

Research on Ethnic Tourism Consumption Interaction Based on Symbol Interaction Theory

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Abstract: Semiotics believes that human society is composed of a variety of symbols and symbols play a key role in transmitting information, constructing meaning and forming social culture. In tourism consumption symbols play an extremely important role which is affecting the decision, experience and memory of tourists. Tourism consumption is a kind of symbol interactive consumption in its essence. This paper analyzes the theory of symbol interaction in the symbol of tourism consumption interaction, including the interaction between tourists, tourism practitioners and local residents. Secondly the interaction is also including the character symbol interaction between tourists and the national tourism scene. The interaction of characters symbols is mainly manifested the scenes created by characters, images, cultural information and other symbols.

1. Symbolic interaction theory

This theory is directly derived from the efforts of American pragmatic philosophy and the scholars. Through the development of Cool, Thomas, Mead, Blummer, Goffman and others, it has become an important theory with a unique theoretical perspective and methodological basis. In 1934, Professor Mead of the University of Chicago (George Herbert Mead (1863-1931) published his book which first systematically discussed the idea of symbol interaction. The basic point of the theory of symbol interaction is as follows: The symbol plays an important intermediary role in the process of people's social interaction. The interaction between people is carried out by using symbols, that is the interaction between symbols. Human behavior is a meaningful behavior. To understand the behavior, it is necessary to explain the meaning that the actor gives to its activities. On the one hand the determination of meaning depends on the context and context of the interaction. On the other hand, meaning is determined through negotiation during the interaction. In the process of interaction people often play the role of others, explain their thoughts and intentions from the perspective of others, and guide their own behavior on this basis. That is to say people tend to know

themselves from the attitudes and views of others towards themselves, and form ,modify their self-concepts.

2. The composition of inter-actors in ethnic tourism interaction

Tourism inter-actors are two kinds, tourists and host. Tourists are people who stay in different places to have pleasure. The host is the tourism practitioners and local residents of the tourist destination and can be divided into: tour guides, translators, tourism practitioners (catering, accommodation, transportation and other departments), special escorts of the destination, local ordinary residents, etc. Tourists are the initiator of tourism activities and always interact with hosts in the whole process. Among the host members the tour guides and translators communicate the most closely with the tourists. The tour guides and translators here are not only the full-time people engaged in the tour guide translation work, but also can refer to the others who play this role and play this function. They are the group with the most opportunities to communicate with tourists that affects the whole process of tourism communication and promotes tourism exchange and interaction. Tourism practitioners, such as food and accommodation industry (restaurants, restaurants, hotels), scenic spots, transportation and other functional departments, who provide tourists with basic food, accommodation, travel, entertainment, shopping services, and directly communicate and interact with tourists for commercial purposes. In the tourism although the communication and interaction between tourists and local residents are uncertain and accidental, but they are often face to face, such as tourists visiting the residents' families, asking for local people, and talking with each other. Tourism activity is a process of host and guest communication, and reflects the characteristics of direct interpersonal communication and interaction.

3. The interaction in ethnic tourism consumption

3.1 The intermediary role of ethnic tourist destination symbols in the interaction

Human interaction is carried out by symbols which play an important intermediary role in the process of people's social interaction. Without symbols there is no human interaction. The interpersonal interaction between hosts and guests in national tourism activities also depends on traditional cultural symbols. Semiotics tell us that symbols are such a thing that makes us think of something beyond this sensory impression. It means that a symbol is another thing that represents something that is both a material object and a psychological effect. The symbols in ethnic tourism activities are ethnic traditional cultural symbols which include language, words ,pictures, gestures, expressions, ethnic folk behaviors, cultural information and event media. No matter which side in the ethnic tourism activities, the main body is all human beings. Man endows things with meaning and decides action according to the interpretation of meaning. The interaction of ethnic tourism is firstly the exchange of concepts and thinking. The communication of concepts is abstract, which must be carried out with the help of a certain carrier, which is the traditional cultural symbol. In national tourism communication, identity, status, appearance, role and behavior, these symbols with social attributes, all provide clues for others to interpret themselves, and self also recognizes others through these symbols. When we use the carrier of national culture and traditional cultural symbol to carry out national tourism communication, the tourism interaction becomes more efficient. Because through the exchange of cultural symbols in ethnic tourism places, the imagination can be generated and extended, and the changing meaning can be understood. The exchange of cultural symbols in ethnic tourism places can make people in ethnic tourism. The interaction of ethnic tourism is a process in which interactors use symbols to convey feelings and

exchange information meaning and share information meaning. Without ethnic cultural tourism symbols, there will be no ethnic tourism activities.

