

# The Impact of Tourism on the Living of Northwestern Sichuan Minority Village——Taking Qiang Village in Li County in Taoping as an Example

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**Keywords:** Tourism, Impact, Living, Qiang village in Taoping

**Abstract.** This paper taking Qiang village in Li County in Taoping as an example, analyzed the impact of tourism on the living of northwestern Sichuan minority village. It involves time spending, income structure, traditional cultural and folk dance performances, enthusiasm of inheriting and protecting traditional culture. The results showed that tourism replaces framing and dominates the time spending. Traditional cultural and folk dance performances integrated with Tibetan and Han culture elements. The value of helping each other is weakening. Enthusiasm of local residents on inheriting and protecting traditional culture is improving.

## Introduction of Taoping Qiang village

Qiang village in Taoping is a natural village in Aba Tibetan and Qiang Autonomous Prefecture in Sichuan province. It is located in the east of the county town. It is about 40 kilometers away from the county town and about 180 kilometers away from Chengdu. The altitude of Qiang village in Taoping is about 1.5 kilometers. It is situated in a canyon which is in the upper reaches of Minjiang River. It is situated in the fan-shaped plateau which is formed by the washing of Zengtou River which is a tributary of Zagunao River. It is the only one Qiang village which is kept relatively complete.

## The development of tourism in Taoping Qiang village

The development of tourism about Qiang village in Taoping can be divided five stages.

Before 1996, Qiang village in Taoping was designed as a free tourism gift in the 'miyaluo - Gu'ergou' tour route by the government of Li county to enrich tour resources.

Li county government officially developed Qiang village in Taoping since 1996. To develop tourism, the tourism sector of Li County conducted mobilization meeting frequently and encouraged villagers to show national culture. Villagers also set up groups to study local language and dance. Finally, the media began to focus on the stockade. During 1996 to 2000, the management principle of the village is "mutual cooperation, sharing of benefits" which makes the group management mode as the only choose.

From 2000 to 2004, with the development of tourism, the conflicts between villagers become more. So the previous management principles of the village disintegrated naturally. Qiang village in Taoping entered the era of running by family and competing free. During the same pried, Qiang village in Taoping tried to be nominated for the World Heritage List (WHL). It was also listed in the 'Ten Old Towns Tour' recommended list of Sichuan Province. Municipal, provincial and central media all reported and publicized Qiang village in Taoping. Meanwhile, in order to coordinate the work of nominating for the WHL, the government began to renovate local environment on a large scale and did the work of protective renovation of Qiang village in Taoping<sup>[1]</sup>.

During 2004 to 2008, the county government proposed the plan that the residents should move out of the old living area. After completing the plan, residents would be relocated to the new area to live and carry out business activities. The functions of living and running business of the old stockade would be canceled. The old stockade would become the core protected area. The new settlement area construction became the focus point<sup>[2]</sup>.

After the 2008 Wenchuan earthquake, the tourism of Qiang village in Taoping fall into a difficult situation. Almost all of the new buildings collapsed. The old buildings also suffered a certain degree of damage. Through the efforts of the government and local villagers and the assistance of outsiders, the tourism of Qiang village in Taoping has been restored and entered a new period.

### The impact of tourism on the living of the residents in Qiang village in Taoping

**Data and methods.** On 14th Nov., the survey was implemented in Qiang village in Taoping. Ten questionnaires were distributed. All of the ten questionnaires were gotten back with eight valid. One of them is invalid with time spending information, another one is taken out from the database for its blank half of the questionnaires.

According to the valid questionnaires, the earliest and latest time were taken as the start and end time of the total time. Mode was taken as the representative to show the production activities time, activities of daily living time, communication activities, and recreational activities time.

#### Time spending.

Table 1, Single-day time spending

Types	Before the development of tourism	After the development of tourism
Total time	6:00—22:00	8:00—23:00
Production activities		
Agriculture[hour]	11	1.5
Tourism[hour]	0	10
Activities of daily living[hour]	2	5
Communication activities[hour]	1.5	0.5
Recreational activities[hour]	2.5	4

Table one shows that before development tourism, the duration of one day is 16 hours compared to 15 hours after developed tourism. There is no significant different on the duration of one day after the development of tourism.

In terms of production activities, local residents took 11 hours to engage in agricultural activities in the past. It accounts for 45.83% of the time of a day. Now villagers take 1.5 hours to engage in agricultural activities. Compared with the previous time, it decreases 9.5 hours and declined by 39.58%.The living mode of local residents dramatically changed.

