

A Review of Ethnic Minority Rural Area Tourism Development under Industrial Transition

"Case Study of Beichuan Qiang Autonomous County Sichuan-China"

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Abstract—This study aims to analyze the role of the government in the industrial transition of ethnic minority rural area from traditional agriculture to sustainable tourism industry. This research uses the Shibi concept, the concept of Beichuan Qiang's Intangible Cultural Heritage, Tourist Gaze theory and Resource-based theory. Data were collected by observation, in-depth interview, and literature study. The analysis technique used is qualitative descriptive analysis. The results of this study indicate that the government has vigorously promoted the restoration and reconstruction of Beichuan County through the development of sustainable tourism after 2008 Wenchuan Earthquake. In the process of development, Beichuan County has made gratifying progress in economic, political and cultural aspects by restoring and integrating the original ethnic minority ecological resources. Meanwhile, there are still many problems remain to be solved, such as lack of brand advantages, core competitiveness and talent.

Index Terms—Beichuan Qiang China, Tourist gaze, industrial transition, ethnic minority rural area

I. INTRODUCTION

On May 12th, 2008, a magnitude 8.0 quake which struck a southwestern province, Sichuan, China, damaged 21 cities and 39 counties to varying degrees. Most damaged areas are ethnic minority residential areas located in remote mountainous region. Due to the inconvenience of transportation and the traditional livelihood of the locals, agriculture and animal husbandry have long been the dominant industries of these areas. Thus, although many remote ethnic minority residential areas in Sichuan Province have unique ethnic cultural resources and high-quality landscape resources, these resources have not been exploited and utilized before the earthquake struck these areas.

After the great earthquake, the State Council and the Sichuan Provincial Government, taking into account the socio-economic and environmental characteristics of the earthquake-stricken areas in Sichuan Province and the advantages of geographical and cultural environment, clearly put forward that tourism should be regarded as a pioneer industry for post-disaster reconstruction in the

earthquake-stricken areas. Among these areas, Beichuan stands out as the only Qiang Autonomous County in China, not only because its ethnic minority identity, but also as a successful case of industrial transition development of Post-earthquake reconstruction area.

Beichuan located in the northwest of Sichuan Basin, about four hours drive away from the nearest metropolis, Chengdu City. Before the great earthquake, agriculture and animal husbandry were the pillar industry of the small town. Since the earthquake caused serious damage to cultivated land, the agriculture and farming have been hindered. While Beichuan has a variety of rich landscape resources, biological resources and ethnic minority cultural resources to be exploited and utilized.

On October, 2009, the UNESCO Government Committee announced that the Qiang New Year festival was included in the List of Intangible Cultural Heritage in Urgent Safeguarding List 1. As the only Qiang Autonomous County in China, Beichuan preserves a lot of Qiang's historical culture, the Shibi culture. At the same time, Beichuan is also the place of inheritance of Yu culture. However, as a minority with a long history, Qiang has no written language of its own. Under the background of national integration, especially in modern times, the integration has been accelerated and gradually unified. The inheritance of the ethnic group is now facing great challenges.

The central and local governments play an important role in the reconstruction, cultural inheritance and protection and industrial transformation of these post-disaster areas. How do the government play a leading role by rationally planning the industrial structure of Beichuan County, so that all the local resources can be used efficiently? How to vigorously promote tourism and promote the growth of other industries in Beichuan? Secondly, it is also essential to protect and promote the Shibi culture through tourism. How to attract tourists to come to Beichuan to experience, appreciate and admire the Qiang's unique culture and customs? How to strengthen locals national identity to protect the unique social cultural inheritance? This research is important to

¹ Adopted by the UNESCO General Conference on 2009. The text of the Declaration is available at: <https://ich.unesco.org/en/USL/qiang-new-year-festival-00305> (last accessed 1 May, 2019).

have a discussion and to see how the government address to these questions and how the “Beichuan Model” works.

