

Research on Sustainable Development of Folklore Cultural Tourism in Qiandongnan Miao and Dong Autonomous Prefecture*

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ABSTRACT

Qiandongnan Miao and Dong Autonomous Prefecture is rich in folklore resources of cultural tourism, and it is a very apparent preponderance of developing folk cultural tourism. At the same time, some difficulties are restricting the sustainable development of folklore cultural tourism, for instance, the incomplete exploration of the elements of the attractive system, the inadequate integration of mutually promoting between cultural and tourism industries, and the shortage of talents with comprehensive ability in tourism. Therefore, following the basic principles of cultural development and preservation, the sustainable development path of folklore cultural tourism is further explored by deepening the protection and legacy of intangible cultural heritage, constructing culture quality through rational development and use, and enhancing industrial integration to promote regional collaborative progress.

Keywords: *Qiandongnan Prefecture, Folklore cultural tourism, Sustainable development.*

1. INTRODUCTION

Qiandongnan Miao and Dong Autonomous Prefecture (Qiandongnan), an ethnic minority region, is located in the transitional zone from Yunnan-Guizhou Plateau to Hunan-Guizhou hilly basin. In the long-term development and evolution, the Miao, Dong, and other ethnic minorities live together, gradually forming unique social customs and characteristics of history and culture in the local. And the rural field is both economically backward and ecologically sound. Folk culture, the treasure belonging to the national and global, is the most fundamentally attractive resource of creating a world tourist destination of original ecological ethnic culture in local tourism development. The protection, inheritance, and development of folklore cultural tourism resources should abide by some principles and should be given priority to the preservation to find sustainable development

methods for the progress of folklore cultural tourism.

2. ABUNDANT RESOURCES OF FOLKLORE CULTURE

2.1 Representation of a Substantial Proportion of the Resources of Folkloric Culture

Qiandongnan has rich tourism resources, a high grade of resources, diversified tourism product combinations, adequate market supply, and numerous folklore culture resources, which rank among the best. According to the latest census of tourism resources from the Tourism Bureau in Qiandongnan, they generally surveyed 16,459 tourist resource units in 16 counties (cities) of the prefecture in 2017. The data indicated that 54 level 5 resources accounted for 0.30%, 248 level 4 resources accounted for 1.51%, 1286 level 3 resources accounted for 7.81%, and 14,878 ordinary grade (I, II) resources accounted for 90.39% of the totality, respectively. On a level 3-5 resource, there are 253 geographical landscapes by

*Projects: In 2019, the school-level key project of Qiandongnan Nationalities Polytechnic (No. 19zyjgzd02); In 2021, the school-level key project of Qiandongnan Nationalities Polytechnic (No. 21zyjgzd05); In 2021, the key project of Guizhou Vocational Education Research Project (No. GZZJ-Z2021004).

16%, 254 water sceneries by 16.07%, 114 biological landscapes by 7.21%, six astronomical phenomena and climates by 0.38%, 45 sites by 2.85%, 389 historical interests and ancient buildings by 24.6%, 34 tourism commodities by 2.15%, 118 humanity activities by 7.46%, 308 rural tourism by 19.48%, 36 red tourism by 2.28%, nine mountain sports tourism by 0.57%, 15 health care tourism by 0.95% of the amount excellent tourism resources, respectively. According to the analysis of level 5 resources, there are 40 categories of relics, buildings and facilities, tourism commodities, cultural activities, and rural tourism, completely coupled with folk culture and national history in 74% of the 54 categories. There are six categories of red tourism, mountain sports tourism, and health and fitness tourism, relating to national history and folk culture 11%. In other words, there is almost 90% of folk culture closely correlated to the level 5 tourism resources in Qiandongnan, which reflects that the conditions of folklore cultural tourism resources are indispensable in the whole tourism resources.

2.2 All Types of Folklore and Cultural Resources

Culture is the core value of folk custom, and the range of resources in folklore cultural tourism is considerably widespread, almost covering all fields. There are abundant connotations and various forms of existence and expression, including residence, belief, diet, clothing, entertainment, literature, and art, to set up a favorable subsystem for establishing a folk-custom tourism system.

Referring to the classification of the existing forms and manifestations of folk tourism resources, according to the geographical division from the theory of geographical systems, the folklore cultural tourism resources are divided into three molds, including material folk custom, social folk custom, and conscious folk custom. And it embodies eleven categories (01: production folklore, 02: consumer folklore, 03: circulation folklore, 04: etiquette folklore, 05: year-old seasonal folklore, 06: social structure folklore, 07: entertainment folklore, 08: Oral Language folklore, 09: primitive belief folklore, 10: religion folklore, 11: taboo folklore) and forty-two basic types as shown "Table 1".

