

High-Quality Development Path of Ethnic Village Tourism in Guizhou under the Background of Rural Revitalization: A Case Study of Dong Village in Zhaoxing

Qinge Yang

School of Sociology, Guizhou Minzu University, Guiyang, 550025, China

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Abstract: Zhaoxing Dong Village fully explores the Dong culture to give full play to its ecological, geographical and cultural advantages, and establishes a regional interest community with the "tourism +" poverty alleviation model so that local residents can share the tourism development dividends. Zhaoxing Dong Village realizes the integrated development of culture and tourism and the active inheritance of ethnic culture by improving the centrioforce of ethnic culture, enabling tourism development of intangible cultural heritage, exploring the development mode of "organizational construction + ethnic culture inheritance + village collective economy", constructing the multi-interest distribution mechanism of the community of interests, and activating multiple business forms with "tourism +". Through investigation and research, it is found that there are some problems in its current development, such as single cultural experience products and cultural and creative products, insufficient endogenous hematopoietic function, low degree of digital empowerment, insufficient publicity and brand building of scenic spot. Based on this, Propose to create and cultural products from cultural IP Innovation, talent absorption and training, digital platform construction and embedding, boutique publicity and brand construction and other aspects to seek the road of high-quality development of ethnic village tourism.

1. Introduction

Rural revitalization strategy is the inevitable choice to achieve common prosperity for all the people, and rural tourism is an important starting point to implement the strategy. New State Development No. 2 Document emphasize that we should take the overall situation with high quality development, focus on the "Four modernizations" around the "Four new", open a new bureau on rural revitalization and realize tourism industrialization, which means that rural tourism in Guizhou has ushered in development opportunities and new development requirements. At present, the rural revitalization strategy is being further promoted, and the trend of high-quality development of rural tourism in Guizhou is prevailing, but there are still problems such as immature development, asynchronous development speed and validity, and insufficient depth and validity of industrial

integration, which all hinder the high-quality development of rural tourism. Therefore, it is in urgent need of further research on the high-quality development of rural tourism. Ethnic village tourism is the main form of rural tourism in minority areas in Guizhou, and also the main industrial development mode in southeast Guizhou. Zhaoxing Dong Village in Liping is the largest Dong village in China. It has a long history of nearly one thousand years. Its original ecological system is relatively intact, its ethnic culture is rich, and its ecological environment is excellent. It can provide an effective reference value for the research on the development of village tourism in cluster ethnic villages. In 2019, Zhaoxing Dong Village was selected as one of the first batch of provincial key villages of rural tourism in Guizhou, and in 2021, the poverty alleviation case of "cultural inheritance" tourism was selected as one of 100 demonstration cases in "Experience Poverty Alleviation Achievements · Selected Cases of National Rural Tourism Poverty Alleviation Demonstration Cases to Help Rural Revitalization". In this paper, field investigation and in-depth interview are adopted on the basis of literature data method. Through field investigation, we understand the practice and development status of Zhaoxing Dong village rural tourism, analyze and summarize its development experience, results and existing development problems, based on which we explore the innovative development path of high-quality development of rural tourism, and provide experience reference and practical reference for the development of similar ethnic village tourism.

