

# *The Existing Problems and Suggestions for the Ethnic Village Tourism: A Case Study of Dong Village in Zhaoxing*

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**Abstract:** Along with the improvement of economic income and education level of Chinese residents, cultural tourism is developing vigorously. In the face of the double-edged sword of tourism, how to find a balance between tourism development and cultural protection and inheritance, and not be harmed by this sword, is an important topic of academic research. At present, minority rural tourism has gradually become the entry point of rural revitalization in minority areas. With the development of economy, ethnic villages in different stages of tourism development have different status quo in the inheritance and protection of ethnic culture. Taking the opportunity of rural revitalization, Qiandongnan Prefecture, Guizhou Province pays attention to protecting and inheriting local intangible cultural heritage in the process of developing rural tourism, integrates local intangible cultural heritage, local conditions and customs into cultural tourism, and drives the development of tourism through cultural elements. Whether the development of tourism in ethnic villages is conducive to the protection and inheritance of ethnic culture, this paper proposes a path of integrated development of the two, in order to improve the existing problems and provide a reference for the development of village tourism in Dong villages in the future.

**Keywords:** Southeast Guizhou, Rural tourism, DongZhai, Cultural heritage, Protection and inheritance

## 1. Introduction

In recent years, rural tourism has developed rapidly. According to the Ministry of Culture and Tourism, in 2019, the total number of rural tourists in China was 3.09 billion, an increase of 9.7 percent year-on-year, accounting for more than half of the total number of domestic tourists. The total revenue of rural tourism was 1.81 trillion yuan, up 11.3% year on year; The number of rural tourism workers accounted for 34.3 percent of the total employment in the monitoring sites [1].

The development of tourism is bound to have an impact on local culture, and good tourism development is conducive to the protection and inheritance of local culture. Local residents can not only get the cognition of their own national culture, but also form the consciousness and behavior of protecting their own national culture.

In the Outline of the 14th Five-Year Plan for National Economic and Social Development of the People's Republic of China and the 2035 Vision and Goals, it is proposed that culture should be used to shape tourism and tourism to enhance literature, the system for protecting and inheriting

intangible cultural heritage should be improved, and the protection and inheritance of fine traditional handicrafts of all ethnic groups should be strengthened [2].

Ethnic villages are the settlements formed by local ethnic minorities who use nature for long-term production and life in the process of historical development. Their ethnic culture, with its mysterious, primitive and strange characteristics, greatly satisfies tourists' spiritual enjoyment and psychological needs of "seeking novelty, novelty, happiness and knowledge" [3]. Rural good ecological resources and unique production and life style, become an important attraction of rural tourism.

## **2. Difficulties Faced by Village Tourism**

### **2.1. Original Ecological Environment Needs to be Improved**

Ecological is the core of attract tourists, with the tourism fast development, the ecological environment is destroyed, national characteristics of construction by the subtle influence of modern architecture style, gradually lose the original style, such as the original home stay facility into a small building, architectural design is too uniform, regardless of the appearance of the building or are all the same color, road is smooth and straight, Lack of rural flavor and spirituality, destroyed the original nature of the countryside. Although ancient buildings such as the village drum tower are old, they have strong ethnic culture flavor. If these characteristics disappear, the vitality of ethnic village tourism will be exhausted.

### **2.2. Single Tourism Project**

Most villages have no deep excavating regional culture characteristics, to simple replication of tourism projects, single style similar, the same, such as organic, picking, fishing farms and chess activities, to build a content rich product system, there is no real form of sightseeing, the inspection, experience, vacation, raise the three-dimensional tourism products such as health care system.

### **2.3. Inadequate Infrastructure**

At present, there are still many problems in the construction of rural infrastructure, mainly reflected in the incomplete transportation road facilities, part of rural tourism roads and parking facilities lag behind, can not meet the demand of tourists; Domestic garbage and sewage discharge everywhere lack of effective treatment; Accommodation and catering facilities lack unified service standards, lack of necessary market supervision, including the lack of a complete scenic spot internal signage system and public toilets and other infrastructure and public service facilities.

### **2.4. Lack of Professional Talents**

With the constant development of rural tourism at the same time, rural tourism talent shortage problem increasingly prominent, many is a native of farmers in the rural tourism industry team, they tend to lack of professional training, lack of management experience, for the tourism product development, marketing, culture mining, such as a lack of understanding, the innovation of the rural tourism projects.

### **3. A Case of Zhaoxing Dong Village**

#### **3.1. Previous Research**

In recent years, many scholars have studied minority village tourism in our country, and as mentioned by Yang Chunrong scholars in "Research on the coordination between ethnic Village Tourism Development and rural revitalization", some problems have been highlighted in the development process of ethnic village tourism in our country in recent years. Although people are aware of the importance of preserving diverse cultures, the original inhabitants are exposed to the modern life, especially the young people begin to pursue the modern life, and they gradually lose their traditions. The mysterious primitive culture is packaged and developed, the commercialization of tourism makes the traditional national culture commercialized, and the authenticity of tourist experience is damaged [4].

