

National Tourism Culture Symbolic Operation Path in Demonstration Zones for Ethnic Unity and Progress

Yan Zeng*

*Institute of Cultural Tourism and International Exchange, Yunnan Open University, Xuefu Road
No.118, Kunming, Yunnan, China*

1036830109@qq.com

**corresponding author*

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Abstract: When national culture is incorporated into the process of tourism development, national culture becomes a symbol with special significance and cultural value, and the symbolic operation process of national tourism culture is the process of commercialization of national culture. In this process, the commercialization of national culture makes national culture become capital into the national tourism. Residents in the demonstration area will also discover the value and role of national culture through national tourism, and tourists will actively enter the demonstration area to recognize the symbolic value of national culture. The whole process has formed the consumption path and cultural path of national tourism cultural symbols in which the production, circulation and consumption of ethnic tourism culture realized the value mining of national tourism cultural and the transformation of real economic value. The symbolic operation process of national tourism culture is the process in which national culture participates in the economic process as the cultural capital and realizes the cultural appreciation which is also the innovation process of national culture modernization.

The ecological needs of the modern society in the 21st century have stimulated people's demand for ethnic tourism. Through the unique and heterogeneous tourism experience and travel of the ethnic minority culture in the demonstration area, people are separated from the shackles of their exhausted labor and give it the possibility to talk with themselves and others in a relaxed and natural atmosphere. The process of national tourism consumption is not only the process of national culture commercialization, but also the process of national tourism symbolization. In this process, the commercialization of ethnic culture makes national culture become capital, enters the production and consumption of ethnic tourism, drives the development of local tourism economy, and also makes the ethnic community discover the great value and role of ethnic tourism culture. Tourists also actively pursue the symbol value of ethnic tourism culture in this consumption process.

As a symbol, the process of ethnic tourism consumed by tourists determines the consumption paradigm of tourism symbols. Ethnic tourism makes the production, circulation and consumption of ethnic tourism products pay more attention to the value of ethnic tourism cultural symbols. And the culture of national tourism consumption determines that the value of national tourism cultural symbols which determines the cultural path of tourism symbols.

1. The concept analysis

1.1. Symbols

Symbol is a symbol that people agree with to refer to a certain object. It includes all the phenomena that show meaning in any form. 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. 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 functions are assembled together, they are formed into a symbol system. The symbol system has three external relationships and three external functions: Reference relationship and reference function means the concept and meaning of the object. Expression relationship and expression function means the memory, begging, love and remembrance of the object. Communication relationship and communication function means that the sender and the receiver realizes the function of communicating the reference information and presentation information.

1.2. Symbolization

Human society has experienced two stages of commodity society and landscape society, and is now entering the consumer society. In the demonstration area of ethnic unity and progress in northwest Yunnan, symbolic value of ethnic culture is constantly strengthened with the cognitive process of tourists which makes the local ethnic culture spreads with the displacement of tourists and the process of dissemination becomes a production process of symbolic value to a greater extent. Symbols have become a unique phenomenon of the consumer society. The symbol economy refers to the economy based on symbols, which is an economic activity that meets the various needs of people through the production, exchange, distribution and consumption of symbols. As a new economic form, symbolic economy is a practice of the combination of "image culture" and new economy. From the perspective of operation means it is a kind of "cultural penetration" and a kind of leisure consumption. From its consumption path, it is often not the pursuit of the physical value of the product, but the additional commodities which can provide the prestige, and its personality, characteristics, social status and power.

1.3. Ethnic tourism

National tourism essence is national culture as the main resources of tourism. Through the national culture products national tourism connects tourism consumers and tourism suppliers to form tourism activities and built the tourism industry in the demonstration zones. Therefore, national tourism can be defined as: tourists with ecological characteristics and cultural characteristics of ethnic minority areas of all kinds of tourism.

1.4. Ethnic tourism culture (placed in the symbol operation)

National culture is the core of national tourism consumption. When a certain national culture is incorporated into the process of tourism development, it is no longer only used as the way of production or life of the particular nation, but is placed within the background and category of tourism and endowed with new connotation and special significance.

In the development of tourism, national culture has become a symbol with special significance and cultural value through a series of symbol forms and the new value and meaning of national culture. 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. This reflects that tourism consumption is a symbolic consumption that distinguishes the social status, identity, taste, taste and identity of tourists.