2. Related Research Review

Developing ethnic village tourism not only contributes to increasing farmers' income and regional economic prosperity, but also plays a powerful role in promoting the construction of tourism industrialization and rural revitalization. Under the mission of the new era, high-quality development is not only an opportunity for the development of tourism industrialization, but also an important topic for the development of tourism in ethnic villages. The relevant researches are summarized as follows: (1) Relevant researches on the high-quality development of ethnic village tourism. Guo Bijun (2019) believes that sharing development of ethnic village tourism is not only an inevitable choice to adapt to The Times, but also an urgent need to solve various contradictions and conflicts in the current process of tourism development [1]. Wang Hongmei and Qin Juan (2017) point out that from the perspective of research, the current research literature on ethnic village tourism is mainly distributed in Miao and Dong villages in southwest China, represented by Guizhou Province [2]. Liao Junhua and Yu Sanchun (2018) pointed out that when ethnic village tourism flourished and developed, it was also faced with a series of problems [3] that could not be ignored, such as increasingly serious damage to ecological environment, low overall quality of practitioners, excessive consumption of tourism resources caused by blind development, serious homogeneity of tourism products, alienation and commercialization of ethnic culture. Zhang Lihui and Zhang You (2019) pointed out that the protection and development of traditional ethnic villages in Guizhou can strengthen the brand construction of ethnic villages and enhance the added [4] value of tourism products of ethnic villages. Zhang Hongchang (2019) analyzed the practical dilemmas [5] of high-quality tourism development in terms of system mechanism, resource allocation, market order and brand quality. Zhou Guihua (2020) pointed out that the high-quality development of ethnic village tourism can not only crack the realistic dilemma of ethnic village tourism, but also can effectively solve the problems in agriculture and rural farmers, is to help the practical needs of rural revitalization, but also the ideal path [6] to solve the unbalanced and inadequate problems in our social contradictions. Liu Hongmei (2021) believes that the high-quality development of ethnic village tourism is faced with problems such as inadequate infrastructure construction, contradictions between ethnic village and tourism development, and insufficient development and utilization of characteristic tourism resources. It is necessary to promote the high-quality [7] development of ethnic village tourism through the

development path of tourism facilities, tourism resource development and innovation, cultural and tourism integration, and institutional innovation. (2) Related research on the tourism development of Zhaoxing Dong Village. At present, relevant studies of Zhaoxing Dong Village mainly focus on the Dong drum tower [8], Dong Big Song [9], community relations [10], ethnic cultural changes [11], tourism residents' gaze [12] and so on. Fan Lina and Fei Guangyu (2017) classified residents and their supportive behaviors in ethnic tourism destinations from the perspective of acculturation [13] theory. Li Xiaoyong, Zhao Zhenbin, Li Jiale et al. (2021) analyzed the spatial evolution process and characteristics [14] of tourism in ethnic communities from the perspective of residents. Dong Baoling et al. (2022) analyzed the tourism space reproduction [15] of ethnic villages under the practice of multiple power subjects. According to the existing studies, ethnic village tourism plays a positive role in the development of tourism industrialization in Guizhou and promotes the high-quality development of tourism in Guizhou. According to the advantages of Guizhou tourism resources, tourism development plays an important role in the development of Guizhou, tourism industrialization is an important support for the high-quality development of Guizhou, ethnic village tourism is a representative industrial development mode of Guizhou tourism, which means that the high-quality development of ethnic village tourism in Guizhou is one of the ways to achieve the high-quality development of Guizhou tourism. It is also one of the ways of Guizhou's high-quality economic development. Therefore, it is imperative and significant to think about the high-quality development of ethnic village tourism under the background of rural revitalization.

3. Achievement of Zhaoxing Dong Village Tourism Development

3.1. Comprehensive Benefits of Tourism Development Have Been Improved

Since 2012, the tourism infrastructure of Zhaoxing Dong Village has been gradually improved, the main tourist street of the scenic spot has begun to take shape, toilet reform, road construction, river management and sanitation management have all brought benefits to local residents, and created a good environment for the tourism development of ethnic villages at present. In 2017, the CCTV "Charm Chinatown" competition performance and the 2018 Spring Festival Gala sub-venue made Zhaoxing Dong Village amazing the world, rapidly expanding the "circle of friends" at home and abroad and creating the brand image of "Drunken Beauty Zhaoxing". In the process of tourism development of Zhaoxing Dong Village, local residents participate in the tourism development through multiple ways, which further promotes the local tourism development while realizing the employment and income increase in the nearby area. The tourist number and comprehensive income of tourism continue to increase (Table 1). Tourism development has obvious effects in boosting rural revitalization and poverty alleviation.

