

## Thinking on the development of Kangba culture under the context of targeted poverty alleviation strategy

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### Abstract

**The targeted poverty alleviation policy is the main strategy to solve the economic and social difficulties of the masses and the economic and living backwardness of poor areas. It is also one of the major issues to promote the steady economic development of all regions. With the extensive promotion of China's targeted poverty alleviation policy, targeted poverty alleviation by tourism has played an important role in kangba cultural area. Starting from the concept of targeted poverty alleviation by tourism and the characteristics of Kangba culture, this paper sorted out and summarized several tourism modes of Kangba culture under the background of targeted poverty alleviation policy. According to the tourism development status of Kangba culture in Ganzi, this paper put forward strategies and suggestions for the protection and development of Kangba culture, so as to promote social harmony. It is of positive significance to maintain the sustainable development of material and spiritual culture in Kangba area.**

### Keywords

**Targeted poverty alleviation strategy; Kangba culture; Further development; strategy protection.**

### 1. The concept and characteristics of targeted poverty alleviation policy of tourism

Poverty has become one of the most acute social problems in today's world. Political parties, governments and all sectors of society have always attached great importance to poverty. General Secretary Xi Jinping first put forward the concept of targeted poverty alleviation in 2013. In September 2018, the Rural Revitalization Strategic Plan (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 modes such as tourism poverty alleviation, industrial poverty alleviation and matching assistance. Targeted poverty alleviation by tourism is the integration of targeted poverty alleviation and rural tourism. It emphasizes the identification of the characteristics and resource advantages of the poor population and poor areas. It is characterized by phased, non-universal, market universality and endogenous characteristics<sup>[1-3]</sup>.

### 2. Current situation of cultural tourism in Kangba Prefecture

The Chinese culture, with its broad spirit and long history, comprises the sum total of all the material and non-material civilizations created by all ethnic groups in Chinese history since they lived and developed on the Chinese land<sup>[4-5]</sup>. Among them, the Kangba region, which lies to the east of The Lu Gongla Mountain, to the west of the Dadu River, to the south of the Bayan Kala Mountain and to the north of the Gaoligong Mountain in the southeast of the Qinghai-Tibet Plateau, has formed the unique Kangba culture with ganzi Tibetan Autonomous Prefecture as

the core with its unique cultural system. It is characterized by the complexity of cultural system, the uniqueness of regional folk customs, the compatibility of various cultures and the diversity of primitive social forms.

#### (1). Achievement

Garze region has benefited from its unique material folk customs, spiritual folk customs, social folk customs and recreational folk customs and other diverse cultures. With the efforts of the government, autonomous organizations, planning designers and villagers for many years, the tourism industry has been strengthened by relying on the resource advantages of Kangba culture and the characteristic agriculture and animal husbandry industry. The policy planning is based on nine new poverty alleviation modes, including basic guarantee, scenic spot driving, commodity development, specialized cooperation leading, rural tourism, talent support, pairing assistance, smart tourism and policy support, to promote the innovation of scenic spot development, rural tourism development, and the development of tourism commodities, so as to do a full "tourism +" article. The economy of Ganzikang District has been developed to a certain extent, and part of Kangba culture has been protected and explored to a certain extent. Cultural advantages have been transformed into economic benefits, and positive effects of tourism poverty reduction have been realized.

