

Protection and Development of Kangba Culture under the Background of Targeted Poverty Alleviation Policy of Tourism

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Abstract

Ganzi prefecture is located in a remote area in southwest China. Relying on its rich Kangba cultural tourism resources, the local government has deeply implemented the targeted poverty alleviation strategy of tourism, which has achieved fruitful results, but also caused some prominent problems in practice. On the basis of in-depth understanding and investigation of the regional characteristics of Kangba culture, the developing situation, the difficulties of tourism development and the causes, the protection and further development strategies of Kangba culture are put forward, which has positive significance for promoting social harmony and maintaining the sustainable development of Kangba culture.

Keywords

Targeted poverty alleviation strategy; Kangba culture; Protection; Further development.

1. Introduction

Chinese culture is a time honoured history, which is extensive and profound. It includes the sum of all the material and non-material civilizations that the various ethnic groups have jointly created since their existence and development on the Chinese mainland. Due to the cultural differences or regional differences of different regions and nationalities, Chinese culture is characterized by diversity. Among them, Kangba region, which is located in the southeast of the Qinghai-Tibet plateau, has preserved a large number of unique regional cultures due to its unique geographical location and historical background, forming a unique Kangba culture with Ganzi Tibetan autonomous prefecture as the core[1]. It is also because of the unique geographical location and historical background of Ganzi prefecture that the local society has a large number of poor people and a deep degree of poverty. In recent years, relying on the uniqueness and richness of Kangba culture, the local government of Ganzi has made great efforts to develop tourism and integrate targeted poverty alleviation with rural tourism. The study of regional culture in Kangba region is of great significance to the rational use of local resources, the continuation of cultural diversity, the protection of local material cultural heritage and the promotion of social harmony and stability in Kangba region. Rational utilization of unique Kangba culture can promote the fairness and justice of targeted poverty alleviation in rural tourism and realize the positive effect of poverty alleviation by tourism.

2. Characteristics of Tourism-Oriented Poverty Alleviation Policy

The problem of poverty has become one of the most acute social problems in the world, political parties, governments and all sectors of society have always attached great importance to the issue of poverty. General secretary Xi Jinping first put forward the concept of targeted poverty alleviation in 2013. In September 2018, the strategic plan for rural revitalization (2018-2022) issued by the CPC central committee and the state council put forward the requirement of "exploring multiple channels and diversified paths" for targeted poverty alleviation, forming

different models such as poverty alleviation by tourism, poverty alleviation by industry and assistance by partners. tourism-oriented poverty alleviation policy has the characteristics of phased, non-universal, market universal and endogenous, which is the integration of targeted poverty alleviation and rural tourism. In addition, it emphasizes the identification of the characteristics and resource advantages of poor people and poor areas.

3. The Regional Cultural Characteristics of Kangba Culture

Kangba culture has a long history and is widely spread. Its characteristics mainly include the complexity of cultural system, the uniqueness of regional folk customs, the compatibility of various cultures and the diversity of original social forms. The natural resources and cultural resources are rich in the Kang district, with a complete range of categories. The language of the Kang district is divided into four major languages: north road, south road, east road and pastoral area. In each county there are many local dialects called 'Rongge' in Tibetan. Kangba culture is a unique cultural form, whose main body and core are Tibetan national culture. However, due to geographical and historical development, it is also intermingled with Han culture, Naxi culture, Mongolian culture, Qiang culture, Yi culture and other national cultures. In particular, it is different from other Tibetan areas in terms of murals, architecture, language, clothing, customs and art, among which gesar culture and shangri-la culture are typical representatives of Kangba culture. In the development of tourism, it is the strong vitality and attraction of tourism formed by cultural difference that makes the charm of cultural tourism infinite.

