



# Analysis of Creative Tourism Development in Aba Tibetan-Qiang Autonomous Prefecture Based on the Successful Case of Yim Tin Tsai

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**Abstract.** The study's objective is to analyze Aba Tibetan-Qiang Autonomous Prefecture tourism and discuss the potential of creative tourism there. Tourism is an economic pillar in addition to industry, science and technology, and finance, and it also preserves and transmits traditional culture. Aba Prefecture has a unique historical, cultural, and ecological position in southwest China.<sup>[12]</sup> Exploring the development of local creative tourism is not only a way to promote the local economy but also a way to exchange and develop the local culture. This thesis mainly uses textual analysis to conduct research by analyzing relevant textual and data information and using the development of creative tourism in Yim Tin Tsai village as the case for comparison.<sup>[1]</sup> The use of Yim Tin Tsai as a case is based on several factors: firstly, Yim Tin Tsai and Aba have the same unique history and culture; secondly, both have a unique artistic atmosphere; and lastly, both have the advantage of an ecological environment. The best way to pass on culture is through innovation, and creative tourism is a new model of tourism based on cultural heritage. Unlike the homogeneity of previous mass tourism, it is innovative regarding local ethnic characteristics, historical heritage, and natural geographical conditions. It utilizes community participation to provide employment opportunities for residents and meet modern tourists' expectations in terms of mutual participation. Finally, this thesis will introduce and analyze the history, culture and art, and natural conditions of Aba Prefecture and think about the tourism development of Aba Prefecture from the dimensions of economic development, cultural heritage, and ecological protection.

**Keywords:** cultural heritage; creative tourism; Tibetan culture; rural development

## 1 Introduction

### 1.1 Research background

According to China's 2020 census, the total population of Tibetans in Sichuan has reached 1.475 million, mainly in Aba Tibetan and Qiang Autonomous Prefecture, Ganzi Tibetan Autonomous Prefecture, and Muli Autonomous County in Liangshan

Prefecture in Sichuan Province<sup>[12]</sup>. Aba Tibetan and Qiang Autonomous Prefecture is located in the highland area of western Sichuan. It borders the Chengdu Plain and, at the same time, has been mixed with the Qiang for hundreds of years. Therefore, the local history and culture are complex and diverse, and what can be proved is that the ruins of Jiangwei City in Wenchuan County, Aba Prefecture, have cultural traces from the Neolithic Age, which has great historical and cultural value. Tibetans and Qiangs have their national characteristics of art style. From the costumes' decorative paintings, they like bright and vivid colors, giving people a strong visual impact, and have their unique language and writing, as well as music, with great artistic value. Meanwhile, Most of the Aba Tibetan and Qiang Autonomous Prefecture (Aba Prefecture) has a typical plateau climate. Since the whole prefecture is distributed in a gradient, with a difference of 5,470 meters between the highest and lowest elevations, this geographical environment makes the climate of Aba Prefecture go from subtropical climate - temperate climate - warm-temperate climate - frigid climate - cold-temperate climate. The region's ecosystem is rich and diverse under the combined effect of topography, altitude, and weather.<sup>[12]</sup>

## 1.2 Research purpose and problem

This research 's purpose is to find a way to develop the Aba prefecture economy, as well as convert the Tibetan culture. Rural revitalization is the focus of China's current social development. Aba Prefecture is located in the southwest of Sichuan Province. Due to its remote geographical location and underdeveloped transportation, the economic development of Aba Prefecture could not be robust. UNESCO has long been concerned about the protection of cultural heritage<sup>[8]</sup>. The World Cultural Heritage Convention points out that in the modern society of competition and differentiation, only culture can bring people together<sup>[8]</sup>. Historical and cultural heritage is not only the property of a particular nation but also the spiritual wealth of all humanity. Aba Prefecture has a unique cultural heritage and rich ecological resources. Therefore, studying the creative tourism industry promotes local economic development and cultural protection.

