

Research on the Impact of the Belt and Road Strategy on China's Yunnan Tourism

Yixin Zhang

Xingyao Campus. Yunnan University Secondary School, Kunming 650000, China

Abstract: Since ancient times, the Southern Silk Road and the Maritime Silk Road have carried economic, cultural and political functions, promoted regional economic and trade cooperation, and promoted regional cultural integration. Yunnan is the intersection of the Maritime Silk Road and the Land Silk Road, and its geographical and strategic location is of great significance. In recent years, the central government has put forward the "the Belt and Road (B&R) " initiative. As one of the 13 provinces (municipalities directly under the Central Government) defined by the Silk Road Economic Belt, Yunnan has rich resource advantages, cultural advantages and regional advantages. Relying on its unique geographical advantages, rich natural resources and diverse folk culture, Yunnan has become one of the important tourist destinations in China. Especially with the deepening of the "B&R" initiative, Yunnan's international status has become increasingly prominent. The "B&R" strategy is of great significance to the development of Yunnan's tourism industry. On the one hand, it opens up markets for tourism, and on the other hand, it promotes the development of Yunnan's tourism industry to face the world. Based on the current situation of the development of Yunnan's tourism industry in the context of the "B&R" initiative, this paper analyzes the opportunities and challenges faced by the development of Yunnan's tourism industry in the context of the "B&R" initiative, and finally puts forward effective development strategies for Yunnan's tourism industry.

Keywords: The Belt and Road strategy; Yunnan of China; Tourism

1. Introduction

The "B&R" is an important achievement in the development of socialist diplomacy with Chinese characteristics in the new period, and is the general name of the "Silk Road Economic Belt" and the "21st Century Maritime Silk Road". The "B&R" is a tourism road, which plays a great role in promoting the promotion and development of world cultural heritage. Yunnan is located at the crossroads of the ancient Southern Silk Road in China, an important node province of the "B&R" initiative, and a "bridgehead" and "radiation center" of China facing South and Southeast Asia [1]. In recent years, the central government has put forward the major strategy of jointly building the "Silk Road Economic Belt" and the "21st Century Maritime Silk Road", which will vigorously promote exchanges, cooperation and development of countries along the line, and can further integrate the rich economic, natural and cultural resources of countries along the line [2].

With the improvement of people's life experience and mood, tourism has become a major symbol of people's pursuit of quality and quality of life. China's education, culture and entertainment and other service consumption continue to grow rapidly, accounting for about 50% of the

per capita consumption expenditure of residents. The development of the tertiary industry has become particularly important. People have better economic capacity and spare time to pursue their own inner "poetry and distance". China is entering the era of mass tourism [3]. As a province with serious poverty problems, Yunnan has made great efforts in economic development. Its GDP has been growing steadily under the changing economic environment in recent years. The main reason is that it has vigorously developed characteristic tourism with the support of the major policy of rural revitalization, grasped the general trend of the development of the times, and played its subjective initiative to make this development into a spiral rise [4]. In recent years, Yunnan has focused on building regional tourism resources, which has made great achievements in the development, but also faces bottlenecks. With the "B&R" initiative to break through the bottleneck of development, and to complement the development weaknesses is an important guarantee for the sustainable development of tourism in Yunnan, and an important factor to promote the economic development of Yunnan. Yunnan is adjacent to South Asia. Grasping the opportunity brought by the "B&R" initiative, scientifically making use of Yunnan's natural humanistic culture, tourism resources and convenient transportation

to comprehensively create a tourism culture with Yunnan characteristics, and realizing the internal and external linkage cultural tourism mechanism is an important guarantee for its sustainable development of tourism resources [5].

The development of Yunnan's tourism industry is not achieved overnight, but is a development path created by the national macro policy, local government support and people's hard work. Therefore, its development motivation is more of reference and guidance significance. The following is an analysis of its motivation.

2. Analysis on the Current Situation of Tourism Development in Yunnan

2.1 Analysis on the Advantages of Tourism Development in Yunnan

Yunnan is located in the southwest border ethnic area, and has a convenient geographical location for cultural exchanges between China and the outside world. It is an important gateway for the external development of China's tourism. At present, Southeast Asian countries with relatively developed tourism industry have received a large number of Chinese tourists in the opening up of tourism. Yunnan connects Southeast Asia and South Asia, and has relatively close ties with the countries in the Middle East. In the development of tourism, it can use its inherent advantages to learn from the tourism opening policies of Southeast Asian countries. Yunnan's geographical advantages, transportation conditions and economic center's carrying capacity provide important conditions for its tourism development. Yunnan can make full use of tourism resources to promote its own economic growth [6].

