



Research on Practical Dilemmas and Breakthrough Paths for the Coordinated Development of National Common Language Promotion and Tourism Industry in Border Areas

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Abstract: There is an in-depth coupling mechanism between the promotion of the national common language and writing and the coordinated development of the tourism industry in border areas of Yunnan. Based on sorting out the coupling mechanism between the two, this study explores the practical dilemmas and optimization paths currently faced. The study finds that prominent problems exist in the current coordinated development, including imperfect coordination mechanisms and insufficient joint work force, weak language service capacity restricting the quality improvement and upgrading of tourism, inadequate integration of language landscape with regional culture and low brand recognition, lack of talent and support systems leading to weak development sustainability, as well as vague paths for empowering common prosperity and limited industrial driving effects. The study holds that the solutions lie in putting forward optimized countermeasures in such aspects as improving the coordinated promotion mechanism and strengthening overall planning and guarantee, carrying out targeted language training to enhance tourism language services, standardizing language landscape construction to build distinctive cultural tourism brands, and broadening channels for increasing people's income to effectively empower common prosperity. It is expected to promote the in-depth integration and mutual promotion of the popularization of the national common language and writing and the tourism industry, so as to support the high-quality development of cultural tourism and rural revitalization in border areas of Yunnan.

Keywords: national common language and writing; tourism industry; coordinated development

1. Introduction

The "Outline for Building an Education Power (2024-2035)" issued by the CPC Central Committee and the State Council proposes to "implement an action to tackle difficulties in popularizing and improving the quality of the national common language and characters." The national common language and characters are the basic resources for national development, and the tourism industry is a pillar industry for increasing income and getting rich in border areas. The state attaches great importance to the integrated development of culture and tourism. The General Office of the State Council issued the "Several Measures on Further Cultivating New Growth Points and Prospering Cultural and Tourism Consumption," proposing to deepen the integrated model of "culture and tourism + various industries" and "various industries + culture and tourism," enrich the supply of characteristic tourism products, improve the level of public services, give play to the leading role of tourism, cultivate new growth points in cultural and tourism consumption, and provide policy guidance for border areas to drive people's income increase and achieve common prosperity by relying on the tourism industry. Against this background, promoting the coordinated development of the popularization of the national common language and characters and the tourism industry has become a key starting point for solving the long-term problems in popularizing the national common language and characters in border areas. Especially for Yunnan Province, which is located in the southwest border of China, it has a total border line of 4060 kilometers, under the jurisdiction of 8 border prefectures and 25 border counties. These border areas are adjacent to Laos, Myanmar and Vietnam respectively, with diverse ethnic components and rich language types. The whole province is not only a key area for the popularization of the national common language and characters, but also a potential area for the development of the tourism industry. Language communication is the basic premise for improving the quality of tourism services and attracting tourists, and the tourism industry is an important carrier for promoting the popularization of language and characters and realizing learning through use.

2. Value Review: The Coupling Mechanism of Coordinated Development of Mandarin Promotion and Tourism Industry in Yunnan's Border Areas

The coordinated development of Mandarin promotion and the tourism industry is essentially a two-way coupling process in which language empowers the industry and the industry feeds back language. Based on the logic of resource complementarity, demand matching and interest symbiosis, the two form an interdependent and mutually promoting coupling relationship. Its internal mechanism presents the operation logic of coordinated development from three levels.

2.1 Two-way Activation of Language Resources and Cultural Tourism Resources to Achieve Resource Coupling

Yunnan's border areas are rich in ethnic cultural tourism resources, such as ethnic costumes, traditional festivals and intangible cultural heritage skills. These resources are the core competitiveness of the tourism industry, but they need to be interpreted, disseminated and transformed through standardized national common language and characters to break regional and cultural barriers and be accepted by a wider range of tourists. As a universal communication tool, the national common language and characters themselves are an important public resource. The atmosphere of language popularization formed by Mandarin promotion work can provide standardized service support for the tourism industry and activate the communication value and commercial value of cultural tourism resources [1]. The resource coupling between the two has realized a virtuous cycle in which language resources help tourism services and cultural tourism resources are transformed into development advantages, forming a pattern of resource complementarity and advantage superposition between language popularization and cultural tourism development.

