

The Dilemma of Ethnic Minority Characteristic Villages from the Perspective of Rural Revitalization

-- Take Qianjiang Tujia Thirteen Villages as an Example

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Abstract

Chinese ethnic minority characteristic villages refer to ethnic minority villages with prominent residential characteristics, strong industrial support, rich ethnic culture, beautiful living environment and harmonious ethnic relations. As the first batch of ethnic minority characteristic villages in Chongqing, banjiaxi Tujia thirteen Village in Xiaonanhai, Qianjiang plays an exemplary and radiating role in local rural tourism. However, through the author's field visit and investigation, it is found that there are a series of urgent problems to be solved on the road of Rural Revitalization tourism in Tujia thirteen villages.

Keywords

Rural Revitalization; Rural Tourism; Thirteen Villages of Tujia.

1. Basic Overview of Tujia Thirteen Villages

Qianjiang is a minority inhabited area dominated by Tujia and Miao Nationalities, with a history of more than 1800 years. Around 700 BC, the Pu people in the Hanshui River Basin began to move into this area and became the ancestors of the local tribes. During the Xia, Shang and Zhou dynasties, Pu people, Ba people, Chu people, Miao people, Yue people, Han people and other nationalities began to live here. After many Ba Chu wars, some Ba people in exile became part of the Tujia ancestors here. The Western Zhou Dynasty conquered the Sanmiao tribal alliance formed by the descendants of Jiuli several times. Some Miao people also moved here and became the ancestors of the local Miao nationality. People of all ethnic groups have jointly created rich folk cultures here, and banjiaxi is the living fossil of these folk cultures. Qianjiang Tujia thirteen villages have successively won the titles of "national minority characteristic village", "Chinese livable village", "Chinese beautiful village", "Chinese traditional village" and "Chongqing's first Tujia sports arena". There are nearly 1000 Tujia people living in more than 200 households. It has the country's first Tujia folk custom Ecological Museum - Wuling mountain folk custom ecological museum, which is the most fully preserved in China The largest group of Tujia stilted buildings.

As an important part of Xiaonanhai scenic spot, Tujia thirteen Village is 5km away from the core scenic spot of Xiaonanhai. It is the first Tujia ecological museum in China. It is composed of Wuling mountain folk ecological museum exhibition center and 13 original Tujia villages, including xuetangwan, xiongjiaba, wafangba, taizishang, zoumaba, Hejia courtyard, laoxiongba, shizuiba Longjiagou, zhoujiayuanzi, Dawan Yuanzi, Xiangjiaba and tanjiayuanzi are collectively referred to as banjiaxi thirteen villages. Later, in order to develop rural tourism, the names of some villages were modified.



Fig 1. Spatial distribution of Xiaonanhai scenic spot

2. Local Characteristics

(1) Active use of short video platform

According to the 45th statistical report on China's Internet Development released by China Internet Network Information Center in April 2020, as of March 2020, the number of online video users in China had reached 850 million, accounting for 94% of the total Internet users. 1%; Among them, the number of short video users was 773 million, accounting for 85.6% of the total Internet users. The short video platform actively promotes the economic development of poor areas by driving rural tourism and promoting the sales of agricultural products. In early 2020, novel coronavirus pneumonia affected the size and usage of users in the network video application. Network video has become the second largest type of Internet application after instant messaging.

The selection method of the chief stronghold leader of Tujia thirteen strongholds is different from the tradition. It is selected by singing folk songs. With a good voice, Qin Chengfang, the current general leader of the 13th village, was selected as the general leader of the 13th village of Tujia at the first national most beautiful village leader conference in Qianjiang. She became the cultural leader of thirteen villages, internally coordinating village relations, organizing village activities, and externally responsible for promoting and publicizing Tujia culture. Qin Chengfang said that, in the past, the promotion of Tujia folk songs was very passive and could only be heard by a small part of the audience through fixed-point and regular performances. Nowadays, the wide use of the Internet makes the promotion more active, and creators can create more content, which can be contacted and felt by a wide range of the public. In April 2019, Qin Cheng Fang joined the tiktok's "partner of non heritage" program. The plan mainly helps the dissemination of intangible cultural heritage by strengthening traffic support, improving liquidity, building an open platform for intangible cultural heritage and carrying out urban cooperation. Today, Tan Chengfang tiktok fans have reached 574 thousand, and they have been praised 4 million 634 thousand. Qin Chengfang's popularity on the Internet has not only driven Tujia folk songs to "live" in a great sense. Secondly, the data shows that the annual tourist trips of shisanzhai village have soared from 90000 to 200000, which plays a great role in promoting the development of local tourism.

(2) Female relic

In the Chinese history, there is a famous female entrepreneur who has been widowed all her life and has given huge subsidies to Qin Shihuang to build the great wall and the imperial mausoleum. She is deeply respected by Qin Shihuang and is named Baqing. In his later years, Ba Qing was welcomed into the Qin Palace by the first emperor of Qin, built a "Huaiqing platform" for him, and was awarded "Zhenfu", leaving a good story for all ages. In mid

September 2017, the birthplace of Baqing, Tujia thirteen Village daughter Valley, Xiaonanhai Town, Qianjiang District, Chongqing, was rated as a national 4A scenic spot. From the customs of the thirteen villages, we can still see the goddess style of Baqing in that year.

