

Research on the sustainable development policy of rural tourism in Ganzi Prefecture

Yuxin Cheng¹, Lan Zhang^{2,*}

¹School of Architecture, Southwest University for Nationalities, Chengdu Sichuan 610225, China

²School of Architecture, Southwest University for Nationalities, Chengdu Sichuan 610225, China

* Corresponding Author

Abstract

Rural tourism is one of the main ways of economic and social development in Ganzi Prefecture, and an important way to achieve targeted poverty alleviation and promote the sustainable development of Ganzi Prefecture. Based on the literature and field research, this paper expounds the advantages and main operation modes of rural tourism development in Ganzi Prefecture, conducts a comprehensive study on the policy support for rural tourism development in Ganzi Prefecture, describes the current situation and support effect of rural tourism development policy in Ganzi Prefecture, finds the existing problems and analyzes their causes, and finally analyzes the protection of natural ecology and cultural ecology. From the perspective of promoting the sustainable development of the tourism industry, this paper considers the development of tourism in Ganzi Prefecture, and puts forward some suggestions for promoting the economic and social development of Ganzi Prefecture in the direction of "innovation, coordination, green, openness and sharing".

Keywords

Ganzi Prefecture; rural tourism; Sustainable development; Ganzi Prefecture.

1. Introduction

At this stage, the development potential of rural tourism is huge, with a wide range of radiation, large tourist groups, diversified tourism content and other characteristics, in the development of rural tourism at the same time to achieve the effective adjustment of the rural industrial structure, to provide jobs for the rural surplus labor force, to optimize the allocation of economic construction resources in rural areas, and to improve the urban and rural dual economic structure and other aspects have an obvious role in promoting. However, the development of rural tourism is not a rigid copy, different regions have their own different regional differences, to achieve the sustainable development of rural tourism, must be established in the premise of full investigation and local conditions, to develop a tourism development model in line with the actual local situation. This paper aims to discuss the long-term plan for the development of rural tourism in Ganzi Prefecture under the current national policy guidelines through an overall analysis of the tourism development in Ganzi Prefecture in western Sichuan Province, in order to summarize useful experience for the development of rural tourism in Ganzi Prefecture and other related regions under the construction of rural economy.

2. Overview of Ganzi Prefecture

2.1. Geographical location of Ganzi Prefecture

Ganzi Tibetan Autonomous Prefecture in Sichuan Province, referred to as Ganzi Prefecture. Ganzi, Tibetan for "white and beautiful" meaning, ancient for the Qiang land, Tang belongs to Tubo, the early Yuan Dynasty set up the Tusi system, the end of the Qing Dynasty changed the land to return to the stream. The state covers an area of 153,700 square kilometers. It has jurisdiction over 18 counties (cities), 289 townships (towns, streets) and 2,181 administrative villages, with a permanent population of 1,107,431.

Ganzi Prefecture is located in the northwest of Sichuan Province, in the Sichuan Basin, Yunnan-Guizhou Plateau, Qinghai-Tibet Plateau transition zone, is located in the southeast of the Qinghai-Tibet Plateau, north of Guoluo Tibetan Autonomous Prefecture, Qinghai Province Yushu Tibetan Autonomous Prefecture, west of Jinsha River, and Tibet Autonomous Region Changdu across the river, an area of 153,000 square kilometers, located in the Qinghai-Tibet Plateau ecological barrier, Loess Plateau-Sichuan-Yunnan forest and biodiversity two national key ecological function areas, the territory of alpine valley forest, alpine wetland, The Jinsha River, the Yalong River and the Dadu River run through the western, central and eastern parts of the Yangtze River and the Yellow River from north to south, and are the sensitive areas of global climate change and the key areas for the protection of species in the world, and have an important strategic position in the national ecological security pattern.

