

Research on "Mango + Tourism" and Village-level Collective Economic Growth

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Abstract: In the adjustment of industrial structure, through the development of characteristic mango planting, the village seeks changes and innovations in the development of new formats and new models, promotes the transformation of mango production area into scenic spots, releases new vitality for the implementation of the rural revitalization strategy, and provides a new path for building a common prosperity and beautiful society with the recognition of Panzhihua City. The village makes full use of its own human and natural advantages, combined with modern science and technology, to transform traditional resource advantages into practical economic advantages. The comprehensive benefits of the collective economy of the village through the development of modern characteristic industries are very significant, and the protection and inheritance of national culture is realized while promoting social and economic development, which has significant demonstration significance in ethnic areas.

1. Introduction

With more than 1,800 people in 530 households and ethnic minorities accounting for more than 65% of the total population, Hunsala Village is a Yi ethnic village with a strong ethnic culture. The location of Hunsala Village is advantageous, 20 kilometres away from the main urban area of Renhe District of Panzhihua City, and the Zonglong Road runs through it, with convenient transportation. Tourist facilities and attractions such as the visitor reception centre, mango exhibition hall, Thocho Inkstone National Arts and Crafts Master Studio, and Hunsala Mountain Villa are built along the road, and the road is hardened and perfect. At the same time, through the "toilet revolution" and "beautiful village", the village has promoted infrastructure improvement projects aimed at "two transformations" (renovation of kitchens and toilets), "five modernizations" (hardening, greening, beautification, lighting, purification) and "four links" (water, electricity, ventilation and networking), so that the living environment has been further improved. Hunsala Village has successively won the honours of "National Civilized Village", "Sichuan Ecological Village", "Sichuan Rural Tourism Demonstration Village", "Provincial Rural Revitalization Demonstration Village" and "Provincial Ethnic Unity and Progress Demonstration Village".

2. Industrial Development of Hunsala Village

2.1 Hunsala Village takes Mango Industry as the Leading Industry

Hunsala Village is located in the southeast mountainous area of Renhe District, Panzhihua City, east of Jinsha River, altitude between 970~2105 meters, belongs to subtropical semi-arid monsoon climate, annual average temperature of 20.5 °C, annual rainfall of 800mm, annual sunshine hours of 2700 hours, frost-free period of about 350 days, annual average day and night temperature difference of about 15 °C. Under the leadership of village cadres, the whole village makes full use of the environmental advantages and resource advantages of convenient transportation, sufficient sunshine, fertile soil, large temperature difference between day and night, etc., which are particularly suitable for high-quality mango cultivation, and vigorously develops the mango

industry^[1]. Compared with other production areas, the mangoes produced in this village have the characteristics of high quality and late ripening, smooth meat, sweet taste, rich nutrition, high edible rate, higher sugar content and better taste. The village has developed mangoes into the leading industry in the village by mobilizing the masses to plant spontaneously and building collective demonstration gardens. From the 100-mu trial planting of Hunsala in 1988 to the current million-mu industrial belt, the dry and hot valley of the Jinsha River has built a mango planting advantage area with "the highest altitude, the northernmost latitude, the latest ripening and the best quality" in China^[2]. At present, the village grows 20,000 mu of high-quality mangoes, mainly with varieties such as Jilu, Jinhuang, Renong No. 1, Kate, etc., more than 2,000 mu of early, medium-ripening varieties and more than 18,000 mu of late ripening, with an annual output of 10,300 tons of mangoes and an output value of 60 million yuan. In 2021, Renhe District successfully established a five-star modern agricultural industrial park in Sichuan Province, and Hunsala Village is located in the core area of this modern agricultural park, known as the "first village of mangoes" in Panzhihua City. In 2021, the per capita disposable income of farmers reached 30,000 yuan, ranking first in Renhe District, and mango income accounted for more than 90% of the villagers' annual income.

