

plans and policies, which have achieved phased results and laid a material foundation for the tourism cooperation between the two countries.

Finally, the tourism resources of China and Belarus have their own characteristics and are quite different from each other, which provides space and potential for tourism cooperation between the two countries.

Preliminary Thoughts on China-Belarus Tourism Cooperation Strategy. First, promote the joint development of international tourism between China and Belarus under multilateral frameworks such as the “Belt and Road” and “17+1”.third-party market for travel.

Secondly, take advantage of the geographical characteristics of Belarus to promote the development of cross-border and cross-regional tourism cooperation, build Unique regional tourism cluster.

Third, introduce a third-party payment platform, promote Internet payment, and realize the facilitation of tourism consumption payment.

Finally, focus on marketing and promote each other’s travel products through new channels such as new media and popular TV shows.

*Gao Yafang, Master, Professor
248856980@qq.com*

Lanzhou University of Arts and Science (China)

RESEARCH ON THE TOURISM DEVELOPMENT OF GANSU’S CHARACTERISTIC CULTURAL RESOURCES

Gansu province is a treasure of national cultural resources in China. Its unique Dunhuang culture, the Great Wall culture, the Yellow River culture, the ancestor culture, the red culture and the national folk culture form outstanding cultural resources advantages, which are important representatives of “quintessence of Chinese culture”. In addition, they are the basis and source for Gansu Province to protect, inherit and carry forward the excellent traditional culture as well as strengthen the mission and responsibility of Chinese cultural self-confidence. Digging into the cultural spirit of Chinese nation and the value of the times contained in the cultural heritage in Gansu province, so as to tell Gansu stories well with tourism through using many different product development forms, such as cultural tourism scenic spots, immersive experience scenes and cultural tourism routes. “Shaping tourism with culture, highlighting culture with tourism” can continue the historical context, firmly strengthening cultural self-confidence, enhancing cultural identity, promoting national unity, which is the expression of cultural resources in this era and the important way of industrialized transformation.

I. Gansu characteristic cultural resources. Gansu is a treasure trove of cultural resources of the Chinese nation. There are many types of cultural resources and rich in resources. Among them, the culture types that have a unique position in the Chinese cultural system mainly include Dunhuang culture, Great Wall culture, Yellow River culture, ancestor culture, red culture, and ethnic folk culture.

1. *Dunhuang culture.* General Secretary Xi Jinping pointed out during an inspection in Gansu that Dunhuang culture is the result of long-term exchanges and integration between Chinese civilization and various civilizations, and it is a representative of Chinese excellent culture. Dunhuang, at the throat of the Silk Road, is the place where the four major cultural systems of China, India, Greece, and Islam converge. For more than a thousand years, various civilizations of China and the West have gathered and merged in Dunhuang, creating a splendid and splendid culture with Dunhuang style, Dunhuang style, and Dunhuang characteristics, forming Dunhuang’s unique cultural character, cultural tradition and cultural spirit. Dunhuang culture is a culture of “beauty and coexistence” and “harmonious

coexistence” formed by merging and absorbing various cultural nutrients. It flourishes because of integration, flourishes because of communication, and grows because of prosperity. It is the outstanding historical culture of the Chinese nation. The representative is also an oriental model of exchanges, mutual learning and diversity of human civilizations. The influence of Dunhuang culture on the progress of human civilization is enduring and new. The value consensus contained in it is communication, understanding, tolerance, and win-win, which are of great significance to the current building of a community with a shared future for mankind.

2. *Great Wall Culture.* The total length of the Great Wall of the Qin, Han, and Ming Dynasties in Gansu is 3650 kilometers, ranking second in the country. It is the region that best represents the “Great Wall Culture” in terms of the length of the Great Wall, preserved relics, and morphology and structure. It is known as the “Province of the Great Wall”. Open-air “Great Wall Museum”. Among them, the length of the Ming Great Wall ranks first in the country, distributed in 38 counties (urban areas) in 11 cities and prefectures. The construction of the Great Wall in Gansu first began with the “Lingjusai” built in the second year of Yuanshou in the Western Han Dynasty (112 BC) and ended in the 17th century. During the two thousand years, the Great Wall has had a positive and profound influence on politics, economy, military, ethnic integration, cultural exchanges, transportation between China and the West, and the development of science and technology. In the era of cold weapons, the construction of the Great Wall was first to solve the problems of survival and safety; secondly, the Great Wall built a good order for the two different production methods and economic types of farming and nomadism, which effectively promoted national integration and social progress; and finally. The construction of the Great Wall reflects the recognition of the people living outside the Great Wall, and represents a relationship of coexistence, symbiosis, and integration and development. Therefore, the Great Wall is a symbol of human civilization and a representative and carrier of the great wisdom of the Chinese nation. The Great Wall culture has important value and leading significance to the development of human civilization.

