

Discussion on the Construction of Zhuang Cultural Tourism Circle in Southwest Guangxi

Wei-shan LI^{1, *}, Mei LI¹

¹*School of Management, Guangxi University for Nationalities, Nanning 530006*

**Corresponding author. Email: 952153653@qq.com*

ABSTRACT

The paper proposed to integrate and develop tourism resources in southwest Guangxi revolving around Zhuang culture to build a Cultural Tourism Circle with Zhuang Nationality Characteristics in Southwest Guangxi, deepen regional tourism cooperation, promote the in-depth exploration of tourism in the region, and strengthen the protection and inheritance of ethnic culture. It is pointed out that the construction of Cultural Tourism Circle with Zhuang Nationality Characteristics in Southwest Guangxi is of great significance in terms of integrating resources, promoting development, deepening regional cooperation, and protecting ethnic culture. It analyzed the favorable conditions such as resource endowment, market demand, accessibility, and government policies for the construction of Cultural Tourism Circle with Zhuang Nationality Characteristics in Southwest Guangxi. It finally put forward a construction roadmap concerning how to construct Cultural Tourism Circle with Zhuang Nationality Characteristics in Southwest Guangxi, which contains overall planning, cultural tourism products development, strengthening regional tourism image and marketing, efficient exploration of the central city's role in gathering and distributing tourists, and cultivating tourism talents who know the ethnic culture well.

Keywords: *Ethnic Culture, Regional Tourism Development, Cultural Tourism Circle with Zhuang Nationality Characteristics, Southwestern Guangxi.*

1. INTRODUCTION

Southwest Guangxi refers to the umbrella-shaped area from the west of Nanning to the boundary where Baise borders with Yunnan Province and the south of Nanning to the boundary where China borders with Vietnam, including cities such as Chongzuo and Baise, counties such as Jingxi, Tianyang, Tiandong, Napo, Pingguo, and administrative regions such as Nanning City District and Long'an County. Southwest Guangxi is a mountainous area with crisscross rivers and valleys, where Zhuang and other ethnic groups live together for a long time with Zhuang people accounting for more than 80% of the total population. The region not only boasts rich natural resources and beautiful frontier scenery, but also the colorful and unique ethnic culture represented by the Zhuang Nationality, forming the foundation of its socio-economic and cultural development. The past experiences have proved that tourism is an effective way to promote regional socio-economic development and cultural protection and inheritance as well. The tourism industry in southwestern Guangxi has made some achievements in

the past 30 years relying on its green mountains and blue rivers, beautiful frontier scenery, and ethnic culture. However, the tourism development in southwestern Guangxi is not commensurate with its resource endowment mainly due to restriction of various external factors, making its level of tourism low, tourism products single and primary, tourism theme not clear and prominent, and lack of synergy in regional linkage. It not only hinders the further development of regional tourism in southwest Guangxi, but undermines the positive role of tourism in promoting regional socio-economic development and protecting local culture. Considering the actual situation in southwestern Guangxi, this article proposes to take Nanbai Expressway, Beijing Expressway, Jingna Expressway, Hena Expressway, Nanyou Expressway, as the bonding network, and Zhuang culture as the main theme to integrate and develop tourism resources in Southwest Guangxi. In addition, it puts forward detailed measures on how to construct a Cultural Tourism Circle with Zhuang Nationality Characteristics in Southwest Guangxi, how to deepen regional tourism cooperation, how to promote the in-depth development of tourism in

the region, and how to strengthen the protection and inheritance of ethnic culture.

2. SIGNIFICANCE OF CONSTRUCTING ZHUANG CULTURAL TOURISM CIRCLE IN SOUTHWEST GUANGXI

It is conducive to integrating regional tourism resources revolving around Zhuang culture, displaying the characteristics of the local culture, enhancing the overall attractiveness and competitiveness of regional tourism, deepening regional tourism cooperation, avoiding redundant construction and vicious competition, optimizing development models in Guangxi, and strengthening the protection and utilization of ethnic culture.

