

# THE REGIONAL TOURISM DEVELOPMENT OF NATIONAL CULTURE AND THE INFLUENCE OF COUNTERMEASURES

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**Abstract** the regional tourism development would affect the national tradition revitalization and national culture communication. It would lead to a special culture in which features disappear, national values variety, and many other consequences. In this paper, Luoshui village of Yunnan province was the research object, and through the analysis on the regional tourism development's influence on the unique national culture, the useful measures of protection and inheritance on national cultural resources have been proposed.

**Keywords:** energy, tourism development, national culture communication, national tradition revitalization, Luoshui village.

## COMMUNITY BACKGROUND

Lugu Lake lies in the boundary of Ninglang county Yunnan province and Yunnan county Sichuan province, which is the third deepwater lake in our country. The water quality of lake that is refreshing and mellow, pretty transparent like mirror, have always gained a reputation of "The last pure land of south west in China". All around the Lugu Lake is covered by forest. The landscape is very beautiful that attracts a large number of tourists. Moreover beside the lake have a lion mountain named "Gemu Goddess" is respected by local people. As well as there have such kind of other nature landscape, with adjoining mountains and rivers, and enhance each other's beauty. Structure the nature landscape group with the core of Lugu Lake.

From hundred of thousand years, beside the Lugu lake have resided pumi race, Naxi race and so forth other possess unique local culture's minority. With Maternal large family, "Axia" visit marriage and "Daba— Tibetan Buddhism", blend each other and make the unique religion faith that represent Mosuo people's traditional nation culture,

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is called “Living fossil of human maternal culture” by anthropologists. Among those kinds of cultures, maternal large family is the core supporter of whole Mosuo culture, and that also is the main formation modality for mosuo traditional family. The characteristic of maternal large family could be summarized as “man doesn’t take to wife, and woman doesn’t get married”. Maternal is the core of family tie, family property also inherited by female. Grandmother is the patriarch; when she passes away, the mother could be the patriarch. Men go out for engage in trade and make money, but women stay home with manage the housework and they are responsible for produce agriculture. In the light of academic value, maternal large family of Mosuo is very important concrete evidence for research human family and development of society in early phase, which development so long years, maintain itself in perfect condition, and become never seen before in the whole world.

Luoshui village gathered Naxi race and it’s belong to Yongning town Ninglang county, the village has 21km apart from the centre of county, and divided into two parts, one called “up”, the center of named “down”. The up village built rely on the mountain, that common to 78 family and has 570 population, in them 270 population are mosuo people, and other 220 people are pumi race, mosuo people and Pumi race total account for 86% population with whole village. Luoshui village has 1167 mu field land, but per land, only 2.1 mu, corn and potato as main crops. Due to environment condition constrained, Luoshui village has low agriculture yields, besides some times there also happened drought, mud—rock flow and so forth other nature disaster. Such disaster seriously restricted the development of local agriculture production.<sup>1</sup>

The folk customs tour of Luoshui village was starting in 1980s, and it goes through two important development stages to this day. The first stage from 1990 Lugu Lake is open to the domestic tourists formally, to 1992 it also open to the foreign tourists, the village start participate in operating tourism activity universally. In this period, at scenery such as boating, ride a horse, GuoZhuang dance and this kind of folk customs perform appear are after another, then tourists number increased cause complete tourism standard system start set up gradually.<sup>2</sup> The second stage, from 2004 to nowadays, owing to large numbers of tourists swarming continuously, family hotel scattered everywhere around the scenery, tourism reception facilities is improving day by day, then Lugu Lake folk customs begin to take

shape. After more than twenty years continued development, Luoshui village become one of the most prosperous folk customs village at the whole Lugu Lake scenery. Every family run their own family hotel and every day receive more than three thousands tourists at whole village. Along with tourism production fast growth at Luoshui village, villagers financial earning arises by a big margin universally. Moreover, the village take on a completely new look, and people's dress up, the ideas and values system have obviously changed. It goes without saying that tourism brings about material wealth and convenient condition at the same time, but it also cause tremendous dash about ecological environment at reception center, social environment and hand down culture.