3.2 Overall interactive relationship in ethnic tourism consumption

We can describe the symbol interaction in tourism communication from the figure below. It can be seen in the picture that the communication between tourists and others is a process of passing symbols together.

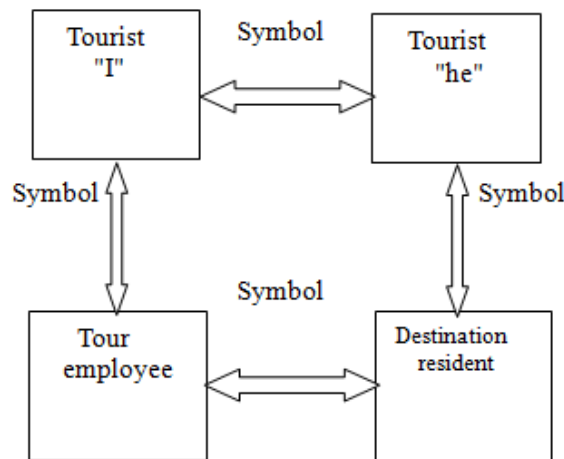


Figure 1 Interactive relationship of ethnic tourism symbols

The inspiration of symbol interaction theory for national tourism symbol consumption is that tourism consumption is completed in the tourism world, and the symbolic characteristics of the tourism world determine that national tourism consumption is a kind of symbol interaction consumption. The interaction of tourism consumption symbols in ethnic tourism areas is the "interpersonal" symbol interaction between tourists and tourist residents and tourist practitioners and the "character" symbol interaction between tourists and tangible tourist attractions. Due to the "symbol interaction theory" emphasizes the behavior has some meaning, to understand the behavior is to explain the meaning, and the symbol interaction people used to others to explain their thoughts and intentions, and on the basis to guide their own behavior, therefore, in the national tourism interpersonal symbol interaction, tourism practitioners should pay close attention to the behavior of tourists, by interpreting their verbal symbols and symbols to clarify their behavior intention, judge its service demand and satisfaction with service, and adjust and improve their service behavior. At the same time, the determination of meaning depends on the background and scenario of the interaction, and the meaning is corrected and developed in the process of interaction. Therefore, ethnic tourism areas should create a background and situation conducive to interaction, and tourists should change the concept of passive consumption to actively participate in the interaction process, so as to realize the value-added of tourism experience.

4. Interactive representation of symbols in ethnic tourism land consumption

4.1 Characterization of "interpersonal" interaction in ethnic tourism consumption

The interaction between host and guest in national tourism consumption is the interaction between host and guest with symbols. In order to express their intention and convey information, the hosts and guests should send symbols to each other. After the other party receives the symbol, it

starts the scenario setting process, that is, according to the own background, and then consider the situation factors of the system, to interpret the symbol, understand the meaning, and respond to the symbol. At this time, the symbol is passed to the earliest sender, and the sender redefines the scene according to the returned symbol. For example, when ethnic tourists watch ethnic song and dance performances (body language symbols) in ethnic tourism destinations, they will interpret ethnic culture and judge the good and bad of the performance according to their own background knowledge and the specific environment at the time. When they are satisfied, they either applaud with verbal symbols or applaud with dynamic symbols; they may hiss or clap. At this point, the performer will accept the issued symbol and interpret its meaning. Then the performers will respond, either using language symbols to explain the tourists and show improvements, or using dynamic language symbols to perform more engaged and hard. When the tourist accepts the performer's symbol, they will respond positively with more warm applause (dynamic language symbol).

In the national tourism consumption, the ethnic tourism consumption objects should be taken as a part of the social identity communication of tourists. When the tourists return to their place to show and present in front of others, it is the presentation to the tourists. Tourists take the ethnic tourism consumption as props to expect the others' attitude towards themselves. In this sense, ethnic tourism consumers construct the grade and grade of people's class, and ethnic tourism consumers become the symbol of tourists' self-external appearance, and tourists confirm the existence of "I" to the outside world through this consumption. In some cases, tourists consume ethnic tourism products just to commemorate themselves, so it allows tourists to determine and identify with the social identity of "guest and me" in the ethnic tourism situation, and obtain self-confirmation. Therefore, the "interpersonal" symbol interaction in ethnic tourism land consumption is mainly reflected in the process of ethnic tourists receiving tourism services and experiencing ethnic tourism and ethnic traditional culture."interpersonal" symbol interaction is reflected in "host and guest interaction"."Interpersonal" interaction is mainly realized through the "role" symbols and "behavior" symbols. Specifically, let's look at the "interpersonal" symbol interaction of "host and guest interaction" in the national food consumption.