2.1. Conducive to tapping and integrating regional tourism resources, and enhancing the overall attractiveness and competitiveness of regional tourism

Southwest Guangxi features beautiful natural landscapes, exotic customs, profound ethnic culture, and rich communist traditions, making it a unique place with abundant and high-quality tourism resources. However, the tourism resources were poorly explored in southwestern Guangxi due to outdated transportation and backward development concepts. As of the end of 2020, Chongzuo and Baise, both of which are located in southwestern Guangxi, together have only 45 4A-Class or above scenic spots, accounting for only 16.4% of the 275 4A-Class or above scenic spots in Guangxi. However, these scenic spots in Chongzuo and Baise are mainly famous for their natural landscape, in addition to minor attractions of exotic customs and communist traditions. Only the Huashan Scenic Spot in Ningming County, Chongzuo, the Ancient City of Tianzhou, Baise, the Jiuzhou Scenic Spot in Jingxi, and the Jinxiu Ancient Town Scenic Spot in Jingxi, which have been gradually developed in recent years, revolve around the cultural themes of Zhuang Nationality. Be that as it may, none of these scenic spots are dominated by the culture of Zhuang Nationality. In addition, the distribution of these scenic spots is extremely uneven. Except for the Jingxi Gulong Mountain Canyon Group Eco-Tourism Scenic Area and Daxin Detian Transnational Waterfall Scenic Area, which are located beyond the border tourism zone, the rest are all concentrated in areas along the Nanbai Expressway and Nanyou Expressway. Single-themed and space-scattered scenic spots undermine the overall attractiveness of tourism in southwestern Guangxi. It thereby urgently needs to explore and integrate regional tourism resources for the development of tourism in southwest Guangxi. The construction of Cultural Tourism Circle with Zhuang Nationality Characteristics in Southwest Guangxi will

help to dig deeper into the regional cultural tourism resources, highlight regional tourism themes, enrich regional tourism products, and integrate the main tourist attractions in the region with thematic loops, which will in turn greatly enhance the overall attractiveness and competitiveness of the tourism in southwest Guangxi.

2.2. Conducive to deepening regional tourism cooperation and avoiding redundant construction and vicious competition

Southwest Guangxi is rich in high-quality tourism resources in terms of natural mountains and rivers, ethnic cultures, and communist traditions, but all of them are highly homogeneous. It is prone to result in redundant construction and vicious competition in the development of regional tourism, which is not conducive to the sustainable development of regional tourism, and easy to waste valuable resources as well. Therefore, it is necessary to make an overall plan to deepen the tourism cooperation between relevant cities and counties in southwestern Guangxi to avoid redundant construction and vicious competition. The proposal of the Cultural Tourism Circle with Zhuang Nationality Characteristics in Southwest Guangxi provides the very opportunity for the deepening of tourism cooperation and avoiding redundant construction and vicious competition in southwest Guangxi.

2.3. Conducive to optimizing the Development Landscape of Tourism in Guangxi

Tourism in Guangxi developed comparatively early. Although the past 30 years have witnessed obvious achievements regarding the tourism industry in many parts, the tourism pattern in which Guilin prevails all other regions has not been fundamentally changed. The tourism industry, dominated by Guilin, is still concentrated on the central axis of Guilin-Liuzhou-Nanning-Beihai, resulting in a huge gap in regional tourism development. Southwest Guangxi is rich in cultural and natural resources, and it boasts one of the three national scenic spots: Ningming Huashan, a world cultural landscape heritage, the largest transnational waterfall, Detian Waterfall, in Asia that was developed in the early 1990s, and exotic customs in the Sino-Vietnamese border, etc. However, the status of southwestern Guangxi tourism is not commensurate with its resource endowment compared to other regions in Guangxi, making it hard to promote regional socio-economic and cultural development. The construction of Cultural Tourism Circle with Zhuang Nationality Characteristics in Southwest Guangxi aims to promote the development of tourism in that area and help form its tourism brand, which will, in turn, help optimize the spatial pattern of the tourism industry in

Guangxi and realize the comprehensive and coordinated development of tourism accordingly.

