

# Exploration of Cultural Tourism Paradigm in Panxi Ethnic Mixed Area--Take the Lisu Township of Xinshan, Miyi County as an Example

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**ABSTRACT.** *Cultural tourism is not only a project to enrich the people, but also an industry of green and sustainable development. Xinshan Lisu Minzu township has a unique Lisu culture, picturesque natural scenery, attracting the attention of many tourists. The successful case of cultural tourism integration in Xinshan township is explored in the hope that it can play a role in the rural revitalization of ethnic towns and villages.*

**KEYWORDS:** *Miyi, Lisu, People, Culture tourism*

## 1. Introduction

At the beginning of January 2019, I went to Xinshan village of Lisu township of Xinshan mountain for the first time to conduct field investigation, which made me roughly understand the basic situation of Xinshan village, including its geographical location, scenic spot distribution, folk culture and infrastructure. In my opinion, tourism should be a project to enrich the people and increase the income of villagers. Therefore, in January 2020, I went to Xinshan township for the second time to investigate the relationship between tourism and villagers' economic income.

As an important tourism resource, folk culture plays an important role in the tourism of ethnic regions. In recent years, people's consumption demand for culture and spirit is increasing, so in-depth tourism experience and high-quality cultural tourism are becoming more and more important. The fusion of culture and tourism in Xinshan Lisu township is characterized as a regional tourism brand at the county and township level, which attracts the attention and favor of tourists and organically combines natural resources and folk culture to serve the tourism, so as to satisfy the tourists' experience of the pleasure brought by tourism and also make the tourists obtain spiritual pleasure. The analysis of such cases can provide a model for the integrated development of culture and tourism in panxi and other similar regions where ethnic groups live together, and also can explore how to effectively integrate tourism resources in ethnic minority areas to promote the economic development of ethnic minority areas.

## 2. Cultural Tourism in Minority Areas

With the merger of CNTA with the Ministry of Culture, the establishment of the Ministry of Culture and Tourism, and the proposal of the rural revitalization strategy, China's cultural tourism has ushered in new development opportunities. What is cultural tourism? The concept of culture is very broad, including humanities, geography, history, philosophy, technology, folklore, art, ideology and so on. There are more than 200 definitions of "culture" in the academic world from different perspectives. As far as I am concerned, "culture" is "cultural man", is the sum total of value orientation, mode of thinking and aesthetic taste which influence people's life, survival and production in social practice and ideological activities. As for "tourism", professor Jia yinzhong believes that "tourism is the sum of human travel activities. With the development of The Times, modern tourism presents the nature of leisure." Therefore, "cultural tourism" is an attractive tourism project built with "culture" as the core, and a leisure travel activity in which people obtain in-depth "cultural" value experience from the tourism elements of food, housing, travel, travel, shopping and entertainment. It has the characteristics of locality, nationality, diversity, participation and experience.

## 3. Lisu Township Tourism Resources

Miyi county belongs to Panxi region, while Xinshan Lisu township is located in the east of Miyi county, which is also the only Lisu township in Miyi county. It is about 26 kilometers from the county seat to the Lisu terrace, and this distance is suitable for self-driving travel. Tourism in Xinshan village is an integral part of the tourism of mi yi kang Yang. Its tourism resources include the ancestral shrine of Lisu people, the Lisu folk custom exhibition, “intangible cultural heritage” performance, “Lisu romantic charm” song and dance performance, grand sunrise, ten-mile gallery, deep canyons, acres of Lisu terrace, million mu rhododendrons and other tourism resources. It can be divided into explicit resources and invisible resources from its state, and tourism resources in ethnic areas are also inseparable from the organic combination of the two paradigms.

### 3.1 Dominant Resources

Dominant resources are ornamental landscapes. Xinshan is rich in dominant landscapes, such as 1050 mu of terraced fields, the spectacular snow scene in winter, and million mu of rhododendrons in April. There are Lisu people's architecture and recording the Lisu people's historical context and life murals. In addition, there are special festivals and commodities combining with the Lisu culture.

