

Original Paper

The Party Building and the Integration of Agriculture and
Tourism Help the Rural Revitalization of Ganzi Prefecture—
Take Shawan Village of Liba Town as an Example

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Abstract

Rural revitalization is an important task to realize the great rejuvenation of the Chinese nation, and the implementation of rural revitalization strategy is the general starting point of the work of “three rural areas” in the new era. To explore the party building guidance and the integration of agriculture and tourism under the vision of rural revitalization can promote the realization of rural revitalization. In the process of investigation, it is found that there are some problems such as unreasonable organizational structure and low degree of integration of party building and agriculture and tourism in Ganzi Prefecture. In order to solve these practical dilemmas and realize the rural revitalization, it adds “thickness” to the rural revitalization of Ganzi Prefecture by strengthening the organizational capacity hub continuously. It is deeply integrated with the “global park”, extends the “breadth” and deeply integrates with the “natural ecology” for the rural revitalization of Ganzi Prefecture, increases the “brightness” for the rural revitalization of Ganzi Prefecture, and takes the road of rural revitalization well.

Keywords

party building guidance, integration of agriculture and tourism, rural revitalization

Based on the practice of rural revitalization in Ganzi, we will thoroughly implement the twenty great spirit of the Party, promote investigation and research, base on the resource endowment of agriculture, culture and tourism, give full play to our comparative advantages, find the right methods and paths, and steadily promote the rural revitalization in Ganzi Prefecture. Taking Shawan Village, Kuba Town, Luding County as an example, on the basis of the achievements of social governance and construction in

Shawan Village, taking the guidance of party building and the integration of agricultural and tourism resources as the cutting point, to create a model of rural revitalization in Ganzi Prefecture.

1. Basic Situation of Shawan Village, Kuba Town, Luding County

Shawan Village is located in the north of Luding County, about 12 kilometers away from the county seat, with an area of 800 hectares. The national road 318 line runs through the village. The village has jurisdiction over 4 groups of villagers, with 490 households, 1,614 people (including 48 party members), and 3 enterprises have settled in it. Shawan village just around the dam town party committee to determine “to the party to promote rural revitalization strategy implementation” overall idea, in the construction of “travel station, food cooking dam” as the goal, fully tap the geographical advantage of 318 line, gongga east lake wetland park environment advantage, immigration xincun construction resources, culture of traditional food cooking, the party lead the masses, launched “swim cook dam, lake view, enjoy the home stay facility, eat food” agriculture brigade fusion rural revitalization mode, successfully create rural revitalization of demonstration village of Sichuan province.

From the point of cultural resources, in history, shawan village was once the location of the tea horse ferry, in Ganzi with the mainland business left the thick history and culture, at the time the conditions extremely difficult conditions, people in the pursuit of a better life, the mountains, in the exchange of goods, not only promote the economic exchanges, and different multicultural in this communication, both satisfy the curiosity of outsiders, also expand the local understanding of the outside world. The combination of the strong history and culture and the current hot tourism industry will produce the fusion effect of “1 + 1 > 2”. In addition, standing in Shawan Village, looking up at the Red Army Monument in Lanan Township, remembering the heroic deeds of the martyrs, to accept the spiritual baptism of the red culture. In addition, the local Guiqiong embroidery also has unique characteristics, which is listed as the intangible cultural heritage protection project of Ganzi Prefecture. It has a history of more than 1,300 years. It has both the charm of Gui embroidery and qiang embroidery techniques, elegant color collocation, appropriate transition, orderly insertion, soft contrast and bright theme. With Guiqiong embroidery as the carrier, a variety of cultural and creative products with aesthetic value can be developed. The integration of cultural and tourism can further promote the transformation and upgrading of local residents to earn income and become rich, and provide a strong material guarantee for the modernization of social governance in Shawan Village.

From the perspective of agricultural resources, the land area of the village is more than 950 mu, including 750 mu of water land and more than 200 mu of semi-arid land. Shawan village, four distinct seasons, produce a lot of small miscellaneous fruit, cherry, loquat, plum, apricot, peaches, apple, bonus, pear, etc., recently introduced the sands bass carp, long kiss out fish, Chinese barb fish variety fish, introduced represented by fish dishes, plus dried pickled cabbage, fire steamed buns, old bacon, fern and other local dishes, enrich the local food culture, further enhance the local tourism catering level.

From the perspective of tourism resources, Shawan Village Oil House Group has implemented the project of stimulating endogenous power, and built the four seasons rural tourism conditions of water playing area, barbecue area, with spring flower appreciation, water playing in summer, autumn fruit tasting and winter mu Yang. The completed Shawan Village tourism comprehensive service body has interior decoration, furniture, parking Spaces and charging piles, etc., for investors to settle in and set up catering enterprises. There are more than 200 new homes in Shawan Village, which are able to receive tourists for investors to rent and build B & B.