2.4. Conducive to strengthening the protection, inheritance and proper utilization of ethnic traditional culture

In the context of global modernization and economic integration, ethnic cultures tend to disappear or are on the verge of extinction at a very rapid rate. At present, the most important task for all levels of governments is to protect, inherit and properly utilize folk cultures including those of the Zhuang Nationality and other ethnic minorities. Although people have different opinions about developing ethnic cultural tourism, it is proved that tourism development is an effective way to protect and inherit ethnic culture. Developing ethnic cultural tourism not only bring economic and cultural benefits, but also a proper way to protect and inherit ethnic culture. On the one hand, the economic benefits brought about by tourism development tend to prompt residents in ethnic communities to protect and utilize ethnic cultural resources. It, therefore, forms an internal psychological mechanism for inheriting ethnic culture while providing necessary financial guarantees for its protection. And the development of ethnic cultural tourism can stimulate ethnic communities to re-recognize the social value of their own cultures, and increase their self-confidence in ethnic cultures, to form the self-consciousness of protecting and inheriting them accordingly. In recent years, with the rapid development of tourism, many ethnic cultures in China have received constant attention from all walks of life, making them better protected and utilized. It is even said that ethnic cultures have revived due to tourism development. It is well known that the ethnic culture in southwestern Guangxi is rich and well preserved. In recent years, Guangxi's Cultural Department and Tourism Department have increased the protection of ethnic cultures through a series of arrangements such as the construction of Ethnic Cultural & Ecological Museum, the application of intangible cultural heritage lists, and the holding of many ethnic cultural festivals. However, the symbiotic relationship between the protection and inheritance of ethnic culture and the development of tourism in Southwest Guangxi has not been established, making it difficult for the tourism industry to better play the positive role of protecting and inheriting ethnic culture. The construction of a Cultural Tourism Circle with Zhuang Nationality Characteristics in Southwest Guangxi will help promote the integration of regional ethnic cultural protection and tourism development and form a sustainable symbiotic relationship between ethnic culture and tourism.

3. FAVORABLE CONDITIONS FOR CONSTRUCTING ZHUANG CULTURAL TOURISM CIRCLE IN SOUTHWEST GUANGXI

Resource endowment, market demand, and accessibility are the three basic requisites for tourism development, while favorable government policies are critical factors for the rapid and sustainable development of tourism. Southwest Guangxi boasts excellent resource endowments, huge tourism market demand, improved transportation and the consensus between local people and government to consciously protect and develop ethnic culture, providing the construction of Cultural Tourism Circle with Zhuang Nationality Characteristics in Southwest Guangxi not only with superior resources and markets but also propitious external environment and opportunities.

3.1. Concentration of resources, prominent themes, and harmony between humanity and nature

Southwest Guangxi, rich in colorful landscape, ancient relics and ethnic cultural heritage, is a mountainous area, with crisscross rivers and valleys, dense forests, and beautiful scenery. The famous scenic spots there include the world's second-largest transnational waterfall in Asia, Detian Waterfall, Jingxi Gulong Mountain Gorge, Longan Longhu Mountain, etc. Besides, Jingxi Jiuzhou is known as a Miniature Guilin. Its cultural relics include Mrs. Wa's Tomb in Tianyang, Mrs. Cen's Tomb in Pingguo, as well as the Zuojiang Leaning Tower and Red Revolutionary Culture in Jiangzhou District, Chongzuo City. And the Huashan rock paintings, a kind of rare treasure belonging to the Zhuang Nationality, command a lofty position in the history of world art. It had been included in the World Cultural Landscape Heritage List in 2016. Southwest Guangxi inherited and preserved many ethnic cultural heritages, such as Tianyang Buluotuo Culture, Napo Zhuang Folk Songs, Jingxi Zhuang Brocade Techniques, Tianyang Zhuang Lion Dance Techniques, Zhuang Liao Songs, Zhuang Frost Festival, Zhuang Opera, Yong Opera, Zhuang March 3rd, Zhuang Sing Festival, all of which have been included in the National Intangible Cultural Heritage List. In addition, Chongzuo and Baise have 162 items included in the local intangible cultural heritage list, among which 97 are the intangible cultural heritage of the Zhuang Nationality. Southwestern Guangxi boasts beautiful natural resources, and high-quality cultural heritage sites and resources. Particularly, the Huashan rock paintings are known as one of the priceless treasures of the Zhuang culture, while the Black Garment Culture in Napo is recognized as the Living Fossil of Zhuang Nationality by anthropologists. These natural resources and human