II. LITERATURE REVIEW

A. *The Concept of Cultural Tourism*

With the rapid development of global tourism market, tourism has become one of the fastest growing industries in the world. The integration of tourism resources and cultural resources has always been an important topic. Culture is the soul of tourism, tourism is the carrier of culture. As tourism enters the era of popularization, the level of people's demand for tourism is no longer the simple "sightseeing" and "picture-taking". More people [1] prefer to stay longer and learn about the history, culture and folklore of the destination. People treasure the rich experience that the local culture brought to them by tourism [2]. As Smith [3] summarized cultural tourism in a relatively narrow sense as a product related to tourism activities such as folk culture. He believed that cultural tourism was a "memory picture" of the disappeared ways of life, learning, entertainment and other activities. Through visiting historical cultural sites, people can experience a historical remnant of the past way of life [4]. They could be realized through specific carriers, such as dilapidated houses, traditional clothing, catering utensils, stones. Profound, unique connotation of national history and culture can be revealed through cultural tourism [5].

Reisinger and Yvette [6] holds that cultural tourism is dependent on traditional culture, and it is a kind of tourism behavior of tourists who are interested in experiencing different cultures. Cultural tourism includes not only visiting historical relics, but also experiencing arts, customs, religious beliefs and other cultural things. Based on his idea, Jamieson [7] has further supplemented cultural tourism, including not only handicrafts, religious beliefs, customs, but also festivals, language, education and so on, covering a wider range. Gradually, the concept of cultural tourism introduced and promotes the idea of "slowness" that offers regional cultural discovery for individual planning tour.

B. *The Concept of Intangible Cultural Heritage Tourism*

According to UNESCO, cultural heritage shall be categorized into three different forms, including Monuments, Groups of buildings, and Sites². Johnston [8] has proven that cultural heritage site attracts tourist more compared to other tourist spots. Among which, intangible cultural heritage(ICH) is defined by Article 2 in UNESCO Concept and Significance of Intangible Cultural Heritage(CSICH) convention as:

The practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities,

groups and, in some cases, individuals recognize as part of their cultural heritage. This intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity.

Under the condition that with the change of environment, 'their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity', ICH consist of (a) traditional oral literature and the language as a carrier of the intangible cultural heritage; (b) Performing traditional art like calligraphy, traditional skills, medicine, calendar and other forms of craftsmanship; (c) traditional etiquette, festivals and other folk customs; (d) traditional sports and recreation; (e) knowledge and practices concerning nature and the universe and other.

As an important form of cultural tourism, the development of intangible cultural heritage tourism(ICHT) generate heated discussion among scholars all over the world [9], [10], [11]. Opposite viewpoints on the potential influence of the development of intangible cultural heritage tourism on local society and culture have been held by different schools of opinions. Supporting scholars argue that intangible cultural tourism promotes the development of local tourism. Through the integration of local culture and foreign culture by intangible cultural tourism, traditional local culture can be stimulated and revived or even spread to a wider area. According to Browne and Nolan [12], intangible cultural tourism can be used as a force for cultural revitalization and maintenance of cultural identity if managed appropriately through studying the status of reservation tourism development of native American Indians in the western United States. McKercher and Hilary du Cros [13] also argue that 'the decision to embark on cultural tourism must be based on sound commercial tourism reasons first and heritage management reasons second, [a point] not appreciated by some members of the cultural heritage community who see tourism as a means of achieving other agendas'. While opposition scholars believed that the development of intangible cultural heritage tourism will lead to the destruction of heritage resources, environmental overload and other negative effects. Russo [14] pointed out that the tourism of intangible cultural heritage sites will gradually decline under the influence of the number of tourists, the cost and income of tourism operation. And ICHT will mainly brings significant negative effect to the local. Ramsey and Everitt [15] believed that the development of ICHT will destroy the protection of local cultural heritage and affect the overall environment of intangible cultural heritage. As more scholars focused on the realm of ICH, both positive and negative reflections on the impact of ICHT have been raised. Rodzi and his team [16] for example, reported

