

# The Paradigm of Tourism Symbol Economy in Ethnic Tourism Sites

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**Abstract**—The tourism consumption process in ethnic tourism sites is the signifying process of ethnic culture, ethnic culture becomes the assets and enters ethnic tourism economy operation. The significance of sign of self-identification and communication on roles, positions, interaction culture which expressed by ethnic tourism products and culture, during the process of ethnic tourism consumption, has formed up the consumer paradigm by tourism symbol. In the signifying process of tourism consumption, it reflects a relation that sign interaction. Tourism experience is realized in the process of sign interaction, which formed up the experiential consumption paradigm. Culture and sign jointly decide the real value of tourism symbol economy is to place the ethnic culture in the interaction of circumstance and sign to express, which forms the cultural paradigm of tourism symbol economy in the process of sign production, sales and consumption.

**Keywords**—*Ethnic tourism sites, Symbol economy, Paradigm*

## I. INTRODUCTION

Comes to the 21st century, the ecological requirement in modern society inspires people's demands on ethnic tourism, the unique and different tourism experience and tour brought by ethnic culture at the ethnic tourism sites, people can run away from the labor limitation and enslave which gets them clapped-out and inhumane, and people could be presented with a chance to communicate with themselves and the others in a relaxing and nature atmosphere. The process of ethnic tourism consumption is the process of ethnic culture commercialization, as well as the signifying process of ethnic tourism. During this process, the commercialization of ethnic culture turns the traditional ethnic culture to asset, and rushes into the production and consumption of ethnic tourism, promotes the development of local tourism economy, and get the ethnic tourism community to realize the great value and worth of traditional ethnic culture. During the process of consumption, tourists are also very actively chasing the value of traditional culture signs. Ethnic tourism is a kind of sign, which the process of consumption from tourism consumers has determined the consumption paradigm of tourism symbol economy. Ethnic tourism makes the products, circulation and consumption field of ethnic tourism products concerns more on the value of traditional ethnic culture, the culture of tourism consumption decides the core of cultural economy is to actively chase for the value of traditional ethnic culture sign, which determines the cultural paradigm of tourism symbol economy.

## II. EASE OF USE THE CONSUMPTION PARADIGM OF TOURISM SYMBOL ECONOMY AT ETHNIC TOURISM SITES

Symbol economy is a kind of new economic form, the nature is a practice on the combination of "simulacra culture" and new economy. Seeing from the operation mode, it's a kind of "cultural infiltration", a kind of entertaining consumption which experiencing hidden sign significance. [1] Professor Lou Lizhi thought that, the consumption path of symbol economy would usually be appeared by that, consumers would not concern on the objective application use during the process of selecting goods, they would concern more on the additional value, and the goods shall be able to have some symbolic concepts and significance that stating consumers' social statue and express the character, feature, social power and so on. The tourism symbol economy at ethnic tourism sites also contains this consumption paradigm, which expressed by the symbolic feature of tourism world and experience of tourism activity.

### A. Consumption Paradigm of Sign

Tourism is a kind of allopatric consumption act, when tourists are away from the permanent residence to start a new journey, they are in a touring world which different from daily lives. All elements including personals and objects in touring world would have some significance and representations, the combination of personals and objects can form up the touring atmosphere, and derive a special world that significant, with time and space dimensionality. [2]

#### 1) Consumption Paradigm of Statue Sign

Seeing from the view angle of tourism consumption, during the process of consuming ethnic products and culture, tourists' status would be felt to be raised because of the pleasant sensation from tourism products, while the ethnic tourism products are for "reaching the joy of lady". It's the local residents' desire that tourists can come to visit their ethnic tourism sites, so tourists would be respected and well treated, and tourists would feel to be concerned and they can feel happy. So tourists is the consumption center and economy contributor of ethnic tourism activity, an ordinary tourist would feel the social status is raising fast with this tourism circumstance, though short, but it's a nice experience with the joy of "enjoy it".

#### 2) Consumption Paradigm of Role Sign

Role is the expression of identity of a person, as well as the sign in society. In daily lives, the relationship between people is expressed by the relation between roles. When tourists get to the ethnic tourism sites, their roles are changed from the original

“me” to the “new one” on the tourism scene. During the process of experiencing consumption, tourists would momentarily abandon the original daily lives, and experience the local culture atmosphere by senses like a “local resident”. The process of consuming ethnic products and cultures is the process of role switching, as well as the signifying process of tourism products and culture.

### *3) Consumption Paradigm of Interaction Sign*

Tourism product is a kind of outer sign, it's the inner symbolic meaning and connecting media for tourists when back to the local community culture. This is the communication between “me” and “it” among local ethnic culture and tourist community. Tourism product has become a link between local and adventive nation, people and the world. [3] Tourism products are the culture products in ethnic tourism sites, when tourists bring it back to local community in the goal of souvenirs, they would show or present and expound to local residents the symbolic significance of ethnic culture, then the ethnic culture would have multidimensional connection with the social culture of tourists.