Table one also shows that the most significant change is the tourism time spending. Before the development tourism, local residents spend zero hour on tourism. However, the local residents now spend 10 hours each day to run the tourism industry which account for 66.67% for the duration day time. Nowadays, tourism replaces agriculture and dominates the total time.

**Qiang village in Taoping income structure.**Table 2, the change of income structure during 1996 to 2013<sup>[1]</sup>

Types	Total income (ten thousand Yuan)	Agricultural income (ten thousand Yuan)	Animal husbandry income (ten thousand Yuan)	Business drink industry income (ten thousand Yuan)	Service income (ten thousand Yuan)	Per capita net income (ten thousand Yuan)
1996	44.62	20.2	12.52	0.6	1.2	865
2000	50.45	14.1	15.95	2.2	2	954
2004	85.53	22.9	15.9	34	6	1639
2005	102.39	21.95	19.1	38.5	12.1	2002
2006	113.2	10.4	17.2	50	15	2232
2010	179.28	7.28	30	110	32	3415
2011	218.4	7	41	132	38.4	4160
2012	399.7	6.9	52	264	76.8	7613
2013	584.65	10.45	63	396	115.2	11136

Note: the data of 1996-2006 comes from reference [1], the data of 2010-2013 is provided by the government of Taoping in 2014.

Table two shows that in 1996, agricultural income accounted for 45.27% of the total income. Business drink industry and service income accounted for 4.01% of the total income. Before this period, agricultural income dominated the total income.

In 2004, agricultural income accounted for 26.77% of the total income. Compared with 1996, it decreased by 18.5%. Business drink industry and service income accounted for 46.77% of the total income. Compared with 1999, it increased by 42.76%. In this period, tourism income exceeded agricultural income and dominated the total income.

In 2010, agricultural income accounted for 4.06% of the total income. Business drink industry and service income accounted for 79.18% of the total income. In 2013, agricultural income just accounted for 1.79% of the total income. Business drink industry and service income accounted for 87.43% of the total income. Qiang village in Taoping income structure which depended on agriculture income in the past has transformed a new tourism-based mode.

**Traditional cultural and folk dance performances**

Under the impact of tourism, the change of traditional cultural and folk dance performances mainly reflects in time and space. Traditional cultural becomes free and flexible. Like 'Inviting God' this ancient and significant traditional ritual is clearly defined in the past. Now in order to meet the curiosity of tourists, it is performed from time to time. Previously, folk dance only showed on special time such as weddings and funerals. However, the frequency of holding them has been increased. Affected by the tourism, the folk dance is no longer a pure Qiang style. It has been integrated with Tibetan and Han culture.

**The values**

After developing tourism, the value of helping each other in local residents are weakening. However, the sense of minority identity and pride are strengthening. One hundred percent of the interviewees agree that there is a gap between local residents after developing tourism. The main reason is that there is competition between

villagers to attract tourist and earn money. An old man said, 'No matter how tired and late after framing, as long as someone build or repair the house, even if a stone will be sent as gift'. In nowadays, this phenomenon becomes rare.

### **Enthusiasm of local residents on inheriting and protecting traditional culture**

Qiang culture brings benefits to local villagers. They will pay attention to the small things around them for their own benefit. In order to attracting tourists constantly, the local government leads the local residents to excavate the lost culture. Those ritual and customs which are neglected by local residents are sorted and pushed to the outside world. To some extent, it is beneficial to inherit traditional culture. There is no doubt that under the influence of tourism, enthusiasm of local residents on inheriting and protecting traditional culture has been improved.

### **Summary**

After developing tourism, the value of helping each other in local residents are weakening. However, the sense of minority identity and pride are strengthening. One hundred percent of the interviewees agree that there is a gap between local residents after developing tourism. The main reason is that there is competition between villagers to attract tourist and earn money. An old man said, 'No matter how tired and late after framing, as long as someone build or repair the house, even if a stone will be sent as gift'. In nowadays, this phenomenon becomes rare.

### **Acknowledgements**

This work was financially supported by the Sichuan Center for Rural Development Research Science Foundation (CR1204), the Sichuan Education Department of Sichuan Province Science Foundation (13ZB0277), the Sichuan Agricultural University of Federation of Social Sciences Circle Social Science Foundation (xck201207), the Sichuan Agricultural University of Research Interest Training Program (2014332) and the Sichuan Agricultural University of Students Innovation Experiment Program (201410626090).

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