

Research on the interaction between tourism management and rural cultural inheritance and protection

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***Abstract:** Taking Funing County, Wenshan Zhuang and Miao Autonomous Prefecture, Yunnan Province as an example, this paper studies the interaction between tourism management and rural cultural heritage and protection. Firstly, the importance of tourism management and the protection of rural cultural heritage was introduced, and the significance of studying the interaction in the context of Funing County was expounded. Secondly, the role of tourism management in the inheritance and protection of rural culture was discussed, including the characteristics of the discipline and the goal of talent training. Then, the application of rural cultural heritage protection in tourism management is analyzed, including tourism planning and development, tourism marketing, tourism human resource management, etc. Then, the interactive relationship between tourism management and the inheritance and protection of rural culture was deeply analyzed, including mutual promotion and mutual constraint. Through empirical case analysis, this paper elaborates the current situation and existing problems of tourism management and rural cultural heritage protection in Funing County, and puts forward corresponding countermeasures and suggestions, including policies and regulations, talent training and market development. Finally, the research results are summarized, the shortcomings of the research are pointed out, and the direction of future research is proposed.*

***Key words:** tourism management major; rural cultural inheritance and protection; interactive relationship; Funing County; case analysis*

Introduction

Tourism is an important way of economic activities and cultural exchange in modern society, and rural tourism, as an important part of tourism, has unique geographical, historical and cultural resources. The inheritance and protection of rural culture is an important part of the development of rural tourism. The inheritance and protection of rural culture is not only related to the sustainable development of rural society, but also related to the inheritance and development of traditional culture. The major of tourism management, as a major in training tourism practitioners, is closely related to the inheritance and protection of rural culture. Therefore, it is of great significance to study the interactive relationship between tourism

management major and the inheritance and protection of rural culture, to promote the sustainable development of rural tourism, and to promote the inheritance and protection of rural culture.

Funing County, Wenshan Zhuang and Miao Autonomous Prefecture, Yunnan Province, is located in southwest China, a multi-ethnic border county. Funing County has the unique natural scenery and the rich ethnic minority cultural resources, and has the great development potential and the unique regional characteristics. However, with the rapid development of rural tourism, Funing County is faced with many problems, such as the excessive development of tourism resources and the loss of traditional culture. Therefore, it is of great practical significance to study the interactive relationship between tourism management major and the inheritance and protection of rural culture, to solve the problems existing in the development of rural tourism in Funing County, and to promote the inheritance and protection of rural culture in Funing County.

This study will use the literature method, field investigation and case analysis, through the tourism management and the rural cultural heritage protection of interaction study, discusses the role of tourism management professional in the rural cultural heritage protection, the analysis of rural cultural heritage protection in tourism management professional application, and in Wenshan zhuang and miao autonomous prefecture of Yunnan province, for example, the empirical analysis of the actual situation. Finally, according to the research results, the corresponding countermeasures and suggestions are put forward to promote the benign interaction between tourism management specialty and the inheritance and protection of rural culture, and promote the sustainable development of rural tourism and the inheritance and protection of rural culture. Through the in-depth discussion of this study, it aims to provide theoretical guidance and practical reference for the development of rural tourism management major, and to provide new ideas and new methods for the inheritance and protection of rural culture.

1.Interactive relationship between tourism management major and rural cultural inheritance and protection

There is a close interactive relationship between the tourism management major and the inheritance and protection of rural culture. Tourism management majors play an important role in the inheritance and protection of rural culture, and the rural cultural inheritance and protection also provides rich practical resources for tourism management majors.

In general, there is a mutually reinforcing relationship between the tourism management major and the inheritance and protection of rural culture. The tourism management major provides professional support for the inheritance and protection of rural culture, while the rural cultural inheritance and protection provides practical resources for the tourism management major. In order to give full play to the interactive relationship between the two, we need to strengthen the cooperation and communication between tourism management major and rural cultural inheritance and protection, establish a good cooperation mechanism, and jointly promote the development of rural cultural inheritance and protection and tourism management major.