Today's daughter's valley of the thirteen villages still follows the custom of "respecting women". Every few years, female village leaders are produced through the Song Village, and chastity steles are set up for widowed chaste women. The legacy of Ba Qing still exists. Beside the gate of the thirteen strongholds, there is a statue of Ba Qing, which records her life story: Qing, also known as Ba widow Qing, from Ba County. After the death of the Qing Dynasty, Shi Dan, one of the richest businessmen in the world, was one of the earliest businessmen in the Qing Dynasty. She continued to run a large number of salt refining enterprises in the Qing Dynasty. She was one of the richest women in the family. She continued to operate in the Qing Dynasty because of her rich military and financial resources, Wu Shiluo, the leader of the great church and another big businessman, was treated as a guest of honor by the first emperor of Qin. Later, he was moved to Xianyang and soon died in Xianyang. Emperor Qin Shihuang named him a chaste woman and built a female Huaiqing platform in recognition. It can be seen that Tujia thirteen villages are proud of their rich female history and culture.

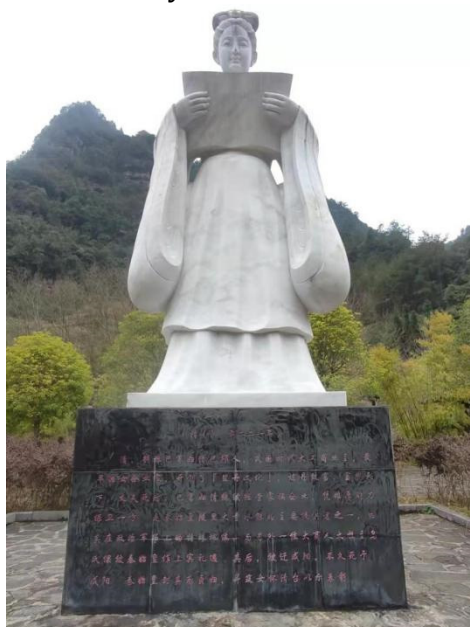


Fig 2. Stone statue of Baqing Empress

(3) Houba folk song

The daughter valley of the 13th village is under the jurisdiction of Xinjian village, Xiaonanhai town. It is also called the back dam because it is behind the dam of the Xiaonanhai earthquake site. A mountain stream named banjiaxi flows in front of the village and flows into Xiaonanhai. Therefore, the folk songs here are uniformly named "Houba folk songs" and are listed in the national intangible cultural heritage.

The folk songs of thirteen villages have unique artistic value. In terms of content, a variety of folk cultures, folklores and production and life forms involving Tujia nationality retain the disappearing original ecological cultural information, especially the "cross" songs, which not only have words to persuade the world and lyrical words, but also leave important information about Tujia ancient customs (such as crying marriage). In terms of its singing form and tone, the folk songs of shisanzhai are more unique in and around Wuling mountain area. The singing is loose, the middle tone and ancient tunes show the artistic creativity and cultural endowment accumulated by Tujia mountain people in the long history, absorb the excellent artistic achievements of other regions and other nationalities, and form a unique folk music art.



Fig 3. Logo of the birthplace of folk songs

3. Current Difficulties

(1) The ticket price is unreasonable and the number of tourists has decreased sharply

In a sense, the scenic spot belongs to the common resources of the whole people. Such resource endowment determines the public welfare background of the scenic spot. Reflected in the ticket price, it is to make the greatest efforts to benefit the people, so as to increase the national social welfare. In the most real case, the rapid rise of scenic spot tickets has become an unbearable burden for many travelers. The proportion of ticket expenditure is too large, which reduces the stay time and other payments of tourists, affects the income of other industries, and finally lowers the overall income of the scenic spot. At the same time, ticket revenue flows into local governments and tourism companies, and local residents cannot enjoy the ticket revenue, resulting in a serious phenomenon of killing tourists, which greatly affects the tourism experience.

Tujia thirteen Village is located in the scenic spot of Xiaonanhai Geopark. Its ticket price was originally set at 80 yuan, but due to poor operation, it was later revised to 48 yuan per person. However, for the vast majority of locals who travel with their families on weekends, there are still many doubts about this price, which has greatly reduced the flow of people in the scenic spot. Scenic spots need to increase revenue and should provide innovative services, rather than making an issue of ticket revenue. There are many links in the tourism industry chain that can increase the income of scenic spots, such as food and accommodation, transportation, entertainment and shopping. Increasing income through other tourism links, rather than relying only on ticket income, plays an important role in the sustainable development of tourism.