inheritances are harmoniously unified, highlighting the cultural theme of the Zhuang Nationality, and forming the unique landscape and humanistic features of southwest Guangxi. Therefore, constructing southwest Guangxi into an eco-cultural tourism area with Zhuang nationality characteristics is not only in line with the regional reality, but also highlights its unique features.

3.2. Strong market competitiveness with huge potential

Guangxi Zhuang Autonomous Region is a region that has the most populous ethnic minority - Zhuang Nationality in China. The culture, particularly the Zhuang culture, created by the people of all ethnic groups in Guangxi is the foundation of Guangxi's tourism development. For a long time, Guangxi has been a province receiving a large number of domestic and foreign tourists every year. In 2019, Guangxi received a total of 876 million domestic and foreign tourists, achieving a total tourism revenue of 1024.144 billion yuan, [1] which indicates that both domestic and foreign visitors like very much Guangxi's unique landscapes and customs. However, Guangxi's tourism development is extremely unbalanced, with tourists' reception mainly being concentrated along the north-south central axis of Guilin-Liuzhou-Nanning-Beihai. Western Guangxi, especially southwest Guangxi, is hindered by disadvantages such as traffic restrictions, slow development of tourism products, and inconspicuous regional theme images, making it difficult for its potential tourism demand to be transformed into a realistic tourism market. Cultural tourism has evolved as the mainstream of global tourism. Tourism aimed at experiencing and understanding the social customs and culture of a tourist destination is now becoming more and more popular. In recent years, cultural tourism revolving around ethnic cultures, such as frontier tourism in Tibet, ethnic customs tourism in Yunnan, and ethnic village tourism in Guizhou, has become the favorite of the tourism market. Besides, China's first large-scale live performance Impression Liu Sanjie, which revolves around the ethnic culture and combines it with the natural landscape, achieved a sensation in its debut in 2004 and since then has been appreciated by numerous audiences. It can therefore be concluded that there is a huge market for cultural tourism products featuring Zhuang culture in Guangxi.

3.3. Significant Improvement Accessibility

The development of tourism in southwest Guangxi has been restricted for many years by backward transportation. As the border highways, especially the Nanyou Expressway and Nanbai Expressway, were established, the development of tourism along it has gradually prospered. However, it has not yet been able

to form effective radiation to the vast southwestern hinterland of Guangxi. In recent years, the successive opening of the Beijing Expressway, Jing-Na Expressway and Henna Expressway will form a tourist highway ring line in southwest Guangxi, greatly improving tourists' accessibility to this region. Meanwhile, the opening of Nan-Guang High-speed Railway, Xiang-Guang High-speed Railway and Gui-Guang High-speed Railway in 2014 greatly reduces mainland tourists' psychological distance to Guangxi. In 2015, the high-speed railway from Nanning to Baise was put into operation, making the total mileage exceed 2,000 kilometers. In addition, the passenger railway from Nanning to Jingxi also opened in 2016. It is estimated that the operating mileage of Guangxi's railway will reach more than 7,000 kilometers by 2020, with the high-speed railway mileage about 2,500 kilometers. If everything goes as planned, a '12310' high-speed railway economic circle with Nanning as the center will be formed then, which means that it only needs 1 hour to reach Nanning's surrounding cities, 2 hours to all districts and cities in Guangxi, 3 hours to surrounding provincial capital cities, and 10 hours to major domestic central cities. Relying on the highway ring line, the Zhuang cultural tourism will take Nanning as the central node to achieve effective docking through a high-speed railway.

3.4. Supporting Policies on Ethnic Cultural Protection and Regional Development

The construction of Cultural Tourism Circle with Zhuang Nationality Characteristics in Southwest Guangxi is in line with the development orientation of the central and local governments and therefore has obvious policy advantages.

