

# On Analysis of the Integration Development of Tibetan Traditional Culture and Tourism from the background of "The Belt and Road"-Taking Gannan as an Example

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**Abstract:** Gannan Tibetan region is located in the southern passageway of the ancient Silk Road. Our country has put forward the development strategy of "The Belt and Road" which is all-round opening to the outside world at present and it gives a very important opportunity to develop tourism in Gannan Tibetan area. Tibetan traditional culture is the soul of tourism's development in Gannan Tibetan area. The integration of Tibetan traditional culture and tourism is the inevitable choice for tourism's development in Tibetan area.

## 1. Introduction

In response to the slow recovery, development and differentiation of the world economy in the post-financial crisis era and the profound adjustment of the international investment and trade pattern, General Secretary Xi proposed the "One Belt, One Road" comprehensive opening development strategy in 2013. The "One Belt, One Road" strategy has given the ancient Silk Road a new era connotation, and it has positive significance for inheriting and upgrading the ancient Silk Road economic circle to develop the economy, improve people's livelihood, respond to the crisis, and accelerate the adjustment. The ancient Silk Road passes through Qinghai. Gansu, also known as the South Silk Road or the South Passage of the Silk Road, Gannan Tibetan Autonomous Prefecture is one of the important passages. As the intersection of the Qinghai-Tibet Plateau and the Loess Plateau, Gannan Tibetan Area is an important hub for the cultural and economic exchanges between the Tibetan and Han nationalities, and plays an important role in the harmonious and stable development of the Tibetan Plateau in the eastern part of the Qinghai-Tibet Plateau.

### 1.1 The integration of Tibetan traditional culture and tourism can promote regional economic development

In recent years, under the background of stimulating domestic demand and supply-side structural reforms, all Tibetan areas have focused on the development of tourism as the first industry, which has enabled the tourism industry in Tibet to develop rapidly, showing the development of tourism resources, and the promotion of tourism. The internal structure of the industry is refined, and the supply of tourism products is diversified. The number of tourists and income in various Tibetan areas is also increasing year by year, as shown in Table 1.

Table 1. Visitors' income and income in various Tibetan districts in 2017

Region	domestic and foreign tourists (10,000 people)	year-on-year growth (%)	tourism income (100 million yuan)	year-on-year growth (%)
Tibet	2561.4	10.6	379.4	14.7
Qinghai	3484.1	21.1	381.53	23
Aba Prefecture	2909.6	-22.6	235.7	-26
Ganzi Prefecture	1668	28.1	166	27.3
Gannan Prefecture	1105.6	10.2	51.5	12.3
Diqing Prefecture	2676.9	35.5	298.9	59.2

Source: According to the statistics of the 2017 National Economic and Social Development Statistics Bulletin of all levels of government. Among them, the data of Aba Prefecture was affected by the earthquake in Jiuzhaigou in August 2017, and the income declined.

The Gannan Tibetan area is no exception. In recent years, the tourism development in Gannan Tibetan areas has been increasing year by year, as shown in Table 2.

Table 2. Tourism in the past five years in Gannan Tibetan Area

years	domestic and foreign tourists (10,000 people)	tourism income (100 million yuan)
2013	410	17
2014	3484.1	381.53
2015	2909.6	235.7
2016	1668	166
2017	1105.6	51.5

At present, the connotation of developing tourism is constantly deepening, and the proportion of cultural proportion is constantly increasing. The development of tourism in Gannan Tibetan Area is handing over, colliding and integrating with Tibetan traditional culture, constantly absorbing the essence of Tibetan traditional culture, making it use tourism as a carrier through various humanities tourism, festival tourism, eco-tourism, red tourism. And promote the development of regional tourism.

### 1.2 The integration of Tibetan traditional culture and tourism can further promote the relationship between ethnic groups

Gannan Tibetan Area is a Tibetan area dominated by Tibetans and multi-ethnic. There are 24 ethnic groups in Tibet, Han, Hui, Tu and Mongolia. At the end of 2017, the resident population was 716,200, and Tibetan Buddhism, Islam, Han Buddhism and Christianity coexist. In the history of Gannan, the ethnic relations between Tibet, Han, Hui, Mongolia, Sara, and Dongxiang have become inclusive and interdependent.

