

Bed and Breakfast Tourism, Development Assistance and Ability Improvement of Herdsman in Tibet

Taking Apei Village as an Example

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Abstract—The purpose of the development assistance to Tibet is to improve the economic and social development of Tibet and the living standards of herdsman. So, this article shows the way that how to use Tibet's national cultural resources to develop B & B tourism, then to improve the herdsman's economic benefits under the development assistance. Also, in the development process, the ability of herdsman can be dug and enhanced. Based on this, the article takes Apei Village as an example to show the herdsman's reaction and ability building process during different stage of B & B tourism development. Then, the article draws the conclusion that the herdsman can improve the management ability and build the self-development concept and market competition consciousness by the help of development assistance to Tibet.

Keywords—*component; formatting; style; styling; insert*

I. INTRODUCTION

The development assistance to Tibet aims to promote leapfrog development of Tibet and the living standards of herdsman. This policy has been made for 20 years since 1994, more than 18 provinces and cities have provided much financial, technical, human and material assistance to Tibet. Among the many forms of aid, it is the best way to help the herdsman to develop B & B tourism. Because not only the national cultural resources are unique, but also the B & B tourism development has low technical threshold. So that, a lot of villages where close to the national road began to develop B & B tourism by using the capital and equipment from the aid assistance provinces since 2000. During this development process, the ability of herdsman has been built and changed a lot, and most herdsman have a certain job skills related to tourism. Even a few herdsman have the market competition consciousness and self-development concept. To some extent, the development assistance to Tibet reached the desired goal that to improve the herdsman's living standards and self-development.

The article will take Apei Village as an example to state and prove this process as follows. Section two describes the herdsman's ability being dug and trained in the first construction stage. Section three analyzes the herdsman's market competition consciousness and ability being

improved in the second stage. Section four outlines the herdsman's self-development concept start to be built in the late stage. The final Section offers the conclusions.

II. THE FIRST STAGE: HERDSMAN'S ABILITY BEING DUG AND TRAINED

A. Village Reconstruction and B & B Tourism Development

Apei Village located in the travel line which from Nyingchi to Lhasa, and is a Tibetan village with 139 people. Due to the occurrence of floods in 2001, the village had to move and rebuilt. By the help of Fujian Province counterpart assistance, it cost 3.177 million RMB to build the current Apei new village. Based on the new and beautiful Tibetan houses, DeQing-WangMu family hotel began to build in 2001. Driven by the demonstration effect and economic benefits, there were 15 family hotels and 132 beds to join in the B & B tourism development in 2014, and the tourism income per capita reached more than 10,000 RMB. The achievement was amazing because the Annual per capita income was less than 2,000 RMB before the village moved in 2001. Therefore, the herdsman actively use various resources to develop B & B tourism.

B. Development Assistance from Fujian Province

At the beginning of B & B tourism development, Fujian Province gave the financial support to build the Tibetan houses, Water, electricity, communications network, roads and other infrastructure construction. In addition, they offered the development assistance in economic, social, cultural and environmental aspects. The aid cadres even used their own social relations to help the herdsman to solve the funds, technology, management problems. especially the sixth and seventh batch of aid cadres' hard work and contribution in the comprehensive management and the overall development of B & B tourism. Thus, Apei village won the honor of Well-off demonstration village in 2013. This also marked the B & B tourism development of a new step by the help of development assistance from Fujian province.

C. Herdsman Being Trained

In the process of B & B tourism development, herdsman's ability gradually has being dug and trained. At the beginning of B & B tourism development, the herdsman knew nothing about the tourism development. So, the aid cadres help the herdsman to being trained in cooking, choreography, travel reception, etiquette, management and other aspects. Driven by economic interests, the herdsman continued to tap their own potential and actively learned the skills. Therefore, it had achieved remarkable results, such as setting up a Tibetan cultural performance team, establishing Chinese and Tibetan cuisine team, etc. Nearly all the villagers can understand and speak Putonghua, and most of them were beginning familiar with tourist reception skills and the management skills.

III. THE SECOND STAGE: HERDSMAN'S MARKET COMPETITION CONSCIOUSNESS AND ABILITY BEING IMPROVED

A. Vicious Competition Caused by Reduced Tourists

In 2014, tourists to the Nyingchi drastically reduced for three reasons. First, two major tourist bus rollover accidents brought the negative impact. Second, Lhasa to Nyingchi's

railway construction brought traffic inconvenience, and the dust reduced the self-driving and ride passengers. Third, the implementation of strict government management system brought the reduction of official travel. As a result, tourists to Apei village were significantly reduced. However, the family hotels surged driven by the economic interests. Especially in 2014, the number of family hotels in the village increased from 8 (in 2013) to 15, and the number of beds increased from less than 100(in 2013) to 132. So that a serious supply-demand imbalance inevitably brought vicious competition and the room price reduced from 50-60 RMB / night down to 30-40 RMB / night. This vicious competition seriously interfered with the order of the village tourism reception, and affected the external image of Apei Village. Hence, these things caused the village cadres and aid cadres' attention.

B. Discussing the Rotational Reception Proposal

In order to solve vicious competition, the village decided to take turn to receive tourists and hold a meeting to discuss. In the discussion, different stakeholders expressed their interest demands and launched a game. Although there was a dispute, all stakeholders agreed with the voting results in the end and adopted the rotational reception proposal as in "Table I".

