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The Spread of Guangxi Ethnic Culture in ASEAN under the China-ASEAN Tourism Cooperation Perspective

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Abstract: *In addition to promoting economic cooperation and people-to-people communication, Tourism cooperation has become an important means for cultural dissemination to other countries. Under the background of China-ASEAN tourism cooperation, Guangxi, on the basis of continuing to successfully host the China-ASEAN Expo Tourism Exhibition and the China-ASEAN Tourism Ministers Forum, should deepen tourism cooperation with ASEAN countries, discuss multilateral cooperation mechanisms, and jointly build quality tourism projects. share resources and information with the ASEAN partners. The spread of Guangxi ethnic culture towards ASEAN has derives many new patterns and characteristics, which need to establish more effective new transmission paths. Promoting transmission through tourism cooperation is undoubtedly a positive attempt and useful exploration with practical significance.*

Keywords: *China-ASEAN tourism cooperation; Guangxi ethnic culture; Communication; Semiotic system; Precision*

The Semiotic System of Guangxi Ethnic Culture to Spread in ASEAN

The connotative meaning must be conveyed through the sign, and communication cannot be separated from the sign. The meaning of the sign is generated in the communication, and the laws of its generation and evolution constitute the basic law of human meaning production and cultural construction. Symbols in the sense of communication include noumenon, object, interpretation, and other elements. They are the intermediary between the communicator and the audience. Specifically, the classification and function of communication symbols have different emphasis due to different standards, perspectives, and objectives. Guangxi's ethnic culture is a grand sight, and its material culture and spiritual culture are very rich. The construction process of the semiotic system of Guangxi ethnic culture in ASEAN is essentially a process of "encoding and decoding", combining and encoding rich information symbols in a meaningful and distinctive way, and passing them to the audience for decoding. The ethnic culture is composed of the material culture layer, the system culture layer, the behavior culture layer and the mentality culture layer, reflecting how people view themselves, how to deal with the relationship between people and nature, people and society, and people. As the people of ASEAN countries come into contact with Guangxi ethnic culture more and more frequently and have a deeper and deeper perception of Guangxi ethnic culture, many people are no longer satisfied with the shallow cognition of Guangxi ethnic culture and hope to have a deeper understanding of it. Therefore, the communication semiotic system of Guangxi ethnic culture in ASEAN should strengthen the integration and stratification of cultural resources, summarize the most representative and iconic

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carrier of Guangxi ethnic culture, and construct the generation and structure of the symbolic meaning of its communication, so that it can become the people of ASEAN. A convenient way to directly experience Guangxi's ethnic culture and form a scale and cluster effect. Exploring ethnic characteristics, condensing the charm of connotation, highlighting the value concept, deriving polysemous cultural connotation with the systematic ideographic function, considering the diversity and difference of the "meaning decoding" of the audience in ASEAN countries. Summarize which components are included in the semiotic system of Guangxi ethnic culture spread in ASEAN, what are the connotations and extensions of each element, what are the relationships between them, and what role they have in the spread. In the actual sampling of Guangxi ethnic culture, the samples were sorted and sorted from different subsystems such as material, concept, language, folklore, culture, etc., and deeply explored the characteristics of the times, Guangxi style, harmonious and compatible ethnic characteristics, and polished the Guangxi ethnicity. Culture is moving towards ASEAN's business card. Under the background of globalization, the recognition of Guangxi's ethnic culture needs to be further improved, and the perspective of external communication is closer to the audience's cognition, condensing and interpreting the symbols of Guangxi's ethnic culture, and displaying the rich and colorful Guangxi ethnic culture more comprehensively and vividly enhance the audience's participation in the spread of Guangxi ethnic culture.

Guangxi's Ethnic Culture Dissemination Strategy in ASEAN

Carrying out Refined and Targeted Communication Towards ASEAN

ASEAN is composed of 10 countries, and its members have different levels of development, including Singapore, which has entered the ranks of high-income developed countries, and countries such as Myanmar and Laos, which are among the least developed in the world. Among the 10 countries, the people’s historical traditions and life Customs, religious beliefs, language sand cultures are also very different. Therefore, the dissemination of intangible cultural heritage to ASEAN should vary from country to country. A refined and differentiated communication strategy should be adopted to implement one country and one policy, starting from the subtleties. Start with small projects, from easy to difficult, from small to big. To achieve one country, one policy, and targeted communication, it is necessary to carry out refined country studies in areas such as ASEAN society and culture, and to understand the needs and characteristics of cultural communication among different countries and regions, as well as the relationship with Guangxi's ethnic culture. The dissemination of ethnic culture must be based on the understanding and grasp of the audience’s psychology, needs, customs, and taboos. Otherwise, it will not only affect the dissemination effect, but may also conflict with the dissemination audience, which will have a bad negative impact. More in-depth audience research needs to break through traditional methods, based on big data analysis, and combine qualitative and quantitative research. On this basis, improve the integration of Guangxi's outstanding ethnic cultural heritage with industries such as tourism, film and television, publishing, animation, games, architecture, and design, and open up the circulation channels of cultural relic resources, new technologies and creative talents between Guangxi and ASEAN. The core purpose of cultural dissemination is to use cultural people to promote sentiment and build credit with culture. How to evaluate the effect of dissemination requires the establishment of a scientific and effective performance evaluation system. Through continuous tracking and investigation of audiences in ASEAN countries, it is necessary to accurately understand the impact of

