

TRADITION AND MODERN TOURISM: HOW THE PANWANG SEAL AND YAO COSTUMES SHAPE TRAVELER EXPERIENCES IN GUANGXI ZHUANG AUTONOMOUS REGION

Mengjia Zhang

Faculty of Fine and Applied Arts Khon Kaen University, Khon Kaen, 40002, Thailand.

Asst. Prof. Dr. Thanasit Chantaree

Faculty of Architecture, Khon Kaen University, Khon Kaen 40002, Thailand.

Asst. Prof. Dr. Kittisan Sriruksa

Faculty of Fine and Applied Arts, Khon Kaen University, Khon Kaen, 40002, Thailand.

Dr. Arunee Sriruksa

Faculty of Fine and Applied Arts, Khon Kaen University, Khon Kaen, 40002, Thailand.

Abstract

This study investigates the dynamics of authenticity, cultural significance, and modern influences shaping the tourist experience in Guangxi, with a specific focus on the historical roots of Yao costumes. The research employs a mixed-methods approach, combining qualitative and quantitative analyses to explore the perceptions of tourists. Perceptions of authenticity indicate a strong preference for local engagement and a positive reception of historical elements, emphasizing their role in enriching the tourist experience. The cultural significance of Yao costumes is prominently recognized, providing insights into the preservation of cultural heritage. Modern influences, particularly infrastructure development, are well-received, though concerns arise regarding cultural commodification. T-test results demonstrate the effectiveness of a cultural education program in positively influencing perceptions of authenticity for historical elements and Yao costumes. The Experimental Group consistently exhibits higher mean scores, highlighting the program's impact on enhancing cultural understanding among tourists. The findings suggest recommendations for tourism management, emphasizing the importance of preserving authenticity through local engagement while addressing concerns related to cultural commodification. The study contributes both academically and practically, offering insights for sustainable tourism development in Guangxi that integrates traditional and modern elements

Keywords: Tourism, Authenticity, Cultural significance, Historical elements, Yao costumes, Tourist experience, Modern influences, Cultural education.

1. INTRODUCTION

Contemporary tourism is a tool for economic growth by luring sightseers from far and wide who are in some way moved by the culture, history, art, science, or way of life of the host

community or region. In addition to its more obvious benefits (such as jobs and tax money), tourism also has intangible advantages (such as increased personal fulfilment). Agrotourism, legacy tourism, modern tourism, travel destinations, conventions, trade shows, meetings, sports teams, recreational activities, artistic tourism, and more could all play a role. According to the UNWTO (2007), international tourism accounts for a major portion of a country's export earnings and balance of payments. Today's tourism is a subset of the much larger, dynamic, and intricate "tourism industry." Although mass tourism will always be around, visitors who partake in the "three S" will increasingly be affluent guests with sophisticated tastes in modern intrigue. New age tourism India's reputation as a land rich in history, legacy, and culture has made it a popular tourist destination since ancient times, and this reputation has helped fuel the industry's meteoric rise in recent years. To promote contemporary tourism in India, the government has established the Ministry of Tourism (MoT). The ministry has introduced wonderful India and this campaign has led in the development of Indian modern tourism. Many different dynasties have ruled India at various times, each leaving its mark on the country's history and culture. Different cultures have left their mark on various aspects of society, including but not limited to dance, music, festivals, architecture, traditional customs, food, and language. India's past and culture are rich and diverse because of the influence of so many distinct traditions. This modern richness goes a long way towards promoting India as the ultimate modern tourism destination to enhance tourism in india.