4. Tourism Development Status of Kangba Culture in Ganzi Prefecture

4.1. Development Achievements

Ganzi government relying on the unique Kangba cultural advantages actively strengthen the tourism industry, With the efforts of the government, autonomous organizations, planners and villagers over the years, Nine new modes of poverty alleviation are proposed, namely, basic guarantee, driving by scenic spots, commodity development, special and cooperative guidance, rural tourism, talent support, construction assistance, smart tourism, and policy support. In this way, it strongly promotes the diversified development of scenic spots and the prosperity of rural tourism, and at the same time, it also promotes the development of tourism commodities. After years of efforts, Ganzi prefecture was officially named as a demonstration state of national ethnic unity and progress by the state ethnic affairs commission in 2019. The tourism in the whole region has witnessed a spurt of development, with an estimated increase of 48% in tourist reception and 62% in tourism comprehensive income compared with the same period last year. Focusing on the requirement of "two not worry, three guarantees", Ganzi prefecture has made every effort to fight against poverty, and lifted five counties [2] of Kangding, Danba, Kowloon, Heung cheng and Daocheng out of poverty.

4.2. Development Dilemma

a). Defects in presentation-----'attend to trifles and neglect the essentials'

For the current development situation, In order to cater to tourists, many tourism projects artistically process folk culture and then display it on the stage. Therefore, what it displays is no longer a natural and original ecological way of life, leaving only an empty shell of Kangba culture. This development mode leads to the weakening of the traditional, solemn and sacred nature of the local original ecological culture, and accelerates the variation and disappearance of the local original ecological culture. At the same time, the contents of the folk performances designed in depth are similar to each other, and the national and regional characteristics are lacking, which fails to fully explore the rich cultural connotation of Kangba culture [2].

b). Increasing "drip leakage effect"

Ganzi area is a vast area with rugged terrain, inconvenient transportation and scattered villages. In tourism poverty alleviation and development, due to the limitation of development cost and infrastructure, the investors first develop scenic spots close to the main traffic routes. The tourism dividend brought by targeted poverty alleviation generated an obvious "drip leakage effect" based on the distance between villages and major scenic spots. The further the village is from the main scenic spots, the worse the dividend sharing degree and the lower the publicity degree brought by tourism poverty alleviation, resulting in the phenomenon that no one knows the scenery in the depth. These diversified and excellent Kangba culture and natural resources are not properly protected and developed for a long time, and gradually decline and die out.

c). The damaging of native natural environment and culture

Historically, the geographical barriers in ganzhi area caused inconvenience in transportation and information exchange, forming a relatively closed social environment, the local cultural development is relatively independent, and objectively protect the native ecological culture of Kangba area. After years of all-round development of targeted poverty alleviation policy in tourism, the cultural industry and tourism in ganzhi region have been greatly developed. With the increasingly frequent exchange of information with the outside world, all kinds of foreign cultures outside the prefecture have a huge impact on Kangba culture in ganzhi. Meanwhile, the fragile natural ecology and culture in ganzhi region complement each other, and a large number of foreign tourists can easily lead to the destruction of the ecological environment, thus accelerating the demise of some weak Kangba culture.

4.3. The Main Reasons for the Problem

1). Lack of internal motivation and driving force

In the early years, the economic development of ganzhi area was backward, the people's education level was low, the local villagers generally did not have enough understanding of the excellent Kangba culture, and the local villagers had few resources and seldom participated in the local construction independently, thus resulting in the lack of internal motivation. Even some villagers who are capable and willing to participate are generally not confident in their culture. They usually sell low-cost and low-profit agricultural products such as walnuts and cordyceps with different quality in scenic spots. In the absence of mass foundation, the development of Kangba culture is mostly copied or borrowed from the out-of-state mode. People cannot combine traditional culture with production and life well in the construction of cultural tourism, and the richness and uniqueness of Kangba culture cannot be well utilized. At the same time, the urbanization progress of some areas is slow, the development intensity is low, the value of the endogenous resources in ganzhi area has not been fully utilized.

2). Uneven development of tourism in the state

With the continuous development of tourism, some areas have insufficient land and traditional buildings cannot adapt to the living habits of urban residents. In pursuit of the goal of rapid economic growth in a short time, some regions have introduced various kinds of enterprises with ultra-low restrictions. However, due to the government's lack of supervision and management mechanism for enterprises' pollution discharge, ecological compensation, construction standards and other aspects, the fragile local ecology and culture have been repeatedly destroyed. Therefore, in the process of the protection and development of Kangba culture, "ecological priority, green development" is often an empty slogan.