In Gannan Tibetan area, Tibetans are mainly engaged in animal husbandry, while Hans are mainly based on agriculture, while Huis are mostly engaged in commerce. All ethnic groups have formed economic symbiosis and complement each other in their interactions, and have continued to this day. Especially in the past 40 years of reform and opening up, the folk trade activities between the local Hui merchants and the Tibetan farmers and herdsman have become more active, frequent and in-depth, effectively promoting the prosperity and development of the regional economy and society. On the one hand, Hui practitioners provide goods for special purposes to Tibetan people, such as milk separators, which liberate women from pastoral areas from heavy traditional manual labor, and solar generator sets bring convenient energy to the production of agricultural and pastoral areas. Supply, the extensive use of these products has greatly changed the production and living conditions of the people in the agricultural and pastoral areas. Such phenomena are numerous in the Gannan Tibetan area. On the other hand, livestock and specialty products in Tibetan areas have met the needs of Hui traditional catering industry, meat processing and handicraft industry development,

which not only enriched the connotation of trade, but also made the two mutually beneficial and mutually beneficial. Tibetans and other ethnic groups also exchanged and complemented each other in economic life and social life, and promoted the prosperity and development of local economic and social undertakings; and this situation was dominated by the past to provide primary products and labor-based trading behavior. It is gradually upgrading, evolving and transforming the industry, and expanding to large-scale industrial and commercial enterprises, such as tourism, catering, construction, transportation and other fields. The deepening of the "three inseparable" and "five-identity" ideas has enabled the Gannan Tibetan Region to further consolidate the inherent interests of all ethnic groups and further strengthen national unity through the development of tourism. This coexistence and mutual benefit relationship has been deepened by the "One Belt, One Road" strategy, and has actively played an advantageous role in promoting regional economic development.

### **1.3 The integration of Tibetan traditional culture and tourism helps to build a harmonious Tibetan area**

The construction of "harmonious Tibetan areas" is in line with the mainstream of the construction of a harmonious society in China, and the new goals and new struggles of various Tibetan areas for regional development. In recent years, under the correct leadership of the party, all Tibetan areas have achieved rapid development, regional economic growth, employment population has increased, and people's livelihood has improved; "learning to teach, to earn income, to have medical care, to live and to live" The social security system has become more and more perfect; the ecological environmental protection has been continuously strengthened, and the ecological function status of Tibetan areas has become prominent, making due contributions to the construction of ecological civilization in China. By developing tourism, raising the income level of people of all ethnic groups and improving the quality of life are the main contents of building a "harmonious Tibetan area" and one of the ways to improve the livelihood of the regional population.

"It is generally believed that the integration of the tourism industry and the cultural industry has reached a certain level. A new industry will replace the two original industrial forms, namely cultural tourism. In this process, due to the mutual relationship between the cultural industry and the tourism industry. Infiltration or integration has created a new form of industry, which has led to the optimization and upgrading of the two industries, resulting in a  $1 + 1 > 2$  effect, and ultimately achieving a win-win situation for the two industries.[1]" Eco-tourism landscape, cultural heritage, historical sites, ancient tourism resources such as architectural engineering, folk customs, art, and adventure constitute the natural landscape, cultural landscape, religious historical landscape, and folk customs of tourism in Gannan Tibetan areas. These carriers of tourism development reflect the profound connotation of Tibetan traditional culture. It provides abundant nutrients for the development of tourism in Gannan Tibetan areas. The integration of tourism and traditional Tibetan culture will incite the construction of related industries in the harmonious Tibetan areas and accelerate the pace of development in Gannan Tibetan areas.

## **2. Limitations of academic circles**

In the past five years, domestic scholars have paid close attention to the development of tourism in Tibetan areas. Ren Jie (2014) [2] has carried out related research on the influence of tourism development on Tibetan traditional culture in Daocheng, Yang Jianpeng, Ding Linghui (2016) [3] from Tibetan villages. The study on the integration of tourism and national festivals and traditional Tibetan sports culture was carried out. Yang Dan (2016) [4] studied the effects and path of tourism development in Sichuan Tibetan areas by taking Jiuzhaigou County in Aba Prefecture as an example. Hu Haiyan, Zawang (2017) [5] conducted a research on the innovative development of tourism products in Lhasa from the perspective of global tourism. Ya Nima (2017) [6] studied the integration of tourism management and traditional Tibetan culture with Tibet University as an example. Huang Yongchang (2016) [7] The research on the effectiveness of Tibetan traditional culture in the

