

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

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This study aims 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 groups of people and organizations. The village of Manchunman in the Xishuangbanna Dai Park, an ethnic theme park located in Southwest China, was chosen as a research site for its popularity as a tourist destination, and thus intense contact compounded by economic needs. The study sought to answer the following questions: (1) what are the impacts of ethnic tourism on the indigenous people, particularly the Tai Lue people; and (2) is ethnic tourism a cause of linguistic/cultural deterioration or revitalization? The ethno-linguistic data reveals an implicit yet substantive role of ethnic tourism industry in the preservation of the Tai Lue language and culture. The study concludes by addressing the importance of the management of a “sustainable” ethnic tourism industry.