

The Interactive Coordinating Mechanism between Ethnic Tourism Destination Culture Changes and Tourism Exploitation

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Abstract—The coordination against the interaction ethnic tourism exploitation and tourism culture changes, the guiding ideology of coordination is to intervene the ethnic tourism and ethnic culture changes based on the appointed goal, with the premise of “benignant interaction”, so the interaction of ethnic tourism destination culture changes and tourism exploitation can reach an ideal balance, which is, can promote the positive changes of ethnic culture, and also realize the sustainable exploitation of ethnic tourism, in this way the comprehensive sustainable exploitation on ethnic tourism area can be well promoted.

Keywords—*Ethnic tourism exploitation, Culture changes, Interaction, coordination*

I. INTRODUCTION

In the idea of coordination theory, coordination thought is the objective demand for the exploitation on society and the exploitation, changes on objective matters, as well as the constantly chasing for social exploitation, only in this way can objective matters develop towards people’s appointed aim, and can the social formation develop towards people’s ideal goal.

II. INTERACTION COORDINATION GOAL ON ETHNIC TOURISM DESTINATION CULTURE CHANGES AND TOURISM EXPLOITATION

Interaction coordination goal is to achieve a benignant interaction on ethnic tourism destination culture changes and tourism exploitation. During the process of interaction, the ethnic tourism exploitation would of course cause culture changes, while the changed ethnic culture would surely impact the exploitation on ethnic tourism. For a benignant interaction of both parties, the base is to reach a dynamic balance during the process of interaction on ethnic tourism exploitation and ethnic culture changes. For this dynamic balance, shall well master and control the coordination on ethnic tourism exploitation and ethnic culture changes, so the 2 targets and requires can reach a dynamic and balanced interaction situation. Which can also be a reference and start points for guiding culture benignant changes and ethnic tourism exploitation.

III. COORDINATION SUBJECT ON THE INTERACTION OF ETHNIC TOURISM EXPLOITATION AND ETHNIC CULTURE CHANGES

A. Governmental Departments and Industrial Organizations

The key task of coordination interaction on governmental departments and industrial organizations shall include formulating and supervising, implementing relevant laws, regulations and industrial rules, shall rule and limit the wrongful acts from ethnic tourism operators and developers, in the form of express term to clear cut the exploiting range and exploiting mode, to avoid any excessively exploitation on traditional culture and the vulgarization on traditional cultures during the process of tourism exploitation. Industrial organizations shall concern more on supervising the detailed acts of tourism enterprises when exploiting ethnic tourism, and organize to formulate the industrial standard and index in tourism exploitation, which can be the reference of supervision. During the developing process of ethnic tourism, one of the important function on government from each department is to promote the coordinating progress of ethnic tourism and other social developments, and do best to reduce the negative impacts because of the developments, to achieve a win-win situation on economical benefit and social culture benefit [1].

B. Decision Makers and Operators of Ethnic Tourism Exploitation

Decision makers and operators of ethnic tourism exploitation, tourism enterprises are the coordinating subjects which directly facing the interaction, as decision makers and operators are the direct gainers of ethnic tourism exploitation, also the action of ethnic tourism exploitation would have direct impact and influence on traditional ethnic cultures. So decision makers and operators of ethnic tourism exploitation shall have scientific development view, consciously rule the behaviors during the exploitation of ethnic tourism, plan as a whole on enterprising short term economical benefit and long term development goal, consciously to be the practitioner for coordination of “interaction on ethnic tourism exploitation and ethnic culture changes”.

C. Creator and Owner of Ethnic Culture

As the creator and owner of ethnic culture, usually can be divided into 2 different levels. Which is the upper lever, the intellectuals as the elites of ethnic cultures, and the lower lever, the ordinary people, they are the participants of ethnic tourism exploitation, as well as the vital subjects for protection of ethnic cultures, so they are the directly participants of coordinating

interaction and important coordinating subjects. Usually the elites and intellectuals are quite self-conscious and active, advanced to protect culture/ while the ordinary people are quite limited on state of the art, driven by economic interests, they would easily lose traditional culture and follow up the exploitation process of ethnic tourism, and abandon the traditional ethnic culture with or without intention. However, with the constantly deepen of ethnic tourism exploitation, the ordinary people would slowly realize the value of culture, though driven by economic interest, the acknowledge on culture can enhance the culture confidence and sense of pride, as well as self-identify, which promotes them to join in the action of culture protection actively, and objectively realizes the role switch from cultural subject to interactive coordination subject.

