

The Strategy Analysis of the Effective Protection and Development of Dali Bai Nationality Culture by Developing Ecotourism

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Abstract: Tourism in the process of development should not only bring development for local residents, but also should not destroy the local characteristics as the premise. This paper analyzes the negative influence of the Development of Dali Bai nationality nationality tourism area on its Bai nationality nationality culture, and discusses how to protect and develop Dali Bai nationality nationality culture in the future tourism development.

1. Introduction

Dali Bai nationality nationality area is an area that began to develop tourism industry earlier in Yunnan province, and its unique Bai nationality nationality culture has attracted many foreign tourists to stay there. The arrival of these tourists has been a huge boon to the Bai nationality region's economic development. For example, 2014 was the peak of its tourism development, when the tourism industry alone brought more than 30 billion yuan to Dali in one year. These huge tourism economic benefits of feedback to all common people in Dali Bai nationality nationality areas of the body, the living standard of people becomes higher, the surrounding environment is also becoming more developed, education, health care, the construction of public facilities are constantly improve, to say the life of the people in Dali Bai nationality nationality area in getting better and better.

With the development of tourism industry, the arrival of more and more tourists proves the unique charm of Bai nationality culture, and local residents in Bai nationality region gradually have more and more sense of identity to their own national culture. Before the Bai nationality culture was developed by the tourism industry, the Bai nationality people had been accustomed to their daily life, but it is this habit that makes the Bai nationality people have little feeling for their national culture. Foreign tourists join prompted the Bai nationality people proud of their national culture and pride, and through to the strengthening of national culture to explore, found in the national culture has been gradually forgotten by the people some of the details, make Bai nationality culture became more vivid, but at the same time, along with the arrival of tourists foreign culture also has a big impact on the local Bai nationality culture.

2. The Impact of Tourism Industry on Bai Nationality Culture in Dali

2.1 The Frequency of the Use of “Bai Nationality Language” Has Decreased

Of course, the rapid development of the tourism industry has not only brought these obvious benefits to the Bai nationality ethnic group in Dali, but also had a great impact on the traditional culture of the Bai nationality ethnic group. Before the development of tourism industry, Bai nationality people came into contact with relatives and friends of the same ethnic group they were familiar with in daily life. They greeted each other and communicated with each other in the traditional Bai nationality language, just as Han people would communicate with each other in dialect in their hometown. However, with the development of tourism industry, Bai nationality residents need to deal with more outsiders, so Mandarin has become the most used language in their daily life. This state of language use will have a great impact on the descendants of Bai nationality

residents, and it is very likely that the Bai nationality language will be gradually forgotten in the future.

2.2 The Traditional Bai Nationality Architecture is Decreasing

Bai nationality tradition construction is the central plains DianGe modelling, like Suzhou city garden building, but on modelling has great difference, this is the Bai nationality people's traditional way of work and its changes in the history of growth, Bai nationality traditional construction with “three lanes zhaobi” and “five mixture patio” two common layout, pass the long Bai nationality culture. However, with the development of tourism, the daily flow of people in Dali Bai nationality nationality area increases, and contemporary urban buildings that are more suitable for modern people's living gradually appear ^[1]. In addition, the construction cost of modern buildings is much less than that of traditional Bai nationality buildings, so it is a great pity that traditional Bai nationality building communities are rarely seen in the current Bai nationality area in Dali.

2.3 The Unique Religious Belief of the Bai Nationality Nationality is Declining

As a unique minority in China, the Bai nationality nationality has its own traditional belief. They believe in the “original Master” and regard him as the highest social deity in a village or several villages. They build temples for the “original Master”, offer sacrifices daily, and worship in the “original Master” temple on special festivals or important days for them. This treasure unique belief culture belongs to Bai nationality, but with the development of the tourism industry, more and more foreign thought and native beliefs impact blend, the traditional “master” faith has appeared, even if the current Dali Bai nationality nationality areas there are still a number of “master” temple, but compared with the historical data have reduced too much.