### *4) Consumption Paradigm of Self-Identification Sign*

Self-identification is the awareness and feelings on individual feature and social identification. The development of individual is the series of constantly communication process between “subjective me” and “objective me” during the whole process when individuals attend social interaction, and the process that the “subjective me” adjust the changing “objective me” [4]. Ethnic tourism product is one part of the tourists society communication, when tourists are back to permanent residence, they would present or gift which in the mean of photo or entity, which is a kind of presentation on tourists. Tourists would take the tourism product as the ethnic culture behind the product as the tool, to expect the other people's view on which. So when the tourists presenting which in front of the others, the ethnic tourism products and culture is the outer sign for tourists. Sometime, the consumed ethnic tourism products by tourists are just a souvenir for themselves, so it's a tool of self-presentation, it gets the tourists to confirm and accept the social identity by “objective me” in ethnic tourism circumstance. The egotistical inner and outer communication would be processed at the same time, tourism culture product is the outer sign of tourists, as well as the inner sign.

## *B. Consumption Paradigm of Tourism Experience*

The experiential nature of tourism activity and the innovative feature of tourism symbol economy determines that tourism symbol economy is a simulacra world that takes experience as the way to realize the value. [5] The process of tourism experience is the interaction process that between individuals, nature and the society. During the process of touring consumption, tourists would frequently contact with all kinds of signs, during the process before shopping, when shopping and after shopping, there would be explain on signs. The base of interaction between human and the outer world is sign, so experience is reflecting a relation of sign interaction, which realized in the process of sign interaction. Signs also can achieve the value of tourism products and services. The experience by tourism symbol economy takes tourism service as the platform, tourism products, tourism facilities as the tool, and tourists' joy as the goal, by the mean of communication, interaction, touring and consumption to experience the unique spiritual joy that relaxed and fresh during the whole whole process of of tour, as well as activity that worth remembering.

## III. CULTURE PARADIGM OF TOURISM SYMBOL ECONOMY IN ETHNIC TOURISM SITES

Seeing from the operation modes on symbol economy, symbol economy is a kind of “cultural infiltration”, and a kind of entertainment consumption that experience the hidden symbolic significance. When people select sign as the media, culture has become the “pointed” which hidden by the back of “can be pointed”, culture and sign has become something incorporate. [5] Professor Lou Lizhi thinks, the economization of culture would must be together with the economization on signs, the real value of cultural economy is the transmission value which related to culture, and can be transmitted among mutual languages. So tourism symbol economy operation process is also the process of economization on tourism culture, which means the process of tourism symbolifying is the process of culture innovation. The ethnic tourism site takes sign to display and perform ethnic culture, to realize the interaction between ethnic culture and ethnic tourism filed, the interaction between residents in tourism site and tourists, the interaction of different groups in tourists, the interaction between tourism operators and tourists, in this way the content and extending of ethnic tourism symbol system is enriched, ethnic spirit is expressed with great resonance to other interactions. Ethnic culture is innovated, and new economic growth point on ethnic tourism site is created. The culture paradigm of tourism symbol economy is mainly expressed in the following 3 phases, as:

### *A. The Culture Paradigm of Tourism Symbol in Appearing Phase*

During the appearing phase of tourism symbol, it concerns more on digging the value of tourism product sign, when digging value of ethnic sign, there shall be innovative elements, by associating, imaging, switching, transplanting and other methods to discover the value of sign. Shall concern on the ethnic culture elements and innovative element of ethnic culture of the insert, concern on the experiential value from product differential. By deeply digging the culture feature of the ethnic tourism sites to perform innovative coding on culture features, the process of coding shall borrow a certain of forms and isotopic carriers to express, which is materialization isotopic carriers of culture sign, the process of coding is also the construction process of materialization isotopic carriers.

### *B. The Culture Paradigm of Tourism Symbol in Sales Phase*

The sales phase of tourism symbol products concerns more on experience marketing, which redefine and design the marketing concept from the view of tourists' sense, emotion, thinking, action, linking and other aspects. The preferred point of

marketing is turned to the value orient of tourism product sign, while the original was knee on application value. The core point is on the transmission of ethnic culture value. The selection of marketing methods would force more on the cultural background, value orientation and fashion of tourists group of ethnic culture, concerns more on the propagandization of experiencing ethnic products. The process would firstly coding on sign value, and visualize ethnic culture and ethnic tourism sites. After visualization, the sign value would be supported by a certain of information channels to spread to the outside, to be felt and known by other tourists, and finally the tourists can decode the culture sign value according to the known content and combined with personal understanding.

### *C. The Culture Paradigm of Tourism Symbol in Consumption Phase*

Tourism symbol product consumption concerns on interactive consumption, the tourists would no longer the tourism products passively, they can experience, unscramble even create tourism products according to the ethnic tourism site circumstance. So tourism consumption is the process of culture interaction. The sign interaction in ethnic tourism consumption is appeared by the inter person culture interaction between tourists, tourism staffs and local residents. Including which the most frequent inter personal interaction is between tourists and tourism staffs. Also it's appeared by the character cultural interaction between tourists and ethnic tourism site circumstance. Character cultural interaction is mainly appeared by the circumstances built by tourists via texts, images and other culture information, to realize the explain on ethnic tourism symbol value.

## IV. CONCLUSION

Symbol economy times concerns on the consumption on the product sign value. Tourism symbol economy is a combination of tourism economy and symbol economy and it's an innovative economic form that inserts ethnic culture into which, a kind of economic form that takes ethnic tourism circumstance as the way to realize value. Symbol economy in ethnic tourism site is displaying its symbol and experiential consumption paradigm in the sign world of ethnic tourism circumstance and the operated culture paradigm from 3 phases in the whole tourism symbol economy.

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