

# On the Path of High Level Development of Tourism and Cultural Industry in Ethnic Minority Regions

## -- Based on the Rural Revitalization Strategy

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### Abstract

Comprehensively promoting rural revitalization and focusing on promoting high-quality development is a major strategic deployment proposed in the report of the 20th National Congress of the Communist Party of China. Promoting the higher-level development of the tourism and cultural industry in ethnic minority areas is not only a concrete manifestation of implementing the new development concept and continuously consolidating the achievements of poverty alleviation, but also an inherent requirement for promoting the rapid development of the cultural industry, enhancing the country's soft power and competitiveness. It is also an inevitable choice for advancing the task of comprehensively building a socialist modernized country. However, due to multiple factors such as geographical location and historical conditions, there is still significant room for adjustment in achieving higher levels of development in the tourism and cultural industry in ethnic minority areas. This article focuses on ethnic minority areas with relatively lagging economic development in the rural revitalization strategy, studies the current development status and improvement paths of the tourism and cultural industry in these areas, comprehensively analyzes the problems and reasons faced by the tourism and cultural industry in ethnic minority areas, and proposes corresponding countermeasures and suggestions based on reality.

### Keywords

Ethnic Minority Areas; Tourism and Cultural Industry; High Level Development; Rural Revitalization Strategy.

## 1. Introduction

The report of the 20th National Congress of the Communist Party of China clearly proposes to adhere to the priority development of agriculture and rural areas, effectively connect the consolidation and expansion of poverty alleviation achievements with rural revitalization, deeply adhere to the supply side structural reform of agriculture, consolidate and expand poverty alleviation, and accelerate the unremitting efforts to promote modernization of agriculture and rural areas, which is the deepening direction of the Party and the country. Modern agriculture can greatly improve the socio-economic environment in rural areas of China, thereby promoting the overall economic development of the country. To achieve rural revitalization, reduce poverty among rural residents, eliminate urban-rural inequality, promote regional and national development, improve agricultural economy, protect resources and environment, stimulate market vitality, and promote domestic demand to drive economic

development. Realizing rural revitalization is of great significance for improving the coordinated development of agriculture and modern agriculture, improving regional development structures, building global peace, participating in global governance, promoting world economic development, and expanding industrial categories and agricultural markets. Therefore, rural revitalization is an indispensable part of today's social development and an important way for China's future sustainable development. However, rural areas in ethnic minority areas are the weakness, focus, and difficulty of China's comprehensive rural revitalization. Under the new normal, the core of rural revitalization lies in cultural revitalization, and ethnic cultural tourism will undoubtedly become an important carrier for the implementation of rural revitalization strategies.

Cultural tourism refers to habitual travel, where travelers enter another location and culture to come into contact with local residents, as well as lifestyles, art, and heritage, in a direct way to truly experience their culture and its expression in the historical context. The process of cultural tourism is actually the interactive process of showcasing culture in tourist destinations and tourists enjoying culture. Cultural tourism is an inevitable product of tourism development, and the development of cultural tourism is an important lever to achieve the strategy of rural revitalization.

Ethnic minority areas are far from the economic center and are less affected by modern industrial civilization. Natural resources are widely distributed and well preserved. Their unique natural scenery, dense primitive forests, beautiful peaks and lakes, small streams and rivers all contain rich tourism resources. In addition, the colorful local customs and ancient and rich ethnic culture provide a natural cultural resource endowment for the development of tourism in ethnic areas. Culture is the soul, and the combination of culture and tourism poses higher requirements for the construction of tourism culture in ethnic minority areas, which is bound to undergo new changes in its tourism culture construction.

