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Research on the Development Path of Traditional Ethnic Minority Villages' Governance: A Case Study of the Miao Village of Basha in Guizhou

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Abstract: This paper takes the governance and development of the Miao Village of Basha in Congjiang County, Guizhou Province as the research subject. Based on relevant domestic and international studies, it employs a combination of literature research, field investigation, and comprehensive analysis methods, applying governance theory to analyze the development of Basha Village. Through field surveys and empirical analysis, it was found that there are still many problems that need to be addressed in the actual governance and development of Basha Village, such as insufficient government policy support, inadequate infrastructure, inadequate construction of grassroots self-governance organizations, and insufficient publicity efforts. After identifying these issues, corresponding paths were proposed to address the problems that have arisen.

Keywords: Basha Miao Village; Ethnic Minority; Governance Development.

1. Introduction

(1) Research Background

The rural revitalization strategy proposed by the 20th National Congress of the Communist Party of China has made significant arrangements for the work related to agriculture, rural areas, and farmers, corresponding to the 20-character general requirements for rural revitalization. The revitalization of ethnic minority areas is an important part of China's rural revitalization. Ethnic minority villages and towns, with their excellent ecological systems and rich historical and cultural heritage, collectively reflect the labor wisdom and humanistic spirit of ethnic minorities. The rural revitalization strategy is a strategic orientation proposed by the state for rural issues and a principle that must be followed in the development of ethnic minority villages with distinctive features.

In recent years, the state has paid high attention to the protection and development of ethnic minority villages with distinctive features, and relevant policies have been successively introduced. This system originated as early as 2009, with the "Guiding Opinions on Doing a Good Job in the Protection and Development of Pilot Projects for Ethnic Minority Villages with Distinctive Features," jointly issued by the General Office of the State Ethnic Affairs Commission and the Ministry of Finance. The Miao and Dong Autonomous Prefecture of Congjiang County in Qiandongnan, Guizhou Province, is a typical ethnic village. The relevant opinions indicate that the overall revitalization of ethnic minority villages with distinctive features is of significant practical importance for promoting China's rural revitalization and for the development of the economy, politics, culture, society, and ecological civilization in ethnic minority areas. This will help construct agricultural industry, production, and management systems in ethnic regions, improve the ecological and living environments, enhance infrastructure construction and public service levels, strengthen the construction of rural governance systems, comprehensively promote the comprehensive development of ethnic minorities, and foster a new chapter in the development of rural areas in ethnic minority regions.

(2) Analysis of Current Research Status at Home and Abroad

After reading and analyzing many relevant documents, it was found that He Xiang. (2014) conducted research on the impact of ethnic village tourism development on ethnic culture based on the Xijiang Qianhu Miao Village as the research subject, proposing "collaborative development measures".[1]Liao Junhua (2011) believes that the expansion of ethnic village tourism plays an important role in the economic development of ethnic areas and the promotion of ethnic culture.[2]Lü Linshan (2016) applied the theory of cultural capital to analyze the interests of stakeholders involved in the field of ethnic village tourism development, arguing that to implement the interests of the village community residents and ensure the sustainable development of ethnic village tourism, the realization of cultural capitalization of ethnic culture can be utilized. [3] Zhou Guihua (2020) believes that under the background of rural revitalization, it is necessary to find a governance path for high-quality development of the Basha Miao Village. [4] There are many documents on the development and governance of traditional ethnic villages, and most authors have also proposed corresponding problems and measures. For the Basha Miao Village in Guizhou Province, there are fewer studies, so this article is based on this, summarizing the problems encountered in its governance and development process, and proposing corresponding countermeasures.

