

ASERS

Journal of Environmental Management and Tourism

Quarterly

Volume XIII

Issue 1 (57)

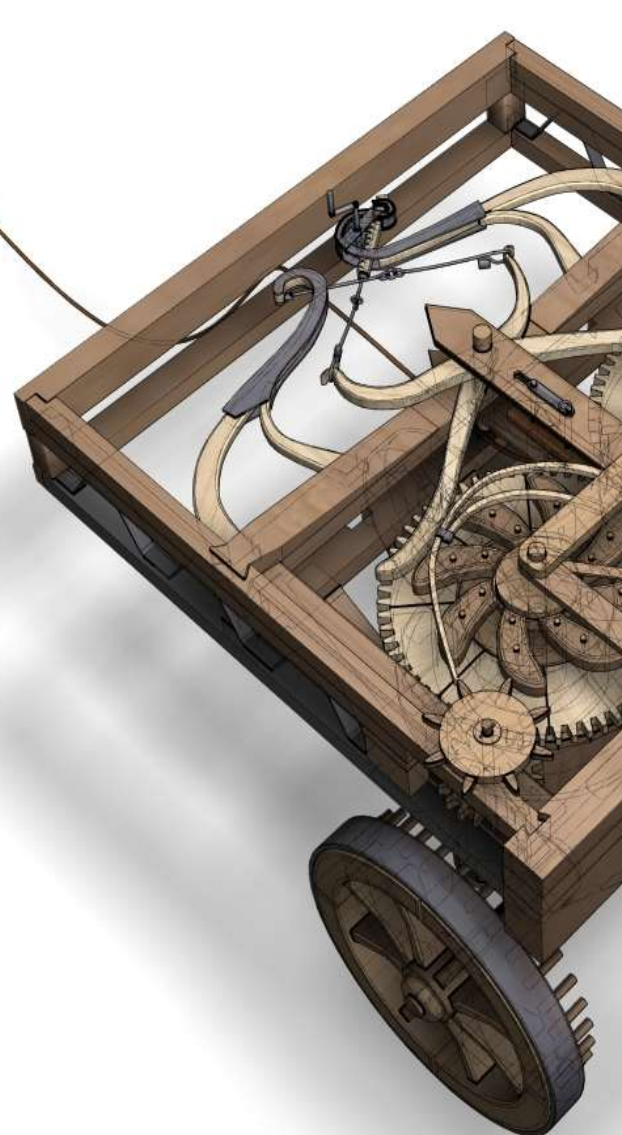
Spring 2022

ISSN 2068 – 7729

Journal DOI

<https://doi.org/10.14505/jemt>

 **ASERS**
Publishing



Editor in Chief

Ramona PÎRVU

University of Craiova, Romania

Editorial Advisory Board

Omran Abdelnaser

University Sains Malaysia, Malaysia

Huong Ha

University of Newcastle, Singapore,
Australia

Harjeet Kaur

HELP University College, Malaysia

Janusz Grabara

Czestochowa University of Technology,
Poland

Vicky Katsoni

Techonological Educational Institute of
Athens, Greece

Sebastian Kot

Czestochowa University of Technology,
The Institute of Logistics and International
Management, Poland

Nodar Lekishvili

Tbilisi State University, Georgia

Andreea Marin-Pantelescu

Academy of Economic Studies Bucharest,
Romania

Piotr Misztal

The Jan Kochanowski University in
Kielce, Faculty of Management and
Administration, Poland

Agnieszka Mrozik

Faculty of Biology and Environmental
protection, University of Silesia, Katowice,
Poland

Chuen-Chee Pek

Nottingham University Business School,
Malaysia

Roberta De Santis

LUISS University, Italy

Fabio Gaetano Santeramo

University of Foggia, Italy

Dan Seligsteanu

University of Craiova, Romania

Laura Ungureanu

Spiru Haret University, Romania

ASERS Publishing

<http://www.asers.eu/asers-publishing>

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

Table of Contents:

1	Stakeholder Perceptions of Socio-Ecological System Improvements: A Place-Based Study of Stream Habitat Enhancements	5
	Josh SMITH, Paul J KINDER Jr., Steven SELIN, Jamie HOFFMANN	
2	Innovations – the Basis Tools of Development of Agricultural and Ecological Management	19
	Olena V. MORAVSKA, Taras R. LEVYTSKYI, Volodymyr O. VELYCHKO, Olena M. ORLOVA, Yurii A. SHULZHYK, Svitlana SENYSHYN	
3	Developing a Conceptual Model of Employee Ecological Behavior using an Integrative Approach	29
	Khalid FAROOQ, Mohd Yusoff YUSLIZA, Zikri MUHAMMAD, Jumadil SAPUTRA	
4	Priority Areas for Increasing the Competitiveness of the Agro-Industrial Complex and Environmental Sustainability	39
	Arailym NURMANBETOVA, Yerzhan ZHUSSUPOV, Galiya AKIMBEKOVA, Yelena GRIDNEVA, Gulnar KALIAKPAROVA, Yury KHAN	
5	The Impact of Sustainable Development and Social Responsibility on Quality Education	51
	Ana Cecilia CHUMACEIRO HERNANDEZ, Judith Josefina HERNÁNDEZ GARCÍA, Jovana Cristina VELAZCO HERNÁNDEZ, Yuriy Mikhailovich LAGUSEV, Anna Pavlovna ROGOZHINA	
6	Cluster Analysis of the Expenditures for Environmental and Technological Innovations in Sustainable Development Policy Formation	63
	Ekaterina V. TSENINA, Tamara P. DANKO, Vladimir M. KISELEV, Lyubov A. CHAYKOVSKAYA, Nikita D. EPSTEIN, Ona RAUSKIENE, Vladimir D. SEKERIN	
7	Interrelationship between Three Dimensions of Sustainable Performance Measurement among Malaysian Manufacturing Companies	75
	Boon Heng TEH, Abdul Aziz ABDUL RAHMAN, Tze San ONG, Sin Huei NG, Hussain Bakhsh MAGSI	
8	Water Resources as the Material Basis for Further Strategic Development of the Republic of Kazakhstan	99
	Kuanysh KUSMAMBETOV, Saule SULEIMENOVA	
9	Do Fishers Need Enough Insurance to Guarantee Their Business Continuity? Evidence from Vulnerable Small-Scale Fishers	107
	SUHARNO, Agus ARIFIN, Ary YUNANTO	
10	Digitalization of Environmental Information in the Republic of Kazakhstan: Issues of Legal Regulation	115
	Lazzat YERKINBAYEVA, Daniya NURMUKHANKYZY, Bakhytzhan KALYMBEK, Aigerim OZENBAYEVA, Zhanna KALYMBEKOVA	
11	Determination of Dissolved Pesticide Leachates in the West Africa's Largest Natural Lake	128
	Amina GARIBA, Jonathan OSEI-OWUSU, Albert ANIAGYEI, Boniface Yeboah ANTWI, Ralph KWAKYE, George ADUSEI, Aboagye Kwarteng DOFUOR, Bright VIGBEDOR	

Editor in Chief

Ramona PÎRVU

University of Craiova, Romania

Editorial Advisory Board

Omran Abdelnaser

University Sains Malaysia, Malaysia

Huong Ha

University of Newcastle, Singapore,
Australia

Harjeet Kaur

HELP University College, Malaysia

Janusz Grabara

Czestochowa University of Technology,
Poland

Vicky Katsoni

Techonological Educational Institute of
Athens, Greece

Sebastian Kot

Czestochowa University of Technology,
The Institute of Logistics and International
Management, Poland

Nodar Lekishvili

Tbilisi State University, Georgia

Andreea Marin-Pantelescu

Academy of Economic Studies Bucharest,
Romania

Piotr Misztal

The Jan Kochanowski University in
Kielce, Faculty of Management and
Administration, Poland

Agnieszka Mrozik

Faculty of Biology and Environmental
protection, University of Silesia, Katowice,
Poland