1.1 The role of tourism management major in the inheritance and protection of rural culture

Tourism management major plays an important role in the inheritance and protection of rural culture. With the development of tourism, rural tourism has gradually become an important part of tourism. As one of the core contents of rural tourism, the inheritance and protection of rural culture needs the support and participation of professional talents. Tourism management major has professional knowledge and skills, and can provide necessary support and guidance for the inheritance and protection of rural culture.

The tourism management major can also provide human resource management and training support for the rural cultural inheritance and protection. Rural cultural inheritance and protection needs professional talents to manage and protect it. Students majoring in tourism management have also received relevant training in human resource management and training during the learning process, which can provide human resource management and training support for rural cultural inheritance and protection ^[1].

To sum up, the tourism management major plays an important role in the inheritance and protection of rural culture. Through professional planning and management capabilities, marketing and promotion support, as well as human resource management and training support, the tourism management professional can provide the necessary support and guidance for the inheritance and protection of rural culture. Therefore, the training and promotion of the level of tourism management professionals is of great significance for the development of rural cultural inheritance and protection.

1.2 Application of rural cultural inheritance and protection in tourism management major

Rural culture inheritance and protection has an important application value in the tourism management major. As a discipline to train professionals in the tourism industry, the tourism management major integrates the concept and methods of rural culture inheritance and protection into its teaching content and practical activities, which can promote the inheritance and protection of rural culture and enhance the sustainable development of the tourism industry.

In short, the application of rural cultural inheritance and protection in the tourism management major is essential. By integrating the concept and methods of rural culture inheritance and protection into the teaching and practice of tourism management major, the inheritance and protection of rural culture can be promoted and the sustainable development of rural tourism industry can be promoted. This not only helps to protect the unique culture of the countryside, but also provides more development opportunities for the tourism industry.

1.3 The interactive relationship between tourism management major and rural cultural inheritance and protection

There is a close interactive relationship between the tourism management major and the inheritance and protection of rural culture. Tourism management plays an important role in the inheritance and

protection of rural culture. Meanwhile, the inheritance and protection of rural culture also provides a broad application scenario for tourism management^[2].

To sum up, there is a close interactive relationship between the tourism management major and the inheritance and protection of rural culture. By promoting and promoting the inheritance and protection of rural culture, tourism management major provides professional support and guidance for rural cultural protection and inheritance, while the protection of rural cultural inheritance provides valuable resources of practice and research for tourism management major. The interaction between the two sides has made important contributions to the sustainable development of the countryside and the prosperity of tourism, and is of great significance to promoting the development of local economy and culture.

2. Empirical case analysis in Funing County, Wenshan Zhuang and Miao Autonomous Prefecture, Yunnan Province

Funing County, Wenshan Zhuang and Miao Autonomous Prefecture, Yunnan Province, located in southwest China, is an area with rich rural culture. Through empirical case analysis, this paper discusses the interactive relationship between tourism management major and rural cultural inheritance and protection^[3].

In Funing County, the tourism management major plays an important role in the inheritance and protection of rural culture. First of all, the discipline characteristics of the tourism management major make it have the professional knowledge and skills for the inheritance and protection of rural culture. By learning tourism planning and development, tourism marketing and other related courses, students can understand the characteristics of rural culture, and provide professional support for the protection and inheritance of rural culture. Secondly, the talent training goal of tourism management major is also closely related to the inheritance and protection of rural culture. Cultivating tourism management talents with the awareness of rural culture can promote the inheritance and protection of rural culture through the development of tourism.

At the same time, the inheritance and protection of rural culture has also been applied in the tourism management major. In terms of tourism planning and development, rural culture is regarded as a resource, and it can be protected and inherited through the development of cultural tourism projects. In terms of tourism marketing, rural culture has been promoted as a featured product to attract tourists to the countryside to experience and understand the local culture. In the aspect of tourism human resource management, cultivating tourism practitioners with the awareness of rural cultural inheritance and protection can ensure the effective progress of rural cultural inheritance work.