#### (2). Dilemma

From the perspective of the current development situation, due to the government's early extensive tourism development mode, policy supporting, propaganda and other deficiencies, many poor residents in the health area have insufficient confidence in the ethnic culture, and have no strong motivation to participate in the protection and development. In order to cater to tourists, a large number of tourism development projects designed the folk performance content is similar, the national and regional characteristics lack of local characteristics, cultural display mode model, failed to fully explore the rich cultural connotation of Kangba culture. The fragile natural ecology and culture of Ganzi region complement each other, and a large number of foreign tourists easily lead to the destruction of the ecological environment, the indigenous original ecological culture is affected, and a large number of unique Kangba culture is on the verge of extinction. At the same time, due to the development cost and infrastructure restrictions, the capital party first develops the scenic spots close to the main traffic routes, and the tourism dividends brought by targeted tourism poverty alleviation have an obvious "drip effect" based on the distance of villages from the main scenic spots. The farther the village is from the main scenic spots, the worse the dividend sharing degree brought by tourism poverty alleviation will be, and the lower the publicity degree will be. The "drip drip" benefit will be weakened, and the diversified and excellent Kangba culture and natural resources will not be reasonably protected and developed for a long time, and will gradually decline and disappear.

### 3. Landscape development and remodeling strategies

In the new era, the social, cultural and economic construction of Kangba area can be started from the integration of targeted poverty alleviation and rural tourism, among which the development and remodeling of rural tourism landscape resources is the top priority. In this paper, on the basis of kangba culture leisure ecological agriculture landscape, non-material cultural heritage and historic cultural landscape, ecological landscape and natural resources and cultural experience custom culture landscape of the four representative way of cultural tourism landscape development and remodeling, puts forward the kangba culture tourism development general train of thought for poverty alleviation, development in the protection, development of poverty alleviation in the development, Protection in poverty alleviation underlies and promotes each other[6-7].

#### (1). Recreational ecological agricultural landscape

In order to better explore the natural resources and environment in the area of kangba cultural advantages, accurate response the slogan of poverty alleviation, to sightseeing, leisure vacation, which integrates picking and fully integrated tourism economic efficiency and ecological benefits, social benefits integrated base, ecological leisure agriculture landscape is the development of kangba culture of sichuan ganzi and aba Tibetan autonomous prefecture of the preferred means of economy. Under the guidance of the tourism mode with minority characteristics, the reasonable and unified planning is carried out on the basis of the local leisure agriculture characteristic products and crops, and the planning is made into an organized ecological agricultural landscape tourism characteristic culture integrating leisure entertainment and education. On landscape design and planning, want to make good use of the region of the original trees and crops as raw materials for the plant in rural breath strong landscape construction, on the building to people-oriented, combined with the production, according to the different region and different plants of ornamental value to carry on the layout, let visitors experience the kangba really the farming culture and strong local folkway culture appeal. Planning to landscape ecological environmental protection as the principle, create a quiet appropriate leisure environment, to highlight the characteristics of ecological agricultural tourism, in landscape creation on the choice of plant varieties, to highlight the richness and uniqueness of resources configuration, should remain under the premise of the landscape features, let it become urban residents of public leisure space, promote the value for the local resources at the same time, The value of preserving the raw savageness of the resource environment<sup>[8]</sup>.

## (2). Intangible cultural heritage, historical and cultural landscape

Sichuan Ganzi Tibetan Autonomous region has a very rich intangible cultural heritage, these intangible cultural heritage reflects the local history and cultural changes, for the local development of valuable intangible cultural tourism provided the basic conditions. In kangba culture area, better protection of non-material cultural heritage, and distinctive, such as the arts and crafts of kangba, singing and dancing art, religious art and national costumes, etc., are kangba culture area in the different stages of history, through the work of the working people's creation and the crystallization of wisdom, show the local Tibetan unique life style and aesthetic temperament and interest. Especially in Ganzi, the birthplace of Kangba culture, because of its remote location, simple local folk customs, dialects, idioms and religious beliefs have become the key intangible cultural heritage to attract tourists. 2020 Tibetan guy Ding Zhen 19 for a few seconds video fire cut in again within one month, single-handedly, driving the development of litang county tourism, the reason why people like him in addition to its high level of appearance, kangba culture on him to fold of pure, genuine, original and free personality is the root cause of the people following him. To experience, kangba government, non-governmental organizations, or tourism development company can invite artists, experts in the field of different industries and achievements of local intangible cultural heritage online promotional activities, emphatically build hot issues, hot, hot spots, the growing influence and popularity at the same time, the tourism destinations. Also for the arrival of more high-level tourists to do a good job of public opinion on the reserve. Kangba non-material cultural heritage of the original cultural characteristics, contains a lot of economic value, the local people can through the real performance of the folk art, to the tourism development of folk culture, packaging and redesign of the local traditional arts and crafts, to promote the tourism product promotion, to local produce and produce the huge economic efficiency, And then achieve to drive the economic growth of local ethnic areas and ethnic areas people's income.

