

Explore the Symbolic Meaning and Value of National Tourism

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Abstract: In the development of national tourism ethnic tourism activities are endowed with special symbolic value and significance. In the one hand it gradually loses the original living environment and the traditional national culture is commercialized, artistic and performed in the tourism field which forms the appearance of national tourism culture in the global picture. By exploring the meaning and value of symbolic symbols in ethnic tourism we try to find a deeper understanding and identification of ethnic culture in the development of ethnic tourism, so as to provide a stable environment, foundation and platform for the development of ethnic tourism.

The ecological demand of modern society in the 21st century stimulated the demand for national tourism, through the minority culture of unique, heterogeneous tourism experience and travel, "make people from the exhausted and inhuman labor bondage and slavery, giving him in a more relaxed, more natural atmosphere with yourself, others may dialogue". This makes national tourism endowed with special symbolic value and significance; in the era of globalization, national tourism gradually loses the original living environment and function in the adaptation and change; on the other hand, the traditional national culture is commercialized, artistic and performing, forming the "symbol" of national tourism culture under the global picture. Ethnic tourism attraction has the typical and representative characteristics of strong local characteristics. It is regarded as a symbol, symbolizing more content and significance than the attraction itself, and it is a symbol of the "indigenous culture". On the basis of the interpretation of symbols, national culture is taken as the basis for the formation of symbols, and the symbolic connotation and value of national tourism attraction are explored from the multiple dimensions of the specific space and facilities and non-materialized activities of tourism.

1. Several concepts of national tourism symbols

1.1 Symbol

Symbol is a symbol that people jointly agree with to refer to a certain object. It includes all the phenomena that show meaning through feeling in any form. Something that can be felt in these phenomena is the embodiment of the object and its meaning. It has two connotations: on the one hand, it is the carrier of meaning and the presentation of spiritual externalization; on the other hand, it has an objective form that can be perceived. In the symbol there are both sensory materials and spiritual meaning, and the two are unified and inseparable. The constructive function of symbols is to establish a connection between the perceptual symbol and its meaning, and to present this connection in our consciousness. When a series of symbols with the same value and function are assembled together, they are formed into a symbol system. They all have their own special external relationships and internal structures.

1.2 Symbols and signs

In English symbol and sign have synonymous. Symbol from Greek *symbolon* and basic meaning is mark, sign that come from Latin. The early definition of symbol was sign and the western academic circles defined the symbol as: the binary relationship with the meaning or the ternary relationship of energy and meaning. Any sign is a binary or ternary relationship which is in essence a different expression of the same thing, and there is no contradiction in theory. In English academic language symbol is more common than sign and the use of both is arbitrary. When the concept of western social science symbol was introduced into China, the dispute between "sign" and "symbol" appeared above the translation. In philosophy Hegel believes that the symbol is generally a ready-made external thing that is directly presented and viewed, and this external thing is not directly based on its birth. To some extent this has pointed out the relationship between the symbol and the sign. The symbol is to take some concrete things existing in the outside world as symbols, used to express some abstract ideological content. In the field of symbol research, in the 1970s the Soviet union will sign scientist Bakhtin "symbol = sign" point of view that any object can be accepted as something image. At this point the object is no longer part of the material reality and it reflects another reality. In this case the object into the symbol / sign. Whether the symbol contains the symbol or sign contains symbol it shows that the symbol is closely connected with the sign.

1.3 Ethnic tourism symbols

National culture is the core of national tourism consumption which constitutes the supply and consumption of national tourism consumption and also promotes the generation and completion of national tourism activities. When a certain national culture is incorporated into the development process of tourism, it is no longer only used as the way of production or way of life of the national nation, but is placed within the background and category of tourism, endowed with new connotation and special significance. In the development of tourism, national culture has become a symbol with special significance and cultural value, and is displayed through a series of symbol forms, and the new value and meaning of national culture as a tourism product are passed on through the function of the symbol itself. Tourism is a kind of symbolic consumption. As people's pursuit of alternative life, the consumption nature of things has changed. Tourists no longer judge and consume the things in their daily life from the perspective of use, but identify the value from the cultural significance contained in the goods, and then obtain physical and mental satisfaction from such cultural consumption. The symbol of the goods consumed in tourism exceeds its own functionality. It

reflects that tourism consumption is a symbolic consumption that distinguishes the social status, identity, taste, taste and identity of tourists.

