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An Analysis of Rural Tourism Development Strategy under Cultural and Tourism Integration -- Taking Tunpu of Anshun as an Example

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Abstract

Tunpu is a unique form of folk residence in Anshun area, Guizhou province, which has a long history and profound cultural connotation (Yang & Zheng, 2003). Tunpu culture is an important cultural heritage of Guizhou Province, and also a tourism card of Anshun City. This paper introduces the basic situation of Tunpu culture in terms of its history, characteristics, types and values, analyzes the relationship and function between Tunpu culture and tourism development, probes into the problems and challenges faced by the development of Tunpu culture and tourism, and puts forward countermeasures and suggestions for the development of Tunpu culture and tourism.

Keywords

Tunpu culture, Tourism development

1. Introduction

Tunpu is a special form of military, political, economic and cultural organization. It is a self-defensive village building (Wang & Zhang, 2007) group formed in the middle of Guizhou in the Ming and Qing dynasties to resist the invasion of foreign enemies. Tunpu culture is a unique cultural phenomenon formed in the long-term production and life of Tunpu people, including Tunpu architecture, Tunpu costumes, Tunpu local operas, Tunpu customs and other aspects. It is an important part of the diversified culture of the Chinese nation, and also an important tourism resource (Du, 2012) in Guizhou Province and even the whole country. However, with the change of society and the development of tourism, Tunpu culture is facing the crisis of disappearance and mutation. How to protect and inherit Tunpu culture, how to develop and utilize Tunpu culture has become an urgent problem to be solved. Tunpu culture is a culture with distinct regional and national characteristics, and is a cultural treasure of Guizhou Province

and even the whole country. It is also a bright spot attracting tourists at home and abroad.

2. Overview of Tunpu Culture

The origin and development of Tunpu culture are closely related to the historical background of Ming Dynasty. In order to unify the Ming Dynasty, Zhu Yuanzhang, Emperor Taizu of the Ming Dynasty, sent 300,000 troops to Pingbian, Yunnan, and then stationed them in Anshun, Guizhou Province, to build fields, build cities and guard the border, and "redeploy troops from the north to fill in the south". Numerous skilled craftsmen from the Central Plains, Jiangnan, Bashu and other places were stationed in Central Guizhou, allowing the troops to build houses, reclaim fields and multiply. These military officers, merchants and their families from South of the Yangtze River were the ancestors of Tunpu. They formed a unique group by maintaining the customs and language characteristics of South of the Yangtze River. After more than 600 years, the Tunpu people of Anshun never forget the cultural relics of their ancestors, and have retained the charm of ancient customs to this day. The cultural relics of Tunpu are the testimony of the long history of Chinese culture, and the cultural phenomenon of Tunpu exudes a magical charm (Liu, 2008).

2.1 *The History of Tunpu*

Tunpu refers to a large residential community built by multiple families and living together, which usually has multiple functions such as defense, production and living. Tunpu first appeared in the middle of the Ming Dynasty, and was a kind of defensive settlement formed to deal with the social unrest and ethnic contradictions at that time. After the Qing Dynasty, with the social stability and economic development, Tunpu gradually changed from military defense to economic production and social life, and became a practical and aesthetic residential form (Yang & Zheng, 2003).

Anshun area of Guizhou Province is one of the areas with the most concentrated distribution, largest scale, most types and most unique style of Tunpu in China. According to statistics, there are nearly 1,000 Tunpu of various types in Anshun City, among which Xixiu District, Pingba District, Zhenning County, Guanling County and Ziyun County are the main ones. Tunpu in Anshun area was mainly built by Han, Miao, Buyi and other ethnic groups, reflecting the history, culture, customs and beliefs of different ethnic groups.

