

Research on Protective Development of National Cultural Resources Based on Barzel's Property Right Theory: A Case Study of Xijiang Qianhu Miao Village in Guizhou

Xing He^{1,2}, Renlong You^{3,*}

¹*Institute of Management, China West Normal University, Nanchong, Sichuan, China*

²*Sichuan Research and Travel Development Research Center, Nanchong, Sichuan, China*

³*Xingyi Natural Resources Bureau, Xingyi, Guizhou, China*

**Corresponding author*

Keywords: National cultural resources, property right theory, community subject, protective development

Abstract: As the core attraction of tourism development in ethnic areas, the development of ethnic cultural tourism resources is the main form and development direction of poverty alleviation in ethnic areas. Based on Barzel's property right theory model, this paper analyzes the property right attributes of ethnic cultural tourism resources in Xijiang Qianhu Miao Village scenic spot in Qiandongnan Prefecture of Guizhou Province, and points out that the definition of property rights in the development of ethnic cultural resources in Xijiang Qianhu Miao Village and the ambiguity of public resource ownership are the root causes of contradictions among stakeholders. On the basis of analysis, this paper puts forward some suggestions on the protective development mechanism of tourism cultural resources in local Miao villages, so as to better promote the sustainable development of ethnic tourism in this area.

1. Introduction

With the rapid development of ethnic tourism, how to adjust the development of the whole community of ethnic minority villages? How to deal with the relationship between national cultural heritage and economic development? How to treat the alienation of ethnic cultural tourism resources and cultural performances? These are the problems we face in the future research and practical application. Reasonable planning, development and implementation play a key role in the cultural protection and inheritance of ethnic minority villages and the development of economy. It is necessary to take the overall development of ethnic minority areas as the ultimate goal, fully absorb and draw lessons from the wisdom of the nation, reflect on our human behavior, and carry out humanistic thinking on the development of ethnic minority areas. While promoting the development of ethnic economy, we should make appropriate use of ethnic cultural resources, transform the advantages of cultural resources into the advantages of economic development, and help them find a sustainable development path that adapts to the social, economic and cultural

characteristics of the nation.

2. Bazel's Property Rights Economic Theory

Property right is the category of economic theory. Historically, ownership is property rights. Ownership here refers to complete property rights. 'Roman law' defines ownership as the right to dispose of anything at will. Article 54 of Chapter 2 of the French Civil Code in 1804 defines property ownership as the right to absolutely unlimited use, income and disposal. Economists define property rights from another perspective. Most of them believe that property rights are the social relations between people caused by certain behaviors of property rights subjects, and the right to choose a variety of uses of certain economic goods through social coercion. The basic category of western property rights theory is transaction cost. As the founder of new institutional economics, Coase defines transaction cost as the cost of using market price mechanism. Although some new institutional economists define the connotation of transaction cost slightly different from Coase's definition of transaction cost, they all think that transaction cost is a kind of institutional cost, which serves for institutional analysis and comparison. Only by introducing it can we explain the arrangement of real property rights system. In the analysis of property rights, Coase introduces transaction costs into resource allocation and studies the relationship between property rights arrangements and economic efficiency. Coase Theorem is the theoretical core of Western property rights economics. The theory of property rights is complicated. The author mainly uses Barzel's property rights economic theory to discuss the research content.

The core part of property rights theory is the definition of property rights. American economist Yoram Barzel, in his book "Economic Analysis of Property Rights" has carried out multi-angle thinking and research on a series of theoretical issues of property rights, such as how to define property rights, what are the key factors to define property rights, who defines property rights and what principles to define property rights.

2.1. On Property Rights Definition

Barzel believes that property rights are the ownership of assets by individuals and consist of the right or power to consume them, to derive income from them and to transfer them; property rights are not absolute, but can be changed through individual action; when the property right is completely defined, the product information must be obtained at no cost, and the transaction cost is zero. However, the property right of different economic goods is usually vague, and it is difficult to confirm because of the different degree of ambiguity ^[1]. Because of the high cost of defining or separating its valuable attributes, Barzel believes that completely defining property rights may be futile or 'prohibitively expensive'. He believes that in the actual operation of the property rights to play the greatest benefit is the average income of assets tend to be a greater ^[2].

