

## *Original Paper*

# The Integrated Development of Agriculture, Culture and Tourism Helps Explore Ways for Rural Revitalization -- A Case Study of Niutiguan Village in Anshun City

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### ***Abstract***

*Niutiguan Village (hereinafter referred to as Niutiguan Village), located in Yaopu Town, Anshun City, Guizhou Province, is a traditional village of Buyi ethnic minorities. Since 2021, relying on the advantages of ecological and cultural resources, the village has created an integrated demonstration of “pastoral + health care + cultural tourism”, realizing the deep integration and rapid development of agriculture, culture and tourism, as well as making itself suddenly become a new model of rural revitalization. Based on the practical research of Niutiguan Village, this paper explores the practical path for Niutiguan Village to integrate and use its own resources to help local villages revitalize, in order to provide cases and practical enlightenment for rural revitalization empowered by cultural and tourism integration.*

### ***Keywords***

*Cultural and tourism integration, Rural revitalization, Rural tourism*

## **1. Introduction**

The rural revitalization strategy is a major strategic plan officially put forward in the report to the 19th CPC National Congress. It calls for coordinating urban and rural development, as well as accelerating the modernization of agriculture and rural areas in accordance with the principles of “thriving industries, livable ecology, civilized village style, effective governance and prosperous life”. In recent years, villages across the country have actively responded to the policy call of the CPC Central Committee and explored a path of rural revitalization based on their own characteristics in practice. Under the tripartite cooperative mode of government guidance, enterprise settlement and residents’ participation, some villages have turned poor and backward “hollow” villages into beautiful villages

full of vitality and vitality through scientific planning and careful deployment, achieving deep integration of culture, tourism and even agriculture, creating a unique model of integrated development of “agriculture, culture and tourism”.

Niutiguan Village is located in the west of Anshun in central Guizhou. It used to be the only way to Kunming in Yunnan Province. Surrounded by mountains on all sides, the village enjoys fresh air, broad vision and its own good ecological and cultural resources. In July 2021, Anshun Niutiguan Cultural Tourism Development Co., Ltd. signed the project of “Cultural Revitalization of Livable Village Construction” with the village, focusing on the construction of village scenic spots, digging into local culture, attracting cultural enterprises and cultural volunteers to settle in, and opening the development road of culture-empowered village construction. It only took nearly nine months. It has made the originally poor and backward village take on a new look, and has been included by the Ministry of Housing and Urban- Rural Development in the traditional village beautiful environment and happy life to jointly create a project research pilot village.

## **2. Research on the Path of Rural Revitalization for the Integrated Development of Agriculture, Culture and Tourism in Niutiguan Village**

### *2.1 Based on the Local Reality, Stimulate the Vitality of Rural Revitalization*

Industrial development is the basic premise and material guarantee for solving the livelihood problems of farmers (Deng, 2019). Like most villages, most young and middle-aged people choose to go out for work to earn money, which makes the villages face problems such as labor shortage, a large number of civil houses are in disrepair, and land is abandoned. In order to reverse this situation, Anshun Economic Development Zone seized the opportunity of the new round of national East and west cooperative development arrangement, reached cooperation with Nansha District of Guangzhou, adopted the three-level linkage mode of district, town and village, and sent special working groups to settle; Based on the village’s good ecological and cultural resources, in-depth mining of local culture, the introduction of cultural enterprises and tourism companies, the village’s tourism enterprise operation management. Local villagers have obtained practical income by renting houses and fields, self-operating folk customs, participating in tourism management and enjoying income sharing, which has activated the economic blood and cultural vitality of the village.

First of all, according to their own village appearance, the village mobilized the villagers to invest in environmental health improvement, adhering to the concept of “clear water and green mountains are gold hills and silver mountains”, and built a zero-pollution demonstration village, providing ecological support for industrial development. In order to solve the problem of disrepair of civil houses and protect the needs of Buyi traditional architectural culture, the local tourism company reached an agreement with the villagers to fund the renovation, and built 28 abandoned old houses into boutique Buyi residential houses. The right to use the houses was transferred from the villagers to the enterprises, and the property rights still belonged to the villagers. During this period, the villagers can participate in

the operation of the homestay, and obtain certain remuneration and dividend rewards. The renovation project has helped solve the employment problem of more than 50 local villagers and brought an annual income of more than 100,000 yuan to the village-level collective economy.

Secondly, based on the layout of industrial cluster demonstration belt, the village uses existing land resources to plant mulberries, and uses fresh mulberry leaves to make mulberry leaf steamed buns, mulberry leaf tea and other local specialty foods, which are favored by tourists; Relying on the existing local agricultural products, the village scientifically plans the planting parks of lotus root, rose and golden pear with thorn, and builds the deep processing industry of agricultural products, which realizes the prosperity and scientific development of the agricultural industry.