2.2 *Characteristics of Tunpu*

Tunpu in Anshun region has the following remarkable features:

1. Large scale and rigorous structure. Tunpu in Anshun area is generally composed of dozens to hundreds of families, covering an area ranging from a few acres to dozens of acres, and the shape is square, round, octagonal and so on. The interior of Tunpu is usually divided into several units or courtyards according to blood ties, family names or neighborhood relations, and each unit or courtyard has its own entrance, courtyard and room. The outside of Tunpu is usually equipped with high walls, towers, gates and other defensive facilities, forming a closed spatial structure (Wang & Zhang, 2007).

2. Diverse style and unique art. Tunpu in Anshun region presents a variety of styles and art forms according to the characteristics of different nationalities, regions and times. For example, Tunpu of Han nationality mostly uses blue bricks and gray tiles, simple and generous in shape; Miao Tunpu mostly adopts wood structure, which is light and agile in shape; The Tunbao of the Buyi nationality is mostly built of stone, with thick and stable shape. In addition, the architectural details and decoration of Tunpu are also very exquisite, such as carved beams and painted buildings, painted murals, stone and wood carvings, etc., showing superb craftsmanship and artistic creativity.

3. It has complete functions and convenient life. Tunpu in Anshun district is not only the residence of residents, but also the place of production, living and socializing of residents. There are usually public facilities such as ancestral halls, guild halls, schools and temples in Tunpu for residents to carry out activities such as worship, education and entertainment. Production facilities such as fields, ponds and livestock sheds are usually set up outside Tunpu for residents to carry out farming and breeding operations. Living facilities such as Wells, stoves and latrines are also set up in Tunpu for residents' daily needs such as drinking water, cooking and sanitation. A small self-sufficient society has formed inside and outside Tunpu, providing residents with a convenient and safe living environment (Tian, 1994).

2.3 Types of Tunpu

According to its shape and structure, Tunpu in Anshun region can be divided into the following types:

1. Square Tunpu. The most common type of tunbao is the square Tunbao, which is generally formed by enclosing four high walls, with towers or turrets at four corners, and one or two gates in the middle. The interior of a square tunpu is usually arranged in the form of a siheyuan or octagonal pavilion, each with its own courtyard and rooms. Examples of square Tunpu include Longgong Tunpu in Xixiu District and Da Shanzhai Tunpu in Pingba District.

2. Round Tunpu. A circular tunbao is a more special type of tunbao, which is generally formed by one or more concentric circles of buildings with one or more entrances in the middle. The interior of a circular tunbao is usually laid out in a concentric circle, with each circle having its own courtyard and room. The representative works of round Tunpu include Baiyun Cottage in Zhenning County and Dazhaizi in Guanling County.

3. Octagonal Tunpu. An octagonal tunburg is a rarer type of tunburg, generally made up of eight high walls, each with a window or shooting hole and a city gate in the middle. The interior of an octagonal tunpu is usually laid out in the manner of an octagonal pavilion or siheyuan, with each unit having its own courtyard and room. The representative works of octagonal Tunpu include the Great Stockades in Ziyun County and the small stockades in Guanling County.

2.4 The Value of Tunpu

The value of Tunpu in Anshun area is as follows:

1. Historical value. As an important carrier of military defense and social governance in the history of Guizhou, Tunpu in Anshun Region witnessed the historical process of resistance and integration of various ethnic groups in Guizhou during the Ming and Qing Dynasties, and reflected the changes and

development (Tuo, 2009) of politics, economy and culture in the history of Guizhou.

2. Cultural value. Tunpu in Anshun Region is an important place for the cultural exchange and integration of various ethnic groups in Guizhou. It embodies the characteristics and differences of various ethnic groups in Guizhou in architectural art, folk customs, religious beliefs and other aspects, as well as the wisdom and creativity of all ethnic groups in Guizhou.

3. Artistic value. Tunpu in Anshun District is an outstanding representative of the architectural art of Guizhou, demonstrating the superb level and unique style of all ethnic groups in Guizhou in architectural design, structural technology, decoration technology, etc., forming an architectural aesthetics with regional characteristics and ethnic customs.

4. Tourism value. Tunpu in Anshun region is an important resource of Guizhou's tourism industry, attracting many domestic and foreign tourists to visit and experience, and providing strong support and effective carrier for Anshun's economic development and social civilization.