2.2 Demand Coupling Between the Development Needs of the Masses and the Upgrading Needs of the Industry

From the perspective of the masses' needs, the demand of the masses in Yunnan's border areas for the national common language and characters has shifted from the basic need of being able to understand and speak to the high-level need of being able to use and increase income. As an important channel for local people to increase their income, the tourism industry just provides a scene and carrier for the masses to practice language, allowing them to improve their language application ability in tourism services and achieve learning through use. From the perspective of industrial needs, the quality improvement and upgrading of the tourism industry require standardized services, accurate cultural communication and efficient market connection. Mandarin promotion work can solve language communication barriers, meet the industry's needs for standardized services and accurate cultural communication, and improve the competitiveness and sustainable development capacity of the tourism industry. This high degree of fit in demand constitutes the internal driving force for the coordinated development of the two, promoting them to form a coupling relationship of demand matching and two-way satisfaction.

2.3 Organic Coupling of National Interests, Industrial Interests and Mass Interests

From the national level, the coordinated development of Mandarin promotion and the tourism industry can not only promote the popularization of the national common language and characters in border areas, lay a solid foundation for ethnic unity and border governance, and realize national strategic interests. From the industrial level, Mandarin promotion can improve the quality of tourism services, expand market space, promote the quality and efficiency of the tourism industry, and realize industrial interests. From the mass level, Mandarin promotion can help the masses improve their skills, expand employment channels, increase their income, and realize mass interests [2]. The organic unity of the three interests makes the coordinated development of Mandarin promotion and the tourism industry no longer a one-way effort, but forms a virtuous mechanism of national guidance, industrial drive and mass participation, ensuring that the coordinated development can be continuously promoted and produce practical results.

3. Practical Difficulties: The Practical Challenges Faced by the Coordinated Development of Mandarin Promotion and Tourism Industry in Yunnan's Border Areas

3.1 Imperfect Coordination Mechanism and Insufficient Joint Work Force

First, there is a lack of a regular departmental coordination mechanism. The promotion of the national common language and characters is led by the education and language work committees, while tourism development is promoted by the cultural and tourism, development and reform, and rural revitalization departments. There is no regular coordination mechanism.

Each department promotes relevant work according to its scope of responsibilities, but it also makes it difficult to coordinate and integrate policies, projects and funds. The promotion of the national common language and characters is difficult to be linked with the mastery of labor skills, the improvement of employment quality and even industrial development. Second, the supply-demand disconnection caused by target dislocation. The promotion of the national common language and characters is oriented by compliance assessment, focusing on basic popularization through campuses; tourism development focuses on the number of tourists and tourism income, ignoring the construction of language service capacity, and the two fail to form a mutually promoting closed loop. In addition, the grass-roots coordination is weak. Border counties and townships lack special coordination institutions and full-time personnel, and the integration of language promotion and tourism remains at the document level, making it difficult to land in villages, scenic spots and businesses. All the above factors lead to insufficient joint work force.

3.2 Weak Language Service Capacity, Restricting Tourism Quality Improvement

The level of Mandarin of key groups is relatively low. For example, the core tourism practitioners such as homestay owners, catering owners, intangible cultural heritage inheritors and scenic spot commentators in border villages still have the problems of non-standard Mandarin expression and poor communication. Some practitioners such as homestay owners and intangible cultural heritage inheritors cannot fully introduce folk culture and commodity information in Mandarin, which directly affects the tourist experience and the reputation of border tourism. In addition, some middle-aged and elderly people in border rural areas and remote villages, due to the limitations of education level and learning conditions, cannot communicate completely in Mandarin, and it is difficult for them to participate in tourism operation, reception, explanation and other links. They can only engage in low-value-added work such as cleaning and handling, losing the opportunity to increase income through tourism, and also restricting the coverage of language and character popularization [3]. The language application scenarios in border areas are also insufficient. In high-frequency scenarios such as tourism reception, commodity sales, folk custom explanation and emergency services, there is a lack of regular language training and application platforms. The problem that the masses "learn but do not use, and are not proficient in use" is prominent. The Mandarin promotion work is difficult to form a closed loop of "learning - application - improvement", and the effect of language ability improvement is not obvious.

