

# Ethnic Tourism and Sustainable Development: An Ethnic Language and Culture Preservation Strategy



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# Language contact



Language contact entails contact between distinct languages either through written form or through social contact between speakers.







# Objective of the study

- To explore impact of tourism on indigenous people the Dai people and their language and culture.

- To explore ethnic tourism as a preservation strategy for ethnic language and culture.

It addresses the role of intangible cultural heritage and indigenous knowledge in promoting sustainable development for the indigenous people as well as other relevant peoples and organizations.



# Preliminary findings



A research project “A Comparative Case Study of Tai Lue in Xishuangbanna and Nan Province: Towards Sustainable Tourism”

Preliminary findings will be discussed.



# Research Questions



1. What are the impacts of tourism on the Dai people?
2. Is tourism a cause of linguistic/cultural deterioration or revitalization?





# Research Site



The village of Manchunman, located in Southwest China. The site was chosen for its popularity as a tourist destination, and thus intense contact compounded by economic needs.

The Xishuangbanna Dai Garden (西双版纳傣族园有限公司) received the title of AAAA level, designated as a must-visit destinations on tour itineraries.







# Participants and Procedures

- Library research: history, people, and relevant information on language and culture
- Questionnaire and in-depth interview to elicit (1) the participants' attitudes towards their own ethnic language and culture as well as ethnic tourism business in the community, (2) the domains on their language use, and (3) the perspective on indispensable 'Dai-ness' reflecting the identity of the Dai people
- Participant Observation



# The Dai Park



The Dai villages and The Xishuangbanna Dai Park Company, Ltd.





# The Dai Park



- Established in 1998
- Xishuangbanna's Dai Park, where everyday is water splashing festival, Eat Dai food for a day, learn Dai song and dance, become Dai for a day
- Received AAAA label from CNTA in 2002, a must-visit destination on tour itineraries



# Number of tourists





# Income





# The Plan



- The Park claims to have been operating under its guiding principle 'Protection is Development'
- “We must protect the Dai's rich traditional culture; protect their traditional wooden houses on stilts; protect the traditional household culture and the Dai's warm hospitality; protect Dai cultural and religious artifacts. From beginning to end, uphold respect for the group's ethnicity, uniqueness, protection, participation, civilization, and rural life. In holding the protection of tourist resources in the highest regard, the Park will through protecting these resources pursue development, through development pursue protection.” (Xishuangbanna Dai Park, 2004:88)

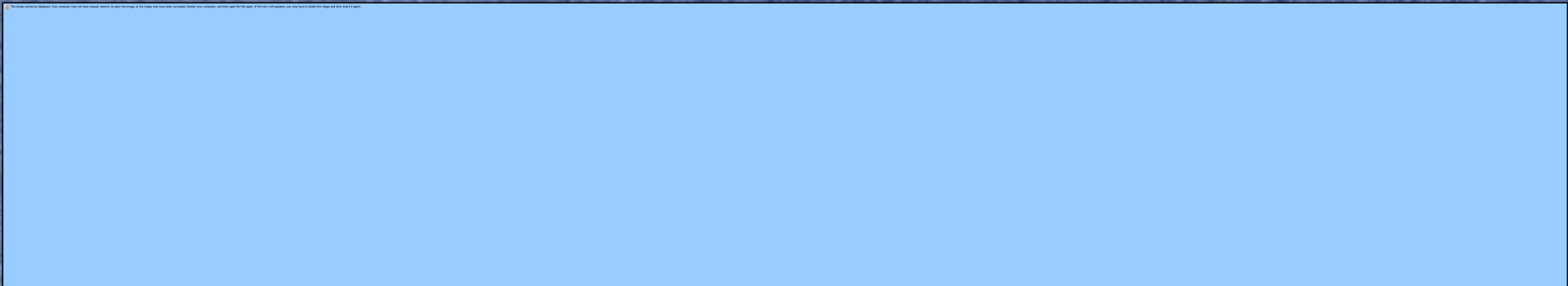


# Xishuangbanna and Its Peoples

- 2000 Census: Officially, 13 ethnic minority groups recognized in Xishuangbanna; Dai (傣族), Han (汉族), Hani (哈尼族), Yi (彝族), Lahu (拉祜族), Bulang (布朗族), Jinuo (基诺族), Yao (瑶族), Miao (苗族), Hui (回族), Va (佤族), Zhuang (壮族)
- A survey revealed 44 ethnic minority groups found in Xishuangbanna



# Xishuangbanna and its peoples





# Xishuangbanna and its language



- The Dai language: spoken and written
- The present status
- The impact of foreign languages





# Linguistic attitude and ethnolinguistic vitality



- Positive and negative attitudes towards the future of the Dai language and culture
- Pride in being Dai