² Adopted by the UNESCO General Conference on Nov. 1972. The text of the Declaration is available at: <http://whc.unesco.org/en/conventiontext/> (last accessed 6 May. 2019).

both the positive and negative aspects between cultural tourism and intangible cultural heritage by looking at the various effects of tourism development through scholars' work throughout the world. Astawa and her team [17] pointed out that the development of ICHT will inevitably affect local culture through the production of disposals (wastes), the change of ecosystem, in addition, it may also lead to the loss of traditional habits and cultural heritages and other negative effects. However, they emphasized the importance of harmonious culture and sustainable tourism.

C. The Concept of Industrial Transition

Researches on the relationship between tourism and economic development have been conducted among different countries. The promotion of the economic transformation through tourism in developing areas is mainly reflected in improving infrastructure, raising taxes, promoting the revival and inheritance of traditional culture, increasing local employment, promoting investment, stimulating consumption and enhances the income level of the local people [18]. Research shows positive relationship between tourism and both the GDP level and economic growth of different developing countries, such as African countries [19] as well as Latin American countries [20] have been found. Then studies focused on a world-wide panel of countries have been carried out. According to Lee and Chang [21], tourism development has a greater impact on GDP in non-OECD countries than in OECD countries. In the same year, Sequeira and Nunes [22] argued that tourism specialization is an important determinant of economic growth for big countries.

However, some scholars pointed out the possibility of a Dutch Disease phenomenon caused by tourism. According to Copeland [23], adjustments are necessary because there are important differences between tourism and commodity exports. Following research shown that small cities are prone to be "Dutch disease" for the factors of production is too concentrated in tourism, which will restricts the development of other industries and urban economy. Later, Javier and his team [24] proved that Spain's Balearic Islands and Canary Islands are over-reliant on tourism development that the phenomenon of "Dutch Disease" appears.

Chinese scholars had a heated discussion on the relationship Dutch Disease and Chinese tourism development. Xu Hongquan [25], a domestic scholar, put forward the transmission mechanism of "Dutch Disease" do exist in resource-based tourism destinations in China. That is, the government's high expectation of tourism development profits leads to insufficient support for other industries. Thus, the excessive investment in tourism causes the price of land and other resource elements to rise, deteriorating the investment environment, which eventually limits the choice of industries. Liu Changsheng [26] also believed that "Dutch disease" exists in China's tourist destinations. Although the rapid expansion of tourism industry will improve the social

welfare level of tourist destinations, the "Dutch disease effect" will reduce its social welfare level to a certain extent. Xu Wenhai and Cao Liang [27] argued that the expansion of the tourism sector would increase the relative price of non-tradable goods, squeezing out the factors of production at the expense of the development of the trade sector, namely the "Dutch Disease" effect. Zuo Bing [28] used econometric analysis from the provincial spatial level to examine the existence of "resource curse" and its transmission mechanism in China's tourism industry. Due to this study, it is believed that the role of tourism development in China's current economic growth is "curse" rather than "gospel".

Not all scholars are in favor of the Dutch Disease effect. On the contrary, Holzner [29] found out that there is no danger of a Dutch Disease Effect on tourism dependent countries, for they do not face real exchange rate distortion and deindustrialisation but higher than average economic growth rates. Based on the advantage degree of tourism resources, Han Chunxian [30] suggested that the Dutch disease effect could be avoided by investing and marketing the tourist areas to construct capital-intensive tourism industries. By looking at an ICHT area in Tibetan, Han Fugui [31] proposed using the resource compensation mechanism as well as circular economy development model to solve the Dutch disease effect problem in ICHT tourism development. It is also believed [32] that in the process of ICHT development, different stakeholders, including the state, local government, local residents, tourism operators, cultural inheritors and so on [33], will need to balance the power between one and another to prevent the Dutch Disease syndrome occur [34].