## 1.3 Literature Review

Before writing this paper, there were many analyses and suggestions about the development of cultural tourism in Tibetan areas. However, many documents are concerned about "Tibetan culture," referring to Tibet, Qinghai, Sichuan, and other regions; only a tiny part of the article involves Aba Prefecture. Most of the articles in this section are discussed from the perspective of mass tourism, focusing only on "Tibetan culture," local specialties, or local art styles. It did not focus on developing tourism from economic, cultural, social, ecological, and multi-level thinking. Therefore, this article aims at a comprehensive analysis and recommendations for the Aba Prefecture creative tourism development.

## 2 General View of Aba Tibetan and Qiang Autonomous Prefecture

Sichuan Province is the largest Tibetan residence in China, except Tibet and Qinghai Province<sup>[12]</sup>. By 2020, the total Tibetan population in Sichuan had attached 1.475 million. It is mainly distributed in Aba Tibetan and Qiang Autonomous Prefecture, Ganzi Tibetan Autonomous Prefecture, and Muli Tibetan Autonomous County of Liangshan Prefecture of Sichuan Province<sup>[4]</sup>. This paper will analyze and discuss the development of creative culture tourism in Aba Tibetan and Qiang Autonomous Prefecture<sup>[11]</sup>. Aba Tibetan and Qiang Autonomous Prefecture border Chengdu Plain, with a typical plateau climate, lush vegetation, and famous scenic spots. The natural scenery is listed as a world-class scenic spot; Jiuzhaigou, Huanglong, Siguniang Mountain, Wolong Giant Panda Protection Base. There is culture; scenic spots contain national history and culture: ZhuoKeJi Tusi officer village, Matsuoka Towers, ginger city, etc.<sup>[4]</sup>. According to the Aba Prefecture Bureau of Statistics data, in the first half of 2023, the cultural tourism market of Aba Prefecture realized a tourism revenue of 18.824 billion yuan. This paper focuses on learning about the sustainable development of the tourism industry in this area<sup>[4]</sup>.

### 2.1 Physical geography

Aba Tibetan and Qiang Autonomous Prefecture (referred to as Aba Prefecture) are located in the transition zone from the plateau to the Sichuan Basin, with the terrain tilted from northwest to southeast, and the landforms in the prefecture are varied, showing a ladder shape from northwest to southeast. The average altitude of the whole state is 3500 meters; the largest size is the central peak of SiGuNiangShan Mountain, 6250 meters, and the lowest altitude difference of 5470 meters (<https://tjj.abazhou.gov.cn/><sup>[11]</sup>). Aba has an abundance of water resources within its borders, it is located at the source of the Yangtze River and the Yellow River, and there are the upper reaches of the Yangtze River, the main tributaries of the Jinsha River, Yalong River, Minjiang River, and the Dadu River and also there has many smaller rivers without the name<sup>[3]</sup>. Due to the significant changes in elevation in Aba Prefecture, its climate also has noticeable vertical differences: from subtropical climate - temperate climate - warm and cold environment - cold weather. The combined effect of terrain, altitude, and atmosphere makes the region's ecosystem rich and diverse. According to the statistics of the Aba Prefecture Government, the forest coverage rate of the whole prefecture reaches 34.56%, 228,900 hectares; the grassland vegetation coverage rate is 85.9%, 225,100 hectares; and there are more than 40 kinds of national wildlife protection plants and animals (<https://tjj.abazhou.gov.cn/>)<sup>[12]</sup>.

### 2.2 Historical

If the Tibetans are differentiated by region, there are four significant clans: the Weizang Tibetans (mostly living in Tibet and Qinghai), the Kamba Tibetans, the Amdo Tibetans,

and the unique Tibetan clans. Among the numerous Tibetan lines are: the Baima Tibetans of Pingwu in Sichuan, the Sherpas, the Gongbu Tibetans, the Muya Tibetans, and the Gyarong Tibetans<sup>[3]</sup>. If divided by language type, there are only three categories: Amdo Tibetan, Weizang Tibetan, and Kham Tibetan<sup>[4]</sup>. The Gyarong Tibetan mainly dominate the Aba Tibetan and Qiang Autonomous Prefecture, and the Tibetan language is in a particular Gyarong dialect. The Gyarong dialect is the "Four Earths Gyarong Language." The "Four" refer to the early rulers of the minority regions of Aba. Since the TuSi needed secretaries to record their words, deeds, policies, and folk rumors. What can be verified at present is that Gyarong is perhaps the only eastern Gyarong language that has preserved ancient documentary records. However, Gyarong is primarily a spoken dialect, with fewer grammatical references that can be used as research for transmission, and the language is in danger of extinction.