2. Ethnic tourism culture symbolic consumption path

As a new economic form the essence of symbolic economy is a practice of combining "image culture" and new economy. From the perspective of its operation means, it is a kind of "cultural infiltration", a kind of leisure consumption of experiencing metaphor and symbolic meaning. The consumption path of symbols is manifested as follows: what consumers pursue in the process of choosing consumer commodities is not the use value of commodities, but the additional commodities, which can provide consumers with reputation, and show their personality, characteristics, social status and power. Tourism cultural symbols in the demonstration area also have such a consumption mode which can be specifically shown from the symbolic characteristics of the tourism world and the experience of tourism activities.

2.1. Symbol of the consumption

National tourism is a kind of consumption behavior in different places. When tourists leave the permanent environment and start a journey, they step into a ethnic tourism world that is different from their daily life. All of the elements in the tourism world have certain meaning and representations relative to human beings. The tourism situation formed by the combination of human and material generates a special world full of significance and with time and space dimensions.

2.1.1. Status symbol

From the perspective of national tourism consumption, in the process of consuming ethnic culture and products, the status of tourists is brought by ethnic tourism products and their reputation is improved, and ethnic tourism products are all "beautiful smile". It is the will of local residents for tourists to consume in the demonstration area and tourists are respected and treated by the residents ,so that tourists can feel the joy of attention. Therefore tourists become the economic contributor of national tourism activities and the center of consumption. A tourist with low status in daily life especially feels the instantaneous rise in such a ethnic tourism situation. Although it is so short, it still has the beauty of "addiction".

2.1.2. Role symbol

The role is the expression of people's identity and also the symbol of society. In daily life the relationship between people is manifested as the role in the relationships between the characters. When tourists enter the demonstration area, they change from the original real life to the "new self" in the tourism scene. They temporarily give up the original routine life in the process of experiencing consumption and experience the local national cultural atmosphere like a "local people". The process of tourists' consumption of ethnic tourism products and culture is the process of tourists' role transformation and also is the process of symbolization of ethnic tourism products and culture.

2.1.3. Interactive symbols

As the symbol of externalization national tourism products act as the symbolic meaning of internalization and help tourists return to the local community that is the communication between "I" and "he" in the local ethnic culture and the tourist community culture. Ethnic tourism products have become a link between "local" and "non-local" nations, the people and the world.[3] When the tourists take it back to the local community as tourist souvenirs ethnic tourism products as the cultural products in the demonstration area explain its national culture symbol meaning while its national culture began to produce multi-dimensional communication with the tourists' social culture.

2.1.4. Symbols of self-identity

The self refers to the individual's awareness and feeling of their personal characteristics and social identity. The development of self is a series of continuous communication process between "Lord and me" and "guest and me" in the process of individual participation in social interaction. It is a process in which "Lord and self" constantly make adjustments to the changing "guest and me". When tourists back to living place gifts as a part of the tourists in the form of photos or physical were displayed in front of others that is one kind way to show tourists self-identity. Tourists expect to get attitude of the community people by the national tourism products physical and products as props. When tourists present themselves in front of others in living place ethnic tourism products and culture become the symbols of tourists' self-appearance. In some cases, the ethnic tourism products consumed by tourists are just to commemorate for themselves that is still a prop for self-performance, which allows tourists to determine and identify with the social identity of "guest and me". The external communication and the internal communication are carried out at the same time and the tourism cultural products are not only the symbol of the tourists themselves, but also the symbol of self-internalization.

2.2. Travel experience of the ethnic tourism consumption

The experiential nature of ethnic tourism activities and the innovative characteristics of tourism symbols determine that tourism symbols are a mimetic world with experience as the value realization way. The process of tourism experience is an interactive process of communication between individuals and nature and society. In the process of tourism consumption, tourists have frequent contact with various symbols. No matter before, during or after consumption process, there is an interpretation of symbols. The basis of the interaction between people and the external world is symbols so the experience reflects the relationship of symbol interaction. In the process of symbol interaction, the experience can be realized, and the symbols can also realize the value in the process of tourism consumption.

