

Villages Interest Conflict under Tourism Development--- Take Jiuzhaigou Yingge Villages and Yangshan Village as An Example

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Abstract. Tourism development is one economic trend of commercial behavior, which will bring corresponding economic benefits. Village tourism development would inevitably cause village interest conflicts, and these conflicts can be divided into two main categories, namely inner conflict of villages and the conflict between external and village. Yingge village and Yangshan village are also facing such a problem after tourism development. It not only exists in villages, also exists between two adjacent tourist villages.

Yingge Village Xiawujiao under Tourism Development

A. Contradictions caused by hotel standard room construction

In Yingge village Xiawujiao, hotel construction has great influence on villagers. Hotel construction can be divided into three stages: first, township government arranges to do demonstration. In the conference, villagers wanted to lottery, but the government did not agree. Finally, two near Baimu square were specified to be constructed by government investment. One was built into a standard room, and the other a demonstration restaurant; the second stage, the township government through a mass meeting and lottery identified five construction standard rooms. The third stage, the township government didn't hold a mass meeting, and specified ten construction standard rooms (including previously identified five). Problem is in the third stage, "people think that after the ten, there will be a government help loan. If not, they are afraid that later they would not enjoy this policy, so the crowd would be angry. When the ten rooms construction materials coming, they grab materials, bar workers and finally the township government has to solve the problem. Township government leaders later organize a villager's trip to Jiuzhaigou developed village Nanan village. The effect is good. After investigation, the county party cadres organized a meeting to discuss, finally they said to the villagers that they can get 50,000 loans to find artisans to build it, at the same time they can also join travel company points visitors to come over. It must be ready before June 1, and be ready for June 6th acceptance. Many villagers borrowed the money, looked for craftsmen (pay high price, buy expensive material), finally because a few did not borrow money, so they didn't do. Eventually 23 people did it, but after the acceptance, government's commitment to the loan hasn't fulfilled."

According to the villagers, in the building of standard rooms, township government promised to help the villagers each loan of fifty thousand yuan to let the villagers built up first. When they go for a bank loan, after villagers borrowed money and built standard rooms, the bank would not loan; finally township government gave each a standard of 10000 yuan as a result. Villagers invested about 40,000 yuan for building a standard room, so after the complement, each is in debt, so they feel upset about township government.

This contradiction is made by the facility construction of travel service hotel. Because there is no mass meeting, and economic interests involved, the opacity caused the robbing events of hotel building materials. In villagers' point of view, as a result of township government loans not deliver on commitment, a lot of their liabilities are caused, which affects the relationship between township government and villagers. In the process of tourism development, villagers' purpose of travel to get rich is the same. Relevant government staff have their own ideas, first demonstrate, gradually after the promotion without serious consideration, undeserved work method, not enough communication with villagers, villagers, in the interests of desire to get rich, robbed plunder materials which caused

interrupted tourism construction; After the incident, government departments have dealt with ease, and through actions commitment, contributed to problem solution; But promises had difficulties in implementation, the final solution and the villagers expect had large difference, which resulted in tourism construction villagers debt situation and villagers disagreement.

Through this problem as you can see, in Yingge village tourism development process, government, tourism service cooperatives, and villagers did not straighten out relations and effective communication. Specifically, government is related to the state, the county government, township government, the construction of tourist hotel standard room is part of the state "three hundred" demonstration project, and the state provides guidance; The county government is responsible for specific guidance and help, and township government is responsible for specific implementation. Therefore, it presented complexity in the process of practice. In the early days of cooperatives and tourism, everything follows government leadership, and mass meeting did not held, there would be no promoting tourism construction joint participation, no recognized role of widespread contact travel participants by villagers, ignoring villager's opinions in the process of tourism development. Visibly, in tourism development, the effective good communication between government, villagers groups, and villagers can better promote social practice.

