

## Research on the Development of Characteristic Industries Linking Poverty Alleviation Achievements and Rural Revitalization

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**Abstract:** As the focus of work in ethnic areas has historically shifted to the new stage of comprehensively promoting rural revitalization, how to give full play to industrial development, which covers the widest group, drives the largest population and has the strongest sustainability, and strengthens the systematic and long-term effectiveness of top-level design and specific practice, has important theoretical and practical significance. Through the actual investigation of the development of modern characteristic tourism in Gulu Village, this paper systematically sorts out the current situation, main obstacles and future development of tourism development, and puts forward targeted conclusions and suggestions.

### 1. Introduction

Gulu Village is located in the southeast of Yongli Yi Ethnic Township, Hanyuan County, Ya'an City, and the core area of the Dadu River Grand Canyon of the National Geopark. The village has 5 villager groups, with a permanent population of 1815 people in 618 households, including 680 people in 215 Yi households. In 2008, the Cliff Primary School in Gulu Village attracted social attention, and Shen Qijun, a substitute teacher who had been alone in the Cliff Primary School for 26 years, became a candidate for moving Chinese in 2008. Hanyuan County Shengxiang Cultural Tourism Company and Beijing Longjun Film and Television Company jointly invested in the filming of the film "Rainbow on the Clouds", which truly recorded the road to a well-off in Gulu Village, which premiered in November 2018. On June 6, 2019, Gulu Village was included in the fifth batch of Chinese traditional village list. On October 25, 2019, Gulu Village was selected into the second batch of "The Most Beautiful Ancient Villages in Sichuan" list. In May 2020, Ya'an local writer Chen Guo's documentary literary work "Ancient Road Road" used "road" as a link to describe in detail the great changes in Gulu Village since poverty alleviation. In 2021, Gulu Village won the "2020 Hanyuan County Implementation of Rural Revitalization Strategy Work Demonstration Village" and "Ya'an Ethnic Unity and Progress Demonstration Unit".

### 2. The Lack of Access to Roads is a Difficult Point for the Development of Gulu Village

Gulu Village is the only administrative village in Ya'an City that is not connected to the outside world by road, with an altitude of 550-1800 meters, and is known as "Yizhai on the ladder" and "village on the cliff". Gulu Village has poor natural conditions, difficult transportation, low industrial level and deep poverty, and the collective economic income of the village was zero in 2015, making it the most difficult "hard bone" among the 63 poor villages in Hanyuan County. Since 2015, Gulu Village has embarked on a new path of poverty alleviation with "great improvement of infrastructure, great improvement of public services, and great integration of characteristic industries". By the end of 2018, the incidence of poverty in the village had dropped from 43.7% before the establishment of the registration card to zero, and the collective economic income of the village was 39,600 yuan.

Difficulty in walking is the biggest obstacle in Gulu Village. The mule horse road and

sightseeing ropeway are the only two options for villagers in Gulu. The mule horse road is a road carved out of the stone wall in 2003 that is about 3 kilometers long and has a vertical height of nearly 1,000 meters. On the basis of the mule road, the county invested 120,000 yuan to install 10.5 kilometers of guardrails for the mule road, making the mule road safer. After the battle against poverty began, the government invested 24 million yuan to build ropeways and cable cars with transportation and tourism functions to solve the problems of difficult travel, transportation and slow development. At the same time, 1.97 million yuan was invested to build a new 1.85-kilometer road leading to the village. "Ropeway + Village Road" completely solves the problem of travel and transportation difficulties in Gulu Village.