IV. THE COORDINATION MECHANISM OF INTERACTION ON ETHNIC TOURISM EXPLOITATION AND ETHNIC CULTURE CHANGES

A. Actively Explore the Reasonable Way of Exploitation on Ethnic Tourism

The reasonable exploitation and application on ethnic culture is good for promoting the development and extending of ethnic culture, as well as the sustainable development on tourism. So the reasonable ethnic tourism exploitation and the benignant changes on ethnic culture is with the relation of supplying each other, promoting each other and benefiting each other. They are not in absolutely contradictory. The unordered and sightless exploitation would be surely damage the benignant developments and changes on culture. Only by harmoniously developing tourism and culture can the benignant interaction on ethnic tourism exploitation and ethnic culture changes be reached. At present, in ethnic tourism types of our nation, the ethnic ecological museum is a kind of new tourism type to realize the dual goal of ethnic culture exploitation and protection. To protect the original nature and facticity of ethnic culture zoology, and achieve the goal of ethnic ecological tourism, to structure ethnic ecological tourism project is also one of the reasonable ethnic tourism exploitation methods. The exploitation on ethnic ecological tourism project shall abide by the principle of small scaled exploitation, limit the population of tourists and be open to the outside regionally[2].

B. Development Mode of Ethnic Culture

In ethnic communities that economy is undeveloped, to achieve the transaction of culture and society in the background of economy and culture globalization, the essential premise is exploitation, communication and importing, which requires the local residents to be with tolerant culture attitude and the culture awareness to remain themselves. With this thinking guidance, the traditional culture and modern civilization can be well coordinated and innovated, which is to create new cultural mode according to the demands of development. Against the cultural condition in national minority, as internal lack of tension on culture transformation, external promotion must be forced to promote the the changes, external emotion is social demands. Also, in the community, the development demands is also appeared by “culture combination”. So according to the views of Professor Li Wei, the internal community of ethnic area shall import advanced external culture and adjust internal cultural forms according to the development demands and corresponding demands from the external environment, and form up the culture development mode by coordination. (as shown in Figure 1)[3].

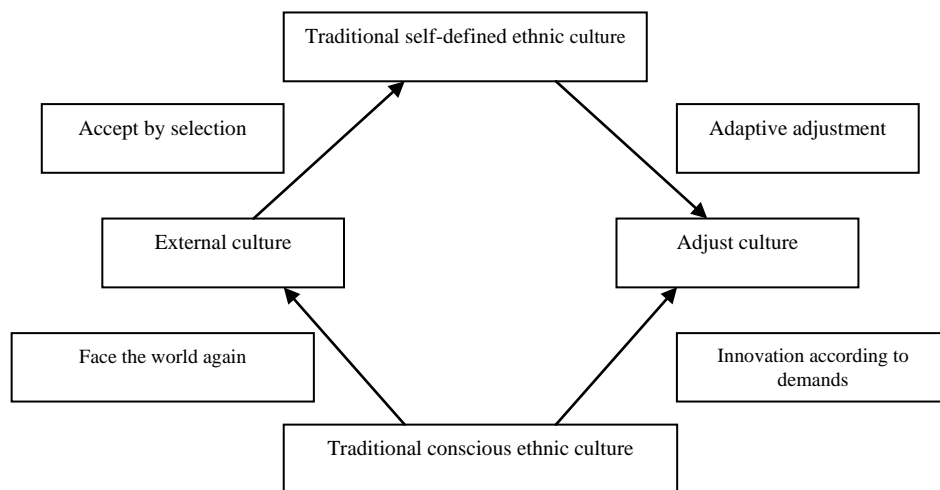


Fig. 1. Development mode of ethnic culture

C. Mutually Promote and Organic Combination of Ethnic Tourism Exploitation and Culture Construction

Ethnic culture protection and ethnic tourism exploitation is contradictory, the unreasonable ethnic tourism exploitation would bring a lot of negative impacts and influences on ethnic cultures of the tourism site, such as the assimilation, vulgarization on ethnic culture and so on. [3] However, reasonable, scientific ethnic tourism exploitation can well promote the excellent traditional culture for be discovered, protected, and the quintessence of ethnic culture can be expanded and developed. By refined analysis, scientific plan and suitable management, the modern tourism can well “graft” into society of minority nationalities, making it cross the process of industrialization, and step into the post industrialized society which the ecological notion. Including which, one of the effective method is to concern on both ancient cultural relic and “lived culture”, on one hand there shall be an awareness to protect regional cultural relics, on the other hand shall inherit and carry forward the spirit of traditional ethnic culture.