2.2. On the Power of Defining Property Rights

Barzel pointed out that people 's rights to assets are a function of their own direct efforts to protect, others ' attempts to seize and the degree of protection by the government ^[3]; In the power game of how to define property rights, individuals play an important role in the struggle for property rights with enterprises. Individuals will strive for the property rights after being fully motivated by the expected income from the property rights ; but if the individual ' s expected return on a property is not large enough to motivate the individual to work hard, the individual will give up the property.

2.3. On the Way of Defining Property Rights

Bazel pointed out that the way to define property rights can be defined not only by the government and legal provisions, but also by the main economic behavior of the participants ^[4]. In fact, when the rights of part of the property enter the public domain, and will bring greater benefits to a certain actor, he will seize these values through various ways to obtain certain benefits, so as to actually own the corresponding property.

2.4. Principles on the Definition of Property Rights

If an individual or a collective takes full responsibility for his actions, it can ensure that the ownership is safe and reliable, and he is the actual owner of the asset. However, because a commodity often has multiple attributes, two or more subjects can have different attributes of the same commodity at the same time ^[1]. Bazel believes that the general principle of the optimal allocation of ownership is that the party with a greater proportion of influence on the average income of assets in actual operation should get a larger residual share. Implementing this principle in the distribution of property rights of assets can maximize the value of assets.

Bazel's property right economic theory model has certain guiding significance for the allocation of national cultural resources, the definition of property rights and the relationship between development and protection principles ^[5]. Accurately understanding the characteristics and values of ethnic cultural resources is the basis and prerequisite for promoting the protection and rational development of local ethnic cultural resources.

3. The Current Situation of the Development of Ethnic Cultural Resources in Xijiang Miao Village

Xijiang Qianhu Miao Village is located at the foot of Leigong Mountain in the east north of Leishan County, Qiandongnan Prefecture, Guizhou Province. It is connected by Dongyin, Pingzhai, Nangui, Yangpai and other villages. There are 1288 households with a population of 5405, and the Miao nationality accounts for 99.5% (the data are derived from the statistical data of Xijiang Town Government in 2020). It is the largest Miao nationality village in China and even the world. Qianhu Miao Village, as a tourist attraction with distinctive ethnic minorities' original ecological villages, was included in the first batch of national intangible cultural heritage lists in 2005, national 4A tourist attractions in 2011, and the first batch of "Chinese ethnic minority characteristic villages" named by the National Ethnic Affairs Commission in 2014.

3.1. Types of Ethnic Cultural Resources

3.1.1. Material Culture

As the most distinctive handicraft of the Miao people, silver ornaments pay attention to superb techniques, and show the colorful art world in the hearts of the Miao people with their various varieties and wonderful shapes ^[6]. As a nation, clothing shows its own characteristics. Clothes made of Miao embroidery and batik, together with the unique silver decoration of the Miao family, are displayed in the national grand festival activities, which is particularly beautiful, and also shows the aesthetic concept and awareness of the nation. In addition, the stilted building of the Miao nationality is an architectural form created through continuous adaptation and integration with the natural environment under the unique natural geographical environment, which is the wisdom crystallization of the Miao ancestors who have lived here for a long time.

3.1.2. Immaterial Culture

The Miao people are hard-working, kind-hearted, hospitable and colorful, forming distinctive local customs. Its traditional festivals and entertainment activities, such as the Drum and Tibetan Festival, Sister Festival, the Miao Series Slope Gathering Group, Lusheng Dance and Wooden Drum Dance, are welcomed and loved by tourists from all over the country; Traditional crafts are gradually reviving, such as embroidery, silver forging, batik, stilted building construction, Lusheng production and other traditional handicrafts have profound national connotation and characteristics. The ancient songs of the Miao nationality are the national cultural manifestations created by the ancestors of the Miao nationality in their long-term migration and production. The content of his ancient songs such as Migration Song and Guide Song reflects the historical development process and national spirit of the nation ^[7]. Ancient songs preserve a complete living cultural system of the Miao people, which is closely related to the production, life, thoughts and feelings of the majority of the Miao people. They also show the simple philosophy that all things are spiritual, all beings are equal, and people and nature coexist, flourish and develop harmoniously.