ASEAN society. The awareness and demand of Guangxi's excellent ethnic culture provide data support for the creation of marketable cultural products, reducing and avoiding the phenomenon of "cultural discounts" in external communication. Implementing precise communication and adopting different communication strategies for different audiences in different countries are inevitable choices to enhance the effectiveness of interethnic communication. At the same time, Guangxi's ethnic cultural symbols and discourse system should be further visualized, specific, diversified and modernized, and innovated in concepts, concepts, methods, etc., and actively construct a set of Guangxi's ethnic cultural dissemination system in ASEAN, which is true and comprehensive. A vivid and three-dimensional presentation of Guangxi's ethnic culture.

Adopt the Innovative Format of Communication Through China-ASEAN Tourism Cooperation

Tourism cooperation, cultural integration, and forms and methods of co-dissemination are very important for the inheritance and protection of Guangxi ethnic culture, the construction of ethnic cultural identity, and the promotion of the appeal of Guangxi ethnic culture in ASEAN. General Secretary Xi Jinping attaches great importance to the role of Chinese excellent traditional culture in foreign exchanges and interethnic communication. He emphasized that to improve the country's cultural soft power, efforts must be made to showcase the unique charm of Chinese culture, innovate in humanities exchanges, and improve humanities exchange mechanisms. Therefore, to use tourism cooperation as a carrier to enhance the spread of Guangxi's ethnic culture in ASEAN, it is necessary to carry out various tourism activities that are diverse, rich in content, and popular among the people of ASEAN countries, so that they can have access to Guangxi's ethnic culture without barriers and zero barriers. Optimize the tourism investment environment, build a major tourism channel for ASEAN, introduce preferential investment policies, attract investment institutions and enterprises from ASEAN countries to participate in the development of Guangxi ethnic cultural tourism, and at the same time encourage Guangxi tourism companies to adhere to the "going out" strategy and develop a nation facing ASEAN Cultural tourism market. Optimize and upgrade tourist accommodation facilities, use the layout, grade and function of Guangxi ethnic cultural elements in the tourist accommodation space to launch a group of theme hotels with Guangxi and ASEAN ethnic cultural characteristics such as vacation, residence, and health care; in-depth development of ethnic food Culture, cultivate Guangxi and ASEAN special tourism and catering, such as using Nanning·Southeast Asia Interethnic Tourism and Food Festival, Liuzhou Tourism and Food Festival, Yulin Interethnic Tourism and Food Festival and other carriers to spread ethnic food culture; using flights, cruise ships, high-speed rail and other transportation routes to carry out ethnic culture along the route The spread of tourism, improve the level of tourism and shopping, and build an interethnic large-scale tourism shopping center with strong ethnic cultural characteristics in Guangxi and ASEAN; use the China-ASEAN Expo, the Sino-Vietnamese Border (Dongxing-Mongjie) Trade and Tourism Expo, and the Guangxi Tourism Interethnic Caravan, etc. Platforms such as tourism expos and tourism culture forums display ethnic culture; combine the cross-border ethnic groups of Guangxi and ASEAN to contribute to the common ethnic tourism festival culture, such as the "March Three Song Fair Festival" and the Mulao ethnicity's Yifan Festival , Binyang Firecracker Dragon Festival, etc., in the context of the integration of Guangxi and ASEAN's multi-ethnic culture, innovating communication forms, constructing targeted communication strategies, and subtly revealing the unique charm of Guangxi's ethnic culture. Tourism cooperation promotes the close integration between the government and the private sector, and designs flexible communication mechanisms such as non-governmental and indirect. Through tourism

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cooperation, the ASEAN people's understanding and acceptance of Guangxi's ethnic culture and aesthetic experience are promoted. For example, in October 2017, the cultural and tourism complex "Angkor Dynasty" jointly created by China and Cambodia was completed in Siem Reap, Cambodia. The integration of catering and other business formats has greatly released the superposition and experience effect of China and ASEAN culture. The spread of Guangxi ethnic culture to ASEAN through tourism cooperation should adopt flexible and diverse methods, and actively learn from existing successful cases, so that Guangxi and ASEAN rely more on each other in the field of culture and tourism, and create a benign exterior for the open development of Guangxi tourism. In addition to the environment, a good multicultural ecology between Guangxi and ASEAN has been built.