construction of Sanjiangyuan ecological civilization, Yang Yong (2017) [8] carried out a special study on the significance of Tibetan traditional culture on the ecological protection of the Yellow River's first song, Xue Huaju (2016) [9] and other ecological civilization. The field of vision has studied the coordinated development of the tourism-economy-environment system in Qinghai Province, and other concerns. Traditional culture, tourism and ecological civilization scholars have studied from different angles. However, looking at the current domestic research situation, and the new situation and new development concept in China at present, there are certain limitations, which are manifested in: (1) The existing researches involve less research on the integration and development of Tibetan traditional culture and tourism; (2) less research on tourism development from the perspective of "Belt and Road"; (3) most of the existing research is from Tibetan traditional culture or Tibetan. The research conducted by the district tourism industry, in which the normative research is mostly, the empirical research and case studies are less; (4) there is basically no concern about the integration and development of Tibetan traditional culture and regional tourism, and there is no integration of Tibetan traditional culture and tourism. Development research conducted research.

### **3. Conclusions**

#### **3.1 The soul of tourism development in Gannan Tibetan Area is Tibetan traditional culture**

Marx's incisive exposition of the relationship between "material and spiritual, economic base and superstructure" is adapted to any society. The population of the Tibetan Plateau is mostly the indigenous people. The altitude, climate and unique geographical unit of the Qinghai-Tibet Plateau have made the aborigines realize the smallness of human beings in nature. In order to survive and keep their homes, the ancestors have accumulated a wealth of Production and life experience, and formed a set of survival rules that can live in harsh environments; in the field of ideology, Tibetan Buddhism has had a profound impact on the people of the Qinghai-Tibet Plateau, enabling the indigenous residents to rely on Tibetan Buddhism. "Constraining one's own behavior has played a role in promoting culture. Under the education of Tibetan Buddhism, the original inhabitants formed a life philosophy of Lotte, charity, and harmony with nature. The material and spiritual life of the aborigines of the Qinghai-Tibet Plateau constitutes the Tibetan traditional culture, including material culture, folk culture and spiritual culture. The material culture includes many cultures such as production and life. The spiritual culture includes literary works, song and dance, painting and other artistic products. The common nourishment of traditional culture has enabled the aborigines living in the Qinghai-Tibet Plateau to have both a living foundation and a spiritual moisture. Today, Tibetan traditional culture has become the soul of tourism development in Tibetan areas and the root of tourism development.

According to the new institutional economics, human economic activities are always carried out under certain constraints, including formal institutional arrangements and informal institutional arrangements. Religious customs, township regulations, customary laws, etc. in Tibetan traditional culture constitute one of the main contents of the informal system. The informal system and the formal system in the traditional Tibetan culture constitute the binding force of people's economic behavior in Tibetan areas. These informal institutional arrangements can play their role in promoting the economic development of Tibetan areas and promoting social progress in Tibetan areas. To create a social environment of economic development and social harmony, it is necessary to give full play to the influence of religious influence, traditions, customs, and township regulations in the informal system, so that it has a positive impact on social progress.

In recent years, the development of tourism has become the first industry in some Tibetan areas of the Qinghai-Tibet Plateau. For example, Jiuzhaigou, Pudacuo and other areas where tourism started earlier, the development of tourism software and hardware facilities tends to be mature, high-end, and precise, but most regions are still in their infancy. It is the vision of government departments and local people to increase the employment of the tourism industry, increase the population around the scenic spot, and extend the regional tourism industry chain to promote regional economic

development.

### **3.2 Tibetan traditional culture is the guarantee for the development of tourism in Gannan Tibetan Area**

General Secretary Xi Jinping pointed out in the party's 19th report: "Culture is a country, the soul of a nation, a culture that rejuvenates the country, and a culture that is strong and strong. Without a high degree of cultural self-confidence, without culture and cultural prosperity, there is no China. The great rejuvenation of the nation must adhere to the development path of socialist culture with Chinese characteristics, stimulate cultural innovation of the whole nation, create vitality, and build a socialist cultural power. "The socialist culture with Chinese characteristics originated from the Chinese civilization's more than 5,000 years of civilization history. Chinese excellent traditional culture..."