Regional tourism is the most important and indispensable component of rural revitalization and development. Regional tourism is crucial for economic and social development, as it helps to promote exchange and communication between regions, promote cultural exchange among tourists, and enhance cooperation and competition between regions. In addition, regional tourism can also drive local economic growth, promote employment, popularize regional culture, improve regional infrastructure, enhance the beauty and value of the region, and thus improve local life. At present, there are problems in the development of tourism and cultural industries in ethnic minority areas of China, including insufficient innovation, serious formality, insufficient resource development and utilization, relatively lagging infrastructure, poor cultural publicity effectiveness, and low level of construction organization. In response to the corresponding problems and their causes, this project will start from ethnic minority areas with relatively backward economic development, analyze the current situation of tourism and cultural industry development in the region, elaborate on the integration mechanism of cultural industry and tourism industry, explore the specific path of future development of tourism and cultural industry in ethnic minority areas, and propose corresponding countermeasures and suggestions for achieving higher level development.

## 2. Literature Review

In order to understand the research dynamics of the transformation and upgrading of rural tourism and cultural industries in ethnic minority areas under the strategy of rural revitalization, more than 120 relevant papers were retrieved through literature review and electronic resources combined search, mainly reflected in the following aspects:

(1) From the perspective of rural revitalization strategy background. Regarding the theme of rural revitalization, scholars generally believe that it is the comprehensive revitalization of

China's agriculture, rural areas, and farmers in the new era. In this regard, Lv Feihong (2018) explored the implementation path of rural revitalization, pointing out the need to accurately grasp the connotation and goals, formulate top-level designs, protect the rights and interests of farmers, and clarify policy boundaries. Ye Jingzhong (2018) reflected on the historical path, overall layout, and path of rural revitalization, and proposed that we should adhere to the main position of rural and farmers, and achieve the organic combination of agriculture, rural areas, and modernization. Zhang Qiang (2018) and others believe that rural revitalization is relative to the decline of rural areas, and should at least include the revitalization of rural society, industries, and rural culture. Li Xinjian (2016), Wang Jianing (2017), Liu Lianzi (2017) and others put forward their views on the connotation and function of rural revitalization strategy, believing that rural revitalization is a comprehensive improvement of the modernization of agriculture, rural areas, and farmers, as well as a comprehensive revitalization of the economy, politics, society, culture, and ecology. It enhances the core competitiveness of rural tourism, injects new impetus into the rural revitalization strategy, and ultimately achieves a comprehensive improvement of regional economic, social, and ecological benefits;

(2) From the perspective of the connotation concept of rural tourism. The emergence of rural tourism in China began in the 1950s, and the new century has entered a stage of rapid development. In this regard, most domestic scholars believe that rural tourism is a tourism activity that integrates learning, tourism, entertainment, and shopping based on rural culture, agricultural environment, production methods, and folk customs as resources; Some scholars have also expanded the scope of rural tourism attractions, believing that rural natural scenery, material resources, and daily production and life can all serve as tourism attractions. Zhang Jie (2005) summarized that rural tourism attracts rural natural and cultural landscapes, with urban residents as the main target market, and meets the tourism needs of tourists returning to nature;

(3) From the perspective of rural tourism transformation and upgrading. Xu Fuying et al. (2010) believe that the main problems in the transformation and upgrading of rural tourism exist in industries, markets, cooperation, talents, and other aspects, and provide targeted and reasonable suggestions. They study the background of the transformation and upgrading of rural tourism industry, including economic environment, government behavior, industrial development stages, and changes in tourism demand; Liu Xiaorong (2013) pointed out that traditional agriculture should be combined with rural tourism for development, and industrial integration is an effective way and development direction for rural tourism to achieve transformation and upgrading;

(4) From the perspective of research in ethnic minority areas. Cao Duanbo (2008) proposed that in response to the series of problems faced by rural tourism in ethnic minority areas, resources should be developed and utilized while protecting the ecological environment and traditional culture, and community rights should be emphasized to help alleviate poverty in the local area. Chen Hui (2016) believes that it is necessary to create differentiated rural tourism, build a complete industrial cluster, and improve management mechanisms; Valuing marketing methods and building well-known brands; Protect the ecological environment and inherit traditional culture.

In summary, scholars have conducted in-depth research on rural revitalization strategies, rural tourism, and sustainable development, providing reference for relevant research.