### 2.3 Cultural heritage

Among the Tibetan regions of Sichuan, Ganzi Tibetan Autonomous Prefecture is biased toward more traditional Tibetan culture<sup>[5]</sup>. At the same time, Aba Tibetan and Qiang Autonomous Prefecture have a more integrated and complex cultural background. The region's culture not only has shades of the theocratic ideology and idealistic worldview of the early Tibetan Kadampa Sect<sup>[9]</sup> but is also influenced by the Gelugpa sect<sup>[9]</sup> of Tibetan Buddhism in later periods, as well as the absorption of Qiang culture and traditional Chinese culture. Aba Prefecture borders the Chengdu Plain, and Jiangwei City in the Wenchuan area of Aba Prefecture is a historical relic of the ancient times when the ethnic minorities had interactions and battles with the Shu Han. Different cultures have intertwined to form Aba Prefecture's unique Tibetan cultural and historical heritage, including colorful thangkas, the traditional oral literature of King Gesar, and rich Qiang characteristics of Qiang embroidery, clothing, and architecture. Therefore, Aba Prefecture can also be said to be a city of ethnic integration in the epitome of history, with the whole town showing its characteristics and revealing the intersection and fusion of different cultures everywhere.

### 2.4 Tibetan art and Tibetan medicine

Traditional ethnic fabrics, costumes, paintings, songs, and dances are the artistic heritage of an ethnic group, and these ethnic arts are usually the local people's interpretation and understanding of the environment they have inhabited for many years and how they live their lives. The architecture in Aba Prefecture retains traditional Tibetan features, and even modern buildings in cities like MaErKang, Xiaojin County, and Wenchuan County include the typical Tibetan "auspicious cloud" patterns to decorate their exteriors. In the countryside, most of the dwellings are built traditionally with stone and wood, and the roofs and outer walls are decorated with only some simple Buddhist designs or patterns, such as the "卍." The artistic activities of the Tibetans are inseparable from singing, dancing, and painting. GuoZhuang<sup>[5]</sup> is the richest in local, national characteristics of the dance, which is an integral part of the life of the local people; they

will meet in the square circle after the meal, dancing together. If they meet at grand festivals and welcome friends from afar, they dress up and use a song of GuoZhuang to express their love for life. The Tibetan people are good at singing, dancing, painting, and handicrafts, and many local women can make fabrics and clothes with national characteristics. Traditional Tibetan medicine is the accumulation of life experience and respect for the life of the Tibetan people from generation to generation. In addition to traditional Tibetan medicine, which is taught by masters and passed down from generation to generation, the local monasteries also offer the subject of practicing medicine and train some of the monks to practice medicine. In recent years, many medical researchers have proved that Tibetan medicine has unique insights and better therapeutic effects in some chronic and complex diseases: cardiovascular, cerebral and cerebral vascular diseases, sleep disorders, neurological disorders, and rheumatism.

### **3 Aba has cultural and creative tourism development advantages**

At the policy level: In 2022, the National Culture and Tourism Planning Department, in the "14th Five-Year Plan" for developing the cultural industry, pointed out that "to shape tourism with culture, to highlight culture with tourism."<sup>[12]</sup> In 2023, the national culture and tourism department again put forward clear instructions to protect cultural heritage, revive traditional culture, and build a sustainable culture and tourism system. At the market level: With the development of socio-economic and technological development, innovation is indispensable for the development of all industries. Contemporary tourists have become aesthetically tired of traditional travel methods and tourism products. They are more and more inclined to be "participants" rather than mere "sight-seers," which can be called "interactive tourists," as suggested by Siow-Kian et al. in 2014. Creative people like different scenarios and are eager to try other foods, experience various aspects of life, and listen to different types of music. They like to socialize with people who are different and enjoy exchanging ideas and experiences with them. At the local development level: Aba Tibetan and Qiang Autonomous Prefecture is located in the west of Sichuan, adjacent to Chengdu, with convenient transportation, which makes it suitable for tourism development. Secondly, Aba has beautiful scenery, which is unique and ornamental due to its altitude and terrain.