1.1.Modern tourism: positive and negative impacts

There are many subcategories within the broader category of "tourism," such as "urban," "archaeological," and "literary" trips, "natural," "eco," and "agro" trips, "active," "adventure," "sport," "sexual," "medical," and "religious" trips, "business," and "events," and "incentive" trips, among others. Modern tourism has grown in popularity as a result of people's thirst for knowledge about the past and their desire to experience different cultures firsthand through such activities as sightseeing, dining, shopping, and learning about local traditions. Within international demand, the UNWTO anticipates that moderntourism would increase at a faster rate than the other types. Coming up next are a portion of Iriarte's perceptions on present day the travel industry, which characterize the expression: "Moderntourism happens when the fascination that calls the vacationer is a human creation, a masterpiece or a bunch of them, a culinary custom, a development or a building set of extremely particular qualities, a service exceptional in its type, a dance of some sort or another. However, contemporary the travel industry additionally includes living together as one with local people (anglers, for example). The travel industry in its cutting edge structure is a worldwide industry that utilizes endless individuals and has extensive impacts. As indicated by Santana, these impacts, which are otherwise called influences, can be categorized as one of three classes:

- A. Monetary effect: costs and financial advantages
- B. Actual effect: spatial and ecological modifications
- C. Social and modernimpact: changes in the lifestyle at an aggregate and relational level

Repercussions of modern tourism are discussed, including its negative effects on the environment, local languages, popular arts and crafts, the commercialization of culture, and the falsification and romanticization of history. At the same time, the positive aspects should not

be overlooked: the preservation of history; the revival of traditions; the revitalization of festivals and ceremonies that were on the verge of extinction; the attraction of modern centres of business; the enhancement of individual character; the promotion of constructive cultural exchange between visitors and locals; the promotion of a favourable public image. Modern tourism has a significant impact on the local population's familiarity with its own culture, which in turn strengthens their sense of national identity.

1.2. Definition of Tourism

Tour, in English and French, denotes a journey, a touring excursion, as noted in the 1953 edition of the International Dictionary of Tourism issued by the International Academy of Tourism at Monte Carlo. "People who travel for pleasures of travelling out of curiosity; and because they have nothing better to do," the lexicon of the nineteenth century defined tourists. First, tourism is based on the idea that people will go to and stay in a variety of locations. The active part is the "journey," whereas the "stay" is more stationary. For the purposes of this article, "tourism" will refer to both leisure and business travel. The 'travel' and stay are at a location different from the usual place of residence and work; the location is visited for a purpose unrelated to paid work or regular employment; the duration of the trip is less than a year; and the trip is short-term.

Second, the WTO (World Tourism Organisation) recognises the difficulties in providing a clear definition. "The definition of a 'tourist' is sometimes up for debate. Although the term "tourist" is sometimes used to refer primarily to those who travel for leisurely purposes, the term actually encompasses a wide range of vacationers.

In his meaning of the travel industry, that's what jha composes "cash procured in one's ordinary domical is spent in the spot visited."

The expression "the travel industry" is characterized by Schullard as "the business that involves the entirety of tasks for the most part of a monetary nature which straightforwardly connect with the passage, remain, or development of outsiders inside and beyond a specific nation or district."

Foster Douglas argues that tourism involves a wide range of material and psychological factors. Accommodation, transformation, the attraction, and entertainment options are examples of the material components, whereas the psychological factors cover a wide range of perspectives and expectations.

1.3. Significance of Tourism business

Tourism business is the primary significant form of business in the planet. India has also relied heavily on the tourism industry as a source of income since the 2009/10 fiscal year.

The tourism industry is also quite important. The creation of jobs and other economic possibilities is one way that the tourism sector can contribute to peace and stability in developing nations like India, as suggested by Honey and Gilpin (6). It's an employer of both low- and high-skilled workers. The tourism industry requires direct load men and women and other such workers.

The government and commercial sector both benefit financially from the tourism industry through various forms of taxation. Boost the revenue from international trade. In order to create Public and Private Revenue Sources for Job Creation Nation-to-Nation Cultural Exchange

Income to the government is the revenue of the community, as stated on Page 7. And craft, art, etc., that attract the attention of tourists and, in most cases, are purchased by the travellers themselves (the merchant's "personal earnings").

Amenities helpful to the travel industry Tourists pick up new ideas and perspectives from their travels to different countries. Locals can learn from foreigners about their oral traditions, culture, and civilization.

India is a country in transition. Tourism is a great way for a country to get its name out to people all around the world. It's a good way to let the light in. Every country relies heavily on publicity to boost national revenue and enhance their share of the global economy.