Table 1. The structural elements of folk attractive subsystem

basic types	Examples in Qiandongnan
0101 collecting folk customs	Eat New Festival, June 6th, and collect wild vegetables.
0102 fishing and hunting folk custom	popular tribe, bamboo fishing device
0103 animal husbandry folk custom	cattle, golden pheasant, small fragrant pig
0104 farming folk custom	the system of slipper head, seedling opening, seedling closing, soil sealing and ground breaking.
0105 handicraft folk custom	Miao embroidery, flower picking, paper cutting, Dong embroidery, leather paper making, Miao clay whistle.
0201 clothing folk-custom	batik clothing, silver accessories, flower belt.
0202 diet folk custom	pickled series, flat cattle and sheep, colorful glutinous rice.
0203 residential folk custom	stilted building, Dong's wooden architecture culture
0301 fashion folk custom	wear big earrings, tie your feet and shave your head with a sickle.
0302 transportation folk custom	buffalo, wind and rain bridge, canoe
0303 communication folk custom	folk songs, flying songs and communication depend on roar.
0401birth traditional customs	the birth custom of the Dong nationality in Zhanli
0402 adult traditional customs	Basha Miao people's bar mitzvah, make-up ceremony, household stick bun
0403 marriage traditional customs	party, stealing marriage
0404 birthdays traditional customs	fight the three dynasties, recognize the kinship, and fight for protection.
0405 funeral traditional customs	burial ceremony, eight immortals horn, dinner party.
0501 traditional festival	Tibetan Festival, Sister Festival, Miao Year
0502 modern festival	State Celebration and Forty-eight Village Song Festival
0503 religious festivals	Sama Festival and July Half Festival of Dong Nationality
0504the 24 solar terms the Beginning of Spring	Dragon Boat Festival, Pure Brightness, and Double Ninth Festival
0601 family folk custom	sacrifice and payment control

basic types	Examples in Qiandongnan
0602 kinship folk custom	statute custom
0603 Xiang and li folk custom	Yue Ge, Dong Zu Yue
0604 community folk custom	Dong opera group, exhortation song
0605 gang folk custom	contract control, song club custom
0701 game folk custom	singing songs, dancing lusheng, stepping on inspiration, blowing dragons in Taijiang, playing drums, beating gongs and fighting birds.
0702 competitive folk custom	Leigong Mountain Tour, Dragon Boat Race and Horse Race
0703 song and dance folk custom	Dong songs, bronze drum dance, wood drum dance and golden pheasant dance.
0704 craft folk custom	manufacture technology of Jiucha Miao medicine and Huangdong medicine
0705 skill folk custom	Miao brocade, forging of silver ornaments, Yao medicated bath therapy, Fengxiang printing and dyeing technology, Lusheng production technology, Dong wooden building construction technology.
0801 folk myth	Dragon Head Up February 2nd Festival
0802 folklore	offering sacrifices to witches on March 3rd
0803 folk stories	butterfly mom
0804 folk songs and proverbs	Pearl Niang Mei, Miao Jia Li, Yang Asha
0901 nature worship	bridges in February, bridges, trees, water, rocks and stoves in the twelfth lunar month.
0902 totem worship	Tree God, Sun God
0903 ancestor worship	sacrifice to ancestors, clans and villages.
1001 religious beliefs	in July and a half, we burn bags and dance "the goddess of rice flowers"
1101 production taboo	farm cattle were banned on April 8th,
1102 taboos of life	prohibition outsiders calling "Miao Zi"
1103 folk religious taboos	avoidance whistling casually in village and forest and outsiders entering the village in ritual activities.

3. THE DILEMMAS OF FOLKLORE CULTURE TOURISM DEVELOPMENT

3.1 *Incomplete Excavation of the Attractive System Elements*

The excavation of folk culture is insufficient. The cultural resources of the whole state are profound, but its national cultural inheritance is not strong enough. Although it has obvious advantages in the competence of a similar tourism system, listed in the marked intangible cultural heritage [1], more folk culture resources in remote mountainous areas should be excavated, sorted out, rescued, protected, and inherited.

The extraction of folk culture resources is impure. The folk-culture style is extraordinarily unique, but the cultural industry chain is missing. In addition to silver ornaments, embroidery, and batik, culture and creation products are still lacking. Thus, cultural bases, cultural blocks, and cultural industry

parcs need to develop, and the protection and inheritance of national culture need to strengthen.