3. The Relationship and Role of Tunpu Culture and Tourism Development

3.1 The Relationship between Tunpu Culture and Tourism Development

The development of Tunpu culture and tourism is an interactive and mutually promoting relationship, that is, Tunpu culture is the basis and content of tourism development, and tourism development is the way and motive force of Tunpu culture.

1. Tunpu culture is the basis and content of tourism development. As a unique regional culture and national culture, Tunpu culture provides rich and unique tourism resources and tourism products for tourism. Tunpu culture not only includes the architectural art of Tunpu itself, but also includes the cultural landscape, natural landscape, folk activities, and special food inside and outside Tunpu, which constitutes a complete and diversified tourism system. Tunpu culture meets the diversified needs of tourists for history, culture, art, life and other aspects, and enhances the attraction and competitiveness of tourism.

2. Tourism development is the way and driving force of Tunpu culture. As a modern industry, tourism provides an effective mechanism for the dissemination and protection of Tunpu culture. Through tourism, Tunpu culture can show its historical value, cultural value, artistic value and tourism value to a wider group of people, and improve its social recognition and influence. At the same time, through tourism, Tunpu culture can gain more economic benefits and social support, and enhance its own vitality and sustainability (Wu & Gong, 2009).

3.2 The Role of Tunpu Culture and Tourism Development

The development of Tunpu culture and tourism has positive effects on Anshun in the following aspects:

1. Promote economic growth. The development of Tunpu culture and tourism can promote the development of related industries in Anshun, such as transportation, catering, accommodation, shopping, entertainment, etc., increase employment opportunities, increase fiscal revenue, and improve people's living standards.

2. Improve the city's image. The development of Tunpu culture and tourism can shape the unique and distinctive brand of Anshun, highlight the characteristics of Anshun as a city with a long history, diverse ethnic groups, beautiful scenery and profound culture in Guizhou province, and improve the popularity and reputation of Anshun at home and abroad.

3. Carry forward national culture. The development of Tunpu culture and tourism can inherit and carry forward the excellent cultural traditions of all ethnic groups in Anshun, enhance the cultural self-confidence and cultural pride of all ethnic groups, promote cultural exchanges and cultural integration of all ethnic groups, and maintain ethnic unity and social harmony.

4. Protect the ecological environment. The development of culture and tourism in Tunpu can advocate and practice the concepts of green tourism, eco-tourism and low-carbon tourism, strengthen the protection and management of natural resources and ecological system in Tunpu and its surrounding areas, and realize the harmonious coexistence (Li, 2014) between man and nature.

There is close relationship and interaction between Tunpu culture and tourism development. Tunpu culture is a unique historical and cultural heritage, which is not replicable, irreplaceable and unique. It is a witness of the long history of Chinese culture and an important factor to attract tourists. Tunpu cultural tourism is a form of tourism with Tunpu culture as the main content and carrier, Tunpu village as the main landscape and space, and experience, participation and perception as the main way. Tunpu cultural tourism can not only meet the diversified needs of tourists and improve the quality of tourism, but also promote the inheritance and protection of Tunpu culture and enhance the cultural self-confidence and sense of identity of Tunpu people.

There are many cases of Tunpu cultural tourism, such as Tianlong Village, Pingba District, Anshun City. Tianlong Village is the core area of Tianlong Tunpu cultural tourism Zone, and is one of the important components of Datunpu cultural tourism scenic spot in Anshun. Tianlong Village still preserves the architecture culture, dress culture, farming culture, diet culture and traditional customs of Jianghuai period more than 600 years ago, which is called "living fossil of Ming Dynasty life" by anthropologists. Here, visitors can enjoy the simple and elegant residential houses and diaolou, experience the Fengyang Han costume of Jiangnan women in the Ming Dynasty, watch the local opera performance, known as the "living fossil of drama", and feel the atmosphere of belief in the integration of the three religions. Tianlong Village has become a key rural tourism village in Guizhou Province, and has held many activities such as the Tunpu Cultural Festival, attracting many tourists from home and abroad (Li, 2014).