III. RESEARCH METHOD

This research is a qualitative research with sociological approach of tourism. This research is explorative study to analyze the role of the government in the industrial transition of ethnic minority rural area from traditional agriculture to sustainable tourism industry based on Beichuan. Therefore, this study investigates the current tourism development status of ICH areas by field trip observation and in-depth interviews with local residents, to see whether the leadership of the local government enhanced its economic growth and avoided the Dutch Disease Effect.

In order to achieve a goal, solve the problem, find a way out in the post-earthquake reconstruction development of ICHT products based on Qiang culture. Qiang cultural tourism products based on the overall tourism products in the ICH village, including diversified forms of Qiang people's folk culture and scenic mountains attractions, accessibility, supporting facilities and network. This research is located in Beichuan County in Qiang Autonomous Region. The reason for selecting this location is because the development of Beichuan County have been known to the public and tourists for its

cultural products based on Qiang culture, such as Qiang building, Qiang Year Festival. Thus, the dynamics of its development can be seen from before the entry of tourism industry and now after the county develop as tourism.

IV. RESULT AND DISCUSSION

A. Result

Under the national urban-rural co-ordination industry development strategy of China, the economy of rural area has been constantly improved as the interaction between urban and rural residents increased. However, like the rest of the world, the economic development of rural ethnic minority habitation areas tend to be restricted to the remote geographic location as well as barren material resources [35]. The elements, types, nature, value and quantity of resource of an ethnic village determines the means of livelihood and its economic development path. While with the increasingly serious contradictions such as more people and less land, over-dense agriculture and reversal of human-land relationship, the development of planting agricultural economy in ethnic minority habitation areas is constrained by the limited land resources. Thus, most ethnic villages in China want to realize the transformation from subsistence farming to commodity farming [36]. However, when traditional agriculture intends to upgrade to mechanized and large-scale modern agriculture, the mountainous environment and costly "upgrade" fee in ethnic minority areas become the main restrictive conditions. Hence, a sustainable way to maintain ethnic minority villages livelihoods by developing rural cultural tourism industry [37] through integrate ethnic culture and natural landscape resources have been explored among many ethnic minority habitation of the world [38].

1) *The current situation of ICHT in Beichuan*

With the increase of Beichuan's popularity for its unique post-disaster culture and national culture, the development of ICHT industry has made great progress. Firstly, the number of tourists and tourism revenue have increased significantly. According to the statistics of 2017, the county received more than 5 million tourists in 2016, with an increase of 559.5% than the year before the 2008 earthquake. Tourism revenue reached 1.99 billion RMB, with an increase of 646.03% than 2007. Only for the three-day national holiday of New Year Festival of 2019, Beichuan received 61,384 tourists, with an increase of 7.46% over the same period last year, and realized a total tourism revenue of 16,571,700 yuan, with an increase of 6.38% over the same period last year.

Secondly, the government investment in tourism has increased. With abundant financial support, the destroyed scenic spots during the big earthquake have been restored and the infrastructure has been improved significantly. Under 11 years construction, Beichuan County has one national AAAAA-level scenic spots-Qiang City Tourist Area, two national AAAA-level scenic spots, one national AAA-level scenic spots, one national nature

reserve area, one agricultural science and technology exhibition center. Take the three days Qingming Dynasty in 2018 as an example, Qiang City Tourist Area in Beichuan received 803,000 tourists and realized tourist income of 19.43 million yuan; Jiuhuangshan Scenic Area in Xiqiang received 248,000 tourists and realized tourist income of 10.7148 million yuan; Yaowangu Scenic Area received 22,200 tourists and realized tourist income of 7.8845 million yuan; Xianhai District received 51,000 tourists and realized tourist income of 7.55 million yuan.