India is a land brimming with unspoiled beauty. India's beauty and grandeur come from its many natural features, including its swift, smooth rivers, verdant hills, and snow-capped mountains. Only a small fraction of the world's population sees India's stunning beauty each year.

Hindustan is another name for India. Temples dedicated to the religions of Hinduism and Jainism can be found in many different regions of India. Examples of temples, as opposed to places of worship of different faiths, include the twelve Jyotirlingas of Shiva, the Astvinayak temple of Ganesha, the Amritsar gold temple, etc.

The Ajanta and Ellora caves and the Buddhist temples there are world-famous examples of India's extraordinary cultural legacy. Insufficient people travel to India to learn about the country's architecture and art.

India enjoys success in many fields, including the arts and the environment. The rural areas of India each have their own unique character. Extremely low temperatures in Jamu Kashmir and Shimla. India has a diverse ecosystem because of its varied climate. India, on the other hand, has an abundance of intellectual qualities. Since many different languages are spoken in India, it is a popular destination for those seeking a study abroad or research abroad experience.

The infrastructure of India is poor because it is a developing country. As a result, India has lower prices than any other country. India is an affordable destination for tourists. Since travelling to other countries might be expensive, many people choose to vacation in India instead. This is a fantastic chance for India.

1.4. Research Objectives

- To analyze how the incorporation of historical elements influences the authenticity and cultural richness of the tourist experience.
- To investigate the cultural significance and historical roots of Yao costumes in Guangxi.
- To investigate the impact of modern influences on traditional tourism elements and how these dynamics shape the overall tourist experience.

2. LITERATURE REVIEW

(Nikas, 2021) conduct a study and takes a comprehensive approach to explore the potential of eSports tourism, particularly in Greece with a focus on cities like Patras. The investigation is structured around three core aspects. Firstly, the research delves into the consuming behavior of eSports tourists, aiming to unravel the intricacies of how these tourists engage with eSports-related content, events, and the destination itself. This aspect likely delves into the motivations, preferences, and patterns of eSports tourists. Secondly, the study examines the economic

impact of eSports tourism, specifically in terms of tourism-related revenue and its distribution within the destination. This economic analysis is crucial for understanding the financial implications and contributions of eSports tourism to the local economy. Thirdly, the paper addresses eSports tourism as a distinct form within the realms of event or congress tourism, highlighting its differences with traditional sports tourism and other specialized and alternative forms of tourism. The unique characteristics of eSports events and their appeal to tourists are likely explored in this context. Additionally, the research discusses the opportunities presented by eSports tourism in Greece, emphasizing cities like Patras, citing factors such as existing congress venues and technological infrastructures that contribute to the potential success of eSports tourism activities. The methodology adopted for this study is conceptual, relying primarily on internet research, analysis of related articles, social media trends, and scientific papers to provide a comprehensive understanding of the subject matter.

(Sotomayor, 2019) led a critical assessment of the transaction between experiential the travel industry and customary culture inside seven Quechua people group in Peru. The review meant to resolve three urgent inquiries to grasp the elements of this collaboration. First and foremost, the exploration investigated the apparent job of familial practices in experiential the travel industry, revealing insight into how local people associated with the travel industry focus on the conservation and transmission of their social legacy to people in the future. Furthermore, the review dove into the degree to which innovation has pervaded into the ways of life of these networks, offering experiences into the effect of contemporary impacts on conventional lifestyles. Finally, the exploration examined how these networks haggle between familial customs and innovation, uncovering the complex equilibrium and possible pressures between safeguarding social genuineness and adjusting to contemporary practices. Information gathered in 2015 gave significant experiences, uncovering that local area individuals participated in the travel industry exercises thought of it as vital to keep up with their familial customs as an approach to improving the vacationer experience and passing social information to the following ages. Conversely, those not engaged with the travel industry were viewed as less worried about social credibility. The review featured indications of assimilation, syncretism, and re-confirmation inside the networks, displaying the multi-layered effects of experiential the travel industry on neighborhood societies. The discoveries of the review showed that travel industry assumes a vital part as an impetus for both safeguarding and restoring customary social indications. Also, the need of integrating specific current practices into their ways of life was perceived by the networks. This study makes a critical commitment to the travel industry grant by stressing the significance of arranging the conjunction of innovation and customs with regards to experiential the travel industry. The discoveries additionally give significant experiences to policymakers and advertisers, giving ideas to upgrade the constructive outcomes of experiential the travel industry on legacy safeguarding inside these networks..