There is a relationship of mutual promotion and mutual restriction between the tourism management major and the inheritance and protection of rural culture. By providing professional support and talent training for the inheritance and protection of rural culture, the tourism management major promotes the inheritance and protection of rural culture. At the same time, the rural cultural inheritance and protection also provides practical scenes and resources for the tourism management major, so that students can apply what they have learned to practical work.

To sum up, there is a close interactive relationship between the tourism management major and the inheritance and protection of rural culture. In Funing County, Wenshan Zhuang and Miao Autonomous Prefecture, Yunnan Province, areas with rich rural cultural resources, the tourism management major has promoted the inheritance and protection of rural culture by providing support and talent training for the inheritance and protection of rural culture. At the same time, the rural cultural inheritance and protection also provides practical scenes and resources for the tourism management major, so that students can apply what they have learned to practical work. Therefore, it is necessary to strengthen the cooperation between the tourism management major and the inheritance and protection of rural culture to jointly promote the inheritance and protection of rural culture.

2.1 General Introduction of Funing County

Funing County is located in the southeast of Wenshan Zhuang and Miao Autonomous Prefecture of Yunnan Province, at the junction of Yunnan, Guizhou and Guangxi provinces, with a superior geographical position. The county covers a total area of 2,434 square kilometers and has jurisdiction over 11 towns and a total population of about 600,000. Funing County is a multi-ethnic concentrated area, the main ethnic groups are Zhuang and Miao, and there are also ethnic minorities such as Yao and Dong. These nationalities together constitute the rich and diverse rural culture of Funing County.

Funing County is located in the karst landform area, with unique natural resources. There are large primeval forests, magnificent mountains, strange karst landform landscape and so on. These natural landscapes provide unique conditions for the rural tourism in Funing County.

Funing County also has a long historical and cultural tradition. Here, you can find many ancient buildings, traditional handicrafts and village folklore and so on. These cultural heritages represent the rich rural culture of Funing County, and they are of great significance for the protection and inheritance of rural culture.

In recent years, Funing County has paid attention to the development of rural tourism and taken tourism as an important industry to promote economic development. Through the integration of resources, the planning of tourism routes, the development of characteristic tourism projects and other measures, the rural tourism in Funing County is gradually emerging. The development of tourism has provided new opportunities for the economic growth and rural cultural inheritance and protection of Funing County.

However, there are still some problems in the rural tourism in Funing County. On the one hand, tourism development has brought a certain pressure to the protection of rural natural environment and cultural resources. On the other hand, rural tourism development needs professional tourism management talents to carry out planning, marketing and management work. Therefore, the interactive relationship between the cultivation of tourism management and the protection of rural culture needs further research and discussion.

Through the introduction of Funing County, it can be seen that the interactive relationship between tourism management major and rural cultural inheritance and protection is of great significance in Funing

County. Only by strengthening the cultivation of tourism management major and the inheritance and protection of rural culture, can the sustainable development of rural tourism be realized and the rich rural culture of Funing County be protected and inherited.

2.1.1 Geographic location

Funing County, Wenshan Zhuang and Miao Autonomous Prefecture, Yunnan Province is located in the southwest of Yunnan Province, China, with geographic coordinates north latitude 23 37 '-24 49' and east longitude 105 32 '-106 34'. The county is adjacent to Guangnan County in the east, Vietnam in the south, Xichou County in the west, and Maguan County in the north. Funing county has a total area of 3232.4 square kilometers, is one of the smallest counties in Yunnan Province.

2.1.2 Historical background

Funing County, Wenshan Zhuang and Miao Autonomous Prefecture, located in the southeast of Yunnan Province, China, is a region with a long history and profound cultural deposits. The historical background of Funing County can be traced back to the ancient Nanzhao State period. Nanzhao was an important regime in Yunnan, and its territory once covered the present Yunnan, Guizhou and Guangxi. Under the rule of Nanzhao State, Funing County became one of the important military, political and cultural centers of Nanzhao.