### **3. Dig Out the Bright Spots Formed by the Lack of Access to Roads**

#### **3.1. Experience the Steepness of the Grand Canyon**

In 2005, National Geographic rated the Grand Canyon of the Dadu River as one of the ten most beautiful canyons in China. Gulu Village is located on the cliff at the entrance of the Grand Canyon of the Dadu River, and under the village is the rushing Dadu River. Nature has endowed Gulu Village with rich tourism resources such as sightseeing, adventure, and camping, and is a paradise for outdoor adventure, with great potential for the development of rural tourism [1]. With the help of tourism resources, Gulu Village actively explores a new model of integrated development of agricultural tourism, builds at the entrance of Gulu Village on Provincial Highway 306, builds parking lots, tourist reception centres, and loops through ropeways and mule roads, so that tourists can not only feel the convenience of ropeways, but also experience the steepness of passing through mule and horse roads to ancient roads, fully demonstrating the tourism value of ancient roads.

#### **3.2. Dig Deep Into Yi Culture**

Due to traffic reasons, Gulu Village has been "isolated" from the outside world for a long time, although it restricts development, but retains the original ethnic folk culture and natural landscape, Gulu Village intangible cultural heritage and Yi customs are outstanding, with Bimo culture, 3 national intangible cultural heritage (Yi ethnic year, Yi ethnic costumes, torch festival) 1 provincial intangible cultural heritage (pole wine making skills), preserved Yi marriage customs, favoured by tourists. Therefore, efforts can be made to explore the history and culture of the Yi people in Gulu Village [2]. The first is to do a good job of "seeing" articles, build an exhibition hall for the party history and poverty alleviation in Gulu Village, display the party history of Gulu Village, and show the achievements of poverty alleviation. The second is to do a good job of "listening" articles, telling the story of Gulu Village from the ladder to the mule horse road to the sightseeing ropeway, the villagers from uncovered clothes to a well-off in all respects, danger and steepness, poverty and wealth, speed and passion will surely cast a mysterious veil on Gulu Village. The third is to do a good job of "eating" articles, through the cultivation of farmhouses, so that tourists can eat authentic Yi special food, through the bacon, local chicken, "pole wine" and other natural ecological food of Gulu Village into tourism commodities, truly achieve the integration of travel and shopping, and gradually realize the goal of "bringing the ancient road home" and allowing the villagers to get benefits.

#### **3.3. Promote the Integration of Agriculture and Tourism**

The development of characteristic industries is the "blood-making" driving force for poverty alleviation and rural revitalization in Gulu Village. In the past, the villagers of Gulu Village had to grow corn and potatoes to fill their stomachs. Since 2012, the local area has vigorously developed cash crops such as walnuts and peppercorns. Gulu Village actively explores the mechanism of "asset income poverty alleviation", encourages public participation, and effectively solves various problems encountered in planting and the problem of agricultural product sales. The Tianti Rural Tourism Cooperative of Hanyuan County established in Gulu Village has absorbed 77 members from 16 households and organized members to visit Ya'an, Leshan, Chengdu and other places to

learn the experience and practices of agricultural and tourism integration. The government invested more than 440,000 yuan to install 34.4 kilometers of industrial watering pipelines, and newly developed 264 mu of peppercorns and 2,800 mu of walnuts. Affected by the tourism economy, Gulu Village vigorously encourages the masses to develop characteristic ecological breeding industry, launches ecological foods such as bacon, local chicken, and "pole wine", develops walnuts, honey, peppercorns, white tea and other commodities, and gradually realizes "bringing Gulu home". In 2018, Gulu Village received more than 54,000 tourists, achieved tourism income of more than 2.63 million yuan, and increased the per capita income of poor households by about 1,200 yuan, and achieved remarkable results in tourism poverty alleviation.

In terms of industrial assistance, the first is to help the masses expand the scale of industry. From 2019 to 2020, we will strive to help units fund 47,800 yuan, purchase Hanyuan Zhenglu peppercorn seedlings, distribute them to 44 poor households in Gulu Village who are willing to develop, and increase the peppercorn planting area by 535 mu. The second is to strengthen planting technology training [3]. Gulu Village produced 3,500 mu of walnuts and 1,500 mu of peppercorns, and organized 6 soil experts to explain and demonstrate the management and protection techniques of yellow fruit mandarin pruning and shaping, combing flowers and combing fruits, fertilizer water management, and pest control. Soil experts were invited to carry out four training sessions on peppercorn planting and management techniques in Gulu Village, training 426 poor people. The third is to explore a new model of integrated development of agriculture and tourism. Yongli Yi Ethnic Township actively carried out homestay reception management training, guided the masses to open farmhouses, and the number of family farms in the village increased to 39 and 11 farmhouses.