3. Ethnic tourism culture symbolic cultural path

From the perspective of the operation means of symbols, symbol economy is a kind of "cultural infiltration", a kind of leisure consumption to experience the metaphor of symbolic meaning. When human beings choose symbols as the intermediary culture and symbols have become integrated things.[5] Professor Lou Lizhi believes that the economization of culture must be accompanied by the economization of symbols, and the real value of cultural economy lies in the meaning related to culture that can be used to be transmitted in various cultural contexts. Therefore the operation process of tourism symbolization is also the process of the economy of tourism culture which means that the process of tourism symbolization is the process of cultural innovation.

Demonstration area tourism operators use symbols to show and deduce national culture and realize interaction between residents and tourists, different groups of tourists and tour operators and tourists in the demonstration areas that enriches the connotation and extension of the national tourism symbol system, conveys the national spirit and resonates with other interactive objects, realizes the innovation of national culture, creates a new demonstration area of economic growth point. The cultural paradigm of tourist symbol is mainly embodied in the three stages of symbol operation, specifically as follows:

3.1. Tourism symbol production stage

In the production stage of ethnic tourism symbol products, the mining of the symbol value of national tourism products is emphasized. When mining the value of national symbol, it is necessary to inject creative factors and use association, imagination, transformation and transplantation. By deeply excavating the cultural characteristics of the demonstration area, the cultural coding process needs to be expressed by certain form and carrier, which is the materialized carrier of cultural symbols and the coding process is also the construction process of the materialized carrier.

3.2. Tourism symbol sales stage

The marketing stage of ethnic tourism symbol products emphasizes experience marketing, which redefines and designs marketing concepts from the aspects of tourists' senses, emotion, thinking, action and association. The focus of marketing has shifted from the promotion of use value to the symbolic value orientation of national tourism products, with the emphasis placed on the transmission of national cultural significance. The choice of marketing means will focus on the cultural background, value orientation and popular fashion of the ethnic cultural tourist groups, and emphasize the publicity of the experience of national products. In this process, the tour operator encodes the symbol value and visualizes the national culture of demonstration area and then the symbol value spreads through the certain channel to make it perceived by tourists. Finally, tourists decode the cultural symbol value according to the perceived content and their own understanding.

3.3. Tourism symbol consumption stage

The consumption of ethnic tourism symbol products emphasizes interactive consumption and tourists are no longer the passive recipients of ethnic tourism products, but actively experience, interpret and even create ethnic tourism products by relying on the situation of the demonstration area. Tourism consumption is a process of cultural interaction. The symbol interaction in the demonstration area is the "interpersonal" cultural interaction between tourists, tourism practitioners and local residents and the interpersonal interaction between tourists and tourism practitioners is the most frequent. Secondly, it also shows the "character" cultural interaction between tourists and

ethnic tourism scene. The cultural interaction of "characters" is mainly manifested in the realization of tourists' interpretation of ethnic tourism cultural symbols through the scenes created by words, images and other cultural information.

The era of symbol economy emphasizes the consumption of product symbol value. As the symbol of tourism economy and symbol economy, it is an innovative economic form that injects national culture into it, and an economic form that takes national tourism scene experience as the way of value realization. The tourism cultural symbol in the demonstration area shows its symbolic and experiential consumption paradigm in the symbol world of national tourism scene.

When ethnic tourism enters people's vision and becomes ethnic tourism products, the consumption of ethnic tourism begins. The process of ethnic tourism consumption is not only the process of national culture commercialization, but also the process of national tourism symbol. In the process of the national culture commercialization of national tourism culture become capital which enters into the national tourism consumption of production and consumption to drive the development of the local tourism economy, helps tourist destination to find the great value and role of national tourism culture, makes the tourists actively pursuit of national tourism culture symbol value, also makes the national tourism products production, circulation and consumption field to pay more attention on the national tourism culture symbol value mining. National culture in the development of tourism, has become a symbol of special meaning and cultural value. Through a series of symbol form and the function of the symbol itself national tourism products show new values and significance. In demonstration area national tourism culture symbolic process is the process from the traditional national culture to modern transformation process, is process of putting the ethic culture into modern production and modern life. Under the background of the vigorous development of tourism as a cultural symbol consumption paradigm, national culture will inevitably be incorporated into the social life and economic life characterized by symbol production and consumption and enter into the operation of symbol economy. Therefore the participation of national cultural symbol as a cultural capital is also the way to realize cultural value added, and also the innovative path of the modernization of national tourism culture.

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