From the perspective of symbol and symbolic relationship, and combined with the concept of national tourism, national tourism symbol is defined as: There are tourism subject and cultural of national tourism to contact and communicate and in this process it is given new connotation, special meaning, abstract thought content and reflect a the meaning of symbol. That is the national tourism symbol.

2. National tourism Symbolic structure origin and core

2.1 National tourism symbolic structure origin

Symbols are of great significance in the national culture. American anthropologist Gertz once stressed that culture refers to the mode of meaning embodied in symbols inherited from history. It is a conceptual system expressed by the symbolic system, through which people communicate and prolong and develop their knowledge and attitude towards life. However, national culture is not only the symbol transmission of "historical lineage", but also a construction action with symbolic significance. The human activities in various specific historical processes, thus forming the world of the whole national culture. The transformation of the symbol function of national culture, the embedding of new symbolic meaning, the transplantation of heterogeneous symbolic forms and the interpretation of symbolic meaning constitute the national symbol system which makes the culture have vitality.

According to the classification paradigm of culture culture can be divided into material culture, institutional culture and spiritual culture. We regard national culture as a symbol system and symbolic symbol as the basic element of culture. According to the three levels of cultural structure they can be divided into national tourism material symbol, national tourism system symbol and national tourism spirit symbol.

2.1.1 Symbols of ethnic tourism material

National material symbols refer to the all materialized form that the nationalities create in order to meet the needs of their physiological survival and it directly embodies the national culture and natural environment, express the national culture rich connotation and meaning. National material symbols is mainly including national architecture, food, clothing, goods, transportation, etc. These material symbols, not only present a variety of materialized forms because of the special geographical social environment, but also make more meaningful social distinction and mark role, and reflect the economic relations between people, class relations and social relations.

2.1.2 Symbols of ethnic tourism system

The cultural symbols of the national system are to meet the cultural requirements of human survival and social movement for institutionalization and organization, formed a deeper system of symbolic symbols based on material culture. It is including various systems that are closely related to human individual survival activities and group social activities, for example the social rules related to the etiquette and customs of various ethnic groups, rules of conduct, such as weddings, funerals and seasonal festivals and the religious, legal and moral customs that shape people's behavior. The series of ethnic tourism symbols is carrying the important national and cultural information and reflecting the needs that people deal with people in the process of communication and the needs of relationships between people and groups. The system and culture of ethnic tourism

needs to be displayed through a series of tourism activities so the symbol of ethnic tourism system is analyzed as the symbolic symbol of ethnic tourism activities.

2.1.3 Symbols of national tourism spirit

National spirit symbols are in the cultural level of the most intrinsic and can reflect the essential characteristics of national culture creativity and transcendence, including national language, religious beliefs, national customs, national craft, national art, oral literature etc.,and comprehensive convey the life attitude of a nation, value scale, mental pattern, emotion, aesthetic and is a window of a national culture for people to understand.

National material symbols, national system symbols and national spirit symbols are not isolated from each other, but mutual blend, mutual penetration, common interpretation. It expressed the rich and profound national culture, assembled to have the same value and function of symbols, formed as a concrete national cultural characteristics of symbol system. The national tourism symbols are based on the unique information and significance of the national cultural symbols, with the special value of meeting the subjective imagination and spiritual needs of tourists as the core. At the same time, the information of these symbols are constantly integrated to form a national tourism symbol system with its own significance and function. But as the spiritual symbol of national tourism it is based on the material symbol which is the externalization of spiritual symbol that must be analyze its inherent symbolic meaning based on the material symbol as the carrier. So in the symbolic construction of material symbol of symbolic formation the spiritual symbol is materialized in symbolic process .