2.2 Integration of MANGO, Culture and Tourism

Relying on the mango industry and national culture, Hunsala Village enriches the core of the mango industry through cultural mining, builds a marketing platform around cultivating mango sales talents, uses new media, enhances the popularity and output value of Panzhihua mango, develops the rural tourism industry, and effectively opens up new ways for the masses to increase income. In the process of social and economic development, the village adhere to the principle of "combining development and protection", on the basis of protecting the local ecological environment, mobilize the participation initiative of local residents, organically integrate the functions of residence, production, tourism and other functions through planning, improve the production and living conditions of local residents, seek the unity of the three benefits of economic and social environment, and minimize the damage to nature. On the basis of vigorously developing the mango industry, Hunsala Village focuses on upgrading the rural tourism industry, promoting the integration and sustainable development of agriculture and tourism combining agricultural tourism, leisure tourism and rural sunshine health and health homestays, which will greatly improve the leisure agricultural industry chain of Hunsala Village, promote the stable increase of farmers' income, and the continuous development and growth of the collective economy, and strive to build Hunsala Village into a rural tourism boutique village and demonstration village that complements the liveability, work and beauty of the village. The village has been built as a two-star Hunsala rural tourism area, including the only exhibition hall with the theme of mango industry in the country - mango exhibition hall, Thocho Inkstone national arts and crafts master studio, flower expo garden, Youxibai fruit orchard, ethnic style farmhouse, modern five-star mango industrial park core area, etc., which is a good place for urban residents to relax and vacation.

3. The Collective of Hunsala Village Gives Full Play to the Function of Helping Farmers Increase Income

3.1 Introduce and Promote the Achievements of Modern Agricultural Technological Innovation

Focusing on the requirements of prosperous industry, Hunsala Village has vigorously developed the mango industry, from only two mango varieties in the past to more than 20 varieties today. It not only enriches the variety of varieties, but also adjusts the industrial structure, improves the varieties to meet the standards of early, middle and late ripening, and staggers the peak period of the market, so as to stabilize the price. Hunsala Village conducts free mango planting technology training once or twice a year for mango growers, so as to improve their scientific planting and management capabilities and achieve the purpose of ensuring the quality of mangoes in Hunsala Village. In

cultivation management, we always pay attention to maintaining the ecological environment and the pollution-free use of pesticide fertilizers, and passed the green food certification in 2004, in which the world-renowned varieties introduced - Avenues, Haydn, Kate, Kent, Jilu, sold to Beijing, Xi'an, Shanghai and other places, to accelerate the economic development of the village, help farmers increase income, play a leading role in demonstration. In the provincial five-star modern agricultural park, Hunsala Village has formulated a standard system for promoting the whole chain of mango planting for seedlings, planting, insecticide and picking in combination with local conditions^[3]. The introduction of intelligent management system covers the dynamic monitoring system of pests and diseases, the integrated system of water, fertilizer and medicine, the meteorological system, and the traceability system, so as to digitally "empower" each mango tree. Thanks to technological progress, the income of fruit farmers has been rising, 60% of the farmers in the village have an annual income of between 100,000 and 200,000 yuan, and 65 households with an annual income of more than 200,000 yuan.

3.2 Explore the Establishment of a Development Model of "Branch + Association + Company + Farmer"

In order to further expand, strengthen and optimize the mango industry, in the process of industrial development, the village party general branch has gradually explored and established a development model of "branch + association + company + farmer", organically combining the party's political leadership advantage with the professional and technical advantages of professional associations, and constantly broadening the road of economic development. The village collectively transferred more than 4 acres of mango orchards as demonstration gardens, and through the close transformation and thinning of fruit trees, the addition of green prevention and control + intelligent development systems such as solar insecticide, insect detection and reporting and bacterial cell collection system drove the area to cover tens of thousands of mu of mango orchards, promoting fruit farmers to reduce the cost of pesticides by two-thirds and improving the quality of mangoes. Due to the injection of high-tech elements, the production of mangoes in the village has decreased but not reduced, and the income is relatively stable.