### 3. Current Situation of Tourism and Cultural Industry Development in Ethnic Minority Areas -- Taking Guizhou Ethnic Minority Areas as an Example

#### 3.1. Overview of The Research Area

Guizhou is located in the hinterland of the southwestern inland region, bordering Sichuan Province and Chongqing City to the north, Hunan Province to the east, Guangxi Zhuang Autonomous Region to the south, and Yunnan Province to the west. It is a transportation hub in the southwestern region. Due to its geographical location, Guizhou has been a multi-ethnic region since ancient times, with a total of 56 ethnic groups in the province, including 18 hereditary ethnic groups, mainly distributed in the three autonomous prefectures of Qiannan, Qiongzhusi, and Qiannan. The population of ethnic minorities reached 14.0503 million, accounting for 36.44% of the total population of the province. The majority of ethnic minorities in Guizhou Province are Miao, accounting for 30.6% of the province's ethnic minority population. They are mainly concentrated in Qiongzhusi Autonomous Prefecture, Daozhen Autonomous County, Wuchuan Autonomous County, and Songtao Autonomous County; The population of the Buyi and Dong ethnic groups comes second, with the Buyi ethnic group mainly residing in Qiannan and Qianxinan Autonomous Prefecture, while the Dong ethnic group is mainly distributed in Qiongzhusi Autonomous Prefecture and Yuping Autonomous County. It can be clearly seen from the ethnic distribution map of Guizhou Province that the distribution of ethnic minorities in Guizhou Province presents the characteristics of "large mixed communities, small settlements, and interlaced mixed communities". Guizhou is located in the west of the Yunnan-Guizhou Plateau, with mountains crisscrossing the territory and high forest coverage, which makes ethnic minorities form a relatively independent culture. In addition, river basins in Guizhou Province, such as the Wujiang River and the Duliu River, are also the main settlements of ethnic minorities. The unique karst landform also provides conditions for the distribution of ethnic minorities. Various ethnic groups are distributed in different ecological environments, and while adapting and utilizing various ecological environments, they have created unique traditional cultures and diverse folk cultures.

#### 3.2. Current Situation of Tourism Industry in Ethnic Areas of Guizhou

**Table 1.** Famous Scenic Spots in Guizhou Province

Designation	Location	Summarization
Huangguoshu Waterfall	Anshun	National 5A Scenic Area was rated as the world's largest waterfall group by the Guinness headquarters of the Greater World in 1999
xijiang miao village	Leishan	Connected by more than ten natural villages built along the mountains, it is the world's largest Miao ethnic settlement village
Wanfeng Forest	Xingyi	National 4A level Scenic Area, consisting of millions of unique peaks, is grand and magnificent, with dense and unique peaks, and a perfect overall shape
Weining Caohai	Bijie	Top 10 Bird Watching Spots in the World, National Nature Reserve, and National 4A Tourist Attraction
Zunyi Conference Site	Zunyi	Guizhou Main Red Tourism Area and Revolutionary Traditional Education Base
Hongfeng Lake Scenic Area	Guiyang	National Scenic Area, National 4A Scenic Area

Guizhou is a multi-ethnic area, located in the southwest of China, on the the Yunnan-Guizhou Plateau. Its terrain is high in the west and low in the east. It leans from the middle to the north,

east and south. There are many mountains, overlapping mountains and peaks, stretching vertically and horizontally. As a result, Guizhou has rich tourism resources, complete types, and gradually accumulated profound national cultural connotation. Guizhou's ethnic areas are rich in natural and cultural tourism resources. As of the end of 2022, Guizhou Province has 9 5A level tourist attractions and 143 4A level tourist attractions. At the end of the year, there were 81 national key cultural relics protection units, 437 key villages (towns) for rural tourism at or above the designated level, and 8957 standardized units for rural tourism at or above the designated level. At the end of the year, there were 884100 guest rooms and 1.4362 million beds in each room. The infrastructure of the tourism industry is also constantly improving. See Table 1.