At present, the degree of industrialization in Yunnan is relatively low, and many traditional handicraft operation modes still exist. In the process of economic development, the damage to the environment is small, the original state of natural ecology is maintained well, and the climate conditions in Yunnan are good. Kunming, the capital of Yunnan, is known as the "Spring City". The climate conditions and temperature determine the long-term and richness of its tourism resources. There are many ethnic minorities in Yunnan, accounting for more than 30% of the total resident population in Yunnan. In addition to the Han nationality, there are five ethnic minorities in Yunnan with more than one million people. Various ethnic groups have formed a diversified ethnic blending ecology of large mixed and small settlements in Yunnan, and jointly constructed a national cultural system with diverse ethnic styles and diverse national cultural life [7]. The diversified cultural resources have attracted the attention of many tourists at home and abroad, and are an important part of Yunnan's tourism resources.

2.2 Analysis on the Disadvantages of Tourism Development in Yunnan

With the rapid development of Yunnan, more and more tourists enter Yunnan, and some of them have bad experiences in Yunnan, so they expose the irregularity or

chaos of Yunnan's tourism industry. For example, they expose that some tourism agencies compete for tourists through "negative group fee" and "zero group fee", and force tourists to buy and consume through various means in tourism, further increasing fees. As we all know, Yunnan is located in the border area. Due to the restriction of the regional environment, many areas have not been effectively developed and the economy is relatively backward. In general, there are still some inconvenience in cloud transportation, and there are still great restrictions on the mode of transportation, which also greatly hinders the communication between Yunnan and the outside world.

The regional advantages of Yunnan make many of its cultural and natural resources famous in the world. However, due to the limitation of funds, many excellent tourism resources have not been developed, and the asymmetry of information, so the economically backward regions cannot effectively promote themselves, and the tourism development process is relatively slow, which is very unfavorable for the healthy development of tourism in Yunnan, And this is not conducive to the protection of culture or natural resources in Yunnan [8]. At present, the content and form of some cultural tourism projects in Yunnan are still "superficial". The commercial nature is too strong and lacks connotation and depth, which cannot reflect the "original" ethnic cultural core, and it is difficult to create a unique cultural tourism brand label.

3. Innovative Development Strategy of Tourism in Yunnan

3.1 Promote Regional Tourism Integration

The "B&R" strategy focuses on integration in the development, building a "One Road" for tourism, closely linking the tourism industry in various regions, and promoting the integration of tourism development while also making the development of tourism more standardized. The "B&R" initiative points out that in order to promote the long-term development of tourism, relevant countries and regions should strengthen tourism cooperation, broaden tourism horizons, realize resource sharing, and jointly shape international boutique tourism routes and tourism products. Driven by the "B&R", Yunnan has great development advantages. It can jointly strengthen the development of Shangri La with Sichuan and Tibet, thus promoting its overall development, and effectively solving the regional management disputes [9]. Yunnan should make full use of its unique geographical advantages and the development opportunities of the "B&R" initiative, scientifically plan the development pattern of tourism industry, explore and innovate the development model of tourism industry, actively participate in tourism cooperation, promote cultural exchanges and tourism promotion with surrounding provinces (Guizhou, Guangxi, Sichuan, Tibet, etc.) and surrounding countries (South Asia, Southeast Asia), and promote the construction of "cross-border tourism cooperation zones", Build inter-provincial tourism integration and cross-border tourism integration to realize

complementary and shared tourism resources, as shown in Figure 1.

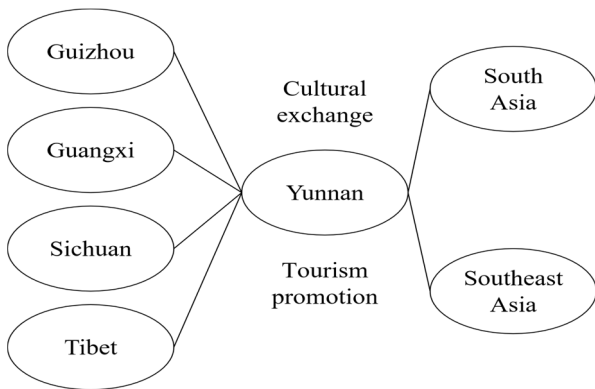


Figure 1 Tourism integration

With the deepening of international exchanges and the increasing penetration of international culture, Yunnan has become more and more closely connected with neighboring countries. Border tourism has become a new form and direction of tourism development in Yunnan, and also a new growth point to promote the economic development of Yunnan.

3.2 Strengthen the Protection of National Culture and Ecological Environment

The advantages of Yunnan tourism development mainly lie in the beautiful natural environment and rich human resources, which are the key content of tourism development and the unique development characteristics of Yunnan. In the tourism development of Yunnan, it is not only necessary to further increase the development of ecological and environmental resources, but also to strengthen its protection, never to sacrifice the environment to maximize economic benefits, but to create more valuable tourism products through various measures [10]. Yunnan's national culture is relatively rich, and also contains a strong national flavor. Therefore, we should pay enough attention to the protection of traditional national culture, avoid the loss of cultural resources, and also provide a basis for cultural research.

