

Research on the Coordinated Development of Tourism and Rural Revitalization in Minority Areas -Taking Qiandongnan as an Example

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ABSTRACT

Rural revitalization is a major strategic deployment made by the 19th National Congress of the Communist Party of China. Qiandongnan Prefecture is an ethnic minority area, most of the folk culture is scattered in the countryside, and the rural natural ecological environment is good, the red culture is quite rich, the development of tourism has advantages, and the tourism development momentum is good. The role of tourism in promoting the comprehensive development of rural areas is very obvious. It should be developed as a leading industry in revitalizing the countryside and driving the economy of one side in the "frontier and rear" ethnic areas. It should continue to move towards the goal of coordinated development of tourism and rural revitalization.

Keywords: tourism; Rural Vitalization; coordinated development; countermeasures

1. INTRODUCTION

Rural revitalization is a major strategic deployment made by the 19th National Congress of the Communist Party of China. The Opinions of the Central Committee of the Communist Party of China and the State Council on the Implementation of the Rural Revitalization Strategy describes in detail the blueprint and implementation plan of the rural revitalization strategy^[1]. In 2021, the Central and State Council issued the "Opinions on Realizing the Effective Linkage of the Achievements of Consolidating Poverty Alleviation and Rural Revitalization". In the same year, the "Rural Revitalization Promotion Law of the People's Republic of China" was passed. Work has risen to the level of the rule of law. In the rural revitalization action, there are many mountains and hills in southeastern Guizhou, with crisscrossing ravines and underdeveloped transportation, which seriously restricts the construction of rural industries, and the economy is backward. However, the natural ecological environment of southeastern Guizhou is good, and it is also a minority area. It retains the simple folk culture and the red culture is quite rich. Natural ecology, folk culture, red culture and other "babies" play a positive role in tourism development. From the development practice of China's tourism industry in the past 40 years, the role of tourism

industrialization in driving the development of relevant industries, the construction of rural civilization, affluence of life and effective governance is very obvious^[2]. It should be the leading industry for ethnic minority areas to revitalize villages and drive the development of one party's economy.

2. RAPID DEVELOPMENT OF TOURISM INDUSTRY

Qiandongnan Prefecture has thoroughly implemented the strategic policy of "Tourism Lives the State". During the "13th Five-Year Plan" period, the tourism economy in the prefecture has achieved continuous growth for 4 years. The prefecture has received a total of 482.8282 million tourists, with an average annual growth rate of 6.20%, which is in line with the "Tenth Five-Year Plan" period. Compared with the "Twelfth Five-Year Plan" period, the number of tourists increased by 197.23% year-on-year, and the number of tourists was 2.97 times that of the "Twelfth Five-Year Plan" period. During the "13th Five-Year Plan" period^[3], the prefecture's total tourism comprehensive income reached 420.055 billion yuan, with an average annual growth rate of 6.78%. 3.21 times. From 2016 to 2020, the average annual growth rate of tourist numbers was 6.2%, and the average annual

growth rate of tourism revenue was 30.10%. In 2019, the number of tourists across the state exceeded 100 million, and the tourism revenue exceeded 100 billion, achieving a breakthrough of "double billion". The state's tourism economy is changing from high-speed growth to high-quality and stable development of tourism, and tourism has become a new engine for high-quality development. (see Table 1) reached 6.2%, and the average annual growth rate of tourism revenue reached 30.10% . In 2019, the number of tourists across the state exceeded 100 million, and the tourism revenue exceeded 100 billion, achieving a breakthrough of "double billion". The state's tourism economy is changing from high-speed growth to high-quality and stable development of tourism, and tourism has become a new engine for high-quality development^[4]. (see Table 1)

Table 1. Summary of the growth of the tourism system in southeastern Guizhou

period	years	reception volume		gross tourism product	
		10,000 person times	Increase rate(%)	Billion	Increase rate(%)
Twelfth Five-Year Period	2011	1900.05	25.6	152.54	39.03
	2012	2389.50	25.76	198.50	30.13
	2013	3059.56	28.04	254.48	28.20
	2014	3744.59	22.39	314.79	23.70
	2015	5150.67	37.55	387.19	23.00
Thirteenth Five-Year Period	2016	6704.11	30.16	553.68	43.00
	2017	9351.53	39.49	777.75	40.47
	2018	10807.59	15.57	937.23	20.50
	2019	12892.98	19.30	1212.13	29.33
	2020	8526.61	-33.90	719.76	-40.60
Affected by the epidemic					