2. Overview of the Miao Village of Basha in Guizhou, a Traditional Ethnic Minority Village

(1) Geographical Location and Natural Environment

The Miao village of BaSha, located in the Congjiang County of Qiandongnan Miao and Dong Autonomous Prefecture in Guizhou Province, sits at the foot of the Moon Mountain, a spur of the Jiuwan Great Mountains, 7.5 kilometers away from the county seat of Congjiang. It falls within the jurisdiction of the Bingmei Town and is nestled in

the depths of the forest, approximately 480 to 660 meters from the banks of the Duliu River. BaSha is a pure Miao ethnic settlement composed of 5 natural villages and 16 groups of villagers. With a history of over a thousand years since its establishment, it has a total of 501 households and a population of 2,551 people. BaSha is a primeval forest with gurgling streams and cascading waterfalls, offering a beautiful landscape that evokes a sense of a secluded paradise. Here, visitors can fully enjoy the gifts of nature and experience a sense of harmony between man and nature.

In addition to its enchanting natural environment, BaSha also preserves a rich Miao cultural tradition. The Miao are one of China's ethnic minorities, known for their diligence, kindness, and hospitality. In BaSha, tourists can appreciate the unique architectural style of the Miao and traditional handicrafts such as the Miao Drum Tower and drum dances. They can learn about Miao clothing and dietary customs, and feel the charm of Miao culture.

Moreover, BaSha regularly hosts various folk activities and traditional festivals, such as the Miao New Year and the Miao Lunar New Year. Visitors can personally experience the charm of Miao culture through these events, celebrate the festivals together with the local residents, and enhance mutual understanding and friendship.

(2) Analysis of the Current Development and Governance Situation of BaSha Miao Village, a Traditional Ethnic Minority Village

The Miao village of BaSha in Guizhou Province is a famous ethnic minority tourist attraction, renowned for its unique Miao culture, beautiful natural scenery, and rich folk customs. In recent years, BaSha has achieved remarkable success in governance and development. The following will provide a detailed introduction from several aspects.

Firstly, BaSha has made significant progress in the development of tourism. The government has increased its support for the tourism industry, investing heavily in improving infrastructure, building more comfortable and convenient roads, hotels, and scenic spot facilities, enhancing the visitor experience. At the same time, efforts have been strengthened to protect and pass on the traditional Miao culture, introducing a series of tourism products with local characteristics, attracting an increasing number of tourists to experience.

Secondly, BaSha has made positive efforts in ecological and environmental protection. The government has increased its efforts to protect the ecological environment, prohibiting the destruction of wildlife and deforestation, promoting the concept of eco-tourism, and advocating for tourists to love the environment and practice civilized tourism. Through tree planting, garbage cleaning, and other means, the local ecological environment has been effectively improved, making BaSha a fresh and pleasant tourist destination.

Furthermore, BaSha has achieved certain successes in improving people's livelihoods. The government focuses on improving the living conditions of local residents, building more modern housing, schools, hospitals, and other public facilities, and enhancing the quality of life for residents. At the same time, it has strengthened poverty alleviation efforts for ethnic minorities, helping them increase their income and improve their lives, promoting the development of the local economy.

In summary, BaSha Miao village in Guizhou Province has achieved remarkable results in governance and development. With the guidance and support of the government, local tourism, ecological environment, and living standards have all been effectively enhanced.

3. Problems in the Governance and Development of the Traditional Ethnic Village of Basha Miao in Guizhou

(1) Insufficient government policy support and financial support

In the process of governance and development, Basha Miao faces the following problems:

Insufficient policy support. Basha Miao is a settlement of ethnic minorities with abundant tourism resources. However, due to insufficient policy support, the development of local tourism is restricted. The lack of diversified support measures in policy prevents the full utilization of Basha Miao's tourism advantages, affecting the development of the local economy.

Insufficient financial support. The development of tourism in Basha Miao requires substantial financial investment, but the current government funding is limited and cannot meet the needs of local tourism. Insufficient financial support leads to slow construction of tourism facilities and low tourism quality, which in turn affects the development of local tourism.

Lack of industry standards. The development of tourism in Basha Miao lacks unified industry standards and norms, resulting in low levels of industry management and uneven quality of tourism products, causing chaos in the tourism market. This also poses certain obstacles to the development of tourism.