Furthermore, Aba Prefecture has a deep cultural heritage, and its national characteristics and traditional culture and arts are worth protecting and spreading. Considering the actual development level, the local green area with excellent vegetation is known as the "Oxygen Bar of Western Sichuan," so the heavy industry's development to attract investment cannot realize the local ecological protection goals. Aba Prefecture is located in the plateau area, with low temperatures and rugged terrain, and the land is used for farming at a low rate, which does not bring good development. The development of local creative tourism can stimulate local consumption, provide job opportunities for residents, and attract young people who have gone out to work in agriculture to return to their hometowns to build.

## **4 Case study in cultural and creative tourism: Yim Tin Tsai Village, Hong Kong**

### **4.1 Historical of Yim Tin Tsai**

Most houses in Yim Tin Tsai Village in Hong Kong were built in the 1950s and are typical Hakka buildings<sup>[1]</sup>. As the earliest residents of the village were a couple with the surname of Chan, according to Hakka customs, the surname "Chan" has become the family name of the town of Yim Tin Tsai. This Village is blessed with a unique geographical environment, facing the sea and backed by mountains. The favorable natural conditions give local villagers the support to settle down. It is far away from the city of Hong Kong, but it is only about 30 minutes by boat from downtown Sai Kung, and there are only a few islands with residents in the surrounding area, so the Hakka culture in the village is more well preserved<sup>[1]</sup>. With the rapid development of Hong Kong in the last century, the town forced many young people to seek a good life and gradually leave the village to go to the city to live and migrate to other countries. From the name of Yim Tin Tsai Village, it is easy to see that this village is closely related to the salt industry. Initially, it was said that there were salt fields in the town, and the villagers depended on salt for their livelihood, hence the name.

### **4.2 Tourism Development**

#### **4.2.1 Cultural tourism.**

After experiencing stagnant economic development and population loss, the local government has turned its development direction to Yim Tin Tsai<sup>[1]</sup>. For example, the provincial government has focused on preserving the unique traditional Hakka culture and developing the local tourism industry. They launched the "Yim Tin Tsai Village Art Festival" for the local Hakka culture, in which community residents actively participate, explaining Hakka culture to tourists and providing handicraft instruction. Rreg Richard (2009) mentioned in his dissertation that contemporary tourists have reached aesthetic fatigue with external material consumption and are more inclined towards the materialism of the outside world. In his paper, Rreg Richard (2009) mentioned that contemporary tourists have reached aesthetic fatigue for external materialistic consumption and are more inclined to internal skill-based consumption. Through such skill-based consumption, consumers get visual enjoyment and spiritual satisfaction. Yim Tin Tsai Village develops art festivals to disseminate and protect the local traditional culture and uses food to convey the Hakka people's sense of life. Food and its flavor are the most fundamental representation of a region and the accumulation of years. From food, visitors can feel the Hakka people's understanding of ingredients and the Hakka people's sense of life and nature from generation to generation. For example, the Hakka people always make tea and fruits during festivals and entertain guests with tea and fruits. (Most Hakka people in Guangdong call it "裸"). Among them are "Ching Ming zai," which comes in black, green, and speckled green colors and has a sweet

taste with an aftertaste; "Pumpkin Tea Fruit," which is made from pumpkin and has an orange-yellow color; and "Almond Fruit," which is made from almonds. From the diet of tea and fruits, visitors can remember the Hakka people's style of emphasizing health care and taking ingredients from natural sources.