In addition, tourism-related infrastructure industry, tourism catering industry, tourism accommodation industry and tourism culture industry driven by these tourist attractions have also been vigorously developed. Beichuan has received assistance from various parties after the disaster, roads damaged by the earthquake have been restored, and even roads leading to some remote towns have been unobstructed. With the construction of high-speed rail, it takes only 0.5 hours from Chengdu to Mianyang, and another hour drive from Mianyang to Beichuan. All of these elements have positive influence of Beichuan tourism development.

Nowadays, Beichuan's tourism industry has entered the steady development period. At this stage, Beichuan tourism products tended to develop steadily under the relatively stable environment market. On April 6, 2017, Beichuan Jiuhuangshan Ecotourism Co., Ltd. successfully listed on the new third board, becoming the first A-level listed companies in tourist attractions in Mianyang City and Beichuan County. Although the development of ICHT in Beichuan seems to have positive effects on its local economic industries at current stage, the expansion and development of tourism has entered a bottleneck period. That is, how to better integrate the ICHT products with the culture so that a sustainable tourism model can be developed and introduced to other similar ethnic minority areas in China. To answer that, innovative elements also need to be added to enhance competitiveness in order to promote better development of ICHT and to prevent Dutch Disease Effect.

2) *The role of local government in ICHT product sustainability*

After the 2008 earthquake, the state government provide strong support on the post-disaster reconstruction of Beichuan County by launching a series of preferential policies. Under this influence, the political and economic environment of Beichuan has undergone tremendous changes along the years. Tourism as a leading industry encouraged and supported by the government has played an important role in the economy recovery period of Beichuan County. In order to have a comprehensive understanding on the role that local government played in the ICHT product development, the study analyzed the macro environment of Beichuan's tourism industry by using PEST model.

a. Political Environment

Beichuan County is the only Autonomous County of ethnic minorities in China. In addition to Qiang people,

there are also Han, Tibetan, Hui and other nationalities living in Beichuan County. After the big earthquake, General Secretary Hu Jintao highlighted the need to increase the consumption of services and tourism on the Central Economic Working Conference held in December 2008, marks the beginning of the governmental support for Beichuan's tourism development policy.

In 2011, on the executive meeting of Mianyang Municipal authorities, local government released the General Plan for The Development of Tourism Industry in Mianyang City (2010-2020), known as the General Plan, pointed out the strategy of building the national level of tourist destination of the combination of new(post-earthquake) and old(before earthquake) Beichuan. According to the General Plan, local government of Mianyang City tried to develop the whole area into an outstanding tourism destination that attracts tourists through the combination of the legacy of Qiang-Tibetan culture heritage, ancient Shu civilization, Three Kingdoms civilization, as well as the natural ecological landscape resources.

According to the local government report of Beichuan County on the development of 12th Five-Year Plan in 2017, Beichuan strives to promote the transformation of industries by emphasized the importance of equal development of three major industries, including tourism, the secondary industry and agriculture. For tourism, the County founded the first national 5A tourist attraction of the area, with the total tourism revenue quadrupled.

b. Economic Environment

After the Wenchuan earthquake, the state has carried out unified planning for post-earthquake reconstruction with great financial support. Beichuan County has established a special fund for ICH protection. The source of funding for protection and inheritance of traditional culture comes from 1) special ICH protection funding from superior government and international institutions like UNESCO; 2) local government financial budget; and 3) donations from organizations and individuals at home and/or abroad.

These funding are conducive to expanding ICHT products, creating high-quality ICHT categories, and promoting diversified development of tourism products.

c. Social Environment

During post-earthquake reconstruction, chairman of the village committee of Dasi Village, Keku Township, Wenchuan County, Yang Zhiwen led villagers to afforest barren mountains and brought modern agriculture, ecological tourism and ancient Qiang culture safeguarding into sustainable development.