3.2. National Culture can be Activated and Inherited

Taking various festivals as an opportunity and guided by the inheritance and development of traditional culture, Dong Village in Zhaoxing will further explore the development mode of "culture + tourism", achieve local economic income and promote rural revitalization, and strive to create the first national tourism resort themed on the customs of Dong ethnic groups in China, so as to create a "bridgehead" connecting with the Guangdong-Hong Kong-Macao Greater Bay Area. Zhaoxing Dong Village is rich in ethnic cultural resources. By revitalizing resources and assets and transforming cultural resources into capital in the form of cultural and tourism integration, it can improve the quality and increase the income of rural tourism and realize the activation and continuation of ethnic culture, which is an important booster for poverty alleviation and rural revitalization in this area. By virtue of its geographical advantages, Zhaoxing Dong Village grasps the opportunities of the "high-

speed railway era". With its ethnic symbols such as Dong nationality's big Song, drum tower art and Dong nationality cloth as highlights, through festivals and festivals such as Grain Rain Festival, salsa festival and June 6th, Dong nationality culture can be activated and dynamically inherited in festival celebrations. By fully exploring the Dong culture and giving full play to the advantages of ecological environment, it realizes the integration of folk activities, Dong local life and tourism in the integration of culture and tourism, so that tourists can understand the Dong culture through participation and interaction in the tourism, and realize the exchange and integration of different ethnic cultures to achieve their own beauty, beauty and sharing.

Table 1: Related tourism development data of Zhaoxing Dong Village

Name	Year	Number of tourist arrivals (10,000 people)	Combined tourism revenue (100 million yuan)	Remarks
Zhaoxing Town	2014	450 (Average annual growth of 48%)	13.8 (Average annual growth of 49%)	It drives 763 people from 215 households in the town to realize income increase and get out of poverty, and indirectly drives more than 8,000 people to realize income increase.
Zhaoxing Town	2015	110.2 (Up 50% year-over-year)	1.6 (Up 61% year on year)	During the 12th Five-Year Plan period, a total of 6,333 people in 1,464 households in Zhaoxing town were lifted out of poverty. In 2015, three impoverished villages were included in the poverty reduction list.
Dong Village Scenic spot in Zhaoxing	2017	124.09 (Up 26.02% year on year)	10.82 (Up 37.31% year on year)	Directly drove 464 people in the town to achieve poverty alleviation.
Dong Village Scenic spot in Zhaoxing	2018 (January-September)	133.7	-	Rural tourism has made notable progress in boosting rural revitalization and poverty alleviation.
Zhaoxing Scenic Spot	2021 (January-June)	120.85 (Up 50.61% year on year)	15.46 (Up 89.92 % year on year)	The development of tourism in the scenic spot has driven the development of more than 600 enterprises in catering, accommodation, entertainment, specialty and other industries, and effectively provided more than 5,200 jobs for the masses.
Dong Village Scenic spot in Zhaoxing	2021 (7 days National Day)	10	1.2	

3.3. Innovation and Upgrading of Tourism Development Mode

Thanks to the efforts of the government, tourism companies, village committees, village elders and local villagers, tourism in Zhaoxing has developed rapidly, the construction of tourism infrastructure in scenic spots has been strengthened, and tourism formats have become more diversified. Through the poverty alleviation mode of "tourism +", Zhaoxing has established a link mechanism for the protection, development, management and distribution of tourism resources, developed the collective economy, turned the resources of the scenic spot into assets and villagers into shareholders, and realized the sharing through joint construction and management. With the promotion of various media and platforms, Zhaoxing Dong Village has gradually gone global, and the Dong culture has been further sublimated, protected and inherited. Local residents' cultural

confidence has been strengthened in the tourism development, and their endogenous development ability and hematopoietic function have been gradually improved.