Tibetan traditional culture is an excellent cultural heritage of the Chinese nation and a high-quality tourism resource. Life (material) culture, folk culture, and spiritual culture together constitute a rich and rich Tibetan traditional culture, which is embodied in all aspects of social life such as clothing, food, religion, architecture, music, and painting. According to Michael E. Porter, "some beliefs and attitudes do contribute to economic prosperity and development"; "the role of culture in the economy is unquestionable [10]". Tibetan traditional culture is the spiritual driving force for economic development in Tibetan areas. It is an endogenous factor that reflects cultural connotation and promotes economic development. It can provide theoretical guidance and value support for Tibetan economic development.

The usefulness of culture is to provide spiritual pleasure, such as religious beliefs, to educate people's minds. Tibetan Buddhism respects "goodness"; various natural landscapes in Tibetan areas of the Qinghai-Tibet Plateau, mountain valleys, holy mountains and holy rivers, rivers and rivers, To cultivate people's sentiments and conduct aesthetic education; all kinds of folk customs in the Tibetan Plateau of Qinghai-Tibet Plateau, such as the Zhengyue Dafa Conference, the Inserting Arrow Festival, the Niang Nai Festival, the Flower Festival, the Township Wave Festival, the Lantern Festival, etc., the baby is shaved, the girl is on the head, Traditional folk customs such as old people's longevity and marriage customs can make people from outside the world understand the traditional customs of the Tibetan people and have cognitive functions. Watch various works of art such as Thangka, reading biographical literature, Gesar's long poems, and watching various instruments. He also listened to his performances and participated in various folk traditional dances. He could understand the Tibetan pagodas on the Qinghai-Tibet Plateau or the original or borrowed, self-contained artistic pagoda and aesthetic orientation. The spiritual essence of the existence of cultural products is not only the appeal of the status quo of human existence, but also the embodiment of the spiritual dependence.

These "use" values possessed by Tibetan traditional culture have the attributes of being cultural goods, including the value, that is, the traditional culture created by the Tibetan people. The original religious beliefs, art, literature, etc. of the various ancestors or tribes created by the Tibetan ancestors or tribes, from the "private products" of the tribes or regions to the "social products" of the Tibetan people in the Qinghai-Tibet Plateau Culture is transformed from a "natural" product to a "specialized" product. It is of certain significance to use it to create and generate economic benefits under the conditions of a market economy and to raise it into a cultural product.

The new economic growth theory emphasizes that economic development depends on the internal forces of the economic system (such as changes in endogenous technology), in which knowledge goods can be reused. Culture has a decisive influence on the characteristics of economic forms, the speed of economic growth, and even whether certain economic sectors should develop. Tibetan traditional culture is an intellectual resource for economic growth in Tibetan areas. In the era of knowledge economy, intellectual resources have become a key force in promoting economic development and social progress. According to statistics, in developed countries, the contribution rate of science and technology to economic growth was 5%-20% at the beginning of the 20th century, 50% in the middle of the 20th century, and rose to over 75% by the end of the 20th century. As a

developing country, China's contribution rate of economic growth to economic growth is still far from that of developed countries. As a relatively closed Tibetan area, the ability of scientific and technological progress to contribute to economic growth is still very limited, making full use of Tibetan traditional culture. Accumulation and scientific and technological information can serve as an intellectual resource to serve the economic development of Tibetan areas today.

### **3.3 The integration of Tibetan traditional culture and tourism is an inevitable choice for the sustainable development of tourism in Tibetan areas**

P. Bourdieu proposes the concept of “cultural capital”. Pandall Collins [11] expressed the existence of another aspect of cultural capital in terms of “Status group culture”. The significance of this statement is that it points out that not all cultures can obtain the existence of capital, especially in the economic sense; and the degree of abstraction and materialization of culture and its generalization and specialization. The attention of different symbolic skills reveals the problem of the realization of “national cultural capitalization”: the national cultural capitalization is concerned with the distribution of status space, and only the culture that has been successfully utilized in this spatial concern can be capitalized. The transformation reflects its value. "Whether culture is transformed into capital, at least the following characteristics should be met: the first is quantifiable, the second can be phased, the third can be used, and the fourth can be added. That is, cultural capital can be proportionally integrated into other capital, and after use can gain the appreciation of cultural capital. Transform cultural and cultural resources into cultural capital, and combine it with physical capital, financial capital and human capital to become an endogenous variable of economic growth and cultural development, and promote sustainable economic development. Promote the realization of the economic value of national culture on the basis of the 'cultural bottom line' thinking."

