

## A Study on Strategies for Protecting Minority Languages in Frontier Tourism Areas

Ping Yang<sup>1\*</sup>, Yanxin Bi<sup>2</sup>, Chaomin Zhang<sup>3</sup>

<sup>1</sup>Department of Tourism and Leisure Management, Yunnan Land and Resources Vocational College, Kunming, 650217, China

<sup>2</sup>Department of Tourism and Leisure Management, Yunnan Land and Resources Vocational College, Kunming, 650217, China

<sup>3</sup>Yunnan Land and Resources Vocational College, Kunming, 650217, China

\*Corresponding Author

**Keywords:** Frontier, Tourist areas, Ethnic minorities, Language protection, Strategy

**Abstract:** Language has always been an important symbol of a nation and is the most intuitive manifestation of a nation's culture. As a typical multi-ethnic country, each of the 56 ethnic groups has an irreplaceable national language. Among them, the minority languages of frontier tourism are also an integral part of China's diverse culture. Due to the uniqueness of its region, how to protect this kind of language requires feasible scientific strategies. At present, with the popularization of new media and new technology, the frontier tourism minority languages are facing the crisis of insufficient protection or even assimilation. Therefore, this paper expounds the significance of minority language protection in border tourism areas, and on this basis discusses the strategies of minority language protection in border tourism areas.

### 1. Introduction

The minority languages in the frontier tourism areas are regarded as an important cultural component of the Chinese nation. Strengthening the protection of the minority languages in the border tourism areas obviously highlights its practical value and historical function. At present, due to the influence of many new media, cultural exchanges among different ethnic groups are becoming more and more frequent. This is good news for the minority languages in the marginal tourism areas. In addition, under the background of global economic and cultural communication, the cultural blending between the whole world is also showing a trend of full swing. Scientific and reasonable protection of minority languages in border tourism areas is facing new challenges and opportunities of the times. Under the effect of continuous and innovative protection, minority languages in border tourism areas can be truly protected, thus truly highlighting the charm and value of minority languages.

### 2. The Importance of Protecting Minority Languages in Frontier Tourism Areas

#### 2.1 Language is an Outstanding Symbol to Distinguish Different Nationalities

Language is regarded as the most obvious symbol of a nation. The domestic ethnic groups have the characteristics of diversity. Therefore, it is necessary to fully respect each ethnic group, especially the ethnic groups in the border tourism areas, and pay attention to the local language. The Constitution clearly states that all ethnic groups have the right to freely apply and develop the languages and scripts of their own regions. Therefore, ethnic minorities in border tourism areas are also members of the People's Republic of China and should respect their language and writing. In fact, the protection of the local language is just respect for their legitimate rights and indirectly protects the diverse ethnic groups.

## **2.2 The Language of Frontier Tourism Minorities Contains Rich Information**

Language is regarded as one of the most direct expressions of culture, which leads to the existence of language not only as a medium of communication, but also as a brand or even a treasure of culture. In the language system of ethnic minorities in frontier tourism, there are profound cultural information, involving legends, stories, philosophies, fables and other cultural forms of frontier tourism. Doing a good job in the protection of minority languages in border tourism can effectively present the cultural characteristics of minority languages in these border areas, thus making the culture in border tourism minority areas in our country more colorful. For example, “Gesar” written by Tibetan people in Tibet and “Jangar” written by Mongolian people all originate from the languages and cultures of these border tourism minorities. In addition, the culture of these areas gradually became the core source of literary and artistic works, and some movies and TV plays were also created by exploring the language ways of border tourism minorities. Compared with the cultural materials already discovered, the minority languages of frontier tourism also contain regional information. Ethnic minority languages in border tourism are regarded as important prerequisites for regional culture and social affiliation. The development of regional culture is naturally difficult to separate from the languages of the regions to which it belongs, especially the regional culture of ethnic minorities in border tourism, which is closely related to the local ethnic languages. These are all manifestations of rich information in language packs of border tourism ethnic minorities.