3.2 *Insufficient Integration Between Cultural and Tourism Industries*

"Tourism + Culture" featured products are deficient. It is less to apply integration among the national culture creativity, high-tech elements, and tourism, and the longitudinal extension is not sufficient for the industrial chain. The ability, then, is limited to transforming tourism products, ethnic handicrafts, and folk performing arts into cultural products. Moreover, it is not enough to refine and integrate the cultural connotation of scenic and resort areas, and the benchmark projects for cultural and tourism integration are missing.

"Cultural tourism + Sports" needs further breakthroughs. Qiandongnan, because of the excellent ecological environment and colorful ethnic culture, is suitable for holding sports events and needs to build more demonstration projects for the integration of culture, tourism, and sports.

The integration of tourism and other industries is inadequate. It does not have enough intensity to interact, complement, and reciprocate between tourism and other areas, and the breadth and depth of tourism integration are not sufficient. In particular, the slowly integrating process with agriculture, health, science, and technology and the insufficient supply of "tourism +" products result in the agglomeration advantage of industrial integration not sufficiently played.

3.3 The Severe Shortage of Comprehensive Talents in Tourism

The high coupling of folk culture and rural tourism is a new direction of coordinated development. Talent is the first factor to influence the speed and steadiness of development. To run the cultural projects in rural tourism well, or the tourism industry in folk culture, new requirements that personnel is not only tourism experts but also a culturally comprehensive one are put forward for the quality of tourism talents. There are relatively few compound talents having a good knowledge of tourism services and a sense of cultural heritage and innovation at this stage. The training speed and quantity of high-quality multi-disciplinary personnel in tourism are very finitude. Concurrently, the intention of high-level talents to return to their villages to start businesses is weak, influenced by the living environment and mass consciousness.

4. COUNTERMEASURE FOR SUSTAINABLE DEVELOPMENT OF FOLKLORE CULTURE TOURISM

4.1 Compliance With Basic Principles of Development and Protection

4.1.1 The Principle of Highlighting Characteristics of Folk Culture

Tourism, emphasizing the harmony of cultural exchanges, is susceptible to culture from the global tourism perspective, so it is significant to strengthen the self-confidence of national culture. With the goal of the world Miao Dong Cultural Center, the development of folklore cultural tourism needs to innovate the means of cultural communication, stand out as the splendidly ethnic original ecological brand and promote the featured brand culture to go out. Besides, telling the stories of Qiandongnan and spreading its voice well can

stick out the crucial position of the soft power of Qiandongnan folk culture in the global tourism system.

4.1.2 The Principle of Pooling of Interest

Folk culture is the characteristic life and value orientation formed in the Qiandongnan region. Hence tourism development organizations ensure that the dominant position of residents who were inherent beneficiaries of folk tourism is unshakable. Only when the villagers' lives are guaranteed [2], will they give the support and assistance for the favorable development of folk tourism. It is well-known that interest is both a sensitive issue and the most concerned spot of residents, so the tourism development organizations must impartially handle the relationship among residents, the government, and tourism and safeguard the economic interests of villagers in the benefit distribution. However, many tragedies now occur for inadequate interest distribution, so it is worth learning from similar experiences and lessons. They can encourage residents to participate in tourism construction and actively give their opinions, and arrange employment for residents. In addition, residents can join the tourism company as shares to make profits together. Thus, it can win residents' hearts to solve the local poor people's living assurance, increase the happiness index of residents, and be more conducive to the development of folk tourism.

4.1.3 The Principle of Unification of Development and Protection

The exploitation and conservation are the unity of opposites, which complement each other and are also a definite contradiction. The development aims to inherit and protect, so it is vital to rationally utilize and defend resources instead of destructive and predatory exploitation. To preserve, aid, and prevent disappearing folk resources, tourism development needs to achieve an organic combination between conservation and exploitation, effectively developing and utilizing folk resources to promote better preservation from long-term interests. For example, the folk activity in Qiandongnan is a fixed time every year, preserving the original taste of folk culture, and tourism development organizations not can change the time or even the folk content to cater to the demand of tourists [3].

4.1.4 The Principle of Pursuing the Integrated Development

Under the background of the operation of the tourism system, from the perspective of full-domain tourism, integration of culture, tourism, and culture and tourism+ promote two-way empowerment of culture and tourism. And it cultivates new industries [4], fresh business patterns, and novel models by fostering the in-depth integrating development of culture and tourism, agriculture, industry, commerce and trade, health, sport, rural revitalization, and other fields. Constantly breeding novel business forms, enriching new supplies, and optimizing the new consumption environment feed the Qiandongnan to become a well-known national cultural tourism destination at home and abroad.