3). The lagging behind of infrastructures

The terrain of ganzhi is undulating, with inconvenient transportation and frequent natural disasters, The tourist destination is far from the tourist market, and the tourism resources are unevenly distributed, a lot of money is needed for infrastructure. According to the "sichuan

province tourism poverty alleviation special 2018 annual implementation plan", the government plans to allocate more than 40 million yuan for the construction of tourism poverty alleviation in ganzhi region, but compared with the actual needs of funds, there is still a large gap. In terms of private financing, due to the large amount and high difficulty of the construction of tourism supporting infrastructure in ganzhi region, individual investors are discouraged and invest less. The infrastructure of ganzhi area remains to be improved.

5. Protection and Development Strategies

5.1. Accurate Allocation of Resources to Ensure the Construction of Rural Facilities

Look from the perspective of the overall planning, resources for poverty alleviation should undertake distribution as a whole, the distinction between immediate and long-term goals, based on the precision of the proposed construction project for poverty alleviation, set up special management facilities in cities and towns, absorb folk capital, optimize resource allocation channels, and to realize point-to-point allocation of resources, and set up a real-time monitoring and evaluation mechanism for construction projects, improve education, health care, social welfare and other public service facilities, and rural roads, water supply and drainage, electricity, telecommunications and other municipal infrastructure quality, guarantee of the construction of villages and towns, health effectively.

5.2. Strictly Control The Construction Activities and Do Not Break Through the Bottom Line of Ecological Protection

Based on the government's "construction of ecological demonstration zone in the northwest of sichuan province, solid promotion of ecological civilization construction strategy" and "unswervingly practicing the concept that clear water and green mountains are gold and silver mountains", the government rationally distributes the production and living space, and protects the traditional material and spiritual cultural heritage of Kangba under the principle of not breaking the ecological red line in the town. We will scientifically delineate the boundaries for urban space growth, protect ecological function zones, strictly control the ecology, and establish zoning management for agricultural and forestry land and land used by village collectives.

5.3. Establish A Multi-Subject Participation Mechanism with Local Residents As the Center to Improve People's Cultural Confidence

The model of villagers' participation in construction is established with the local residents as the center and the government as the coordinating agency and social organization to participate in the construction decision-making. In the process of construction, balance the interests of various main bodies, by the government to complete the construction of infrastructure, local villagers set up the advisory group construction, strengthen the professional communication with the villagers, understanding village resources characteristics, enterprises and social organizations to encourage people to actively participate in decision making village affairs, organize the villagers learning and skills training, improve the public cultural confidence, together with the villagers entry point for tourism development. A development and construction model of "government taking the lead, professional planning, enterprises making efforts, and villagers building together" has been formed.

5.4. Build Cultural Database Based on Digital Information Technology of Big Data and Internet

Modern digital technology is changing with each passing day. The protection of Kangba culture should be fully combined with big data and Internet digital technology. On the one hand,

regional resources can be integrated, industrial layout can be optimized, regional linkage advantage can be brought into play, regional coordination among various tourist attractions can be strengthened, township boundaries can be broken, tourism routes can be coherent, resource transformation, circulation, restructuring and association between regions can be promoted, and industrial upgrading of region-wide tourism and smart tourism can be realized. On the other hand, the original ecological and weak local culture can be protected, and the Kangba cultural database can be established to lay a "fire" for the future recovery and development of Kangba culture. For example, the Notre Dame cathedral of Paris in France carried out detailed data sampling before it was destroyed by fire, which proves accurate data support for the later reconstruction.

6. Conclusions

Targeted poverty alleviation strategy by tourism in ganzi region has a long way to go, a correct strategy should be on the basis of Shared interests, the protection of natural ecology and human environment as the prerequisite of the development, the combination of high quality and scarce resources for protective development, and scientific and rational use of resources and improve the bearing capacity of ecological resources, and arouse the enthusiasm of local residents, and improve the cultural confidence, combined with large data and information on the Internet technology to develop tourism, global travel wisdom, to create high quality, high grade roads cultural tourism projects, realize the sustainable development of tourism resources, solve the poverty problem in ganzi area, maintain social harmony and stability.

7. References

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