#### **4. Development Funds for Ethnic Minority Areas help Modernize the Integration of Agriculture and Tourism**

##### **4.1. The Necessity of Complementing and Strengthening the Chain**

The people of Gulu Village seized development opportunities in the stage of poverty alleviation and vigorously developed the planting industry and rural tourism industry. However, due to the scattered residence of the people in Gulu Village, the restrictions on traffic conditions and the lagging public cultural infrastructure of the masses, the local people of Gulu Village have no public cultural entertainment activities, and there are no basic ethnic cultural experience projects for tourists from other places to enter Gulu Village for sightseeing. At the same time, with the increasing number of tourists from other places, the problem of tourist parking difficulties after tourists arrive at the ancient road has not been effectively solved. Therefore, it is necessary to effectively solve the problem of parking difficulties for foreign tourists through the construction of ecological parking lots, effectively meet the needs of foreign tourists to experience national culture through the construction of Yi ethnic culture square and bonfire square, and meet the needs of foreign tourists to enjoy the majestic scenery of Dadu River Grand Canyon National Geopark through the construction of viewing platforms [4]. The "National Unity and Progress Project (Demonstration Village)" project funded by the development of ethnic areas focuses on improving the carrying capacity of ancient road tourism by improving tourism supporting facilities, and plays the role of strengthening the chain and complementing the chain. The project focuses on highlighting national culture, highlighting the themes of arduous migration roads, great ethnic unity and common prosperity, and shows the ethnic culture and historical changes of Gulu Village to tourists from all over the world by means of wall paintings. Optimize the site selection of the Yijia style viewing platform to meet the needs of tourists to enjoy the Dadu River and Grand Canyon in a panoramic view; In addition, a local product sales area has been set up in the tourist reception center to promote the sales of bacon, walnuts, peppercorns, local chicken and other characteristic agricultural products of the people in Gulu Village, bringing tourists a multi-level and all-round sense of realistic experience.

## **4.2. Construction of National Unity and Progress Project (Demonstration Village)**

In June 2021, the Provincial Minzu Committee issued 2.5 million yuan to Hanyuan County for the construction project of "National Unity and Progress Project (Demonstration Village)" in Gulu Village, Yongli Yi Ethnic Township. The project will build one bonfire square with a construction area of about 600 square meters and one viewing platform with a construction area of about 40 square meters (including trails) in Group 2 of Gulu Village, build one Yi Ethnic Cultural Square with a construction area of about 500 square meters in Group 5 of Gulu Village, build an ecological parking lot with a construction area of about 2,000 square meters next to the G245 line in Gulu Village, and strengthen the retaining wall of the original trail by about 450 cubic meters. The Yi Cultural Square and Bonfire Square effectively meet the needs of foreign tourists to "stay" and "watch" the Yi song and dance performances; The Yi ethnic characteristic viewing platform meets the needs of foreign tourists to enjoy the majestic scenery of the Dadu River Grand Canyon National Geopark; The ecological parking lot greatly alleviates the practical problem of parking difficulties for tourists from other places, and can increase some village-level collective economic income. The completion of these infrastructures has strengthened the tourism carrying capacity and retention capacity of Gulu Village, and further increased the income of residents through the flow of tourists and tourists to drive the development of characteristic industries, which is a virtuous circle of continuous development of Gulu Village [5]. On the one hand, it can promote the sales of local characteristic agricultural products; on the other hand, it can more widely mobilize villagers to actively participate in homestays, catering and supporting services, further increase income, and benefit 1815 people from 618 households (680 people in 215 Yi ethnic groups).