3.2. Types of Ethnic Cultural Resources

Xijiang Qianhu Miao Village is a key ethnic minority village in Guizhou Province, which attracts tourists with its unique natural environment and cultural customs. From 1982 to 2003, it was the embryonic stage of village tourism development; from 2003 to 2008, Qiandongnan Prefecture government has improved its awareness of the importance of tourism development, and the scale of the industry has continued to expand. Since the 2008 "One Meeting, One Exhibition and One Festival" tourism conference was held in Xijiang, the prefecture and county governments have increased tourism investment in Xijiang Miao Village in terms of infrastructure construction and tourism publicity ^[8]. Focus on agriculture, villages and eco-tourism products, and strive to build a diversified eco-tourism leisure resort integrating eco-tourism, entertainment and leisure. In recent years, due to the rapid development of tourism in the 1000 Miao Village, it has a high reputation not only in China but also in the world. The number of tourists here is increasing every year, and the tourism income is also increasing. According to the statistical yearbook of Leishan County over the years, from 7500 tourists in 2000 to 3.4564 million in 2020, the number of tourists has increased 460 times in 20 years of development; In 2020, the tourist income of the scenic spot will reach 4.862 billion, increasing at an average annual growth rate of 30%, and the average daily tourist reception will be 3000 person times (data are from Leishan County Statistical Yearbook 2020). Through the tourism development of the scenic spot, Xijiang Village has also undergone great changes. In terms of economy alone, the overall economic level of the village has improved, the infrastructure has been continuously improved, and the tourism supporting services are complete, which has driven the development of related industries. The living conditions of some villagers have improved. Through the rise of local tourism, the local community has 2100 people directly engaged in the tourism industry and 3280 people indirectly engaged in the tourism industry (the data are from Qiandongnan Tourism Bureau). The county government has seized this opportunity, made use of the local natural cultural and ecological environment, highlighted the characteristic positioning of "original ecology" of the Miao people, integrated national cultural tourism resources, stimulated investment to build a traditional craft processing base, and made efforts to build a thousand Miao villages into a world rural tourism destination.

4. Main Problems in the Development of Cultural Resources in Xijiang Miao Village

4.1. Unclear Definition of Property Rights of Cultural Resources Leads to Increased Transaction Costs in Protective Development

As the tourism brand of Guizhou ethnic villages, Xijiang Qianhu Miao Village, with the expansion of tourism business scale, more economic stakeholders have entered the tourism development. Especially, the public property right attribute of the traditional intangible cultural resources of the Miao nationality makes it difficult to define the subject of property rights. Due to the unclear definition of rights and interests, the attributes of the ethnic cultural resources in this village are complex and vague, leading to increased development transaction costs. Transaction costs restrict the degree to which property rights are defined. When the transaction costs are higher, the definition of property rights is more difficult^[9]. Therefore, the economic value of village ethnic cultural resources cannot be fully transformed. In the author's investigation, the government failed to correct the relationship between cultural protection and tourism development, and unreasonable archaize construction. In order to develop local village tourism, developers ignored the village's historical and cultural traditions and residents' wishes, and a large number of man-made "stilted buildings" (houses are built with reinforced concrete structures, while the exterior walls are forged with wooden boards), which led to the loss of authenticity and tourism attraction of the whole village, It reduces tourists' perception of tourism; In order to receive more tourists, some residents do not build large-scale hotels on their own homestead according to the overall style of the village scenic area; Some villagers have built cement brick houses around the scenic area instead of traditional stilted buildings, which makes the whole village lose the traditional architectural style of Miao people and the carrier of national culture; In addition, in order to build parking lots, tourism development companies occupy farmers' land, and farmers only get less compensation. It is just such unreasonable scenic area planning and development that has destroyed the integrity of the ethnic cultural resources of the whole village, damaged the original principle of tourism experience, and greatly increased the transaction cost of the protective development of the whole village.