With the implementation of a series of guiding documents issued by Guizhou Province, the scale and speed of tourism industry development in Guizhou Province continue to grow. In 2023, the province received 1.284 billion tourists, an increase of 150 million compared to the same period in 2019. In 2023, the total tourism revenue of Guizhou was approximately 1.46 trillion yuan, an increase of about 230 billion yuan compared to the same period in 2019, achieving a growth rate of 18.69%. From Table 2, it can be clearly seen that from 2011 to 2019, the tourism revenue of Guizhou Province showed a strong growth trend, with an average growth rate of 31.5%. The proportion of Guizhou's total tourism revenue to Guizhou Province's GDP is also constantly increasing, which shows the significant contribution of the tourism industry to Guizhou's economic development, and it also accounts for 25% of the total tourism revenue in the country. The number of visitors received in China ranks first, firmly holding the "popularity king" position, and jumping to the top of the "Top 10 Tourism Revenue in 2023" in China, becoming the "double crown king".

**Table 2.** Tourism Development Level of Guizhou from 2010 to 2020

Time	Total Tourism Revenue (100 million yuan)	Year-on-year growth (%)	GDP of Guizhou Province (100 million yuan)	The Proportion of Total Tourism Revenue in Guizhou Province's GDP (%)	National Total Tourism Revenue (trillion yuan)	The Proportion of Guizhou's Total Tourism Revenue to the National Total Tourism Revenue (%)
2011	1429.48	34.7	5701.84	25.07	2.25	6.35
2012	1860.16	30.1	6878.78	27.04	2.27	8.19
2013	2370.65	27.4	8115.47	29.21	2.63	9.01
2014	2895.98	22.2	9299.45	31.14	3.03	9.56
2015	3512.82	21.3	10539.62	33.33	3.42	10.27
2016	5027.54	43.1	11776.73	42.69	4.69	10.72
2017	7116.81	41.6	13540.83	52.56	5.4	13.18
2018	9471.03	33.1	14806.45	63.97	5.97	15.86
2019	12321.81	30.1	16769.34	73.48	6.63	25.29
2020	5791.25	-53	17826.56	32.49	2.23	25.97

### 3.3. Current Situation of Cultural Industry in Ethnic Areas of Guizhou

The gathering of multiple ethnic groups has accelerated the integration and intersection of cultures among different ethnic groups, forming a rich and diverse culture. Food, clothing, wedding customs, etiquette, festivals, singing and dancing, architecture, literature, art, and other aspects all exhibit different ethnic characteristics, maintaining unique and rich ethnic customs and traditions. Ethnic language, writing, music, dance, painting, traditional etiquette, and customs are also present. Among them, the ethnic characteristic cultural resources of Guizhou Province are mainly distributed in three ethnic autonomous prefectures. Ethnic

architecture in Qiandongnan Autonomous Prefecture includes stilted buildings, semi stilted buildings, all wooden buildings, long house buildings, short house buildings, etc; Ethnic festivals: Miao New Year, Dragon Boat Festival, New Food Festival, Sisters Festival, Bullfighting Festival, etc; The ethnic cuisine culture of Qiannan Autonomous Prefecture includes Buyi ethnic five colored flower rice, fish buns and chives, "Dushan Three Acids", Huishui horse meat dry pot, glutinous rice and raw meat, and Guiding Panjiang dog meat; Ethnic costumes: Miao, Buyi, and Shui ethnic costumes; The ethnic songs and dances of Qiannan Autonomous Prefecture include bench dragon dance, weaving dance, lion dance, bamboo tube dance, and dustpan dance; Ethnic crafts: techniques for creating stilted buildings, constructing granaries, making leather paper for the Buyi ethnic group, and making glutinous food for the Buyi ethnic group.