## **5. Achievements in the Development of Characteristic Industries**

### **5.1. Direct Economic Benefits**

Today, the industry of Gulu Village is "alive", the peppercorns and walnuts scattered in the village are no longer worried about sales, rural tourism is no longer worried about the source of customers, and Gulu Village has found a new way to become rich and well-off.

#### **5.1.1. Increase the Income of the Masses from the Sale of Agricultural and Sideline Products**

With the improvement of tourism facilities in Gulu Village and the increase of tourists, the enthusiasm of the masses to develop characteristic ecological breed breeding industry is high, and ecological health foods such as bacon, local chicken, "pole wine", stone-ground handmade bean blossoms have been launched, and special agricultural products such as walnuts, honey, peppercorns and white tea have been developed, allowing tourists to bring home the characteristics of Gulu.

#### **5.1.2. Increase the Income of the Tourism**

At present, the number of family farms in Gulu Village has increased to 50, and the number of farmhouses has increased to 20, increasing tourism to further improve the reception capacity of tourists, allowing tourists to travel in Gulu, eat in Gulu, and live in Gulu. The tourism industry is an intrinsic factor driving the prosperity and development of Gulu Village, and the original and strong Yi culture of Gulu Village is the essence of the tourism development of Gulu Village. By displaying traditional culture and Yi culture and improving tourism infrastructure, the tourism carrying capacity of Gulu Village has been greatly increased.

### **5.2. Retain Historical Roots and Spread Traditional Culture**

Gulu Village has been included in the list of traditional villages in China and is the "most beautiful ancient village in Sichuan", with the most original Yi cultural heritage, many intangible cultural heritage, and high cultural value. Gulu Village attracts tourist groups to experience the ancient customs of the Yi ethnic group by displaying its traditional cultural image to the outside world, further enabling tourists to deeply appreciate the characteristic culture, creating the

advantages of combining culture and tourism, and promoting excellent cultural inheritance.

### **5.3. Strengthen the Village Collective Economy**

The village collective economic assets formed after the completion of the Yi Cultural Square and Bonfire Square and the ecological parking lot have become a new source of continuous income, only taking the newly built parking lot as an example, taking the Spring Festival and National Day as an example, the Spring Festival and National Day are calculated by parking 400 vehicles per day, and each vehicle is charged at 10 yuan, the parking lot can increase the village-level collective economic income by more than 50,000 yuan, which is of far-reaching significance to the growth of the village collective economy. During the "May Day" period in 2022, Gulu Village received more than 5,000 tourists, reviving the hot situation. The scale of income generated by the collective economy of Gulu Village through the development of characteristic economy through industrial support working capital investment continues to expand and diversify. At present, the collective economic principal of Gulu Village has been formed with 1.1 million yuan, invested 620,000 yuan in Shengxiang Cultural Tourism Company and 480,000 yuan in Huannan Bacon Company, with a total cumulative investment income of 429,000 yuan from 2016 to 2022, including 193,500 yuan in Shengxiang Cultural Tourism from 2016 to 2022 and 235,600 yuan in Huannan Bacon 2017-2022. The rent of the tourist reception centre is 90,000 yuan for 3 years.

## **6. Conclusion**

Gulu Village is located in the core area of the Dadu River Grand Canyon of the National Geopark, which belongs to the important node of the Grand Shangri-La Loop and Panxi Sunshine Journey. Driven by the "integration of agriculture and tourism" model, Gulu tourism has been further improved after the implementation of the "National Unity and Progress Project (Demonstration Village)" construction project, tourists climb the mountain on foot, take the ropeway, taste Yi family food, experience folk customs and customs, enjoy the scenery of the Grand Canyon of the Dadu River, and praise the magnificent scenery of Gulu Village and the traditional culture of the Yi people.

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