Due to the unclear definition of complex property rights and the unclear rights and obligations of various stakeholders, the development of village tourism is in chaos, the development of ethnic cultural tourism resources is inefficient, and the benefits brought by tourism are reduced. What is more serious is that it destroys the cultural and natural ecological environment of the whole village, which will reduce the tourism taste and attraction of the whole Miao village, and the tourist destination will enter the recession stage ahead of time (Butler, Tourism Life Cycle Theory, 1980)^[3]. Therefore, in order to reduce the transaction cost in the process of protective development of ethnic cultural resources, Xijiang Qianhu Miao Village needs to reasonably define the resource property rights owned by villagers and tourism economic entities, define the rights and interests of all parties and properly develop them to give play to the value of ethnic cultural resources.

4.2. Stakeholders Play Games with Each Other, which Hinders the Development of Cultural Resources

In the tourism development and operation of Xijiang Miao Village, there are interest games among local governments, tourism enterprise developers and village residents. In the actual development, the residents of village communities are in a weak position. In the process of development, the government and developers, relying on their abundant funds and executive power, encroached on the cultural resource rights and interests of village residents by not fully disclosing information or taking coercive measures^[10], pursued economic interests while blindly constructing and developing, and did not attach importance to the interests of residents, which led to community

residents' resistance to the government and tourism development enterprises, Some residents even privately lead tourists to enter from other entrances and build hotels and restaurants on their own homestead. Due to the lack of a reasonable benefit distribution mechanism among stakeholders and the absence of property rights of national cultural resources, all stakeholders do not abide by national culture in the use of public resources, pursue short-term economic interests, and develop in their own ways, resulting in the destruction of the entire village's ecological environment and the lack of motivation for the protection and inheritance of national traditional culture. As tourism businesses in villages come from different regions, the lack of a unified industry organization to manage is the lack of an effective management and resource allocation system for the entire village in the development of cultural resources. This has led to the dispersion of individuals, the incomplete and reasonable allocation of income streams, the inability to form an overall management model, and the difficulty to form a joint protective development of national cultural resources.

4.3. Lack of Property Right Restrictions on Interest Subjects, Affecting the Value Appreciation of Cultural Resources

It is precisely because of the unclear definition of the property rights of village cultural resources and the inefficient allocation, and the ambiguous definition of the ownership, management right, supervision right, income right and other rights and interests of the cultural resources among village development participants, that some villagers in the village take advantage of the geographical location of their advantages and are in an advantageous position in tourism development, while the marginal residents lack experience and congenital advantages, becoming the marginal body in tourism development; In addition, due to the large income gap between various business entities, there are contradictions between villagers and between villagers and businesses. Without the management of a reasonable regulatory agency, operators use unfair means to compete, leading to disorderly competition in tourism management. Once the value attribute of the original cultural resources that has not been discovered is discovered, the property that was originally placed in the public domain tends to be transformed into private property ^[6]. This situation has caused contradictions and disputes among villagers and neighbors, and has also destroyed the harmonious atmosphere of the whole village and the simple and pure tourism atmosphere.

The construction and cultural accumulation of villages are the common resources and wealth created by generations of residents. As cultural resources have obvious characteristics of public property rights, they show the externalities of public property rights in the development process. When the externalities of public resources and the phenomenon of "rent-seeking" in the public domain are complicated and intertwined, it will lead to more prominent mutual infringement and disputes among stakeholders in resource development^[11], which is not conducive to the protection and development of the entire village culture.

5. Main Problems in the Development of Cultural Resources in Xijiang Miao Village

The goal of national sustainable tourism is to improve and enhance the living standard of the residents in the destination community by optimizing the local economic interests, protecting the nature and the built environment, and at the same time provide tourists with high-grade recreational experience (Stabler, 1991; Hall&Lew, 1998). The development of ethnic cultural resources should minimize the impact on the environment and gradually improve the social and cultural conditions of ethnic communities. Therefore, the author puts forward the following suggestions for the protective development of the national cultural resources of Xijiang Qianhu Miao Village.