3.3 Development of New Formats and New Models

Not satisfied with the affluence of personal income, Hunsala Village continues to actively explore new paths to promote the prosperity of industries, develop new formats and models, promote the "transformation of production areas into scenic spots", and promote the coordinated development of agriculture, culture and tourism. In order to promote the prosperity of the industry in Hunsala Village, Dalongtan Yi Ethnic Township focused on the construction of the core area of the provincial five-star modern mango industrial park, focused on supporting Hunsala Village to further clarify the development positioning of Panzihua-Xichang Mango's birthplace, comprehensively supported its promotion of the construction of science and technology and standardization demonstration base, and supported its development of key cultural tourism projects, and built ecological leisure and sightseeing spots such as mango exhibition hall, flower expo garden, and subtropical rare fruit orchard in the village to increase the village's tourism income.

4. Sichuan Province Ethnic Area Development Fund Helps Hunsala Village Improve Quality and Efficiency

With the Sichuan Province Three States Development Fund (renamed as Sichuan Province Ethnic Area Development Fund in 2019), the village has realized the creation of mango characteristic industries from production area to scenic spot.

4.1 Construction of Production and Marketing Network

4.1.1 Build an E-commerce Service Centre

Hunsala Village uses the position of the village committee to build an e-commerce service centre, and builds 2 live broadcast rooms in the idle office of the village committee, equipped with

computers, cameras and other hardware, to provide an entrepreneurial platform for college students returning to their hometown to start a business, attract college students who return to their hometown to start a business, expand the sales channels of agricultural products in the village, and enhance the popularity of Panzhihua mango^[4]. According to the proportion of 0.5%~1% of sales, the annual benefit for the village collective is about 20,000 yuan.

4.1.2 Online Platform Sales Practical Training

Under the traditional sales model, combined with agricultural and cultural tourism, Hunsala Village keeps up with the pace of the times, constantly innovates the industrial structure, builds an e-commerce service centre, and creates a platform for college students returning to their hometowns to train and retain talents. Carry out practical training on sales of online platforms such as Douyin, invite professional teachers to explain the sales of Douyin platform, focus on cultivating excellent local e-commerce, broaden the mango sales market, and reduce the adverse impact of market fluctuations on the price of mangoes. The cultivated e-commerce companies can rent mango online sales creative studio work, use the village pavilion, core park, drones and other facilities and equipment to comprehensively introduce mango, expand mango sales channels, appropriately increase the sales price of mango, and drive the income of the agricultural industry in the village to increase income.

4.2 Create a "National Unity and Progress" Boutique Study Tour Route

Hunsala Village has built points for the study tour route, injected elements such as ethnic concentric forests and concentric bridges, and adopted forms of expression such as colour painting and propaganda spray painting to tell the story of "120,000 yuan of development funds in three prefectures in Sichuan Province to leverage the development of 100 million yuan of mango industry", so that the concept of "ethnic unity as a family and building the Chinese dream together" is deeply rooted in the hearts of the people, giving new connotations to the tourism industry of ethnic villages and driving the people to increase income^[5]. Fully integrate the existing tourism resources of Hunsala Village, including Hunsala Mango Exhibition Hall, Thocho Inkstone national arts and crafts master studio, Hunsala Villa, Observation Deck and Xianshan Wetland Park. Create an atmosphere of national unity on the Internet, fully reflect the demonstration elements of national unity and progress through national unity and progress propaganda videos, sketch landscape building, etc., and adopt the model of cooperation with well-known local tourism companies to attract local students to popularize science and leisure tours. The creation of high-quality study tour routes has brought the rural tourism industry of Hunsala to a new level, giving it a new mission, which can bring benefits to the village collective.