2.2. Current status of tourism resources in Ganzi Prefecture

For Ganzi Prefecture, it is not only relatively rich in cultural landscapes and natural scenery, but also has a high taste. That is, on the basis of rural tourism and with natural scenery as the carrier, it can effectively promote the income of local villagers, expand income channels and prevent poverty return on the basis of joint development. For the eastern part of Ganzi Prefecture, it is mainly the Gongga Snow Mountain dominated by the "King of Shu Mountain", which not only integrates the beautiful, steep, dangerous, strange and majestic, but also the ancient town of Moxi at the foot of the mountain is an excellent place to pay homage to Gongga Mountain, coupled with the advantages of "Sichuan Health Care Center", "Moxi Conference Site", "Pastoral Cherry Festival and Peach Blossom Festival in Pestle Township", so as to naturally combine the natural scenery with rural tourism. For the southern region, it is the Daocheng Yading National Nature Reserve, which not only has the "last pure land under the blue sky" Daocheng Yading, but also deeply combines the sea of flowers, grasslands and rural tourism to create a Daoxiang pastoral. Similarly, in the western region, it is based on the natural scenery of Cuopugou, which not only has Batang County, which is known as the "Little Jiangnan" of Ganzi Prefecture, but also integrates pastoral scenery and peasant folk customs. In the north, it is the "Beauty Valley" Danba County, which not only has the reputation of "Zhonglu Township" and "Jiaju Tibetan Village", but also the most beautiful watchtower idyllic scenery in Sichuan, which has attracted many tourists, and its Tibetan pastoral scenery has a unique flavor compared with ordinary villages. In addition, Ganzi Prefecture also involves more scenic spots, and adopts the combination of pastoral scenery and natural scenery, gradually forming a relatively perfect tourism form, and the resources are also extremely rich.

3. The development status of rural tourism in Ganzi Prefecture

3.1. Current status of macro planning

In 2020, the "Guiding Opinions on Promoting the Development of the Western Region in the New Era and Forming a New Pattern" was issued by the Central Committee of the Communist Party of China and the State Council, which not only clarified the top-level design of the western

development, but also further put forward the historical pattern of the western development in the new era. As a "three districts and three states" region defined by the state, Ganzi Prefecture can not only better develop the "Belt and Road", but also be within the scope of the "Greater Shangri-La Tourism Circle", which has great advantages in the development process. In the course of development in recent years, the Ministry of Tourism and the Ministry of Culture have been promoting the construction of "three districts and three prefectures", and based on the central budget, they have provided corresponding subsidies to local project funds and funds in the central budget, so as to provide corresponding support for the public service and infrastructure construction in the poverty alleviation areas of the "three districts and three prefectures".

In the context of the continuous development of tourism and the gradual increase in the positioning of Sichuan Province, rural tourism in Ganzi Prefecture has also achieved good development. In order to effectively adapt to the basic trend of rural tourism development, Ganzi Prefecture has also determined the "Opinions of the People's Government of Ganzi Prefecture on Accelerating the Development of Rural Tourism", on the basis of effectively combining the layout and planning of the tourism industry, the rational development of leisure tourism, rural tourism, cultural tourism and other industrial models, and on the basis of the rational use of agriculture-related funds, effectively strengthen the construction of infrastructure such as environmental protection, hydropower, roads, etc., and continuously promote the development of tourism resources and new urbanization.

3.2. Current status of government support

The relevant government combines the herdsmen's settlement, new village construction and other plans, rationally develops rural hotels and theme hotels, and builds tourism corridors around relevant scenic spots to build close ties with transportation hubs and transportation arteries, and at the same time, on the basis of targeted guidance, carry out corresponding online business, and further enhance the independent tourism service function of individual tourists. Efforts should be made to promote local operators to effectively improve the quality of service and management, and on the basis of cultivating the brand industry, build a development model that is compatible with scenic catering and social catering, so that culture, leisure and entertainment can be better combined, and build a catering culture system with outstanding brands, distinctive characteristics and diverse types. According to the local tourism commodity resources and product characteristics of Ganzi Prefecture, the concept of commodity development can often be determined accordingly.

3.3. Current status of talent construction

According to the available information, the Ganzi Prefecture is basically a family-run business model, usually they hire temporary workers according to the season, but most of the time the family members themselves participate in the management and sales. In Ganzi Prefecture, those with higher educational qualifications generally choose to pursue their careers in other cities, while those who stay in Ganzi Prefecture are generally those with lower education levels. According to the survey, the employees in the relevant tourism industry in the state have a low level of education, and naturally lack the professional knowledge of rural tourism, so they cannot provide high-quality services for this.

The main recruitment channel for employees is the temporary surplus labor force in rural areas, which accounts for about 44.3% of the number of employees in the tourism industry, about 34.8% of the employees in the socialized recruitment, and the rest belongs to campus recruitment.