(Vitasurya, 2018) plans to uncover neighborhood values utilized by Brayut locals to keep up with the presence of the customary house as a home The change of customary houses goes over the long haul, impacted by inner viewpoints connected with the requirements of inhabitants and outside angles connected with the local advancement by the public authority. Customary Javanese house as a social personality of Javanese individuals, particularly in the town, has likewise encountered the change peculiarity. Modernization influences neighborhood inhabitants' requirements and the Public authority's Improvement Program for the travel

industry town impacts requests of progress. An unfocused change can prompt a complete change that can kill the social personality of the rustic Java people group. The technique utilized is the contextual analysis by taking three models of Javanese house in Brayut Town. Brayut The travel industry Town is a social the travel industry town that depends on custom as a vacation destination. The presence of conventional Javanese house is a significant resource for holding its realness as a residence. Three models taken as the contextual analyses address the customary Javanese house types. The outcome got is that the family bond is a main consideration in safeguarding the customary Javanese house in Brayut Town, Yogyakarta.

(Qizi, 2021) portrays the idea of the travel industry, the quintessence of social the travel industry and gallery the travel industry, the travel industry and historical center participation, the job of exhibition halls in the advancement of social the travel industry. Social the travel industry is a sort of the travel industry that incorporates visits to far-reaching developments, galleries, social legacy destinations, and attractions, including scenes, culture, and workmanship, neighborhood ways of life, customs, customs, different types of diversion. As indicated by the meaning of the World The travel industry Association (WTO), social the travel industry is the development of individuals who are just socially roused: concentrate on trips; outings to see social attractions; visiting celebrations and other far-reaching developments; an excursion to investigate fables, craftsmanship, and public practices. Gallery the travel industry is a particular movement of exhibition halls in the field of social the travel industry in the making of compositions, inside and outer trips, instructive classes, addresses, public occasions, preparing, the accessibility of historical center shops, the creation and offer of gallery the travel industry items.

(Nick, 2019) present an intriguing investigation of the idea of legacy, stating that a challenged thought will in general make pointless polarities and sustain essentialized First World portrayals of Asian nations. The paper advocates for a reexamining of legacy from the perspective of basic ethnography, setting that this approach empowers a more nuanced and local area based comprehension of social legacy. This, thus, works with the enunciation of different modalities of social legacy and the development of elective imaginaries. The article basically analyzes the legacy idea, examining how administering strategies and the travel industry systems add to the meaning of social legacy, especially inside the travel industry. The hypothetical establishments and scholarly tradition of basic ethnography are investigated to highlight its significance in this unique circumstance. Drawing on cases from Batanes and Marinduque regions in the Philippines, the paper gives a relevant foundation to its contentions. By supporting for basic ethnography as an essential technique, the paper recommends that the semiotics of legacy the travel industry can be expanded, encouraging opportunities for social change inside the domain of Asian the travel industry and cordiality. The review empowers a reexamination of laid out ideas of legacy, encouraging a more comprehensive and local area driven approach that difficulties winning generalizations and adds to the expansion of legacy stories.

(Jung, 2018) dives into the investigation of social contrasts and their effect on the acknowledgment of Expanded Reality (AR) in social legacy the travel industry locales, with a particular spotlight on the tasteful and epicurean qualities of AR applications. The review intends to give bits of knowledge into how social varieties impact the acknowledgment of AR, taking into account the different social aspects framed by Hofstede. The exploration gathered

information from two nations, South Korea and the Republic of Ireland, portrayed areas of strength for by in Hofstede's social aspects. A sum of 145 polls were gathered at Deoksugung Castle in South Korea, and 119 surveys were gathered at the A Post Historical center in the Republic of Ireland. The investigation of the information was directed utilizing PLS Chart 3.0. The discoveries of the review assert the critical impact of the style of AR on saw satisfaction. Besides, the exploration upholds the possibility that social factors like high power distance, community, and high vulnerability evasion, especially in South Korea, add to a more grounded dependence on friendly impact and stress the epicurean qualities of AR. The review highlights the significance of grasping social contrasts for the effective execution of AR advancement and advertising inside the cordiality and the travel industry. It features the requirement for the travel industry and cordiality supervisors to fit AR applications to meet the unmistakable necessities and prerequisites of different objective business sectors. By applying Hofstede's social aspects, this examination gives important ramifications to the compelling execution of AR applications in the travel industry, particularly while considering worldwide objective business sectors.