3.Coordinated development of tourism and rural areas

3.1 The tourism industry fluctuates greatly, and the rural industry is not prosperous enough

3.1.1 Widely and far-reachingly affected by the new crown epidemic

The new crown pneumonia epidemic has had a comprehensive and huge impact on the development of the tourism industry, hitting the inbound tourism market hard, and the instability and uncertainty have increased significantly, crisis management has become normal, economic globalization has encountered adverse currents, and foreign cultural exchanges and inbound and outbound tourism are facing Great challenge. In 2020, the total number of tourists received by Qiongnan Prefecture was 85.2661 million person-times, a decrease of 33.9% over the previous year, of

which 85.259 million domestic tourists were received, a decrease of 33.9%. The number of inbound tourists was 7,100, a decrease of 85.0%. The total tourism revenue was 71.976 billion yuan, down 40.6% from the previous year.

3.1.2 Difficulty in developing technology

The tourism industry has a weak industrial foundation such as "tourism, food, housing, transportation, shopping, and entertainment", which has little effect on the state's economic development. The tourism market is in urgent need of development, and it is difficult to upgrade the overall supporting facilities. Problems such as poor access and incomplete supporting functions. There are many rated tourism resources that have not been developed. There are 54 five-level resources, 9 of which are undeveloped, and 248 four-level resources, of which 78 have been developed and 170 have not been developed. There are 1286 tertiary resources, and there are countless undeveloped ones. The main body of development is mostly the government or government platform companies, which are not fully market-oriented operations, nor fully separate the three rights. For example, there are multiple management problems in scenic spots such as Zhaoxing Dongzhai and Xiasi Ancient City, which affect the development of resources and the expansion of the industry. powerful. The overall management and development of tourism resources involves a wide range of technical talents such as planning, creative planning and financing, and senior management talents are needed in the project operation management. At the same time, the area delineated by the ecological red line in southeastern Guizhou accounts for 20.98% of the state's land area, making planning difficult.

3.1.3 The leading effect of the faucet is not obvious

Zhenyuan Ancient Town was rated as a national 5A-level tourist attraction in January 2020, becoming the only 5A-level tourist attraction in southeastern Guizhou^[5]. As a leading project, Zhenyuan Ancient Town has problems such as insufficient linkage with surrounding areas and weak driving effect. It is necessary to further enhance its core attractiveness, drive the common development of surrounding scenic spots and villages, and form a large tourist cluster.

3.1.4 The product quality is not enough.

The structure of cultural tourism industry does not match the requirements of high-quality development, the proportion of high-level cultural tourism service industry is relatively low, the phenomenon of homogeneity is still relatively obvious, and the

contradiction between scale, speed, quality and efficiency is still relatively tense. It is necessary to improve product quality and realize the transformation and development from tourism and leisure products to vacation and wellness products.

3.1.5 Insufficient market supply.

The status quo of "scattered, small and weak" cultural and sports tourism enterprises has not been fundamentally changed, the added value of products is not high, the attractiveness and competitiveness are not strong, and it is difficult to meet the deep, diversified and personalized consumption needs of the people.

3.2 The foundation of public services is relatively lagging behind, and ecological and social governance needs to be strengthened

3.2.1 The system and mechanism of cultural tourism needs to be improved

my country's safeguard measures to support the development of the national cultural tourism industry are not yet perfect, and the role of the market in allocating cultural resources has not yet been brought into full play. Cultural market comprehensive law enforcement and cultural market supervision reform are not fully in place. There is a lack of applied cultural and tourism talents who understand culture, tourism, good management and operation, and lack high-level professional guidance in cultural inheritance, protection, development and utilization. Special funds for cultural and tourism development need to be further implemented. There is insufficient innovation in tourism system and mechanism, there is no tourism mechanism for overall utilization and coordination, and there is a lack of relevant measures for promoting policies and standardization. For example, Leishan County has won the first batch of national ecological comprehensive compensation pilots. Due to the ecological red line and land use indicators, most of the high-quality resource service supporting facilities are lacking. How to practice sustainable development, break through bottlenecks and restrictions, and realize the integrated development of economic ecology and ecological economy in southeastern Guizhou has become a key problem in the development of tourism in southeastern Guizhou.

3.2.2 Tourism service facilities need to be improved

The infrastructure of tourism transportation and public services in cities and counties is not perfect. The tourism distribution consulting service system is not comprehensive enough, the tourist toilets are difficult to meet the needs of tourists in terms of construction quantity and management quality, and there are

widespread layout and normative problems in the guidance systems such as tourism signs and signs ¹⁶¹.