To sum up the formation of national tourism symbols , which divided into national tourism material symbol system and national tourism activities symbol system. In national tourism material symbol system has a special symbol system that is the system as the object and contacts tourists and tourism landscape media, which makes it has a rich symbol system value but it is often ignored in the construction of the symbol system. So it is very necessary to the system independent of the national tourism material symbol system and a separate part of the system.

2.2 The core of national tourism symbols

The core of the tourism symbol comes from the essence of national tourism: the tourism with national culture as the main resource. In one thousand accumulation and continuation of minority culture the ethnic profound unique cultural resources formed which satisfy the tourists for cultural desire and pursuit, the value of minority culture in the new interpretation. The national culture of primitive simplicity, mysterious strange characteristic is an important driving force of tourism development. For tourists although the modern living standard is improving day by day, it will also produce the corresponding special preference for different cultures. Therefore it inevitably determines that the national tourism symbol system is naturally based on the national culture and reflects the unique tourism cultural connotation and cultural characteristics of the nation. Symbols through a series of materialized form: construction, diet, transportation, art, folk activities, which refer, transfer and perform symbol implies national cultural symbolic meaning that make tourists to combine with personal experience, talent, aesthetic taste, to form a symbol that is mixing with a miscellaneous personal feelings and imagination that guide more tourists to track and understand the national emotion and true culture.

3. Symbolical value of ethnic tourism

National culture is the core of national tourism consumption, which constitutes the supply and consumption of national tourism consumption, and also promotes the generation and completion of national tourism activities. When a certain national culture is incorporated into the development process of tourism, it is no longer only used as the way of production or way of life of the national nation, but is placed within the background and category of tourism, endowed with new connotation and special significance. In the development of tourism, national culture has become a symbol with special significance and cultural value, and is displayed through a series of symbol forms, and the new value and meaning of national culture as a tourism product. Tourism is a kind of symbolic consumption. As people's pursuit of alternative life, the consumption nature of things has changed. Tourists no longer judge and consume the things in their daily life from the perspective of use, but identify the value from the cultural significance contained in the goods, and then obtain physical and mental satisfaction from such cultural consumption. The symbolic significance of the goods consumed in tourism exceeds its own functionality. It reflects that tourism consumption is a symbolic consumption that distinguishes the social status, identity, taste, taste and identity of tourists.

3.1 Interpretation of symbolic symbols in national culture

The symbolism of the national tourism symbol comes from the unique cultural charm of various ethnic groups, which is gorgeous and full of personality. According to their own specific survival environment people build their own culture which corresponds to the local production, way of life, and on the productivity level of resource utilization and at the same time presents the group common cognitive concept, ethics, cultural tradition, folk customs, communication language, code of conduct and goal pursuit and so on that made up a relatively stable local social and cultural system, formed the specificity and difference of each national culture. The so-called "thousands of miles different wind, a hundred miles different customs" showed the cultural differences of various ethnic groups, also just catered to the pursuit and yearning of tourists for different cultures, and became the cultural resource basis for the development of tourism in various regions. If a country's folk customs has more distinct its national character, the stronger the original smell, the heavier the historical atmosphere, the greater the local differences, the more sufficient the life atmosphere, then it is a kind of characteristic tourism resources that can most attract foreign tourists. The uniqueness of geographical unit and relatively closed to the ethnic culture unique character. The historical development continuity and continuity gives the national culture to aura and background, and in such unique magic on the basis of the national culture resources of national tourism symbol must have symbolic and differential characteristics, different ethnic symbol system pointing to the proprietary nation, expression, convey the ethnic distinct, special national image. The symbolic symbols in the national tourism express their special characteristics, value and meaning through the symbolic narration expression of the ability and meaning function of the symbols in the national cultural significance. In a Dai restaurant, on the one hand, the Dai food as a "object" (symbol-signifier) can meet the basic needs of tourists (to fill the stomach). On the other hand, more importantly, tourists can experience a different culture and lifestyle (symbol-signified) with the indicator function of tourist consumption, so as to satisfy the spiritual needs and subjective imagination of tourists. For tourists, the symbolic value and effect of national tourism has evolved into a "tourist landscape" that has to see a veritable sacred landscape symbol. In national tourism it is necessary to visit a series of national tourism symbols for tourists, which means that it's much more important than really appreciate. That's why tourists always like photos in the scenic area, as a memorial to express himself. National tourism has become a special symbol, both national tourism