Kwan scholars in the strategy of rejuvenating the country under the background of guizhou minority nationality areas non-material cultural heritage protection and utilization movement, analyzes the strategy of rejuvenating rural to guizhou minority nationality areas the opportunities brought about by the non-material cultural heritage protection and utilization, put forward six ways of protection and utilization, in guizhou minority areas non-material cultural heritage protection and utilization to provide reference and reference [5].

#### **3.2. Location**

Zhaoxing Dong Village is located in the southeast of Liping County, Qiandongnan Prefecture, Guizhou Province. Surrounded by mountains, the houses in the village are stilted and stilted, row upon row. It is the largest village of Dong nationality in China. At present, more than 6,000 Dong compatriots live here, which is called the "Dong Village of a thousand households". Zhaoxing Dong Village is located in a long and narrow valley with steep and winding roads. It is very difficult to develop large-scale agriculture on the karst landform. This geographical environment directly led to its poverty and relative backwardness in the past.

#### **3.3. Advantages of Zhaoxing Dong Village**

##### **3.3.1. National Policy Support**

The rapid development of rural tourism has benefited from a series of good policies. In the Strategic Plan for Rural Revitalization (2018-2022), it is proposed that "villages with rich natural history and cultural resources, such as famous historical and cultural villages, traditional villages, villages with ethnic minority characteristics, and famous villages with characteristic landscape tourism, are important carriers to highlight and inherit excellent traditional Chinese culture [6]. We will comprehensively protect heritage sites, historic buildings, traditional residential buildings and other traditional buildings. We should respect the living patterns and traditional habits of the original residents, speed up the improvement of village infrastructure and public environment, make rational use of village characteristic resources, develop rural tourism and characteristic industries, and form a benign mutually promoting mechanism between the protection of characteristic resources and village development." "We will vigorously promote the implementation of the revitalization plan of traditional crafts in rural areas, and cultivate and form traditional crafts products with ethnic and regional characteristics. "We will actively develop traditional festival cultural supplies and folk art and folk performance projects such as martial arts, opera, dragon dance, lion dance, and gongs and drums, so as to effectively align cultural resources with modern consumer demand."

### 3.3.2. Natural Advantages

Built in the fifth year of Zhenglong in the Southern Song Dynasty (1160 AD), Zhaoxing Dong Village has a history of more than 850 years. Guizhou has three ethnic autonomous prefectures, 11 ethnic autonomous counties and 253 ethnic townships, where 17 ethnic groups, including Miao, Buyi and Dong, have lived for generations. Rich in cultural heritage, it ranks first in the list of national intangible cultural heritage projects, and the number of Chinese traditional villages selected to the list of cities and prefectures in China ranks first. There is one representative list of intangible cultural heritage of humanity and 56 representative items of national intangible cultural inheritance. There are three national-level demonstration bases for productive protection of intangible cultural heritage.

Due to the geographical environment, the lag of industrialization and other reasons, the traditional culture is relatively less damaged, and the overall protection is good. In Dong villages, middle-aged and elderly villagers still wear traditional Dong costumes, although young people and children are rarely dressed in ethnic costumes due to foreign influences. Dong Village has an interesting ethnic culture. All of them are surnamed Lu and divided into five house groups, which are called "tuan" by local people, namely Rentuan, Yituan, Li Tuan, ZhiTuan and Xin Tuan. In the past, the boundaries of the five regiments were clearly marked, but now the boundaries are blurred and become ZhaoxingDazhai.

### 3.3.3. Folk Architecture - Drum Tower Group

"Before building a village, build a drum tower." The Drum Tower group in Zhaoxing Dong Village is unique among Dong villages in China, and is known as the "hometown of Drum Tower". The construction of the drum tower depends on the voluntary donation of villagers, and the structure of the building itself is also very exquisite. The whole drum tower is built of fire wood, without a nail and riveting, and the drum tower is like a pagoda. Drum Tower is a symbol of unity and auspiciousness of Dong village, as well as a symbol of prosperity and unity of Dong village (see Table 1). The Drum Tower is a place with public space, sacred space and law space. All the laws and rules of the Dong people are formulated in the middle of the Drum tower. "Each drum tower represents a family with the same root, and they usually go to the Drum Tower to play chess, sing and have fun, and they will go to the Drum Tower to discuss important events [7] ."On weekdays, the Drum Tower is a place for villagers to rest and chat, and on festivals, the Drum Tower is also a place for everyone to get together, where they play lushun and step on the song hall to their heart's content. Whether ushering or sending, marriage or death, all of them should be completed in the space of the round sky and place.

