

Abstract

Yunnan province used to be remote and inaccessible in historic times. The ethnic minorities in Yunnan have thus been able to preserve their cultural traits and have remained uniquely different from Han Chinese. In recent years, however, cultural diversities in Yunnan have become a major attraction for tourists and an important asset for the development of tourism. Tourism has brought in much revenue and created jobs. Yet at the same time, tourism has resulted in frequent interactions between Yunnan's ethnic minorities and peoples with other cultures, resulting in drastic changes in the ways of life of the nationalities. This paper looks into the intricate relationship between ethnic cultures and tourism in Yunnan.