B. Location advantages and problems

In Yingge village Xiawujiao, Baimu square is the center of +9stockaded village square, next to Baima temple, Qinggang ancient tree, on the other side a parking lot. There are two families next to the stockade now, including the earliest construction of Wang family: Zangjiayue restaurant (collector demonstration), then reform and invest, there are also normal reception hotels. In the whole village, the first see is the restaurant parking lot, therefore, here is the front desk of tourist reception. Tourism cooperative economy income distribution is accommodation by shares allocated by cooperative collective, restaurant is owned by personal income, reception performance is allocated according to the number of villagers participated in the project. The restaurant is in a superior position and has catering reception ability; it may be "advantage", which causes the opinions of the other villagers.

The author experienced a National Day tourism in 2012, tourists went to his house for dinner after watching the show in the square, and it was also tourist cooperative arranged in advance. The opinions of the other villagers made sense, because every time a visitor arrives, tourist will go to his house after watching the show, this kind of situation, in others eyes, to meet the hard activities such as dancing, singing become welfare for restaurants. In addition, because the whole village tourists are limited, Wang people are involved in the shows and catering reception, so every time his family's income is the most in the village. This interest will naturally cause villagers jealousy or opinions, which would be reflected to tourism cooperative.

According to the author, since village tourism development in 2008, as many as dozens of catering reception, whether government investigation or tourists arrive, the restaurant made interests with its location advantages and good management ability, as well as a minor celebrity. Tourism cooperative wanted to solve this problem, and let tourist restaurants take turns to reception, but in face of the other three restaurants in the village without much reception experience and business service ability, at the same time due to poor location and reception experience, they are impossible to solve. Therefore, the situation is still there.

Through the above situation, it can be seen that maybe it doesn't make too much difference living in the village edge or head bearing or in the past, locate in intersection because of noise or the idea of Fengshui for villagers. But under tourism development, village landscape has changed, and building space was built after tourism development of segmentation, such as road, reception square segregation for this may bring economic value to different space. Good space position clearly relates to earnings in the tourism, in the case of strengthened and consolidated congenital superiority, it would be easier to get more benefit. Especially rural tourism instability and vulnerability of individual reception capacity and tourists often make tourism revenue gather together, the income gap is big, which causes the other villagers, jealousy or opinion, and causes the risk of imbalance.

Yangshan Village under Tourism Development

A. The problems existing in merchandise sales

Yangshan has planned more than 70 booths in the square in 2004, standing next to each other. The villagers decide daily right by lottery. Villagers in square stands mainly concentrate in summer and fall two seasons. Sales of products are similar, mostly from Jiuzhaigou county purchased ethnic handicrafts, mainly including Tibetan knife, day beads, agate bracelet, silver bracelet, small rotatable design, etc., and mutton string, fruit, and woven shawl squares. Villagers, mostly women, middle-aged, elderly, and youth, have small wooden trucks to sell goods from home to square stalls. When visitors coming in, they greet customers, while leisure, they entertain.

In off-season, customers are commonly on their way to Jiuzhaigou county or tourists to visit Jiuzhaigou scenic area. When drivers stop to water, it will bring business. Coaches in off-season going to Jiuzhaigou county or Jiuzhaigou are very limited. Mianyang, Jiangyou train goes to Jiuzhaigou County in the province no more than 10 times a day. Due to trains from the county start early in the morning, generally no business in the morning; trains go to the county are general at 2 o'clock in the afternoon, so villagers generally start business in the afternoon after one. Tour buses and road vehicles are more in tourist season, then morning and afternoon stalls are there.

After the author's observation and understanding, generally when a car comes over parking, people rush to greet the guests, and handicrafts sell are not unified. There is a competition.

A villager said: years ago, Tibetan silver was sold 120 yuan, but a woman sold 20 at a loss. That's about 3 years ago, a woman sold Tibetan silver more than 300 yuan and a man sold 120. The woman behind his booth was unconvinced, and said she would sell it at 20 yuan, and sold it to the old man. The woman next to him said to the old man, you would buy it at 20 yuan. Then, the old man was embarrassed, and turned aside.