2. Analysis of the Current Situation of Party Building Leading and Agriculture and Tourism Integration to Promote the Rural Revitalization of Shawan Village

Shawan Village, Jiangba Town, has found out its own way in rural revitalization. Guided by the way of Party building and the integration of agriculture and tourism, Shawan Village has become a new appearance. The people have enriched their money bags, built new houses and bought new cars. With the results, there are also some problems.

2.1 Achievements of the Integration of Agriculture, Cultural and Tourism Resources in Shawan Village

2.1.1 We Will Strengthen the Guidance of Party Building and Boost Rural Revitalization

Shawan Village of Jiangba Town has seized the opportunity of rural revitalization and development, organizes party members and cadres to go out and learn back, focus on talent and organizational revitalization, select and strengthen grass-roots teams, consolidate grass-roots battle fortress, actively cultivate local talents, and provide organizational guarantee and talent guarantee for rural revitalization. Scientific planning of industrial layout: with the Party building complex of Shawan Village as the center, four functional health areas, namely “water playing, garden, forest garden and lake view”, namely the four districts. Further play to the mountains, water, lakes, food and the livable climate resources advantage, build the American way 318 and characteristic dadu river delicious—south fish building brand, improve “eat, live, swim, shopping,” service, carry forward the local folk fish culture and traditional craft, radiation drives the surrounding home stay facility, catering, culture, kang, industry integration development, strengthen the party cohesion, to achieve rural revitalization of development into private economy vitality.

2.1.2 Optimize the Industrial Structure and Vigorously Develop Industries with Distinctive Features

We should change the masses, optimize and adjust the industrial structure, actively think and develop in accordance with local conditions. Main development: First, the characteristic industry of home stay, make use of the livable climate and the environment, actively revitalize the remaining private housing resources of hydropower migration, change resources into capital, vigorously develop the characteristic home stay with different prices, quality and style, and increase the income of the masses. The second is to develop guiqiong fingertip embroidery handicraft, actively excavate and inherit the intangible cultural heritage, the establishment of embroidery association, through the training of county departments, master technology, realize the transfer of surplus labor force, to solve the flexible employment of women at

home. Third, to develop 300 mu of pear in Shawan Youfang ditch, build Shawan Youfang water area, gather economy and flower splashing in one, form a new industrial format and increase income.

2.1.3 Integrate Resources and Strengthen the Foundation to Promote the Development of Health Care Tourism

Shawan village cling to development opportunities, under the support of the county government, one is to focus on the development of grassroots party building, building the party corridor, the second is the use of hydropower immigrants after resources, actively promote hydropower road infrastructure construction, three is for Zhejiang aid counterpart assist cooking dam town shawan village rural revitalization of first demonstration construction, compiled rural revitalization of first demonstration scheme, invested 26 million yuan, including 11 million yuan in 2023, 15 million yuan in 2024, further to the existing foundation to upgrade, effective integration industry development, promote the tourism industry up the steps.

2.1.4 We Will Strengthen Community-level Governance and Promote Rural Development

Shawan Village went through the construction of Luding Hydropower Station, and used to be a big village with prominent petitions and contradictions. In 2014, the total number of petitions exceeded 200, with more than 4,000 petitioners. Changing customs, bad civilization and bad habits emerge one after another. Through the county, town and village levels from the resettlement, mass work, infrastructure construction and other aspects of joint efforts, with “governance + service” as the idea, through democratic decision-making, democratic management and democratic supervision, to achieve the “self-management, self-education, self-service” rural grassroots governance model. First, we will improve the working mechanism. Strengthen the construction of activity room, strengthen the role of the village committees, establish and improve the management mechanism of the village committee and village affairs supervision committee; implement the “list” or “assignment” system of village-level affairs management, implement the work supervision and financial management mechanism, and ensure the standardized operation of village-level governance. Second, we will standardize institutional management. We will strictly implement the systems of open village affairs and democratic management, handle affairs in accordance with the law and make democratic decisions, protect the people’s right to know, participation, decision-making and right to supervise, and strictly publicize the “three affairs” of villages. Third, we will expand the right to give advice. The Party branch of Shawan Village constantly explores effective ways for villagers to participate in rural governance, sets up a discussion place in the village committee, collects demands for people’s livelihood in time, discusses and coordinates with the staff of the village committee, so that the villagers can truly change from “bystanders” to “participants” of village management decisions. Fourth, village-level governance and the main role of the masses. We will continue to improve the village rules and regulations and the “four discussions and two open” system, implement the grassroots democratic decision-making mechanism, and make the decision-making of the village “two committees” more win the hearts and minds of the public opinion, build a safe and

harmonious reservoir area, build a happy new home, guide the populace to return to the normal production and life, and create a new situation in mass work.