unique national cultural image, also a symbol of the tourists actually need to show some psychological appeal to the society.

3.2 Symbol value in ethnic tourism consumption

Tourism in the process of national tourism products consumption process is the process of national culture commercialization, is also the process of national tourism symbolization. The commercialization of national culture makes national culture capital into the national tourism consumption, greatly promotes the development of local tourism economy and makes the tourist destination found great value and role of regional culture. So the rescue of those endangered traditional culture began and the capitalization of national tourism became a symbolic symbol. In the consumer society things are a kind of symbol, which is the view of French sociologist Baudrillard. Only when things become symbols that can become things to be consumed. That is to say, consumers in modern society have shifted from the original simple consumption of things to pay attention to the meaning contained in things that is the pursuit of symbolic symbol value.

In the economic process, due to the historical reasons, geography, each region of the development of capital is unequal, as to renew their social way of life of national tourism, inevitably to maximize the choice of their own interests for the purpose. National tourism enhance their hematopoietic function, including economic capital, capital investment etc., to become the key to the local development. In Yunnan minority festival activities- Torch Festival because of the economic transformation native form and half native form of torch symbol performance function and convey function took place great changes in order to meet the demand of tourists. In the midst of the new Torch Festival the content of the festival, for ancestors and god worship, change into people yearning for a better life and the festival contains very obvious economic purpose formed the "old bottle new wine" type of tourism needs, which makes the symbolic tourism ceremony symbol.

Tourists' consumption of ethnic tourism is not only for pure material needs, but also for experiencing the culture of ethnic tourism places. There are rich symbolic meaning behind the symbols of ethnic tourism, which is more important than their own practical value. Symbol value is the expression of social identity and others' communication, and its communication object is the external audience. According to this idea, as a national tourism consumption is an unknown experience, also can not be witnessed. Therefore, the content of tourism consumption must be visible and tangible thing and the symbolic value also has the two characteristics of internalized meaning and external symbol. As a symbol of foreign communication, the main function of national tourism consumption is to display, show off, and is a multi-dimensional social and cultural communication device, aiming to convey some information and meaning to the external public, so as to establish social status and identity. As a symbol of internal communication, the consumption of national tourism is related to individual tourism, and their consumption is more out of personal taste and habits, and is a symbolic expression of tourism experience. It aims to communicate with the inner audience to establish self-identity and identity.

National tourism consumption is a kind of self-symbolic symbol, which has the symbolic significance of self-external transformation. In tourism consumption, the ethnic tourism consumption serves as a part of the social identity communication of tourists. When the tourists return to their place to show and present themselves in front of others, it is a presentation of the tourists. Tourists take the ethnic tourism consumption as props to look forward to the others' attitude towards themselves. In this sense, national tourism consumption construct the grade and grade of people's class. When tourists present themselves in front of others, national tourism consumers become a symbol of tourists' self-appearance. In some cases, tourists consume national

tourism products just to commemorate themselves, so it becomes a prop for self-performance, which allows tourists to determine and identify with the social identity of "guest and me" in the situation of national tourism.

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