## **2.3 The Study of the Culture of the Tourism Minorities in the Border Areas Cannot Ignore the Local Minority Languages**

In order to study the culture of tourism minorities in the border areas, we must first study the local minority languages. Only when we understand the local minority language can we further study the minority culture. Language is regarded as an important carrier of culture. If we want to fully study the local minority culture, we can't ignore the study of the local minority language. Of course, before the study of language, we should make sure that language has fresh vitality. In other words, if the language of a frontier tourism nation has tended to decline, no one can use or even understand it, then it is difficult to study its derivatives. Therefore, only on the premise of ensuring that the frontier tourism minorities have strong vitality, can we ensure the feasibility of ethnic cultural research.

## **3. On the Strategies of Protecting Minority Languages in Frontier Tourism**

With the disappearance of minority languages in frontier tourism becoming more and more serious, domestic government departments have fully realized the importance of protecting minority languages in these areas and promulgated relevant policies aimed at comprehensively protecting minority languages in these frontier tourism areas. However, due to the influence of new media, there are still many problems in protecting the languages of these regions. Therefore, it requires relevant workers to implement scientific and all-round protection strategies to ensure that the languages of border tourism minorities are in a stable state.

### **3.1 Strengthening the Legislative Progress of Intangible Culture**

In the process of protecting the minority languages in frontier tourism, we must strengthen the protection by means of effective legislation. The state has established relevant protective legislation for intangible cultural heritage, the cultural department has established a special organization for the protection of intangible cultural heritage, and the State Ethnic Affairs Commission has assumed the responsibility of recording and rescuing endangered language data. The above measures are based on macro-level regulation and control, thus effectively protecting the languages of border tourism minorities. However, in terms of the current situation of protecting local languages and the perspective of integrity, there are still many blind spots in how to better protect the languages of border tourism minorities, thus leading to problems that cannot be solved in practice. Therefore, to

strengthen the protection of the languages of border tourism minorities, we should actively construct the legislative work to protect the intangible cultural heritage so as to ensure the protection of the languages of border tourism minorities through important channels of legislation. In addition, when protecting the languages of border tourism ethnic minorities, it should be noted that it is far from enough to focus on the level of result-based legislation, and procedural legislation should also be done to implement procedural legislation on the protective steps and countermeasures of the languages of border tourism ethnic minorities, and to continuously define the corresponding actions on how to protect the languages of border tourism ethnic minorities. Furthermore, when protecting the languages of border tourism ethnic minorities, government agencies must fully embody the function of a bridgehead, and through the investment of capital and technology, effectively speed up the process of language protection in border tourism ethnic minority areas. Especially in ethnic autonomous regions, it is even more necessary to formulate corresponding plans according to the actual protection situation of the local frontier tourism ethnic languages, and to strive for the cooperation and support of the local government organs at higher levels as much as possible, so as to jointly promote the further development of the local ethnic languages and ensure the orderly implementation of the plans.

### **3.2 Make Full Use of the Technology and Tools in the Information Situation**

When protecting the languages of border tourism ethnic minorities, we should make full use of modern information technology, so as to avoid its possible adverse impact on the local language protection, and transform it into an effective incentive scheme, which is regarded as an important factor in protecting the languages of border tourism ethnic minorities and provides the necessary space for strengthening the protection of languages. With the help of information technology media in the new era, it will provide important and necessary conditions for the further development of minority languages in border tourism. For example, in the current social environment, it is necessary to make full use of information technology tools, connect with the situation of data information base, and construct a voice database belonging to local ethnic minorities, so as to provide necessary information data for its storage and application. The standardized storage of cultural data, historical data and language data related to the languages of border tourism ethnic minorities provides important data information for the analysis of experts and scholars and the in-depth study of future generations, and also lays a solid prerequisite for the protection of the languages of these ethnic minorities. In addition, modern information technology can be used to classify and sort out the information of the minority languages in frontier tourism, expand large-scale information organization, integrate relevant information, meet the research of experts and scholars in relevant fields, overcome the defects such as the fragmentary nature of minority language materials, resolve the problem of differences in information modules, and promote the orderly dissemination of minority languages in frontier tourism with the help of new media.