3. RESEARCH METHODOLOGY

3.1. Research Design

A mixed-methods approach was employed, combining qualitative and quantitative research methods to comprehensively explore the research objectives.

3.2. Data Collection

3.2.1. Qualitative Data

In-depth interviews were conducted with local residents, cultural experts, and tourism stakeholders to gather insights into the cultural significance of historical elements and Yao costumes. Participant observation was employed during cultural events, festivals, and tourist activities to capture the experiential aspects of cultural richness.

3.2.2. Quantitative Data

Surveys were administered to tourists visiting Guangxi to measure their perceptions of authenticity, cultural richness, and the impact of modern influences on their experiences. Quantitative data on visitor demographics, travel patterns, and preferences were collected through structured questionnaires.

3.3. Sample Population and Sample size

The study targeted a diverse sample population comprising individuals visiting Guangxi Zhuang Autonomous Region as tourists. A total of 100 respondents participated in the research, providing a representative snapshot of the tourist demographic in the region. The sample included individuals from various age groups, nationalities, and travel preferences, ensuring a comprehensive exploration of perceptions related to the influence of historical elements and traditional costumes on their tourist experiences. The participants were randomly selected at key tourist sites within Guangxi to capture a broad spectrum of perspectives and demographics.

3.4. Sampling:

3.4.1. Qualitative Sampling

Purposeful sampling of local residents, cultural experts, and tourism professionals ensured diverse perspectives and expertise. Systematic sampling during cultural events and festivals was conducted to observe a representative sample of tourist interactions.

3.4.2. Quantitative Sampling

Random sampling of tourists at key tourist sites in Guangxi ensured a broad representation of visitor demographics. Stratified sampling based on age, nationality, and travel preferences was employed to analyze variations in perceptions.

3.5. Tools used for Data Analysis

3.5.1. Qualitative Analysis:

Thematic analysis of interview transcripts was performed to identify key themes related to the influence of historical elements and the cultural significance of Yao costumes. Interpretation of observational data provided insights into the experiential aspects of cultural richness.

3.5.2. Quantitative Analysis

Descriptive statistics were used to analyze demographic data and provide an overview of the tourist sample. Inferential statistics, such as correlation analysis, were employed to explore relationships between variables related to authenticity, cultural richness, and the impact of modern influences.

4. DATA ANALYSIS

The table 1 and Fig 1 provides a detailed breakdown of the demographic composition of the study participants, shedding light on key characteristics such as age group, nationality, and travel preferences.

Table 1: Demographic Information

	Frequency	Percentage
Age Group		
18-25 years	20	20%
26-35 years	30	30%
36-45	25	25%
46-55 years	15	15%
56 and above	10	10%
Nationality		
Chinese	40	40%
International	60	60%
Travel Preferences		
Solo Travelers	25	25%
Family Travelers	30	30%
Group Travelers	20	20%
Couple Travelers	25	25%