V. THE PROTECTION MEASURES OF INTERACTIVE COORDINATION ON ETHNIC TOURISM EXPLOITATION AND ETHNIC CULTURE CHANGES

A. *Call for the Coordination Method that Led by the Government.*

The major function of governmental led coordinating methods is to make use of all ways and medias to set up correct, civil culture development view and culture protection view. The detailed function includes to complete relevant protective policies and legal system, formulate relevant supporting policies to support all nations to build up and complete the self upgrading and inheriting mechanism. By formulating policies for “instructional changes” to help the national minorities to build up and complete the self upgrading and inheriting mechanism, so they can accomplish the transition to modern life style by the premise of maintaining individual culture features.

B. *Improve the Acknowledge Level of Decision Makers, Operators and Administrators on Ethnic Tourism Exploitation.*

The operational concept shall be switched and do not take scaled interests as the main goal. The strength and speed of tourism flow shall be effectively controlled, so the tourism site nation can be allowed with some period for buffer on foreign culture, and a process of judging, selecting and coordinating. How to maximize cash the ethnic culture assets with unique features and monopoly position, “quality interest type” is an essential operational concept. Also, only by realizing the value of traditional ethnic culture, can the protective measures be consciously taken in actual operations. The construction of ethnic culture tourism zone must be loyal to the original traditional culture features, which is the key to remain the life force of the ethnic culture tourism zone.

C. *Enhance the Awareness of ethnic Autopsyche and Self-Protection.*

Ethnic autopsyche awareness is the internal motive for changes of ethnic culture. Whether the ethnic culture changes in the process of modernization, how to change, and where to change and the series of questions, as well as the judgement of value, shall all be decided by the nation's autopsyche awareness, and the subjective judgement that the nation agrees the changes are good for the development of the nation. The subjective dynamic role would become more and more effective while the ethnic self-awareness getting mature. Especially in the progress of modernization on ethnic community, as the communication among nations are getting more frequent, and deeper, the social status and functions of a nation is getting clear during the mutual compare, so the current ethnic culture is changing to the position and appointed goal that good for individual development, and achieves the modernization of the nation. Also, by the method of education, the local residents can realize that, the personal ethnic culture is the root of the nation for living and developing, and the most important link for maintaining the existence of the nation.

D. *Enhance the Legislation Management and Strengthen Legal Sense.*

Formulate a series of local laws and regulations that relevant to tourism and culture exploitation, by combining with national and provincial laws and regulations to establish the legal system that exploits and uses, protects ethnic culture, to enhance the exploitation, application and protection on ethnic culture in legal methods. By lawmaking to perform uniform planing and classification protection on ethnic villages. The local governments and relevant departments shall carefully study, perform and execute the laws, regulations relevant to ethnic culture and tourism development, enhance legal sense, improve the skill of law enforcement and perform according to laws. Also legal publicity campaign education shall be performed among people, which is to improve people's legal level, enhance people's legal sense, actively and positively attend the protection on ethnic culture.

E. *Combine with Poverty Relief and Development to Promote the Coordinating Interaction.*

Interest driving is one of the driving forces to promote the coordinating development on ethnic tourism exploitation and ethnic culture changes. Different from national elites and ethnic elites, as for ordinary people in lower level, the major motive of ethnic culture protection comes from economic interest, especially at present, current and now economic benefit. Without potential pay back as the inspiration, the behavioral agent would realize it does not worth to spend too much efforts and creativity. [4] So the most basic function of culture is to get people to stay alive as an individual. If the ordinary people can't be guaranteed on the problem of food and clothing, the poor and undeveloped ethnic culture would have no any value. During the process of ethnic tourism exploitation, the scientific ethnic tourism exploitation mode shall be seek, to perform the protective exploitation on ethnic culture tourism, the ordinary people in the community must be participants, developers and beneficiaries of ethnic tourism exploitation, instead of bystanders, subjects to development and sufferers of negative impacts.

VI. CONCLUSION

The coordinating guiding idea of interaction on ethnic tourism exploitation and ethnic culture changes is based on the premise of realizing “benignant interaction”, to perform intervene on ethnic tourism exploitation and ethnic culture changes according to the appointed goal, so the ideal balanced condition can be reached in the interaction of ethnic tourism exploitation and ethnic culture changes. Which can both promote the benignant changes on ethnic culture, as well as the sustainable development on ethnic tourism, and in this way to promote the sustainable development of the whole area on ethnic tourism.

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