3.4. Current status of capital investment

In the complex situation formed by the significant increase in risks and challenges at home and abroad and the huge pressure brought about by the epidemic, Ganzi Prefecture firmly adheres to Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era as its guiding concept, adheres to the general tone of seeking progress while maintaining stability in its work, actively promotes high-quality development, and comprehensively promotes the special work deployment of "stabilizing growth, promoting reform, adjusting structure, benefiting people's livelihood, preventing risks, and maintaining stability", laying a solid foundation for building a moderately prosperous society in an all-round way.

In 2022, the state's gross domestic product (GDP) reached 47.194 billion yuan, a year-on-year increase of 3.5%. Among them, the added value of the primary industry was 8.424 billion yuan, up by 4.2 percent; the added value of the secondary industry was 13.141 billion yuan, up by 6.0 percent; the added value of the tertiary industry was 25.630 billion yuan, up by 2.1 percent. The per capita GDP reached 42,710 yuan, an increase of 3.8% over the previous year and a decrease of 3.4 percentage points over the previous year.

The proportion of the three industries in GDP was adjusted from 17.75:26.70:55.55 in 2021 to 17.85:27.84:54.31 in 2022. The three industries drove GDP growth by 0.8, 1.5 and 1.2 percentage points respectively, and the added value of the three industries contributed 22.83%, 43.76% and 33.41% to GDP growth respectively.

The added value of the private economy in Ganzi Prefecture was 18.026 billion yuan, a year-on-year increase of 1.2%. Among them, the added value of the primary industry was 6.993 billion yuan, up by 3.7 percent; the added value of the secondary industry was 3.474 billion yuan, up by 4.1 percent; the added value of the tertiary industry was 7.558 billion yuan, down by 2.2 percent. The added value of the private economy accounted for 38.2 percent of the regional GDP, down 1.3 percentage points from the previous year. For the year, consumer prices (CPI) rose by 1.3% year-on-year. Among them, the price of transportation and communication rose by 6.1%; education, culture and entertainment prices rose by 0.2%; The price of other goods and services rose by 1.6 per cent.

4. Policy suggestions for the sustainable development of rural tourism in Ganzi Prefecture

4.1. Lengthening the industrial chain to promote economic development

The development of rural tourism in Ganzi Prefecture is inseparable from the support of advantageous industries, so industrial prosperity is a prerequisite for the healthy and sustainable development of rural tourism in Ganzi Prefecture. In turn, rural tourism in Ganzi Prefecture, as an important starting point for the prosperity of the rural tourism industry, can improve the rural industrial chain and help rural revitalization. In the process of developing rural tourism, we can graft ecological agriculture and tourism industries through technical support, cultivate and develop rural agriculture and tourism integration industries, such as sightseeing agriculture and leisure agriculture, which will help promote the extension of the agricultural industry chain, thereby driving agricultural upgrading and helping rural revitalization. In addition, with the help of local advantageous industrial resources, we can also promote the deep integration of tourism and manufacturing, culture, sports, medical care, Internet and other industries and industries, so as to promote the formation of a complete industrial chain with a certain depth and breadth of rural tourism, and drive farmers to increase their income and get rich. In addition, the national cultural and creative industry can be integrated into the local customs, turning it into cultural and creative products and brands that can express the feelings of national characteristics, vigorously developing tourism derivatives

through the "cultural and creative + tourism" model, and designing and developing brand peripherals based on regional culture, folk culture, and historical culture, which can effectively link industries at all levels and form a rural tourism industry system in Ganzi Prefecture with industrial integration and linkage.

4.2. Improve tourism supporting policies

The development of rural tourism involves multiple departments and links, and tourism supporting policies, such as fiscal policies, investment and financing policies, infrastructure policies, etc., all play an indispensable role in promoting the development of rural tourism and need to be further improved.

Innovate and improve the financial investment mechanism, and give full play to the supporting effect of financial funds. In line with the national policy and development orientation, actively explore the rural tourism development model, through financial subsidies, tax incentives, loan subsidies and other measures, in a variety of forms of investment and development of rural tourism projects, the establishment of various tourism development entities. At the same time, we will expand the financing channels of rural tourism and launch more financial services to provide financing support for farmers to start their own businesses and create wealth. We will continue to enrich the types of financing business, optimize the financing business model, and achieve full coverage of agriculture-related business entities.