Chuen-Chee Pek

Nottingham University Business School,
Malaysia

Roberta De Santis

LUISS University, Italy

Fabio Gaetano Santeramo

University of Foggia, Italy

Dan Selişteanu

University of Craiova, Romania

Laura Ungureanu

Spiru Haret University, Romania

ASERS Publishing

<http://www.asers.eu/asers-publishing>

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

12	Management of Unemployment and Employment of Youth in the Labor Market as a Factor of the Key Direction of Sustainable Development of Kazakhstan Bibinur KORGAN, Rysty SABIROVA, Saule KUNYAZOVA, Elmira ADIYETOVA, Zukhra TURDIYEVA, Zhanargul BISSEMBIYEVA	135
13	Productivity Loss Due to Deaths Caused by Cardiovascular Diseases Associated with Exposure to Air Pollutants in Sorocaba, Brazil in the Years of 2015 to 2017 Pedro Rachid DA COSTA, Luiz Fernando C. NASCIMENTO	143
14	Economic Valuation of Ayutthaya Historical Park, Thailand Areeya KHAMRUANG, Sakkarin NONTAPOT	153
15	Food Safety Control as a Guarantee of Consumer Protection: Institutional Component Aliesia MYTNYK, Viktoriia LATYSHEVA, Lyudmyla VASECHKO, Nataliia SHCHERBAKOVA, Nataliia SEROHINA	162
16	The Role of International Legislation in Protecting the Environment Noor ALHENDI	174
17	Achievement of Value Markers of the Harmonious Development of Agrarian Territories in the Volga Federal District in the Context of Russia's National Security Alexey Vladimirovich YASHKIN, Galina Mikhailovna ZINCHUK, Alena Igorevna ILYINA, Svetlana Vladimirovna BALANDINA	181
18	Interrelationships of Air Canal Adaptation in the Leaves of Water Lilies and Water Depth of Lebak Swamp in Kalimantan Selatan Bakti Nur ISMUHAJAROH, Didik INDRADEWA, Budiastuti KURNIASIH, Sri Nuryani Hidayah UTAMI	197
19	Analysis of Sustainable Development of SMEs and Factors Influencing to the Ecotourism Industry Dametken TUREKULOVA, Berik BEISENGALIYEV, Saltanat VALIYEVA, Nurzhamal KURMANKULOVA, Gaukhar SAIMAGAMBETOVA	211
20	Human Talent and Its Impact on the Quality of Service in the Rural Community-Based Tourism Sector. Analysis and Theoretical Perspectives Magda Francisca CEJAS MARTÍNEZ, Mercedes Carolina NAVARRO CEJAS, Silvia Marieta ALDAZ HERNÁNDEZ, Carlos Alban YÁNEZ, Derling José MENDOZA VELAZCO	223
21	Funding Research Certification Programs in the Sphere of Tourism on the Example of Developed and Developing Countries Nurkhodzha AKBULAEV	232
22	Information Accessibility of Restaurant Companies in Moravian-Silesian Region Milena BOTLÍKOVÁ, Josef BOTLÍK, Jana STUCHLÍKOVÁ	242
23	Tourist Satisfaction in Lombok Island as the World's Best Halal Tourism Destination Riduan MAS'UD, Muhammad Muhajir AMINY, Lalu Ahmad RAMADANI, Baiq ELBADRIATI, Muhamad YUSUP	252
24	COVID-19 Anchor for Cruise Tourism: An analysis of Gdańsk's and Gdynia's Cruise Tourism in the 2017-2020 Period Joanna PIOCH, Mariusz CHMIELEWSKI, Renata PŁOSKA, Karol ŚLEDZIK	264
25	Revival and Development of Tunpu Villages within the Context of Rural Revitalization in China: The Contrasting Perspectives of Cultural Heritage and Tourism Industry Heng WU, Fung Chiat LOO, Cheong Jan CHAN	273
26	The Impact of Growth in Tourism on Economic and Human Development – Incorporating a Systematic Literature Review Hoang Thi Phuong THAO, Márta BAKUCZ	287

Call for Papers Summer Issues 2022 Journal of Environmental Management and Tourism

Journal of Environmental Management and Tourism is an interdisciplinary research journal, aimed to publish articles and original research papers that should contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences.

Journal will publish original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modeling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies, etc. This topic may include the fields indicated above, but are not limited to these.

Authors are encouraged to submit high quality, original works that discuss the latest developments in environmental management research and application with the certain scope to share experiences and research findings and to stimulate more ideas and useful insights regarding current best-practices and future directions in environmental management.

Journal of Environmental Management and Tourism is indexed in SCOPUS, RePEC, CEEOL, ProQuest, EBSCO and Cabell Directory databases.

All the papers will be first considered by the Editors for general relevance, originality and significance. If accepted for review, papers will then be subject to double blind peer review.

Deadline for submission:	1 st May 2022
Expected publication date:	June 2022
Website:	https://journals.aserspublishing.eu/jemt
E-mail:	jemt@aserspublishing.eu

To prepare your paper for submission, please see full author guidelines in the following file: [JEMT_Full_Paper_Template.docx](#), then send it via email at jemt@aserspublishing.eu.



DOI: [https://doi.org/10.14505/jemt.v13.1\(57\).25](https://doi.org/10.14505/jemt.v13.1(57).25)

Revival and Development of Tunpu Villages within the Context of Rural Revitalization in China: The Contrasting Perspectives of Cultural Heritage and Tourism Industry

Heng WU

Faculty of Human Ecology
University of Putra, Malaysia

674342693@qq.com

Fung Chiat LOO

Faculty of Human Ecology
University of Putra, Malaysia

lfc@upm.edu.my

Cheong Jan CHAN

Faculty of Human Ecology
University of Putra, Malaysia

chan@upm.edu.my

Suggested Citation:

Wu, H., Loo, F. C. and Chan, C. J. (2022). Revival and Development of Tunpu Villages within the Context of Rural Revitalization in China: The Contrasting Perspectives of Cultural Heritage and Tourism Industry. *Journal of Environmental Management and Tourism*, (Volume XIII, Spring), 1(57): 273 - 286. DOI: [10.14505/jemt.v13.1\(57\).25](https://doi.org/10.14505/jemt.v13.1(57).25)

Article's History:

Received 19th of November 2021; Received in revised form 22nd of December 2021; Accepted 12nd of January 2022; Published 4th of March 2022. Copyright ©2022 by ASERS® Publishing. All rights reserved.

Abstract:

The Tunpu (屯堡) village in Anshun city Guizhou province has unique cultural assets, particularly in the village's spatial layout, its traditional building, and the spectacular Dixi (地戏) opera. In the context of the Chinese Rural Revitalization Strategy, a suitable combination of Cultural Heritage (CH) and the tourism industry to promote the rural revitalization of Tunpu Village is of practical significance. However, the Coronavirus disease (COVID-19) has had a severe impact on the rural revival of Tunpu Village. This article analyzes the current situation of rural revitalization in Tunpu villages from the perspectives of CH and the tourism industry through fieldwork of three Tunpu villages that have already developed tourism up to certain stages. We observed that the participation rate of villagers is not high; the villagers' income through village tourism projects is generally low. While tourist attractions mainly consist of traditional architectural landscapes, buildings management and protection were an issue. CH plays an active role in the tourism industry, but the support provided to tourist facilities and entertainment projects could be further improved. The article concludes that the collaboration of the village government, villagers, and tourism company plays an essential role in integrating the tourism industry and CH. The right strategy is the guide, and the cooperation of the participants is the guarantee.

Keywords: rural revitalization; Tunpu Village; cultural heritage; tourism industry; COVID-19 period.

JEL Classification: Z32; O18; R11.

Introduction

On September 26, 2018, the Central Committee of the Communist Party of China and the State Council issued the Rural Revitalization Strategic Plan (2018-2022), referred to as the "Rural Revitalization Strategy" (RRS) in this article. It points out that implementing the RRS is an effective way to sustain essential cultural traditions while expanding the source of income for farmers; hence "hundreds of millions of farmers embark on the path of shared prosperity" (Central Committee of the Communist Party of China and the State Council. 2018. Rural Revitalization

Strategic Plan (2018-2022)).

The general requirements of the RRS are to achieve *Chanye Xingwang* (产业兴旺, industrial vitality), *Shengtai Yiju* (生态宜居, ecological livability), *Xiangfeng Wenming* (乡风文明, civilized rural customs and ethic), *Zhili Youxiao* (治理有效, effective governance), *Shenghuo Fuyu* (生活富裕, good income and living standard). *Chanye Xingwang* does not only refer to agricultural modernization. Different rural natural resources and cultural resources are not the same. Therefore, different rural areas should have different definitions of industrial vitality. Some rural areas are suitable for developing agriculture, animal husbandry, and handicrafts, and some rural areas are suitable for tourism development. Different villages can thrive in the most suitable industry if they find the most suitable industrial development mechanism. *Shengtai Yiju* mainly refers to the clean and tidy living environment in the countryside, excellent ecological environment, and harmonious coexistence between man and nature. *Xiangfeng Wenming* includes good behaviors such as respecting the old and loving the young, being honest and trustworthy, helping neighbors to each other, and civilized rural customs. *Zhili Youxiao* is mainly reflected in constructing a peaceful, orderly, and beautiful village through the management of the village government, the restriction of the law, and the self-management of the villagers. *Shenghuo Fuyu* refer to continuously increasing villagers' income and gradually narrowing the income gap between urban and rural areas. The total requirement of these 20 Chinese characters provides an action guide for the implementation of rural revitalization.