First of all, governments at all levels in China have increased their support for the protection and development of ethnic culture since the beginning of the 21st century, creating a favorable external environment for the protection and development of the culture of the Zhuang Nationality in southwest Guangxi. Besides, the State Council, provinces, autonomous regions, municipalities directly under the Central Government, and relevant ministries and departments have successively issued a series of regulations and documents for the protection of cultural heritage and traditional folk culture since 2004 to protect, inherit and promote the traditional culture. On April 8, 2004, the Ministry of Culture and the Ministry of Finance jointly issued the Notice on Implementing the Protection Project of Ethnic and Folk Culture; on March 26, 2005, the General Office of the State Council issued the Opinions on Strengthening the Protection of China's Intangible Cultural Heritage; in 2005, Guangxi government enacted regulations to protect ethnic folk culture, including the Regulations on the Protection of

Ethnic and Folk Traditional Cultures of the Guangxi Zhuang Autonomous Region and the Opinions of the People's Government of Guangxi Zhuang Autonomous Region on Strengthening the Protection of Intangible Cultural Heritage. On February 25, 2011, the Standing Committee of the National People's Congress passed the Intangible Cultural Heritage Law of the People's Republic of China. These laws and regulations provide crucial guarantees for the protection and promotion of ethnic cultural heritage.

Secondly, the Central Government actively develops cultural tourism and vigorously promotes the integration of regional tourism. On August 9, 2014, the State Council issued the Opinions on Promoting the Reform and Development of the Tourism Industry (Guo Fa [2014] No. 31), proposing to innovate cultural tourism products and accelerate regional tourism integration, and emphasizing the importance of improving the domestic and international tourism cooperation mechanism, the establishment of interconnected tourism transportation, information and service networks, the mutual exchange of tourists, to build a pragmatic, efficient, and mutually beneficial regional tourism cooperation community.

Thirdly, the socio-economic, cultural and tourism development in southwest Guangxi has been incorporated into the national plan. In early 2015, the National Development and Reform Commission approved the Revolutionary Zone Revitalization Plan in the Zuo Jiang and You Jiang Region (2015-2025), which covers southwest Guangxi. It proposed a comprehensive scheme for the social, economic, and cultural revitalization and development of the Revolutionary Zone in the Zuo Jiang and You Jiang Region, pointing out that it is necessary to take full advantage of the rich and diverse ethnic folk cultures, enrich the tourism connotation with ethnic culture to create an original ecological ethnic cultural experience area, and accelerate key ethnic cultural tourism regions that feature Baise Tianyanggan Zhuangshan Buluotuo Culture, Napo Heiyizhuang Original Ecological Ethnic Culture, Chongzuo Ningminghuashan Rock Paintings, etc.

4. BASIC IDEAS OF CONSTRUCTING ZHUANG CULTURAL TOURISM CIRCLE IN SOUTHWEST GUANGXI

The construction of the Zhuang cultural tourism circle in southwest Guangxi requires unified understanding and overall planning, and well-developed cultural tourism products to highlight local cultural characteristics as well as the creation of top tourism routes for ethnic culture. At the same time, it also needs an improved theme image of regional tourism, promoted overall marketing of tourism destinations, central cities'

role in tourism distribution, and talents cultivation for ethnic cultural tourism.