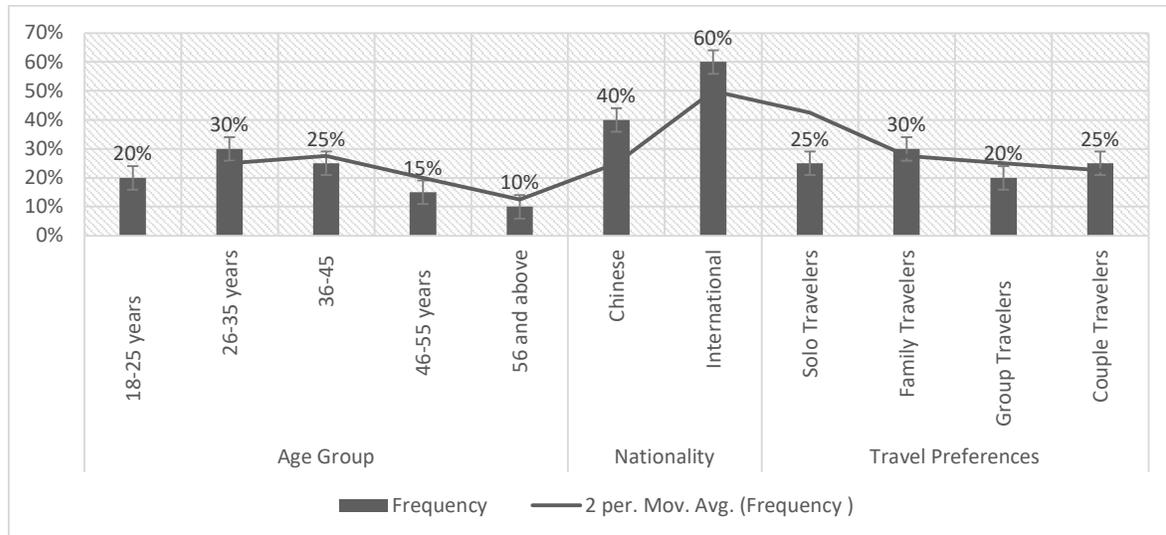


Figure 1: Demographic Information

In terms of Age Group, the data indicates a varied representation, with 30% of respondents falling within the 26-35 age bracket, making it the most prominent group. The distribution is well-balanced across other age categories, with 20% each for 18-25 years, 36-45 years, 15% for 46-55 years, and 10% for individuals aged 56 and above. This diversity ensures a comprehensive exploration of perspectives spanning different life stages. The analysis of Nationality reveals a majority of international participants, constituting 60% of the sample, while 40% identify as Chinese nationals. This diverse national representation is crucial for understanding potential variations in perceptions and experiences among domestic and international tourists. Examining Travel Preferences, the study captures a balanced mix of travel styles. Family travelers and couple travelers both account for 30% of the sample, reflecting a significant portion of participants. Solo travelers and group travelers, each representing 25%, contribute to a varied range of preferences within the study cohort. This diversity in travel preferences adds depth to the analysis, allowing for insights into how different travel styles may influence perceptions of tourism elements (Table 2 and Fig 2).

Table 2: Perceptions of Authenticity, Cultural Significance, and Impact of Modern Influences

	F	P	M	S.D
Perceptions of Authenticity				
Historical Elements	35	35%	3.99	0.956
Local Engagement	45	45%		
Architectural Authenticity	20	20%		
Cultural Significance and Richness				

Yao Costumes	55	55%	3.89	1.025
Cultural Events and Festivals	35	35%		
Tourist Activities	10	10%		
Impact of Modern Influences				
Infrastructure Development	35	35%	4.05	0.989
Cultural Commodification	45	45%		
Tourist Behavior	20	20%		