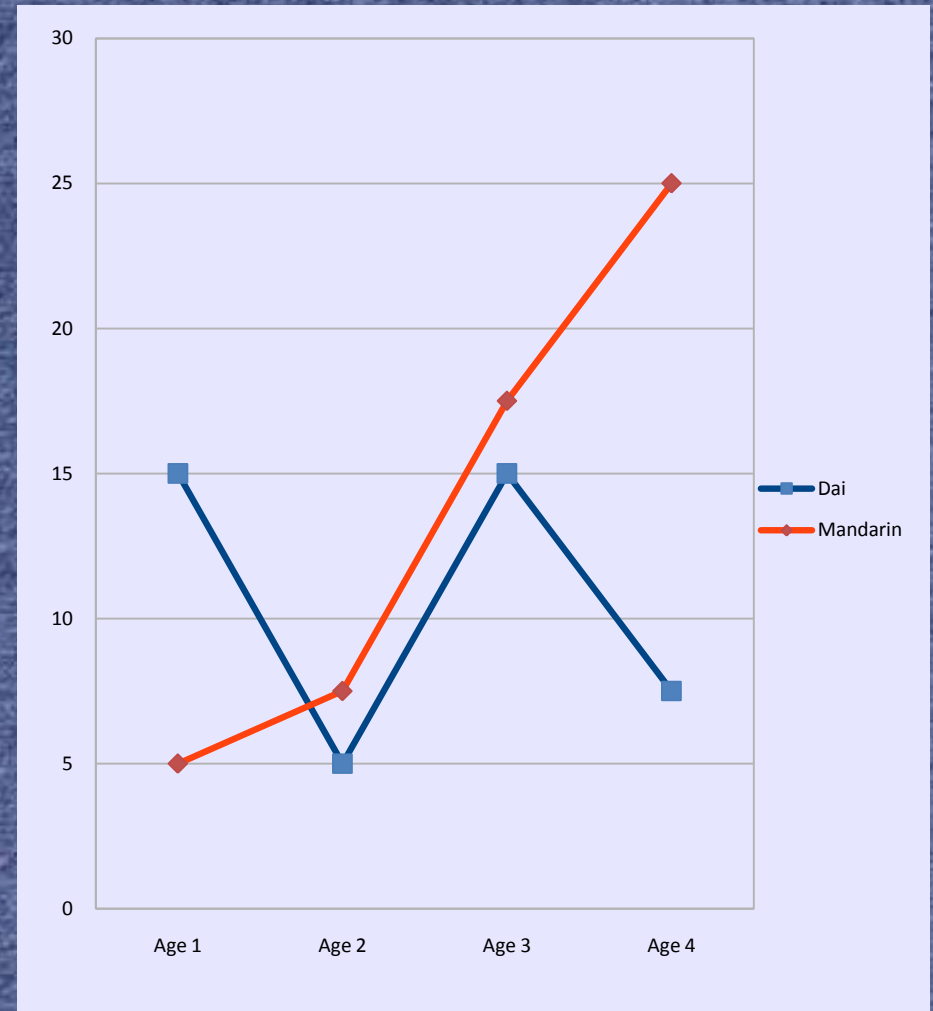
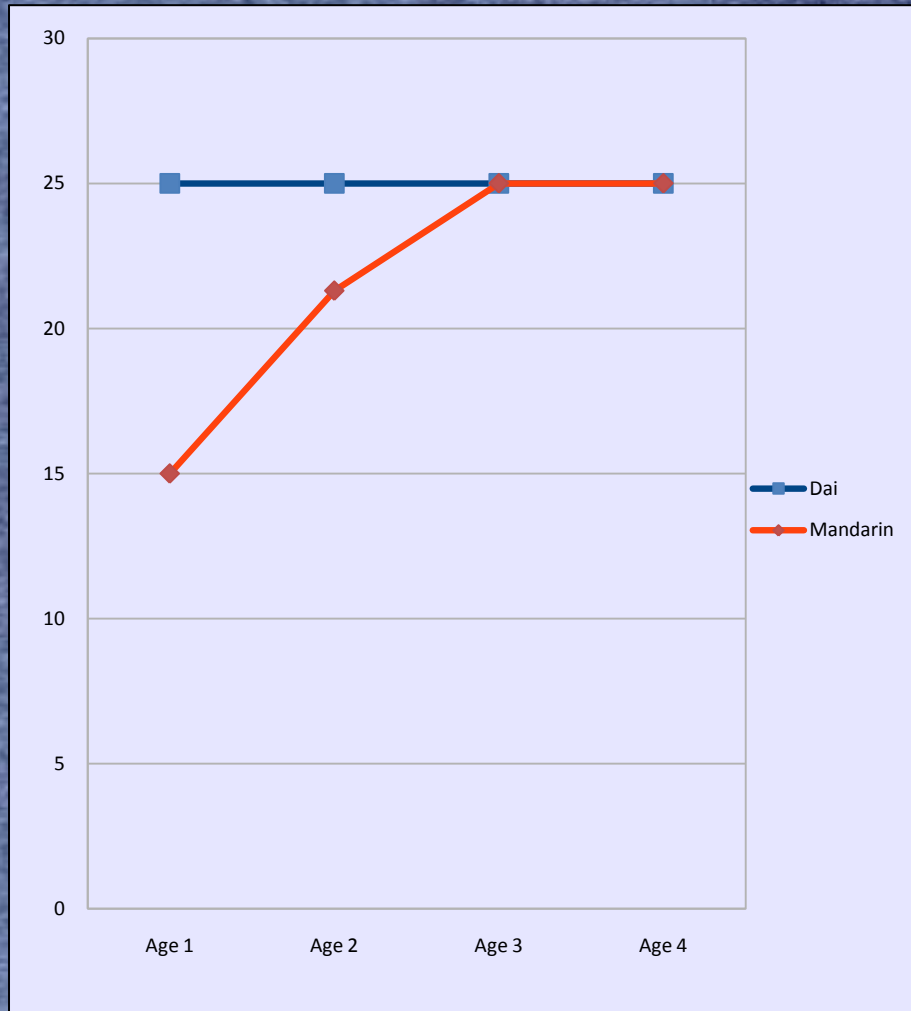


# Age group

- Age Group 1: over 61 years old
  - Age Group 2: 41-60 years old
  - Age Group 3: 26-30 years old
  - Age Group 4: 18-25 years old
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- 20 participants in each age group, 10 male 10 female
  - A total of 80 participants