4.1. Promoting Overall Development Awareness and Carrying out Unified Planning

Southwest Guangxi enjoys rich tourism resources, strong integrity and prominent cultural themes. However, restrained by the administrative divisions, relevant departments lack overall development awareness, and the regional tourism has operated in self-contained compartments. In recent years, relevant departments intended to promote regional tourism integration through joint marketing. For example, cities such as Baise, Hechi and Chongzuo co-established the "Western Guangxi Tourism Alliance" for tourism cooperation, and the "Detian Tourism Alliance" was founded by several scenic spots, such as Detian International Waterfall Scenic Spot, Mingshi Scenic Area of Daxin, Tongling Grand Canyon Scenic Spot of Jingxi, Gulong Mountain Canyon Cluster Natural Scenic Spot of Jingxi, Yilingyan Scenic Area of Wuming and Longhu Hill Scenic Spot of Long'an. These establishments had stimulated the development of tourism cooperation in Southwest Guangxi to some extent, but it still has a long way to go. To realize the rapid development of tourism in Southwest Guangxi, deepen the combination of tourism and ethnic culture protection, and promote the sustainable and coordinated development of regional social economy and culture, the followings must be carried out: Breaking through the boundaries of administrative divisions and establishing the concept and awareness of overall development; Drawing up an overall plan for southwest Guangxi, with the autonomous region government as the starting level and the construction of Zhuang cultural tourism circle in southwest Guangxi as the focus. Only in this way can the Zhuang cultural tourism zone in southwest Guangxi be finally built into a frontier landscape and cultural tourism resort with distinctive characteristics, prominent themes, and colorful contents.

4.2. Deeply Developing Ethnic Cultural Tourism Products and Creating Top Cultural Tourism Routes

Southwest Guangxi is inhabited by Zhuang people and many other ethnic minorities. Characterized by Zhuang culture, the ethnic culture there is rich and colorful, which lays a solid foundation for developing ethnic cultural tourism products. At present, although the ethnic-cultural tourism products in Southwest Guangxi have reached a certain degree of development, it's still small in scale, scattered in production and weak in effect. For example, Ningming Mount Flower National Park in Chongzuo has been listed in National Parks of China since 1988, but its tourism development

had not been able to form scale effect and brand effect until 2016 when it was listed as a world cultural landscape inheritance. Therefore, the construction of Zhuang cultural tourism circle in southwest Guangxi requires in-depth digging into the rich ethnic cultural resources in the local area, and developing and building many scenic spots for ethnic cultural tourism, with large scale, prominent themes and distinctive characteristics. Revitalization Plan for Revolutionary Base Area of Zuo River and You River (2015-2025) proposed that the development focus should be given on the ethnic-cultural tourism zone, such as Buluotuo culture in Ganzhuang Mountain of Tianyang County, Baise, original ecology ethnic culture of Dark Cloth Zhuang in Napo County, and Huashan Rock Art Cultural Landscape in Ningming County, Chongzuo. Besides the Plan, it is also necessary to further discover Zhuang and other ethnic cultures through themed scenic spots, ethnic museums, ethnic tourism villages, cultural festivals, tourism performing arts to enrich the ethnic-cultural tourism products in Southwest Guangxi. On this basis, a batch of top ethnic cultural tourism routes needs to be planned. Here are some ideas: a tourism belt for Zhuang Culture in western Guangxi along Nanning-Baise Expressway, Baise-Jingxi Expressway and Jingna Expressway; a tourism belt for China-Vietnam cross-border ethnic culture along Hepu-Napo Expressway; and a border tourism belt for Zhuang cultural heritage in southern Guangxi along Nannin-Youyiguan Expressway. Through the three Zhuang-themed cultural tourism belts, the area of southwest Guangxi is connected to form a Zhuang cultural loop.

4.3. Strengthening Theme Image of Regional Tourism and Promoting Overall Marketing of Tourism Destinations

The image of a tourism destination is people's overall and general understanding and impression about that place. It comprehensively represents the destination's historical culture on the inside, and the features on the outside, which is a banner that appeals tourists to the destination. With the development of the information age, tourism marketing is no longer the self-marketing by a single scenic spot, but overall marketing of several tourism destinations within the region. However, the tourism image of southwest Guangxi is still vague, whether from the whole region or any specific counties and cities. This is not conducive to attracting tourists for sightseeing. The development of tourism in Southwest Guangxi can only be achieved by solving the problem of regional tourism image, clarifying the theme orientation and image design of regional tourism, integrating regional resources and carrying out overall marketing. The tourism image of Zhuang cultural theme needs to be highlighted in southwest Guangxi. Zhuang cultural tourism zone in

Southwest Guangxi should implement "unified brand, unified image, unified promotion and integrated marketing", which fit the regional conditions with characteristics and uniqueness so that to accumulate strong market appeal and competitiveness.

