

# Characteristic Tourism Development and Village Collective Economic Income from 0 to 1: A Case Study of Fuxing Village in Guer Township, Jinchuan County, Aba Zang and Qiang Autonomous Prefecture

Wen Bao<sup>a,\*</sup>, Qian Liu<sup>b</sup>, Yike Zhang<sup>c</sup>

Management School, Chengdu University of Information Technology, Chengdu, China

<sup>a</sup>baowen@cuit.edu.cn @qq.com, <sup>b</sup>3457633128@qq.com, <sup>c</sup>836938901@qq.com

\*Corresponding author

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**Abstract:** Fuxing Village is the most populous administrative village in Jinchuan County and the seat of the government of Guer Township, inhabited by Zang, Qiang, Hui, Han and other ethnic groups, is a highland ethnic village with a predominance of Zang and multi-ethnic settlements, and is also a demonstration village of ethnic unity and progress in Jinchuan County. On the banks of the Dajinchuan River in the upper reaches of the Dadu River in Jinchuan County, snow pears are everywhere, known as the "hometown of Chinese snow pear ". Fuxing Village has formed an industrial development path guided by rural tourism with ethnic characteristics and supported by ecological seed breeding, and with the development and drive of tourism, the channels for increasing income for the masses have gradually broadened, and their income has increased significantly. The village's collective economic income grew with an annual income of 300,000 yuan, achieving a breakthrough in zero collective economic income.

## 1. Fuxing Village's Characteristic Industry Development Advantages

### 1.1. The Location is Good

Fuxing Village located in the northeast of Jinchuan County, east of the Bazhan Mountain and west of the Dadu River; the village covers an area of 37 square kilometres, has jurisdiction over 7 villager groups, 686 households with a total population of 2202 people, and is the most populous village in the township. Fuxing Village is 10 kilometres away from the county seat, 92 kilometers away from the state capital Malkang, located on the national highway 211, Fuxing Village to the county seat only takes more than 20 minutes, to the Prefecture capital Malkang less than 2 hours, to Chengdu 7 hours by car, the traffic is more convenient and fast, with strong location advantages.

### 1.2. Natural Resource Conditions Are Superior

#### 1.2.1. Climate

Fuxing village altitude between 2200 meters to 2500, belongs to the obvious plateau temperate climate, the climate is mild, abundant sunshine, the annual average rainfall is 748.4-1184.2 mm, the annual average temperature is 15 °C-35 °C, the annual average sunshine is 2129 hours, the frost-free period is 250 days, is the best growing environment for winter wheat, corn, potatoes, vegetables and fruits, and is also the country's unique alpine snow pear-producing area. The climate in Fuxing Village is warm in winter and cool in summer, with abundant sunshine, and the unique natural geographical conditions make it the largest high-quality pears base in Jinchuan County, and is a well-known plateau pear township, with an orchard area of more than 1,000 mu, which is the core area of the 4A level pear garden scenic spot <sup>[1]</sup>.

#### 1.2.2. Water Resources

The Xingcun water system is the upper reaches of the Dadu River system and two medium-sized

water irrigation canals have been built in the village, and a small hydropower station has been built in Fuxing Village, and the tail water is used for farmland irrigation. In 2019, the new "Xingjin Waterworks" has been put into use. At present, Fuxing Village has abundant water resources, which provides good external conditions for the development of modern agriculture in the village.

### **1.2.3. Land resources**

Fuxing Village is a typical river bank village, the terrain is open and flat, the village has a total of 2583.5 mu of arable land, basically belongs to the water irrigation land that can be planted for two seasons; Mainly corn, potatoes, winter wheat, agricultural and sideline products such as pears, peppercorns, apples, walnuts, etc., it is the largest snow pear production area in the county.