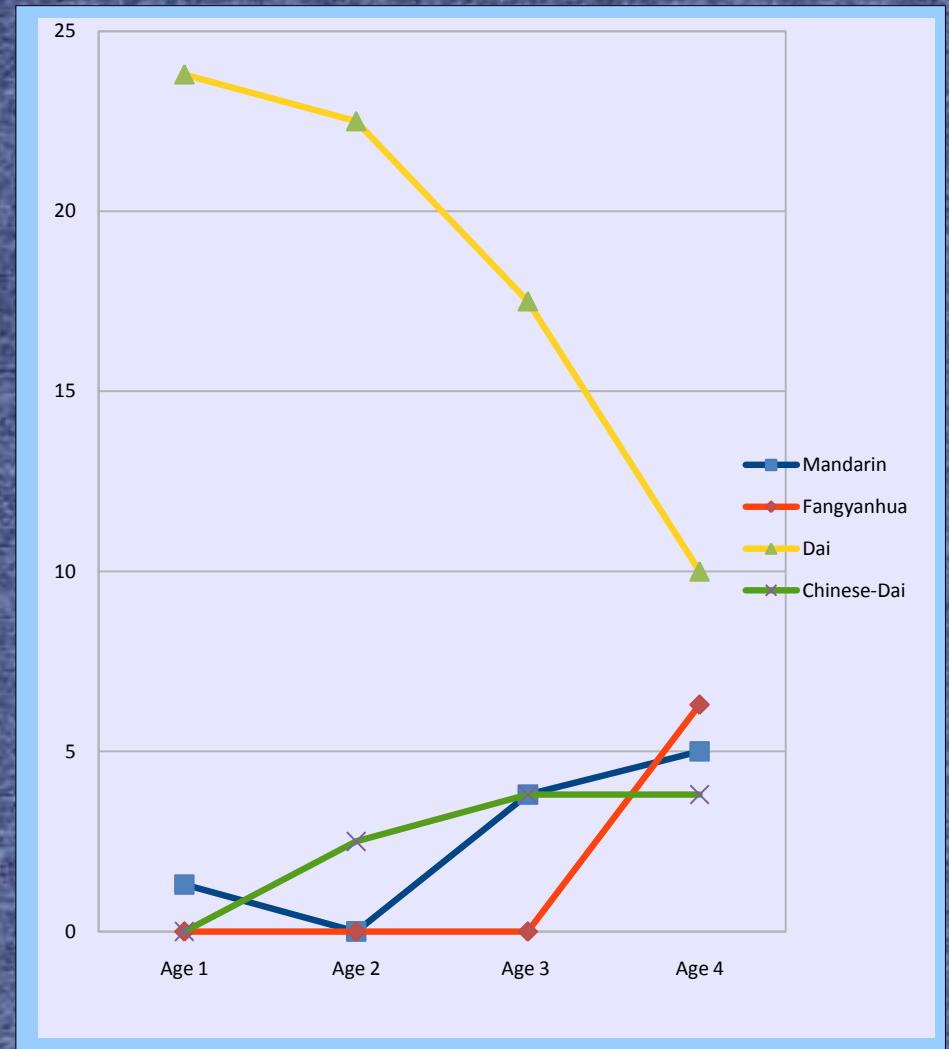
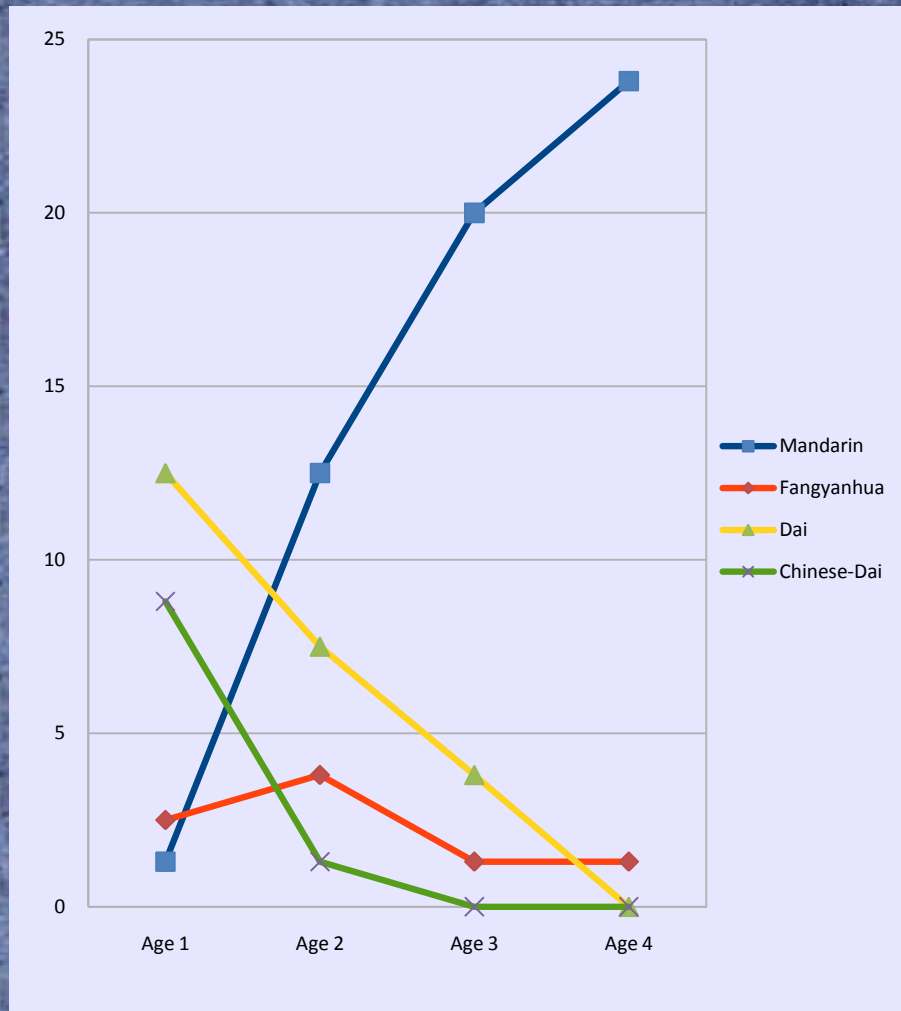