### **4.3 Eco-museum**

The geographical advantage of Yim Tin Tsai became the support for their development of the salt industry in the early days, and nowadays, it has become the basis for their development of eco-tourism. Yim Tin Tsai is located in the subtropics, facing the sea and backed by hills; the original plants on the island and the mangrove forests along the coast are a great advantage for them to turn to eco-tourism. Buckley (2012 cited in Richards 2019) <sup>[2]</sup> concluded that sustainable tourism's four most popular thematic areas are eco-tourism, responsible tourism, community tourism, and conservation tourism. Therefore, developing an eco-museum in Yim Tin Tsai is undoubtedly a great advantage to follow the development trend <sup>[1]</sup>. As Hong Kong is an international metropolis where every inch of land is expensive, most people in the city of Hong Kong will have a tense mental state, and the ecological environment of Yim Tin Tsai has become a good place for Hong Kong people to spend their vacations and leisure time. Eco-museum brings economic income to the local area and protects the local ecological environment. Meanwhile, under the development of creative tourism, Yim Tin Tsai village is also known by more and more young people, and many of the villagers have returned to their hometowns one after another to build.

## **5 Reflections and Suggestions on Tourism Development in Aba Prefecture**

### **5.1 Current status of tourism in Aba Prefecture**

According to the Sichuan government's statistics website, Aba Prefecture will realize annual tourism revenue of 22.758 billion yuan in 2019; in 2020, Aba Prefecture will realize a tourism revenue of 30.414 billion yuan <sup>[10]</sup>. Aba Prefecture will create three provincial-level regional tourism zones and one provincial-level eco-tourism zone in 2022. The state has 82 A-level scenic spots, including three 5A-level scenic spots and 26 4A-level scenic spots. Due to the epidemic's impact, Jiuzhaigou scenic area received 1,142,100 tourists and realized ticket revenue of 112 million yuan, down 49.1% and 55.8%, respectively. Jiuzhuang Airport and Hongyuan Airport had 1,664 inbound and outbound flights, transporting 60,400 passengers <sup>[10]</sup>.

### **5.2 Advice from Aba Tourism**

#### **5.2.1 Cultural tourism.**

It is necessary to conduct an in-depth analysis of consumers' age, education level, income, preferences, and other behaviors to understand what kind of tourism products

are needed by the current consumer market, as well as the expectations of tourists and the measures required to satisfy them <sup>[2]</sup>. Analyzing from the cultural level, Aba Prefecture has a unique cultural and historical heritage, whether it is the traditional Tibetan Buddhist culture or the traditional Qiang culture, which is worth to be protected and developed <sup>[10]</sup>. Pilot areas with unique characteristics can be selected from the 13 counties in the state, and the pilot program can start from the local features, including the natural environment, local cuisine, local handicrafts, and historical sites. By digging up and amplifying the local traditional culture, we can look into the historical sources, enrich the historical background, and then publicize it using digital media <sup>[8]</sup>. Use rich forms of expression to highlight the local characteristics to attract the corresponding groups of tourists <sup>[5]</sup>. For example, suppose MaErKang City completes the Ancient Tea and Horse Trail (Xishan Road) investigation in 2023. In that case, the background can be improved, related cultural relics can be supplemented, and the section of the road can be protected accordingly. Visitors can also be organized to experience it first-hand, retrace the Ancient Tea Horse Road, and learn about the Tibetan tea culture when site traditions or expertise, local history, and lifestyle are combined with local attractions and organize relevant cultural experiences and combinations. This place-sensitive development process helps connect creativity with the place and create genuine, immersive, and creative experiences, Duxbury (2020) <sup>[13]</sup>.

### **5.2.2 Eco-tourism.**

There are 11 kinds of landforms in Aba Prefecture, namely, flat dam, low mountain, middle mountain, high mountain, very high mountain, mountain plain, elevated plain, high mountain plain, and mound-like plateau; the soil of the whole Prefecture is divided into 15 types of soil, and 41 types of soil <sup>[5]</sup>. The state has a large area, complex landforms, and rich soil quality, so the state's colorful landscapes are all different <sup>[5]</sup>. Moreover, there are differences in climate and precipitation, resulting in a variety of vegetation in the form, some adapted to the plateau climate; some adapted to the environment of the sub-cold zone, such as the national level protection of wild plants: the red douglas fir, sequoia, one-leafed grass; there are also Lianxiang tree, the Sichuan red cedar, the Xikang yulan, the Minjiang River cypress, safflower *Artemisia annua* and other 61 kinds of national second-class protection of wild plants. Moreover, Aba Prefecture is the most significant "green barrier" in the upper reaches of the Yangtze and Yellow Rivers, and the biological diversity in the state is very substantial. The state is rich in vegetation and has many animal species. The state has 557 kinds of vertebrates and 338 kinds of birds. If eco-tourism is developed correctly, it will attract many bird watchers and zoologists <sup>[7]</sup>.

