

# An Exploration on the Ways of Tourism Integration to Promote Rural Revitalization from the Asset-based Perspective

-- Take SW Ancient Village of Mulam Ethnic Group as an Example

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**Abstract:** Under the background of the strategy of rural revitalization, the cultural revitalization of ethnic minority villages needs to explore the innovative ways of the integration of culture and tourism and the coordinated development of rural revitalization. From the perspective of asset-based theory, this paper uses literature research, Field research, in-depth interviews and other methods to understand the current situation of integration of culture and tourism in SW ancient villages, found that there are problems in ancient villages such as low government "leadership attention," poor publicity effect of national characteristics culture, weak performance of intangible cultural heritage, and lack of talents to participate in rural revitalization construction. To put forward a proposal to help - to strengthen government support, to take a multi-pronged approach - to broaden publicity channels, Unique ways - highlighting ethnic characteristics, drinking water and thinking of the source - encouraging talent return, interlocking - connecting ethnic attractions, making the best use of - enabling social work sites and other suggestions, with a view to ancient villages have a new impetus for cultural revitalization, driving the integration of culture and tourism, and achieving rural revitalization.

**Keywords:** Cultural and Tourism Integration; Rural Revitalization; Asset-based; Intangible Cultural Heritage.

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## 1. Introduction

In April 2022, the six national departments jointly issued the "Opinions on Promoting the Cultural Industry to Enable Rural Revitalization." The document points out that the development of cultural industries plays an important role in rural revitalization, and encourages rural areas to combine local culture, customs and natural resources in the development of tourism to form their own unique cultural tourism industry and enhance competitiveness in the market. Luocheng Mulam SW Ancient Village actively responded to the instructions of "Opinions on Promoting the Cultural Industry to Empower Rural Revitalization," exploring the road of combining its ethnic minority culture with tourism, so as to promote the development of its tourism industry, in order to drive rural economic development and promote rural revitalization. However, the exploration of SW ancient village is not smooth, and the combination of minority culture and tourism has certain difficulties. Therefore, the tourism industry in SW ancient village has entered a period of stale after a short period of rapid development. From the perspective of asset-based, through literature analysis and field investigation, supplemented by questionnaire survey, This paper finds out the difficulties faced by SW village in combining its minority culture with its tourism development, in order to put forward the corresponding solutions through research and investigation, so as to promote the sustainable development of tourism in SW village and promote the revitalization and development of its countryside.

## 2. Connotation and Applicability of "Asset-Based" Theory

(1) Connotation of "asset-based" theory

Asset based was first proposed in 1993 by Kretzman et al, When they pay attention to community construction and development, they find that simply treating the community as a collection full of problems and needs, ignoring the inherent advantages and resources of the local area, such intervention will lead to the continuous weakening of local capabilities. Community residents will see themselves as individuals with needs and problems, as special defective subjects who will be changed, and can not be responsible for their own behavior and community development, which can not really promote community progress, but may bring devastating disasters to the community. [1]

The concept of asset in "asset-based" is different from that in economics. On the one hand, it refers to various tangible assets of a community, such as natural resources and organizations of a community; And intangible assets, such as community members' knowledge, skills, social networks, community culture, etc.; On the other hand refers to the strengths and capabilities of the community[2].

(2) Applicability of "asset-based" theory

The theory of development of communities based on assets emphasizes that communities should be developed by giving full play to their advantages, increasing their assets and promoting the abilities of residents. [1]From the asset-based perspective, it is beneficial for the SW ancient village of Mulao ethnic group in Luocheng to explore the process of combining its ethnic minority culture and tourism, and no longer treat the difficulties encountered in its exploration path from the perspective of "demand." But focus on the "asset" perspective mining SW village has the natural environment, ethnic and cultural characteristics, social work service station, SW village villagers intangible cultural heritage skills and other advantages of resources, while focusing on mining SW village talent, training villagers ability, etc. (Figure 1).

Through this asset-based community development model, SW Ancient Village is helped to form an internal development,

thereby enhancing the sustainability of rural renewal.