### *2.2 Integrating Cultural Resources to Build a High Ground for Rural Revitalization*

Culture is the soul of tourism, and tourism is the carrier of culture. With the improvement of people's pursuit of spiritual life, a great number of tourists are shifting their travel mode from traditional sightseeing tour to immersive in-depth tour. Culture is increasingly becoming the spiritual pillar of people's tourism activities and an important guide of tourism economy. Xi has paid high attention to the work related to cultural and tourism integration. He emphasizes the concept of "shaping travel with culture and complementing it with travel", to promoting the in-depth integration and development of culture and tourism. In recent years, villages around the country based on their local features, cultural resources, combined with the needs of the modern tourism market, to achieve the rapid development of rural tourism, while promoting the integration of the three industries of agriculture, culture and tourism, to achieve poverty alleviation and rural revitalization, so that rural tourism has gradually become a new era of rural revitalization of the new force.

Niutiguan Village is located in Anshun City, known as the "hometown of Batik". The world-famous intangible cultural heritage of Niutiguan Village is batik, which is famous for traditional folk handicraft in Guizhou and one of the ancient traditional printing and dyeing methods in China. It is also known as the "flower of ancient Oriental art". The long and splendid history and the unique production techniques make batik, an intangible cultural heritage, become a beautiful business card of the tourism culture of Anshun, Guizhou. Based on this traditional printing and dyeing technique, Niutiguan Village has established the "Colorful Mongolian Culture Creative Park" handicraft workshop, which mainly displays and sells various batik works created by local women. In addition to providing a batik practice site and a batik research and learning base, the museum not only showcases the exquisite skills of Anshun batik to tourists, but also enables the children who come to study here to draw batik by themselves and understand the unique charm of the intangible cultural heritage. As a non-genetic inheritor of Guizhou Province and master of Arts and crafts in Guizhou Province, Wang Guoying is responsible for teaching local women the skills of batik, wax painting and batik embroidery. Since the opening of the museum in 2021, she has led more than 60 villagers in Niutiguan Village and the surrounding villages to find employment. Her production of batik, batik embroidery scarves, costumes, satchels, dolls and ornaments is exported to Hungary, the United States, Canada and Japan, with an

annual output value of more than one million yuan. It has also made this creative park win the honorary list of “Rural Revitalization” Youth Practice base, Women’s entrepreneurship and employment base, and “Double Promotion” project training base of Vocational skills and education in Maopu Town, Anshun Economic Development Zone. In addition to operating the batik workshop, the creative park also sets up a papermaking experience workshop on the negative first floor of the venue based on the local traditional ancient papermaking techniques, combining research courses to deduce papermaking techniques to students, so that students can actively participate in the process of ancient papermaking, and inject fresh blood into the inheritance of ancient papermaking.

In addition, Niutiguan Village, based on the history and culture of different periods in Guizhou, combined with the characteristics of the village, designed a mountain bone museum with unique appearance and exhibits, making the museum the core content of the project of “Cultural revitalization of Livable Village Construction”. The museum consists of five parts: Guizhou Famous Sages Museum, Guizhou Photography History Museum, Music and Painting Record Museum, 100,000 Why Science Museum and literature Library. On the first floor is the Hall of Guizhou Famous Sages, which displays 48 famous sages who have made outstanding contributions to Guizhou since the Ming Dynasty, in the form of portraits, scrolls of scholars and handwritten notes. On the second floor is the Guizhou Photography History Exhibition Hall, the Music and Painting Record Hall, and the One Hundred Thousand Why Science Museum. Among them, the Guizhou Photography History Museum displays hundreds of precious black and white photos, showing the natural scenery and customs of Guizhou, reflecting the vicissitudes of Guizhou over 160 years. The Music and Painting Record Hall displays quality records of different periods and styles, The One Hundred Thousand Why Science Museum has a collection of the complete set of One Hundred Thousand Why, which was first published in 1964 until the latest edition, providing a place for carrying out research activities for teenagers. The main part of the third floor is the library, which has a variety of books, covering children’s books, historical and cultural books, healthy life books, agriculture- related books and Miao heroic epic “King Yalu” and other precious books. In April 2023, at the second National Reading Conference, it was selected as the “most beautiful farm library” in Yaanzhai Village, Yaopu Town.

### *2.3 Carry out Research and Education to Consolidate the Achievements of Rural Revitalization*

Rural revitalization should not only help farmers get rid of material poverty, but also achieve spiritual prosperity, so as to promote the construction of rural culture (Yang & Jia, 2021). Niutiguan Village is a famous Buyei village in Jingkai District of Anshun City. More than 80% of the population in the village are Buyei people. In daily life, most people wear traditional Buyei costumes, and the older generation still retains the embroidery skills of making Buyei costumes. At the same time, the ancient village has preserved several unique stone buildings of the Anshun City, which has accumulated a strong Buyi culture and farming culture.

