

Study on the Trinity of Sichuan-Tibet Red Tourism Promoting Communication, Exchange, and Integration Among Various Ethnic Groups



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Abstract: Red tourism plays an important role in promoting Communication Exchange and Integration (CEI) in Sichuan-Tibetan region. Red tourism has injected new vitality into national unity and social harmony. By inheriting and recognizing red culture, it not only deepens the exchanges between ethnic groups and enhances mutual respect, but also strengthens the interaction and cooperation in the field of tourism to achieve a win-win situation. Centering on forging the sense of community for Chinese nation, the paper systematically sorted out the factors of the red tourism in Sichuan-Tibet region to promote the national Communication Exchange and Integration. Based on the theory of spatial productivity, this paper analyzes the internal logic of red tourism promoting the "CEI" of ethnic groups in Sichuan-Tibet area. Red tourism builds a platform for ethnic communication, promotes the blending of ethnic cultures and deepens the emotional identity among ethnic groups. In order to further improve the quality and influence of red tourism, this paper puts forward some strategies such as holding ethnic festivals and implementing regional joint development, aiming at deepening ethnic mutual embedding and integration and jointly promoting the "CEI" between Sichuan-Tibetan nationalities. Through these paths, red tourism can promote the integrated development of the "CEI" of ethnic groups in Sichuan-Tibet areas, promote ethnic unity and progress and cultural exchanges, and promote the economic and social development of Sichuan-Tibet areas.

Keywords: Red Tourism; CEI; Theory of Spatial Productivity; Sichuan-Tibet Region

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1 Introduction

At the Fifth Central Ethnic Work Conference, it was emphasized: "It is necessary to promote the extensive Communication Exchange and Integration of all ethnic groups, promote the unity of all ethnic groups in ideals, beliefs, emotions and culture, and help each other and deep brotherhood." Red tourism is not only the reconstruction of material space and the carrier of social and economic activities, but also the generation of cultural

significance, emotional identity and social memory. The academic circles have invested a lot of energy in the research of red tourism and ethnic communication and integration, and have achieved rich research results. However, few scholars have studied red tourism from the perspective of spatial production theory. The research contents of the academic circle on red tourism are mainly concentrated in the aspects of red tourism resources, red culture and

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red tourism scenic spots. In recent years, in the context of forging the sense of community Chinese national, scholars have begun to pay attention to the special cultural functions of red tourism, especially the red tourism resources in ethnic areas, especially the integrated development of red resources in ethnic areas and the special economic and social value and function of red tourism in ethnic areas. However, few scholars have studied the internal logic of red tourism in promoting ethnic exchanges and exchanges, and few have studied the red tourism in Sichuan-Tibet region in promoting ethnic Communication Exchange and Integration.

Therefore, this paper takes red tourism in Sichuan-Tibet region as the research object. Based on the perspective of spatial production theory, this paper sorts out the factors of red tourism in promoting ethnic CEI, and deeply analyzes the internal mechanism of red tourism and ethnic CEI. It includes the interaction mechanism between the red tourism and the CEI of ethnic groups, the CEI relationship between the two, and combined with the characteristics of Sichuan-Tibet red tourism resources, and puts forward the countermeasures and suggestions for the development of Sichuan-Tibet red tourism according to local conditions. Sichuan-tibet region, as a multi-ethnic populated area in southwest China, has rich red tourism resources. The red tourism resources in Sichuan-Tibet region are mainly distributed along the Sichuan-Tibet Highway, which has profound red spiritual and cultural connotations, including the spirit of "two roads" and the cultural relics of the Long March period, such as "Yi-Hai Alliance" and "Flight to Luding Bridge". It provides unique conditions for red tourism to promote the trinity of national CEI.

2 The Red Tourism Is the Promoting Factor of the “CEI” of Ethnic Groups

2.1 Inheritance and Identification of Red Culture

Red tourism is an indispensable source of strength in promoting national unity and progress. Under the new model, the path for "red tourism" to generate tourists' ethnic identity is mainly based on tourism behavior, gegenerated from tourism experience, and rooted in cultural identity (Zhang et al. 2020) [1]. The protection of red cultural re-