4. Problems and Challenges Facing the development of Culture and Tourism in Tunpu

4.1 Problems Faced by the Development of Culture and Tourism in Tunpu

Although the development of Tunpu culture and tourism has made certain achievements in Anshun City, there are still some problems, mainly in the following aspects:

1. The protection of Tunpu culture is insufficient. Due to the aging of the Tunpu building itself, the invasion of natural disasters, the interference of man-made destruction and other reasons, some of the

Tunpu has been damaged or disappeared, some of the Tunpu has been changed or distorted, and some of the Tunpu has been abandoned or vacant. Both the material carrier and the non-material carrier of Tunbao culture are facing serious losses and crises.

2. The spread of Tunpu culture is not wide. Due to the lack of publicity of Tunpu culture, the way of publicity is not new, the content of publicity is not complete and other reasons, the awareness and influence of Tunpu culture at home and abroad are not high, and the historical value, cultural value, artistic value and tourism value of Tunpu culture have not been fully displayed and recognized.

3. The development of Tunpu culture is not deep. Due to the unscientific development planning, uninnovative development mode and unsatisfactory development effect of Tunpu culture, the role of Tunpu culture in tourism has not been fully brought into play, and the tourism resources and tourism products of Tunpu culture have not been fully utilized and optimized.

4. The coordination between Tunpu culture and tourism development is not good. Due to certain contradictions and conflicts between the development of Tunpu culture and tourism, such as protection and development, tradition and modernity, interests and responsibilities, there is a lack of effective communication and coordination mechanism between the development of Tunpu culture and tourism, which affects the quality and efficiency (Zhang, 2010) of the development of Tunpu culture and tourism.

4.2 Challenges Faced by the Development of Tunpu Culture and Tourism

In addition to the above existing problems, the development of culture and tourism in Tunpu is also faced with some internal and external challenges, mainly in the following aspects:

1. The challenge of market competition. With the growing expansion and diversification of domestic and foreign tourism markets, Anshun faces fierce competition from other regions and countries. How to highlight the advantages and characteristics of Anshun among numerous tourist destinations, how to attract and retain more tourists, and how to improve the satisfaction and loyalty of tourists are important challenges facing the development of Tunpu's culture and tourism.

2. The challenge of social change. With the progress and development of the society, the residents of Tunpu in Anshun have also undergone some changes, such as population flow, lifestyle, values and so on. How to adapt to and guide these changes, how to maintain and stimulate the Tunpu residents' identification and participation in Tunpu culture, and how to balance and coordinate the interests and needs of Tunpu residents are important challenges facing the development of Tunpu culture and tourism.

3. Challenge of scientific and technological innovation. With the continuous progress and innovation of science and technology, the development of Tunpu culture and tourism in Anshun also needs to be constantly updated and improved, such as the use of information technology, digital technology and intelligent technology to improve the level of protection, dissemination and development of Tunpu culture, and the use of network platforms, social media and e-commerce to expand channels and markets for the development of Tunpu culture and tourism. How to effectively use and integrate these scientific and technological innovations, and how to avoid and solve the problems and risks brought by these scientific and technological innovations are important challenges facing the development of Tunpu

culture and tourism.

4. Challenge of sustainable development. As people pay more and more attention to environmental protection and social responsibility, the development of Tunpu culture and tourism in Anshun also needs to follow the principles of sustainable development, such as respecting and protecting Tunpu culture and natural resources, rationally planning and utilizing Tunpu culture and tourism resources, and balancing and coordinating the relationship between the development of Tunpu culture and tourism and economy, society and environment. How to realize the long-term stability and virtuous cycle of the development of Tunpu culture and tourism is an important challenge facing the development of Tunpu culture and tourism.