Most villagers selling arts and crafts usually wear casual wear, rather than national costume unless in tourist season, like May Day holiday, or Labor Day holiday. In survey, the villagers told me:

In the square, people won't wear costumes, and the village won't put music. These affected the appeal to tourists. Electricity uses less than 20 yuan a day. Improved appeal would make they sell more.

Yangshan village's disorderly competition, unstable customers, identical merchandise, and not unified price are all important factors. In the face of less sold goods, villagers attributed it partly to the village.

In investigation, old man in Yangshan village charged prices of general room for 30-40 yuan a day, and the woman beside heard and immediately charged better room for 80-100 yuan every day, with a minimum of 50 yuan, and the standard room 200 yuan a day; After understanding, the woman's price is clearly in a rip off. Through this example and the example of handicraft, because of not unified price, and disorderly competition, the phenomena of soliciting rip off in Yangshan village are obvious. Due to competition of soliciting rip off phenomenon, rural tourism brand is impaired, "The promotion and collective efforts made by relevant subject to create a brand heritage, but because individuals' pursuit of their own interests without notice of maintaining overall brand, in the development process, there is a continuous devaluation", which affects tourists impression of tourist destination, and make its brand reputation damaged. Interests' contradictions existing in rural tourism not only affect tourist destination residents' interpersonal relationship, and will leave a long-term negative impact on economy and social culture of the community.

B. The problems existing in hotel reception

Yangshan new village's each location is caught by lottery, but some families caught and are reluctant to move down. People move down early built the location, and became the people prosperous first. After construction, people located in the back village need to go to square to have business, at the same time as accommodation is set by them, so there is a competition.

Thus it can be seen that there is competition in Yangshan village, and this competition to a certain extent affects the relationship between villagers. Through this phenomenon, we could see in tourism development practice, tourists are closely connected with tourism revenue, and the competition for tourists among tourist village villagers is actually a reflection of interest. If it can't be effectively

solved for a long time, the balance of interests can certainly cause deterioration of interpersonal relationship of village residents and bring intangible negative impact on tourist village.

Yingge Village and Yangshan Village under Tourism Development

A. Interest conflicts caused by cultural resources development

Zhou dance and paint ink holiday are shared Baima Tibetan culture, Yingge village and Yangshan village have Baima Tibetan villagers, so there is a conflict of interest in the case of tourism development.

In intangible cultural project "Zhou dance" authorization, in addition to considering passing on skills, the government also takes into consideration of original ecosystem of folk culture, just as "native" three words are present in Wujiaozhai village propaganda. The authorization of "ink" holiday probably has similar considerations. In addition, article 5 of "protection" content is "experts at all levels should apply Zhou dance to tourist economy", and so it would take a good position in village tourism development. Before tourism development, intangible cultural heritage project authorization strengthens the amorous feelings of Baima Tibetan symbol image; Wujiaozhai village in tourism development has the advantage of "characteristic". The author collected information about British villages' tourism development countermeasures thinking, and there are "Wujiao is located in the mid-levels of mountain, Baima Tibetan live there, and it is the only state of pure Baima Tibetan village". Yangshan village's three nations concentrated live together, which has broken the original scattered situation, and have "miscellaneous" color. Yangshan village clearly has no advantage as Baima village Tibetan ethnic culture, an amorous feeling distinct characteristic. In a word, in the eyes of the government, nationality village's "pure" and "miscellaneous" are not the same, largely as a result, the government of non-material cultural heritage authorization brings imbalance between work and so on, in the process of tourism development, economic benefits symbols resources can be brought and cause a conflict of interest between the village.