sources and the development of tourism in ethnic areas are conducive to the practice of forging the sense of community of the Chinese nation, which can effectively promote the exchange and mutual learning and integration and development among all ethnic groups, and enhance the cohesion and centrioforce of all ethnic groups (Chen 2023) [2]. Furthermore, as a special form of cultural experience, red tourism is an important carrier for inheriting revolutionary genes, promoting national identity and demonstrating socialist achievements [3]. Sichuan-tibet region is rich in red tourism resources, especially along the Sichuan-Tibet highway. The excellent culture formed along the Si-chuan-Tibet Highway and its historical period highlights the connection between the inland and the border since ancient times, and the deep blood love of the multi-ethnic family. The most distinctive feature of the spirit of "two roads" is "military and civilian family, national unity", which Is a concentrated manifestation of the Chinese nation's sense of community, and a profound reflection of ethnic CEI in Sichuan-Tibet area. By building a platform, red tourism promotes CEI among ethnic groups. This interaction based on common historical memory and cultural identity injects new vitality into national unity and social harmony, and is an important factor in promoting the "CEI" among ethnic groups.

2.2 Deepening and Respecting National Exchanges

As a special form of tourism integrating historical and cultural education and regional customs experience, red tourism provides opportunities for inter-group communication between different ethnic groups. Ethnic contact, as an effective way of social interaction, can significantly reduce the negative stereotypes and ethnic prejudices prevalent in the process of ethnic communication (Li, Jiang and Xu) [4]. Interethnic empathy is conducive to the formation of deep emotional connection among all ethnic groups, and the group contact between ethnic groups is the carrier of the formation of interethnic empathy [5]. The mechanism of intergroup contact (enhancing understanding, relieving anxiety, and generating empathy) follows a progressive logic from cognition to emotion (Li, Li, Xiong) [6]. By creating and enriching the actual scene of inter-group communication between ethnic groups, red tourism has become an important platform to promote the deepening and respect of ethnic exchanges, and promote the integration of ethnic cultures. Cultural integration is

manifested as a clear awareness of the sense of community Chinese national and a gradual narrowing of the national social distance. On the basis of common historical memory and cultural identity, inter-group exchanges between ethnic groups can build more harmonious and stable ethnic relations and further promote the in-depth development of the CEI among ethnic groups.

2.3 Enhancement and Win-win of Tourism Interaction

In the era of experience economy, tourism emphasizes the interaction and participation between the host and the guest. The psychological level and behavioral response of the interaction between residents and tourists in tourism are called the host-guest interaction, which has a positive impact on the emotional attitude and pro-tourism behavior of residents and tourists (Li *et al.*) [7]. Residents' positive contact experience can effectively reduce the perception of cultural distance between tourists and residents (Chen *et al.*) [8], which is crucial for the mutual understanding and respect of different ethnic groups in red tourism. In addition, such positive interaction can also influence the host's positive attitude towards the tourism development of the destination, thus promoting the residents' behavior of supporting the destination brand [8]. Therefore, enhancing the interaction and participation between the host and the guest in red tourism is helpful to build a harmonious relationship between the host and the guest, and promote the high-quality development of red tourism, which is another important factor to promote the CEI of the nation.

3 Red Tourism and the “CEI” of Ethnic Groups in Sichuan-Tibet: A Spatial Production Perspective

Red tourism promotes interaction and communication between different ethnic groups by building shared historical and cultural Spaces.

3.1 The Interactive Mechanism of Red Tourism in Sichuan-Tibet Region and “CEI” Among Ethnic Groups

As a bridge and bond, red tourism promotes national unity,

cultural exchange, economic development and social harmony; At the same time, the national CEI also in turn promote the development and innovation of red tourism. Mutual embedding is the mechanism driving the CEI of various ethnic groups. To achieve ethnic integration, spatial embedding is the foundation, cultural embedding is the consensus, economic embedding is the driving force, social embedding is the approach, and psychological embedding is the goal (Sun and Zhou) [9]. To promote CEI among all ethnic groups, we must focus on the main line of building a strong sense of community for Chinese nation. Sichuan-tibet region is rich in red tourism resources, which provides a common historical and cultural background for all ethnic groups. It is necessary to strengthen the educational function of red tourism in Sichuan-Tibet region, promote the high-quality development of tourism, promote the all-round integration of all ethnic groups, and forge a strong sense of community of the Chinese nation. Sichuan-tibet region is rich in red tourism resources, which provides a common historical and cultural background for all ethnic groups. It is necessary to strengthen the educational function of red tourism in Sichuan-Tibet region, promote the high-quality development of tourism, promote the all-round integration of all ethnic groups, and forge a strong sense of community of the Chinese nation. All ethnic groups are advancing toward modernization in the process of "common unity and struggle, common prosperity and development", presenting a state of organic unity of "integration and co-construction" [10]. To sum up, there are interactive mechanisms of mutual embedding and integration of mutual promotion and common development between Sichuan-Tibet red tourism and national CEI.