## (3). Ecological culture experience landscape

The development of ecological environment is not only an important space for tourists to experience tourism, but also a prerequisite for the formation of tourism products and tourism values. In the actual development, to realize the all-round display of Kangba cultural area from

"ecological field" to "scenic corridor", from ecological connotation landscape to service landscape, from experience landscape to tourism landscape, it is necessary to maintain the demonstration style of villages and villages in kangba cultural area according to the principle of sustainable development, with Kangba culture as the soul. Flexible use of local materials and original scenery texture of Kangba culture area, the pursuit of plain national style, choose to plant local flavor and local climate to adapt to the plant species, organic renewal of rural style<sup>[9]</sup>. At the same time, we should pay attention to the construction of national characteristics in Kangba culture, respect the shape of kangba culture region itself, and innovate the concept of ecological cultural landscape development on the premise of unchanged, and develop new tourism formats based on Kangba culture. In order to promote the healthy and orderly ecological cultural experience in the cultural areas under the background of targeted poverty alleviation, it is necessary to scientifically grasp the regional differentiation characteristics, pay attention to the importance of regional characteristics, adapt measures to local conditions, do not engage in "assembly line landscape", and reject unrealistic image projects. In particular, attention should be paid to the display of cultural aesthetics of scenic spots, the acquisition of natural biological knowledge, ecological environment education, so as to improve the participation and activity of tourists.

#### (4). Natural resources, cultural customs and landscape

Natural resources and folk culture in ethnic areas are important tourism resources. Many nationalities in China, all ethnic groups in the course of history has produced have distinguishing feature each, and rich and colorful folk culture landscape, the landscape of the strong local color and rich cultural connotation, attracting a large number of tourists at home and abroad, which constitute the tourism development in national regions and the development important support, has the very high value of tourism. The effective combination of folk culture and natural resources makes the high level of culture and tourism mode and idea, satisfy the pursuit of health, questioning, and also satisfy the tourists', the demand of the local residents to apply for a job, a precision under the background of poverty alleviation in kangba cultural tourism development in one of the important content and way. In Kangba area through the development of natural resources and folk culture resources, to attract the arrival of tourists, through ethnic characteristics of food, accommodation and shopping, not only to promote the employment of local minority residents, but also to achieve local tourism investment, thus driving the rapid economic development of the whole region. The ethnic architecture, costumes and handicrafts of kangba culture area all reveal unique pure and simple beauty. The development of folk tourism resources is the key step in the ethnic areas to carry out tourism activities, in today's rapid development of tourism, make good use of kangba culture in traditional folk culture and the economic value of natural resources, development and innovation of a minority of comprehensive potential tourist site, design good folk tourism routes, planning good folk tourist area landscape design, Is the key to promoting prosperity and improving the quality of life of local people.

## 4. Conservation and development strategies

### (1). Accurate allocation of resources

Based on the complex ecological environment and rich cultural resources in Kangba area, planning tourism poverty alleviation projects in accordance with local conditions is the basis for the success of targeted tourism poverty alleviation. The measures in accordance with local conditions include not only the local characteristic resources but also the local economic development level, the demand and characteristics of the tourist source market and the infrastructure construction conditions. In the context of tourism poverty alleviation, rural and rural facility construction should be guaranteed in the remote areas for development, and the

quality of public service facilities such as education, medical care and social welfare and municipal infrastructure such as rural roads, water supply and drainage, electricity and telecommunications should be improved to realize point-to-point resource allocation and ensure the effective and healthy construction of rural and rural areas. For the areas with development advantages, the development concept should be clear and the appropriate tourism poverty alleviation development mode should be selected. Discover and make good use of tourism in national regions characteristic symbol, guide good ancient villages, ethnic villages, and national culture and national characteristics in areas such as the leading industry of resource, transformation of development for the protection of traditional culture and innovation, at the same time, optimize the allocation of resources in the process of project construction channel, absorb folk capital, drive the local people's employment, So as to create both national characteristics and modern characteristics of tourism products[5,7,10].