The *Tunpu* village in Guizhou has a unique and long history. The *Tunpu* people are not native indigenous people of the area. More than 600 years ago, in the 14th year of Hong Wu (洪武) in the Ming Dynasty, Zhu Yuanzhang (朱元璋) ordered General Fu Youde (傅友德) to command 300,000 troops to suppress the southwest rebellions in order to consolidate his control of the southwest region. After the war subsided, small wars broke out from time to time. Zhu Yuanzhang found that it was not enough to rely on military suppression, so the army was stationed in the field, and the family members of the army in the south of the Yangtze River also moved south to Guizhou to join the army. Later, the offending officials, merchants, and artisans were forcibly moved from Anhui, Jiangxi, Nanjing, Zhejiang, and other places to Guizhou. Gradually set up *Tunpu* Villages in Guizhou with Anshun as the center.

From the tourism industry's perspective, *Tunpu* Village has a unique culture of food, art, building, and traditional clothing, which are potential resources to attract tourists. The traditional buildings in the village are the best evidence of military combat history. The traditional costume "*Fengyang Hanzhuang*" (凤阳汉装) is the presentation of *Tunpu* culture for hundreds of years; also, the food in *Tunpu* village is the crystallization of the local climate and military situation. The *Tunpu* people still retain the performing traditional opera "*Dixi*" (地戏). Every year during the Spring Festival and Zhongyuan (中元) Festival, *Tunpu* people gather together to watch *Dixi* and pray for the blessings of the gods to the village. During the performance, local actors wear battle robes, hold weapons in their hands, put masks on their foreheads, and dance with the accompaniment of a gong and a drum. The stories tell the change of dynasties that occurred over three thousand years.

In "Convention for the Safeguarding of the Intangible Cultural Heritage," CH mainly includes 1) monuments: architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings, and combinations of features. 2) groups of buildings: groups of separate or connected buildings. 3) sites: works of man or combined nature and man, and archaeological sites (UN Educational, Scientific and Cultural Organisation (UNESCO). 1972. Convention for the Safeguarding of the Intangible Cultural Heritage). From "Convention for the Safeguarding of the Intangible Cultural Heritage", it can be seen that Tangible cultural heritage (TCH) is "CH" in the traditional sense. UNESCO's definition of intangible cultural heritage (ICH): The "ICH" means the practices, representations, expressions, knowledge, skills—as well as the instruments, objects, artifact and cultural spaces associated in addition to that communities, groups, in some cases, individuals, recognize as part of their cultural heritage. The ICH is manifested reflected in the following domains: 1) oral traditions and expressions. 2) performing arts. 3) social practices, rituals and festive events. 4) knowledge and practices concerning nature and the universe. 5) traditional craftsmanship (UNESCO. 2003. Convention for the safeguarding of the Intangible Cultural Heritage). The definition of ICH in the ICH Law of the People's Republic of a variety of traditional cultural expressions and objects and places related to traditional cultural expressions. The scope of ICH includes 1) Traditional oral literature and the language as its carrier. 2) Traditional art, calligraphy, music, dance, drama, folk art and acrobatics. 3) Traditional skills, medicine and calendar. 4) Folk customs such as traditional etiquette and festivals. 5) Traditional sports and entertainment.

6) Other intangible cultural heritage (People's Republic of China. 2011. The Intangible Cultural Heritage Law of the People's Republic of China).

CH is the historical memory and development process of that ethnic group and is a splendid gem in the history of human development. With the progress of society, industrialization, modernization, and urbanization, more and more young people are going out to work, which has led to threats to transmitting some excellent rural cultures and even some Intangible Cultural Heritage (ICH)—the lack of people. The transmission of *Anshun Dixi* is facing difficulties, and its development is challenging (Peng 2020). An essential issue in the transmission of *Dixi* is aging, and the development of *Anshun Dixi* lacks a cultural bearer (Huang 2019). In addition, the traditional buildings of *Tunpu* Village are seriously damaged, and the CH resources of *Tunpu* Village urgently need to be protected and sustained.

The RRS clearly states that implementing the RRS is a practical framework to sustain and develop China's essential cultural traditions further. Some *Tunpu* villages have integrated CH into their tourism industries. Most village governments grant tourism companies the right to develop village tourism, and tourism companies can rationally use village resources. In the context of rural revitalization, how to revitalize and develop *Tunpu* Village? This article will discuss the following questions: 1) What impact did the COVID-19 period have on the revival and development of *Tunpu* village? 2) How did *Tunpu* village implement the integrated development of CH and the tourism industry? 3) Does the village revitalization of *Tunpu* Village meet the general requirements of the RRS? Insights into the status of these present works of integrating CH into the tourism industry are needed to grasp the real opportunities and challenges faced in a rural revitalization project.

1. Literature Review

China has many historical and cultural resources in the unbalanced development of rural areas (Ye, Zhu, Lin and Wang 2018). The three rural issues (agriculture, rural areas, and farmers) are fundamental issues of the national economy and people's livelihood, but the rural situation is not optimistic, and rural revitalization is urgently needed (Wang 2018). In modern society, following the development characteristics of the village itself, tapping the various functions and values of the village is the key to the implementation of rural revitalization (Li and Lu 2019). Villages can develop rural tourism and create characteristic rural tourism projects of different kinds, including leisure tourism and ecological tourism (Zhang, Wang and Wang 2019). The ethnically concentrated areas in western China regard rural tourism to counter poverty and revitalize the local communities (Chen 2021).

In the context of the RRS, more attention should be paid to the villages in the ethnically concentrated areas because the villages in the ethnically concentrated areas have both rural characteristics and ethnic-based particularities. The promotion of rural revitalization can promote the harmony and stability of the region (Liu 2021). The high-quality development of ethnic village tourism requires combining the village's advantages and characteristics and integrating the village's unique culture as in clothing, food, and building (Liu 2021). The Xijiang Miaozhai (西江苗寨) in Guizhou Province is a typical case of rural revitalization in traditional villages. In 2017, the income of Xijiang Miaozhai residents reached RMB 22,100 per capita, which was 13 times that of 2007 (Tian, Zhang and Sun 2021). The tourism development of traditional ethnic villages will surely boost the economic and cultural vitality of the area involved (Zhu, Zhang and Li 2021).

The transmission and protection of ICH are important ways to realize the RRS. Rural tourism promotes the development of rural industries (Jiang, J. L. and Jiang, M. S. 2021). The authentic ICH allows the community to provide a unique selling point in the globally competitive tourism industry (Kim, Whitford and Arcodia 2019). The rural ICH is a vital carrier to transmit the excellent traditional culture of the rural area, and it is also an essential resource for the development of tourism. The integration of ICH and the tourism industry can effectively ensure the continuity and transmission of ICH (Tian, Zhang and Sun 2021).

Scholars have discussed the importance of rural revitalization, the tourism development strategy of traditional villages, the integrated development of CH, and the tourism industry. However, most of the discussion stays at the theoretical stage. There are few investigations and studies on the specific implementation of rural tourism villages that have been carried out. Few studies look into the integration of CH into rural tourism, and reports covering the recent COVID-19 epidemic are yet to be available. At the same time, some scholars have proposed that with the rise of rural tourism projects, the interaction between the city and the country has accelerated (Gao and Cheng 2020). In recent years, Chinese rural tourism projects have developed rapidly, but the extensive development mode has made the rural tourism industry structure over-simplistic, and there have been problems such as stagnant development and lack of innovation (Kong and Yang 2020). Therefore, this article investigates and analyzes the implementation of rural revitalization projects in *Tunpu* traditional villages in a particular period from the contrasting perspectives of CH and the tourism industry, hoping to provide a

reference for the strategic deployment of Tunpu villages to achieve the overall goal of rural revitalization.