Promote the Innovation and Transformation of Guangxi Ethnic Cultural Communication Symbols

The concept of "creative transformation" was originally proposed by Chinese American scholar Lin Yusheng in 1972 in response to the radical anti-traditional trend of the "May 4th" era. This concept emphasizes continuity with tradition and emphasizes transformation to produce new things. The American Chinese scholar Thomas A. Metzger, a contemporary of Lin Yusheng, believed that transformation contained a fundamental revolutionary meaning from the perspective of English language, and he admired improvement and adjustment. Whenever the topic of spreading and promoting ethnic traditional culture, people will soon think of the continuous popularity of film and television programs such as "Chinese Poetry Conference", "Chinese Idioms Conference", "Chinese Character Dictation Conference", and "Chinese Riddles". Through the visual communication and vivid interpretation of television media, people feel that the ethnic traditional culture is not obscure and monotonous at all. Not only is it not obscure and monotonous, but it is full of dynamic and vivid. In the process of promoting the innovation and transformation of Guangxi ethnic cultural transmission symbols, we must uphold the principle of from the outside to the inside and remove the rough and refined, and endow Guangxi ethnic culture with new connotations of the times, and at the same time endow and expand its modern expression in form. A hierarchical analysis can be combined with systematic research to summarize the most representative and expressive cultural elements of the Zhuang ethnicity in Guangxi ethnic culture. The content of the creative transformation of Guangxi ethnic cultural communication symbols can be refined and enriched from four aspects, and then the form can be combined with the content to find out what it is. The spread of ASEAN. These four aspects are, first of all, creation ideas, creation concepts and core skills, a smart structure full of craftsmanship, practical value and practical experience; ethnic spirit, ethnic consciousness and ideological emotions with typical significance, showing the diligence, bravery, and concentration of various people in Guangxi Persist in and harmoniously pursue the spiritual pursuit of morality; cultural identity, cultural identity hidden in material, shape, color, decoration, and ingenuity; social function, that is, the folk etiquette, behavior style, ethics and ethnic unity contained in Guangxi ethnic culture And other content. The forms of innovation and transformation of Guangxi ethnic cultural communication symbols mainly include era integration, that is, on the basis of maintaining ethnic characteristics and core skills, from the outside to the inside, exploring the connotation that is compatible with contemporary culture and in harmony with modern society, and is embedded in modern life. ; Creative industrialization, the use of modern design to improve traditional crafts, the use of modern concepts to reconstruct traditional values, and the cultivation and development of industrialization with innovation and creativity; cross-industry openness, enriching themes and forms, and improving the relationship between tourism, cultural creation, fashion, The

integration of leisure, etc., cross-border development of peripheral products and derivative forms; brand boutique, enhance the modern quality, positioning and grade of Guangxi ethnic culture with the awareness of boutique, and enhance the cultural recognition, attention and addition of Guangxi ethnic culture with brand building Value; communication diversification, with the help of Internet +, self-media, APP and other technical means, combined with various promotion platforms, build the inheritance and communication mechanism of "teaching + research + innovation + exhibition + competition + performance", telling and presenting your own stories And charm.

Jointly Build a Ethnic Cultural Tourism Brand

Establish the concept of "a game of chess" in culture and tourism, let ethnic culture become the core of tourism cooperation between Guangxi and ASEAN, and let the tourism industry develop into the wings of Guangxi ethnic culture spreading to ASEAN. Break regional boundaries and jointly create an environment for the growth of ethnic cultural tourism brands. From the height of building a "China-ASEAN community of common destiny", we will work together to build Guangxi and ASEAN folk cultural tourism brands, strengthen the construction of the brand system, extend the Pan-Beibu Gulf maritime tourism route, and broaden Guangxi -ASEAN self-driving tourist routes, creating a brand of transethnic tourist routes. In this process, let Guangxi ethnic culture"go out", strengthen the internal vitality and appeal of ethnic culture, strengthen the spread of cultural essence, and create a culture that not only reflects the style of Guangxi ethnic culture, but also conforms to the aesthetic psychology and cultural consumption of ASEAN countries. Guangxi has formed some ethnic cultural advantage brands, such as "Impression·Liu Sanjie" and "Nanning Interethnic Folk Song Art Festival", two well-known ethnic cultural brands at home and abroad. In July 2016, it was selected into the World Cultural Heritage List Guangxi Zuojiang Huashan Rock Painting Culture The landscape project has laid a good foundation for Guangxi and ASEAN tourism cooperation to jointly build an ethnic cultural brand. At present, we should further face ASEAN, break through the limitations of different languages, different cultures, and different beliefs, deeply explore the value connotation of Guangxi's ethnic culture, based on inheritance, create ethnic cultural products; determined to develop, build a ethnic cultural industry; set a strategy for openness, Exploiting the ethnic cultural market, focusing on the differentiation of content and brand image. In this process, let Guangxi ethnic culture"go out", strengthen the internal vitality and appeal of ethnic culture, strengthen the spread of cultural essence, and create a culture that not only reflects the style of Guangxi ethnic culture, but also conforms to the aesthetic psychology and cultural consumption of ASEAN countries.

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