3.2.3 The development of smart tourism is relatively lagging behind

Some cities and counties have not built tourism operation monitoring centers, and the related information platforms of cities and counties that have been built have limited functions, and the ability to provide personalized smart services for self-service tourists is generally low. At present, the whole state's smart tourism application service system has a single data, single service, and single management, and has not been effectively integrated with the departments of agriculture and rural areas, transportation, meteorology, water conservancy, public security, and fire protection to form a collation and linkage.

3.3 The tourism industry is not fully integrated, and the rural style construction is not enough

3.3.1 Insufficient featured products of "tourism + culture"

The application of national cultural creativity and high-tech elements in the integration with tourism is less, and the vertical extension of the industrial chain is insufficient. The ability of tourism products, ethnic handicrafts, ethnic art performances, ethnic performances, etc. to be transformed into cultural products is limited, the cultural connotation of scenic spots and resorts is not refined and integrated enough, and the benchmarking projects for cultural and tourism integration are relatively lacking.

3.3.2 "Cultural Tourism + Sports" needs further breakthroughs

Qiandongnan mountainous area has excellent ecological environment and colorful national culture, which is suitable for holding sports events. It needs to build a demonstration project for the integration of culture, tourism and sports.

3.3.3 Insufficient integration of "tourism + other industries"

The interaction, complementarity and reciprocity of the integration of tourism and other industries in the state is not enough, and the breadth and depth of tourism integration is not enough, especially the integration process with agriculture, health, science and technology is relatively slow. The insufficient supply of "tourism +" products has led to the failure to give full play to the agglomeration advantages of industrial integration.

3.4 The lack of integrated tourism talents and the lack of entrepreneurial intentions in rural tourism

The coordinated development of tourism and rural industries is also a new direction. The speed and stability of its integrated development depends on talents. To run tourism projects in rural revitalization well, new requirements are put forward for the quality of tourism talents. These talents should not only be comprehensive tourism talents, but also rural revitalization talents. At this stage, there are relatively few compound talents who are not only proficient in tourism services and skills, but also have a sense of innovation. The training speed and number of high-quality tourism compound talents are very limited. At the same time, affected by the living environment and public awareness, the intention of high-level talents to return to the countryside to start a business is not high.

4. COUNTERMEASURES FOR THE COORDINATED DEVELOPMENT OF TOURISM AND RURAL AREAS

4.1 Tourism + integration promotes industry prosperity

4.1.1 Accelerate the industrialization of tourism

The first is to focus on the twelve elements of tourism development of "travel, food, housing, transportation, shopping, entertainment", "business, nourishment, learning, leisure, love, and wonder", and to refine, specialize, and strengthen the original elements and formats, and make up for it. Shortcomings, developing business formats, and comprehensively improving the element system of the tourism industry with characteristics of southeastern Guizhou.

The second is to closely follow the market demand, benchmark against the international market, promote the quality and upgrade of scenic spots, further explore the cultural connotation, strengthen the display of cultural stories and the creation of cultural mood, increase the content of cultural experience, accelerate the high-quality development of tourism industrialization, and improve the overall quality of the tourism industry. and benefits, promote new breakthroughs in tourism industrialization, and build a strong tourism state. Promote the high-quality development of the tourism industry in southeastern Guizhou, and realize the successful establishment of a global tourism demonstration area.

4.1.2 Integration of Folk Culture Tourism and Agriculture

One is to create a series of rural agricultural

demonstration sites. Relying on the "1+5 100 Project" of Quanzhou tourism, through the radiation and linkage of key scenic spots, develop high-quality fruit, tea, vegetables and other characteristic agricultural products according to local conditions, strengthen the construction of variety, quality and brand, and create "one village, one product, one village, one product". Scenery, one village, one rhyme" demonstration effect.

The second is to innovate and cultivate new forms of agricultural tourism. Continuously improve the supporting infrastructure for travel, food, housing, transportation, shopping, entertainment, etc., build a group of villages that are suitable for living, business, and travel, and promote the development of rural homestays with standardization. By carrying out "three changes and one rectification" (renovating the kitchen, changing the toilet, changing the guest room, and arranging the courtyard), the farmer's self-built farmhouse has been transformed, the tourist service function has been improved, and the cooperation with domestic and foreign homestay platforms has been strengthened to create an original ecological and comfortable feature. Boutique B&B. Build economic fruit forests, flower seedlings, forest medicine, forest tea, forest poultry breeding bases, actively create characteristic and efficient agricultural sightseeing parks, and plan to promote the construction of agricultural towns.