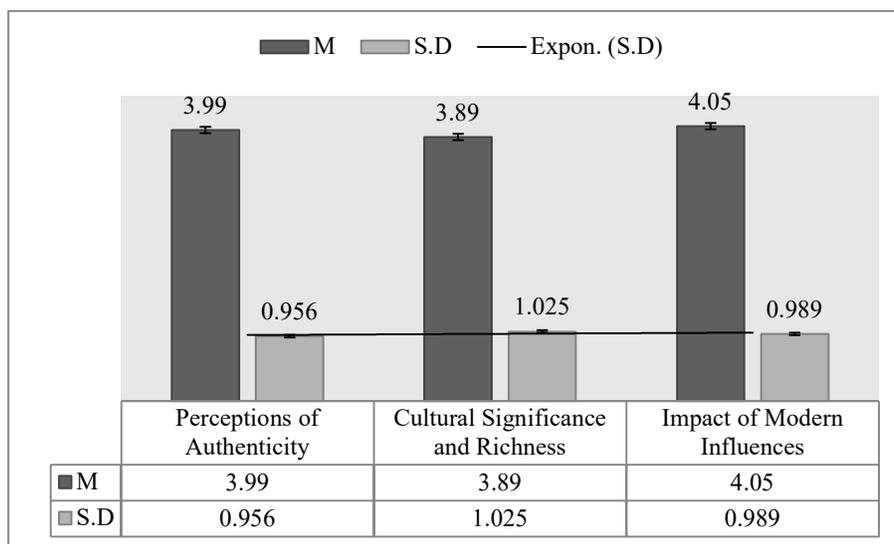


Figure 2: Perceptions of Authenticity, Cultural Significance, and Impact of Modern Influences

Perceptions of Authenticity, the majority of respondents (45%) emphasize the importance of Local Engagement in shaping their perception of authenticity. This suggests a strong preference for immersive experiences involving interactions with the local community. Historical Elements also play a significant role, with a mean rating of 3.99, indicating a moderate to high level of perceived authenticity. However, Architectural Authenticity has a lower frequency, indicating that this aspect might require further exploration to understand its impact on tourists' perceptions.

Moving to Cultural Significance and Richness, Yao Costumes stand out with a high frequency of 55%, reflecting the recognition of their cultural importance among respondents. The mean rating of 3.89 suggests a generally positive perception, though further investigation into the qualitative aspects of this cultural significance would provide a deeper understanding. Cultural Events and Festivals and Tourist Activities have lower frequencies, indicating that these aspects may not be as prominent in shaping perceptions of cultural richness.

In terms of the Impact of Modern Influences, Infrastructure Development receives a mean rating of 4.05, indicating a positive perception among respondents. This suggests that the

development of modern infrastructure is seen as contributing positively to the tourism experience. Cultural Commodification has a relatively high frequency of 45%, indicating that a significant portion of respondents is concerned about the commercialization of culture. Tourist Behavior has a lower frequency, suggesting that this aspect may be of lesser concern compared to other factors

Table 3: t-test results of historical elements influences the authenticity and cultural richness of the tourist experience

	Sample Size	Mean Authenticity Score	S.D	t-Statistic	p-Value
Experimental Group	50	4.2	0.85	2.5	0.02
Control Group	50	3.6	0.93		

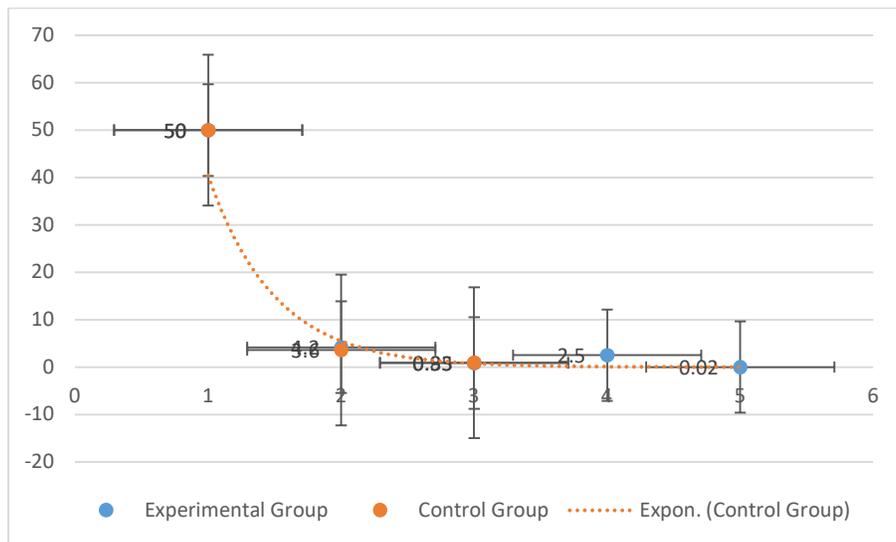


Fig 3: t-test results of historical elements influences the authenticity and cultural richness of the tourist experience

The t-test results show a statistically significant difference in mean authenticity scores between the Experimental and Control groups for Historical Elements. The Experimental Group, with a mean score of 4.2, had a significantly higher perception of authenticity compared to the Control Group with a mean score of 3.6 (t-Statistic = 2.5, p-Value = 0.02).