4. Tourism Development Experience of Dong Village in Zhaoxing

The tourism development of Zhaoxing Dong Village not only helps local residents achieve employment increase income and improve life happiness index, but also generates multi-dimensional benefits and experiences such as social, economic and cultural benefits as a typical ethnic village tourism destination, which is worthy of reference from similar ethnic culture rural tourism destinations. Through field investigation, the author finds that the ethnic cultural tourism development experience of Zhaoxing Dong village is generally as follows.

4.1. Make Full Use of Ethnic Village Rules and Regulations such as "Tuan" and "Section" to Improve the Collective "Centripetal Force" and Cultural Sense of Belonging

Zhaoxing Dong Village shows strong centrality in the layout of each "group". In addition, the centrality layout in the Drum Tower as the center of the Dong village has the consanguineous advantage, so that the living form of the village has a good regional identification, so that the Dong people have a high sense of cultural belonging and national identity [16]. According to the survey, the collective economy of Zhaoxing village has developed and achieved remarkable results. In 2017, the collective economic income of Zhaoxing village reached 1.5 million yuan, and the income of various professional cooperatives reached 12.5 million yuan. Since July 2022, the collective economic income of the village has increased by 98,000 yuan, among which 88,200 yuan is shared by the masses, effectively boosting the "double income" of the collective economy of the village and the farmers.

4.2. "Intangible Cultural Heritage" Enables Tourism Development and Implements the "Intangible Cultural Heritage Plus" Project

At present, Zhaoxing Town has more than 60 intangible cultural heritage projects above county level, including 1 world-class, 8 national and 25 provincial. There are 73 non-genetic inheritors, who are distributed in such projects as Dong Dage, Dong opera, Dong costume, Dong blue indigo dyeing technology, Dong wooden architecture construction skills, etc. Through the implementation of the "intangible cultural heritage +" project, Zhaoxing town has accelerated the integration of culture and tourism with high-quality development, and set out a "Zhaoxing model" featuring the coordinated development of culture and tourism with intangible cultural heritage as the core and tourism as the carrier. First, "Intangible Cultural Heritage + Festival" activates the enthusiasm and vitality of tourists with Dong culture. With a development idea of "creating momentum with festivals, promoting tourism and doing things with festivals", it gives full play to the cultural brand effect, advocates and encourages wearing ethnic costumes, speaking ethnic languages, singing Dong nationality songs and tasting Dong nationality food to highlight the self-confidence of ethnic culture, and promotes the transformation of the beautiful resources of intangible cultural heritage into a beautiful economy by holding diversified forms and rich contents exhibition and experience activities of intangible cultural heritage. Second, "Intangible cultural heritage + Performing arts" plays the integrated development movement of the Dong nationality's Dage culture and tourism. By actively exploring the mode of "organizational construction + intangible cultural heritage + masses", the organization branch will lead and gather the masses to form a non-inherited artistic performance team to undertake the Dong song and dance performance, tourist reception and other businesses, and implement the points-based management system. Third, "intangible cultural heritage + cultural innovation" promotes the rapid development of ethnic handicraft industry. Zhaoxing Town focuses on the implementation of the

revitalization plan of traditional Chinese crafts, the study and training plan of non-inherited people, and the training and training of folk craftsmen. Taking Dong timber architecture, Dong embroidery, clothing, silver jewelry, bamboo weaving, batik, wine and other intangible cultural heritage projects as the core, Zhaoxing Town supports the development of ethnic cultural creative industries, and builds an important processing base and trading platform of ethnic handicrafts in the province. At present, there are more than 50 intangible cultural heritage enterprises (workshops/cooperatives) in the town, with a cumulative sales volume of more than 80 million yuan, driving 1,200 local people to employment, and increasing per capita annual income of more than 25,000 yuan, contributing to rural revitalization. Fourth, "intangible cultural heritage + research" vigorously develops in-depth experience Tours of intangible cultural heritage. Incorporating intangible cultural heritage elements into the six elements of tourism: food, accommodation, transportation, travel, shopping and entertainment, forming a spatial development pattern of "one heart, one core, one town, two corridors and three parks". Activate the ethnic culture and tourism market of Dong Village in Zhaoxing, and protect the inheritance and development of intangible cultural heritage.