#### THE INFLUENCE OF THE TOURISM DEVELOPMENT ON THE NATIONALITY CULTURE OF LUOSHUI VILLAGE

##### *The positive influence*

(1) Benefits to reviving and protecting the nationality traditional culture:

Many tourists come to this village every year and bring about much demand for local nationality traditional culture get resuscitate at tourism spring tide, and those culture melt with tourism market, gain reconstitution and newborn. Tourism not only promotes local economy development, but also improves people's living condition. Local residents enjoy enormous benefit that produce with tourism development, at the same time also find their own traditional culture cannot replaced gradually. For example, in order to give better introduce of Mosuo traditional culture for tourism, Luoshui villages have maximum interesting for Mosuo folk customs books and audio-visual material. So villagers not only read those books and by themselves, but also recommend those things to tourists who have great interest. In addition, as a result of many scientist conduct scientific investigation around Lugu Lake recently, Mosuo culture receive great attention, therefore Mosuo People change formerly culture inferiority complex when confront with main current culture, and Mosuo People start treat their traditional culture with cherish vision their nationality sense of pride increase constantly, then many villagers with causing the sense of responsibility and sense of mission for maintain traditional culture. Villagers are aware by protecting the traditional culture also increase constantly, and traditional culture give protection and hand down with all kind of way. "Culture revealing and

tourism development have inherent relation: tourists want see multicolored ethnic groups costumes and varied customs and folk ways, local people not only want earn money but also want show their own culture with pride. This nationality unique feature is regarded like a commodity obtaining new life by costumes, dance, song, and festival".<sup>3</sup>

(2) Promoting the reception of economic development growth and narrowing the gap between rich and poor:

After the founding of a very long period of time, the Luoshui village and many other ethnic villages in Yunnan Province, people living in poverty. The Luoshui village before tourism development, the original residents engaged in agricultural production, planting corn, strictosidine, fishing, and basic in their own self-sufficient natural economy, is famous for poor villages. However, with the rapid development of Lugu Lake district tourism industry in the early 1990s, just a few years ago the Luoshui village registered some of the development of Lijiang Ten Fu Yucun one.<sup>4</sup> The development of tourism brings huge economic promotion of the Luoshui village, the full development of tourism is the development of minority areas of the local economy blindly medicine, is to lead the minority region people to prosperity is a shortcut.

(3) The spread of national culture and promotion of cultural exchanges around the country:

Lugu Lake, before the development of tourism, the country's people doesn't know the Lugu Lake; this sacred land bears rich and colorful ethnic culture and mysterious Mosuo people walking marriage custom. With the development of tourism, a large number of domestic and foreign tourists into the Lugu Lake, Yunnan local ethnic culture to understand, to know the Lugu Lake, and then like drowning village. Publicity coupled with the government through various channels of national culture on Lugu Lake Lugu Lake national culture has an open stance on the world stage to fully display, and communicate with other cultures, competition, national culture, the dissemination and exchange of more space, resulting in a greater influence. In recent years, not only domestic experts and scholars into the Mosuo culture, more a lot of foreign scholars are also concerned about the Lugu Lake, research Mosuo culture. Therefore, the tourism development of great significance to the spread of national culture, it promotes ethnic and cultural exchanges, so that national culture is more and better discovered by the world.

*The negative influence*

(1) A unique national culture characteristics gradually disappear:

Due to social, political, historical and cultural, economic and other factors, for a long time very little minority of the Lugu Lake area with the outside world exchanges, life is relatively closed, its unique ethnic customs for the outside world has a strong sense of mystery. The more mysterious something more to stimulate people's curiosity, in recent years with the development of tourism, the influx of foreign tourists, the introduction of different ethnic and cultural ideology, values and life practices, so that these unique ethnic culture and customs have been gradually diluted and assimilated, or even die out. As a local one of the ancient indigenous peoples, the Mosuo people The Luoshui village has a rich national culture, its unique system of the Mosuo culture dominated all aspects of social life. With the development of folk tourism, ancient, calm Mosuo society has also undergone a severe shock. Many villagers increasingly "finished", they cater to the preferences of the tourists, began wearing a light and deft Han clothing, the use of Mandarin, Han Song of the ancient and vigorous Mosuo folk and modern pop echoed in the Lugu Lake. In recent years, The Luoshui water under the Village Housing has already broken through the traditional model of two-, three-, and four-story building where they stand, tall, complex structure of the building to become the capital of the various competing and showing off, no longer see to the original quality of the original indigenous peoples villages.