## **1.3. Abundant Tourism Resources**

### **1.3.1. Unique Natural Landscape and Ethnic Customs**

Located in the typical plateau plain in the upper reaches of the Dadu River, Fuxing Village is a mountain as the background, trees as the yarn, landscape and water integration, and multicultural village <sup>[2]</sup>. Fuxing Village is the core area of Jinchuan County's 4A level pear garden scenic spot, the village is rich in tourism resources, the scenery of the four seasons is different, forming a "spring pear blossoms win snow fragrant thousands of miles, summer green blue sky and white clouds, leisurely fishing fresh and pleasant, autumn fruitful autumn leaves like fire, beautiful forests, winter alpine snow and river valleys dotted with verdant green", the long blooming period of half a month, attracting more than 100,000 tourists every year. Coupled with the unique cultures of Zang, Qiang, Hui and Han ethnic groups, a harmonious picture of ecological livability and ethnic unity has been constructed, providing good resource conditions for the development of characteristic tourism. As the core area of Jinchuan County's 4A level pear garden scenic spot, Fuxing Village has developed vigorously in rural tourism in recent years, and the development of farmhouses and homestays has been rapid, and the masses have gradually tasted the sweetness in engaging in rural tourism, and the development prospects of tourism are gratifying.

### **1.3.2. Rich Historical Culture, Red Culture and National Culture**

Fuxing Village was once one of the destinations of Qianlong's two conquests in Jinchuan, which lasted 29 years, leaving traces of conquest in Fuxing Village. Fuxing Village has a deep toast culture, the fifth generation of Tusi King Sara Luobun once ruled Kor Fuxing, and the lama monastery was once the residence of Daikin Tusi. Fuxing Village is rich in red culture, and the Red Army stayed here for 14 months during the Long March, establishing the first ethnic minority autonomous government in the history of China's international communist movement, the Central Revolutionary Government of the Republic of Gradesa. Fuxing Village is also one of the origins of Jiarong Zang culture, and at the same time, the construction of a demonstration village of national unity and progress in Fuxing Village makes it easier to show and highlight national characteristics and carry forward national culture.

## **2. Unfavourable Conditions for the Development of Characteristic Industries in Fuxing Village**

### **2.1. The Degree of Scale Is Not High, and the Industrial Chain Is Not Perfect Enough**

Although the basic conditions for agricultural development in Fuxing Village are relatively good, and the industry dominated by characteristic green ecological breed breeding has developed rapidly, the leading industry is still to a large extent in the production mode of small workshops with scattered operation, the moderate scale of operation is obviously low, the scale of characteristic industries is not large, the connection between production, supply and marketing is not tight, the animal product processing industry chain is short, the added value is low, and the competitiveness is weak. In 2019, Fuxing Village is still dominated by agricultural production, with per capita disposable income reaching 11,058 yuan. The main development industries of the village are

concentrated in breeding, breeding and tourism. The leading industries lack the extension of vertical industrial chains and the interaction between horizontal tourism is not strong, the connection between leading enterprises and base villages and farmers is not close, and the ability of characteristic industries to resist market risks is not strong.

## **2.2. The Quality of Rural Labour Force is Low, and the Support Capacity of Agricultural Science and Technology is Relatively Weak**

Only 20-30% of the labour force in Fuxing Village have received professional skills training, and most of the peasants who go out to work are educated young adults in rural areas, the cultural quality of the labour force at home is not high, and there is a lack of agricultural scientific research units and enterprises with independent innovation and research, which to a large extent restricts the promotion of advanced practical new technologies and the development of rural productive forces.

## **3. Fuxing Village Characteristic Industry Development Ideas**

### **3.1. Overall Idea**

Fuxing Village makes full use of the unique resource advantages of special agricultural products, establishes a pollution-free seed breeding base, and builds a large agricultural village with alpine pollution-free seed breeding as the mainstay. Fuxing Village has created a national style landscape leisure tour brand with its unique location advantages and Jinchuan County's unique scenery of "spring pear blossom viewing, summer fishing, autumn red leaves viewing, and winter sunshine". Fuxing Village takes the development of characteristic industries as the primary task, takes the promotion of farmers' income as the core, consolidates and improves the leisure and sightseeing tourism effect of the 4A scenic spot of the pear garden in the world, and forms an industrial structure chain of "pear blossoms in spring, pear fruits in summer, red leaves in autumn, and delicious food in winter".

### **3.2. Expand and Strengthen the Breeding Industry of Characteristic Varieties, and Build a Village of Ecological Agricultural, Animal and Native Products on the Plateau of Jinchuan County**

Fuxing Village takes the adjustment of rural industrial institutions and the innovation of agricultural management mechanism as the main line, and the construction of the base as the link, guides the development of agricultural production methods and the utilization of rural domestic waste in the direction of ecology, specialization and scale, builds a pollution-free breeding industry chain, realizes the recycling of agricultural resources between various industrial chains, expands and strengthens characteristic agriculture, and promotes the circular development of reviving ecological resources and agricultural production.

