development of society, national tourism culture not only promotes the further development of tourism culture, but also gradually forms an independent branch of tourism culture system. In recent years, with the policy of cultural power and the general improvement of residents' cultural level, China's tourism culture has gradually changed from the output culture of consumer entertainment to the input culture of learning, perception and experience.

Social impact of ethnic tourism culture

Ethnic tourism culture, like tourism culture, is a spiritual culture formed by China's long-term development. It will depend on the specific tourism behavior of the people to interact with society and culture. The power of interpersonal communication is tremendous. The journey experience to the destination, the first impression of the landscape, and the cultural perception experience are all propagated in the process of communication between passengers and others. Many fields will be involved in the spread of ethnic tourism culture, and the final impact will also promote the further development of tourism and society.

Ethnic tourism and cultural communication

Communication itself is an autonomous and interactive behavior. Mr. Guo's interpretation of the word "communication" in his book "Transmission of Social Information or Operation of Social Information Systems". Ethnic tourism is a new form of tourism in recent years. After reaching the areas where ethnic minorities live in compact communities, tourists will experience ethnic culture, taste ethnic cuisine, and experience ethnic life. After the trip, tourists will inevitably pass on the relevant information and experience of the trip to others. Therefore, the propagation of ethnic tourism culture can be defined as a cross-cultural, cross-regional spread. Ethnic tourism is becoming more and more convenient, and this special form of tourism will have a good development in cultural dissemination.

Overview and Characteristics of Chengyang Eight Stockade Ethnic Tourism Cultural Resources

National building resources

The local Dong people will rely on the natural geographical environment when building houses. Dong architecture is a bright pearl in the history of ancient Chinese architecture. Each building is not only in line with the local architectural style, but also different due to the terrain. As a whole, the architectural layout of Dong villages is relatively close, and the height and size of the buildings are scattered. There are stilts, stilts and other representative buildings of Dong nationality, most of which are made of local wood. In addition to residential buildings, Dong's production buildings are also unique.

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National human resources

Eight Stockade scenic spot is located in Sanjiang Dong Autonomous County, Liuzhou city. It is the main force of Sanjiang to promote Dong culture. The county retains a relatively complete Dong culture with a clear history. In addition to the buildings, Dong residents in the county also feature handicrafts, festivals, songs and dances, and food. Among them, there are various handicrafts, most famous for paper cutting, embroidery and clothing. In addition, its national festivals are also very distinctive, known as the "town of hundred festivals", such as the Fireworks Festival on the third day of March, the New Seedling Festival on the ninth day of September, and the "feast of hundred families", which can be described as the most lively. Dong residents' singing and dancing are also very distinctive. Local Dong residents are good at singing and dancing regardless of age and gender, and most festivals will be celebrated in the form of singing and dancing. Dong people mainly eat glutinous rice and oil tea, and each family will pickle sour fish and meat.

The Current Situation and Problems of Cultural Communication of Ethnic Tourism in Chengyang Eight Stockade

Current situation of ethnic tourism culture communication

Tourists are the direct disseminators of national tourism culture. They will actively spread through themselves or the media, which may be unconscious. In addition to tourists, local governments are also communicators. Sanjiang County Government, where Chengyang Eight Stockade is located, attaches great importance to the dissemination of national tourism culture, and acts as an investor, planner, manager, tourism brand maker and specific route designer. In addition, the media, local travel agencies, residents, drivers, guides, salesmen and service personnel are unconsciously playing the role of disseminators.

Main problems existing in the dissemination of national tourism culture

There are some problems in the process of cultural transmission of National Tourism in the Eight Stockade scenic spot of Chengyang, mainly as follows: first, the market positioning is not accurate enough. The tourism industry is constantly showing the development of marketization, so the tourism industry which is separated from the market cannot survive forever. In terms of scenic spots, there is no specific statistics on the number of tourists outside the province, the proportion of tourists in the north, the age distribution of tourists, and the consumption level of tourists. Second, brand building is relatively single. The brand design of Eight Stockade scenic spot in Chengyang is too single, which is easy to cause aesthetic fatigue and reduce the return rate. In addition, the investment in brand promotion is insufficient. Except for some young people, the middle-aged and old people seldom use the Internet, so they know little about the scenic spot. Third, the protection and utilization of ethnic tourism and cultural resources are inadequate. Due to the poor protection consciousness of local residents and inadequate government management, cultural resources in scenic spots have been damaged to some extent in recent years, and some historical and cultural relics have not been well developed and utilized, resulting in waste of resources.

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The Development Strategy of Cultural Communication of Ethnic Tourism in Chengyang Eight Stockade

Clear market positioning

When making the strategy of cultural communication, we should consider the proportion of all types of tourists in the scenic spot, including tourists in Guangxi Province, tourists in neighboring provinces, tourists in the north, foreign tourists, age (young people, youth, middle-aged and old people), education level, etc. Targeted tourism culture dissemination can judge which areas in the scenic area are more suitable for young people and the elderly. In addition, the national tourism should also consider the commercial nature, make full use of the market forces to carry out cultural propaganda, and improve the local economic development level in combination with the development status quo. For example, the National Museum and other historical and cultural sites should be the focus of publicity.

Increase brand promotion

At present, there is only a unified publicity of tourism resources in the scenic spot, but the eight villages in the scenic spot have their own characteristics. Therefore, in the process of brand publicity, we should consider separately, deeply tap the local ethnic tourism culture, and make a distinctive brand. In addition to official publicity, special publicity should be carried out in combination with local specific tourism resources, including packaging modeling, pattern design and tourist souvenir name. The local government should give guidance and capital investment in the publicity work of the scenic spot, guide the local residents to do a good job in the "spokesperson" of the scenic spot, so as to promote the brand to the whole country and even the world.

Using multi-media platform

In addition to relying on traditional media such as local newspapers and radio, the communication channels and platforms should also be expanded. First of all, it can be popularized in tourism software and dating software, extending from the whole country to the whole world. Secondly, in addition to wechat, mainstream social software at home and abroad, such as Weibo, twitter, wasp nest, INS, are also the focus of promotion. Finally, all kinds of public transport, such as cars, subways, trains, airplanes and so on, are available publicity channels.

Conclusion

With the improvement of people's material living standard, tourism has become the "main force" of economic development in some cities. National Tourism Culture Communication refers to making corresponding communication strategies based on the understanding of the local cultural foundation, and disseminating the local national cultural characteristics with the help of relevant platforms and ways. To a great extent, the spread of tourism culture in the Eight Stockade scenic spot of Chengyang can promote the local economic development, improve the popularity of the scenic spot itself, the city and the autonomous region, so as to enhance the overall cultural competitiveness of Guangxi Province and benefit the local people.

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