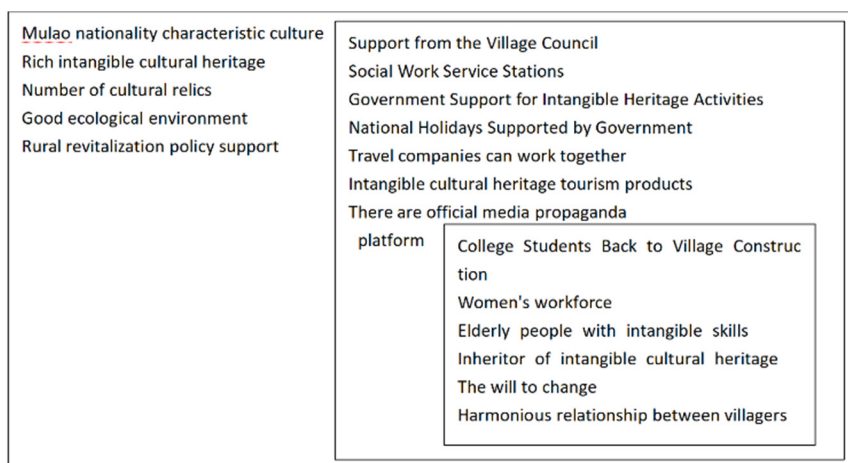


Fig 1. SW Ancient village asset map

### 3. Current Situation of Cultural Tourism Development in SWA Ancient Village

After the overall grasp of the basic situation of the SW village, the research team used field research methods, using non-structured interviews and structured interviews mixed methods to collect data, interview subjects through non-random quota sampling snowball method to determine. Finally, 23 Mu Ma ethnic group residents of SW Ancient Village were selected as the interviewees, 13 male, 10 female. Among them, a semi-structured interview was carried out with a non-heritage inheritor and a tourist area commentator, and the rest carried out a structured interview, which accumulated rich first-hand information for follow-up research. Through sorting out the interview data, summed up the SW village cultural tourism industry integration, there are three main ways of practice: culture-led boost tourism format, culture-based development of local tourism, cultural and tourism blend germination of new industry buds.

#### (1) Cultural Leadership Promotes Tourism Formats

SW Ancient Village to Festival Tourism Cultural Tourism Industry. Luocheng is the only Mulao Autonomous County in China, where the spiritual pursuit of the Mulao ethnic group is carried, forming a unique national characteristics of the Mulao ethnic culture and customs, more culture selected intangible cultural heritage (Table 1). SW Ancient Village places great emphasis on the protection and transmission of non-material cultural heritage, especially the Mulao Yi Fan Festival. According to the relevant information, according to the rice festival, also known as "joy," has a history of more than 500 years. Every three years on the Winter Solstice, people hold a grand ceremony to worship their ancestors. It conveys the wish of praying to God to bless the harvest of grain and confirm the wish of Antai. In view of the fact that most of the leaders of SW ancient village are developed from local residents and their knowledge level is limited, The leadership met to discuss and decide to cooperate with the tourism company (the interview with the mayor of SW Gu village is as follows), using modern technology and the Internet to promote the development of cultural tourism in the village based on the principle of "culture as the leader."

The chief managers of our village include the village chief and the village cadres. I am a proper local. After graduating from primary school, I went to learn technology. In 2016, I returned to the village to plant hairy grapes. After the recommendation and the villagers, I was elected mayor. Since the village team was not familiar with the local dialect, they had to contact the villagers through me. But my knowledge level is not high, work efficiency is low. Our village recently engaged in cultural and tourism integration to help rural revitalization, the use of culture to develop tourism. We rural people do not know how to do it, so after the villagers' meeting, we decided to find a tourism cooperative and use modern science and technology to do it.

On the eve of each Yifan Festival, the head of the tour company will meet with the village leadership to discuss the list of guests invited during the festival, details of the appointment of television interviews, and the order of the villagers' folk performances. Under the leadership of the tourism company, the local TV station broadcast the whole process of the festival, attracting a large number of local and foreign tourists to come to experience the enthusiasm of the Mulao people and feel the charm of the Mulao culture. According to statistics, in 2021, the county received a total of 1.6615 million tourists, an increase of 55.36%, the total tourism revenue of 1.992 billion yuan, an increase of 59.23%, of which SW Village tourists accounted for 40% of the county. It can be seen that the development strategy of cultural and tourism integration makes the Mulam culture stimulate the local endogenous development power in the process of inheritance, and promote the development of tourism.