5. Inheritance and protection of Tunbao culture. Tunpu culture is a unique historical and cultural heritage, which is not replicable, irreplaceable and unique. It is a witness of the long history of Chinese culture and an important factor to attract tourists. However, in the process of tourism development, Tunpu culture has been damaged and mutated to a certain extent, such as the transformation of ancient buildings, the change of costumes, the simplification of local opera rituals, etc., resulting in the loss of the original flavor and charm of Tunpu culture. Therefore, it is necessary to strengthen the protection and inheritance of Tunpu culture, respect the living habits and traditional customs of Tunpu people, avoid excessive commercialization and homogenization, and maintain the vitality and diversity (Zhang, 2010) of Tunpu culture.

6. Innovation and promotion of tourism products in Tunpu. Tunpu tourism is a form of tourism with Tunpu culture as the main content and carrier, Tunpu village as the main landscape and space, and experience, participation and perception as the main way. However, at present, the tourism products of Tunpu mainly stay in the initial stage, lack of in-depth exploration of the connotation of Tunpu culture, and the products are not creative, and can not stand out in the folk customs market. Therefore, it is necessary to strengthen the innovation and promotion of Tunpu tourism products, combine the local natural resources, folk activities, special food, etc., to develop more tourism products that meet the needs and preferences of tourists, and improve the quality and satisfaction of tourism.

7. Improving the level of tourism service in Tunpu. The level of tourism service is an important factor affecting tourists' travel experience and willingness to return. However, in the current development of Tunpu tourism, there are some problems such as the low level of tourism service and the inability to provide high-quality services to tourists, such as the low quality of tourism practitioners, imperfect reception facilities and unprofessional tour guides. Therefore, it is necessary to improve the level of tourism service in Tunpu, strengthen the training and management of tourism practitioners, improve reception facilities and public service facilities, and improve the level of tour guide explanation and service attitude.

5. Countermeasures and Suggestions for the Development of Culture and Tourism in Tunpu

In view of the above problems and challenges, this paper puts forward the following countermeasures and suggestions for the development of Tunpu culture and tourism in Anshun City:

1. Strengthen the protection of Tunpu culture. Protection is the prerequisite and basis for the development of Tunpu culture and tourism. Relevant laws and regulations should be formulated and implemented, relevant institutions should be established and improved, relevant funds should be invested and increased, and relevant measures should be taken and implemented to conduct a comprehensive and systematic survey, registration, evaluation, restoration and maintenance of various types of Tunpu in Anshun City, so as to ensure that the Tunpu buildings and their connotations will not be lost or damaged. At the same time, the work of recording, organizing, inheriting and innovating the cultural landscape, natural landscape, folk activities and special food inside and outside Tunpu should be strengthened, so as to ensure the continuous renewal or continuation of Tunpu culture.

2. Expand the spread of Tunpu culture. Communication is the way and content of the development of Tunpu culture and tourism. Various media and platforms, such as newspapers, magazines, TV, radio, Internet and social media, should be used to extensively and deeply publicize and promote Tunpu culture in Anshun, so as to improve the awareness and influence of Tunpu culture at home and abroad. At the same time, various forms and means should be used, such as exhibitions, performances, lectures, training, publishing, exchanges, etc., to display and experience the Tunpu culture of Anshun in a rich and diverse manner, so as to improve the recognition and reputation of Tunpu culture at home and abroad.

3. Deepen the development of Tunpu culture. Development is the way and driving force for the development of Tunpu culture and tourism. According to the market demand and tourists' preference and the characteristics and advantages of Tunpu culture, a scientific and reasonable development plan should be formulated and implemented, the development model should be innovated and improved, and the tourism resources and tourism products of Tunpu culture should be developed and optimized. At the same time, reasonable and fair charging standards should be formulated and implemented according to the connotation and value of Tunpu culture, and the income distribution mechanism should be established and improved to ensure and improve the economic and social benefits of Tunpu culture.