4.1.3 Integration of Folk Culture, Tourism and Industry

One is to innovate new forms of industrial tourism. Utilize the resources of the processing industries such as ethnic embroidery, batik, silver forging, clothing, reed production, rice wine brewing, and bamboo weaving in Qiandongnan Prefecture, select a group of excellent and strong enterprises, and actively develop new formats such as display processing technology and tourist experience production, etc. Sightseeing and experience attractions, workshops, processing workshops, studios, etc., allow tourists to experience zero distance and all-round experience.

The second is to develop the mountain tourism equipment manufacturing industry. Seize the opportunity that the domestic tourism equipment manufacturing industry is still in the "blue ocean" and Guizhou's construction of a mountain park province, actively seize the development policy, and explore the manufacture of tourism equipment and facilities such as mountaineering, excursion, cycling, camping, hiking, and adventure. Qiandongnan Prefecture has become an important manufacturing base for mountain tourism equipment in southern my country.

4.1.4 Integration of Folk Culture, Tourism and Commerce

Encourage the expansion of the field of integration of business and cultural tourism, promote and promote service trade in multiple fields, and introduce high-quality commercial and trade products into tourism and shopping outlets. Promote exchanges between Southeast Guizhou and surrounding regional market players in economic trade, cultural tourism, science and technology education, etc., and strengthen the promotion of Southeast Guizhou folk culture tourism brands.

4.1.5 Integration of Folk Culture Tourism and Big Health Industry

First, relying on the national cultural tourism resources of the whole prefecture and the Miao and Dong national medicine cultural elements, do a good job in ethnic medicine and health tourism. Taking the opportunity of creating the "Qiandongnan Prefecture National Traditional Chinese Medicine Health Tourism Demonstration Zone", build a medical rehabilitation, health care and pension system for the Miao nationality, vigorously develop the construction of comprehensive tourism projects for health care, and strive to fully complete health care in 16 counties (cities) by 2023. In the construction of tourism bases, 87 health and wellness tourism bases have been built and put into use throughout the prefecture, creating a first-class national characteristic health and wellness tourism brand.

The second is to vigorously develop national sports. Efforts will be made to expand ethnic sports competitions, leisure experience and other activities, and focus on supporting national characteristic sports activities such as dragon boat, bullfighting, duo bamboo drifting, martial arts, and willow boat performances. Sort out and compile national sports projects across the state, apply for intangible cultural heritage projects at all levels and determine intangible heritage inheritors, and promote projects with healthy content, easy participation, high interest, and easy operation among the masses.

4.2 Improve the public service system to promote effective governance

4.2.1 Build a public service platform

First, for the development of science and technology, culture, economy and industry, etc., issued the "Notice of the State People's Government Office on Printing and Distributing the Leading Group for the Three-Year Industry Multiplication Plan of Qiandongnan Prefecture (2021-2023)" and "Provincial People's Government on Supporting Qiandongnan Province" Opinions of the

Autonomous Prefecture on Accelerating the Development of Tourism", "Implementation Opinions on the Supply-side Structural Reform of Tourism in Qiandongnan Prefecture", "Qiandongnan Prefecture Tourism Strategic Master Plan (2017-2030)", "Guidance for the Reform of the Poverty Alleviation Benefit Distribution Mechanism of Rural Tourism in Qiandongnan Prefecture" Opinions" and "Implementation Plan for Vigorously Promoting the High-quality Development of All-for-One Tourism", and preparations for the introduction of relevant policies such as "Measures for the Promotion of All-for-One Tourism", in order to support Qiandongnan's all-for-one tourism at the policy level towards a deeper and higher-quality development ladder.

The second is to carefully plan various types of expositions, exhibitions and trade fairs to provide opportunities and platforms for the overall development of the cultural industry.

4.2.2 Build global tourism big data

The first is to strengthen the construction of digital infrastructure, and to achieve full coverage of the wireless network and fifth-generation mobile communication network in the main exhibition area. Efforts will be made to realize smart services, statistics, marketing, management and smart statistics, and promote smart digital services for overall management and informatization of culture, commerce, tourism, agriculture, transportation, sports, and urban management.

The second is to promote the intelligent upgrading of tourist spots. Take scenic spots, hotels, travel agencies, theme parks, museums and other cultural and tourism enterprises as smart tourism construction points, and focus on ensuring that 5A and 4A tourist attractions carry out intelligent standard construction. Establish a comprehensive command and dispatch management platform and map GIS information system, and develop and use a number of integrated applications such as tourism transportation, tourism safety, tourism meteorology, and tourism cooperation. Real-time monitoring of the weather, flow of people, and ticket sales in the scenic spots enables visualized management and comprehensive command and dispatch, and promotes the enhancement of the comfort and safety of cultural tourism experience. Do a good job in the smart service, smart marketing and promotion of "One Code Tour Guizhou", and create a big data smart tourism publicity card. Make good use of various emerging media and self-media, strengthen cooperation with well-known websites, and spread the good reputation of Qiandongnan.

