

Exploration of Tourism Development of Ethnic Food and Culture Resources in Western Guangxi

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Abstract: With the rapid development of China's economy and society, tourism has become an important pillar of industry, driving local economic growth. The western region of Guangxi has abundant ethnic food and cultural resources. Ways to reasonably develop and utilize these resources, integrate ethnic food and culture into the tourism industry, and become a new engine driving regional economic development is a topic worth exploring. On the basis of analyzing the characteristics and current development status of ethnic food culture resources in Western Guangxi, this article proposes corresponding development strategies and suggestions.

Keywords: Guangxi; Ethnic culinary culture; Tourism resource development

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1. Introduction

The Western Guangxi region is located in the western part of Guangxi Zhuang Autonomous Region, China. It is a multi-ethnic region with a unique ethnic cuisine culture. These culinary cultures not only enrich the daily lives of local people but also provide valuable resources for the development of the tourism industry. In recent years, with the rise of tourism, the development of ethnic food and cultural resources in Western Guangxi has gradually received attention. This article aims to analyze the characteristics and current development status of ethnic food culture resources in Western Guangxi and propose corresponding development strategies and suggestions.

2. The value of Western Guangxi ethnic catering culture in the tourism Industry

2.1. Cultural heritage value

The cuisine culture of the Guangxi ethnic group is an important component of traditional Chinese culture. Its unique cooking techniques, sources of ingredients and dietary customs all contribute to the inheritance and promotion of the excellent culture of the Chinese nation. Through the tourism development of the ethnic cuisine culture in Western Guangxi, more people can understand and be exposed to this precious cultural heritage,

thereby enabling the inheritance and promotion of ethnic culture ^[1].

2.2. Value of tourism resources

The ethnic cuisine culture in the Western Guangxi region has rich local characteristics, attracting a large number of tourists to come and experience. Developing ethnic food and cultural resources can provide rich tourism products for the tourism industry and enhance the attractiveness of tourist destinations ^[2]. Ethnic cuisine and cultural tourism can also be combined with other tourism resources, such as landscape, historical culture, folk customs, etc., to form composite tourism products and further enhance the overall competitiveness of the tourism industry.

2.3. Economic value

The tourism development of ethnic food and cultural resources in Western Guangxi helps to promote the development of the local tourism industry and drive the prosperity of related industrial chains. The development of the tourism industry will directly drive the growth of industries such as catering, accommodation, transportation and shopping, creating more employment opportunities for the local area and promoting economic growth ^[3]. Through the tourism development of ethnic cuisine culture, the added value of local agricultural and sideline products can be increased, the upgrading of the agricultural industry can be promoted and the income of farmers can be increased.

2.4. Social value

The development of ethnic cuisine and cultural tourism in Western Guangxi can not only enrich the cultural experience of tourists and improve their cultural literacy but also enhance communication and understanding among different ethnic groups and promote ethnic unity. Tourism can enhance the confidence of ethnic culture in the Western Guangxi region and enhance ethnic cohesion. In addition, tourism can also drive the improvement of local infrastructure and enhance the quality of life of residents.

3. Characteristics of ethnic dietary and cultural resources in Western Guangxi

3.1. Rich ethnic dietary

Dietary culture is an important component of national culture, referring to the comprehensive combination of all dietary items formed by the structure of people's dietary production and lifestyle, processes, functions, etc. Along the development process, the ethnic groups in Western Guangxi have created an outstanding and splendid national food culture, including Yao-meat, Zhuang Honglan wine, Zhuang boiled-sliced cold chicken, Mulao white meat, Maonan "three acids", etc. ^[4] In addition, due to the different folk customs of different ethnic groups, each ethnic group in the Western Guangxi region has its own unique festive food etiquette, holiday accommodations and flavored snacks.

3.2. Regional characteristics with strong mountain and wild local flavors

Most ethnic minorities in the Western Guangxi region live in mountainous areas and the good ecological environment endows them with rich ecological foods, such as various wild vegetables etc. Therefore, the cuisine culture of the Western Guangxi ethnic group has a strong mountain and wild flavor, and the sources of ingredients will also change in different seasons, such as various wild vegetables (ferns, bamboo shoots, fish plants, *Maianthemum japonicum*, etc.), wild mushrooms (shiitake mushrooms, grass mushrooms, fir tree mushrooms, pig liver mushrooms, etc.), and various edible exotic wild animals (mountain frogs, mountain

mice, etc.), which are deeply loved by local ethnic minorities and have become their delicious dishes ^[5].