Fuxing Village has flat terrain and good geological conditions, which is suitable for large-scale and intensive planting and pollution-free cultivation with high mountain economic value, and its special geographical location advantages also ensure the supply of ecological agricultural and livestock native products. Fuxing Village has built the village into an important production area of pollution-free agricultural and livestock products on the plateau in Jinchuan County by relying on the characteristic pollution-free agricultural and livestock products in the high mountains and optimizing the product structure and variety resources.

### **3.3. Improve the Industrial Chain of Landscape Leisure with Characteristic Ethnic Customs**

Fuxing Village explores the advantages of natural and cultural resources in the village, improves the industrial chain of food, housing, transportation, tourism, shopping and entertainment facilities, and builds a tourism industry in the village complex in accordance with the principle of coordinating industrial development and promoting farmers' income. Jinchuan County has created a tourism loop: Jinchuan County - Shenxian Bao - 4A Scenic Area (Fuxing Section) of Luoer Township - Fuxing Village Ethnic Customs Street - Fuxing Village Pear Blossom Red Leaves Core

Scenic Area - Desheng "Filial Piety and Thrift" Sinology Exhibition Center.

## **4. Development of Characteristic Industries and the Village Collective Economic Growth**

### **4.1. Create a Characteristic Breeding and Planting Industry**

Fuxing Village has carried out industrial upgrading of plateau Sydney, upgrading 85,000 high-quality snow pears, planting 600 acres of economic planting under the forest, and building a snow pear forest demonstration base of 300 acres by improving the roads and ditches under the forest. The people build their own orchards to loosen the soil, fertilize, irrigate water, scrape playful, white, shape, prune and control pests and diseases, so as to improve the quality of pears, promote sales and increase farmers' income.

With the help of unique climate characteristics and abundant sunshine resources, Fuxing Village has developed two advantageous varieties of "high-quality wheat and corn" and high-value varieties with high economic value, forming a fist core product. While ensuring the original pollution-free vegetable base and high-quality winter wheat and corn, Fuxing Village has developed into an important grain production base in Jinchuan County by planting artichokes and peas. Most of the economic income of Fuxing Village is dependent on traditional cultivation (wheat, corn, potatoes and vegetables) breeding (pigs, cattle, sheep) and migrant work, the village is located in the alpine river valley area, the land is mostly cohesive soil, suitable for the development of alpine vegetables and Chinese medicinal materials cultivation, in recent years some characteristic breeding and planting (Chinese medicinal materials and yak breeding) has gradually developed <sup>[3]</sup>.

### **4.2. Create a Characteristic Tourism Industry**

The tourism industry takes the construction of the 4A scenic spot in Jinchuan County as the starting point, and builds a tourism distribution centre, cultural display and infrastructure construction based on tourism culture in Fuxing Village. In Fuxing Village, a 1,200-square-meter Santun Tourism Distribution Center will be built, which will be positioned as a tourist distribution and leisure center; Build an area of 890 square meters of sugarcane ditch tourism self-driving camp, positioned in leisure, entertainment, conference square. In Fuxing Village, the tourist road will be improved, the road surface will be widened and hardened, drainage ditches and forts will be built, corrugated guardrails will be installed, new plank roads will be built at viewing points, green belts will be built along the village roads, and small tourist landscapes, flower platforms, and photography spots will be created to enrich the sightseeing content of the scenic spot and enhance the image of Fuxing Village. The pear blossoms and autumn leaves scattered throughout the village are the most important natural landscapes, and the establishment of a 1-kilometer road is a cultural landscape belt that focuses on the creation of a cultural landscape where you can view the entire landscape of pear blossoms and autumn leaves. In Fuxing Village, we will explore and make use of the rich traditional cultural connotation and multi-ethnic customs in the village, create a high-grade humanistic and cultural landscape and ethnic customs, combine pollution-free agriculture with tourism industry, and create a unique economic and leisure pattern village.