Table 1: Name and general situation of Dong Village Drum Tower in Zhaoxing.

Name	style	high	floor area
Rentuan Drum Tower	seven eaves and octagonal spire	21.7 meters	60 square meters
Yituan Drum Tower	eleven double eaves octagonal spire	25.8 meters	81.6 square meters
Lituan Drum Building	13 double eaves octagonal spire	23.1 meters	70.3 square meters
Drum Tower	nine double eaves octagonal rest	14.9 meters	77.3 square meters
Xintuan Drum Tower	eleven double eaves octagonal spire	25.9 meters	78.3 square meters

### 3.3.4. Folk Art - Home of Song and Dance

Zhaoxing is not only the hometown of Drum Tower, but also the hometown of singing and dancing. "Food can nourish the body, songs can nourish the mind," is a common saying of the Dong people, who regard "song" as as important as "food". The Dong people believe that song is knowledge and culture. Whoever has more songs is a knowledgeable person. They love songs, learn songs and sing songs for generations. They take songs as their music and are proud of "being able to sing and having many songs". They express their feelings with songs. Dong children start to learn songs when they are two or three years old. There is a very important factor in learning songs, that is, the singer requires all singers to pay attention to the harmony between each other in the process of "singing by one person, and sharing by all", so as to create a wonderful harmony together. Dong song melodious, beautiful melody, especially multi-part mixed chorus, exciting. During festivals or when guests come to the door, the Dong people gather together happily, stepping on the song hall and promoting officials. The Lusheng Festival is held every other year on the Mid-Autumn Festival. The hosts and guests compete to play and sing together. It is very lively and spectacular. In 2009, Dong Dage was included in the representative list of intangible cultural heritage of humanity.

### 3.3.5. External Influence - Hajime honor

In the process of protection and development, Zhaoxing Dong Village culture has been recognized by relevant industries and won corresponding honors. In 1993, Zhaoxing was awarded the honorary title of "Hometown of Drum Tower Culture and Art" by Guizhou Provincial Department of Culture. In 2001, Zhaoxing Dong Village and Drum Tower Group were listed in the Guinness World Record. In 2003, it was listed by The State Council as one of the first ten national key folk culture protection projects. In 2004, The State Council as a national scenic spot. In 2005, it was selected as one of the "most beautiful ancient village towns in China" by more than 30 news media, including China National Geography magazine. In 2007, it was selected as one of the "33 most attractive Destinations in the World" by Fashion Travel and National Geographic. In the same year, it was rated as one of China's famous historical and Cultural Villages by the Ministry of Construction and the State Administration of Cultural Heritage, and one of the "Top Ten scenic Spots with the most potential in China" by the Ministry of Construction. In 2008, it was selected as a "global attractive destination for Olympic tourism". In 2014, it was included in the list of national AAAA tourist attractions by the National Tourism Administration. In 2014, it was awarded the title of "the most valuable cultural (heritage) tourism destination". 2018 as the Guizhou branch venue of CCTV Spring Festival Gala. These honorary titles have played an important role in promoting cultural tourism in Zhaoxing.

## 4. Suggestions

### 4.1. Dong Village Performing Arts Competition

Zhaoxing Dong Village is not only a scenic spot for tourists, but also a community where villagers live. Therefore, the integrated development of cultural transmission and ethnic village tourism cannot be separated from the participation of villagers. Performing arts competitions can effectively motivate villagers, especially young people, to participate in the team of cultural protection and inheritance. In Dong villages, some competitions can be held in winter and summer holidays, such as Dong song competition, Lusheng dance competition, copper drum competition and traditional handicraft competition. Non-genetic inherents in scenic spots can be invited as judges, and awards can be set up to encourage villagers to register and participate actively. Visitors to the scenic spot

can feel the local people's love for intangible cultural heritage, and the local young generation can also feel the charm of intangible cultural heritage through these performing arts competitions.

#### **4.2. Homestay in Dong Village**

The homestays of ethnic minorities have their own characteristics and various forms, which combine various functions such as catering, accommodation, leisure vacation, health preservation, leisure and entertainment, and agricultural experience, and can meet the different needs of different groups of people. Dong Village homestay can create a variety of experiential tourism projects to bring more and richer experiences for tourism consumers, such as visiting traditional handicraft workshops, parent-child experience of making handicraft products, parent-child fishing and cooking, etc. Can also create intangible theme home stay facility, in a home stay facility set intangible culture wall, and in Meituan, where relevant, ctrip website launched not heritage theme rooms, such as silver theme room, clothing theme room, etc., while increasing your home stay competitive, attracting more tourists or ground shop web celebrity clock in, promote the spread of the intangible culture. Homestay operators can also use livestreaming and other we-media platforms to sell featured agricultural products and promote local agricultural products to all parts of the country.

