Interpretation of the Value and Practical Approaches of Integrating Culture and Tourism in Ningxia to Promote Ethnic Interaction, Communication, and Integration

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Abstract: The integration of culture and tourism serves as a vital avenue to bolster interaction, communication, and integration among various ethnic groups. Ningxia, with its abundant cultural resources and distinct regional characteristics, acts as a tangible representation of China's admirable traditional culture and progressive culture. By merging and elucidating the "Three interactions" among ethnic groups resources and cultural connotations in Ningxia, the paper reveals the historical depth and notable contributions of the region toward promoting "Three interactions" among ethnic groups. It also interprets the contemporary significance of cultural and tourism integration in enhancing "Three interactions" among ethnic groups, highlighting its crucial role and exploring practical approaches in Ningxia. As cultural and tourism integration advances, the interactions among Ningxia's ethnic groups will broaden and deepen, fostering more multifaceted and diverse exchanges, and leading to closer and more profound integration.

Keywords: Integration of Culture and Tourism; "Three Interactions" among Ethnic Groups; Value; Practical Path

1. Introduction

Tourism serves as a vital arena for fostering ethnic interaction, communication, and integration, referred to as the ""Three interactions" among ethnic groups". It facilitates a large-scale, continuous influx of people, capital, technology, and culture into minority regions. This influx helps these areas overcome geographic and economic disadvantages [1], enhancing ethnic identity, self-esteem, and pride [2]. In recent years, Ningxia has advanced the "Three interactions" among ethnic groups through improved mechanisms, brand cultivation, innovative platforms, and focused development. However, further progress in depth and breadth of "Three interactions" among ethnic groups through cultural and tourism integration is still needed. Academically, there is general consensus on tourism's positive impact on the social and cultural aspects of ethnic regions, but the distinct cultural resources of Ningxia require more in-depth exploration to effectively promote these exchanges.

2. Integrating and Elaborating on the Resource Elements and Cultural Connotations of "Three Interactions" among Ethnic Groups in Ningxia

The excellent traditional culture of the Chinese nation and the advanced culture are critical components of the "Three interactions" among ethnic groups. Ningxia, with its rich cultural resources and distinct regional characteristics, serves as a vital material carrier of these cultures. Currently, to foster interaction, communication, and integration among Ningxia's ethnic groups through diverse content and varied forms, it is essential to distill and transform the distant historical narratives and grand themes of the "Three interactions" among ethnic groups into accessible and popular cultural knowledge and stories.

A Systematic Review of "Three Interaction" among Ethnic Groups Resources in Ningxia. Ningxia's history is a tapestry of interaction, communication, and integration among its diverse ethnic groups, reflecting a shared journey of development and construction. The region's cultural sites, such as the Shuidonggou site, Dove Mountain site, Caiyuan site, and the

Helan Mountain rock paintings, a confirm that the ancient ancestors lived and thrived on this land and communicated with each other in prehistoric times. Various ethnic groups, including the Han, Western Rong, Xiongnu, Qiang, Xianbei, Tujue, Sogdians, Tuyuhun, Xizangs, Tanguts, Khitan, and Uighurs, have interacted, communicated and integrated, leaving behind rich cultural resources like the Sogdian tombs, Western Xia mausoleums, Gaoping Fort, and Baisigou Pagoda, all embodying the essence of ethnic interactions. The core values and spirit embedded within these elements highlight the importance of "Three interactions" among ethnic groups in Ningxia. By examining "material cultural resources of ethnic interactions within spatial contexts" and "intangible cultural resources of "Three interactions" among ethnic groups within memory contexts", one can systematically classify and summarize the essential elements of "Three interactions" among ethnic groups resources in Ningxia.

The interpretation of the cultural connotations of "Three interactions" among ethnic groups resources in Ningxia can be approached by considering the resources themselves, using a "core to extension" framework. This involves explaining the historical, institutional, and cultural facets of "Three interactions" among ethnic groups reflected in the resources, while also expanding these connotations by linking them to similar resources or related institutions and cultures. Transforming these cultural connotations into accessible stories and knowledge allows for layered explanations. Using "themes", "sub-themes", and "thematic stories" as a guide, the intricacies of the cultural resources can be delineated. For instance, the connotations of the Western Xia Mausoleums might be explored with a theme like "Cultural Exchange Through the Western Xia Mausoleums", a sub-theme such as "Tangut and Central Plains Cultural Exchange", and a thematic story titled "Ritual Cultural Integration: From Nomadic to Sinicized Practices".