4.2 The interactive representation of the "character" symbols in the ethnic tourism consumption

The interaction of "characters" symbols in national tourism consumption is mainly manifested in the interpretation of national culture through the context created by words, images, cultural information and other symbols, and the interaction and communication between the culture of national tourism and tourists and their social culture. Interactive "character" in the national tourism consumption, not tourists passively to experience national tourism culture, but tourists take the initiative to experience or even create national tourism symbol value, the aspect requires tourists themselves have high cultural accomplishment, on the other hand requires national tourism to provide tourists with good national tourism situation. Therefore, in the interaction of "characters" symbols, tourists should first understand the traditional culture and its uniqueness of the national tourism destination, and master certain aesthetic methods. When interpreting the tourism landscape, they can combine the senses with association and imagination, so as to realize the appreciation of experience. Only by providing tourists with national traditional cultural symbols can they stimulate their experience inspiration and help them explore the value of national cultural symbols. Specific look at the tour manual pictures, photos and tourists interaction.

In the process of shooting the ethnic tourism destination, tourists understand and understand the image in front of them through the lens, and have multi-dimensional communication with the culture and society of the ethnic tourism destination, so the pictures and photos in the tourism have

the space to interact with tourists. Photography in tourism activities is expressed through images, and the meaning of the image symbols of pictures is beyond doubt. In the travel activity, when you press the shutter on the travel landscape that you are interested in, the scenery will stay. Photo image is the interpretation and reproduction of the actual scenery and the image symbol that in a tourism scene "such" image, especially when the image symbol as tourism businesses, intermediaries, media materials, the image will travel scene in a certain way to retrieval and present, when tourists received such as picture advertising, postcards, tourism brochures and a series of tourism information, the images attract, so tourists according to the instructions of the photos, to "there".

Tourists keep the national tourism scene at that time with pictures by cameras, and tourists obtain people's memory of the scene or scenic spot in the national tourism situation by repeatedly watching the scene photos of that time. These photos are retained for a long time and left in the "album" and "album" of tourists as memorials. Photo confirmed that he was in the national tourism scene, as "to" material evidence, create a "material symbol", it represents the in the state of "I" in the tourism and the relationship between all kinds of things, often will think of at that time, party, so photos became left a souvenir, in this case, it became the props of self communication, it let tourists determine and identify with the tourism scene "I" social identity, become a symbol of inner expression. When tourists will photos back to live as a "gift", displayed in front of others, this is the tourists self, in this case, photos as tourists to show off, or communicate with external social props, aims to convey information and meaning to them, tourism photography in this sense to build the meaning of self external expression. Therefore, the external communication and internal communication are carried out at the same time, tourism photography as a tourist souvenir is not only a symbol of tourists themselves, but also a symbol of self-internalization.

National tourism situation, tourists in different locations, standing in different angles, using different light, in different cultural background, with different psychological state, using different photography media (film, digital), using different photography technology determines they can form on the same "real scenery" unique image. The process of "manufacturing" is the process of "real scenery" solving the composition of "code". In the process of "symbol" narrating "text", different colors, artistic conception and emotions are formed, and different "contexts" under the tourism situation are also constructed. In the "context" of the tourism scene is the communication between the "viewer" and the subject, which contains the tourists' understanding of the national tourism culture, the perception and understanding of the national traditional culture, which is the special "context" of cultural value and social culture. In the photos, it not only records the scenes of various ethnic tourism places in the process of tourism activities, but also records the people in the ethnic tourism places, or other events, behaviors, the state of the local people and the relationship with the ethnic tourism areas. The photos of each infinitely small units constitute the social reality. The photo tells about the relationship between various things and factors in the ethnic tourism area, which symbolizes the relationship between a cultural value and the society, which lies in the multi-dimensional communication between tourists and the ethnic tourism destination. It describes the social reality in the situation of national tourism, and also expounds the accumulation process and experience process of tourists' tourism experience.

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