2.4 Bai Nationality Traditions and Customs Are Dying out

The impact of social development on traditional culture is huge, the most obvious is the various traditional festivals, customs are gradually forgotten by people. This is evident from the increasingly lack of “New Year” of the Spring Festival. The same is true of the Bai nationality people in Dali. The development of the tourism industry has helped the residents of the Bai nationality communities to have more income and a better life, but it has also made them more busy from their leisurely life. Furthermore, it has influenced the inheritance of its traditional customs and village rules. Traditionally, for example, the Bai nationality people of Dali attach great importance to matters such as worshipping ancestral temples, and they teach their children to recite genealogy to remember the teachings of their ancestors, but this is becoming less and less common in the relatively busy lives of Bai nationality people today.

2.5 The Traditional Bai Nationality Costume is in Decline

In addition to their excellent cultural traditions, the Bai nationality ethnic groups in Dali have been most impressed by their unique traditional costumes. The traditional dress of the Bai nationality people, like the name of their nationality, is mostly white [2]. However, in the process of tourism development, the Bai nationality people are influenced by foreign cultures in their costumes, and their traditional costumes are gradually integrated into the cultural elements of other nationalities in both color and style, making the traditional costume culture of the Bai nationality people no longer pure. In addition, in order to cater to the preferences of foreign tourists and obtain more economic benefits from the apparel sales industry, the Bai nationality people add more fashion elements into their costumes, resulting in the gradual loss of national cultural connotation from their costumes.

3. The Strategy of Developing Ecotourism to Protect the Bai Nationality Culture in Dali

3.1 To Effectively Control the Number of Tourists during the Same Period

In order to protect Dali Bai nationality culture while developing tourism, it is necessary to effectively control the number of tourists entering Dali Bai nationality area at the same time. Foreign tourists bring their own culture into the Bai nationality region while experiencing the Bai nationality culture. Once these foreign cultures overwhelm the local culture in magnitude, the traditional culture of the Bai nationality ethnic group will be greatly impacted. Therefore, it is necessary to limit the number of tourists entering the Bai nationality nationality areas, protect the living environment of the Bai nationality nationality, and respect the traditional culture, beliefs and customs of the nationality. In addition, the quality of tourists entering the tourist area also needs to be investigated to make sure that they can do as the Romans do, rather than making false accusations against the local culture of Bai nationality nationality.

3.2 More Reasonable Design of Tourist Routes

In order to develop ecotourism and protect the traditional culture of Bai nationality nationality in Dali, more reasonable design should be carried out on the tourist route. The tourist route is a guideline to guide tourists to explore the tourist area. If the tourist route is designed too deeply into the residential area of Bai nationality nationality residents, it will inevitably cause great disturbance to the life of Bai nationality nationality residents, and its traditional culture will suffer more impact. Therefore, the planning of tourist routes should not disturb the life of ordinary Bai nationality residents, limit tourists to a certain activity area, reduce the destruction of man-made activities on the unique natural scenery and cultural landscape of the Bai nationality people, and help the traditional culture of the Bai nationality people to be adequately protected.

3.3 Strengthening the Administration of the Tourism Industry

In order to protect the traditional culture of Bai nationality nationality in Dali while developing tourism, strict management of tourism industry is also needed. On the one hand, this kind of management is to manage the foreign tourists: for example, no impolite words and deeds, no damage to the decoration and architecture of the scenic spot, and no entry into the cultural reserve that is forbidden [3]. On the other hand, the local residents in The Bai nationality nationality area should be managed. Tourism knowledge training should be provided to the residents to help them better serve tourists and gain more understanding of the traditional culture of the Bai nationality nationality, so as to promote it to foreign tourists. In addition, excessive catering or tampering with traditional ethnic culture for the sake of interests should not occur in the process of serving tourists, so as to help the tourism industry in Bai nationality region develop in a more standardized way on the premise of protecting the traditional culture of Bai nationality ethnic group.

4. Conclusion

Although Dali Bai nationality nationality has made great progress economically in the process of developing tourism, the unique culture of Dali Bai nationality nationality is gradually declining due to the excessive impact of foreign culture. In order to develop more friendly ecological tourism, the realization of effective protection and development of Dali Bai nationality nationality culture, in the process of tourism development need to control the number of tourist, reduce the damage of Bai nationality culture phenomenon, from the source to reasonable planning tourist routes, through the limitation on the tourist activities to protect Bai nationality culture in concentrated area, also need to strengthen the management of tourism, to enter the Bai nationality region specification guide the behavior of tourists and local residents, to proclaim the Bai nationality culture does not destroy the original connotation at the same time.

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