3. Strengthening the Integration of Culture and Tourism in Ningxia for Enhancing the Interpretation of "Three Interactions" among Ethnic Groups Values

The core aim is to solidify the consciousness of the Chinese national community as a foundation for promoting "Three interactions "among

ethnic groups. Beyond its fundamental economic value, the integration of culture and tourism fosters top-tier cultural and social values through the development of cultural resources.

3.1 Economic Value of Culture-Tourism Integration in Promoting the "Three Interactions" among Ethnic Groups

Ningxia is rich in cultural resources, especially its numerous heritage sites, which hold significant potential for tourism development. These are core resources and "catalysts" for the region's high-quality economic prosperity. By integrating culture and tourism, tourism-driven economic growth can offer new opportunities and income streams to ethnic communities, strengthening economic complementarities among different ethnic groups [3]. This allows all people in Ningxia to share the economic benefits of cultural tourism, reinforcing unity and providing a solid foundation for promoting the "Three interactions" among ethnic groups. For example, the Western Xia Mausoleum is one of the largest and most complete imperial tomb sites in China [4]. It is a key national heritage site and was added to the UNESCO World Heritage Tentative List in 2012. The mausoleum reflects the historical interactions between multiple ethnic groups in North China from the 11th to 13th centuries and serves as a prime example of the fusion between nomadic and agrarian civilizations. Current tourism development at the mausoleum allows local residents to gain direct economic benefits through participation in tourism-related activities or by providing services such as dining, lodging, and entertainment facilities to visitors [5]. Leveraging Ningxia's cultural resources to develop the cultural tourism industry can become a crucial growth point for the region's economic development, carrying significant economic value in promoting the "Three interactions" among ethnic groups.

3.2 Cultural Value of Culture-Tourism Integration in Promoting the "Three Interactions" among Ethnic Groups

In Ningxia, the integration of culture and tourism plays a pivotal role in fostering the "Three interactions" among ethnic groups by enhancing cultural consensus among ethnic groups—that is, the recognition and appreciation of shared cultural memory and

spirit. Cultural identity, as the deepest form of belonging, is key to the depth and breadth of ethnic exchanges facilitated by culture-tourism integration. Ningxia's abundant cultural resources include the Western Xia Mausoleum, Baisigou Square Pagoda, and Sogdian tombs, along with other cultural sites and ancient architecture, serving as tangible cultural carriers. Complementing these are intangible cultural forms like oral traditions, traditional crafts, and folk songs, all of which embody the shared cultural memory and spirit of Ningxia's diverse peoples. By leveraging these cultural assets as core resources for tourism development, and conveying the essence, history, and narratives of the "Three interactions" among ethnic groups through diverse cultural tourism formats, Ningxia can deepen its people's cultural identity and pride. This, in turn, fosters greater understanding and respect for other ethnicities, enhances national awareness, and strengthens a unified cultural identity among all ethnic groups in Ningxia [6]. Ultimately, this cultural synergy promotes interaction and integration among ethnic groups, thereby consolidating the shared consciousness of the Chinese national community, and holds substantial cultural value for Ningxia.

3.3 Social Value of Culture-Tourism Integration in Promoting the "Three Interactions" among Ethnic Groups

The fundamental value of tourism lies in fulfilling the mental and physical development needs of individuals, thereby fostering social harmony, which aligns with the intrinsic goals of the "Three interaction" among ethnic groups—enhancing spiritual strength and building a common spiritual home [7]. Ningxia aims to promote the "Three interactions" among ethnic groups through culture-tourism integration by offering high-quality tourism products that cater to the developmental needs of all ethnic groups. This enables people to draw inspiration, ideals, and a sense of responsibility from cultural tourism resources, galvanizing them to propel the "Three interactions" among ethnic groups forward. The Assembly Site at Jiangtai Fortress in Xiji marks the triumphant end of the two-year Long March. Developing the Ningxia section of the Long March Cultural Corridor can fully showcase the spirit of perseverance, courage, pragmatism, and unity, emblematic of the Chinese people during the Long March. These values will resonate as emotional identification, aspirations, and behavioral norms among Ningxia's peoples, encouraging them to consciously cultivate and internalize a mindset of ethnic unity. Moreover, the creation of cultural leisure spaces through culture-tourism integration invites individuals to transform their living spaces and movement patterns during their travels, objectively transforming social relations and interactions among ethnic groups [8]. This plays a crucial role in advancing communication, exchange, and integration among diverse populations.

4. Exploring Practical Approaches in Ningxia's Culture-Tourism Integration to Promote "Three Interactions" among Ethnic Groups

To achieve the shared values and heritage of Ningxia's culture-tourism integration in promoting "Three interaction" among ethnic groups, it is essential to explore practical pathways that deepen and solidify the process among Ningxia's ethnic groups.