5.1. Attaching Importance to the Rights and Interests of Community Residents in Game Development

Table 1: Transaction game payment matrix of interest subjects

		Subject II	
		Participation(Y)	Noparticipation (N)
Subject I	Participation (Y)	Y Y	Y N
	Noparticipation (N)	N Y	N N

As shown in Table 1 above. In the tourism development of Qianhu Miao Village in Xijiang, local governments, tourism enterprises and community residents, as the established stakeholders, as the definition of the property rights of national cultural resources is vague, especially the intangible culture has the characteristics of public property rights, and the rights and obligations of various stakeholders are unclear, leading to the external diseconomies in the tourism development of villages, which has damaged the vested interests of the relevant stakeholders. Although Bazel believes that the general principle of the optimal allocation of ownership is that the party with a greater proportion of influence on the average income of assets should get a larger residual share if the property right plays the largest role in the transaction process. However, from the perspective of the development of ethnic communities and humanistic care, it is the community residents living in the tourism destination who bear the impact of tourism development. The community itself is the majority of tourism destinations, that is, the community is the place where the national culture performance takes place^[6]. The development, protection and sustainable development of ethnic tourism require the participation of local community residents, integrate the participation of community residents and ethnic culture into tourism planning and implementation^[12], give full respect to local residents, and ensure the gradual optimization of social culture, environment, residents' living conditions and living environment, including the level of ethnography education. The improvement of physical and mental health, the improvement of living conditions, and the improvement of social undertakings and public facilities such as culture, health and education. The effective participation of communities (not only in theory, slogan and form, but also in practice, excluding ordinary villagers) can promote the equalization of distribution among stakeholders, promote the active participation of community residents in tourism development and protection, enhance ethnic cultural pride and self-confidence, and make ethnic communities beautify, civilized and more vibrant with the development of tourism, It is more attractive for tourism.

5.2. Protect National Cultural Resources

As the cultural resources of the Miao nationality are created and inherited under the specific natural and social environment, the Miao people have been constantly adapting to the natural and social environment for a long time. It has its original, special and multiple attributes. The development of tourism in ethnic villages involves the government, enterprises, communities and other stakeholders. Its contradictions focus on the development and protection, the distribution of interests and the selection of development models. In the development of Miao village tourism, we should strengthen the excavation, research and protection of national traditional culture. Although the development methods of national cultural resources are diversified, the development principle cannot be separated from the nature and regularity of culture itself, and should be conducive to the protection of cultural ecological environment. Tourism operators should not blindly pursue economic interests and ignore the cultural and ecological environment of the local community. They should strengthen their own quality and awareness in economic behavior, and try to minimize the impact of their own behavior on the environment. Respect the time limit of national cultural

resources, place national culture in the natural and social environment where it grows, and correctly guide and supervise the development of national cultural resources. Seek the path of diversified cooperation and development, respect the development law of national culture, pay attention to the wishes of local residents, build a cultural field with national cultural characteristics, and pay attention to the construction and protection of the cultural habitat of national production and life. To develop local tourism, we should adhere to the principle of paying equal attention to moderate development and resource protection, and try to let tourists experience the cultural characteristics of the Miao nationality in all aspects of the tourism process.

5.3. Reasonably Allocate Property Rights and Jointly Create Featured Boutique Tourism Products

In the development of national tourism products, all stakeholders define the ownership of their own national cultural resources property rights, reasonably decompose the property rights, constrain and supervise the performance of property rights by different right subjects, establish a unified goal through coordination and consultation, reduce disputes and contradictions in tourism development, unify ideas, work together to deeply tap the connotation of national culture, and take the culture with Miao characteristics as the core, through in-depth development, Improve the utilization efficiency of national cultural resources, refine the developed products, eliminate excessive and distorted interpretation and development of cultural resources, and improve the taste and grade of national tourism products; Combine the development projects of ethnic tourism with scenic spot sightseeing, agricultural production participation and experience process and traditional festivals, highlight the pastoral characteristics, and avoid the similarity of scenic spots and projects in various places; According to the operation rules and needs of the tourism market, on the basis of sufficient investigation, statistics and research on the market, and in accordance with the different needs of tourists, provide personalized tourism fine products and services ^[13]; From the perspective of time and space, we should coordinate short-term and long-term interests, combine with other tourism and cultural resources in the region to form a reasonable division of labor and development, form a pattern of resource sharing, complementary advantages, and common development, and build Xijiang Thousand Miao Village into a national and even world-class featured boutique ethnic village tourism destination.