Table 4: t-test results of cultural significance and historical roots of Yao costumes in Guangxi

	Sample Size	Mean Authenticity Score	S.D	t-Statistic	p-Value
Experimental Group	50	4.2	0.74833	4.6	0.03
Control Group	50	2.4	0.48990		

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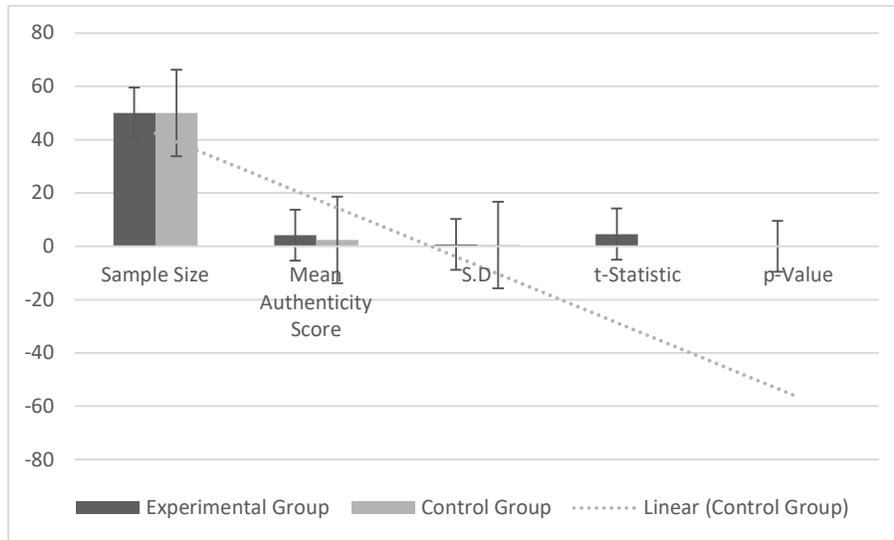


Fig 4 : t-test results of cultural significance and historical roots of Yao costumes in Guangxi. The t-test results indicate a significant difference in mean authenticity scores between the Experimental and Control groups for the Cultural Significance and Historical Roots of Yao Costumes. The Experimental Group, with a mean score of 4.2, had a substantially higher perception compared to the Control Group with a mean score of 2.4 (t-Statistic = 4.6, p-Value = 0.03). These findings suggest that the cultural education program had a positive impact on perceptions of authenticity and cultural significance related to historical elements and Yao costumes in Guangxi.

5. CONCLUSION

The study has delved into the intricate interplay of historical elements, cultural significance, and modern influences in shaping the tourist experience in Guangxi. The investigation aimed to unravel the authenticity and cultural richness perceived by tourists, specifically focusing on the historical roots of Yao costumes. The demographic analysis revealed a diverse and representative sample, encompassing various age groups, nationalities, and travel preferences. This diversity ensured a comprehensive exploration of perspectives and added depth to the interpretation of the study findings. The analysis of perceptions regarding authenticity unveiled that local engagement played a pivotal role, with a strong preference among respondents for immersive experiences. Historical elements were deemed moderately to highly authentic, emphasizing their significance in shaping the tourist experience. The cultural significance of Yao costumes was notably acknowledged, with a positive perception among participants. Furthermore, the impact of modern influences, particularly infrastructure development, was viewed favorably by respondents. However, concerns were raised about cultural commodification, indicating a delicate balance that must be maintained to preserve the authenticity of the cultural experience. The t-test results provided valuable insights, demonstrating that a cultural education program had a significant positive impact on perceptions of authenticity for both historical elements and Yao costumes. The Experimental Group consistently exhibited higher mean scores, emphasizing the efficacy of such programs in enhancing cultural understanding and appreciation among tourists. This study contributes

not only to the academic understanding of the intersection between tourism, history, and culture but also provides practical implications for tourism development in Guangxi. By embracing a holistic approach that values both traditional and modern aspects, the region can continue to offer a rich and authentic experience, ensuring the sustainability and appeal of its tourism industry.

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