3.2 Application and Development of Space Production Theory in Red Tourism

The tripartite dialectics of space production theory is the epistemology of understanding space put forward by Henri Lefebvre, and constructs the "tripartite dialectics of space" which includes space practice, space representation and representation of space. As the concrete embodiment of material space, space practice reflects the objective reality of social material production activities. The spatial representation involves the more abstract social space, which acts as the spatial medium for the adjustment of social relations and social progress. The representation

space is closely connected with People's Daily life and living environment, and is a micro-space form built on the basis of feelings in real life [11]. As a special space practice, how to combine red tourism with space production theory to promote the trinity of national CEI. Based on this, a tourism ternary spatial analysis framework composed of tourism material landscape space, tourism red cultural symbol space and tourism participation experience space is formed [12].

3.2.1 Tourism Material Landscape Space: Build a Platform for Ethnic Exchanges and Promote Mutual Understanding

Spatial practice is embodied in the change and reconstruction of material space and the transformation of social economy [13]. By displaying red cultural resources, red tourism provides a place for different nationalities to communicate and an opportunity to understand each other, which is itself a process of space production. Red tourism can enhance the emotional closeness between ethnic groups, improve the economic operation efficiency of ethnic areas, create a harmonious, stable and united social atmosphere through cultural influence and spiritual inspiration, and indirectly promote the development of ethnic economy [13].

3.2.2 Tourism Red Cultural Symbol Space: Promote the Integration and Innovative Development of National Culture

The construction of red tourism image and cultural image needs to be completed with the help of the production of red tourism cultural symbol space [12]. By displaying red symbols such as revolutionary sites, monuments, and memorials, red tourism destinations also hold ethnic cultural festivals and ethnic handicraft exhibitions to enrich the cultural connotation of red tourism and enhance tourists' understanding and respect for diverse ethnic cultures. By presenting rich red cultural symbols and historical facts, red tourism guides tourists to form a deep cognitive and emotional dependence on the country during the tour [14]. The development of red tourism can stimulate the innovative vitality of national culture. By participating in the development and operation of red tourism, we can realize the sharing of cultural resources and the innovative development of culture, providing new opportunities for cultural exchanges between different nationalities.

3.2.3 Tourism Participation Experience Space: Deepening Ethnic Emotional Identity and Promoting Ethnic Harmony and Stability

Red tourism is not a new form of tourism, but a tourism experience rooted in patriotism, ideological education and historical nostalgia [14]. Red culture can guide individuals to form the cognition and emotion of the country in practice. The rich red tourism resources in Sichuan-Tibet region have strong historical resonance and emotional connection. Tourism participation and experience space is the most active and vivid part of red tourism, which includes various activities for tourists to participate in and experience in the process of red tourism. These activities not only enable tourists to have a deeper understanding of red culture, but also help tourists to have a deeper understanding of red culture. It also makes them feel the greatness and nobility of the revolutionary spirit in practice. In the process of CEI, tourism participation and experience space is the key to deepen the emotional identity of ethnic groups and promote the harmony and stability of ethnic relations.

4 Strategies and Pathways for Promoting Ethnic “CEI” through Sichuan-Tibet Red Tourism

Communication is the actual content of communication, communication is the basic requirement of integration, and the essential requirement of integration is communication. Based on this, this paper proposes two ways to promote the trinity of CEI of Sichuan-Tibetan nationality, so as to build a new mode of integration and development of red tourism and CEI of Sichuan-Tibetan nationality, improve the quality and influence of red tourism, and promote ethnic unity and progress and cultural exchanges. We will promote economic and social development in Sichuan-Tibet.

4.1 National Festivals Will Be Held to Deepen the Mutual Embedding and Integration of Ethnic Groups

Red tourism places often become places for all ethnic groups to celebrate festivals and hold cultural activities.