4.3 Intensify the cultivation of talents and promote the rural civilization

The first is to support professional education, set up professional and training bases for silver ornaments, embroidery, batik, etc. in Kaili College, Qiandongnan Vocational and Technical College, etc., establish a dynamic database of ethnic folk craftsmen, artists, embroiderers, and explore the establishment of ethnic folk crafts professionals. Library and folk artisan title evaluation work.

The second is to attach importance to and protect the inheritors of national culture, establish corresponding protection and training mechanisms, and promote the active protection of national culture. Carry out tourism skills training for folk culture-related personnel such as scenic spots, villages, homestays, agricultural parks, intangible cultural heritage streets, and customs parks. Completing the creation of tour guide words for folk culture tourism in southeastern Guizhou, standardizing the cultural connotation of tour guide explanations; urging the self-discipline of tourism-related industry associations in various counties to complement and co-manage with administrative management, and promote the integrity of tourism enterprises and standardize management.

The third is to continuously enrich tourism and entertainment activities, continuously enrich the entertainment products in scenic spots, continue to do well in ethnic festivals such as the Miao Year, Sisters Festival, Dragon Boat Festival, Lusheng Festival, etc., and encourage counties, towns and villages to hold characteristic cultural tourism festivals and agricultural experience. Activity. Introduce a number of Internet celebrity entertainment facilities such as Internet celebrity plank road, Internet celebrity swing, Internet celebrity small train, etc., to enhance the entertainment experience of tourists, and enrich themed performance products and entertainment products with local characteristics. Strengthen the construction of urban characteristic tourist blocks, small theaters, theme amusement parks and other projects. Promote the construction of leisure spaces such as urban tea rooms, bars, coffee shops, cultural squares, characteristic business circles, and waterfront spaces. Deepen the construction of night entertainment projects and enhance the charm of urban leisure tourism.

4.4 Develop rural tourism to promote common prosperity

The first is to cultivate the characteristics of rural tourism and build a platform for rural revitalization. Turn the resource advantages of ethnic minority villages into tourism industry advantages and economic advantages to boost rural revitalization. Relying on cultural tourism and natural superior resources, cultivate

and develop industries such as cultural performances, ethnic crafts, special food, farmhouse entertainment, sightseeing agriculture, health tourism, research tourism, folk festival experience, boutique homestays, etc., to enrich the cultural connotation of tourism and enhance participation and experiential. Focusing on the characteristic agriculture of southeastern Guizhou such as tea industry, blueberry industry, vegetable industry, ecological animal husbandry, etc., do a good job in the integrated development of agriculture + cultural tourism, ecology, etc., and develop industries such as characteristic cultural tourism and modern sightseeing agriculture. Set up an offline "Qianhuo Boutique" experience store and carry out online promotion to promote the effective and organic consistency of online and offline development. Vigorously develop rural tourism and increase the income of ordinary people.

Second, the growth of the collective economy is guaranteed. In rural areas, the village collective must have economic accumulation. To this end, all localities vigorously promote the construction of village-level cooperative economic organizations and actively develop the village-level collective economy. By strengthening the collective economy, the prestige of village-level organizations among the masses will be enhanced, cohesion will be enhanced, and the stability and efficiency of rural governance will be promoted.

5. CONCLUSION

In the new era, the cultural tourism industry has entered the era of mass tourism and high-quality tourism. Improving the quality of tourism and promoting the high-quality development of tourism has become an inevitable choice to meet the growing tourism needs of the people in the new era. Entering the "14th Five-Year Plan" period, aiming at the main direction of high-quality development, Guizhou Province clearly stated that it will vigorously promote new industrialization, new urbanization, agricultural modernization, and tourism industrialization. The train of mass development runs out of "acceleration". Tourism industrialization is one of the main directions of the "four wheels" for Guizhou to drive the high-quality development of Guizhou during the "14th Five-Year Plan" period, and it is also an important starting point for promoting rural revitalization. Qiandongnan is an ethnic minority area, and the rural fields are both economically backward and ecologically intact. National culture and excellent ecology are the advantages of developing tourism and play a leading role in rural revitalization. We should continue to move towards this goal.

Projects:

In 2019, the school-level key project of Qiandongnan Nationalities Polytechnic (No. 19zyjgzd02).

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