### **5.2.3 Smart tourism and digital tourism.**

The State Council announced a development plan for the tourism sector during the 14th Five-Year Plan <sup>[12]</sup>. It involves promoting smart tourism with digital, networked, and intelligent scenarios and expanding the application of new technologies in tourism. Empowered by digital technology, creating "Internet" + tourism can improve residents' cultural literacy in the information age and create a "cloud platform" <sup>[12]</sup>. Not only do



domestic tourists see the scenery of Aba Prefecture, but they also let the Aba Prefecture's humanities and customs into the international arena. The creation of intelligent tourism can also improve the quality of local tourism services for lodging, food, and beverage, and scenic spot construction has transparent management [6]. Let tourists have a better understanding of the attractions. At the same time, it can be used in a VR perspective to show the panorama, a virtual tour guide for attractions, which can accelerate the creation of tourism in Aba Prefecture. Considering that a large number of tourists is not conducive to protecting the ecological environment, creating intelligent tourism can allow tourists to play on the platform for reservation system. Effective control of the flow of people, for the local economy to bring income simultaneously, can also realize ecological protection.

## **6 Conclusion**

### **6.1 A summary of the current situation**

Aba Prefecture is the second largest Tibetan area in Sichuan Province and the main gathering area of the Qiang ethnic group. As the "cultural corridor of Tibetan, Qiang, and Han nationalities,"<sup>[3]</sup> there are rich ethnic and religious cultures here: traditional Amdo Tibetan nomadic culture; Gyarong Tibetan farming culture; The Qiang culture and Han culture give birth to a unique cross-cultural fusion here, and these cross-cultural cultural heritages make Aba Prefecture known as the "pearl of the western Sichuan Plateau."<sup>[3]</sup> According to the Statistics Bureau of Aba Prefecture, as of 2022, there are 36 national-level traditional villages, "Tibetan and Qiang Diahouse and village" have been included in the Preliminary List of China's World Cultural Heritage, and "Qiang Nationality Year" has been included in the "Intangible Cultural Heritage List in urgent need of protection" by UNESCO [8].

### **6.2 Nature Heritage**

Aba Prefecture is located in the western Sichuan Plateau and is the junction of the Qinghai-Tibet Plateau and Chengdu Plain; the terrain is changeable, and there are high-density, multi-change, unique world-class tourism resources [5]. According to the data of the Aba Prefecture Tourism Bureau, there are 24 nature reserves in the whole prefecture, accounting for 29%; There are three world-class natural heritage: Jiuzhaigou, Siguniang Mountain, Jiajin Mountain giant panda habitat; There are 17 national AAAA scenic spots [10]. From the perspective of the natural landscape, each has its characteristics; From the perspective of the ecological environment, Aba Prefecture is called the "green barrier" of China. Therefore, there is great potential for developing eco-tourism here.

### 6.3 Tourism Economy

According to the number of tourists in Table 1 received, the number of tourists in Aba Prefecture increased rapidly from 2013 to 2016, with an average annual reception of 30.393 million <sup>[10]</sup>. However, in 2017, after the Jiuzhaigou earthquake, the number of tourists experienced a sharp drop. It can be seen that before the impact of the epidemic, the Aba Prefecture tourism scenic spot mainly relied on Jiuzhaigou's picturesque location. From Figure 8, it can be seen that domestic tourists are the main consumer groups in Aba Prefecture. In 2018, the number of overseas tourists in Aba Prefecture dropped from 188,200 in 2012 to 40,300. Table 2 is an analysis of the tourism income of Aba Prefecture. 2013-2016, Aba Prefecture's average annual tourism income was 26.047 billion yuan. Affected by the earthquake in 2017, the income is only 23.572 billion yuan; By 2018, there will be a cliff-like decline, with an average annual tourism income of only 16.671 billion yuan. Due to the decrease in overseas tourists, the foreign exchange income of Aba Prefecture has declined significantly, with a foreign exchange income of CNY 27,070,300 in 2018.