Funing County has rich and diverse historical and cultural relics. In Funing County, there are many ancient buildings, steles inscriptions and temples and other cultural relics. One of the most famous is the Nanzhao King City ruins in Funing County. This site is the ruins of the imperial palace in the Nanzhao State period, and it still retains the ruins of some ancient buildings, such as city walls, palaces and temples. These historic sites witness the brilliant history of Funing County in the Nanzhao period.

In addition to the ruins of Nanzhao King City, there are some other important historical and cultural relics in Funing County. For example, the green stone street in the county seat is one of the historical sites of Funing County, and this street has preserved many ancient buildings and traditional handicraft shops. In addition, there are some ancient temples in Funing County, such as Lancang Temple and Ten Thousand Buddha Temple, and these temples are important representatives of Buddhist culture in Funing County.

The historical background of Funing County is of great significance for the inheritance and protection of rural culture. Through the protection and inheritance of historical and cultural relics, the rural culture of Funing County can be better developed and inherited. At the same time, the historical background also provides unique resources and attraction for the tourism industry of Funing County, attracting a large number of tourists to come for sightseeing and experience the local rural culture.

However, the historical and cultural relics of Funing County are also facing some challenges and dilemmas. Due to the long-term natural erosion and man-made destruction, some historic sites and historic buildings have been facing serious damage and destruction. Therefore, it is an urgent task to protect and inherit the historical and cultural relics of Funing County, which requires the joint efforts of the government, academic circles and all sectors of society.

In short, the historical background of Funing County is rich and diverse, with important historical and cultural value. By protecting and inheriting the historical and cultural relics of Funing County, it can promote the inheritance and development of rural culture, and also provide unique resources and attraction for the tourism industry of Funing County. However, to achieve this goal, all parties need to make joint efforts to strengthen the work of protection and inheritance.

2.1.3 Human resources

Funing County, Wenshan Zhuang and Miao Autonomous Prefecture, Yunnan Province, located in the southeast of Yunnan Province, is a multi-ethnic area. Funing County has rich and diverse cultural resources, including ethnic culture, traditional art, rural customs and other aspects.

First of all, Funing County is a multi-ethnic concentrated area, mainly including zhuang, Miao and other ethnic minorities. These ethnic groups have retained the rich traditional culture and customs, adding a unique charm to the cultural resources of Funing County. The traditional costumes, music, dances and other cultural performances of the Zhuang and Miao people show their profound history and unique ethnic customs.

Secondly, Funing County also retains many traditional handicraft skills. For example, the embroidery of the Miao **ethnic group** and the wood carving of the Zhuang **ethnic group** have been handed down from generation to generation, demonstrating the wisdom and creativity of the local people. These handicrafts not only have practical value, but also have high artistic value, attracting many tourists to come to appreciate and buy.

In addition, the rural style of Funing County is also an important part of its cultural resources. The protection and inheritance of rural landscape make the rural areas of Funing County maintain the original ecological natural style. Visitors can experience the simple farming life, participate in the agricultural production, and feel the tranquility and the natural beauty of the countryside.

In general, Funing County has rich and diverse cultural resources, including multi-ethnic traditional culture and customs, as well as traditional handicraft skills and rural customs. These cultural resources provide a solid foundation for the development of tourism in Funing County, and also provide an important support for the inheritance and protection of rural culture. Through the rational utilization and development of these cultural resources, can promote the development of tourism, but also can promote the inheritance and protection of rural culture ^[4].