4.4. Central Cities Playing its Role in Distribution

According to the Growth Pole Theory in regional economic development, the progress of regional social economy will be promoted through polarization effect and diffusion effect of growth poles. This theory can also be applied in the expansion of regional tourism. Southwest Guangxi is vast in area and rich in resource types. However, the long-term inconvenient transportation results in a backward economy and small-and-scattered cities in the region. To illustrate, small- and medium-sized cities such as Baise and Chongzuo have limited diffusion effects on regional social-economic development. These are all the restrictions to faster development of tourism in Southwest Guangxi.

The Southwest Guizhou Tourism Zone, with the "Southwest Guizhou Zhuang Cultural Tourism Circle" as its core, is a breakthrough from the traditional concept of the Southwest Guizhou region. Nanning city and Long'an county were included in Zhuang cultural tourism zone. One of the reasons for this is that Nanning, as the capital of Guangxi Zhuang Autonomous Region, is not only the inhabitant of Zhuang people and other ethnic groups with distinctive ethnic-cultural characteristics, but also geographically located in the west of southern Guangxi. Another reason is that Nanning is the center of politics, economy, culture and transportation of Guangxi, and has strong radiation power. Over the years, Nanning has been the distribution center for tourists coming to Southwest Guangxi. In summary, the inclusion of Nanning into the central city of Zhuang cultural tourism circle in southwest Guangxi is conducive to Nanning's growth pole diffusion, and promotes the rapid development of the southwest Guangxi tourism zone. Therefore, it is necessary to carry out the following measures: highlighting Nanning's status as a central city in the southwestern Guangxi tourism zone; further enhancing its function as a tourism distribution center; improving the transportation routes from Nanning to southwest Guangxi; designing multiple Zhuang cultural tourism routes connected to Nanning. Furthermore, strengthening the infrastructure construction of small- and medium-sized cities such as Baise, Chongzuo, Pingxiang, Daxin and Jingxi, and uplifting the tourism distribution function of these sub-central cities are also of great significance.

4.5. Strengthening Talents Cultivation for Ethnic Cultural Tourism

The requirements for talents of cultural protection and cultural tourism are much higher than those for general tourism talents. Inheritors are the main carrier of ethnic cultural heritage. As the older generations aging gradually, their ethnic culture will soon decline if the younger ones cannot pass it on, and the cultural foundation on which regional tourism development depends will cease to exist. Hence, the construction of Zhuang cultural tourism zone in southwest Guangxi relies on the expanding of talents cultivation for ethnic cultural tourism and the cultivation mechanism of cultural tourism talents. Firstly, apart from encouraging cultural heritage inheritors to launch apprentice training, the local governments should take the initiative to enhance cooperation with colleges and technical secondary schools, combining academic education with short-term special training, and selecting students to study culture and tourism management knowledge in local colleges and schools. The aim of this is to improve the knowledge capacity and service quality of ethnic cultural tourism talents, and strengthen the entrepreneurial ability of local young talents. In addition, cultural experts are encouraged to cooperate with local cultural inheritors to compile a knowledge map of ethnic cultural heritage, which not only provides textbooks for talent training, but also enriches the cultural connotation of tourist places and meets the needs of tourists to understand local culture and purchase souvenirs.

5. CONCLUSION

In conclusion, it can be seen that developing cultural tourism is an effective way to realize the protection and inheritance of ethnic cultural heritage. The growth of ethnic cultural tourism not only optimizes the utility of ethnic culture, but promotes cultural protection and inheritance, which complements each other. Southwest Guangxi is the settlement of Zhuang and other ethnic groups, with colorful ethnic culture, gorgeous natural environment, and unique foundations for developing tourism. The construction of Zhuang cultural tourism circle in southwest Guizhou is a concept based on the socio-economic and cultural development of southwest Guizhou, which is the need for regional ethnic culture protection and tourism breakthrough development, an effective path to realizing the symbiotic development of ethnic culture and tourism, and an important strategic need to promote the overall socio-economic and cultural coordinated development of Guangxi.

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