2. Methodology

This study selected *Tunpu* villages for fieldwork by their state of development in tourism industries. Fieldwork was conducted in Tianlong *Tunpu* (天龙屯堡, Tianlong village), Yunshan *Tunpu* (云山屯堡, Yunshan village), and Benzhai (本寨, Benzhai village), all of which are known to have developed tourism industries by integrating CH. The researcher collected information on the history of the development of tourism industries, observed the current living conditions of the villagers, and conducted interviews and questionnaires to understand the actual practice of tourism in the village. Data collection was carried out between July and September 2021. Data was reflected upon two different perspectives: the perspective of heritage maintenance and tourism development. We presented a narrative of the use of CH in *Tunpu*'s tourism situated within a discourse of contrasting perspectives.

3. Result

3.1 Based on the Perspective of the CH of *Tunpu* Village

In 2006, *Anshun Dixi Opera* entered China's first batch of ICH lists. In 2014, *Tunpu's Tai Tingzi* (抬亭子), also known as *Tai Wanggong* (抬汪公), was included in the fourth national ICH list. In 2012, *Anshun Tunpu Culture* was included in the first batch of ICH lists of Guizhou Province (Guizhou Provincial Intangible Cultural Heritage Protection Center. 2012. The second batch of provincial list). The *Tunpu* culture in Anshun indicates a cultural custom that has survived the lifestyle of soldiers, business people, and their families from the south of the Yangtze River to Yunnan and Guizhou province. *Tunpu* culture includes distinctive language, food, clothing, beliefs, customs, art, building, methods, lifestyle, etc. Tianlong *Tunpu's* Costumes - *Fengyang Hanzhuang* and *Tunpu's* Stone Construction Techniques were included in the second batch of ICH lists of Guizhou Province in the same year. CH is divided into TCH and ICH. Although *Tunpu* architectural skills belong to ICH, *Tunpu* building belongs to the TCH. Therefore, the article combines ICH and TCH, taking CH as a perspective of research and investigation.

3.1.1 The Protection of TCH in the *Tunpu* Village

Due to military characteristics and defense needs, the architectural physical design characteristics of *Tunpu* Village have been created (Jane-Heloise, Chen and Jing 2021). The Anshun area is a typical karst landform. The locals call the layers of rocks on the mountain "Qiancengshi" (千层石, multi-layered stone). The *Tunpu* people exploded these rocks with gunpowder. The large and thick rocks are used for the walls of the houses, and the thin ones are as tiles. Because these buildings are made of stones, it looks like the whole village is like an indestructible stone city: stone pavements and stone walls, stone tiles and stone houses, stone mills, stone benches, and stone cylinders. Inside the solid stone walls are wooden courtyards or courtyards, which are quite charming in the south of the Yangtze River (Figure 1).

Figure 1. *Tunpu* traditional buildings



This study investigated the traditional building in Tianlong Village, Yunshan Village, and Benzhai Village and conducted on-site inspection and registration of the protection of ancient buildings with the words "protected buildings" and "traditional buildings" on the buildings in the villages. The study randomly surveyed 20 traditional buildings with protection drawings in Tianlong village. The local government assigned a number to each ancient

building. Among them, there are seven buildings under category I protection and 13 buildings under category II protection. These buildings are: Category I, 017, 001, 014, 016, 019, 003, 008. Category II, 041, 067, 124, 078, 034, 035, 005, 011, 001, 008, 147, 026. The protection status of ancient buildings in Tianlong Village is shown in Table 1. It is important to note that the calculation method of this study adopts the method of rounding without keeping the decimal point, such as 0.287 is presented 29% in the article.

Table 1. Protection of Traditional buildings in Tianlong village

Building Type	Is there anyone living?		Is it a tourist attraction?		Are there protective measures?		Protection situation		
	Yes	No	Yes	No	Yes	No	Good	Generally	Bad
Category I protection	71%	29%	11%	89%	11%	89%	11%	11%	78%
Category II protection	69%	31%	0%	100%	0%	100%	0%	8%	92%
Average	70%	30%	5%	95%	5%	95%	5%	10%	85%

We randomly surveyed 21 ancient buildings with icons of traditional buildings in Yunshuan village. In addition to the traditional building logos, some of the ancient buildings in Yunshan village would also attach a logo for key protected buildings (see Figure 3). The numbers of these 31 buildings are: 001, 002, 005, 003, 006, 009, 008, 015, 012, 011, 018, 014, 022, 027, 026, 023, 028, 029, 034, 033, 032. The protection status of the above-numbered traditional buildings is shown in Table 2.

Table 2. Protection of Traditional buildings in Yunshang village

Building Type	Is there anyone living?		Is it a tourist attraction?		Whether it is a key protected building?		Are there protective measures?		Protection situation		
	Yes	No	Yes	No	Yes	No	Yes	No	Good	Generally	Bad
Traditional building	19%	81%	24%	76%	29%	71%	0%	100%	0%	5%	95%

We randomly surveyed 23 traditional buildings in Benzhai village. Like Yunshan village, the traditional buildings in Benzhai village also have protection signs. In addition, they also have signed with the words "key protection". The building numbers under investigation are: 054, 048, 049, 050, 046, 041, 040, 003, 004, 005, 035, 032, 044, 008, 010, 011, 002, 001, 037, 038, 036, 028, 025. The Protection status of the above-numbered traditional buildings is shown in Table 3:

Table 3. Protection of Traditional buildings in Benzhai village

Building Type	Is there anyone living?		Is it a tourist attraction?		Whether it is a key protected building?		Are there protective measures?		Protection situation		
	Yes	No	Yes	No	Yes	No	Yes	No	Good	Generally	Bad
Traditional building	52%	48%	22%	78%	48%	52%	9%	91%	0%	9%	91%

From the protection of the traditional buildings in these three Tunpu villages, it can be found that most of the traditional buildings in Tianlong Village are inhabited, of which only 5% are scenic spots, only 5% are protected, and 95% buildings without any protective measures, 85% of the buildings have some safety hazards, such as roof leaks, tiles slipping, etc. A villager said that he had contacted local authorities many times due to multiple rain leaks during the fieldwork. He was eager to get the building repaired as he was aging. Another store owner said that the formal mansion of Shen Wansan (沈万三) was an essential attraction in Tianlong village, but the roof tiles fell and almost hit the tourists several times. Unlike Tianlong village, Yunshan village's traditional buildings have a lower occupancy rate; 81% were uninhabited, of which only 24% were tourist attractions, 29% were under crucial protection, meaning 71% were not. However, there are no protection measures for the traditional buildings, and the protection work was poorly done. The occupancy rate of Benzhai Village is of moderate level. 52% of the traditional buildings were inhabited, and 22% were significant tourist attractions. Nearly half were key protected buildings, but 91% had no protection measures. The protection situation is not optimistic. The status quo of traditional buildings is shown in Figure 2.

Figure 2. The status quo of some traditional buildings in *Tunpu* village

3.1.2 The Transmission of ICH in the Village

Most ICH transmission is based on word of mouth, which is valid for *Anshun Dixi*. Therefore, the cultural bearer is particularly important in the transmission process. During visits and interviews with locals, we found many houses were left with the elderly and children as the young adults had migrated and worked outside the village. To retain young people in the village and let them join the ranks of transmission work are issues that need to be addressed. Tianlong Village has built a *Dixi* performance venue in the village: Yanwutang (演武堂). Yanwutang is a place to stage *Dixi* for tourists and at the same time the main venue for the transmission of *Dixi* in the village. The performances of *Dixi* are rough. The costumes are like a battle suit, and the movements are large. When singing, one person sings, and others help with the accompaniment. The accompaniment consists of one gong and one big Chinese drum, and the rhythm pattern is simple. During the performance, the local actors are covered with black gauze, a character mask is worn on the forehead, colorful flags are inserted on their backs, and weapons are in their hands (see Figure 3). The content of the performance is the war stories of dynasties in Chinese history. The *Dixi* performances vividly interpret the stories of heroes.

Figure 3. The *Dixi* performance “*Fengshen Yanyi Zhi Dazhan Wuchaomen*” (封神演义之大战武朝门) in Yanwutang

The *Dixi* performance is one of the highlights of the tourist project in Tianlong village. From 9:30 in the morning to 5:30 in the afternoon, there are a total of 9 venue performances, each for about 10 minutes. There are a total of 7 *Dixi* actors in Yanwutang (see Table 4).