3.3 Insufficient Integration of Language Landscape and Culture, Low Brand Recognition

Border tourism mostly stays at the basic level such as sightseeing and shopping, lacking characteristic products such as research, experience and health care with language and cultural exchange and immersive experience as the core, which is inconsistent with Yunnan Province's policy orientation of building cross-border cultural and tourism brands and enriching the supply of cultural and tourism products. It is difficult to form core competitiveness and has limited ability to drive income increase. In terms of the excavation of language and cultural resources, some regions still fail to deeply integrate characteristic language elements such as ethnic languages, classic recitations, place name culture and intangible cultural heritage explanations with tourism products. Language only exists as a communication tool, not as a characteristic attraction of border tourism, failing to give play to the added value of language and culture, and failing to meet the national requirements of integrating culture and tourism and inheriting excellent Chinese language and culture.

3.4 Insufficient Talent and Guarantee Support, Weak Sustainability

The insufficient effective supply is limited by the insufficient talent and guarantee support. There is a serious shortage of compound talents who are proficient in the norms of the national common language and characters, and also understand tourism services, ethnic culture and cross-border communication [2]. Grass-roots Mandarin promotion training "has teachers but lacks content, and has content but lacks scenarios". The training of tourism practitioners is lack of pertinence and professionalism, which is difficult to meet the needs of coordinated language and tourism development. In addition, the current Mandarin promotion training is mainly based on centralized teaching and theoretical explanation, lacking immersive training of "tourism scenarios + on-the-job practical operation", which is disconnected from the actual needs of tourism-related positions such as homestay operation, farm stay services, tour guide explanation and e-commerce live broadcasting. The training effect is poor, and it is difficult to effectively improve the masses' language application ability and professional skills. The investment in projects related to the integration of language and tourism is insufficient, and the efforts to coordinate and link the funds for Mandarin promotion work and tourism development funds are not enough, which is inconsistent with the national requirements of strengthening financial and financial support in the field of culture and tourism. At the same time, there are no clear incentive measures for Mandarin-qualified businesses, excellent commentators and language demonstration households, so the enthusiasm of the masses and business entities to participate in the coordinated development of language and tourism is not high, making it difficult to form a long-term development driving force.

3.5 Unclear Path to Empower Common Prosperity and Limited Driving Effect

Insufficient language ability leads to the fact that border masses can only engage in low-value-added positions in the tourism industry chain, and it is difficult to enter high-paying links such as explanation, management, marketing and e-commerce. Their income level is difficult to improve, failing to give full play to the income-increasing driving role of the tourism industry, which is different from the goal of common prosperity. At the same time, language barriers and poor information restrict the online and offline sales of characteristic agricultural products and handicrafts in border areas. The cultural and tourism industry chain is short and has low added value. The integrated model of "tourism + language + agricultural products" has not been effectively implemented, making it difficult to form a virtuous cycle of "Mandarin promotion promotes income increase, and income increase promotes Mandarin promotion", which is inconsistent with the policy requirements of Mandarin promotion helping rural revitalization. In addition, scenic spots and villages with convenient transportation and close to cities and towns have a good integration of language and character promotion and the tourism industry, and the effect of increasing people's income is significant; while remote border villages, restricted by geographical location and resource conditions, have slow progress in Mandarin promotion, backward tourism development and low level of coordinated language and tourism development, which further widens the regional development gap and affects the coverage and balance of common prosperity.