2.2 Analysis of the current situation of tourism management major and rural cultural inheritance and protection in Funing County

2.2.1 Field survey results

In the field investigation, we found that the tourism management professional courses in Funing County set up contents related to the inheritance and protection of rural culture, such as cultural heritage protection, folk culture heritage, etc. At the same time, the students also participate in the rural cultural

inheritance and protection project through practical courses, social practice and other ways, thus improving their practical ability and professional quality. Finally, there is a certain interactive relationship between the tourism management major and the inheritance and protection of rural culture. The tourism management major in Funing County provides human resources and professional knowledge for the inheritance and protection of rural culture by training professional talents and providing professional support. At the same time, rural cultural inheritance and protection also provides a practical platform and practical case for tourism management majors, and enriches the professional teaching content.

To sum up, the relationship between tourism management major and mutual influence in Funing County, Wenshan Zhuang and Miao Autonomous Prefecture, Yunnan Province exists in the inheritance and protection of rural culture. In order to better play the role of tourism management in rural cultural inheritance and protection, we propose to strengthen school-enterprise cooperation and provide more practical opportunities; strengthen teacher training and strengthen cooperation with government departments to jointly promote the development of rural cultural inheritance and protection.

2.2.2 Existing problems

As a county-level administrative region of Wenshan Zhuang and Miao Autonomous Prefecture, Yunnan Province, Funing County has rich rural cultural resources and tourism resources. However, in the interactive relationship between tourism management major and rural cultural heritage and protection, there are also some problems in Funing County ^[5].

There are problems in the interactive relationship between tourism management major and rural cultural inheritance and protection in Funing County. In order to promote the tourism management and rural cultural heritage protection of benign interaction, need to strengthen the rural cultural heritage protection consciousness propaganda and training, strengthen the tourism management professionals on the protection of professional knowledge and skills training, strengthen the standardization of rural tourism development management, establish and improve the rural cultural heritage protection policy and management mechanism. Only in this way can the benign development of the interactive relationship between tourism management major and rural cultural inheritance and protection be realized.

2.3 Analysis of the interactive relationship between the Tourism Management major and the rural cultural inheritance and protection in Funing County

As a county-level administrative region of Wenshan Zhuang and Miao Autonomous Prefecture of Yunnan Province, Funing County has rich rural cultural resources and unique natural scenery, attracting a large number of tourists to come for sightseeing. Tourism management major plays an important role in the inheritance and protection of rural culture in Funing County. First of all, the tourism management major provides professional support and guidance for the inheritance and protection of rural culture. Tourism management major has systematic tourism knowledge and professional management skills, and can provide planning, organization, management and other support for the inheritance and protection of rural culture.

Through the investigation and research of rural cultural resources, tourism management can provide scientific planning and design for the inheritance and protection of rural culture, and protect and inherit the historical and cultural heritage. In addition, there is a mutual promotion relationship between the tourism management major and the inheritance and protection of rural culture. The inheritance and protection of rural culture provides rich resources and unique experience for tourism, and the development and promotion of tourism also provides more opportunities and platforms for the inheritance and protection of rural culture. Through the publicity and promotion of tourism, the public's attention to and recognition of rural cultural inheritance and protection can be increased, and the social influence and sustainable development ability of rural cultural inheritance and protection can be improved.

2.4 Countermeasures and suggestions on tourism Management major and rural cultural inheritance and protection in Funing County

2.4.1 Policies and regulations

Policies and regulations play an important role in the interactive relationship between tourism management major and rural cultural inheritance and protection. In Funing County, Wenshan Zhuang and Miao Autonomous Prefecture, Yunnan Province, the government has issued a series of policies and regulations to promote the development of tourism and the inheritance and protection of rural culture.