4.3. Explore the Development Model of "Organizational Construction + Ethnic Culture Inheritance + Village Collective Economy"

Zhaoxing Village adheres to the guidance of the development of the organizational building, and coordinated development of all work. Inheriting the excellent national culture "Activities of Non-genetic Inheritors in Dong Village of Zhaoxing" are carried out to cultivate non-genetic inheritors through non-genetic learning activities and intangible cultural heritage courses, so that the national culture can be passed down in the "inheritance". "In the Dong area," Major festivals on March 69 and minor sections are held every day ". Due to its rich cultural resources, IP can be built around the Dong nationality Year, Grain Rain Festival, Lushan Festival and other local traditional festivals, so that ethnic festivals can become well-known cultural tourism brands and realize the active inheritance of ethnic culture through festivals.

4.4. Build a Regional Interest Community and Improve the Benefit Distribution Mechanism of Joint Construction, Joint Management and Sharing

By checking and clearing natural resources such as cultivated land, forest land and water area owned by local residents, public cultural resources such as drum Tower, flower bridge and stage, and personal resources such as folk dwellings and cultural inheritance skills owned by the masses one by one, the management ledger shall be established to take resources as shares. All villagers own shares of the scenic spot, participate in the operation of the scenic spot, which is linked with the profits of the scenic spot, and improve the link mechanism of the protection, development, management and distribution of tourism resources, and realize sharing through joint construction and joint management, so as to build and form a community of interests.

4.5. Realize the Innovation of "Tourism Plus" and Integrate the Development of Diversified Business Forms

By using "tourism +" and "ecology +" to enhance the added value of industries, achieve the integrated development of agricultural tourism and cultural tourism, increase the new business forms of Zhaoxing Scenic spot, and improve the social effect and economic benefits. Through the development of catering, homestay, tea, agricultural planting, green shell eggs, indigo and other industries to achieve the development of "agriculture, culture and tourism industry integration", so as to further extend the industrial chain, broaden the industrial scope, gather industrial groups, drive

various forms of business to flourish, let the people working in all fields in the scenic spot actively participate in and co-create, achieve fair sharing of development dividends.

5. Existing Problems in the Tourism Development of Zhaoxing Dong Village

Zhaoxing Dong Village is a brilliant name card of ethnic culture tourism in Qiandongnan Prefecture. It has created far-reaching economic, social and cultural benefits and plays a significant role in the process of rural revitalization. However, there are still some problems in its tourism development, as follows.

5.1. Cultural Products Lack of Experience, and the Production of Cultural and Creative Goods is Single

In Zhaoxing Dong Village, the Dong nationality has rich cultural resources and strong ethnic customs. The cultural symbols represented by the Dong nationality Dage and Drum Tower are important carriers [17] of the Dong culture. However, the excavation of the ethnic culture is not enough, and the participation and experience of tourism cultural products are not strong, and more stay at the sightseeing level. Its tourism cultural and creative products are relatively simple, so that tourists come to the situation of "cannot stay", "cannot take away", the diversified and personalized needs of the tourism subject cannot be met.

5.2. Lack of Tourism Professionals and Village Collective Economic Development is not Mature, the Endogenous Hematopoietic Capacity of the Scenic Spot is Insufficient

Zhaoxing Dong Village actively develops the village collective economy. However, due to the lack of professional knowledge and training of tourism services for most of its staff members, the development and management of the scenic spot are more dependent on external forces such as tourism companies and governments. As a result, the endogenous hematopoiesis capacity of the scenic spot is not strong, and the good cultural mechanism cannot be fully utilized to give full play to its effectiveness. Local residents and collectives are passive and vulnerable.