3.3. Unique ethnic cooking techniques

Due to the influence of natural conditions and the ecological environment, the Shaomin ethnic group in Western Guangxi has gradually developed unique cooking techniques, such as simmering, roasting, stir-frying, stewing and pickling. They are extremely specific about the ingredients and ingredients used in cooking, and the resulting cuisine combines various flavors such as sour and spicy, fresh and light-flavoured ^[6]. The Zhuang and Dong ethnic groups like to eat raw meat, but they are more picky about seasoning, the Yao and Zhuang people's bamboo tube chicken and bamboo tube food are cooked in bamboo tubes. Ethnic minorities such as the Miao and Dong ethnic groups are limited by the ecological conditions of their residential areas, resulting in a relatively insufficient supply of fresh vegetables. As a result, they have gradually developed a dietary habit of storing sour food ^[7].

3.4. Rich ethnic wine culture and tea culture

In the culinary culture of ethnic minorities in Western Guangxi, people often use wine and tea to entertain guests, so the local wine and tea culture is also highly ethnic. In the Western Guangxi region, alcohol and tea are not only daily beverages but also representatives of ethnic culture. Firstly, in terms of wine culture, there are various types of wine in Guangxi, such as the Zhuang Longji water wine known as the "Eastern Magic Water", the Yao sweet potato wine, fruit wine and the Dong Chongyang wine ^[8]. There are various drinking cultures, such as "singing wine", "blocking wine", and "changing wine." Secondly, in tea culture, Guangxi also has a rich variety of tea varieties, such as insect tea from the Miao ethnic group, oil tea from the Yao ethnic group and dragon spine tea from the Zhuang ethnic group, all of which are characteristic beverages in the region.

3.5. Integrating ethnic culture into the diet

Chinese culinary culture originated in the Xia and Shang dynasties, and after a long development process, food and culture have long been integrated and inseparable. Diet is a concentrated reflection of regional culture and at the same time, culture is the condensation of Chinese cuisine. Through ethnic dietary habits, one can understand the dietary culture of the ethnic group, which also brings together numerous other cultural phenomena ^[9]. The ethnic cuisine in the Western Guangxi region itself contains extremely rich cultural connotations. The cultural heritage of the local ethnic minorities can be understood from their annual festivals and rituals. The two complement each other, with each other having its own.

4. Current situation of tourism development of ethnic food and culture resources in Western Guangxi

4.1. Blindly following the trend and lacking local characteristics

The Western Guangxi region has extremely rich dietary resources, but in terms of tourism development status, many local specialty foods are still in an awkward situation of being not recognized by the public and even showing gradually disappearing trends. Local snacks with unique flavors such as white meat, blood activating and Maonan "three acids" are difficult to find in local hotels and restaurants. In addition, with the increasing frequency of economic and cultural exchanges, some restaurants, in order to cater to the taste of tourists, blindly pursue the completeness and variety of food, blindly copying the cuisine of other regions and neglecting local characteristics ^[10]. In the cultural tourism festival activities of "one county celebrating one festival together," it is rare to see local specialty foods, but more common foods such as grilled chicken and lamb skewers are seen at other food exhibitions and sales events.

4.2. Weak cultural development efforts

The ethnic cuisine culture in the Western Guangxi region not only has rich ethnic characteristics but also rich cultural connotations. For example, in Li Shizhen's "Compendium of Materia Medica," there is a record about black rice, which states that "black rice has the effects of nourishing Yin and nourishing the kidneys, strengthening the spleen and warming the liver, nourishing Qi and blood, generating fluids and brightening the eyes, activating tendons and strengthening bones, promoting bowel movements, stopping diarrhea and anti-aging and beauty preservation." However, in the "Tan Family Genealogy" carved during the Qianlong period of the Qing Dynasty, there is a related record about Maonan's "three acids." In addition, there are related folk stories and legends about the Yao people's tofu, Zhuang people's five-colored rice, and other foods. However, in the process of developing tourism resources, the profound cultural connotations contained in these ethnic diets have not been fully explored and reflected.

4.3. Insufficient promotion of food culture

The Guangxi region is a multi-ethnic gathering area with a rich and diverse culinary culture. However, currently, in the region's tourism promotion, the focus is mainly on promoting natural scenery, while the promotion of food culture is not given enough attention. Take "Brazilian hemp" as an example. It is produced in Bama, the world's famous longevity town and has high health care value and medicinal value. It can be made into a variety of delicacies such as Congee, hemp oil, hemp tofu and hemp health tea. It is a tourism resource with local characteristics^[11]. However, in the local tourism promotion in Bama, the focus is still on promoting tourist routes and attractions, and there are very few recommendations for related food products. The hometown of longevity did not promote its longevity food well, indicating the local promotion of other dietary products. The survey found that there is no official social media account or website dedicated to introducing and promoting local food culture in Western Guangxi and the lack of publicity on food culture will inevitably affect the healthy development of tourism to a certain extent.