Since the Qiang Year Festival was inscribed on the List of UNESCO in 2009, the local government and the Qiang people further recognized the intangible cultural property and value of their traditional festival as well as the risks it faces. Thus, in 2009, a four-year safeguarding action plan (2009-2012) with the overall objectives as follows, 'to support representative bearers of the festival in all aspects and to encourage the inhabitants in order to revitalize the traditional festival activities; to make clear

the viability situation to resume the festival activities after the earthquake; to set up a database for relevant materials and documents; to rebuild the transmission and practice training center for the element and to improve the mechanism for transmitting the element' have been enacted and implemented in the ICHT areas including Beichuan County.

d. Technology Environment

With the rapid development of Internet technology in recent years, the Internet industry in Beichuan has also made great progress in recent years. Relying on the Internet platform such as Douyin(Tik Tok), Mafengwo(travel blog), Weibo(Chinese Twitter) and WeChat Subscription, the local government is able to promote its ICHT product to urban citizens. Technology can broaden the marketing channels of ICHT.

As the first general airport in Sichuan Province, Beichuan General Airport, is granted in 2014, completed in 2019 and will be put into operation in 2020. As the core technology project of Mianyang Science and Technology City (Beichuan) General Aviation Industrial Park, in the next step, the park aims at form an aviation manufacturing, aviation services and aviation leisure tourism industry chain.

3) The challenges and opportunities of ICHT development

Through interviews with local residents and tourists in Beichuan County, challenges and obstacles have been found during the development of ICHT.

In the current stage, Beichuan's ICHT industry has developed rapidly, but is insufficient as the motive industry of local economy. On the one hand, tourism as the main industry for the reconstruction of Beichuan after the disaster, has drawn people's attention to the progress of its post-disaster reconstruction and to the attractive intangible heritage cultures. On the other hand, national and local governments had invested huge amount of manpower and material resources to restore and expand the tourism infrastructure to support the development ICHT of Beichuan. While from the perspective of tourism service recipients, half of the interviewed tourists complained about the local infrastructure construction, service industry around tourist destination, and the design of tourist routes, etc. Thus, there are several main challenges and obstacles hold back the development of ICHT of Beichuan.

First, tourism propaganda is not active and intensive enough that most of the tourists do not know anything about the ICHT products and do not care for it either. As far as the interviewed tourists are concerned, 88% of them choose Beichuan as the tourist destination because they already know this place for the big earthquake, as well as for its beautiful natural scenery. Only one interviewee said she came to Beichuan because she learned about the ICHT product on Weibo. 70% of the interviewee said that they do not know about the Qiang Year or other ICHT products. 85% of the interviewee choose the tourism products arranged by the travel agency.

Second, the lagging development of tourism surrounding industries leads to a large loss rate of tourists. According to 40% of the interviewed tourists, the convenient traffic and the poor living condition of tourist destination surrounding hotels made them choose to drive to a nearby bigger city, such as Mianyang and Jiangyou for accommodation. One interviewee suggested that 'the government should pay more attention to the development of the complementary tourism industry in Beichuan other than just the scenic spots. A friend of mine opened a hotpot restaurant in Beichuan. At first, he planned to rely on the massive amount of tourists that ICHT might brought, but now I hear that it is not as good as expected.'

Third, the lack of attractive local products for both ICHT products and local travel souvenir. As a interviewed tourist said that 'I cannot tell the difference (of ethnic tourism products in Beichuan) with the ethnic tourism products from other place such as Jiuzhaigou. Although the local government tried to build an original ICHT brand of Beichuan, the lack of original product might hinder this vision. Although there are viability of the element included in the regional festival cultural activities as saleng dance, sheepskin drum dance, Qiang flute, Qiang embroidery, mountain circumambulation and Qiang-style drum, seldom of them have been introduced, designed to exhibit to the tourists.

Based on the result of the tourists interview, it is believed that the ratio of tourists staying is low. The customer consumption ability is not strong, in addition to several stores, restaurants, and entertainment businesses, the main consumer group limited to the locals.