4. Breakthrough Path: The Optimization Path of Coordinated Development of Mandarin Promotion and Tourism Industry in Yunnan's Border Areas

4.1 Improve the Coordinated Promotion Mechanism and Strengthen Overall Guarantee

The establishment of a coordination mechanism is the key to promoting the integrated development of language and tourism. We can explore the establishment of a special working group for the integrated development of language and tourism led by the government, with the participation of education, cultural and tourism, ethnic and religious, rural revitalization, development and reform, finance and other departments. We will establish a regular consultation, joint supervision and assessment linkage mechanism, clarify the division of responsibilities of each department, break the barriers of departmental division, coordinate the implementation of policies, project implementation and fund integration, and form a joint work force [4]. The promotion of the national common language and characters will be fully incorporated into the border tourism development plan, rural tourism improvement plan and modern border happy village construction plan. Combined with the actual situation of Yunnan's border areas with a long border line and diverse ethnic groups, a special implementation plan for the coordinated development of language and tourism will be compiled, clarifying the task list, responsible units, time nodes and assessment standards to ensure that all work is carried out in an orderly manner and achieves actual results. The effectiveness of the coordinated development of language and tourism will be included in the performance assessment of counties and townships and the rural revitalization evaluation system, promoting the work to sink to villages, households and scenic spots; set up language and tourism coordination contact points in border counties and townships, equipped with full-time or part-time staff, responsible for coordinating the promotion of grass-roots Mandarin promotion and tourism integration, and opening up the "last mile" of policy implementation. Coordinate and link the rural revitalization subsidy funds, tourism development funds and language and character work funds, set up a special fund for language and tourism integration demonstration projects, increase investment in border areas, and eligible projects can apply for local government special bond support; give financial rewards to benchmark villages, benchmark businesses and demonstration units with outstanding achievements in language and tourism integration to stimulate their enthusiasm for participation.

4.2 Implement a Precision Training Project to Improve Tourism Language Service Capacity

On the one hand, focus on classified training of key groups and carry out targeted hierarchical and classified training: first, carry out special training of "Mandarin + service etiquette + explanation skills" for tourism practitioners, covering tour guides, commentators, homestay owners, catering operators, shop assistants, etc., to ensure they hold certificates to take up posts and provide standardized services; second, carry out practical language training for young and middle-aged rural people in combination with professional needs such as e-commerce live broadcasting, agricultural product sales and folk performance to improve their ability to increase income through employment; third, carry out language training on policy publicity, tourist guidance, emergency communication, etc. for grass-roots cadres and volunteers to build a "border language service vanguard" to help the implementation of Mandarin promotion work and the improvement of tourism services.

On the other hand, innovate immersive training models through scenario-based innovation. Break the traditional centralized teaching model, set up language practice posts in scenic spots, villages and homestays, allowing the masses to learn and improve while serving; carry out activities such as "border little tour guides", "ethnic cultural commentators" and

"classics moisten the countryside" to promote learning through competitions and use, and strengthen language application ability; encourage universities and vocational colleges to send teaching to the countryside, establish regular supporting education and training bases, and customize training content according to the needs of tourism positions to improve the pertinence and effectiveness of training.

In addition, empower the coordinated development of language and tourism through digital intelligence. Relying on new media means such as mobile phone mini-programs, short videos and live courses, create fragmented and down-to-earth Mandarin learning resources, including common tourism terms, folk custom explanation, emergency communication, etc., to facilitate the masses to learn anytime and anywhere; at the same time, build an online communication platform to encourage the masses to share learning achievements and exchange language application experience, forming a learning model combining "online + offline" and expanding the coverage of Mandarin promotion.