# Speak and Write





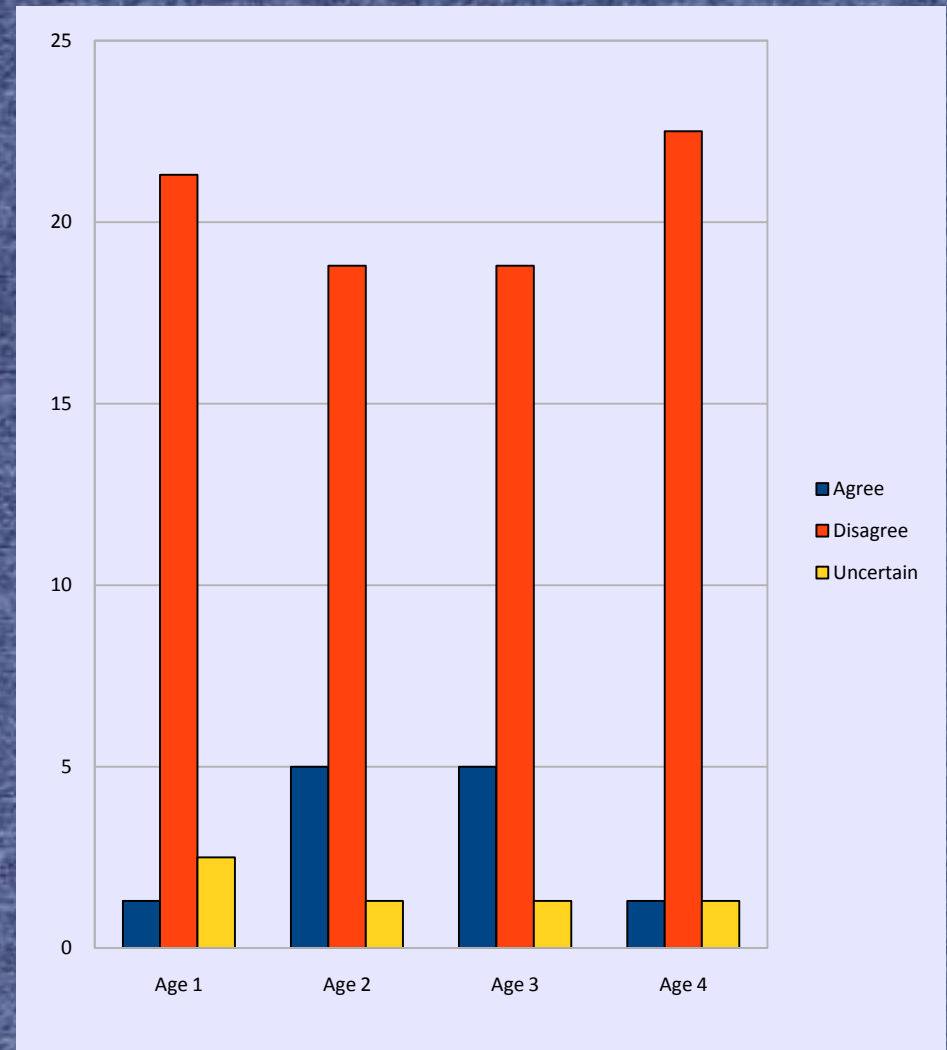
# 1<sup>st</sup> language learned and Most used language





# New Generation and their ability to speak Dai

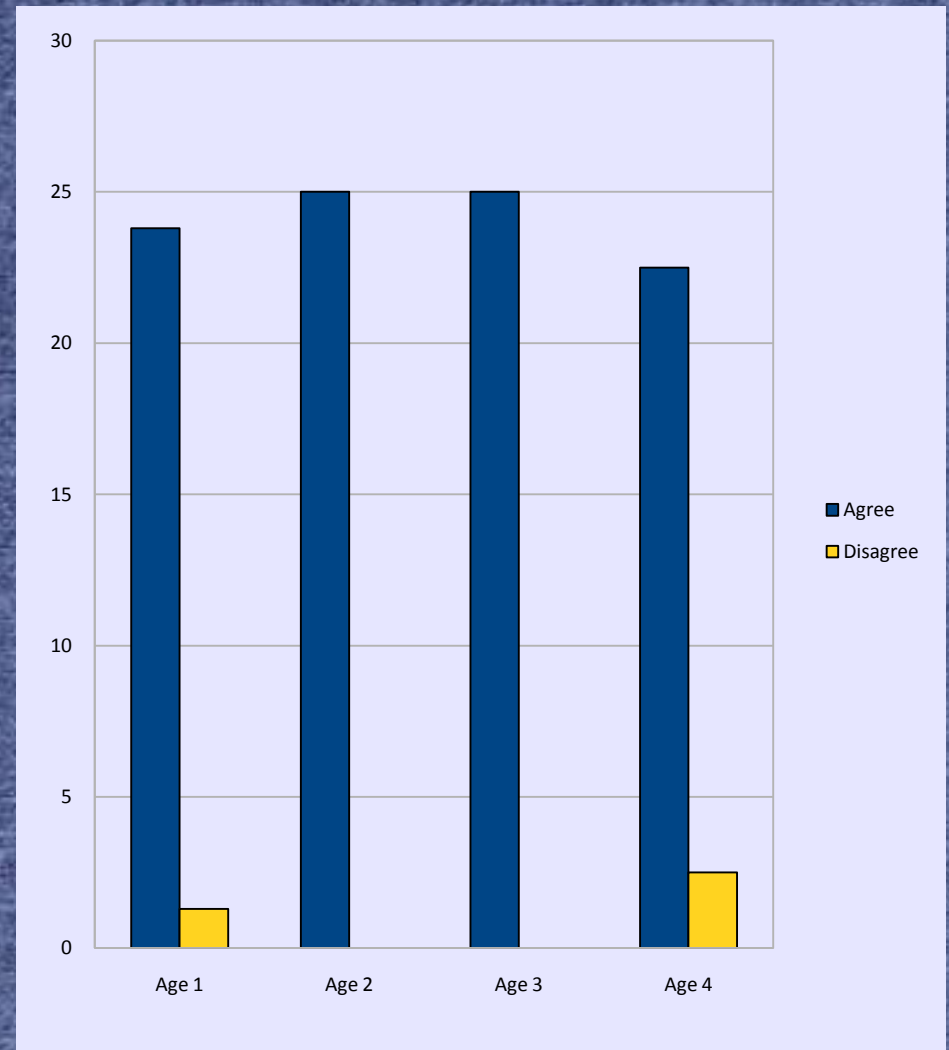
- Question:
- Do you think the younger generation can speak Dai as good as the older generation?