4.1.5 The Principle of Balancing Regional Development and Breakthroughs in Vital Areas

With the support of location preponderance in the new development of the western region, Tourism exploitation actively integrates into the develop-the-west strategy and coordinates development within the zone to extract a system model of the whole region folk culture tourism with characteristics and prominent advantages. With the progress of inter-regional industrial interaction and integration, as a whole, regionals can complement and integrate to jointly facilitate the competitiveness of the object region and yet avoid vicious competition and assimilation structure.

4.2 The Protection and Inheritance of Deepening Intangible Cultural Heritage

4.2.1 The Excellent Resources for Digging Deeply Into Folk Culture

The first is to reinforce the excavation of national cultural resources. The measures can realize to enhance the theoretical research of ethnic culture by constructing the institutions of ethnic minority research represented by the Miao and Dong nationalities, supporting the project of ethnic minority culture, and broadening the research direction, as well as displaying channels of Miao, Dong, Zhuang, Yao, and other minority cultures. It achieves the digital protection of national culture by establishing a database of information resources for the general survey of the culture of ethnic

minorities to make an inventory of the cultural resources of villages inhabited by ethnic minorities to preserve and record cultural resources such as language, history, customs, diet, clothing, singing, and dancing.

The second is to innovate the displayed form of folk culture. The support of tourism business integration of intangible cultural heritage+ accelerate better protection, inheritance, and dissemination of intangible cultural heritage in the new era [5] and realizes innovation of multiple presentation formats through the integration of intangible cultural heritage+research [6], intangible cultural heritage+home stay, intangible cultural heritage+cultural creativity, intangible cultural heritage+exhibition, intangible cultural heritage+museum, and intangible cultural heritage + recreation.

4.2.2 The Talent Cultivation of Intensifying Efforts

Firstly, the government should vigorously support specialized education. The approach is to set up professional and training bases for silver jewelry, embroidery, and batik at Kaili University and Qiandongnan Nationalities Polytechnic, establish dynamic databases for ethnic and folk handicrafts artisan, artists, and embroiders, and explore the establishment of professional talent pool for ethnic and folk handicrafts and professional title evaluation of folk artisan.

Secondly, attaching importance to and protecting the inheritors of national culture, the government should establish corresponding protection and training mechanisms to push the ethnic-cultural protection of the alive form. Meanwhile, the travel-related department should train tourism skills for scenic spots, villages, homestays, agricultural parks, intangible cultural heritage streets, folk culture parks, and other folks' culture-related personnel. Tourism professionals also need to complete the creation of guide words for folklore cultural tourism in Qiandongnan to standardize the cultural connotation of tour guide explanations. Furthermore, the local Tourism Bureau also urges each county's tourism-related industry association to self-discipline to complement the administrative management and boost the integrity of tourism enterprises and standardized management.

4.3 Reasonable Development, Utilization, and Construction of Cultural Quality

4.3.1 Manufacture and Creation of Strengthening Culture and Art

There are two means of strengthening the production and innovation of culture and art. The first is to facilitate the characteristic development of the ethnic handicraft industry. With Xijiang Qianhu Miao Village, Zhaoxing Dong Village, Xiasi Ancient Town, Lang De Shang Zhai, and other ethnic villages (ancient towns) as carriers, the development of national cultural tourism products such as folk festival tourism and theme tourism of intangible cultural heritage boost the exploitation of characteristic travel commodities of localization, industrialization, scale, and brand. For instance, successive improvements to the Miao and Dong folk musical operas are necessary. The other is to improve the creation and manufacture of competitive products, increase guidance and support for enterprises, improve novel research and development, enhance market expanding ability, and cultivate a competitive market body in the cultural and performing arts.

4.3.2 The Marketing Brand of Expanding Original Ecological National Culture

Expanding the marketing brand of original ecological national culture is a sound proposal for the sustainable development of folklore cultural tourism. And the expansion of the marketing brand of ethnic culture of primordial ecology can realize by enriching the brand system of tourism festivals in Qiandongnan, paying attention to festival marketing, and integrating the characteristic national cultural tourism resources of various counties (cities). Meanwhile, the tourism development organizations should encourage and support some institutions to build a cultural exchange section, including the international association of Miao and Dong ethnic culture, comprehensive international BBS, and a fair. They should introduce relevant policies for tourism brands to hearten cities, characteristic towns, tourist villages, scenic spots (spots), tourism enterprises, cultural and creative products, and catering brands to participate in tourism-brand construction.