### **4.3. Improve the System and Mechanism for the Development of Characteristic Industries**

#### **4.3.1. Construction of a new type of specialized organization**

Fuxing Village has a new scale of pollution-free characteristic seed breeding, and develops tourism with the help of local location advantages and magnificent natural scenery, historical culture, red culture and national cultural resources. The establishment or development of professional cooperatives for tourism and pollution-free seed breeding, and the absorption of more than 80% of farmers into entity members, can effectively solve the contradiction between small farmers and large markets and promote villagers' income. Fuxing Village actively develops professional cooperative economic organizations for pollution-free planting and livestock and poultry breeding in the mountains according to the dominant industries in the village, namely pollution-free cultivation and livestock and poultry breeding <sup>[4]</sup>. Improve, standardize and innovate

the operation mechanism of professional farmer cooperatives in Fuxin Village, further expand the service function, give full play to its role as a bridge to "serve farmers, bring farmers into the market, and help farmers increase income", improve the degree of organization of farmers, enhance their ability to participate in market competition, and promote farmers' continuous income increase.

#### **4.3.2. Optimize the Benefit Distribution Mechanism**

The township government guides the farmers' professional cooperative organizations to implement a new type of interest linkage model of shareholding cooperation, in which leading enterprises invest in shares with funds, and farmers invest in shares with the right to use contracted land and funds, so that leading enterprises, specialized cooperative organizations, and farmers form a community of closely linked interests. Cooperatives should establish a complete set of benefit distribution system, implement dividends in quantitative shares, and let members share the profits from the processing and sales links.

#### **4.4. Strengthen the collective economy**

Fuxing Village uses the funds of the national economic development project to build Huaguoshan characteristic homestays, tourism distribution centers, self-driving tour camps, etc., forming the collective economic assets of the village. Fuxing Village Huaguoshan Characteristic Homestay includes a standard conference hall with an area of 200 square meters, a restaurant of 120 square meters, a standard room of 320 square meters, a tea hall of 160 square meters, and a kitchen of 20 square meters.

### **5. Benefit analysis**

#### **5.1. Economic benefits**

First, Fuxing Village has increased its income through agricultural efficiency: 800 acres of high-quality winter wheat and corn were planted, and artichoke and peas were interplanted; 8 large farmers were driven, and more than 260 acres of pollution-free fruits and vegetables were planted; Sydney improved 85,000 plants, through the implementation of comprehensive measures such as high-quality Sydney pear high replacement excellence, pest control and fertilization, etc., improved the unfavorable conditions for the growth and development of Sydney pear and the occurrence of pests and diseases, improved the growth of fruit trees in Sydney forest, made the flowers of Sydney forest more multiplying, more colorful, more lush and more robust, greatly improved the quality of fruits, improved the rate of high-quality fruits, played a positive role in driving the development of eco-tourism, and the breeding industry also drove a significant increase in the income of local farmers<sup>[5]</sup>. Second, the tourism industry promotes people's income: Guer Township is the core scenic spot of pear blossom and red leaves in Jinchuan County, and the activation drives the development of 50 country houses and farmhouses, and promotes the employment of villagers and the income of planting and breeding through the sale of ethnic characteristic products. Third, the village's collective economic income has grown with an annual income of 300,000 yuan, achieving a breakthrough in collective economic income. Among the village's collective economic income, land circulation, cooperative share dividends and other ways to achieve a yearly increase in collective economic income, up to 50,000 yuan. The village has achieved a cumulative increase of 4 million yuan, a per capita income of more than 20%, and a per capita disposable income of more than 14,000 yuan.

#### **5.2. Social benefits**

Fuxing Village is an area dominated by agricultural economy, rich in land resources, and has unique resource advantages for the development of agricultural industry. Through the development of rural tourism and pollution-free planting base industries, it can drive the development of retail, catering, accommodation, entertainment and other industries, create more rural labor employment, and create more opportunities for villagers to increase income and become rich.

### 5.3. Ecological benefits

Human, livestock, poultry manure and other wastes are made through organic fertilizer and used to grow vegetables, which not only increases high-quality organic fertilizer and clean energy, lays a solid foundation for the development of ecological recycling agriculture, but also improves the economic income of farmers and herdsmen and improves the ecological environment of human settlements.

## 6. Conclusion

Fuxing Village has promoted the integrated development of agriculture, culture and tourism and the collective economic income of the village from scratch through characteristic tourism, greatly improved the overall level of material and cultural life of the people in the village, and successfully established it as a demonstration village of ethnic unity in Aba Tibetan and Qiang Autonomous Prefecture.

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