TABLE I. STAKEHOLDER ANALYSIS ON ROTATIONAL RECEPTION PROPOSAL

Topic ^①	Stakeholders ^②	Reaction to the proposal ^③	Discussion Result ^④
Rotational reception proposal ^⑤	Large and old family hotel owners ^⑥	disagree, because the early publicity and investment cost much, the later can't be shared in vain ^⑦	According to the voting results, they agree with the rotational reception proposal ^⑧
	Small and new family hotel owners ^⑨	Agree, because it can compete fairly with the old then be survived ^⑩	
	Others who have no family hotel ^⑪	Agree, because when it turns to him, he can decide to introduce tourists to which family hotel, then get dividends ^⑫	

C. The Ability of Consultation and Game Being Improved

Before the implementation of rotational reception proposal, we can clearly see the herdsman began to actively participate in B & B tourism development, boldly express their needs and mutual understanding. They were no longer passive to accept development assistance projects, but bravely put forward their views according to their own interests and experience, then discuss together. At the same time, the village cadres and aid cadres actively listened to the views of the villagers, patiently analyzed and explained, then made decisions. Although this process was full of games and arguments, it was still democratic and helpful to solve the problem. Hence, all these showed that the herdsman's ability of participation, consultation and game had being enhanced.

IV. THE LATE STAGE: HERDSMAN'S SELF-DEVELOPMENT CONCEPT COMES INTO BEING

A. Fairness and Efficiency

Shortly after the implementation of the rotational reception proposal, it appeared the new contradiction. Many

villagers thought that the proposal seemed fair but inefficient. The shortage of tourists is only a brief phenomenon. Hence, it should improve the reception level and operating efficiency in the long term, rather than to maintain the surface of the fair. So, the village cadres and aid cadres tried to find a new way to solve this problem. Once again after the village committee meeting, two new operation plans were put forward. One was outsourcing to the travel company (called Plan A), another was setting up operating companies by the villagers themselves (called Plan B).

B. Choosing the Mode of Operation

In order to decide whether to choose the mode of operation (Plan A and Plan B), the villagers repeatedly discussed and analyzed. The analysis process is shown in "Table II".

TABLE II. SWOT ANALYSIS OF TWO MODES OF OPERATION

Modes of Operation^①	S (Strengths)^②	W (Weaknesses)^③	O (Opportunities)^④	T (Threats)^⑤
Plan A: ^① outsourcing ^②	Professional travel company; Without the operational risks ^③	Over commercialized; ^④ Villager's benefits are difficult to protect; Business is difficult to restrain ^⑤	Tourism companies are optimistic to development; The new railway will open ^⑥	Competition of other area's family hotels; weak infrastructure affect to attract investment ^⑦
Plan B: self- ^① management ^②	Villager share the benefit; the tourism resources can be protected ^③	Villagers share the risk; the villagers' ^④ management ability ^⑤ are poor ^⑥	Can get the help of aid fund, The new railway will open ^⑦	Mode may not be approved by the government ^⑧

From the above two plans, we can see that different groups have different interests and the plans also had advantages and disadvantages. So, it was hard to choose. In the meeting, the aid cadre worried about the outsourcing (Plan B). He felt that the reason why the villagers supported outsourcing, mainly because of the lack of construction funds and poor self-management capacity. Therefore, he said he could use his personal ability to get financial aids. Also, he encouraged the villagers to invest to construction and being the owners of the company. In addition, he said that he could make full use of aid funds and channels to help the villagers. Then the villagers can go to Fujian province to get free learning on high-level hotel reception skills and business methods. At last, in his assurance and encouragement, the villagers agreed to set up Tourism Company by themselves (Plan B).

C. Self-development Concept

In the process of discussion and weighing, we can see the villagers began to have the self-development concept. Especially after the interpretation of the aid cadre, the villagers realized that they should learn to develop by themselves, rather than relying entirely on tourism companies or others. They should participate in the management and share the interest, and make use of various conditions to improve self-development skills. So, they choose Plan B and decided to set up a travel company by themselves. By this way, villagers can invest and share the benefit of the management. Finally in the efforts of all parties, Apei Village set up the first travel company in Nyingchi area in October 2015.

Now, two years have passed, almost every villager actively involved in the construction of tourism companies and undergone great changes. Some villagers went to Fujian province to study the management skills, some went to Lhasa to study the travel reception skills, some learned the business skills in the exchanges with other enterprises, etc. Through the self-management of tourism companies, the villager gradually increased the protection consciousness of Tibet cultural heritage, the skills and economic benefits have greatly improved. Also, their ideological and spiritual outlook was changed, completely different from the past when operating family hotel.

V. CONCLUSION

The article has taken Apei village as example to describe that the herdsman how to improve their ability during the construction of B & B tourism, then analyzed the herdsman's self-development skills and concepts how to being built in this course. Through the study of this article, we can draw the following conclusions:

- B & B tourism is the more appropriate way to help the herdsman. By this way, the herdsman not only can use of Tibetan cultural resources to get the source of income, but also can help the herdsman build confidence to participate in the construction. By doing so, it can improve their ability to adapt to the development of modern life.
- Development assistance to Tibet is a more appropriate way to help herdsman to rapidly improve the quality of life and ability. By the help of aid province, the herdsman not only have got the financial support, but also received various training to update their ability.
- In the process of construction, the herdsman realized that they should get out of aid dependence, rather than passively receiving assistance as in the past. They started to put forward their own views, and used the analytical method (such as learning SWOT analysis) to analyze the pros and cons. In addition, they also learned to use various resources to obtain aid projects and negotiated and gamed with aid cadres.

In this article, we argue, the aid has been different in the past and changed a lot. In future, the aid should respect the herdsman's self-development consciousness, should encourage them to actively participate in building and help to improve their abilities, rather than unilateral assistance as in the past and ignoring of the voice of herdsman. Only by doing so, then it reached the essence of development assistance.

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