The ecological environment of the Qinghai-Tibet Plateau makes it difficult to develop the secondary industry. The economic development of the Tibetan Plateau in the Tibetan Plateau needs to choose the “original” industrial development path, that is, the use of various resources in the Tibetan areas to not harm the ecological environment. Under the premise of this production, there are a few large state-owned enterprises, such as some large state-owned enterprises in Qinghai Province (China Water Resources and Hydropower Fourth Engineering Bureau Co., Ltd., China National Natural Gas Corporation Qinghai Branch, Qinghai Salt Lake Industrial Group) Co., Ltd., Yellow River Upstream Hydropower Development Co., Ltd., Western Mining Group Co., Ltd., etc.), there are limited investment and R&D capabilities in general areas, and most of them are affected by factors such as capital, population, information flow, and seasonality. On a small scale, there is no greater attraction for investors looking for a return on capital. With the younger brother, Clark's theorem obviously cannot adapt to the Tibetan Plateau, and it is localized. As a tertiary industry, tourism has increased in recent years in the Tibetan Plateau's GDP share, so it is in Tibetan areas of the Qinghai-Tibet Plateau. There is a general industrial scale pattern of “one, three, two”. There is no real development in modernization. The flow of population is obviously bound by the external environment and its own conditions. Although the population is moving to the city, the industrial attraction it has not formed, and it has not exerted its effect of absorbing rural surplus labor. Most of the urbanization tends to promote the behavior of the government. In essence, it does not automatically realize the agglomeration effect of urbanization.

At present, from the current situation of tourism development in the Tibetan Plateau, the integration of Tibetan traditional culture and tourism is still relatively limited. Although the tourism industry relies on Tibetan characteristics, it lacks conscious and purposefulness in addition to nature and human landscape. The tourism planning and design of economic benefit service, the traditional culture of Tibetans is limited in the tourism industry. It is generally manifested as the gap between tourism supply products and demand. The unity, homogeneity and commercial characteristics of tourism products are on the top, and the cultural connotation the vacancy is remarkable, which makes the tourism industry more phenotypical. It does not reflect the ubiquitous Tibetan traditional culture in the tourism industry. The degree of integration is poor.

The development of tourism in Tibetan areas, on the existing basis, through the discovery of

mature cultural projects in Tibetan traditional culture, cultural heritage, traditional music, costumes, paintings, handicraft products, Tibetan medicine, can all become cultural products containing Tibetan traditional culture. Integrate with the tourism industry and become a normal product in the tourism industry, such as the effective protection and development of the United Nations and national, provincial and prefecture-level intangible cultural heritage projects such as Tibetan opera, Gesar rap, Thangka and Tibetan paper. On the basis of this, give full play to the economic value of these non-legacy projects and make the Tibetan traditional culture go out. The large-scale real-life drama "Princess Wencheng" has become a business card for Tibetan cultural tourism. Other Tibetan areas can also learn from its characteristics to create a traditional and reputed traditional repertoire, mythological story, etc. in Tibetan traditional culture, or to give it a new The background of the era, the art re-processing, open the mysterious face of traditional culture. At the same time, all kinds of folk customs and festive festivals in Tibetan areas can become seasonal products in the tourism industry. If conditions permit, tourists can be created in tourist areas with large passenger traffic, such as Tibetan-style towns. I feel the Tibetan traditional culture and realize the time and space crossing. In addition, we can use the holy water of the Shenshan Mountain to protect the leisure and health industry and provide high-end products for the tourism industry in Tibet. Through the development of various levels of industry, the market demand to fine-tune supply, to achieve the maximum effectiveness of the use of the traditional trump card, and to ensure its sustainable development, is the inevitable choice for the integration of Tibetan tourism and Tibetan traditional culture.

In summary, the development of tourism in the Tibetan Plateau Tibetan Plateau must inevitably promote the integration of Tibetan traditional culture and tourism through the promotion of tourism and the integration of cultural and tourism.

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