(2) The development of each village is incomplete and unbalanced

The main activities of the thirteen villages are mostly held in Hejia village, waving village and Xuetang village. However, starting from zhangjiashai village in the upstream, there is an obvious fault in the development of the scenic spot, which forms a strong contrast between fire and desolation. Such incomplete and unbalanced development will greatly reduce the satisfaction of tourism experience, and objectively affect the income of farmers in different villages. As tourists are basically concentrated in the waving village and hejiashai, the occupancy rate of farmhouse entertainment in these two villages is high and the facilities are relatively perfect, which objectively reflects the distribution of tourists and the development of the village. In addition to the government's early subsidies, farmers' farmhouses and folk customs need to bear the subsequent maintenance costs. If the income difference between different B & B and farmhouses is too large, it is easy to produce contradictions and attack the enthusiasm of villagers.

(3) The village has few young people and lacks vitality

The development of tourism is inseparable from tourism talents. High quality tourism talents are one of the key factors to promote the development of tourism. Because ethnic minority villages are generally located in remote places and the infrastructure is not perfect, they face the phenomenon of lack of talents in the development of rural tourism resources. At present, there is a lack of relevant policies to develop and expand the tourism talent team, and the phenomenon of local tourism brain drain is relatively serious. According to the boss of daughter village inn, the scenic spot has made money in the years when it was just developed, and the annual net income can reach more than 200000. However, there are fewer people in the back, and the business is not working. This year, I plan to go to Shanxi to do business with my relatives. Secondly, the outflow of young people leaves only some old people in the village, mainly relying on traditional agriculture or selling snacks and small toys.

(4) The participation of local residents is less and the government is the leading factor

Some construction projects in the scenic spot are separated from the living environment of local residents, resulting in the separation of "form" and "meaning" of folk tourism, which makes local residents unable to actively participate in the inheritance and development of local folk culture. In the author's survey, most local residents of shianzhai said that the government and tourism companies sent people to attend the activities. Although it was very lively, they generally rarely went to see them. Small businesses could not go on and were not very interested. The development of scenic spots has many influencing factors, especially the interest relationship with local residents. It is an important problem that must be faced and handled well in tourism development and development. If not handled well, it will seriously affect the long-term, healthy and orderly development of scenic spots. The positive attitude of local residents will promote the sustainable development of tourism, while the negative attitude may directly lead to the opposition between residents and scenic spot developers, thus preventing or affecting the development of local tourism.

(5) Deliberately construct a female stronghold leader

On the basis of the rich female history and culture of the thirteen villages, the local tourism development process takes the female related culture as the core culture of the thirteen villages. Combined with the long-standing local folk song culture, a selection mechanism has been established to select the Village Owners and general Village Owners of the thirteen villages through the folk song singing competition, and all participants are limited to women, It tries to build the daughter valley of the thirteen villages into the last matriarchal tribe and a paradise for women. It has to be said that the construction of daughter culture relying on women's strength enriches the local cultural connotation and has distinctive characteristics. However, after visiting and investigating, the author learned that at present, the thirteen strongholds have selected each stronghold leader and the general stronghold leader, and set up a stronghold leader's house in hejiazhai for the general stronghold leader to live in. However, most of the stronghold leaders are not residents of the thirteen strongholds, and the general stronghold leader is also a young singer hired by the government. Except for the needs of local activities, the stronghold leaders do not live in the thirteen strongholds on weekdays.

(6) Lack of pluralistic depth and serious homogeneity

The demand of modern tourism market is diversified, leisure experiential and deeply personalized products, rather than ordinary and similar products. How to avoid homogenization in scenic spots is a common concern. The homogeneity of scenic spots is directly or indirectly related to the highly standardized evaluation system. Tourist attractions are usually star rated, especially if they pass the strict evaluation standards of 4A and 5A scenic spots. Each scenic spot will inevitably be built according to the standards. As long as what is popular, each scenic spot will follow the trend, and blindly pursue to create an online Red punch

point of "one side of thousands of scenic spots", resulting in the over development of scenic resources and lack of characteristics. Although most of the houses in shisanzhai are the original houses of residents, due to the unified decoration of the external walls funded by the government, on the one hand, it is to repair the old wooden buildings, but it also affects its original style. Moreover, Tujia ethnic characteristic villages are also distributed in Enshi and Western Hunan. They have common folk culture content, which is easy to be homogenized, resulting in the general sense of experience of tourists. Many people believe that any Tujia village can represent Tujia folk culture, lack of effective understanding of the regionality of Tujia culture, and objectively affect the development of Tujia thirteen villages.

4. Conclusion

In the development process of the new era, the trend of the development of the times provides a good opportunity for the development of rural tourism, which has attracted the social attention and full support of the majority of audiences. By increasing the research and discussion of rural tourism resources, we can find out the factors affecting the development of rural tourism resources and the deficiencies existing in the development process, So as to provide a set of systematic strategies and methods for the characteristic development of rural tourism, and promote the development of rural tourism resources and rural tourism. Under the background of rural revitalization, opportunities and challenges coexist. Qianjiang Tujia 13th village, as a special minority village in Chongqing, still has a long way to go.

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