Table 4. Basic Information of Performers in Tianlong village

Name	Location
Xu Weikai	Qiyangqiao (七眼桥) Huayuan (花园) village
Song Youling	Jiuxi (九溪) village
Yu Yonghe	Daxiqiao (大西桥) Anzhuang (安庄) Village
Chen Jianguo	Jiuxi village
Cao Dawei	Qiyangqiao Huayuan village
Zhang Yongsheng	Jiuxi village
Deng Yanhua	Daxiqiao Shiba (石板) Village

These *Dixi* actors are not from Tianlong Village but the surrounding *Tunpu* villages; they are all cultural bearers of the *Dixi*. During our fieldwork at about 2:00 pm on August 24th, a group of tourists came to watch *Dixi*. There were only seven people, and all of them were from other cities. The *Dixi* actors showed the tourists a play entitled “*Fengshen Yanyi Zhi Dazhan Wuchaomen*” (see Figure 3). The cast of actors: Cao Dawei acted Huang Feihu (黄飞虎), Deng Yanhua acted Shang Zhouwang (商纣王), Xu Weikai acted Huang Ming (黄明), Song Young acted Zhou Ji (周纪), Chen Jianguo, and Yu Yonghe in charge of gongs and drums, and Zhang Yongsheng as the host. According to the script, the characters involved include a role of a doorman. When we inquired about the missing role, one of the actors whispered that it was omitted due to the small number of spectators. The play was said to be of 10 minutes in length but lasted some 8 minutes in actuality.

The local travel company provided a booklet to assist the audience in understanding the play. It contains information on classic excerpts of traditional *Dixi* performances. The head of the *Dixi* performance team chose these stories to show the essence of the *Dixi* to tourists. One of the actors shared his view with the researchers: the aim of transmission of the *Dixi* is not all about dancing, but to increase the general public's knowledge, appreciation, and preference towards this tradition.

3.2 Based on the Perspective of the Tourism Industry of *Tunpu* Village

The data on the tourism industry in this article mainly focuses on the tourism development projects of *Tunpu* Village, covering the supporting infrastructure, management, services, and tourism commodities. We have also randomly interviewed some tourists to know their level of satisfaction in visiting *Tunpu* Village.

3.2.1 Tourism Project

Benzhai Village's tourism projects include visiting traditional architectural landscapes and watching *Dixi* performances. Yunshan village has two projects: excursion to the traditional building and and to hike towards the Yunjiu (云鹭) Temple. There are three projects in Tianlong village: watch traditional buildings, watch *Dixi* performances, and hike in Tiantai (天台) Mountain.

The researchers' experience in tracing the routes provided found that the excursion could be done in one hour. There were no complimentary activities besides viewing the traditional architectural landscape. Authentic local cuisine, for example, could enhance tourists' experience; but there are almost no restaurants in the scenic area other than some stalls selling snacks like cold noodles, fried snacks, and corn. The researcher was fortunate to have the opportunity to taste *Tunpu*'s home cooking at the house of a national cultural bearer of the *Dixi*, Mr. Chen Xiansong. Due to the high humidity and humid climate in Guizhou, and to be convenient to carry during the war, the food of the *Tunpu* people mostly used the processing methods of drying, processing, and pickling. Smoked sausage, bacon, blood tofu, pickled kimchi, sour chili, etc., are salty and delicious. Traditional festivals are meaningful activities and an essential part of the culture. They can play a specific role in rural reconstruction and development (Kwiatkowski, Oklevik, Hjalager and Maristuen 2019). Although *Tunpu* Village has traditional festivals such as temple fairs with strong folk customs, the village does not include these activities in its tourism projects.

3.2.2 Tourism Commodity

Tourism commodities are an essential factor in promoting the development of the tourism industry, the primary way for villagers to participate in the tourism industry, and the most direct way to increase villagers' income. In these three villages, the primary way for villagers to participate in the tourism industry is to sell tourism commodities. There are two ways to sell: stores and stalls. The main form of stores is indoors, and the form of stalls is outdoor. During the pandemic period, few villagers were participating in the tourism industry. This study distributed questionnaires to most of the participants involved. A total of 43 questionnaires were distributed in three villages, and 43 were retrieved. The result reveals the villagers' basic information and views on the local tourism industry through the questionnaire, as shown in Table 5.

It can be seen from Table 5 that most of the villagers were locals, with family sizes between 3-8 people, of which 71% were farmers, and were mainly engaged in storefront operations and stalls. 46% of respondents thought that tourism development in the village had improved their lives, but 47% thought there were no changes, and 7% thought their quality of life had deteriorated. Their incomes vary. 33% of the villagers who participated in the tourism industry earn less than RMB 1,000 a month, 31% earn between RMB 1,000 and RMB 2,000, and 23% earn between RMB 2,000 and RMB 3,000. Interestingly 93% of the respondents supported the development

of tourism in the village, but most of them thought that tourism development in the village was average. Tourism companies are not happy that villagers set up stalls to sell tourism commodities. The village government contracted the rural tourism development project to the tourism company. Except for the annual social security payment of RMB 120 by the tourism company for everyone in the village, it does not enjoy any economic benefits from the village tourism industry. However, when most villagers choose to develop rural tourism independently or are dominated by tourism companies, 91% still choose tourism companies.

Table 5. Basic information of participating villagers

Question	Options	Percentage
Local people or not	Yes	98%
	No	2%
Whether to support village tourism development?	Yes	93%
	No	7%
The improvement of village tourism development to life	Better	46%
	No change	47%
	Worse	7%
How is the development of the village tourism project?	Good	16%
	General	63%
	Bad	21%
Managerial tendency of development	Village	9%
	Tourism companies	91%
Family population	Less than 3 people	12%
	3-5 people	60%
	6-8 people	26%
	8 people or more	2%
Profession	Farmer	71%
	Worker	12%
	Enterprises and institutions	0%
	Self-employed households	17%
Main projects involved in village tourism	Manager	9%
	Tourist guide	5%
	Store	33%
	Stall	44%
	other	9%
Gross income from participation in tourism	Below 1000 RMB	33%
	1000-2000 RMB	31%
	2000-3000 RMB	23%
	3000 RMB or more	13%
Gross income before participating in tourism projects	Below 1000 RMB	35%
	1000-2000 RMB	27%
	2000-3000 RMB	22%
	3000 RMB or more	16%

Since there are almost no shops in the scenic area of Benzhai Village, this study used interviews in Tianlong village and Yunshan village to investigate the stores and stalls in the scenic area. During the Covid-19 epidemic, there were not many shops in Tianlong village. There were more than 20 shops in total. I randomly interviewed 13 stores and stalls. The basic information about the shops is shown in Table 6 and Table 7.

Table 6. Operation of Tianlong village Commercial Stores

	Store type	Commodity price range	The best commodity tourist bought	The most acceptable price range for tourists	Purchase channels	Monthly gross income
Store 1	Silverware	50-5000 RMB	Necklace, bracelet	200-300 RMB	Self-made	1000-2000 RMB
Store 2	Silverware	40-6000 RMB	Necklaces, bracelets	100-300 RMB	Self-made	2000-3000 RMB
Store 3	Silverware	50-7000	Necklaces,	100-300	Self-made	2000-3000

		RMB	bracelets	RMB		RMB
Store 4	clothing	30-200 RMB	National costume	100-200 RMB	Purchase in other cities	1000-2000 RMB
Store 5	Horn comb	5-600 RMB	comb	50-200 RMB	Self-made	2000-3000 RMB
Store 6	Tie dye	10-200 RMB	Tie-dye square scarf	40-100 RMB	Anshun Market	500-1000 RMB

Table 7. Operation of Commercial Stalls in Tianlong village

	Stall type	Commodity price range	The best commodity Tourist bought	The most acceptable price range for tourists	Purchase channels	Monthly gross income
Stall 1	Tourism commodity	5-200 RMB	Toy	5-20 RMB	Anshun Small Commodity Market	200-600 RMB
Stall 2	Tourism commodity	4-60 RMB	Snack	1-5 RMB	Anshun Small Commodity Market	200-600 RMB
Stall 3	Tourism commodity	5-100 RMB	Toy	5-30 RMB	Anshun Small Commodity Market	300-500 RMB
Stall 4	Comic strip	5-1200 RMB	Comic strip	5-100 RMB	Anshun Flower and Bird Market	1000-2000 RMB
Stall 5	Snack	5-20 RMB	Ice powder, fried snack	5-20 RMB	Self-made	2000-3000 RMB
Stall 6	Snack	5-20 RMB	Ice powder, fried snack	5-20 RMB	Self-made	2000-3000 RMB

There are only 10 stores and stalls in Yunshan village. This study conducted interviews and investigations on all of these 10 stores and stalls. The details are shown in Table 8.