### 3.2 Invisible Resources

Hidden resources are the folk culture with experience. There are more than 20 ethnic groups in Miyi county, such as Han, Yi, Lisu, Bai, Hui and Naxi. As the only Lisu settlement village in Miyi county, Xinshan village has left rich and unique folk culture in the geographical environment and the long river of historical development. For example, four provincial intangible cultural heritage projects, Yode festival, Lisu weaving skills, Lisu embroidery, Xinshan Lisu dance “turtledove draught”. On October 22, 2019, for example, in the new mountain township Lisu Ako square held a non-material cultural heritage, including the new mountain Lisu sacred tree worship ceremony, the sandbar-dotted wine experience, “Lisu affection” theatrical performances, traditional dance draft “dove” and assembles lusheng dance, visitors interact with bamboo pole dancing show, attracted about 500 visitors to participate in the experience. In addition, Xinshan village tourism belongs to the Health tourism section of Miyi county. It takes the advantage---terrace 4A scenic spot construction, combined with in-depth development of cultural tourism, to cultivate the Lisu ancestral shrine of the brand tourism project, is the only Lisu ancestral shrine name card.

## 4. Cultural Tourism and Villagers' Economic Income

Income distribution is the eternal theme of human economic and social development, so I think the purpose of rural tourism should also be to enrich the villagers. The villagers of Xinshan village get direct income through the special ethnic singing and dancing performances organized by cooperatives, intangible cultural heritage exhibitions, and sales of special agricultural products. But the main source of income is from cash crops such as rice, flue-cured tobacco and maize. Zhang jianguo, a member of the committee of Xinshan village, said the change in villagers' thoughts after the development of tourism is the most obvious. In the past, it was difficult to promote the exchange of surrounding cultures due to historical and traffic reasons.

Generations of Lisu built terraces, as the rolling valley spread out, in order to improve economic efficiency, the villagers planted rice in spring and summer, autumn and winter planting taro, ginger, and farmers mainly through the sale of special agricultural products to obtain direct income. “She can earn 3,000 to 5,000 yuan a year selling taro and ginger at the scenic spot in her free time, but her income from selling agricultural products in 2019 is less than 3,000 yuan,” said villager he.

Table 1 3 Years Tourist Arrivals

Years	2016	2017	2018
Visitors	17000	57000	102000

“Most families have an annual income of 40,000 to 60,000 yuan,” said another Lisu villager, but he says he prefers to go out to work rather than farm at home. It is understood that the per capita annual income of villagers in Xinshan village will be about 4,000 yuan by 2019. Li wenhua, a villager in Xinshan village, says his family, which mainly grows rice, corn and chickens, can barely make ends meet. However, he believes that tourism development has brought a lot of convenience to their lives. For example, when the transportation is more convenient, farmers will sell their eggs, yams, herbs, ginger and walnuts, which will shorten the trading chain

and ensure the quality of products.

In addition to sales of agricultural products, some villagers also direct revenues from the rent house to tourists, the new mountain rural tourism is attached to the m yi sun kang to raise tourism section, the region into a scenic area, rural into the park, not only in the form of product into a commodity attracting numerous visitors of road, also attract retired elderly to winter. Mr. Lu, a 65-year-old tourist from chengdu, said he rented a room with a farmer's family in Xinshan village and ate with them for only 2,000 yuan a month. It can be seen that since the integration of cultural and tourism development in Xinshan Township, the economy and life of local villagers have been greatly affected. At the same time that the villagers' economic income has increased, production and life have become more and more convenient

## 5. Conclusion

In the new period, China's tourism industry must adhere to a high-quality, sustainable, balanced development mode of ecology and economy, and culture is the soul of tourism. Today's tourism is no longer a fleeting look at the scenery, but a deep sense of cultural experience. Therefore, cultural deposits are the greatest charm of tourism. Based on the results of the two surveys, I think there are some deficiencies in the display of invisible resources in Xinshan, such as the lack of interpreters for murals and Lisu culture. Therefore, tourists' appreciation of folk culture only belong to the visual layer, and there are few buses in the terrains and county, so the reception capacity is still weak. In addition, during the survey, villagers said that there was no significant increase in economic income after the tourism development, but the convenient transportation made it more convenient to sell poultry and agricultural products. However, the Lisu township of Xinshan has also made some achievements in cultural tourism in panxi region, such as building the brand of thousand-acre rice terraces and 10,000-acre rhododendron. In addition, because the hidden cultural tourism project is diversified, it has sorted out the cultural system, created the name card of "ancestral shrine" and displayed the intangible cultural heritage project. To sum up, I hope that the local cultural and tourism integration and economic development will become better, and I also hope that this article will play a role in the future development of the local area and the development of the similar areas.

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