B. The parking lot water construction causes conflicts of interest

Yingge villages' tourism distribution is mainly up to Yingge village cooperatives for tourism service, and the main revenue is Wujiaozhai village tourism income distribution, mainly performance fees, accommodation and meals. Performance cost is allocated according to the number of participants (adults), accommodation allocation by villagers in proportion, the reception on food and restaurant temporarily by itself. Yingge village ditch grass has a Baima farmhouse, with shops, hotels, sales and the same ethnic handicrafts, shawls in Yangshan village, and some seasonal fruit; it has a larger area of land to build parking lot, and a pay toilet. In my investigation, Baima farmhouse did not join tour service cooperatives, so the income obtains by their own.

During the investigation, Yangshan village has not yet set up cooperative organization of tourism, and tourism service is responsible for by the village. The collective tourism income is mainly in the parking lot and toilet, accommodations and tourist souvenir sales revenue are personal income. Yangshan village tourism development has built a large parking lot in south village. They built 8 water points, all are collective water points. 99 households in the village are divided into 9 groups. Each group is led by a village cadre with 10 villagers to add water and get income summary for 11 points per person. Baima activity plazas built a charge travel toilet in 2010.

Baima farmhouse is 200 meters away from Yangshan village square water point. The parking area is large with location advantages. Many vehicles stay here; vehicles get water; visitors go to the toilet. Then selling goods have earnings, and business is booming. Because the distance is very close, Baima farmhouse objectively reduced earnings to yangshan village significantly. A Yangshan villager told me in private that some villagers had blocked up with branches Baima farmhouse on the other side of the road to stop the vehicle parking there. Yangshan villagers asked about the cause of Baima farmhouse booming, many villagers explanation is:

Yangshan village water point is collective, and Baima farmhouse is personal. Every time people give the driver packs of cigarettes or other things, and the collective nobody give driver anything, and the driver would like to go to park to Baima farmhouse.

"Identity refers to a person in a particular situation, think that he belongs to a social group". The above content to a certain extent illustrates, interest conflicts can lead to the identification of the whole, in facing common village collective interests, Yangshan villagers show a high degree of recognition in the differences. But behind this reflects deep problems. Visitors stay or not, and length of stay are closely related to tourism income. Because of this, Yangshan village has competition with Yingge village Baima farmhouse because they are close, and this competition is caused by conflicts of interest. Similar tourist commodities, close range, and similar tourism facilities make the inevitable existence of this kind of competition and conflict. This conflict is mainly caused by two different village distribution systems, and this also reflects neighboring villages' interests under development need to adopt the appropriate way to adjust.

Conclusion

In the process of tourism development, Yingge village Xiawujiao's undemocratic construction of tourist reception hotel, opacity caused villagers conflict; because in the process of tourism, space position advantages gains more interest in villages, and this caused opinions of the villagers. With concrete analysis, some are related to the government, some are related with folk organization, and some are related to villagers. The construction of tourist hotels is an integral part of the new environment. As Zang tourism, they partly are new folk markers and constructions. All of these in final analysis are due to the benefits of itself, and it is interest that causes all this. Yangshan village, too, for the sake of the interests of competition in commodity sales and hotel reception, soliciting. Yingge village and Yangshan village conflict because of culture sharing benefit distribution of tourism development. Because of near distance, the conflict between water points is caused. Although there are competition relations between Yangshan villages, in face of outside villages (Baima farmhouse), out of common interests and collective sense of belonging, administrative villages get together to defend or protect the interests of the group. Yingge villages and Yangshan village tourism development conflict which reflects folk cultural resources development stakeholder's scramble for folk markers, conflicts of interest which reflects more parking lot water point, direct conflict of interest.

In the "field" of Yingge village, Yangshan village tourism development practice, you can see the functions of cultural capital, social capital, symbol capital and economic capital. Cultural capital is tourism culture resource such as local Zhou dance.

Social capital is "social resources or wealth grasped and possessed by persistent social networks". The reason villagers fight for folk markers is itself, not only cultural capital and symbolic capital, which can be converted into economic capital. In conclusion, the above situation is essentially an issue between resources and profit distribution, but it only exists between some internal villagers, or between villages.

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