#### (2) Developing Local Tourism Based on Culture

Cultural landscape is an important carrier of rural culture. Cultural landscape relies on the objective existence of the material carrier and specific space to present, diverse forms of expression.[3] In the process of the development of tourism in SW ancient village, the local government has launched the ancient village and ancient residents protection project in order to effectively protect the precious national historical and cultural heritage, according to the principle of "repair as old as old" to repair and protect the ancient village dwellings. At the same time, it also built cultural and entertainment centers, leisure squares, football fields and other leisure and fitness venues, advocated local residents to set up literary and artistic

teams, choreographed Mulao ethnic customs dance, etc., upgraded and enriched the village appearance of the village village. In addition, in order to promote the employment of local residents, the government recruited a number of tourism interpreters in the ancient village to carry out vocational skills training. The explanation staff explained the origin and significance of each cultural spot for the visitors, so that more

people can understand the Mulao culture of SW ancient village. In the dissemination and development of the nation's outstanding culture at the same time, driving the enthusiasm of SW residents to work, strongly enhance the villagers' confidence in its culture. The interview with the aunt in the area during the research was as follows:

**Table 1.** The intangible cultural heritage of Muiao nationality in Luocheng (main)

Name	Included Batch	Heritage Level
Mulao Ethnic Group According to Rice Festival	The first	national-level
Mulao Ancient Song	Third instalment	national-level
Mulao Ethnic Group Embroidery Skills	Third instalment	Autonomous region
Mulao Ethnic Group Dance Grass Dragon	Third instalment	Autonomous region
Mulao Ethnic Group Wedding Custom	Fourth instalment	Autonomous region
Mulao Walking Festival	Fourth instalment	Autonomous region
Manufacture Technology of Coal and Sand Tank of Mulao Nationality	Fourth instalment	Autonomous region
Mulao Folk Cloth Dyeing Technique	Sixth instalment	Autonomous region
Mulao medicine	Third instalment	Municipal level
Mulao cockfighting	The first	Municipal level
Mulao Cattle Festival	The first	Municipal level
Mulao Fire Stove	The first	Municipal level
Brewing Techniques of Luo Cheng Wild Wool Wine	Fifth instalment	Municipal level

I am grateful to my country and government for being able to find a job near my home, and I am the mother of a 7-year-old child. My husband went out to work, so I decided to stay at home to take care of my children. Besides taking the children to school and cooking, I have a lot of time to spare. After applying for a job as a tour guide, my time has been used more effectively, my life has become more interesting, and my income has also increased.

There are many employed people in the ancient village, such as the interpreter aunt, who feel the benefits brought by the integration of culture and tourism, and have expressed their support for the development of cultural tourism in the village.

(3) Integration of culture and tourism, sprouting new business sprouts

SW Ancient Village is based on the non-material cultural heritage of the Mu Mu ethnic group, focusing on creating tourism projects and products, The tourism project docking local culture, rich tourists on the local culture of tourism experience, germination of new industries, mainly including: Mulao Tesco, Mulao restaurant, Mulao intangible cultural heritage shop, forming a local accommodation, catering, entertainment shopping one-stop leisure industry chain.

In recent years, the sale of goods has joined the elements of mutual networking, which has set off a wave of online sales of agricultural products, commonly known as "live broadcast with goods," and the residents of SW ancient village have caught up with this "uptrend." During the field research, I interviewed a local 61-year-old grandfather, who is the inheritor of the intangible heritage of weaving grass dragons. He takes on two apprentices every year. In addition to selling

handicrafts at a booth in a tourist attraction, They also use their mobile phones to record the process of weaving grass dragons and their disciples in the festival dragon dance video, post processing and post to the Internet, save a certain amount of fans, and then live with goods, mainly selling straw hats, straw sandals and grass dragons prepared by the straw weaving skills of the Mulam nationality. In addition, the "goods" sold online by the residents of SW ancient village are mostly handmade by the skills of the non-material cultural heritage of the Mu Mu ethnic group. These include Mulao embroidery strap core, clothing, apron, local cloth dyed national costumes, as well as Mulao coal sand pot contains a strong Mulao ethnic flavor of national handicrafts. The industrial integration of SW ancient village is developing in the direction of diversity, and the integration of the cultural and tourism industry has extended the new industry chain, which has added the pull for rural tourism.[3]