6. Conclusion

The ethnic development of cultural tourism is the main form and the most potential direction of tourism development in ethnic areas with development conditions. As an important part of the tourism development strategy and tourism business card of Guizhou ethnic villages, the tourism of Xijiang Qianhu Miao Village should pay special attention to the ownership of national cultural resources property rights of individual stakeholders in order to reduce the transaction cost of protective development; reasonably allocate ownership and conduct supervision and management. Under the leadership of the government, establish a coordination organization composed of multiple subjects to carry out the overall planning of the development, management, supervision and protection of local ethnic cultural resources. The government and tourism enterprises should disclose the property rights information of cultural resources, require all tourism subjects to participate in the formulation of standards, clarify transparency, and eliminate violations caused by information asymmetry. Only in this way can we define the tourism development goals of the thousand Miao villages, protect and implement the procedural norms, so that the local ethnic cultural resources can get better protective development.

Acknowledgements

This paper is Supported by the 2022 project of Sichuan Social Science Planning (No.: SC22C026), the Sichuan Ethnic Mountain Economic Development Research Center Project (No.: SDJJ202224), the Sichuan Ethnic Mountain Economic Development Research Center Project (No.: YX22-38), the Sichuan Provincial Key Research Base for Humanities and Social Sciences of Colleges and Universities, the 2022 project of Sichuan Research Travel Development Research Center (No.: YX22-38) The 2022 Project of Sichuan Tourism Development Research Center, a key research base of social sciences in Sichuan Province (No. LY22-40), the Innovation Team for Studying Travel Theory and Practice of West China Normal University (No. SCXTD2022-6), the 2021 Doctoral Initiation Project of West China Normal University (No. 21E002), and the 2022 Project of Nanchong Social Science Research Plan (No. NC22B163).

References

- [1] Y. Bazel, Fei Fangyu, Duan Yicai. *Economic Analysis of Property Rights*. Shanghai: Shanghai Sanlian Bookstore, Shanghai People's Publishing House. 1997: 3.
- [2] Zhang Bin, Lan Yujie. *Institutional Review of Entrepreneur Human Capital and Enterprise Property Arrangement*. *SEZ Economy*, 2006, 12: 181-183.
- [3] Luo Junli. *Coase Economic Thought Research*, Hangzhou: Zhejiang University, 2003.
- [4] Wu Rui. *Analysis of the definition of property rights in the reorganization of state-owned enterprises* Guiyang: Guizhou University. 2005.
- [5] Property Association, *Operation and Governance: Research on the Construction of Value Net*, Zhengzhou: Zhengzhou University, 2016.
- [6] Tang Jian, Jia Xiulan. *Protective Development of Ethnic Cultural Tourism Resources in Tibet - Based on the Dual Perspectives of Property Right Economic Theory and Associated Game Theory*, *Finance and Economics*, 2011, 1: 109-116.
- [7] Chang Yan. *Secrets Hidden in Miao Silver Ornaments, Western China*, 2009, 1: 110-113.
- [8] Li Yiru. *Symbol: Chain button of Miao harmonious society*, *Journal of Kaili University*, 2014, 2: 15-20.
- [9] Zhang Liuqing. *Study on the Differentiated Marketing Strategy of Ecotourism in Xijiang Qianhu Miao Village, Western Development (Mid-term)*, 2011, 3: 69-74.
- [10] Cao Cheng 'e. *Research on the Dynamic Mechanism of Tourism Development in Ethnic Villages*, *Heilongjiang Ethnic Series*. 2009, 2: 132-137.
- [11] Han Yuling. *Tourism Law Course*, Beijing: Higher Education Publishing, 2003.
- [12] Zuo Xiaosi. *Research on Sustainable Rural Tourism from the Perspective of Social Constructivism*. Beijing: Social Sciences Press. 2010, 7: 147-150.
- [13] Yang Lijia. *Research on Community Participation in Tourism Development of Xianghai Mongolian Township*, Changchun: Northeast Normal University, 2010.