Table 8. Operation of Stores and Stalls in Yunshan village

	Stall/Store type	Commodity price range	The best commodity Tourist bought	The most acceptable price range for tourists	Purchase channels	Monthly gross income
Stall 1	Tourism commodity	5-50 RMB	Toy	5-20 RMB	Anshun Small Commodity Market	500-800 RMB
Stall 2	Tourism commodity	4-80 RMB	Cap	10-30 RMB	Anshun Small Commodity Market	500-1000 RMB
Stall 3	Tourism commodity	5-100 RMB	Toy	5-30 RMB	Anshun Small Commodity Market	500-1000 RMB
Stall 4	Snack	3-20 RMB	Corn, ice powder	5-100 RMB	Self-made	2000-3000 RMB
Stall 5	Snack	3-15 RMB	Water, fried potato	5-20 RMB	Self-made	1000-2000 RMB
Stall 6	Snack	3-15 RMB	Ice powder, fried snack	5-20 RMB	Self-made	1000-2000 RMB
Stall 7	Handicrafts	5-60 RMB	traditional shoes	5-60 RMB	Self-made	Below 1000 RMB
Store 1	Cafe	10-30 RMB	Juice	12-30 RMB	Self-made	1000-2000 RMB
Store 2	Cafe	10-30 RMB	Juice	10-30 RMB	Self-made	1000-2000 RMB
Store 3	Photo studio	60-300 RMB	Traditional clothing photo	20-80 RMB	Self-made	Below 1000 RMB

Figure 4. Part of the stalls in *Tunpu* Village



Figure 5. Part of the stores in *Tunpu* Village



Most stores mainly sell traditional clothing and silver jewelry (see Figure 5), with prices ranging from tens to thousands of yuan. The store's income is higher than that of the stalls, and the monthly gross income is between RMB 2,000 and RMB 3,000. The stall owners are all older people. Their stalls are in front of their homes. The primary tourist commodities they sell are toys, snacks, decorations, daily necessities, etc (see Figure 4). Most of these tourist commodities come from the small commodity market in Anshun city.

3.2.3 Management, Infrastructure, and Services

The ticket for entering Tianlong village was RMB 65, and the additional fee for a tour guide was RMB 60. The ticket for entering Yunshan village was RMB 35. Similarly, tour guides were usually available with additional charges, but only one was available at the time of fieldwork (which was in conjunction with the pandemic). During my investigation, tickets in Benzhai village were free, but we had to pay a parking fee of RMB 10. The sanitary environment in these three villages is pretty good, the ground is tidy, and there is no littering. The infrastructure in the village is relatively simple, with only garbage bins and public toilets. There are not many trash cans. There are only two public toilets in each village, and the sanitary conditions are average.

What impressed me was the *Tunpu* women who set up stalls. Almost every one of them would persuade me to buy something. A *Danainai* (大嬢嬢, the name for an elderly woman in *Tunpu* village) told us that she had not sold anything a week, so we spent RMB 5 buying a pair of hand-embroidered shoes from her. In the fieldwork, a young *Tunpu* lady told us that people in the village are not united and rob customers from time to time. Once a tourist from the north passed by an older woman's stall. The older woman said that she had not sold anything for a long time. The northern tourist casually said that the things she did not sell had nothing to do with tourists. Then the older woman called her son, and daughter-in-law beat up the tourist. What is still fresh in my memory is the experience of the Tianlong village. In the first investigation, I went to Tiantai Mountain alone. When I arrived at the temple on the mountain, I was led to the side hall room by a staff member wearing monk clothes but did not shave his head. He asked me to write a number on a piece of paper to express my wish. So I wrote "168". In Chinese, "1" means want, "6" means success, and "8" means get rich. Together, it means everything goes smoothly and gets rich. After I finished writing, he took out a WeChat payment code, asked me to pay RMB 168, and said it was my respect to the Buddha. I asked him if I could not pay? He made it clear that there must be sincerity in the temple, so I can only pay. He then asked other tourists to write numbers on the paper in the same way. After the payment, the "monk" gave me two incense sticks. He said that incense could not be lighted in the

temple, so he could bring the incense back to him after worshipping the Bodhisattva. After the worship, I returned the incense to him, only to see that he put the incense back in the situ. The three *Tunpu* villages are all on foot from entering the gate of the scenic area to the end of the tour, but there are no chairs to rest along the way. The staff that can be seen in the village include a security guard, 1-2 conductors and tour guides, a sanitation worker, and no other staff.

In addition to questionnaire of villagers participating in tourism projects in the village, this study also conducted interviews with tourists. The interviews mainly revolved around the following questions: 1) How many times did you come to *Tunpu* Village? 2) How did you know about *Tunpu* Village? 3) Do you think the development of characteristic buildings, folk customs, characteristic performances, tourism commodities, tourism services, sanitary environment, supporting facilities, entertainment projects, etc., is essential, general, or unimportant? 4) How satisfied are you with these items? Are you satisfied, generally or not? 5) What improvement do you think needs to be done in *Tunpu* Village tourism? Focusing on these 5 questions, this study has learned that most tourists are from Guizhou province, and most of them come to *Tunpu* Village for the first time. Some people know that *Tunpu* Village is through the Internet, and friends introduce some people. Most tourists think that the development of characteristic buildings, *Dixi* performances, characteristic food, characteristic tourism commodities, entertainment projects, and other tourism projects are significant to the experience of tourists. However, in *Tunpu* Village, the experience of exceptional food, tourism commodities, entertainment, and other items is ordinary.

4. Discussion

In the context of rural revitalization, *Chanye Xingwang* is one of the critical indicators required by the overall RRS. Rural tourism is one of the main ways to revitalize the village of *Tunpu* Village. However, empirical studies of the article have found that the development of tourism projects in *Tunpu* Village is a simple sightseeing development that directly utilizes the village's traditional building resources to develop sightseeing tourism. However, more and more tourists have lost interest in this tourism model (Liu 2021). The *Dixi* performance adds color to the village tourism project, but the performance of the *Dixi* is only about ten minutes, and it is difficult for tourists to understand the content of the performance. The inadequate tourist facilities also brought a terrible experience to tourists. One of the critical tourism projects that keep tourists or impress tourists is food, but the food culture of *Tunpu* is not prominent in the tourism projects of *Tunpu* Village. *Tunpu* Village has a long history and culture, engaging stories, rich ICH resources, and excellent natural and climatic conditions. However, the tourism development of *Tunpu* Village has not been as smooth as expected. The impact of the particular COVID-19 period cannot be ignored, but this simple, traditional sightseeing tour does not highlight the charm of *Tunpu* Village.

Shengtai Yiju is the most fundamental guarantee for villagers' lives. To realize rural revitalization, villagers must have a suitable living environment. The traditional buildings in the village are an essential resource for village tourism. The local government puts signs of protection on the walls of these traditional buildings but has not taken any protective measures. Most houses have leaks and falling tiles, but the local government has not paid attention to them. Rural tourism has not taken protective measures for traditional buildings, which has caused irreversible damage to traditional buildings. Villagers still inhabit some traditional buildings, but the living environment is poor. Some ancient buildings that are no longer inhabited have collapsed seriously due to lack of protection, which also caused specific safety hazards to the daily lives of other villagers. Although the original ecology of traditional buildings can impress tourists more deeply, for villagers with poor economic conditions and unable to relocate to a better place to live, life safety is more critical than tourism development.

Zhili Youxiao is an essential guarantee for rural revitalization, but some villagers expressed disagreement with the village's tourism management, and the village government left the village's specific tourism development work to the tourism company for management and ignored them. The tourism company also pressured the villagers and repeatedly emphasized that it could not sell travel commodities at home. However, most villagers still choose tourism companies when they choose the responsible department of rural tourism development. Even if tourism companies do not bring many tangible economic benefits to the villagers, it can be seen that the conflicts between villagers and tourism companies and the village government are prominent. Tourism companies want villagers to obey their management, but they ignore the interests of villagers. The government hoped that the *Tunpu* village could develop and support tourism companies to develop rural tourism, but they did not care enough about the villagers and did not play a good role in regulating the relationship between the villagers and the tourism companies. The major conflicts of stakeholders have seriously affected the revival and development of *Tunpu* Village.

Xiangfeng Wenming is an essential indicator of the overall goal of rural revitalization. The rustic style is the key feature to impress tourists, motivating them to explore further. The villagers realize that tourism can provide opportunities for entrepreneurship. They hope to profit from the tourism industry, but there has been disharmony due to interest issues. This is not the original intention of rural revitalization. In the survey, it is found that villagers often persuade tourists to buy tourism commodities because they have not sold anything. It shows that the villagers are eager to gain quick profit from the tourism industry. The gap with expectations also reflects the need to improve the civilized rural customs and ethic of the villagers.