Interviews with local tourism service providers (Cloud Travel Agency staff) provided a different analyze angle of the challenge. According to them, the current tourism industry development of Beichuan is in good condition, but infrastructure and tourism brand await improvement. To be specific, as far as the number of visitors is concerned, the development bias of tourism products is quite obvious. Jiuhuangshan, Xiaozhaigou and earthquake sites are extremely popular scenic spots, while the number of people in Xunlongshan and Yikou Qiang villages is relatively small. Among which, the ICHT products are quite limited provided. Besides, comparing with other tourist destination, tourist reception time in Beichuan is short. As a result, most of the visitors can only go to one single scenic spots. Thus, the setting of tourist routes also needs to be improved.

Besides, from the observation of Beichuan and the communication with the local people, it is learned that the main industrial base of Beichuan before the earthquake was forestry and agriculture. The education level of the local residents were low as well as the employment rate. After 5.12 earthquake, a large number of younger generations become migrant workers in nearby cities. The loss of main local labor force also hampered the development of tourism industry of Beichuan.

In a word, although Beichuan's tourism resources are numerous, but also scattered, causing the unique ICHT characteristics difficult to fulfill. Under the exploration of

ICHT, the combination tourism development of ICH and post-disaster resources can be pioneering and challenging.

B. Discussion

Beichuan county has a vast territory with a variety of types of mountain scenery. The alpine ecological natural system with rich species resources provide the development of tourism a wealth of natural and original landscape resource. Beichuan's beautiful natural environment, pleasant climate, excellent air and water quality lay a good environmental foundation for the development of leisure tourism products. What's more, Beichuan's unique ICH and architectural complex of Qiang make it stand out from other surrounding tourist attractions.

According to the 2017 population survey, other than 61.5% Han nationality, there are up to 33 ethnic minorities including Qiang, Tibetan, Hui, Tujia, etc, accounting for 38.5% of the total population in Beichuan County. Among the three ethnic minorities with more than 100 people, the Qiang people has the largest number, accounting for about 95.06% of the ethnic population³. As the main ethnic minority in Beichuan County, Qiang people retained customs of jumping armor, playing oil fire, acting goat leg bone divination, holding bonfire party, and having Guozhuang dance. Some villages have also retained the style of pillbox houses with the head of a sheep as the symbol on buildings. According to historical records, Beichuan is also the hometown of water-control hero Yu the Great, one of the ancestors of the humanities. There were a large number of temples in memory of Yu the Great even before Tang dynasty. The hundreds of kilometers Ancient Ruins of Qiang Defense Wall, which runs through the whole county has been praised by historians as "skyline cultural line" and "western road to sky".

The natural environment landscape and ICH humanity landscape as unique tourism resources of Beichuan, are strength for its diversification of tourism products development. However, due to its mountainous, manufacture construction such as high way, commercial airport are difficult. Some excellent tourist attractions have rare tourists because of poor transportation system. Some areas with unique Qiang ICH has not yet been developed. Due to catastrophic destroy of Wenchuan earthquake, heavy losses been brought to the Qiang people as well as the natural environment and cultural ecology. After the earthquake, central and local governments, cultural authorities at all levels and related communities have taken a series of measures on reconstruction, among which the safeguarding for the intangible cultural heritage is top priority. Although Beichuan Qiang culture is a unique tourism brand, the declining interest in the Qiang language and culture among the young made many traditional cultural forms teeter on the brink of extinction.

³ Adopted by the Annual Report of Ethnic Population of Beichuan Qiang Autonomous County in 2017. The text of the Report is available at: <http://wap.beichuan.gov.cn> (last accessed 23 June, 2019).

Based on these challenges, beichuan county government decided to strengthening the construction of tourism supporting infrastructure, by developing a number of strong cultural features participatory tourism project along the new and old county area. Fig. 1 demonstrated the planned cultural exhibition development area of Beichuan County.

