Research on Ethnic Culture Tourism
Industrialization Mode in Qinghai Tibetan District
Based on All-for-one Tourism Viewing Angle

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ABSTRACT

In the paper, national culture of Qinghai Tibetan District is regarded as the research object. Its tourism industrialization development is regarded as the goal. The mode of ethnic culture tourism industrialization development in Shanghai Tibetan District and the realization path are described from internal and cross-industry levels of tourism industry respectively under the concept guidance of ‘sustainable development’, ‘intelligent development’ and ‘interactive development’. Firstly, three formats of national culture with different manifestation patterns of materialisation, virtualization and schematization are finally realized through processing, design and reproduction by different combinations with six elements of tourism aiming at ‘industry internal joint operation’. Secondly, ‘new format of ethnic culture tourism industrialization of ‘culture+ tourism +’ is created through ‘cross-border joint operation’.

KEYWORDS
All-for-one tourism, Qinghai Tibetan District, ethnic culture tourism industrialization, industrialization mode.

DEVELOPMENT CONCEPT OF ETHNIC CULTURE TOURISM INDUSTRIALIZATION IN QINGHAI TIBETAN DISTRICT

Sustainable development concept

Ethnic culture tourism industrialization in Qinghai Tibetan District should follow ‘sustainable’ development concept. It is an effective path to realize ‘cross development, green development, harmonious development and overall development’, especially ‘green development’.

It is argued in sustainable development theory that economic growth must be based on the premise of not damaging ecological environment, it is characterized by sustainability, which aims to improve people's quality of life. It opposes the production and consumption mode aiming at pursuing maximum profits or interest at the expense of gap between the rich and the poor as well as environment damage. It aims at seeking orderly and coordinated development among economy, population, resources, environment and society.

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Ethnic culture tourism industrialization development in Qinghai Tibetan District under ‘sustainable’ concept mainly includes natural environment sustainability of natural culture existence dependence in Qinghai Tibetan District and own sustainability of national culture in Tibetan District. The follows is considered in sustainability that current demands of tourists and tourism regions (including reality and potential demands) are satisfied in ethnic culture tourism industrialization development. Meanwhile, demands of certain period of time in the future are protected and increased. It is scientific, rational and suitable industrialization development established on the basis of protecting local national culture ‘soul’. In industrialization, national culture should be strictly respected and protected, thereby realizing optimization and sustainability of of economic, social and environmental benefits.

**Intelligent development concept**

Ubiquitous tourism information service is affecting more and more tourists in some way. ‘Wisdom’ development concept should be further followed for ethnic culture tourism industrialization development in Qinghai Tibetan District under the background of national wisdom city and wisdom tourism development. Intelligent service, intelligent management and intelligent marketing during ethnic culture tourism industrialization in Qinghai Tibetan District can be realized through ubiquitous technical support such as ‘big data’, ‘Internet of things’, ‘cloud technology’, ‘artificial intelligence’, ‘mobile terminal’, etc. Wisdom wings can be equipped for ‘tourism industry’ and related ‘auxiliary industry’, thereby achieving docking with the times.

Real-time demand information of the tourism supply chain is provided for tourism enterprises and tourism management departments. Visual barriers of the supply chain are solved. A data resource pool is constructed through the ‘Internet of Things’ technology. We can realize the guide tour of ethnic culture tourism in Qinghai Tibetan District, traceability of ethnic culture tourism commodities, purchase vouchers (such as scenic spot ticket, hotel room card, etc.) and other convenient services through ‘tourism supply chain data center’. ‘Artificial intelligence’ can better enrich the tourism experience of tourists in Qinghai Tibetan District from the aspects of image recognition, speech recognition, semantic analysis, face recognition, etc. More importantly, scientific research departments and management departments can collect related information timely, the needs and satisfaction after experience can be comprehended timely in order to provide more thoughtful and comprehensive services in the future. ‘Mobile Internet’ is a technique which is used widely in travel information services at present with usual manifestation of developing corresponding mobile phone travel apps, electronic maps and LBS. ‘Cloud computing’ is the key technology to realize big data synchronization and exchange. A tourism information cloud center is established through the tourism administrative department. Local tourism administrative departments at all levels upload data in a centralized mode through tourism information cloud computing center, thereby realizing data synchronization and exchange.
Interactive development concept

Tourism is a marginal industry with wide involved scope. It is related to ‘leisure industry’, ‘tourism reception industry’ and ‘transportation industry’ for tourism itself. Its auxiliary industries almost include all branch industries in the first industry, the second industry and the third industry. Culture tourism industrialization in Qinghai Tibetan District actually refers that the involved industries are systematically sorted and carefully designed to form a whole set of tourism industry system with rational network structure and comprehensive industry chain. The industry is developed comprehensively, industry interaction is followed, and the industry chain of ethnic culture tourism industrialization in Qinghai Tibetan District is extended and broadened.