#### 4. The Difficulties in the Integration of Cultural and Tourism in SW Ancient Village from the Perspective of Assets

Through the field investigation and analysis of the current situation and the existing problems of tourism in SW ancient village, we know that SW ancient village is limited by many factors, In the process of integration and development of culture and tourism, there are difficulties such as low leadership attention of local government, poor publicity effect, weak performance of intangible cultural heritage, and lack of talents for rural revitalization. However, these difficulties can

be turned into "vitality" to help its development from the asset-based perspective.

(1) "Leadership attention" low and "attention" strong point

As a state-level poverty-stricken county that has just been lifted out of poverty, the government of Luocheng Mulao Autonomous County cannot see the development results of cultural and tourism integration for the time being. "I can't figure out" the development path of cultural and tourism integration, and "can't release" resources to support tourism, so that SW Ancient Village has not received strong support from government policies on the road of cultural and tourism integration that has just started. However, according to the field survey, SW ancient village as a minority village, every year the county held large-scale activities such as Bo Wang Festival, March 3, etc., have obtained the support of the government, the village committee also supported. At the same time, the government will also give some financial support to the inheritance and development of the intangible cultural heritage of ethnic minorities. This shows that the local government has a certain "leadership attention" to the development of the traditional culture in SW ancient village[8], and this "note" is the SW ancient village to promote cultural tourism integration tourism industry development can rely on the powerful point.

(2) Poor publicity effect and multiple publicity channels

The promotion of the characteristic culture of Mulao minority in SW ancient village is relatively low, which is reflected in three aspects: the media of the promotion is relatively single, the form of the promotion is lack of innovation and the promotion is low. However, through the investigation and interview, we found that there are official media such as Central Television Station, Western Television Station and County Media Center to promote; At the same time, SW ancient village tourism company docking a volunteer team, through event planning, Douyin shooting, etc., will SW ancient village Mulao ethnic festivals, agricultural special products in Douyin platform promotion; In addition, SW Tourism also established the WeChat Official Account message template of SW Ancient Town Scenic Spot. This shows that although SW village in the national characteristics of cultural publicity and other problems, but can use a lot of propaganda channels and resources. Therefore, in the process of promoting cultural and tourism integration, SW ancient village should pay attention to master these rich resources, which are the "assets" to enhance the cultural promotion of the ethnic characteristics of SW ancient village.

(3) Weak ICH expression and strong ICH advantage

SW village some intangible cultural heritage exists only in the list, not through the physical display in the form of large-scale publicity, and SW village of Mulam Museum viewing the number is relatively small, making the Mulam civilization as a whole intangible cultural heritage performance is weak. However, the survey found that the number of types of Mulao intangible cultural heritage, At present, there are 99 items of intangible cultural heritage selected by the Mulao ethnic group. Among them, the Mulao ethnic group's Yifan Festival, the Mulao ethnic group's grass dragon dance, and the Mulao ethnic group's strap embroidery skills are successively listed in the national, district and municipal intangible cultural heritage representative projects list; At the same time, there are six inheritors of intangible cultural heritage, six inheritors of embroidery, and there are corresponding inheritors of grass dragon, and there are also young people who are willing and interested; In addition, SW Ancient Village Travel & Tourism

Company uses ancient village folk culture and non-heritage technology, such as non-heritage skills such as broidership, grass braiding, paper cutting, braiding, and horse stimwork, to develop and sell tourism cultural and creative products. This shows that the intangible cultural heritage of SW ancient village is not as weak as imagined, and these powerful "assets" and advantages should not be ignored in the process of developing cultural and tourism integration tourism.