# Community and their choice of language

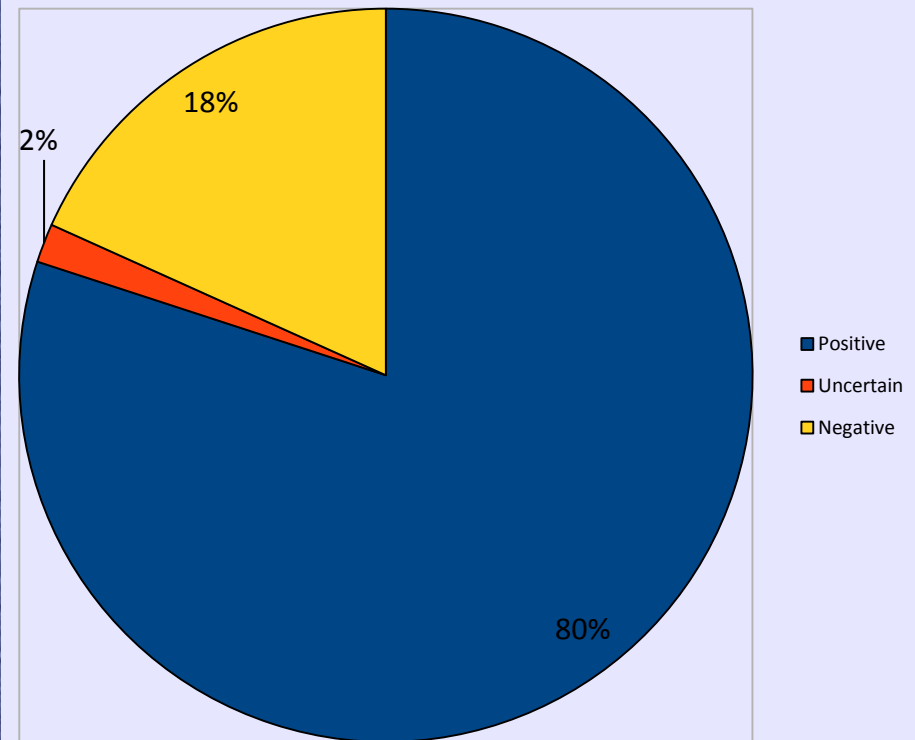
- Question:
- Do you think most of the villagers still speak Dai in their daily life?





# Positive and Negative Attitudes towards their ethnic language

- 7 statements of positive attitude
- 7 statements of negative attitude





# Positive vs Negative

- 100% of the participants are proud to be Dai and to speak Dai in public
- 98.8% of the participants think that Dai people should preserve their ethnic language
- 98.9% of the participants think that Dai people should teach Dai to their children
- 96.3% of the participants think the Dai language should be taught in school
- 71.3 % of the participants think that the Dai language will disappear in the next 40-50 years
- 66.3% of the participants think that the Dai language is not useful for socio-economic purpose