In addition, the marketing brand of original ecological ethnic culture actively joins in the integrated marketing plan of national and provincial tourism to deeply combine the marketing node time,

intangible cultural heritage, and ethnic and red culture elements. The local tourism organization should improve the organizational structure and construct the training mechanism for tourism brands at the state and county (city) levels. Therefore, boosting foreign cultural exchanges of Qiandongnan further expands the scale and improves the quality.

4.4 The Integration Deepening of the Industry To Promote Regional Coordinated Development

4.4.1 Integration of Folk Culture and Tourism

Taking the absolute superiority of Miao and Dong folk culture as a breakthrough point, the development of tourism focus on cultivating and developing a batch of featured enterprises such as Miao Mei and Guizhou Impression, introducing technologies of big data and the internet to establish a cultural and creative industrial chain integrating cultural tourism, research, and development production, exhibition, and exchange, base construction, and personnel training. At the same time, it creates a group of leading Miao Dong cultural creative industry clusters and industrial parks between culture and tourism in Qiandongnan. Focusing on the cultural industry quarter of the hole in Congjiang county and the first culture industrial park of Xia Tonghe, the enrichment of regional form operating improves the quality of culture and travel and promotes financing and cultural upgrading.

Furthermore, tourism development continuously carries out well-known activities such as Miao Year, Dong Year, Drum Tower Culture and Art Festival, Lusheng Festival, Sisters Festival, Dumu Dragon Boat Festival, Yangasha Festival, Sama Festival, and Dong Song Festival. And it also should explore folk festival activities, for instance, the Festival of Sacrifice to Bridge, Sacrifice to Ancestor, April 8th, and June 6th. The concept of integrated development promotes the combination of culture and tourism with various ethnic festivals, cultural activities, sports activities, and ecological events, taking into account the needs of local residents and foreign tourists to display a variety of kinds of integrated activities.

4.4.2 *The Integration of Promoting Folk Culture Tourism and Rural Revitalization*

It is crucial to integrate folk cultural tourism and rural revitalization by strongly excavating abundant historical, cultural, and advantageously original ecological resources in traditional and ethnic minority villages, exploring innovative ways of protecting, inheriting, and utilizing traditional villages, and adopting the model of ethnic characteristic villages + ecology + ethnic culture + tourism + N to constructs the villages characteristics of rural tourism demonstration projects such as Qingman Miao Village, Shiqiao Village, and Changan Village. Therefore, it boosts rural revitalization, transferring the resource advantages of ethnic minority characteristic villages into preponderances for the tourism industry and economy. Based on protection, 409 traditional villages in Qiandongnan should improve tourism identification boards, public toilets, farmhouses, boutique inns, and other tourism service facilities, strengthen village fire safety, renovate the village environment, and vigorously develop rural tourism to increase people's income.

Besides, cultivating the characteristics of rural tourism and building platforms for rural revitalization are other paths to promoting the integration of folk culture tourism and rural renaissance. To be specific first is to cultivate and develop a variety of industries such as artistic performance, ethnic crafts, characteristic cuisine, farmhouse music, sightseeing agriculture, health tourism, research tourism, folk festival experience, and good homestay, enrich the connotation of tourism, and enhance participation and experiences. The second is to do a job in the integrated development of agriculture + cultural tourism and ecology around the tea industry, blueberry industry, vegetable industry, ecological animal husbandry, and other idiomatic agriculture in Qiandongnan and develop specific cultural tourism and modern sightseeing agriculture. Finally, setting up physical shops of experience and shopping online facilitate online and offline organic bonds.

5. CONCLUSION

The industrialization of tourism is both one of the main directions of the four wheels driving high-quality development in Guizhou during the 14th Five-Year Plan period and also an important channel to promote rural revitalization. Folklore

culture in Qiandongnan is a dominant resource for tourism development accounting for a high proportion and all types. However, there are dilemmas to constrain the sustainable development of folkloric culture tourism. For instance, it is insufficient to exploit the factors of the appealing tourism system, it is incomplete to integrate cultural and tourism industries, and it is famine to have tourism compound personnel. In the compliance with the basic principles of cultural development and protection, we should explore avenues to maintain the sustainable development of folklore cultural tourism by deepening the preservation and legacy of intangible cultural heritage, constructing a culture of quality with rational exploitation and use, enhancing industrial integration to boost regional collaborative progress.

AUTHORS' CONTRIBUTIONS

This paper is independently completed by Guanghui Jiang.

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