**Table 1.** Tourist Reception in Aba Prefecture (Statistics Bureau of Aba Prefecture) <sup>[10]</sup>

Tourist Reception in Aba Prefecture						
year	Total reception (10,000)		Among them: domestic tourists		Among them: Receiving overseas tourists	
	Total person-time	And Ratio% (+/-)	Domestic tourists	Year-on-Year% (+)	overseas tourists	Year-on-Year% (+)
2012	2100.57	---	2081.75	---	18.82	---
2013	2289.6	9.00	2276.8	9.37	12.8	-31.99
2014	2876.17	25.62	2861.34	25.67	14.83	15.86
2015	3230.00	12.30	3218.89	12.50	11.11	-25.08
2016	3761.42	16.43	3750.38	16.51	11.04	-0.63
2017	2909.58	-22.65	2904.3	-22.56	5.28	-52.17
2018	2369.47	-18.56	2365.44	-18.70	4.03	-23.86

**Table 2.** Tourism economy in Aba Prefecture (Statistics Bureau of Aba Prefecture) <sup>[10]</sup>

year	Total tourism revenue (RIMB 10,000)		Among them: foreign exchange incomes	
	Total income (RMB 10,000)	Year-on-Year% (+)	foreign exchange earnings	Year-on-Year% (+)
2012	1810340	---	4815.45	---
2013	1956685	8.08	2827.69	-41.28
2014	2427442	24.06	3197.38	13.07
2015	2850907	17.44	1830.13	-42.76
2016	3183918.24	11.68	1890.36	3.29
2017	2357167.88	-25.97	1004.56	46.86
2018	1667100	-29.28	Xxx	Xxx

#### 6.4 Main Problems in the Development of Creative Tourism in Aba Prefecture

After the analysis, we find that Aba tourism's cultural and natural resources are vibrant. However, the apparent problem is that regional development needs to be balanced, the infrastructure needs to be better, lack of professional talent can not fully tap the potential of cultural heritage. At the same time, the tourism industry of Aba Prefecture continues the traditional mass tourism. It has not developed "intelligent tourism, cultural tourism, ecological tourism, and interactive tourism," which fails to meet the needs of new consumer groups. The tourism industry mainly relies on Jiuzhaigou, Huanglong, Wenchuan, and Li County as the main force. At the same time, Heishui County, Ranggatang County, Siguniang Mountain, Shuangqiaogou, Niubeishan, and other places are relatively slow. There are limitations in the tourism planning of the whole prefecture, which does not follow up the development thinking of "Internet +" at present, and only relies on scenic spot visits, sales of tourist souvenirs, and other forms of profit. Creative cultural activities need to be actively developed to attract tourists. In addition, the state's cultural marketing efforts need to be more extensive; there needs to be an in-depth excavation of local culture and the design of recognizable signs. Marketing methods need to be more varied and innovative to use digital media needs. As the overall quality of residents has not been improved, it is difficult to accept many overseas tourists, and the residents' profit means are weak, so it is challenging to support sustainable tourism development in Aba Prefecture.

#### 6.5 Summary

To summarize, creative tourism provides much development for Aba. The best way to protect the culture is through inheritance and innovation; only by constantly creating culture can the culture survive in the long river of history. Cultural tourism can promote cultural exchanges, cause scholars at home and abroad to research the protection of Tibetan culture, and make more people change their misunderstanding of Tibetans. The development of experiential tourism can help tourists deepen their understanding of life in Aba. Experiential tourism can provide residents with various means of earning a living and fasten local handicraft product development. Eco-tourism lets tourists feel the pleasant natural environment and can cultivate people's awareness of environmental protection.

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