(2) The unique cultural connotation risks as regards its authenticity:

The Luoshui village tourism is just starting, though still relatively backward in terms of infrastructure, management and planning. But the local villagers show to the tourists the ethnic culture and customs in the original, so the visitors can understand and experience the pure culture of the Mosuo. By a rapid development of the tourism industry, a huge economic benefits to the local villagers out of poverty. To one-sided pursuit of economic interests, some parts of the village The Luoshui water and this phenomenon does not exist. For example, in order to meet the needs of tourists, some villagers rigidly to "create" some song and dance performances, the Mosuo home visits and other tourism projects that affect the original is really simple Mosuo culture which gradually, thus weakening the connotation of its authenticity. Visitors enter the ethnic minority areas, being able to feel the unique charm of the national culture and to comprehend the authenticity of it.

In the Lugu Lake area, wooden flute child “is a representative of the Mosuo architectural culture, basic and maternal families”, and take the marriage system to adapt, the unique national characteristics. In tourism development, the new wood flute child in appearance has nothing to do with the old house. There is a difference between the interior decoration into a number of modern elements; and, actually, the new wooden flute child is not realistic.

(3) National culture has become increasingly commercialization, vulgarization:

Currently the primary means of ethnic cultural development is a modern art form of packaging to the national culture, its stage of the art procedures. Specific period of time and environment to do so to stimulate the visitors, thus producing the role of consumer demand , but the long run will make national customs lose their original cultural connotation of commercialization, vulgarization trend is inevitable. <sup>[5]</sup> To the pursuit of economic efficiency, The Luoshui village designed to cater to tourists has been tampered with recognizing the so-called ‘national dress’, ‘ethnic dance’, ‘national customs’; it was only at a specific time, place and occasion, according to the traditional content and the way to be held rituals, customs, and a frequent guest to break the rules frequently debut. Everything becomes a kind of mold, a warm atmosphere and even a magnificent scene, but the essence is no special meaning and value, is just a stage, and commercialization of performance only. In addition, for the traveler, a major motivation to participate in the national tourism through the watch, understand, appreciate, and participate in the strange customs of ethnic minorities to meet its novelty, difference, and strange psychological, to increase their knowledge, broaden the purpose of the vision. But some tourists in the national culture behind the unhealthy part of the hold to a strong interest, some tourist developers is to cater to this part of the tourists, the national culture is increasingly vulgar, serious distortions minority inherent in traditional culture.

(4) Scenic environment has been damaged:

Excessive development of tourism, resulting in the Lugu Lake, made the surrounding forest and vegetation degradation, water damage to ecosystems, Lugu Lake being touched by silt, garbage disposal, sewage, and many other issues.

Traditional Mosuo people living Muleng Fang “is from the courtyard built by the timber base. With the development of tourism, in order to provide more comfortable accommodation for tourists, the

majority of new houses built are no longer the traditional home of the Mosuo people, but the tall, three or four for the development of Modern tourism Muleng Fang”. A large number of constructions, of hotels plus the annual firewood, campfire, etc. must be wood consumption, today's Lugu Lake, the surrounding vegetation has been substantially reduced, some hills to become bald, Lugu Lake mysterious natural landscape has long been gone. Deforestation causes soil erosion, soil erosion has also caused serious siltation of lakes, a large number of discharges of sewage daily spam have soared, and these are a serious threat to the sustainable development of the tourism industry in the Lugu Lake.<sup>6</sup>

### THE COUNTERMEASURES AND SUGGESTIONS

#### *Fully understanding the importance of unique ethnic culture in tourism development*

Lugu Lake Mosuo culture is the soul and vitality of the tourism is an important aspect to attract tourists. Therefore, ethnic autonomous areas should pay attention to highlight the distinctive characteristics of the nation, the region deep national cultural connotation and unique folk customs, lively and direct forms of participation to attract tourists, development of tourism products, tourism products, cultural the higher the grade, uniqueness, diversity is more abundant, more attractive and vitality and broad prospects for development, we also pay attention to the same folk customs and tourist products will be folk art, folk customs and ethnic flavor to taste combination of play to the advantages of multi-ethnic culture, enrich the cultural connotation of the tourism product, promoting the mutual integration of the national culture and tourism economy and harmonious development. In addition, the existing national housing, national costumes, folk dance to such conscious system reserves to improve the tourist connotation, the real highlight the “ancient, unique, odd” charm to show visitors the original quality of the original folk culture of the Mosuo villages to meet the tourists novelty, difference, and strange psychological needs.