(2) Inadequate construction and management of tourism infrastructure

In the process of developing tourism, Basha Miao faces the following issues with infrastructure construction and management:

Poor transportation roads. The transportation roads in Basha Miao are relatively narrow and winding, and some roads are severely damaged due to long-term lack of maintenance, causing inconvenience to local residents' travel. Poor transportation roads lead to inconvenient transportation within and outside the village, which also restricts the development of tourism.

Aging water supply and power facilities. The water supply and power facilities in Basha Miao are mostly old equipment with problems such as aging and leaking. Unstable water supply and power affect the daily lives of local residents and also limit the development of the local economy. It is necessary to increase investment to improve water supply and power facilities and enhance the stability and safety of water supply and power.

Improper waste disposal. Basha Miao has problems with improper waste disposal, including random dumping and littering in some areas, which seriously affect the environmental hygiene and landscape. Improper waste disposal can also easily lead to environmental pollution and health safety hazards, requiring strengthened waste sorting and environmental cleaning.

Insufficient public facilities. The public facilities in Basha Miao are relatively insufficient, such as educational facilities, medical facilities, cultural and entertainment facilities, etc. The lack of comprehensive public facilities restricts the quality of life and social development of local residents and also affects the completeness of the tourism experience.

(3) Insufficient construction of grassroots self-governance

organizations

The construction of grassroots self-governance organizations in Basha Miao is relatively weak, and the awareness and ability of villagers to self-govern need to be strengthened. The lack of a sound organizational structure and effective management mechanisms leads to low participation of some villagers in community affairs, and the legality and fairness of decision-making are questioned.

In addition, democratic decision-making channels are not smooth. In Basha Miao, democratic decision-making channels are not smooth enough, and the ways for villagers to participate in village affairs management are limited. The lack of diversified democratic decision-making mechanisms prevents the full play of villagers' main role and can easily lead to the singularity and incompleteness of decision-making.

Moreover, residents' awareness of participation is weak. Some residents of Basha Miao have a weak awareness of community affairs, lacking enthusiasm and initiative. They do not pay much attention to community affairs, do not understand the importance of democratic participation, and lack effective channels and mechanisms for participation. Finally, community governance capabilities urgently need to be improved. The community governance capabilities in Basha Miao are relatively weak, lacking professional and standardized community management teams and mechanisms. When facing various complex community management issues, the capacity of grassroots organizations and community managers is limited, making it difficult to effectively coordinate and resolve conflicts.

4. The Governance and Development Path of the Traditional Ethnic Minority Village, The Miao Village of Basha in GuizhouI. The Application of Traditional Embroidery Art in Modern Fashion Design

(1) Strengthening government policy support and financial subsidies

In the face of insufficient government policy support and funding for the Miao Village of Basha in Guizhou, the following solutions are proposed:

Develop specialized tourism development plans. The government can formulate plans and policy documents specifically for the development of tourism in Basha Miao Village, clarifying development goals, directions, and key tasks, proposing corresponding policy support and safeguard measures to guide and promote the rapid and healthy development of local tourism.

Increase financial support. The government can increase financial support for tourism in Basha Miao Village, increase investment, improve the efficiency of financial fund use, support the construction of local tourist attractions, tourism product development, promotion, and other aspects, and promote the rapid development of tourism.

Optimize tax policies. The government can implement differentiated tax policies for tourism in Basha Miao Village, reduce tax burdens, lower corporate costs, stimulate corporate development vitality, and promote the healthy development of tourism.

Strengthen industrial support. The government can strengthen support for industries related to tourism in Basha Miao Village, such as specialty agricultural product processing, homestay industries, and handicraft production, by developing related industries, driving the diversified development of the local economy, and promoting the integrated development of tourism and other industries.

Through the implementation of the above government policy support measures, the healthy and rapid development of tourism in Basha Miao Village in Guizhou can be better promoted, the overall level and influence of local tourism can be improved, and the goals of economic transformation and upgrading and comprehensive development can be achieved.

(2) Improving infrastructure construction

The Miao Village of Basha in Guizhou is a place rich in tourism resources, but infrastructure construction still needs improvement. To better develop tourism, the following measures are suggested for improving infrastructure:

Strengthening transportation construction. Transportation construction is an important part of infrastructure construction. The government can increase investment in transportation construction in Basha Miao Village, improve road, railway, airport, and other transportation facilities, enhance transportation capacity, shorten the time for tourists to arrive, and facilitate tourist travel.