(4) The Shortage of Rural Revitalization Talents and the "Treasure" of Human Resources

Human capital is the basic and key factor of rural revitalization[4]. Since the reform and opening up, with the rapid advancement of industrial and urban development, the human capital of SWA ancient village is facing a large human capital gap. Mainly in three aspects: first, incremental loss. Most of the young talent flocked to the cities, leaving behind almost all the women, the elderly and, to a lesser extent, the middle-aged. Second, the quality is not high. SW village adopted the development of local clans talent, village officials overall lower education; Most of the college students who choose to return to the village lack experience. Third, structural imbalance. The Talented Team of Chinese Rural Society Represents the Key Force in the Construction of the New Rural Society in China[5]. In the SW ancient village rural renewal talent team, the lack of social work professionals. However, the women, the elderly and the middle aged in the village are also important forces to promote the development of cultural tourism integration and rural development in SWA. They all play different roles. For example, the elderly are the important inheritors of SW village embroidery, straw weaving, paper-cutting, bamboo weaving, horsetail embroidery and other intangible cultural heritage skills, and they have valuable experience in intangible cultural heritage skills. In addition, the state now pays attention to the construction of rural social work talents, and there is relevant policy support. To sum up, SW ancient village is not nothing in terms of talent construction, SW ancient village should learn to use asset-oriented perspective to look at the human resources the village has.

## 5. The Path of Cultural and Tourism Integration in SW Ancient Village to Help Development

(1) Support: Strengthening government support

The development of tourism industry in SW ancient villages needs the support of the government. To a certain extent, it is difficult to continue to develop only by the "self-growth" of SW ancient villages and tourism companies. First, preferential policies. As a state-level poverty county in China, SW Ancient Village has just been lifted out of poverty. The development of tourism in SW Ancient Village needs the government's preferential policies. For example, the government can give the SW ancient village tourism tax and fee policy, so that it can have more capital invested in improving tourism facilities, expanding tourism projects, recruitment and other aspects. Second, attract government attention, get support and attention. SW Ancient Village needs to enhance the government's attention to the development of tourism in ancient Village, and get the government's attention and support, in order to develop the tourism in SW Ancient Village together with enterprises and scholars. Third, pay attention to the government and other official media to the promotion of SW ancient village tourism. The government

and other local official media's promotion is beneficial to enhance the reputation of the tourism industry of SW ancient village, attract social attention, and attract the public to understand the folk culture and play SW ancient village. Fourth, expand financing channels. Besides the government, we should strive for the support of funds, materials and other aspects of social organizations, which is beneficial to improve the tourism equipment and promote the construction of tourism talents in SW ancient village.

(2) Multi-pronged approach: broaden channels of publicity

Promotion is an important means to promote the development of tourism in SW ancient villages. At present, the existing channels of SW Ancient Village are mainly Central Television Station, Guangzhou West Television Station, the county's media center and other official media, and the communication channels are relatively single. Now belongs to the Internet era, SW ancient village can increase its tourism publicity from other online platforms, the publicity content can SW ancient village Mulao ethnic characteristics culture, SW ancient village as the center of the tourist attractions series as the bright spot, to attract more tourists to visit. For example, the community loved the short video Douyin platform. SW ancient village through Douyin platform to its ancient village culture and Mulao characteristics of culture to the Volkswagen publicity, attract more people to understand SW ancient village and Mulao nationality, bring heat for SW ancient village tourism development. Another example, the establishment of SW ancient village scenic WeChat Official Account message template[6]. The establishment of the Official Account message template can use low cost SW ancient village tourism information to the large scale and large number of target consumer groups. In addition, platforms such as Xiaohongshu and Weibo can also be used. In recent years, people are keen to share their travel strategies on platforms such as Xiaohongshu and Weibo. SW Village can establish its official account on Xiaohongshu and Weibo. To promote the SW Ancient Village as the center of the travel strategy and SW Ancient Village ethnic minority culture, to attract more tourists to SW Ancient Village tourism. In short, expand the channels of communication, rather than rely on the official media to promote SW ancient village tourism.