3. *The Yellow River Culture.* The Yellow River is the mother river of the Chinese nation, and the Yellow River culture rooted in the Yellow River Basin is the most representative and influential subject culture of the Chinese civilization. When inspecting Lanzhou, General Secretary Xi Jinping pointed out that “the Yellow River and the Yangtze River are both the mother rivers of the Chinese nation. Protecting the mother river is related to the great rejuvenation and sustainable development of the Chinese nation. Gansu is an important water conservation area and supply area in the Yellow River Basin. ...”, the Yellow River culture is the “root” and source of Chinese civilization. The main stream of the Yellow River in Gansu is 913 kilometers long. There are 4 primary tributaries of Tao River, Wei River, Huangshui and Jing River, and nearly 30 secondary tributaries of Datong River, Daxia River, Hulu River, Jihe River, Jing River and Malian River. These main rivers and tributaries gave birth to the long-standing, profound, and colorful Yellow River culture. The Majiayao Culture, Qijia Culture, Yangshao Culture and other cultures formed in the Gansu Basin of the Yellow River were the main forms at the beginning of the development of the Yellow River culture and the starting point of Chinese civilization. In the subsequent development process of thousands of years, the Yellow River culture as a main culture continuously absorbed the northern nomadic culture, and continued to export culture to the Jianghuai and Pearl River basins, and merged with other regional cultures, and finally formed a pluralistic unity with the Yellow River culture as the core. The cultural system of China-Chinese civilization. The history of Chinese civilization has shown that the Yellow River Basin played a key role in the formation of the Chinese nation. The Yellow River culture is the most important direct root system of Chinese civilization.

4. *Ancestral culture.* Gansu is one of the main birthplaces of the Chinese nation and Chinese civilization. According to legend, the “ancestor of humanities” Fuxi was born in the Tianshui

mountain area, creating gossip, marriage, fishing and hunting, and writing in advance. “One painting opens the sky” to create an ancient Chinese civilization and form a Chinese nation based on Fuxi culture; the ancestor of the Zhou Dynasty Conglong The rise of the Eastern Plateau, based on agriculture and governing the country by virtue, established the Chinese nation’s farming culture, etiquette and moral traditions; the ancestors of the Qin Dynasty prospered from the Longnan mountains, dominated Xirong, established the country according to law, and cast China’s feudalism for more than two thousand years. Political, economic and cultural structure; Huangdi asked Guangchengzi about the way to govern the country and maintain health at Kongtong Mountain in Pingliang, and the “Yellow Emperor’s Internal Classic” came into being. Tianshui, Pingliang, Qingyang and Longxi in eastern Gansu have become holy places for pilgrimage to seek roots for Chinese descendants at home and abroad to explore their blood origin, promote national culture, and inherit national spirit.

5. *Red culture.* Gansu is a province with a glorious revolutionary tradition. The red resources are very rich. There are 483 immovable revolutionary cultural relics and numerous Long March stories and the stories of the Revolution of the West Route Army. The shiny names of Hadapu, Bangluo Town, Huining, Nanliang and so on form a red ribbon in Longyuan. Gansu’s red cultural resources have unique advantages in terms of time span or space dimensions, in terms of quantity and quality, and in terms of content and form. General Secretary Xi Jinping pointed out: “Gansu is a red land, which has played an irreplaceable and important role in the historical process of the Chinese revolution”. The Nanliang spirit, the spirit of reunion, the revolutionary spirit of the Red West Road Army, the iron man spirit, The spirit of Mogao demonstrates the historical responsibility of the Communists not to forget their original aspirations and keep their mission in mind, carries the hard work of the Communists, pioneers and innovates, and embodies the communists’ selflessness and the feelings of being a public servant of the people. A huge and precious spiritual wealth. Gansu is an important red cultural base for telling the story of the Party, the Red Army, the West Route Army, and the inheritance of the red gene.