2.2 Problems Existing in the Guidance of Shawan Village Party Building and the Integration of Agriculture and Tourism to Promote Rural Revitalization

2.2.1 The Organization Structure Is Unreasonable, and the Organizational Leadership Needs to Be Fully Played

The organizational structure of rural primary Party organizations is not reasonable, the operation mechanism is not sound, the proportion structure of leaders is unreasonable, the overall level is not high, the internal cohesion is not strong, and the “leading goose” effect is not obvious. With the development of economy and society, a large number of rural young and middle-aged labor force has migrated to cities and towns, and the situation of empty-nesters and left-behind children is relatively common. Aging of leading cadres of rural grassroots Party organizations, low education background and uncoordinated gender ratio, which make it difficult to carry out the construction of rural talent team. The brain drain in rural areas is serious. One is the loss of college admission. Rural children rarely return to the countryside after being admitted to university. Second, labor service export. In the process of rural urbanization, the perfect supporting living facilities and considerable economic income in cities and towns promote a large number of rural surplus labor force and a part of high-quality talents to transfer to cities and towns. Rural areas are generally lack of labor force, and rural talents are generally middle-aged and aging. Third, the rural production and living environment is not good, can not stay to work in rural talents. The rural talent introduction mechanism is not sound enough, the welfare treatment needs to be further improved, and the power of localized talents is weak. The existing young and professional talents cannot meet the requirements of high-quality development of rural revitalization. And the professional quality of rural talents needs to be expanded, on the one hand, rural development without management, only operational talents can revitalize rural resources; On the other hand, in addition to effective operation in the countryside, but also can manage, because in the countryside, more to deal with the masses, learning to use the “language of the masses”, obtain mass support, is a powerful magic weapon to help rural revitalization.

2.2.2 The Deep Integration Degree with the “Characteristic Fruit Industry” Is Not Deep, and the Agricultural Characteristics Need to be Fully Reflected

On the one hand, the land resources of Shawan Village are limited, unable large-scale planting, which limits the development of agriculture. In terms of planting methods, traditional planting is the main, and the development of fruit industry cannot achieve fine management. On the other hand, figs, grapes, apples and other fruits are planted in front and back of each house in the immigrant community, but the combination degree with commercial sales is not enough, and the development degree of “picking economy” is not high.

2.2.3 The Deep Integration with the “Natural Ecology” Is Not Deep, and the Tourism Value Needs to Be Fully Explored

First, the degree of “scenic area” of immigrant villages is not high. From the outside, the immigrant community of Shawan Village is an ordinary administrative village, which cannot attract tourists passing through it; from the inside, the immigrant community presents an ordinary life scene, without a real mature tourism form, which cannot form scale effect. Second, the degree of “characteristic” of mountain home stay is not high, there is no introduction of advanced business philosophy, under the background of the tourism market tends to be younger and literary, there are not many home stay projects suitable for young people to play. Third, the degree of “quality” of tourist routes is not high, and the tourist spots and routes are not reasonably planned and effectively connected.

2.2.4 The Deep Integration with the “Global Park” Is Not Deep, and the Cultural Attraction Is not Fully Demonstrated

First, to increase the introduction of leading projects. Under the background of the construction of “regional park”, the national project funds are not enough, and the market operation mechanism is not perfect. Second, the “garden experience” needs to be constantly improved. On the basis of the existing cycling park, the local rural tourism concept needs to be designed, and the tourism facilities are not perfect. Third, the “humanistic connotation” of small and micro scenic spots is not deep enough. For the cultural protection and development of tea horse Ferry is not enough, the historical significance of tea horse ferry in Shawan Village should be refined by The Times, in which the historical sites should be story and ornamental.

3. Party Building Guidance, Integration of Agriculture and Tourism, to Help the Revitalization of Rural Path Selection in Ganzi Prefecture

The Party has always taken “agriculture, rural areas and farmers” as the focus of its work. After completing the task of comprehensive poverty alleviation, it has led rural revitalization with Party building, gathered the strength of the people, and accelerated the modernization of agriculture and rural areas in Ganzi Prefecture by improving the Party’s organizational strength and the deep integration of agriculture and tourism. “If the nation wants to revive, the countryside will be revitalized.” (Note 1)

3.1 Solid Organizational Capacity Hub, to Add a “Thickness” to the Rural Revitalization of Ganzi Prefecture

We will strengthen the ranks of Party members and standardize the management of Party organizations. “We will uphold and strengthen the Party’s overall leadership over the work related to agriculture, rural areas and farmers, give full play to the leading role of community-level Party organizations in rural areas, and make new progress in rural revitalization and take new steps in agricultural and rural modernization.” (Note 2) We will select and strengthen Party members and cadres to be “leaders”, promote the implementation of the rural revitalization strategy with the “head goose effect”, recruit outstanding

talents based on local advantages, and ensure the implementation of the reserve mechanism for reserve Party members and cadres.