In recent years, Niutiguan Village has taken the opportunity of cultural tourism enabling rural revitalization, and set up Shanzhi Bone Research Travel Development Co., LTD., to carry out research

education tourism and find the local path of rural culture revitalization. With the strong support of the government, the company takes Niutiguan Village as the central point, and links six villages in Shilihe Corridor industrial integration Demonstration Zone (Yao Pu Neighborhood Committee, Anhu Village, Awazhai, Niutiguan, Yangchang Village, Pan Yuan Village) as its research base, covering an area of about 50,000 mu. The company fully taps the local historical heritage and cultural characteristics, combines education with fun, and creates a series of unique cultural research products in Niutiguan Village, including Shangu Museum, ancient papermaking Workshop, intangible heritage batik Museum, Village Cinema and indoor cultural activity Spaces. It provides students with rich research resources and broad research places. Let students personally experience the ancient papermaking, batik printing technology, rose flower cake making and other activities, go deep into the countryside to feel the local life. Using rural space as the carrier to build research bases and developing research education not only enrich rural tourism formats and make local traditional culture “alive”, but also improve local villagers’ cultural self-confidence and sense of local identity. It stimulates villagers’ sense of ownership in consciously protecting and inheriting local culture, as well as realizing the revitalization of rural culture.

### **3. Experience and Enlightenment of the Integrated Development of Agriculture, Culture And tourism in Niutiguan Village**

Ancient villages, as a special type of countryside, bear the “nostalgia” memory of farming civilization, and are characterized by high heritage value and ecological fragility (Yang & Jia, 2021). How to protect and develop them and achieve sustainable revitalization and development is an important issue concerning the building of cultural confidence and the construction of ecological civilization. This study analyzed and summarized the realization path of the comprehensive rural revitalization driven by the integrated development model of agriculture, culture and tourism in Niutiguan Village, which “takes agriculture as the base, culture as the core and tourism as the starting point”, and obtained the following enlightenment:

(1) Multi-subject cooperation to jointly promote rural development. To build a tripartite cooperation model of “government-led, enterprises participate and villagers respond”, guided by the central government’s local cooperation policies, the local government should actively play the role of the main social body to reach cooperation and assistance agreements with other regions, introduce professional tourism planning, management, operation and other talents, and prepare scientific and complete tourism development plans for the villages. At the same time, it should actively publicize to the villagers the advantages and opportunities brought by tourism development to the local development, urge the villagers to change their conservative ideological understanding and closed ideas, and mobilize the enthusiasm of villagers to participate in tourism development. Through external education, promote the construction of ancient village talent team, build a diversified and effective organization and management system, and effectively help the revitalization of rural organizations and talents.

(2) Multi-industry linkage to release the vitality of rural economy. Through the deep integration of

agriculture, culture and tourism, give play to the industrial linkage role of “agriculture + culture + tourism”, combine the characteristics of local resources and market demand, develop corresponding cultural tourism products, and promote the active use of local culture by means of operating homestay, establishing non-body inspection activities, and developing research and education, activate the economic vitality of rural areas, and promote the employment and income of villagers. Enhance the villagers’ cultural self- confidence and local identity, and realize the revitalization of rural industry and culture.

(3) Multi-sectoral participation to create a beautiful rural landscape. The government is responsible for following up the implementation of environmental governance projects. Cadres should give full play to their leading role, actively explore and establish a long-term management and protection mechanism for the normal village environment, cultivate villagers’ good health habits, and enable villagers to have a sense of responsibility for maintaining a livable and viable local environment. The application of “big data” management mechanism, the establishment of digital monitoring management platform, with the help of scientific and technological means to supervise the ecological environment. In the village, everyone has the responsibility to protect the ecological environment. Through environmental remediation to achieve rural ecological revitalization, to ensure the sustainable development of the industry.

To sum up, rural revitalization needs multi-subject participation and multi-industry linkage, so that better projects can be built in the countryside and outstanding talents can be brought back to the countryside. Through concerted efforts in the five dimensions of industry, talent, culture, ecology and organization, the comprehensive revitalization of the countryside can be finally realized.

#### 4. Conclusion

Niutiguan Village has paid close attention to the opportunities of The Times, taken culture as the lead, industry as the starting point, based on its own characteristics, and enabled rural revitalization with cultural industry. Through the tripartite participation mode of “government-led, enterprise participation, and villager response”, it has realized the integrated development of agriculture-cultural tourism industry and become a well-known punching-in point of Anshun cultural tourism. The mode of promoting rural revitalization through the integrated development of agriculture, culture and tourism in Niutiguan Village provides a reference for the development and planning of other villages. Of course, affected by geographical factors and climate environment, the local ecological landscape and cultural level of Chinese villages have different shapes and forms. In the process of development and management, it is necessary to fully consider local differences. On the basis of giving full play to the local advantages of resources to respect nature, protect nature, comply with nature, to achieve “harmonious coexistence between man and nature”, to explore a rural revitalization path that suits its own development reality, in the success of the experience, in the failure of lessons, in order to better promote the theoretical development and practical innovation of rural revitalization.

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