6. *National folk culture.* Gansu is an empirical place for the integration and development of the multicultural integration of the Chinese nation. In history, Gansu is a place where ethnic groups meet. Numerous ancient ethnic groups, such as Rong, Yueshi, Wusun, Xiongnu, Qiang, Di, Dangxiang, Xianbei, Tuyuhun, Tubo, Uighur, etc., have been active in the historical stage of Gansu successively. The existing 55 ethnic groups in the province, the Middle East Village, Yugu, and Baoan are ethnic minorities unique to Gansu. The special geographical location and the history of multi-ethnic settlements have created a rich and unique ethnic folk culture in Gansu. At present, two folk cultures, including Huaer in Gansu and Tibetan opera in Gannan, have been included in the world intangible cultural heritage; 59 folk cultures have been included in the national intangible cultural heritage list, of which 22 belong to ethnic minorities. Gansu’s national folk culture contains core ideologies such as “stressing benevolence, keeping integrity, advocating justice, advocating harmony, and seeking great unity”, and unique and rich national folk custom traditional festivals, opera, song and dance music, literature and art, national sports, science and technology, Humanities and academia are an important part of Chinese culture, adding splendor to Chinese culture.

II. Tourism development of Gansu cultural resources. Gansu’s cultural resources are an important representative of the “quintessence of the country” and the source of strength for Gansu to promote excellent traditional culture and strengthen the confidence of Chinese culture. Adhering to “building tourism with culture and exchanging culture with tourism” can not only continue the historical context, strengthen cultural self-confidence, strengthen cultural identity, and promote national unity, but it is also an important way to express cultural resources in the times and transform into industrialization. Based on this, we should fully excavate the philosophical ideas, humanistic spirit, and values contained in Gansu’s cultural heritage, coordinate the protection and development of tourism resources, improve

tourism facilities and basic services, amplify the comprehensive effects of cultural tourism, and promote the high-quality development of Gansu's cultural tourism.

*He Ying, Master, Professor
1141320701@qq.com
Lanzhou University of Arts and Science (China)*

STUDY ON INTERNATIONAL TOURISM COOPERATION BETWEEN CHINA AND BELARUS IN THE POST EPIDEMIC ERA

The novel coronavirus pneumonia has affected the lives of people around the world, and it has also brought new challenges and impacts to the global tourism industry. With the gradual easing of the epidemic, the increase of vaccination rate, the relaxation of cross-border travel restrictions and the restoration of people's travel confidence, all of which will help to release the pent up tourism demand. In order to promote the reemergence of tourism in the post epidemic era and create a better and happy life for people of all countries, it is particularly important to actively promote international tourism cooperation. In the post epidemic era, China and Belarus will usher in good opportunities for international tourism cooperation with great potential.

1. Establish the framework of international tourism cooperation mechanism. "One belt, one road", "sharing, sharing and building together" principle is the basis for guiding the principles and cooperation mechanism of international tourism cooperation between China and Belarus. When the framework of international tourism cooperation mechanism is formed, the two governments need to conduct in-depth exchanges and communication on tourism related policies.

2. Strengthen communication among countries and formulate coordinated policies. On the premise of high-level reaching common goals and consistency, the two countries strengthen communication in formulating tourism related policies, timely adjust backward policies, and implement policies appropriate to the current situation of international tourism cooperation. On the premise of doing a good job in epidemic prevention and control, we should strengthen the docking of policies and standards, build a "fast track" and facilitate the orderly exchange of personnel. Establish an international mutual recognition mechanism of health code in the form of internationally accepted two-dimensional code based on nucleic acid detection results.

3. Establish information sharing platform. Tourist cities should actively establish a rapid collection and feedback mechanism for epidemic prevention and control information, implement strict screening and control measures, promote convenient and efficient personal health and safety information sharing system, and launch more safe and convenient border detection measures.

4. Carry out cultural exchanges and create an inclusive cultural environment. The two countries should hold more cultural themed expositions or exchanges to provide people with a platform to understand the cultures of other countries.

5. Rationally develop tourism resources and realize sustainable development. While developing and excavating tourism resources, we should pay attention to the protection of local ecology and humanities, develop moderately and appropriately, realize the balance between tourism resources development and economic growth, and realize the sustainable development of tourism.