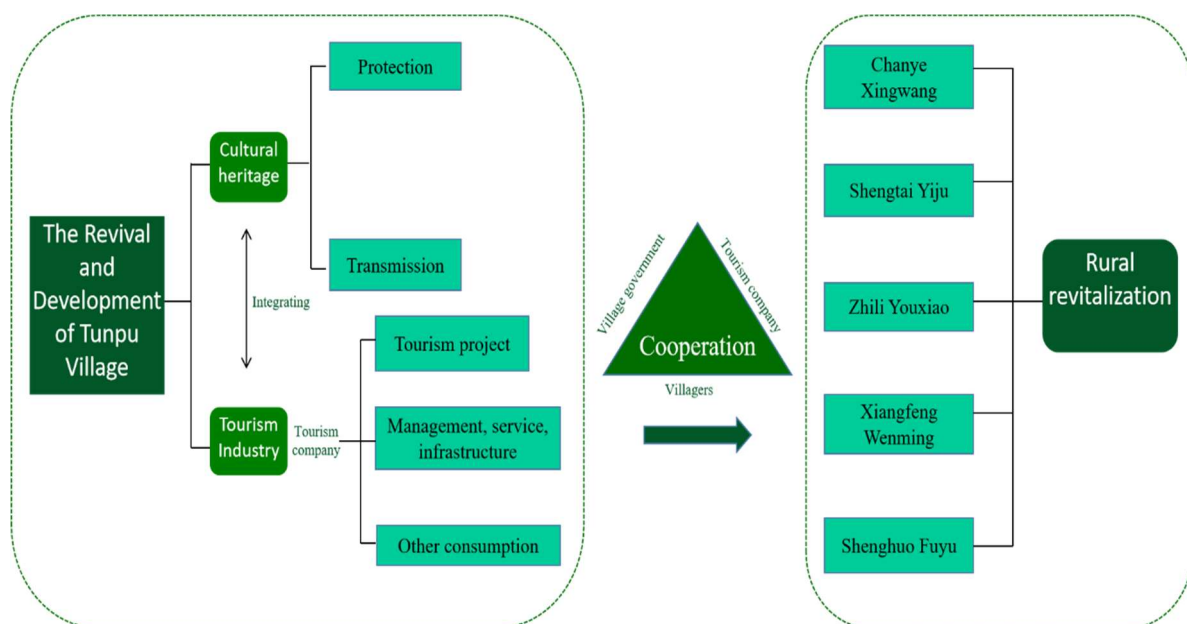
Shenghuo Fuyu is the foundation of rural revitalization, and the survival of the villagers is the most fundamental issue. It is not easy for *Tunpu* Village to develop tourism projects during the pandemic to sustain the effort, and the effect is not apparent. From the questionnaire survey data, it can be seen that most villagers have low incomes and can only maintain a simple livelihood. Therefore, most young people are unwilling to stay in the village and participate in the tourism industry. The elderly are afraid of investing too much, so they can only buy and sell some tourism commodities from the wholesale market in the urban area. These commodities are market-oriented general tourism commodities. Without innovation and highlighting the cultural characteristics of *Tunpu*, tourists will not be interested. The development and commercialization of tourism projects are important ways for the tourism industry to thrive. When tourism commodities cannot be sold, villagers' income continues to below, gradually losing confidence in the tourism industry. The number of villagers participating is gradually reduced, complaining but more and more, the development of rural tourism in *Tunpu* has become very passive.

Although the development of the tourism industry in *Tunpu* Village needs further thinking and improvement, it cannot be denied that *Tunpu's* CH has developed with the help of the tourism industry. More and more people come to *Tunpu* Village to experience the *Tunpu* culture, appreciate the *Dixi*, and listen to the *Tunpu* story. It is another way of cultural transmission. The tourism industry has provided transmission venues and employment opportunities for the cultural bearers of *Dixi* and solved food and clothing for some cultural bearers. Young cultural bearers have gradually begun to form a *Dixi* team to contribute to the transmission of *Dixi*. While the tourism industry develops and utilizes CH, CH is also protected by the tourism industry.

Conclusion

Based on the general requirements of the RRS, research data shows that the integrated development of CH and the tourism industry is the primary strategy for the rural revitalization of *Tunpu* Village (see Figure 6). Villages protect and transmit CH through the tourism industry, and tourism companies use CH to develop characteristic tourism projects, build infrastructure, provide management services, and support consumption projects. In addition, we also found that the synergy among villagers, village governments, and tourism companies is a crucial factor in meeting the overall requirements of the RRS. Residents are essential carriers in the ICH (Jiang, J. L. and Jiang, M. S. 2021), and market demand is the driving force for integrating CH and the tourism industry.

Figure 6. Rural Revitalization Path of *Tunpu* Village



The village government's macro-coordination ability, the management of tourism companies, and the participation of villagers will all affect the village's tourism development and thus affect the village's rural revitalization. Our research found that the conflicts between the village government, villagers, and tourism companies are prominent, and the intermediary coordinator may be the key person at the turning point of the conflict between them.

This article investigates the status quo of the rural revitalization of *Tunpu* Village from the contrasting perspectives of CH and the tourism industry, revealing the advantages and disadvantages of *Tunpu* Village's rural tourism development. The results show that *Tunpu* Village has excellent CH resources. The integration of CH resources and the tourism industry is an important measure to realize rural revitalization. It can protect the excellent traditional culture and improve the cultural identity of the villagers and use diversified tourism to enrich the demand for the marketization of rural tourism, thereby improving villagers' standard of life.

Based on the research results of this article, in order to better promote the rural revitalization of *Tunpu* Village, this article puts forward the following suggestions: 1) Strengthen the construction of infrastructure and improve the planning of surrounding tourist facilities. 2) Create *Tunpu* food culture and plan particular food areas in and around the scenic spot. 3) Excavate in-depth CH and strengthen the development and innovation of characteristic tourism commodities. 4) Strengthen the protection of traditional building resources, and build characteristic hostels following traditional architectural styles. 5) Create diversified tourism projects and develop tourist experience projects using CH such as *Anshun Dixi*. 6) Improve village management, strengthen villager cohesion, increase villager participation rate and service quality. In addition, the village government, villagers, and tourism companies must play their roles. They not only think about their interests but also need to cooperate. From the perspective of culture and economy, they contribute their share to the revival and development of *Tunpu* Village.