4. Coordinate the relationship between Tunpu culture and tourism development. Coordination is the guarantee and goal of the development of Tunpu culture and tourism. It is necessary to establish and improve the communication and coordination mechanism among relevant departments, institutions, organizations and individuals, deal with and resolve the possible contradictions and conflicts between the development of Tunpu culture and tourism, balance and coordinate the relationship between the development of Tunpu culture and tourism and the economy, society, environment and other aspects. At the same time, it should follow and practice the principle of sustainable development, respect and protect the culture and natural resources of Tunpu, rationally plan and utilize the culture and tourism resources of Tunpu, and realize the long-term stability and virtuous cycle of the development of culture and tourism of Tunpu.

5. Strengthen the publicity and promotion of Tunpu culture. Tunpu culture is a unique historical and cultural heritage, which is not replicable, irreplaceable and unique. It is a witness of the long history of Chinese culture and an important factor in attracting tourists. However, at present, the popularity and

influence of Tunpu culture are not high enough, it is necessary to strengthen the publicity and promotion of Tunpu culture, improve the recognition and attraction of Tunpu culture, and build the tourism brand of Tunpu culture. Various media and platforms can be used, such as TV, Internet, newspapers, magazines, etc., to show the characteristics and charm of Tunpu culture, tell the story and history of Tunpu people, and attract more tourists to come to experience and feel. It can also hold some activities and festivals related to Tunpu culture, such as Tunpu Culture Festival, Local Opera Festival, Fengyang Hancostume Festival, etc., to increase the influence and spreading power of Tunpu culture.

6. Develop the industrial chain related to Tunpu culture. Tunpu culture is not only a tourism resource, but also an economic resource, which can drive the development of related industrial chains and promote local economic growth and social progress. Some industrial chains related to Tunpu culture can be developed, such as characteristic agriculture, handicrafts, homestand catering, tourist souvenirs, etc., so as to make full use of local natural resources, human resources and market demand, and improve the income level and quality of life of local residents. It can also introduce some external capital and technology to cooperate with local enterprises or communities to form a win-win situation of cooperation.

7. Strengthen research and education on Tunpu culture. Tunpu culture is a precious historical and cultural heritage with important academic and educational value. It is necessary to strengthen the research and education of Tunpu culture, dig deeper into its connotation and value, and provide theoretical support and talent guarantee for the protection and inheritance of Tunpu culture. It is possible to strengthen the collection, sorting, research and publication of historical materials, cultural relics and buildings related to Tunpu culture, so as to provide more materials and evidence for Tunpu culture. It can also strengthen the establishment and organization of courses, lectures and trainings related to Tunpu culture, so as to provide more learning and communication opportunities for Tunpu people and other groups.

8. Establish a coordination mechanism for the protection and development of Tunpu culture. The protection and development of Tunpu culture is a systematic project, involving various interests and relations. It is necessary to establish an effective coordination mechanism, balance the needs and interests of all sides, and realize the coordinated progress of the protection and development of Tunpu culture. It is possible to establish a Tunpu Cultural protection and development committee with the participation of the government, enterprises, communities, experts, tourists and other parties, which is responsible for the planning, management, supervision, evaluation and other work related to Tunpu culture, coordinate the opinions and suggestions of all parties, and solve the problems and conflicts (Qian, 2009) arising from the protection and development of Tunpu culture.

6. Conclusion

Tunpu is a unique form of folk residence in Anshun area, Guizhou province, which has a long history and profound cultural connotation. Tunpu culture is an important cultural heritage of Guizhou Province and a tourism card of Anshun City.

As a unique historical and cultural heritage, Tunpu culture is an important part of the multi-culture of the Chinese nation, and also an important tourism resource for Guizhou Province and even the whole country. Tunpu cultural tourism is a form of tourism with Tunpu culture as the main content and carrier, Tunpu village as the main landscape and space, and experience, participation and perception as the main way. It is a kind of tourism rich in cultural connotation and educational significance. Tunpu cultural tourism can not only meet the diversified needs of tourists and improve the tourist satisfaction, but also drive the local economic development, improve the living standards of local residents and promote the local social progress. Therefore, the cultural tourism in Tunpu has great development potential and advantages, which deserves attention and development (Zhang, 2010).

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