(3) A Different Path: Highlighting National Characteristics

The tourism industry of SW ancient village is in the initial stage of cultural and tourism integration. In the process of promoting cultural and tourism integration, we should highlight the characteristic culture of Mulao ethnic group to form its own unique cultural tourism industry. First, highlight the Mulao architectural culture style. On the principle of effective protection of precious national historical and cultural heritage, the protection project of ancient dwellings of Mulam Minority in Shiwei will be initiated. The ancient dwellings and ancient laneways of Mulam Minority will be repaired and protected according to the principle of "repairing the old as the old," and the archaized gatehouse of Mulam Minority will be built to form a unique tourist attraction. Second, the normalization of national holidays. We will slowly explore the traditional folk festival of the Mulao Minority every year and do the monthly festival, and truly integrate the folk cultural resources of the Mulao Minority in the ancient village of W into the tourism development. Third, use unique cultural resources. There are many cultural and historical sites in W Ancient Village. By setting up the position of the tourist attractions and opening the explanation

service, it is helpful for tourists to better understand the human history and customs of Mulao nationality. Fourth, the uniqueness of innovative tourism products. Make full use of the ancient village national culture and intangible heritage inheritance, develop tourism cultural and creative products, and form their own characteristics. Fifth, develop special experience projects. In embroidery, bamboo weaving, paper-cutting and other workshops to carry out tourist experience links, not only can let tourists feel the charm of intangible cultural heritage skills, but also can enhance the richness of the tourist journey.

(4) Think of the Source: Stimulating the Return of Talented People

Human capital is an important factor to promote economic growth, SW should make and improve the relevant policies to encourage the return of talents. First, improve the policy system. The local government, based on the relevant central talent return policy, has formulated relevant policies to support and encourage the return of young talents according to the local actual situation of SW Ancient Village, to attract more aspiring young people to return to their hometown. Second, to carry out relevant education and training, promote the returning talent to adapt to the village environment as soon as possible, integrate into the village, play their own ability to add a force for the development of tourism in SW ancient village. Third, improve the local government's understanding of the importance of training SW ancient village tourism talent team. When the local government of SW Gucun formulates the long-term strategic plan of local economic development, it includes the construction of tourism talents in the region, and continuously promotes the construction of tourism talents in the region. Fourth, the establishment of talent incentive mechanism. The local government has established a relevant talent incentive mechanism, improved the relevant welfare benefits for returned talents, and provided guarantee and stability for returned talents in the system, so as to attract more young talents to return.

(5) Interlocking: Connecting Ethnic Attractions

In the process of promoting the development of tourism industry, SW Ancient Village can learn from the experience of Guzhou's tourism development, and make tourists have corresponding tourist attractions in each county. Through the investigation and research, we found that the SW ancient village can connect the similar ones. First is the well-known Guilin to the Sanjiang Dong, then the Sanjiang Dong to Rongshui Miao, then the Rongshui Miao to Luocheng Mulao Autonomous County, and finally by the Luocheng Mulao Autonomous County extended to the Huanjiang Maonan. According to the survey of the above-mentioned attractions, the distance between attractions and attractions is not far, and it is an hour's journey, which is a feasible tourist route. Connecting tourist attractions in series can not only enrich tourists' travel itinerary, but also promote the development of tourism in various places, so as to better promote rural revitalization.

(6) Make the Best Use: Use of Social Work Sites

According to the survey, SW village has established a social work service site, but the service site is in a "shell" state, which shows that SW village has failed to make full use of social work service sites. Social work has professional knowledge and methods, and can adopt targeted programs and strategies to promote rural revitalization and development[7]. SW ancient village through cultural and tourism integration to promote rural development, in the

process of difficulties can be fully used and play the role of social work. For example, to play the role of social workers as policy influence, social workers can do research on the development of tourism in SW ancient village before and after poverty reduction, The impact of tourism on SW village revitalization and development of the field survey, and then the field survey report will be presented to policy makers to promote the development of tourism in SW village related policies. In addition, social workers can also provide other services in promoting the development of SW ancient villages, including managers, supporters, service providers, resource connectors, etc., through the provision of related services to better promote the development of SW ancient villages. In the process of providing services, social work pays attention to excavate and bring into play the initiative and potential ability of the clients. Therefore, in the process of providing relevant services for SW Ancient Village, the social work should pay attention to the ability of the residents and give full play to the subject of the residents. Only by giving full play to the independence of the village, can we better promote the sustainable development of SW ancient village. Based on this, SW village should make full use of social work service sites, rather than allowing them to become a "shell."

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