Improving the level of catering and accommodation. Catering and accommodation services are an important part of tourism. The government can guide and support local catering and accommodation enterprises to improve service levels and quality, cultivate a number of influential brands, and create a high-quality tourism catering and accommodation service system.

Strengthening scenic area facilities construction. Scenic area facilities construction is one of the important factors in attracting tourists. The government can strengthen the construction of facilities in the scenic area of Basha Miao Village, such as toilets, parking lots, rest areas, sightseeing elevators, etc., to improve the comfort and convenience of the scenic area and increase tourist satisfaction.

Improving environmental hygiene levels. Environmental hygiene is an important aspect of tourism. The government can strengthen environmental hygiene management, improve the hygiene levels of the scenic area and surrounding environments, and ensure the health and safety of tourists.

Through the implementation of the above measures, the infrastructure construction of Basha Miao Village in Guizhou can be better improved, the overall level and quality of tourism can be enhanced, more tourists' attention and participation can be attracted, and the rapid development of tourism can be promoted.

(3) Strengthening the construction of grassroots self-governance organizations

The government can strengthen the construction and standardized management of grassroots self-governance organizations in Basha Miao Village, encourage residents to actively participate in the election and management of village committees, village representative assemblies, and other organizations, and promote the democratization and legalization of grassroots self-governance organizations.

In addition, it is necessary to strengthen the construction of grassroots self-governance cadres. The government can strengthen the training and management of grassroots self-governance cadres in Basha Miao Village, improve the political literacy, professional ability, and service awareness of grassroots cadres, and enhance the execution and service level of grassroots self-governance organizations.

Furthermore, promote the integration of grassroots self-governance and economic development. The government can encourage grassroots self-governance organizations in Basha Miao Village to combine with local economic development, promote industrial development, employment, and entrepreneurship through democratic decision-making and management, and achieve a positive interaction and win-win situation between grassroots self-governance and economic development.

Finally, strengthen the publicity and education of grassroots self-governance. The government can strengthen the publicity and popularization of grassroots self-governance knowledge, improve residents' awareness and participation in grassroots self-governance, guide the broad masses of residents to actively participate in the construction and management of grassroots self-governance organizations, and promote the healthy development of grassroots self-governance.

Through the implementation of the above measures, the grassroots self-governance mechanism of Basha Miao Village in Guizhou can be better improved, social stability and development can be promoted, residents' sense of gain and happiness can be enhanced, effective connection between grassroots self-governance and social governance can be achieved, and the comprehensive development of local social construction can be promoted.

5. Conclusion

The study on the governance and development path of the Basha Miao Village in Guizhou indicates that to promote the sustainable development of the village, it is necessary to comprehensively consider various factors such as economy, culture, and environment. First, emphasis should be placed on protecting and inheriting the traditional culture and characteristics of ethnic minorities, strengthening the construction of cultural confidence. Through a combination of education, inheritance, and innovation, traditional culture can be sustained and integrated with modern society. Second, village governance should focus on community participation and self-management by the public, enhancing villagers' awareness and ability for self-governance. By building village-level discussion platforms, encouraging villagers to participate in decision-making, planning, and management, the resilience and adaptability of grassroots governance can be strengthened.

In terms of economic development, a diversified development path should be explored. This includes promoting agricultural modernization and actively developing characteristic economies such as rural tourism and handicraft industries to enhance the economic vitality of the village and ensure diversified and stable economic income.

Moreover, infrastructure construction and ecological protection are key to governance. The government should increase investment in infrastructure in ethnic minority areas, while guiding local development towards green growth based on the protection of the ecological environment.

Lastly, the development path of the Basha Miao Village in Guizhou should focus on the combination of external support and endogenous dynamics. The government, society, and market should jointly promote the improvement of the traditional village governance system, achieving coordinated development in economy, culture, and society, and ultimately forming a sustainable development model with demonstrative effects.

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