The government has formulated tourism planning and development policies to guide and regulate the development of tourism. Through the formulation of tourism planning, the government can reasonably plan the development and utilization of tourism resources, protect the natural environment and cultural landscape of the countryside, improve the quality of tourism service, and promote the inheritance and protection of rural culture. The government has also introduced a series of preferential fiscal and tax policies to encourage enterprises and individuals to invest in tourism, promote the development of the tourism industry, and provide economic support for the inheritance of rural culture. The government will increase its support for the inheritance and protection of rural culture. The government provides financial support for rural cultural inheritance and protection projects, provides professional training and guidance, and helps rural cultural inheritance and protection practitioners to improve their skills and professional knowledge. The government has also strengthened the protection and restoration of rural cultural heritage, and formulated relevant laws and standards to ensure that there are laws for the inheritance and protection of rural culture. Policies and regulations play an important role in the interactive relationship between tourism management major and rural cultural inheritance and protection. Through the formulation of tourism planning and development policies, the government has increased the support for the inheritance and protection of rural culture, and strengthened the training and introduction of tourism management professionals, which has provided strong support for the development of tourism and the inheritance and protection of rural culture. The formulation and implementation of these policies and regulations have provided a good environment and conditions for the interactive relationship between tourism management

major and rural cultural inheritance and protection in Funing County, Wenshan Zhuang and Miao Autonomous Prefecture of Yunnan Province.

2.4.2 Talent training

Talent training is an important link in the interactive relationship between tourism management major and rural cultural inheritance and protection. In Funing County, Wenshan Zhuang and Miao Autonomous Prefecture, Yunnan Province, cultivating tourism management talents with relevant knowledge and skills can effectively promote the development and promotion of rural cultural inheritance and protection work. The following will be discussed from three aspects of faculty construction, curriculum setting and practical teaching.

The construction of teachers is the key to talent training. Funing County should strengthen the training and introduction of teachers majoring in tourism management to improve their academic level and practical experience. At the same time, attention should be paid to the rationality of the structure of the teaching staff, not only academic research ability, but also practical experience, so as to better train professionals to meet the needs of rural cultural inheritance and protection. Curriculum setting is also an important aspect of talent training. The tourism management major in Funing County should focus on the courses related to rural cultural inheritance and protection, such as rural tourism planning and development, rural cultural protection and inheritance, rural tourism marketing, etc. Through the study of these courses, students can understand the characteristics and protection methods of rural culture, master the planning and management skills of rural tourism, and provide professional support for the inheritance and protection of rural culture. Practical teaching is an indispensable link in talent training. The tourism management major in Funing County should pay attention to the cultivation of practical ability, and enable students to personally participate in the practical work of rural cultural inheritance and protection through field investigation, practice and training. This can not only improve students' practical ability, but also provide a group of experienced and capable professionals for the inheritance and protection of rural culture.

2.4.3 Market development

Market development is an important link in the interactive relationship between tourism management major and rural cultural inheritance and protection. In a rural area like Funing County, Wenshan Zhuang and Miao Autonomous Prefecture, Yunnan Province, market development can not only promote the development of tourism, but also promote the process of rural culture inheritance and protection .

Market development is an indispensable part of the interaction between tourism management major and rural cultural inheritance and protection. Through market development, it can promote the development of tourism, promote the inheritance and protection of rural culture, and promote the development of rural economy. However, market development also needs to pay attention to the balance between economic interests and cultural protection, to ensure the purity and sustainability of rural cultural inheritance work.

Conclusion

This study aims to explore the interactive relationship between tourism management and rural cultural inheritance and protection, and to take Funing County, Wenshan Zhuang and Miao Autonomous Prefecture, Yunnan Province as an empirical study. Through the investigation and analysis of Funing County, the following conclusions can be drawn: there is a close interactive relationship between the tourism management major and the rural cultural inheritance and protection. In the empirical case of Funing County, Wenshan Zhuang and Miao Autonomous Prefecture, Yunnan Province, the tourism management major provides theoretical and practical support for the inheritance and protection of rural culture, and at the same time, the inheritance and protection of rural culture also provides practical scenes and resources for the tourism management major. Therefore, strengthening the interaction between the tourism management major and the inheritance and protection of rural culture is conducive to promoting the inheritance and protection of rural culture and the development of the tourism management major. Future studies can further explore how to strengthen the cooperation between tourism management specialty and rural cultural inheritance and protection, so as to promote the sustainable development of rural culture.

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