One is to realize the “talent return”, the accumulated experience, technology and capital back in the city, benefit the home, to activate the rural innovation vitality; through the “village” link, build the emotional contact platform, guide the support of the villagers, college students and outstanding migrant workers to return to start business. Second is to encourage college students rooted at the grass-roots level, introduced to stay to preferential policies, integration of all kinds of funds, resources, provide long-term stable jobs, and raise salary benefits, to work in the village students have certain material security, ease in rural work and life, for Ganzi rural revitalization of high quality development constantly inject fresh blood. Third, strengthen training to improve the quality and ability of rural talents. Relying on the organization of “village committees”, we will support new professional farmers to participate in middle and higher agricultural vocational education through flexible schooling system to improve their comprehensive quality and vocational ability. We will strengthen information construction, accelerate the formation of a rural governance model of “smart Party building” and “supporting” smart government, “build an information platform for cultivating new professional farmers, provide online learning, management assessment, tracking and guidance services, and improve their agricultural operation and management level through professional and technical training.” Villagers should also be encouraged to voluntarily form a new type of cooperative economic organization, so that the majority of villagers can truly become providers of public services, participants in rural governance and spokesmen for the interests of farmers’ interests.” (Note 3)

3.2 Deep Integration with the “Characteristic Fruit Industry” to Improve the “Precision” for the Rural Revitalization of Ganzi Prefecture

First, to develop rural tourism “picking economy”. Relying on the 318 National Road tourist line and the home stay industry, we will build a characteristic fruit promotion platform, introduce the advantages of characteristic fruit products in Shawan Village, increase cultural and leisure elements, and enhance the interest of fruit picking. Second, to explore the integration of culture, tourism, agriculture, commerce and “digital empowerment”. Use modern information technology to develop intelligent fruit industry and intelligent guide, realize the “intelligent” and “fine” management of culture, tourism and agriculture, adopt the Internet of things technology, numerical control system, and develop the smart picking mode. Third, we will innovate the “market model” of rural tourism. We will explore ways to promote the reform of the shareholding system in cooperatives and realize the market-based operation of rural tourism. Through the form of “cooperatives + bases + farmers”, villagers are guided to become shareholders with land management rights, and build new professional farmers training bases and rural leisure tourism resort.

3.3 Deep Integration with the “Natural Ecology” to Add “Brightness” to the Rural Revitalization of Ganzi Prefecture

First, the natural villages are “scenic spots”. Fully explore the basic conditions and ecological resource endowment of villages, build scenic villages and key rural tourism villages by means of environmental improvement and landscape improvement, transform the original ecological natural and cultural resources into rural tourism products, and promote the characteristic, quality and efficient development of villages. Second, the mountain home stay “characteristic”. In line with the principles of conforming to nature, green environmental protection, original site reconstruction and local customs, we innovatively shape the local characteristic B & B style and create a characteristic B & B collection area. Third, the tourism routes “quality”. Integrate the surrounding tourist attractions, rural tourism key villages, scenic villages, tourist boutique home stay and other multi-point resources, string points into lines, to create high-quality tourist routes.

3.4 Deep Integration with the “All-region park” to Extend the “Breadth” of Rural Revitalization in Ganzi Prefecture

First, leading projects lead the “multi-point flowering”. Integrate the resources of “culture, tourism and agriculture”, set up leading groups and special work classes, introduce market-oriented mechanism, and explore the value of local red cultural tourism in combination with a number of key cultural and tourism projects such as the National Long March Cultural Park. Second, improve the supporting facilities to enhance the “garden experience”. To practice the concept of “global park”, plan to build a “park-style” scenic spot, build rest facilities such as water-friendly platforms and landscape pavilions, further beautify the road around the lake based on viewing and experience, provide a series of sightseeing activities such as leisure, vacation and cycling, and draw a picture of “park-style” rural development prospect. Third, small and micro scenic spots reflect the “humanistic connotation”. Adhering to the principle of “paying equal attention to protection and excavation”, it develops material resources such as tea and horse ferry, deeply excavates its history, story, appreciation and inheritance, so as to create “cultural” small and micro scenic spots.

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Notes

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Note 2. Opinions of the CPC Central Committee and The State Council on Comprehensively Promoting the Key Work of Rural Revitalization in 2022 [N]. *People's Daily*, 2022-02-23 (001).

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