5. Tourism development path of ethnic food and culture resources in Western Guangxi

5.1. Explore cultural connotations and highlight local characteristics

With the advent of the era of experiential experience, more and more people choose to leave their hometown and experience and appreciate the cultural landscapes and ethnic customs of other regions. During tourism, people hope to enjoy various delicious dishes, understand the cultural connotations of food and experience a rich and diverse dining environment. In this context, in the process of developing ethnic food and cultural resources in the Western Guangxi region, attention should be paid to exploring their cultural connotations. By collecting and introducing the background, history, stories, legends and other aspects of ethnic food and cultural resources, tourists can have something to eat and enrich their cultural experience^[12]. On this basis, the local area should also pay attention to creating a food and cultural environment with ethnic characteristics and integrate ethnic cultural characteristics into the layout of the restaurant environment. Taking Luocheng Mulao Autonomous County as an example, in its tourism promotion, it is necessary to incorporate Mulao culture into restaurant decoration while reflecting the ethnic characteristics of cuisine. For example, waiters should wear ethnic's traditional clothing and be equipped with tableware with ethnic cultural elements to create a dining environment full of ethnic flavor for tourists, allowing them to experience ethnic characteristic delicacies while understanding ethnic cultural knowledge, achieving multiple satisfaction in taste, vision, and spirit and bringing more diverse tourism experiences to tourists, thereby promoting the development of local tourism industry.

5.2. Develop experiential tourism models that involve food culture participation

Developing a participatory, experiential tourism model for food culture can not only bring tourists a richer tourism experience but also allow them to experience the rich ethnic and cultural characteristics of food culture, effectively promoting the promotion and dissemination of local ethnic culture. Therefore, in the process of developing ethnic food culture resources in Western Guangxi, various food culture experience projects should be actively launched, allowing tourists to participate in the food production process and experience the unique charm of ethnic food ^[13]. For example, specialized cooking courses can be established, where local chefs can teach tourists how to make authentic Guangxi cuisine, allowing them to gain a deeper understanding of the local culinary culture while learning about the cooking process. In addition, an exhibition hall for ethnic culinary culture can be established to showcase the culinary history, ingredient sources, cooking techniques and other aspects of the Western Guangxi region, allowing tourists to have a more comprehensive understanding of the Western Guangxi culinary culture during their visit.

5.3. Strengthen the promotion and publicity of food culture

In order to enhance the visibility and influence of the ethnic food culture in Western Guangxi, the local government should strengthen the promotion and publicity of food culture. Various ethnic food and cultural festivals can be held to attract tourists and increase the popularity of Guangxi's ethnic food and culture. At the same time, use Internet platforms, such as Weibo, WeChat official account, Tiktok, etc., to promote the national food culture in Western Guangxi so that more people can understand and love Western Guangxi cuisine ^[14]. In addition, local tourism resources can be combined to launch characteristic food tourism routes, attracting tourists to taste delicious food and experience ethnic culture.

5.4. Cultivate talents in the food culture industry

In the process of developing ethnic food culture resources in the Western Guangxi region, it is also necessary to attach importance to cultivating talents in the food culture industry. Local governments can cultivate a team of chefs with professional skills and ethnic characteristics by setting up cooking schools, training courses, etc., to provide talent support for the development of ethnic cuisine culture in Western Guangxi. At the same time, encourage local youth to start businesses and support them in opening restaurants and homestays with ethnic characteristics, providing tourists with a better dining experience.

5.5. Protecting the ecological environment of food culture

The ethnic culinary culture in the Western Guangxi region is closely related to its ecological environment. Therefore, in the process of developing culinary cultural resources, attention should be paid to protecting the local ecological environment. It can be done through strengthening ecological environment protection, ensuring the sustainability of food sources, and providing tourists with green and healthy cuisine ^[15]. At the same time, by advocating green tourism, guiding tourists to travel in a civilized manner, reducing their impact on the environment and jointly protecting the food culture and ecological environment of the Western Guangxi region.

6. Conclusion

In summary, the tourism development of ethnic food and culture resources in the Western Guangxi region should focus on exploring cultural connotations, highlighting local characteristics, developing experiential tourism models for food and culture participation, strengthening the promotion of food and culture, cultivating talents in the food and culture industry, and protecting the ecological environment of food and culture. Through these

measures, the development of ethnic food and cultural resources in Western Guangxi will be closely integrated with the development of tourism, promoting the local economy and promoting and inheriting ethnic culture.

Disclosure statement

The author declares no conflict of interest.

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