#### *Valuation and respect of the cultural connotation to protecting resources of the national culture*

Minority areas to the development of national tourism, is to demonstrate the authenticity of the local ethnic culture and customs to visitors, loss of a true cultural connotation, also lost their lives. Therefore, tourism development should reflect the distinctive ethnic

characteristics; engaged in tourism villagers dress and interests should follow national traditions, folk dance, folk culture and art should fully display the national characteristics, to show the profound cultural connotations. In addition, the Government should participate in the management, the development of relevant national policy on cultural tourism, it is recommended that the guidance and supervision bodies, encourage local villagers to participate in tourism development, the joint efforts of the Government and the local villagers, save and pass on the verge of disappearing national culture, so that the Mosuo culture trend is true, to ensure the sustainable development of national culture, but also to help visitors through the Mosuo culture of this true knowledge and experience to achieve its original intention of the pursuit of 'new, strange, different' to get the joy of beauty.

*Dealing with the development of the relationship between utilization and protection*

Tourism development on local ethnic culture resulting in a series of negative effects, but we can not unworthy, in order to protect the national culture in the name of the restrictions on the development of national tourism. The cultural values of ethnic minorities in the development, be reflected in the dialectical process of protection, propagation, and its blend with the mainstream culture in the treatment of minorities and cultural resources, we must hold both development and utilization of adequate protection for their attitude. In the development of national culture, should not respect the traditional culture connotation, only to increase tourism revenues for the purpose of the habit of finishing to the dominant culture, processing, packaging and minority cultures, making the national traditional culture stage, procedures, and even vulgar , fake; should try to avoid predatory development of minority cultures. It should "fully respect the nation on how to inherit the development of their own cultural tradition wishes especially full understanding of the national culture in the long history of development of self-awareness and self-sufficient consciousness of a nation its own determine the cultural preservation, with a teaching and development of road how to get there";<sup>18</sup> it should let the local people themselves, using their own traditional cultural resources, the development of a convergence of industry and modern tourism or cultural industries, and adapted to local characteristics of behavior and mode of administration.



*Protecting the ecological environment and actively promoting the sustainable development*

Cultural traditions and natural beauty represent, mainly, the tourist's life. The Luoshui village folk with Lugu Lake area is relatively fragile ecological environment and natural ability to recover once destroyed it will be difficult to restore. Therefore, we must strengthen propaganda, rational use of legal means to strengthen the management, in order to achieve the purpose of protecting the surrounding ecological environment in the Lugu Lake. For example, the village building materials, firewood and organized bonfire party required timber should be unified planning, fixed-point logging, and where possible seek alternative building materials and other alternative energy sources, such as electricity, solar energy, liquefied petroleum gas, biogas promotion. For the villagers' daily life activities, sewage and garbage should be village distribution, unified planning, construction, waste disposal stations and sewerage works; ordinary villagers and tourists, to step up publicity and prohibited to throw garbage in the lake, cigarette butts and other debris, in order to reduce the impact of tourism activities on Lugu Lake water quality. Therefore, the ecological protection of the Lugu Lake, not only to rely on government departments to actively guide the need to mobilize the local villagers to actively participate in protecting the environment ranks to give the power of the whole society, to build a vibrant tourism environment.

## CONCLUSION

American scholar fox said: "Tourism is like a fire, it can cook your food, it can also burn your house". The development of national tourism income to local residents out of poverty but also to the local ethnic culture resulting in a series of negative impact, but we can not limit the development of national tourism for the protection of national culture and, therefore, Lugu Lake, the development of tourism should focus on the development of national cultural protection of tourism resources, development of national cultural and ecological tourism, follow the wishes of local residents know to which national culture need to be developed, which could not be developed, so that locals call the shots as much as possible not to hurt them feelings and dignity. So as to find a balance between the development of tourism and heritage of minority cultures, protection of minorities and cultural tourism resources, and achieved good social benefits, in order to promote healthy and stable development of the ethnic minority areas tourism.

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