#### **4.3. Dong Village Catering**

Dong Village has a characteristic diet, white cut fragrant pig, characteristic spring chicken, Dong dried bamboo shoots stewed meat, sour fish soup, kenma large intestine, dry pot sauce fried chicken, Dong preserved fish and so on. In the past, Dong people ate glutinous rice, and when conditions were good, they would add roast meat, which was dry and delicious. Therefore, the characteristic snacks of "roast glutinous rice" were derived from the Dong stockade. If you like spicy food, you will put roasted chili on it. If you like hot and sour food, you will add homemade pickled cabbage. Finally, you will knead glutinous rice by hand, so that the ingredients can be better integrated into the glutinous rice. The Zhaoxing special beef powder across from the Letter Drum Tower has clear soup and sour soup. You must drink sour beef powder to be authentic. A year before the autumn harvest is tian fish fishing season, is also the peak period of pickled carp, fish is unique in fermentation, smart dong will be steamed glutinous rice with chili powder mixing, then lay flat on with salt fish fillet, glutinous rice and fish fillet in an airtight in strong wooden drums of natural fermentation, salt to keep fish fresh, fermented glutinous rice to make fish has a sweet taste, how to eat can be Fried bake.

#### **4.4. Dong Village Cultural and Creative Shop**

Tourism cultural and creative products are conducive to the protection and dissemination of intangible cultural heritage. Crafts and creative product is very good, can not only play the local characteristics of the home stay facility, still can and contemporary costume culture fusion, using live from media platforms, such as businesses in selling silver, dress, can think how to make use of the traditional silver ornaments forging technology, and the brocade technique of the contemporary material, technology integration, Launch some tourism cultural and creative products that are both aesthetic and practical, such as wallets, handkerchiefs, notebooks, cups, bookmarks, fans, picture frames, pendants and other Dong elements, to create a non-legacy cultural and creative shop.

#### **4.5. Gather talents**

"We should mobilize all positive factors and pool talents from all over the world for use. There are many folk culture people, folk artists and folk handicrafts in Dong Village. These people are the



most important local talents. Behind each intangible cultural heritage is a group of talented folk artists and craftsmen. Discover and cultivate these folk artists and craftsmen, and they cultivate more artists and craftsmen [8]. "Handicraft skills competitions are held regularly to attract folk artists to participate.

#### 4.6. Dong Festival activities

Malinowski believes that holidays affect people's "sense of well-being" and "sense of belonging" to some extent. By participating in the festival year after year, local people are constantly examining the uniqueness of their own culture, reinforcing their shared values and beliefs. "It is conducive to the protection and inheritance of intangible culture in the village, and the performance and holding of collective activities enhance the unity and cohesion of residents in the village [9] ."

The locals get paid to perform and keep many people occupied. "I get a regular monthly salary in the chorus," says one performer, "and I get overtime for bonfire shows." Find a sense of belonging in cultural rituals, and consciously pass on cultural habits to the next generation. Locals have gained national confidence from being stared at by tourists. "The Dong songs can only be passed on if we sing them regularly. If we don't participate in competitions, we will not practice. We often sing together, we will cooperate very well, we get along very well. Sometimes even if we are not required to sing, we will perform by ourselves. Singing Dong songs is part of our life and we hope to develop Zhaoxing's tourism business through singing." "Said the performers of the Dong song. In 2021, under the normal prevention and control of the COVID-19 epidemic, Zhaoxing continued to see growth in tourist arrivals, with annual arrivals reaching 9.04 million, up 69.95% year on year, and tourism revenue reaching 8.5 billion yuan, up 76% year on year.

"Ethnic minority culture is unique, and the national culture belongs to the world [10] ."The integrated development of the dissemination of intangible cultural heritage and rural tourism is bound to become a trend. The intangible cultural heritage in the case of Zhaoxing Dong Village is not only rich and colorful, but also has great cultural connotation, which is of great significance for realizing the integrated development of the dissemination of intangible cultural heritage and ethnic village tourism.

#### 5. Conclusions

The ancient and unique ethnic culture is the source of sustainable development of ethnic villages. Ethnic cultural landscape is the core of tourism resources in ethnic villages. Through the combination of cultural landscape and natural landscape, cultural heritage can be protected and inherited. In ethnic minority villages, villagers benefit from tourism by opening hotels, restaurants and selling tourism commodities. As the number of tourists increased, so did the villagers' income. Villagers realize that the arrival of tourists depends on the local unique traditional culture, such as the local unique architectural style, strange and gorgeous national costumes, exotic customs, etc. Therefore, villagers feel the importance of local culture and improve their conscious awareness of protecting local culture.

Ethnic minority villages bring an unusual sense of beauty to tourists. Nowadays, more and more tourists visit ethnic minority villages, helping to promote ethnic culture, rural tourism and rural revitalization. All tourists will become disseminators of some kind of intangible cultural heritage.

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