### **3.3 Carry out Targeted Research on the Languages of Tourism Minorities in the Border Areas**

When protecting the minority languages of frontier tourism, it is obviously unsustainable to rely only on the strength of a small group of researchers, and it is even more impossible to guarantee the quality and effect of protecting the minority languages of frontier tourism. Therefore, when protecting the minority languages of frontier tourism, we must actively take measures to protect the minority languages and bring the analysis of minority languages of frontier tourism into the normative teaching system. First, social organizations must be supported by government agencies and departments, strengthen the research on the languages of border tourism ethnic minorities, record their languages through information technology and databases, and analyze in depth the cultural information contained in the languages of these border tourism ethnic minority regions. On the other hand, when protecting the languages of border tourism ethnic minorities, colleges and universities should fully highlight the functions and functions of their guides. Through discipline construction, system optimization and other ways to further implement the study of frontier tourism minority languages related work. At the same time, some other units in the society must actively

explore the economic components that may be contained in the languages of the border tourism minority areas. For example, the exploration results of the languages of the border tourism minority areas should be presented on the Internet or on the screen.

### **3.4 Strengthen the Education Level of the Languages in the Border Tourism Minority Areas**

In the process of protecting the languages of the border tourism minority areas, the settlements and schools of the border tourism minority can be taken as the starting point to strengthen teachers' and students' mastery of the minority languages in these areas and their abilities. Through the revision and compilation of teaching materials, the ability to protect the local minority languages in these areas can be enhanced, the previous teaching methods can be optimized or even innovated, and the local minority languages can be expanded and disseminated through students. According to this, we can start from the following specific points: First of all, bilingual teaching methods should be carried out in the areas inhabited by border tourism minorities. Teachers should not only use Putonghua to explain, but also learn the local minority languages, so as to be able to deliver accurate expression content and correct pronunciation. Therefore, we should consciously improve teachers' professional quality, organize and train teachers' teaching quality of minority languages in frontier tourism, and accelerate the progress of protecting minority languages in frontier tourism through efficient teaching steps. Secondly, scientifically and reasonably compile the teaching materials of the minority languages of frontier tourism, link with the actual teaching situation, and define the characteristics of the teaching materials such as scientificity, nationality and pertinence. Finally, the language teaching mode in the border tourism minority areas should be innovated, the previous teaching methods should be continuously improved, the teaching system should be optimized with the help of new technologies and technologies, the teaching quality should be strengthened, and the language protection process in the border tourism minority areas should be promoted.

## **4. Conclusion**

The language of frontier tourism minority areas is regarded as an important part of culture in China. At present, there are many difficulties in the protection of the languages in the tourism minority areas in the border areas. Therefore, it is imperative to strengthen the protection of the language in the border tourism minority areas. In concrete practice, through legislation and perfection of intangible culture, through changing the previous teaching mode and strengthening the analysis of languages in border tourism minority areas, the protection of minority languages in this area can be comprehensively and comprehensively done.

## **Acknowledgment**

Scientific research fund project of Yunnan Provincial Department of Education in 2020 (Teachers): The research of minority language protection under the cultural tourism industry promoting-- take Yunnan Province as an example (2020J0960).

## **References**

- [1] Liu Xiangyou. Protection and inheritance of endangered minority languages in the context of "Internet +" [J]. National studies in Guizhou, 2017,38 (12): 217-220.
- [2] Xiao Jianfei, Liu Haichun. Minority language protection in intangible cultural heritage protection [J]. Heilongjiang ethnic series, 2011 (04): 140-145
- [3] Xiang Huibin. The protection and inheritance of minority languages in China from the perspective of language ecology [J]. Journal of Hanshan Normal University, 2014,35 (05): 76-80