4.3 Construction of Modern Mango Logistics Sorting Centre and Photovoltaic Power Generation Project

Construction of modern mango logistics sorting centre in Hunsala Village, construction land of 5 acres, including steel structure greenhouse, site levelling and hardening, roof photovoltaic, public toilet, retaining wall, mainly used for mango centralized sorting, packaging, export sales. After the completion of the mango logistics sorting centre, it can greatly improve the efficiency and quality of centralized sorting, packaging and export of mangoes, attract foreign distributors to settle in, open up sales channels, increase the sales price of fruits, greatly enrich the market, and increase farmers' income. Mango sorting centre and photovoltaic power generation projects can bring benefits to the village collective.

4.4 Integrated Construction of Agriculture, Culture and Tourism

4.4.1 Build a Hunsala Fairy Cow Wetland Park

Use about 20 acres of land in the small square of Hunsala to build a "flower garden" and a "hundred fruit orchard", improve the river channel, improve the living environment of villagers, and drive the development of the tourism industry. After the completion of the Hunsala fairy cow

wetland park, it will be managed by the village collective economic company, and cooperate with the Hunsala tourism company to connect the "flower garden", "hundred fruit garden", mango exhibition hall, national Thocho Inkstone master studio, five-star agricultural park, wetland park and Hunsala reservoir. The village collectives earn income by collecting parking fees, sightseeing fees, and conducting industry-university-research training.

4.4.2 Create a Thocho Inkstone Carving Experience Workshop

Thocho inkstone is one of the famous inkstones in China, stone is produced in the southwest Panxi Rift Valley Jinsha River along the cliffs (Pingdi Town, Renhe District, Panzhihua City, Sichuan Province, Dalongtan Yi Ethnic Township), this place is called " Thocho Inkstone" in ancient times, so it is called Thocho inkstone, with its rich fat, eyes, lines, grain and many other stone colours, dominating the inkstone world, known as "Chinese colour ink". Its stone colour is purple and black and solid, the stone is dense and delicate, clean and moist, the ink is like oil, the ink is not rotten, and the stone crystal is gorgeous and rich. Inherit the carving skills of Thocho inkstone, create the Thocho inkstone Carving Experience Workshop, transform the Cao Jia Yong Thocho Inkstone Studio, in line with the theme of "the hometown of Thocho inkstone ", and deeply explore the local Thocho inkstone culture. After the completion of the project, it can be used as one of the tourist spots to increase the influence of Thocho inkstone culture, inherit the stone carving skills of Tho Stone, and drive the development of tourism industry.

4.4.3 Build a Homestay "Coconut Fragrance House"

The village collective economy invested in the shareholding to build a local homestay "coconut fragrance house" integrating catering, leisure and accommodation, and jointly drive the Hunsala service industry to develop to a high quality and high level.

5. The Development of Characteristic Industries and the Expansion of the Village-level Collective Economy are Beneficial

Through the integration and promotion of the construction of four major systems of "green and sustainable energy, green liveable living environment, green and low-carbon production mode, green and low-carbon lifestyle", the annual photovoltaic power generation can reach 2.6 million kWh, realize a profit of 1.56 million yuan, and reduce carbon dioxide emissions by 2,750 tons, realizing ecological civilization and rural governance go hand in hand, and the collective economy and people's livelihood and well-being develop together. In recent years, through asset revitalization and service income generation two modes, innovative development of collective photovoltaic transformation, land circulation contracting, provision of agricultural production water services, and full development of the village collective economy, the collective economic income in 2021 reached more than 800,000 yuan. Now the village is firmly seizing the opportunity of the construction of modern agricultural demonstration base, implementing the "double introduction and double training" plan, gathering outstanding talents, relying on leading enterprises such as Deyi Fruit Products, constantly expanding the "professional team", and promoting each other with the integration of production and villages, so that the villagers have embarked on the road to prosperity together.

6. Conclusion

Vigorous economic development is the basis for achieving national unity, prosperity and progress, and is also a prerequisite for ecological environmental protection and maintaining the stability of ethnic minorities. Hunsala Village has always adhered to the development of characteristic industries with the goal of promoting agricultural efficiency and increasing farmers' income, paying attention to the development and growth of village-level collective economy, consolidating the cornerstone of industrial development, and broadening the ways for farmers to increase income.

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