Rich human resources and beautiful natural environment are the main advantages of the development of tourism in Yunnan, and this is also the unique development characteristics of tourism in Yunnan and the key content of its development. Yunnan should cooperate with surrounding provinces and countries along the Silk Road to deeply explore the cultural history and brand connotation of the Silk Road, reproduce the historical situation through film and television creation, cultural performance, cultural relics exhibition and other ways, develop boutique tourism projects and products with the distinctive color of the "B&R", jointly build the "Southern Silk Road Cultural Corridor", improve the cultural experience of consumers, and promote regional economic cooperation and development, as shown in Figure 2.

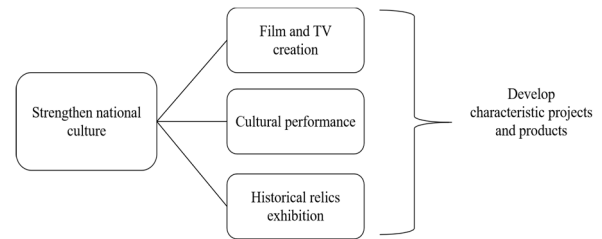


Figure 2 Strengthening national culture

Relevant departments must attach great importance to the protection of their traditional national culture and further avoid the loss of cultural resources, so as to better provide cultural research basis for relevant researchers. In the process of tourism development in Yunnan, we should continue to standardize tourism services and standardize the behavior of employees, so that Yunnan tourism work can be carried out smoothly and orderly. At the same time, Yunnan is also required to actively introduce or cultivate international tourism talents through "external introduction and internal training" to respond to the international development trend and enhance the connotation of international cooperation.

4. Conclusions

The development of Yunnan's tourism industry is an important part of China's overall improvement and development. The launch of the "B&R" development strategy has also brought great opportunities for the development of Yunnan's tourism. The establishment of the "B&R" international ecotourism network and the cultivation of green tourism industry will become the trend of tourism development. Adhering to the "route heritage" and promoting the "route culture" is the core element of the tourism development of cultural routes. The tourism development of cultural routes can not only promote the sustainable development of the South Silk Road, but also promote the cultural integration and people-to-people communication in the areas along the route. Yunnan should take effective measures according to its actual situation, formulate scientific and feasible tourism development initiatives, maximize the development advantages of Yunnan's tourism industry, promote the internationalization of the tourism market, and promote the steady and sustainable development of Yunnan's tourism industry. At present, the transportation is becoming more convenient, the interaction between the regions along the South Silk Road is enhanced, the exchanges and exchanges are more frequent, the exchange and integration between regional cultures and national cultures are more rapid, the economic ties are closer and the cooperation is deeper. In the context of the new era, we should grasp the principles and give full play to the advantages of tourism resources along the cultural routes of the Southern Silk Road to further promote the development of cultural tourism in Yunnan. Combining the characteristics of Yunnan's ethnic culture, creating a comprehensive and diversified tourism project with ecology, experience, entertainment and sightseeing will

become the new direction of Yunnan's tourism development.

References

1. Zhu Tao, Li Yaping. "the Belt and Road initiative" strategy under the background of the core competitiveness of city award-winning tourism-taking Kunming as an example [J]. *Shanghai Urban Management*, 2021, 30(6):6.
2. Yang Kui, Zhao Shuzheng. Research on the Innovative Development of Yunnan Tourism from the Perspective of "the Belt and Road initiative" Initiative [J]. *Public Investment Guide*, 2019(10):2.
3. Wang Lu. Analysis of the development of tourism in the Belt and Road initiative Lower Yunnan [J]. *Holiday Tourism*, 2018(1):4.
4. Duan Yajun. Research on the Development of Yunnan Tourism under the Background of "the Belt and Road initiative" [J]. *Sci-tech Economic Guide*, 2018, 26(34):97-98+100.
5. Zhang Yu, Xiong Yinquan. Yunnan tourism development problems and countermeasures under the background of "the Belt and Road initiative" [J]. *Information Weekly*, 2018(10):1.
6. Yu Yuanyuan, Mei Yuting. A Study on the Tourism Development of Yunnan Section of the Southern Silk Road under the Background of "the Belt and Road initiative" [J]. *baise university Journal*, 2019, 32(6):7.
7. Li Yinpeng, Huo Bei, Jie Gao. Ecological development model and countermeasures of sports tourism resources in Yi areas of Yunnan under the background of "the Belt and Road initiative" [J]. *Tourism Overview: the second half of the month*, 2019(4):1.
8. Liang Ruqian, Wang Guan, Liu Jing. Planning and construction strategy of China-Lanmei national border tourist scenic road-based on the perspective of strengthening national cultural soft power [J]. *Tourism Overview: the second half of the month*, 2019 (9).
9. Wang Ou, Zhang Yating. High-quality development motivation of rural revitalization-taking Yunnan characteristic tourism as an example [J]. *Industrial Innovation Research*, 2021(19):3.
10. Yang Yan. A Study on Tourism Poverty Alleviation of Ethnic Minorities in Northwest Yunnan in the Context of "the Belt and Road initiative" [J]. *Journal of Minzu University of China: Philosophy and Social Sciences Edition*, 2018(2):10.