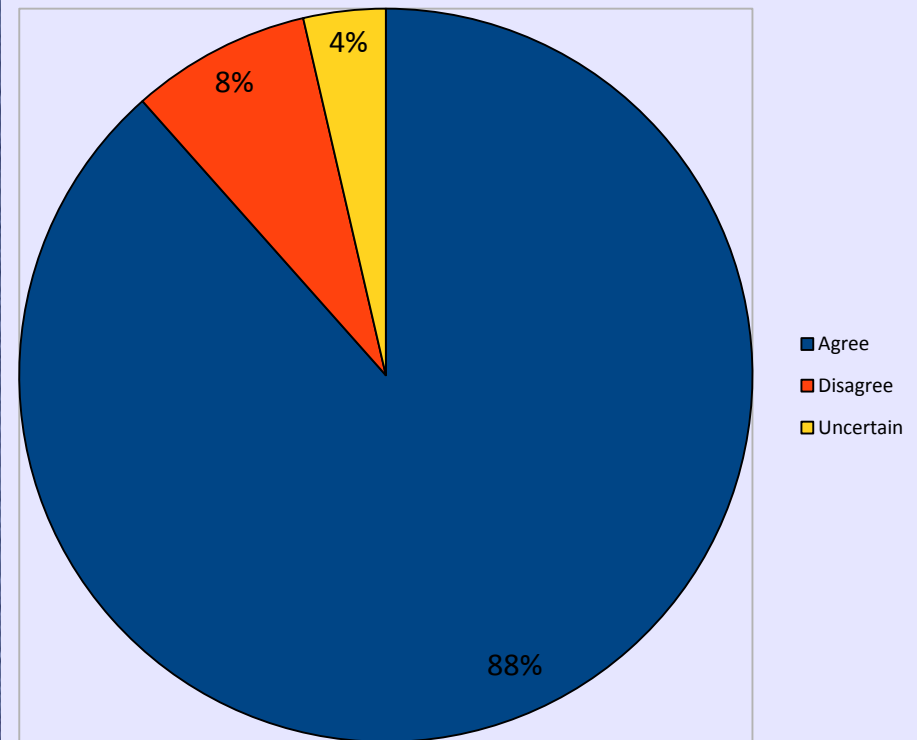
# Indispensable Dainess





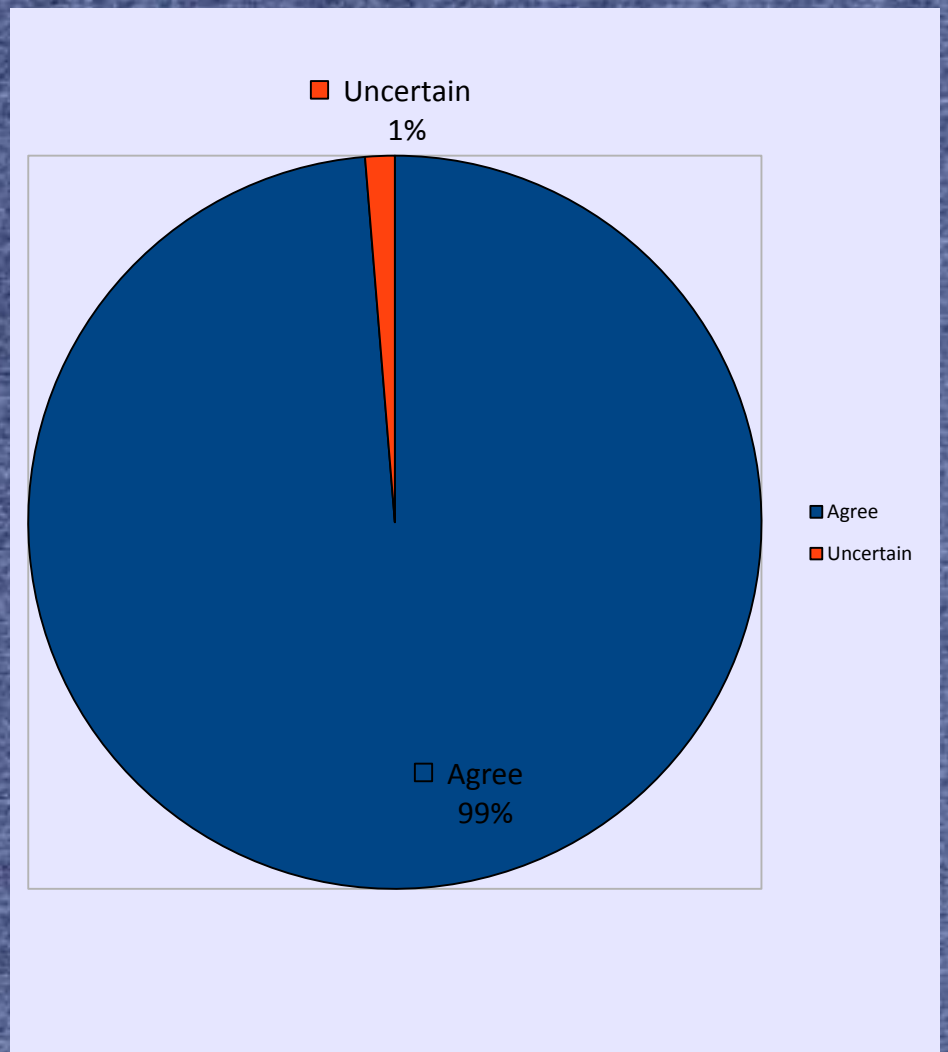
# Tourism and the Preservation of the Indigenous Language

- Do you think tourism can help to preserve local language and culture?



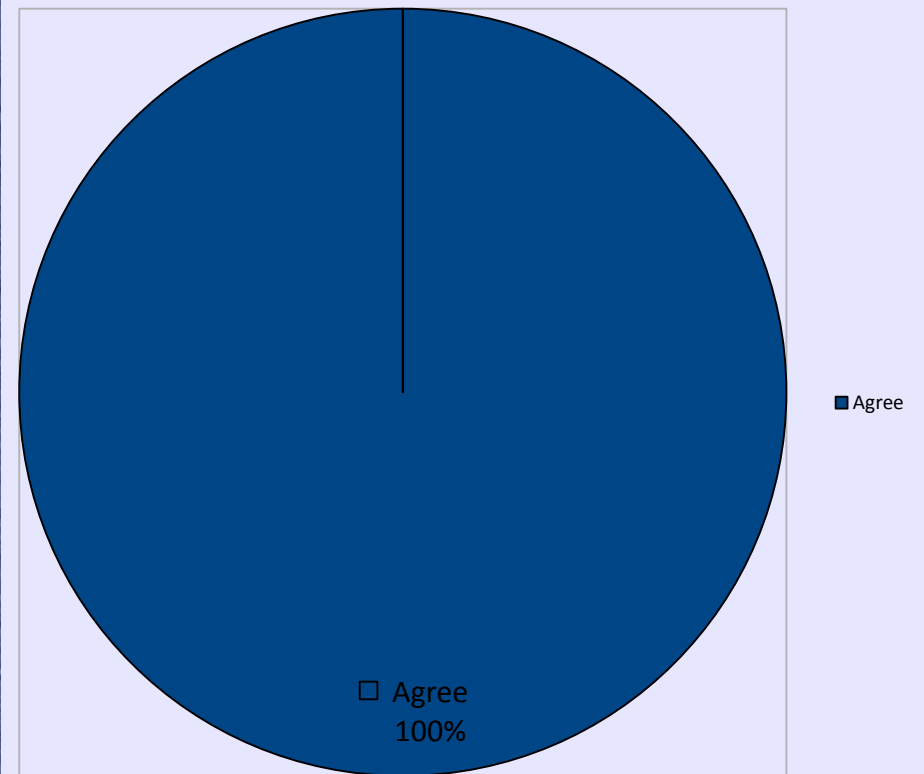


- Do you think tourism can help to make the Dai people proud of being Dai?