**Table 3.** National Intangible Cultural Heritage of Guizhou Province

Region	Folk Literature	Traditional Music	Traditional Dance	Traditional Drama	Traditional Skill	Folklore
Guiyang	0	0	0	2	1	0
Zunyi	0	0	0	1	0	2
Liupanshui	1	1	1	0	0	1
Anshun	1	2	2	1	1	3
Bijie	0	0	0	2	1	2
Tongren	1	0	0	3	2	2
Qiandongnan	5	8	8	1	14	15
Qiannan	0	1	1	2	3	2
Qianxinan	0	2	2	1	1	3

#### 4. Analysis of the Integration Mechanism between Tourism and Cultural Industry

The tourism industry and cultural industry have a natural coupling relationship due to their essential attributes and characteristics, that is, the cultural industry can penetrate and promote the tourism industry, and can attract more people to spread culture through the development of the tourism industry, mainly manifested in the following three aspects.

Firstly, cultural products refer to special commodities that can carry certain cultural values and social value orientations, and can play a role in serving the spiritual needs of the people, serving social values, and promoting cultural development in the market. Tourism products include both traditional items such as food, accommodation, transportation, tourism, and entertainment, as well as intangible goods such as tourism services. They are also one of the forms of cultural activities, playing a dual role in promoting national economic and social development. Therefore, both have the dual attributes of spreading culture and commodities, complementing each other and developing together.

Secondly, the tourism industry and cultural industry have obvious functional complementarity in the industrial chain, and the combination of the two can effectively improve product value. The emergence of cultural and creative products in cultural venues such as museums, libraries, and cultural palaces has extended and expanded the traditional tourism functions. It has not only improved consumer satisfaction with tourism and enhanced their sense of cultural identity, but also expanded the scope of the cultural market and enriched the cultural heritage of the tourism industry.

Thirdly, both the tourism industry and the cultural industry belong to the tertiary industry and are important manifestations of the growing needs of the people for a better life. They occupy an important position in the national economy, and there is an inseparable industrial

correlation between the two in various aspects such as market, resources, and technology. At present, driven by various factors such as policy support, market guidance, and technological innovation, the tourism and cultural industry has been able to develop rapidly and synchronously, and has shown a clear trend towards higher levels of development.

## 5. Conclusion and Recommendations

Ethnic minority areas are precious cultural resources in China, with rich and diverse folk customs, unique ethnic traditions, and profound historical heritage. Developing the tourism and cultural industry in ethnic minority areas is not only beneficial for protecting and inheriting ethnic culture, but also for promoting local economic development. Firstly, it is necessary to increase policy support and investment in the tourism and cultural industry in ethnic minority areas. The government should formulate relevant policies and measures based on the actual situation in ethnic minority areas, increase support for the tourism and cultural industry in ethnic minority areas, and increase attention and investment in the tourism and cultural industry in ethnic minority areas. At the same time, the government can also encourage private and social capital to enter the tourism and cultural industry in ethnic minority areas through tax incentives, financial subsidies, and other means, promoting the rational utilization and redevelopment of resources. Secondly, it is necessary to strengthen the infrastructure construction of tourism and cultural industries in ethnic minority areas. Infrastructure construction is the foundation of the development of tourism and cultural industry. Only with sound infrastructure and supporting facilities can the reception capacity and service level of scenic spots be improved, attracting more tourists to come and experience. Therefore, the government should increase investment in the construction of tourism and cultural industry infrastructure in ethnic minority areas, improve the level and quality of infrastructure construction, and meet the needs and requirements of tourists. Once again, it is necessary to strengthen the product development and innovation of the tourism and cultural industry in ethnic minority areas. Products are the core of the tourism and cultural industry, and only attractive and competitive products can attract more tourists to come and experience. Therefore, the tourism and cultural industry in ethnic minority areas needs to continuously launch tourism products with unique characteristics and cultural connotations, innovate tourism routes and content, improve the brand image and visibility of scenic spots, and attract more tourists to visit. Finally, it is necessary to strengthen the talent cultivation and team building of the tourism and cultural industry in ethnic minority areas. Talents are an important resource for the tourism and cultural industry. Only talents with professional qualities and service awareness can provide high-quality services, improve the competitiveness and development level of scenic spots. Therefore, the government should increase investment in talent cultivation and team building in the tourism and cultural industry of ethnic minority areas, strengthen training and education for scenic area practitioners, improve the service level and quality of employees, and enhance the overall image and service quality of scenic areas.

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