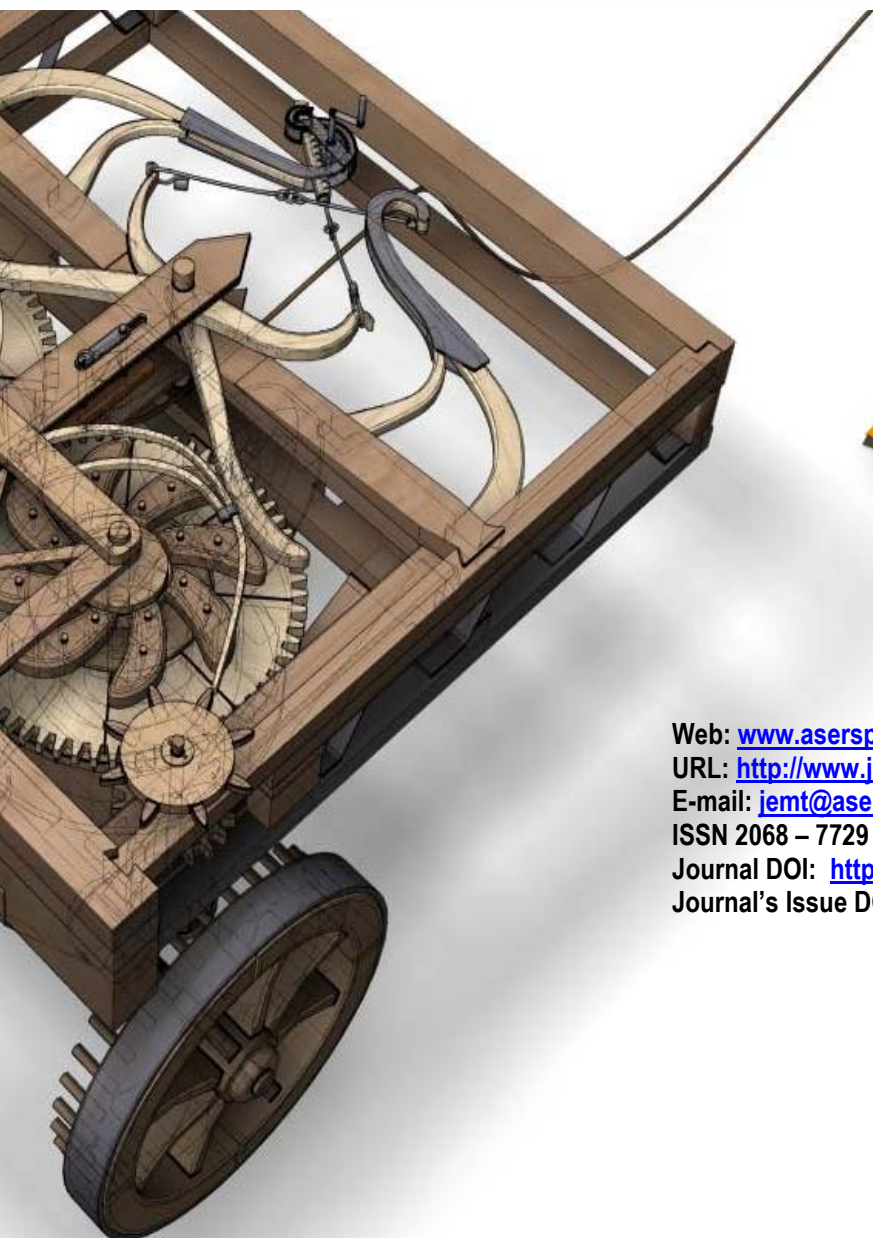
This article mainly studies the current situation of integration of the tourism industry and CH of *Tunpu* Village. The introduction and implementation of relevant rural revitalization policies of the local government are not the research focus of this article, but the research data in this article truly reflects the current situation of tourism industry and CH integration, so the results of this study have specific reference value for the revival and development of *Tunpu* Village. Finally, we hope that *Tunpu* Village can become an inclusive, diverse, cultural and the tourism integration, coordinate development of the representative village of rural revitalization, and finally complete the revival and development of the village.

References

- [1] Central Committee of the Communist Party of China and the State Council. 2018. Rural Revitalization Strategic Plan (2018-2022) (accessed September 16, 2021). Available at: http://www.gov.cn/zhengce/2018-09/26/content_5325534.htm
- [2] Chen, G. 2021. Research on Rural Revitalization and Tourism Development of Traditional Villages in Ethnic Regions from the Perspective of Developmental Anthropology. *Guizhou Ethnic Studies*, 42(03): 160-164.
- [3] Gao, C. L. and Cheng, L. 2020. Tourism-driven rural spatial restructuring in the metropolitan fringe: An empirical observation. *Land Use Policy*, 95(2020) 104609: 1–12. DOI: [10.1016/j.landusepol.2020.104609](https://doi.org/10.1016/j.landusepol.2020.104609)
- [4] Huang, F. J. 2019. Research on the Transmission and Development of Anshun Dixi. *China Nationalities Expo*, 05: 115-117.
- [5] Jane-Heloise, N., Chen, Y. and Jing, Y. 2021. An emotions-informed approach for digital documentation of rural heritage landscapes: Baojiatun, a traditional tunpu village in Guizhou, China. *Built Heritage*, 5(11): 5-13. DOI: <https://doi.org/10.1186/s43238-021-00029-7>
- [6] Jiang, J. L. and Jiang, M. S. 2021. The coupling logic of the transmission of intangible cultural heritage and tourism development: A case study of the ethnic minority areas in southeast Chongqing, Chongqing. *Journal of Yunnan Nationalities University (Philosophy and Social Sciences Edition)*, 38(01): 48-56.
- [7] Kim, S. J., Whitford, M. and Arcodia, C. 2019. Development of intangible cultural heritage as a sustainable tourism resource: the intangible cultural heritage practitioners' perspectives. *Journal of Heritage Tourism*, 14(5-6): 422–435. DOI: [10.1080/1743873X.2018.1561703](https://doi.org/10.1080/1743873X.2018.1561703)
- [8] Kong, K. and Yang, G. H. 2020. Research on the Integration Path of Rural Culture and Tourism in Ethnic Areas. *Social Scientist*, 09: 72-77.

- [9] Kwiatkowski, G., Oklevik, O., Hjalager, A.-M. and Maristuen, H. 2019. The assemblers of rural festivals: organizers, visitors and locals. *European Planning Studies*, 28(2): 255–272 18. DOI:[10.1080/09654313.2019.1651829](https://doi.org/10.1080/09654313.2019.1651829)
- [10] Li, W. H. and Lu, K. R. 2019. Research on the Inclusive and Shared Co-construction Mechanism of the Living Inheritance of Traditional Village Values and Rural Revitalization. *Fujian Forum (Humanities and Social Sciences Edition)*, 08: 187-195.
- [11] Liu, H. M. 2021. The mechanism and path of high-quality tourism development in ethnic villages to guide rural revitalization]. *Social Scientist*, 04: 58-63.
- [12] Liu, H. Q. 2021. Status and prospects of research on rural revitalization in ethnic areas: Analysis based on CSSCI documents. *Journal of Hubei University for Nationalities (Philosophy and Social Sciences Edition)*, 39(03): 88-100.
- [13] Peng, P. 2020. Analysis of the Status Quo and Development Prospects of Anshun Intangible Cultural Heritage. *Chinese Character Culture*, 24: 170-171.
- [14] Tian, L., Zhang, Z. B. and Sun, F. Z. 2021. Research on the Integration of Rural Intangible Cultural Heritage and Tourism. *Shandong Social Sciences*, 05: 123-128.
- [15] Tong, G. Y., Zhang, C. Z. and Yang, J. L. 2021. Research hotspots and trend prospects of rural revitalization in ethnic regions: a co-word network analysis based on CNKI journal data. *Journal of Northwest University for Nationalities (Philosophy and Social Sciences Edition)*, 03: 154-163.
- [16] Wang, J. M. 2018. Rural Revitalization in Ethnic Areas. *Social Development Research*, 5(01): 22-31.
- [17] Xiang, L. J., Yang, Q. L. and Yang, L. 2021. Domestic Rural Tourism Research Progress, Hot Spots and Trends-Visual Analysis Based on Cite Space. *Business Economic Research*, 15: 144-148.
- [18] Yang, J. C., Wei, H. M. and Xie, C. F. 2021. Research on the Path of Ethnic Village Tourism Leading Rural Rejuvenation. *Journal of Northwest University for Nationalities (Philosophy and Social Sciences Edition)*, 03: 148-153.
- [19] Ye, J. P., Zhu, X. M., Lin, Y. G. and Wang, P. 2018. Traditional village micro-renewal and community revitalization: The practice of rural revitalization in Shitang, northern Guangdong. *Urban development research*, 25(07): 41-45+73+161.
- [20] Zhang, N., Wang, C. and Wang, D. 2019. Research on the rural revitalization path of traditional villages—Taking Group 4 of Sunjiabao Village, Konggang New City, Xixian New District as an example. *Urban Development Research*, 26 (S1): 109-115.
- [21] Zhu, X. B., Zhang, J. Q. and Li, K. Q. 2021. The influence mechanism of ethnic traditional village tourism development under the background of rural revitalization. *Jiangxi Social Sciences*, 41(03): 229-237.
- [22] Guizhou Provincial Intangible Cultural Heritage Protection Center. 2012. The second batch of provincial list Available at: http://www.gzfwz.org.cn/xmccrml/gjml/sj/depsy/201804/t20180416_21606614.html
- [23] People's Republic of China. 2011. The Intangible Cultural Heritage Law of the People's Republic of China. Available at: www.ihchina.cn/zhengce_details/11569
- [24] UN Educational, Scientific and Cultural Organisation (UNESCO). 1972. Convention for the Safeguarding of the Intangible Cultural Heritage. Available at: <https://www.refworld.org/docid/4042287a4.html>
- [25] UNESCO. 2003. Convention for the safeguarding of the Intangible Cultural Heritage. Available at: <https://ich.unesco.org/en/convention>

ASERS



 **ASERS**
Publishing

Web: www.aserspublishing.eu

URL: <http://www.journals.aserspublishing.eu/jemt>

E-mail: jemt@aserspublishing.eu

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

Journal's Issue DOI: [https://doi.org/10.14505/jemt.v13.1\(57\).00](https://doi.org/10.14505/jemt.v13.1(57).00)