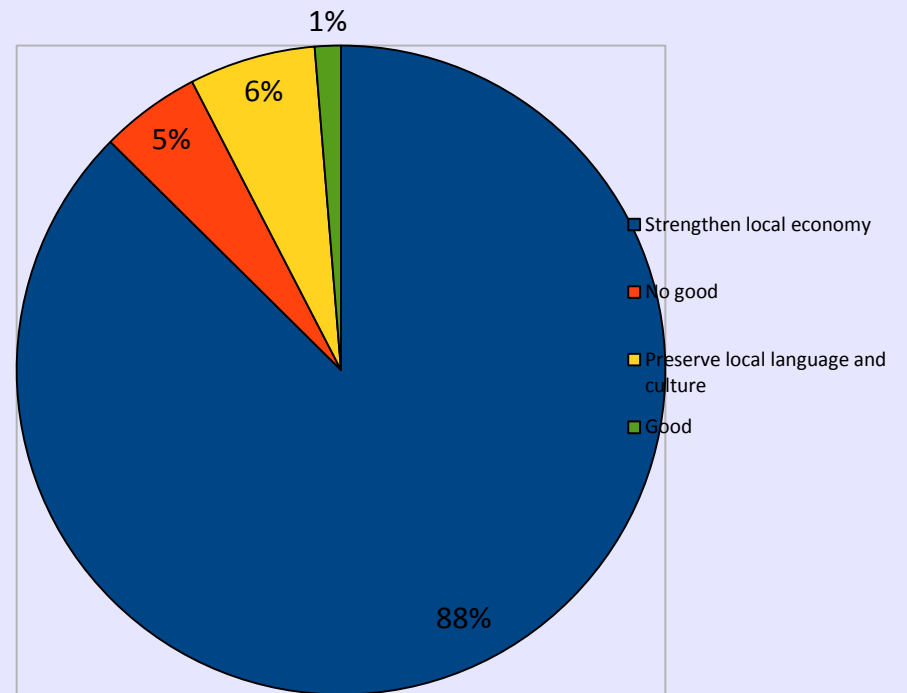


- Do you think tourism helps to better and strengthen the economic status of the community?



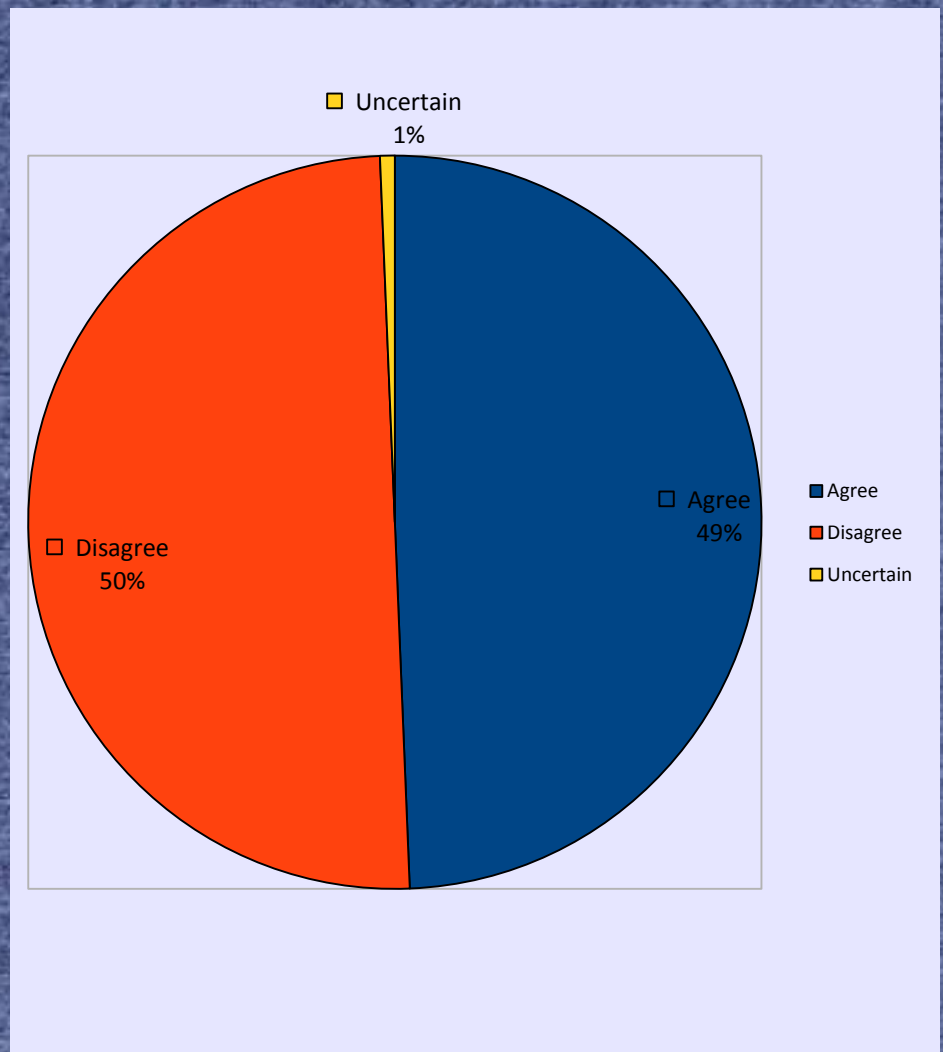


- What are the good points of having tourism in the community?