4.3 Standardize the Construction of Language Landscape and Create Characteristic Cultural and Tourism Brands

Implement the national requirements for the integrated development of culture and tourism, deeply excavate language and cultural resources such as ethnic languages, classic recitations, place name culture, red stories and cross-border exchanges, and transform them into characteristic tourism products; develop language and culture themed tourism routes, create immersive experience scenarios such as Chinese character writing experience areas, bilingual explanation corridors and ethnic language exhibition halls, and improve the voice guide system; promote intangible cultural heritage inheritors to tell ethnic stories in Mandarin, enhance cultural communication power and tourist attraction, and realize two-way empowerment of language culture and the tourism industry. Carry out special rectification actions on the use of characters and signs in scenic spots, villages, transportation routes and public service places, strictly standardize the use of the national common language and characters, ensure that the signs are standardized, accurate, beautiful and unified, and improve the image of border tourism. Combined with the characteristics of Yunnan's China-Laos, China-Myanmar and China-Vietnam borders, closely focus on the positioning of a radiation center facing South and Southeast Asia, create a cross-border tourism brand of "language communication, cultural and tourism mutual learning, and people-to-people bonds"; launch characteristic products such as "learning language with intangible cultural heritage" and "cross-border language and cultural experience", enrich the supply of cultural and tourism products, break the dilemma of tourism homogenization, improve the recognition and core competitiveness of Yunnan's border tourism, and drive the quality improvement and upgrading of regional tourism.

4.4 Broaden Channels for Increasing Income and Getting Rich, and Solidly Empower Common Prosperity

The key driving force for realizing the coordination of language and tourism lies in increasing the income of ordinary people. We can implement the hierarchical path of improving language ability to increase employment and income, support Mandarin-qualified people to engage in high-value-added positions in the tourism industry chain such as tour guides, commentators, homestay housekeepers, customer service, anchors and managers, and carry out targeted professional skills training to improve their income level; encourage the establishment of ethnic cultural explanation teams and tourism service teams, with unified training, unified identification and unified services, to form a stable employment team, allowing the masses to increase their income through improving their language ability. We can also explore promoting production and marketing connection through language smoothness. Relying on the achievements of Mandarin promotion, help border masses build online and offline sales platforms, promote characteristic products such as tea, coffee, Chinese medicinal materials and handicrafts through e-commerce live broadcasting, short video promotion and other methods, and solve the problem of "language barriers and poor sales channels"; develop experiential consumption of "tourism + language + agricultural products", promote characteristic agricultural products into scenic spots and homestays, extend the cultural and tourism industry chain, improve product added value, and drive the masses to increase their income through multiple channels [5]. By building a number of language and tourism integration demonstration villages, demonstration households and demonstration stores, summarize replicable and promotable development models, and adopt a pairing mechanism of "strong villages driving weak villages, enterprises driving farmers, and capable people driving the masses" to promote the coordinated development of language and tourism in remote border villages; increase financial, talent and technical support for remote villages, improve infrastructure such as transportation and communication, enhance tourism development conditions and Mandarin promotion work level, narrow the regional development gap, and promote the common prosperity of all ethnic groups in border areas.

4.5 Strengthen Talent and Incentive Support, and Enhance Sustainable Development Capacity

To make up for the shortage of talent guarantee, we can strengthen the training of compound talents. Support local universities and vocational colleges in Yunnan to set up majors related to tourism services, language and culture, and cross-border communication, and cultivate localized compound talents; introduce experts in language, cultural and tourism, operation and other fields to provide guidance for the coordinated development of language and tourism; establish a talent exchange mechanism, organize grass-roots practitioners to learn from advanced regions, improve their professional ability, and solve the problem of shortage of compound talents. Select "language and tourism integration demonstration units", "best Mandarin service businesses", "excellent ethnic cultural commentators", etc., and give honorary commendations and financial rewards; take the compliance of language services as an important reference for scenic spot rating, homestay grading and demonstration village selection, and strengthen positive incentives; encourage the masses to actively participate in Mandarin promotion and tourism services, and give appropriate subsidies to the masses who take the initiative to learn Mandarin and improve their service ability to stimulate their enthusiasm for participation. In addition, use various carriers such as new media, publicity boards and festival activities to publicize the important significance of the coordinated development of language and tourism, interpret relevant national and provincial policies, and publicize advanced models and successful experiences; carry out activities such as "Mandarin promotion rural tour", "small hands holding big hands, learning to speak Mandarin" and "Mandarin promotion good families", so that speaking Mandarin well, providing civilized services, and promoting income increase and industrial prosperity become the conscious actions of border masses, creating a good social atmosphere where the whole society cares about, supports and participates in the coordinated development of language and tourism.

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