Improve rural tourism infrastructure and improve the level of government public services. As the saying goes, "if you want to get rich, build roads first", rural tourism mostly adopts self-driving, and convenient and safe travel is the primary condition for rural tourism. Make full use of the current policy conditions for rural revitalization, combined with the actual situation of rural areas in the region, strengthen the construction of rural roads, water and electricity, and improve the configuration of rural catering, accommodation, scenic toilets, emergency rescue and other facilities, and maintain and upgrade the original infrastructure.

4.3. Formulate reasonable and preferential tax policies

In order to promote the sustainable development of rural tourism in Ganzi Prefecture and respond to the assistance policies to promote the development of "three rural", it is necessary to formulate scientific and reasonable preferential tax policies while levying tourism tax. If the leisure agriculture tax is levied on rural tourism scenic spots, farm stays, homestays and other business entities in Ganzi Prefecture, preferential tax policies should be implemented from the perspective of promoting the "development of tourism" enterprises and self-employed individuals and long-term development.

First of all, if the leisure agriculture tax is uniformly applied, the arrangement of other value-added taxes should be abolished, and tax incentives can also be implemented moderately. For those business entities that can increase employment opportunities, drive local economic development, and most importantly, beautify the environment and improve environmental benefits, support policies such as tax exemptions or tax incentives will be adopted. This can also encourage leisure agriculture operators to pay more attention to environmental protection while developing the economy.

The second is the implementation of tax exemption in specific areas. According to paragraph 1 of Article 15 of the Provisional Regulations on VAT, agricultural products obtained by tourists through self-employment should be exempted from taxation. On the other hand, the business entity may include the agricultural products harvested by the tourists' independent labor in the park ticket, and for this kind of behavior, it is necessary to consider the coordination with the leisure agriculture tax of the ticket.

Of course, the main body of the "rural tourism" integration business in Ganzi Prefecture should accurately declare the business scope and truthfully provide the business situation, and the law

enforcement agencies and tax authorities in the jurisdiction should be diligent in preventing and investigating to prevent tax evasion and tax evasion.

4.4. Strengthen education and guide social participation

The participation of all walks of life is the main participant in the development and integration of the rural tourism industry, and it is also one of the goals of rural revitalization. Although all sectors of society may not fully understand the profound connotation and importance of the development and integration of the rural tourism industry, they have the same goal of getting rich and rural revitalization. Under the guidance and support of the government, all sectors of society should strengthen the publicity, education and skills training for social participation, emphasize the sense of ownership, and urge all sectors of society to change their concepts, actively and more deeply participate in the project planning, construction and development of new forms of business integration of rural tourism and industry in Ganzi Prefecture, give full play to the subjective initiative of the society itself, and enhance the independent development ability and overall quality of the society. Fully mobilize the enthusiasm and creativity of various social talents such as rural craftsmen, new rural sages, agricultural talents, cultural elites, and intangible cultural heritage inheritors to participate in the development and integration of the rural tourism industry, encourage returnees to invest and start businesses, and give full play to the supporting role of scientific and technological talents.

5. Conclusion

The development of tourism in Ganzi Prefecture has strongly stimulated the economic development of Ganzi Prefecture, which has greatly changed the living standards of the original residents of the destination, and Ganzi Prefecture has attracted domestic and foreign tourists with its unique cultural and natural tourism resources. The development of tourism has brought great improvements to the economy of Ganzi Prefecture and improved the living standards of local residents. However, with the increase in the flow of foreign tourists, the development of tourism has also had a great impact on the living habits, national culture and ecological environment of all ethnic groups in Ganzi Prefecture. This paper analyzes the development status of rural tourism in Ganzi Prefecture in realizing eco-tourism and ethnic cultural tourism, mainly focuses on the analysis and research of rural tourism planning, economy, policy and talent in Ganzi Prefecture, and puts forward sustainable development countermeasures from four levels: economy, policy, society and legislation.

On the basis of protecting the living habits and customs of local aborigines in the development of rural tourism, it should be reasonably and effectively developed, so as to ensure the benign operation of the ecosystem in Ganzi Prefecture, retain the fundamental resources and fundamental interests of the people of Ganzi Prefecture, and promote the development of ecological economy in Ganzi Prefecture by protecting the ecological environment of Ganzi Prefecture, and realize the good pattern of beautiful life, beautiful environment and rich resources in Ganzi Prefecture, and the sustainable development of rural tourism in Ganzi Prefecture directly affects the survival and development of the local people.

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