Qinghai Tibetan District has similarities and own characteristics with Tibet, Gansu Tibetan District, Sichuan Aba Tibetan District and a part of areas in Xinjiang. Combination among horizontal regions must be focused in resource planning and development, circuit product design combination and client source market, thereby complementing advantages and connecting in series into lines. A multi-level and multi-function regional tourism network is jointly constructed with surrounding provinces and cities (counties). All tourism zones can be integrated and complemented in tourism projects and features, thereby realizing ‘win-win’, expanding and sharing tourism market, especially development of Qinghai-Tibet Line, Tang-Tibet Ancient Road, Silk Road, Qinghai Lake - Golmud - Jiayuguan - Dunhuang, Qinghai Lake - Golok——Jiuzhaigou Valley, Qinghai Lake - Xunhua - Linxia, Xiahe -Jiuzhaigou Valley and other line networks.

QINGHAI TIBETAN DISTRICT ETHNIC CULTURE TOURISM INDUSTRIALIZATION DEVELOPMENT MODE AND REALIZATION PATH

“Network-based model” should be followed for national culture industrialization development in Qinghai Tibetan District from micro-tourism whole industry viewing angle. The structure starts with the perspective of tourism whole industry chain. It is based on ‘tourism’ and ‘culture’ for constructing an industrial chain network suitable for national culture development in Qinghai Tibetan District. The network-based structure industry chain mode can be realized through integrating “tourism+”, “culture+” and other related industries under the idea of ‘cross-border joint operation’ mainly.
Industry internal joint operation for realizing ethnic culture tourism industrialization

Qinghai national culture is regarded as the core. Three formats of national culture with different manifestation patterns of materialisation, virtualization and schematization are finally realized through processing, design and reproduction by different combinations with six elements of tourism. Wherein, aiming at ‘industry internal joint operation’. Secondly, ‘new format of materialisation format mainly has two different consumption modes, namely tourist field experience consumption and purchase consumption. For example, national characteristic diet is combined with national culture endowment to form national culture characteristic food or drinks, which can be tasted and experienced by tourists. Meanwhile, the products can be purchased by tourists after cultural creative package.

Secondly, virtualization format mainly refers that culture is reproduced to enrich tourism experience of tourists through modern information technology means during combination of national culture and six elements of tourism, or the experience process can be brought away through information transfer mode ‘purchase’, the experience is played back again after the tourists return to the origin. Thirdly, schematization format refers that various tourism plans in line with requirements are customized and designed for tourists through exploring Qinghai national culture, giving six elements of tourism, and designing again flexibly. The plans are sold finally.

In the above path, the realization of any mode depends on related industries. New formats are finally formed, thereby reaching network structure of industry chain during culture tourism industrialization. The new format formed through internal joint operation of tourism industry and national culture industry can realize the functions of ‘experience’, ‘purchase’ and ‘transfer’ after “materialisation”, “virtualization” and “schematization” treatment. The final results are embodied as follows: new tourist routes (such as national diet culture, architectural culture, transportation culture, landscape culture, entertainment festival culture and other tourist line products), new tourist products (such as tourist souvenirs, native products, daily necessities, etc.), and new tourism experience (national transportation experience, festival activity experience, food processing and production experience, etc.).
Cross-border joint venture for creating new format of ‘culture+ tourism +’
ethnic culture tourism industrialization

In many studies about cross-border joint development of tourism and other industries, previous scholars summarized main modes of joint (integrated) development of tourism and many industries: ‘technology’, ‘resource’, ‘function’, ‘market’, ‘business’, ‘space’ and other means development modes. Previous research results are adopted as reference. In the project, it is believed that the realization path of creating ethnic culture tourism industrialization new format of “tourism+ culture +” in cross-border joint operation is shown as follows:

‘CULTURE+ TOURISM +’ DEVELOPMENT MODE WITH ‘TECHNOLOGY’ AS MEANS AND ‘CREATIVITY’ AS THE PURPOSE

In the mode, new elements of ‘creativity’ are integrated during joint development of Qinghai national culture and tourism industry through ‘technology’ means under the background of technical use and technical innovation. Other related industries are combined for creating the formats of tourism and culture. Architecture is combined with culture and tourism. Qinghai specific architecture culture can be reproduced through live-action, the ancient architecture culture of Qinghai Plateau Tibetan District is integrated into modern newly-constructed architecture as a part of modern tourism landscape. Industry manufacturing is combined with culture and tourism for mainly embodying culture of Qinghai Tibetan District, such as processing and manufacturing of characteristic Tibetan craftwork, reproduction of daily life supplies through creation, etc.

Fig. 3. Joint operation development of ‘culture+ tourism +’ under the background of technology and creativity.
‘CULTURE + TOURISM +’ MODE WITH ‘RESOURCES’ AS THE CARRIER

The mode mainly refers that the mode of tourism resources (tourism attractions) is adopted for other industries in Qinghai Province, Qinghai Tibetan District culture and tourism are combined for development to obtain the mode of ‘win-win’ and ‘multi-win’. Other links of industry value chains are not changed. However, they are regarded as his tourism resources, which are innovated and packaged into new tourism resources, thereby forming new tourism products. Extensions of tourism resources are enriched on the one hand, additional functions of other related industries are increased on the other hand, such as agriculture and animal husbandry in the first industry and industrial engineering in the second industry in Qinghai (please see figure 4).

‘Culture + tourism +’ ‘agriculture’ or ‘industry’ is adopted as an example. Firstly, other industry is directly regarded as the resources and new tourism attractions, thereby forming a new format of tourism. For example, agriculture culture in Qinghai Hehuang is regarded as the foundation in the development mode of culture+ tourism + agriculture’. The agriculture production process of the agriculture zone in the east of Qinghai Plateau, labor life scenes of all ethnic groups and typical minority rural landscape are regarded as new tourism attractions. The opportunity of overlapped tourism season and harvest time in Qinghai is utilized to provide tourists with different agriculture culture tourism experience. Meanwhile, industry cycle economic culture of establishing the province by ecology and developing without environment pollution in Qinghai is regarded as the basis in the development mode of ‘culture+ tourism + industry’. The industry production process, worker work and life scenes, factory landscape, etc.in many cycle industrial parks of Haixi state of Qinghai Province are regarded as the tourism resources for creating industry culture tourism formats.

The development mode based on multiple industries of ‘culture+ tourism + agriculture+ industry +’ as the resource is cited here. Firstly, ‘resources’ with similarity in Qinghai national culture and tourism in many industries should be discovered. Secondly, ‘the ‘resource monomer’ is regarded as the ‘core’ for developing novel tourism format. For example, agricultural products of highland barley, potatoes and rapeseed, are cited here. Leisure sight-seeing agriculture tourism integrating ‘farm labyrinth’, ‘farm sightseeing’, ‘farm labor experience’, ‘agriculture product initial processing and taste’, etc. can be formed through creative space planting, distribution and integration of Tu, Hui, Salar, etc. as mainstream culture in
the link of agriculture production. On the basis, highland barley wine industry production, beer industry production, industrial processing and manufacturing of potato extension products, industrial processing and production of rapeseed oil are combined for deriving new tourism formats.

‘CULTURE+ TOURISM +’ SUPPORTED BY ‘FUNCTION’

The model refers that the functions of other industries are similar with culture and tourism. The commonness is used for developing tourism industry, industrializing Qinghai national culture and developing other industries jointly through exploring Qinghai national culture. The functions of sports, education, medical care, exhibition, etc. are consistent with many functions of tourism industry, thereby further highlighting the functions of tourism. Meanwhile, the industry can be developed. Tourism also can be jointly developed with two or more than two industries besides single joint development of “culture+ tourism +” with the industries, such as the mode of “culture+ tourism + sports+ exhibition”.

REFERENCES