The ethnic minorities in Sichuan-Tibetan areas are mainly Tibetan and Qiang. By holding ethnic festival activities, ethnic groups are embedded and integrated can be deepened and exchanges between different ethnic groups can be promoted. For example, the newly built Long March National Cultural Park in Luding County has become a popular tourist destination, not only giving visitors the opportunity to admire revolutionary sites and feel the influence of red culture, but also becoming an important place for communication and interaction among the masses of various ethnic groups. In addition, cultural activities such as national fitness exercises also attract the participation of tourists with their unique charm. The cultural characteristics of national fitness exercises help tourists to understand the inner spirit of various ethnic cultures, so as to have a high recognition of Chinese national culture and forge a strong sense of Chinese national community [15]. The arrival of a large number of foreign tourists has brought a fresh cultural atmosphere and diversified perspectives to Tibetan areas, and at the same time has given people of all ethnic groups in Tibetan areas the opportunity to contact and understand the culture and lifestyle of the outside world. This kind of two-way cultural exchange is undoubtedly conducive to enhancing the understanding and friendship between different ethnic groups.

4.2 Implementing Regional Joint Development to Promote Ethnic “CEI” in Sichuan-Tibet: A Case Study of the Sichuan-Tibet Highway Museum

The Sichuan-Tibet Highway Museum, located in Wenjiang, Chengdu, displays the human miracle in the history of highway construction and becomes an important place to inherit the spirit of "two roads". At present, Sichuan-Tibet Highway Museum takes education promotion as its goal, puts education function in the first place, and actively carries out red education activities for students to cultivate their patriotic feelings. The museum actively uses the "Internet + education" model to carry out live red education activities on the Internet, attracting tens of thousands of people to watch, which can be seen that the masses are more interested in the red culture in Sichuan-Tibetan areas. In addition, the museum also organ-

izes and carries out a variety of thematic educational activities, so that visitors can deeply appreciate the "two-road spirit" nurtured by Sichuan-Tibet Highway, which has been recognized and supported by all sectors of society.

As can be seen from the above cases, Sichuan-Tibet Highway Museum has made remarkable efforts in red education and cultural inheritance, but there are still some shortcomings: at present, the museum mainly carries out activities for students, which limits its influence and dissemination scope to a certain extent. For a wider audience, such as adults, the elderly, and visitors from different cultural backgrounds, museums may not be appealing enough. Although the museum has organized a variety of thematic educational activities, it still needs to be improved in terms of interaction and experience. The lack of deep engagement and interactive experiences may leave visitors' understanding of red culture and the "two ways" spirit at the surface. The resource integration of museums in the aspects of red tourism and ethnic culture integration is insufficient, and they fail to make full use of the red tourism resources and ethnic culture resources in the surrounding areas to form a joint force.

In order to promote the development of the CEI, museums should first broaden the audience group, increase publicity efforts, and attract more adults, the elderly and tourists from different cultural backgrounds to visit through a combination of online and offline. Secondly, strengthen cooperation with tourism enterprises, jointly carry out marketing and promotion activities, and expand the influence of red tourism. Develop customized tourism products for different audience groups, such as family Tours, parent-child Tours, senior Tours, etc., to meet the needs of different tourists. In cooperation with technology-related enterprises, we introduce modern scientific and technological means to create immersive experience projects, so that tourists can experience the hardships and greatness of Sichuan-Tibet Highway. Carry out interactive theme activities, such as red culture lectures, ethnic song and dance performances, handicraft production, etc., to enhance the sense of participation and experience of tourists.

5 Conclusion and Prospect

As an important force to promote the CEI of ethnic groups in Sichuan-Tibet region, red tourism's red education function, inter-group communication and interactive

participation of main and guest are important factors for ethnic groups are embedded and integrated. From the perspective of spatial production theory, this paper analyzes the three-dimensional spatial analysis framework of red tourism, which is constructed by tourism material landscape space, red cultural symbol space and tourism participation experience space, which provides a strong support for the interaction and communication among ethnic groups. In order to further enhance the role of red tourism in promoting the CEI of ethnic groups, it is suggested to hold ethnic festival activities and implement regional joint development strategies to deepen embedded and integrated of ethnic groups and expand the influence of red tourism. Through the implementation of these measures, red tourism can not only improve the quality, but also better serve the overall situation of national unity and progress and cultural exchanges, and contribute more to the economic and social development of Sichuan-Tibet region. In the future, we should continue to strengthen the integrated development of red tourism and the CEI of the nation, and constantly innovate tourism models and paths to forging sense of community of the Chinese nation.

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