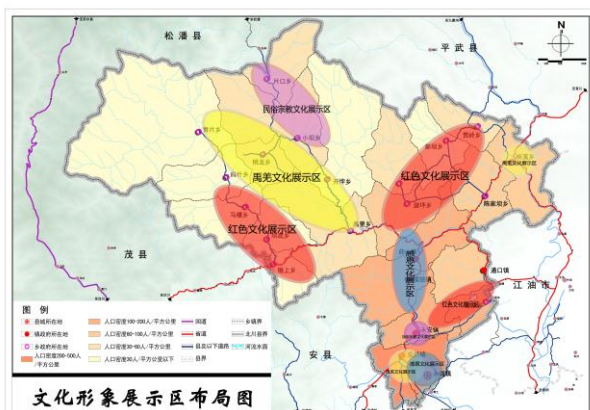


Figure 1. Cultural exhibition development area of Beichuan County⁴

According to Fig. 1, four different cultural exhibition development area have been planed.

1. Yu&Qiang culture exhibition area. Marked as yellow zone in Fig. 1, this area choose the new county as the center, integrate cultural infrastructure and commercial resources such as Qiang folk museum and characteristic commercial street. By creating a number of iconic cultural facilities to enhance the influence and popularity of Yu and Qiang culture.

2. Red culture exhibition area. Marked as red zone in Figure 1, this area tried to build the red army march memorial exhibition center with cultural display points and tourism products on the red army marching line.

3. Gratitude culture exhibition area. Marked as blue zone in Fig. 1, this area included Beichuan old county ruins, Tangjiashan barrier lake, "May 12th 2008" Wenchuan earthquake memorial hall, to commemorate the spirit of earthquake relief work.

4. Folk customs and religious culture exhibition area. Marked as pink zone in Fig. 1, this area focused on the construction of the Qiang folk museum, Gina Qiang village, stone chair Qiang village, Xiwo Qiang village, Longyin temple, Guoen temple, Yongan qixian bai tourist sites.

V. CONCLUSION

According to the macro-environment analysis and case analysis of Beichuan tourism industry, it can be concluded that the development of Beichuan tourism has a relatively good political, economic, social and technological basis with the strong support from national and local governments. It is also a strong backing guarantee for development of ICHT. The rapid recovery

of economy of Beichuan after earthquake laid a solid material foundation for the growth of tourism. In addition, the expansion of county economy and positive government policy promoted the introduction and reflux of talents, providing a strong talent guarantee for the development of tourism.

In recent years, the once rapid expansion of tourism industry has gradually entered a stage of steady development. In order to maintain the main drive force of the industry in local economy, the government needs to play a leading role through expanding propaganda, building the tourist brand with core competence, enriching special ICHT projects, and improving the related tourism industries such as catering, shopping, lodging, and transportation to enhance ICHT development of Beichuan from partial to comprehensive.

VI. LIMITATION AND IMPLICATION

1. This research mainly focuses on the role of the government in the industrial transition of ethnic minority rural area from traditional agriculture to sustainable tourism industry based on Beichuan. The current analysis used is qualitative descriptive analysis. For further research is expected to be done in more depth analysis with a more precise analysis and approach by combining qualitative approach and quantitative approach so that the conclusion obtained in the form of numbers and description. 2. Although Beichuan County is a typical Qiang Autonomy area in China, the experience and development of ICHT can be verified and quite different in other ICH areas. Thus, For further research is expected to be done in more Qiang ICH areas to provide a more accurate depiction of the current tourism development status of ICH areas. 3. For the Community, the young and migrant worker generation has not been able to participate in developing cultural tourism products. So it takes time and trust to make it possible to increase the motivation of the local residents in creating and passing down ICHT products. 4. For the Government, the threat to the existence of Qiang people will eliminate the identity of Beichuan as a cultural destination, certainly a great threat. Therefore, the government should support the development of ICHT village and seek to foster the interest of the community to become ICHT products providers. With the preservation of a comprehensive Qiang culture, then tourism will run with sustainable.

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