4.1 Utilizing Museums as Windows for Integration of Culture and Tourism in Ningxia to Promote the "Three Interactions" among Ethnic Groups

As society progresses and urban cultural services expand, museums increasingly serve as pivotal sites for cultural tourism [9]. They act as key institutions for conserving, showcasing, and utilizing cultural resources, offering a crucial window for promoting integration and narrating the stories of "Three interactions" among ethnic groups. By leveraging museum collections and services, visitors can gain deeper insights into the profound meanings and values conveyed by Ningxia's museum treasures, transforming ordinary sightseeing into high-quality cultural tourism experiences. Museums at all levels across Ningxia should delve into the "Three interactions" among ethnic groups contents within their collections, organizing diverse educational activities and exhibitions. Initiatives could include competitions on ethnic history interpretation and educational programs in schools, communities, and enterprises to enrich content and formats. Expanding the reach of ethnic exhibitions and enhancing display quality can shift away from flat presentations, adding intrigue and mystery. Incorporating technology is vital for improving the quality of museum

tourism. The exhibition design for "Three interactions" among ethnic groups should include participatory and immersive interactive experiences, enriching the content and innovating presentation methods to enhance audience engagement. Permanent, temporary, and thematic exhibitions should be integrated to maintain freshness. Cultural and creative development should begin with the elements and symbols of the "Three interactions" among ethnic groups embedded within the collections, focusing on conveying historical narratives and stories. This deepens visitors' understanding and perception of the formation and development of ethnic interactions, making the role of Ningxia's museum tourism in promoting ethnic exchanges more prominent.

4.2 Making Digitalization a Catalyst for Integration of Culture and Tourism in Ningxia to Promote the "Three Interactions" among Ethnic Groups

In the new era, leveraging the digitalization of cultural and tourism resources is essential to advance ethnic exchanges and fusion. This involves building databases and platforms. For instance, universities can be instrumental in creating virtual simulation teaching platforms using VR and AR technologies to capture cultural and tourism resources that embody the essence of ethnic exchanges in Ningxia. These can be developed into cloud exhibitions centered on this theme. Additionally, technologies like Geographic Information Systems (GIS) can be employed to construct a cultural resource database for "Three interactions" among ethnic groups, compiling and interpreting images and videos to create a "perpetual" learning platform. Furthermore, utilizing integrated media, self-media, and new media is vital for establishing promotional platforms that showcase and share Ningxia's cultural resources reflecting "Three interactions" among ethnic groups through diverse formats and channels.

4.3 Starting from Systematization for Integration of Culture and Tourism in Ningxia to Promote the "Three Interactions" among Ethnic Groups

By developing a branded culture of "Three interactions" among ethnic groups or a series of cultural initiatives, Ningxia can establish a systematic tourism development framework.

This serves as an effective vehicle and spiritual wellspring for cementing the Chinese national community consciousness and fostering ethnic interactions. Creating a Ningxia Red Cultural Tourism Corridor, with differentiated development strategies based on regional tourism positioning, can achieve the comprehensive effect of "resource sharing and potential enhancement". Key locations should be developed into branded attractions, becoming significant "must-visit" sites.

5. Conclusion

Integrating culture and tourism is an effective way to drive the "Three interactions" among ethnic groups in Ningxia. Through the integrated development of culture and tourism, the development and integration of Ningxia minority areas can be promoted, and the prosperity and innovation of national culture can be promoted. The cultural resources of Ningxia are the history of the joint development and construction of Ningxia since ancient times, which contains rich cultural connotations of the "Three interactions" among ethnic groups. To promote the "Three interactions" among ethnic groups through the integration of culture and tourism, it is necessary to integrate and refine the historical facts of the "Three interactions" among ethnic groups contained in Ningxia's cultural resources and transform them into popular and popular cultural stories. In addition, the tourism economy has brought new economic opportunities and sources of income to ethnic communities, strengthened the economic complementarity between different ethnic groups, promoted the publicity and promotion of the contents of the "Three interactions" among ethnic groups, and also enhanced the cognition and identification of the traditional culture and national spirit of all ethnic groups in Ningxia, which has significant economic, social and cultural values of The Times. To realize the integration of culture and tourism in Ningxia and promote the sharing and inheritance of the value of the "Three interactions" among ethnic groups in the new era, it is necessary to seize the opportunity of museum-based tourism, make museums at all levels in Ningxia become an important window to promote the "Three interactions" among ethnic groups, and build a brand culture or series culture of the "Three interactions" among ethnic groups in Ningxia through the

construction of databases and platforms, and build a systematic tourism development system. To promote the "Three interactions" among ethnic groups in Ningxia deeper and more solid.

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