(2). Strict measures for the construction activities

Based on the state of "construction of ecological demonstration area, northwest sichuan solid advances the strategy of construction of ecological civilization" and "unswervingly practice green water castle peak is the concept of jinshan silver", reasonable layout of production space, with no breakthrough town ecological red line for the principle, to protect its material and spiritual and cultural heritage, traditional science border urban space growth, protect the ecological function areas, ecological control strictly, Zoning management shall be established for agricultural and forestry land and collective village land, taking into account overall planning, building management mechanism and evaluation mechanism, combining rewards and punishments, so as to protect the ecological environment from damage.

(3). Establish a village-centered mechanism for the participation of diverse subjects to improve people's cultural confidence

Establish villager as the center, the government as the coordination organization, social organizations to participate in the construction decision-making mode of villagers' participation in construction. The particularity of tourism poverty alleviation is that poverty alleviation is given priority to with the participation of the poor, the cadres in the villages of support, on the basis of accelerate the understanding of tourism poverty alleviation object to carry out comprehensive, clear the cause of poverty, participate in the will of the tourism poverty alleviation, participate in the actual situation of tourism poverty alleviation and ability level, as well as if to participate in the tourism poverty alleviation may be the problems and obstacles, etc. Then, the government should complete the infrastructure construction, organize and set up a villager construction advisory group, and strengthen the communication between professionals and villagers. At the same time, enterprises and social organizations should encourage villagers to actively participate in the decision-making of village affairs, organize learning and skill training for villagers, improve people's cultural confidence, and find the entry point of tourism development with villagers. The development and construction mode of "government leading, professional planning, enterprises making efforts, villagers jointly building" has been formed.

(4). Build a cultural database by combining big data and Internet + digital information technology

Modern digital technology changes with each passing day, in the protection of kangba culture should be fully combined with large data and Internet digital technology, on the one hand, can be integrated regional resources, optimize the industrial layout, giving full play to the advantages of region linkage, strengthen the area as a whole between the various tourist attractions, break the township border, coherent tour line, promoting the transformation of regional resources, circulation, reorganization and joint, Industrial upgrading of global tourism and smart tourism will be achieved[2,8]. On the other hand, the intervention of digital

information technology can protect the original ecology and weak local culture through the establishment of Kangba culture database, and bury the "spark" for the recovery and development of Kangba culture in the future. For example, the Notre Dame Cathedral in Paris, France, underwent detailed data sampling before it was destroyed by fire, providing accurate data support for the later reconstruction. At the same time, big data can be used in combination with popular apps to accurately push the featured scenic spots and typical people, and accurately attract the target population, so as to better publicize Kangba culture, render the tourism atmosphere, and improve the visibility of local tourist attractions.

## 5. Conclusion

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. For the new development of kangba tourism form in the new period, to have new protection and development train of thought, can we better start poor citizens to protect and make good use of unique regional culture tourism resources, promote the sustainable development of local tourism and the social harmony and stability, make the kham and cultural diversity and uniqueness to get effective protection. To achieve long-term harmonious coexistence of human and natural ecological environment. It is of great significance to the landscape remodeling of Sichuan Kangba culture under the background of tourism targeted poverty alleviation. Under the background of targeted tourism poverty alleviation, it is of great significance to study the protection and development of Kangba culture to promote the sustainable development of local tourism and social harmony and stability.

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