

## Research on the Development of Minority Tourism Cultural and Creative Industry in Northwest Guangxi under the Background of "One Belt One Road"

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**Abstract:** Under the background of "One Belt One Road", new vitality and space has been injected into the development of the tourism and cultural industry of ethnic minorities in Northwest Guangxi, which can open up a new development path. Therefore, it is necessary to focus on the development of innovative ethnic tourism and cultural and creative industries. Model, to create a good brand effect, so as to promote the efficiency and quality of the development of the ethnic minority tourism and cultural and creative industries in Northwest Guangxi.

### 1. Introduction

Guangxi is the autonomous region with the largest ethnic minority population in my country. It is home to about 12 ethnic minorities, including the Zhuang, Yao, Miao, Hui, and Yi nationalities, which nurture a splendid national culture. In the context of the current "One Belt, One Road" initiative, in order to fully promote the western region to realize the vigorous development of the regional economy, it is necessary to focus on the development of ethnic minority tourism and cultural and creative industries, and build a tourism and cultural and creative industry with ethnic culture as the core. Type, thereby effectively enhancing the level of economic development in Guangxi, and promoting the continuous increase of local people's income, thereby injecting vitality into my country's socialist economic construction.

### 2. The "Belt and Road" background has promoted the development of Guangxi ethnic minority tourism and cultural and creative industries

The so-called "One Belt One Road" mainly refers to the "Silk Road Economic Belt" and the "21st Century Maritime Silk Road". It is an important development strategy in the construction and development of our society, which can enrich the types of social and economic industries in our country. The construction and development of my country's economy inject new vitality, and at the same time, it fully relies on the country's existing bilateral and multilateral mechanisms and the existing effective regional cooperation platform to create a new development pattern of my country's economy <sup>[1]</sup>. Under this background, it also provides a brand-new guide for the development of my country's Guangxi ethnic minority tourism and cultural and creative industries, which can make my country's Guangxi regional economy present a good development trend, and seek under the guidance of the "Belt and Road" A new development path. In the development stage of the ethnic minority tourism and cultural and creative industry, we can fully rely on the guidelines of the "One Belt and One Road", focus on expanding our market scope, adapt to the international market, and build a brand-new Guangxi ethnic minority tourism and cultural and creative industry with international standards The development model forms a new situation in economic development, and this is also conducive to the continuous innovation of economic development in Guangxi, so as to use regional economic development to fully promote the social and economic level, form a virtuous cycle of economic development in Guangxi, and promote the development of my country's industry Presenting a thriving situation.

### **3. Status Quo of the Development of Minority Tourism Cultural and Creative Industries in Northwest Guangxi**

#### **3.1 Not fully reflecting the national individuality and regional characteristics**

In the development stage of my country's ethnic minority tourism and cultural industry in Guangxi, the primary problem is that it does not fully reflect the national individuality and regional characteristics, resulting in poor development efficiency in the market. The main reason for this problem is that Guangxi region has a dominant position in the development stage of agriculture, and has formed inertial thinking for a long time, and the development of the cultural and creative industry is still in the exploratory stage. The corresponding knowledge reserves and development experience Slightly weak, which led to the lack of national individuality and regional characteristics in the design stage of the cultural and creative industry, which imposed certain restrictions on the development of the cultural and creative industries of ethnic minorities in northwest Guangxi.

#### **3.2 Lack of high-end cultural creative design talents**

Talents play a vital role in the development stage of the cultural and creative industries of ethnic minority tourism in Northwest Guangxi. In practice, there is a serious shortage of high-end cultural and creative design talents. The main reason for this problem is the non-ethnic minority in Guangxi. The genetic inheritance is aging, and many ethnic minority cultures are being lost, and there is a lack of high-level creative talents in the design field. This has led to problems such as insufficient creativity and poor innovation in the development of tourism, cultural and creative industries, which has led to certain limitations in industrial development. Is not conducive to the development of ethnic minority tourism and cultural and creative industries in Guangxi.

#### **3.3 The homogeneity of the market is serious and lack of freshness**

There is also a certain market homogeneity in the development stage of the tourism and cultural and creative industries of the ethnic minorities in Northwest China. The existence of this phenomenon leads to a lack of freshness in the industry during the development stage, and fails to give the public a refreshing feeling in the appreciation stage, which is not conducive to Guangxi. The development of regional tourism and cultural and creative industries. In practice, the main manifestation is that most tourist souvenirs have a certain similarity with the souvenirs in the market, the design of products is low, the product style pays attention to the form and other aspects are more serious, which leads to the lack of freshness of tourism cultural and creative products, and Failure to show the characteristics of ethnic cultural and creative products is not conducive to the improvement of market satisfaction.