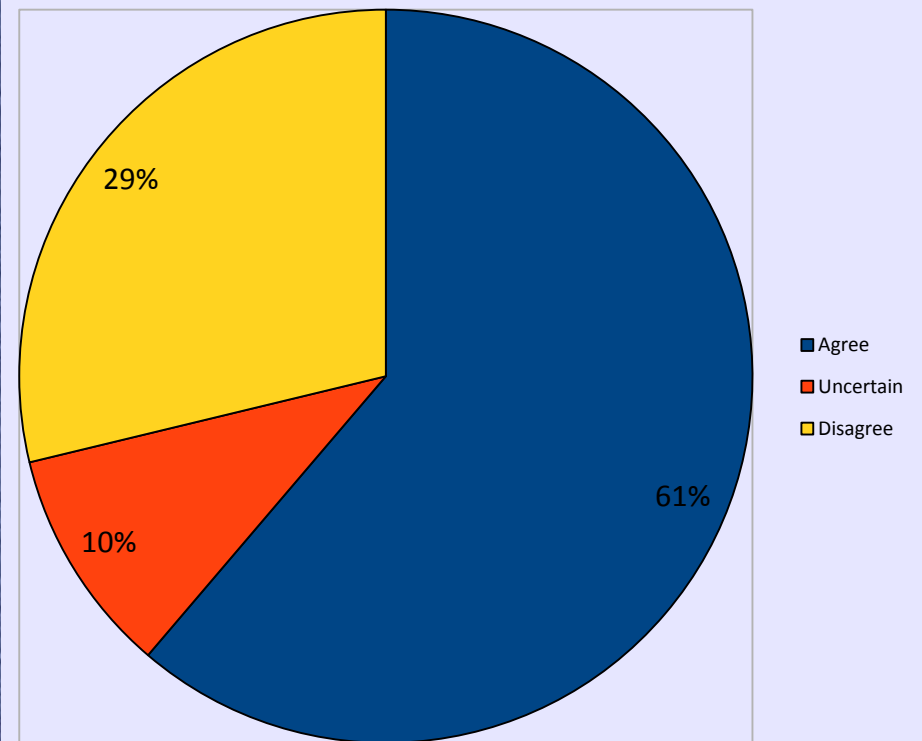


- Do you think having tourism in the community makes the local people speak less Dai?



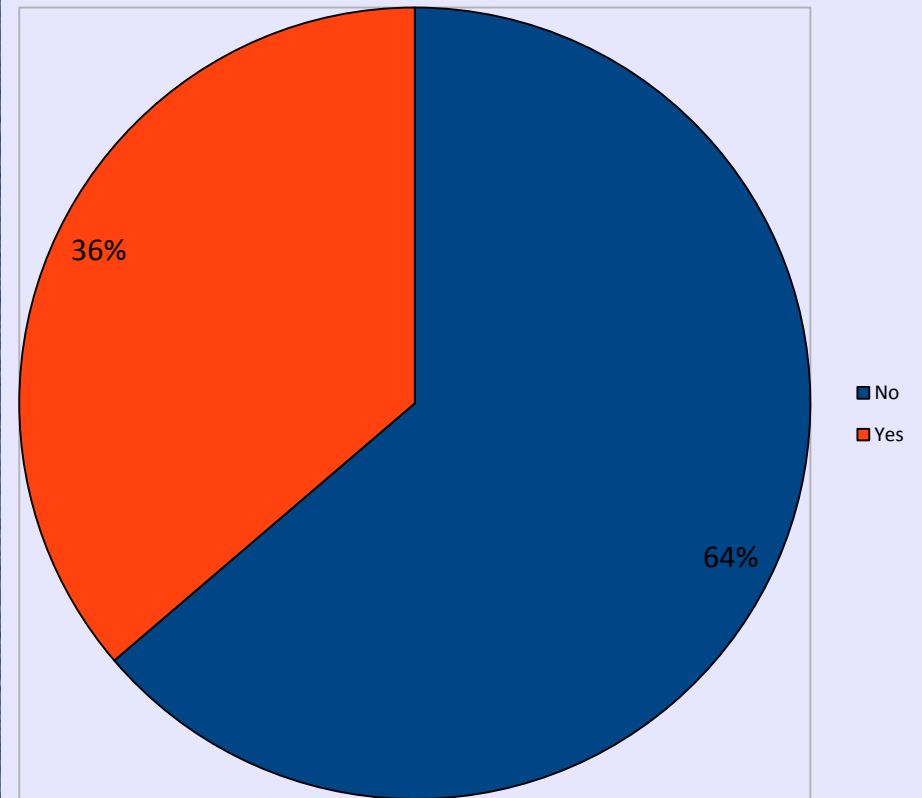


- Do you think that tourism will make the 'authentic' Dai culture and tradition disappear?





- Do you think tourism cause some problems or inconveniences to the community and the people living in the community?





# Sustainable ethnic tourism



- Management of the Park
- Some principles of sustainable tourism





# A Preservation Strategy

- Tourism industry can help maintaining, preserving, or even revitalizing the indigenous community





# Conclusion



- Globalization and a quest to be 'modern'
- Tourism industry can help maintaining, preserving, or even revitalizing the indigenous community





Thank you for your kind attention!





Comments and suggestions?



# Xishuangbanna and its history



- Great Leap Forward (1959-1962)
- Cultural Revolution (1966-1976)





# **Xishuangbanna and its history**



- Harmony and Progress to counteract residual prejudice from 1959-1976
- Diversity found both in Banna and China is now presented as a force that unites its people, and as a mighty bond of differences of which to be proud.
- China's open door policy in the 1980s and the Economic Quadrangle campaign of the 5 Chiang: Chiang Rung, Chiang Tung, Chiang Rai, Chiang Mai, and Chiang Khong