### **4. Development strategy of tourism and cultural and creative industries of ethnic minorities in northwest Guangxi under the background of "One Belt One Road"**

#### **4.1 Innovating development paths, highlighting national individuality and regional characteristics**

In the context of "One Belt One Road", in order to effectively improve the development level and efficiency of the cultural and creative industries of ethnic minority tourism in northwest Guangxi, it is necessary to focus on innovative development paths in the development stage, and highlight the national individuality and regional characteristics in the product design stage. Attracting the attention of the public, and then attracting more people to consume, this is conducive to the improvement of the economic profits of the minority tourism and cultural and creative industries<sup>[2]</sup>. In practice, it is necessary to focus on the international market according to the needs of the "Belt and Road" development to expand the development space and market scope of the industry. Domestic consumers and international consumers can be advanced as Guangxi minority tourism culture. Create industry audiences, and then create a cultural and creative industry development model that is more in line with the needs of consumer groups. It is committed to improving the audience's experience at the consumption stage, so that the audience can feel the

innovative national personality and experience the region. The characteristics allow consumers to have a good experience at the consumption stage, thereby improving the efficiency of the development of Guangxi's ethnic minority tourism and cultural and creative industries, attracting more consumers to consume here, and helping the regional economy to achieve the goal of vigorous development.

#### **4.2 Vigorously cultivate high-end cultural creative design talents**

In the development stage of the ethnic minority tourism and cultural and creative industries in northwest Guangxi, talents play a vital role. The quality of talents also determines whether the ethnic minority tourism and cultural and creative industries in northwest Guangxi can fully grasp the development trend of the "Belt and Road". Therefore, it is necessary to focus on cultivating high-end cultural and creative design talents, so as to ensure that Guangxi shows good development trends and space in the stage of regional economic development. The first is to vigorously cultivate high-end cultural and creative design talents within the scope of ethnic minorities, and strengthen the inheritance of intangible cultural heritage of ethnic minorities to prevent non-genetic inheritance problems. At the same time, the cultural elements of ethnic minorities are incorporated in the design stage of cultural and creative products. In order to improve the quality of cultural and creative product design. <sup>[3]</sup> The second is to call on professionals in cultural and creative product design to join in the inheritance and learning of the intangible cultural heritage of ethnic minorities, so that intangible cultural elements can be incorporated in the design stage to improve the quality of the design. The above measures can also ensure that there is a steady supply of high-end cultural and creative talents in the development stage of Guangxi's ethnic minority tourism and cultural and creative industries, and improve the development efficiency and quality of the industry.

#### **4.3 Build up a national brand and shape a personal image**

Originality and uniqueness can have a positive effect on the development of Guangxi ethnic minority tourism and cultural and creative industries. Therefore, it is necessary to pay full attention to the construction of national cultural brands with originality and original design methods, and then to the social consumer groups. Form a good word-of-mouth effect within the community, gain the favor and recognition of the audience, and create a good personality image to expand the development space of Guangxi's ethnic minority tourism and cultural and creative industries, and then achieve the promotion of the development trend of the "Belt and Road" Good development efficiency and level <sup>[4]</sup>. For example: "March 3rd" Cultural Festival, Impressions SanJie Liu, Tonggu Folk Song Culture and Art Festival, Mulao Nationality Yiding Festival of Luo city, etc. These are relatively outstanding brand designs, and they also need to be committed in the subsequent development process. Constructing national brands, shaping individual images, focusing on the originality and uniqueness in the design process, to improve the satisfaction of market consumers, and to promote the organic integration of cultural symbols of Western ethnic minorities and modern cultural and creative products. Expand the scope of the audience, so as to realize the stable and efficient development of Guangxi ethnic minority tourism and cultural creative industry.

### **5. Conclusion**

In summary, in the context of the "One Belt, One Road" initiative, in order to comprehensively improve the development efficiency and quality of the cultural and creative industries of ethnic minorities in northwest Guangxi, we must pay attention to detailed analysis and discussion of the current development status of the tourism industry, and Develop targeted development measures based on the problems. Through analysis and research, the article introduces measures such as innovative development paths, cultivating high-end creative design talents, and shaping national brand characteristics, which are used to promote the development of ethnic minority tourism and cultural and creative industries in Northwest Guangxi.

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