5.3. The Degree of Digital Empowerment is not High, and the Development Stability of Poverty Alleviation Industry is not Strong

First of all, most tourism operators in Zhaoxing Dong Village are local people, but they have not mastered the application of digital technology and the current mainstream digital platforms and software skills, and cannot fully utilize online platforms and traffic to carry out tourism management and marketing, which results in limited sales and marketing coverage and low overall benefits. Secondly, there are two opposing situations: the flourishing development of digital empowerment and the indifference of offline single operation. In the digital network era, whether or not the traffic password can be controlled under the traffic-oriented situation and how well it is controlled will directly affect the operators' income and business situation to a certain extent. However, when the author interviewed various business subjects of Zhaoxing Dong Village, it was found that most of the tourism business groups showed a novel and exploring psychology to digital technology enabling, and would give up or hesitate to choose the path of platform marketing due to unfamiliarity and ignorance. As a result, the overall digitalization degree of the industry was not high, and the connection between supply and demand was disconnected or improper. In addition, the development stability of related poverty alleviation industries is not strong, there is a phenomenon that the early investment is heavy but the subsequent development is light, the industrial development momentum

is insufficient, and the integration degree with other industries is not high.

5.4. Unstable Cultural Inheritance and Fault Lines Occur

After the local tourism development, the other culture and the local original culture are acculturated in the exchange and collision. The local people gradually strengthen their cultural identity and self-confidence in the process of tourists staring at the national culture, but they are also affected by the foreign culture in the tourism exchange. Under the influence of factors such as biased benefits, lack of support and weak sustainable power, the inheritance of ethnic regional characteristics culture and skills began to gradually fade and even appeared the phenomenon of inheritance fault. The inheritance of intangible cultural heritage, characteristic national culture and national craft encountered bottlenecks.

5.5. Lack of Publicity, Platform Promotion and Brand Building in Scenic Spots

Zhaoxing Dong Village Scenic spot mainly "uses festival to create publicity" and platform to extend opportunities for promotion (CCTV Spring Festival Gala branch venue, "Charming China Town", etc.), and lacks its own quality publicity. However, online publicity and promotion is particularly important in the digital era of network. "People don't come" to the scenic spot leads to low overall tourism benefits, and the tourist market is divided by similar ethnic village scenic spots (such as Xijiang and Bazaar). The number of tourists is small, and the benefits of local residents from tourism participation in operation and service are not high, which will also lead to the depth of local residents' participation in tourism is not strong, enthusiasm is not high.

6. An Analysis on High-Quality Development Path of Tourism in Dong Ethnic Village in Zhaoxing

The development of rural tourism under the background of rural revitalization should not only realize the "double harvest" of rural economic development and ecology, but also seek the sustainable innovation and high-quality development of rural tourism by turning clear water and green mountains and colorful culture into the "happy real estate" and "green cash machine" of Guizhou people. Through field investigation, the author finds that Zhaoxing Dong Village mainly relies on its geographical advantages, ecological advantages and cultural advantages, integrates the tourism resources and cultural resources of the scenic spot, strengthens the construction of residential accommodation, innovates and integrates tourism forms, does the best characteristic industries, and focuses on ecological improvement. Through field investigation, the author deeply understands the achievements and experiences of tourism development of Zhaoxing Dong Village. On the basis of analyzing and summarizing the existing deficiencies of tourism development of Zhaoxing Dong Village, the author starts from the high-quality development of rural tourism of national culture, and starts from the following aspects.

6.1. Deepen the Creation of Cultural IP and Innovation of Cultural and Creative Products

Relying on traditional festivals such as "Grain Rain Festival", Clay Figure Festival and Lusheng Festival, we will enrich the content of tourism, promote the regular development of festival activities, and speed up the transformation from ornamental tourism to experient-oriented tourism. We should understand the demand of tourism market from the demand side, and innovate the production of tourism commodities with features and utility.

6.2. Strengthen Talent Recruitment and Training

To attract and retain outstanding talents, expand the pool of professional talents, and enhance the space and potential of tourism development through policy benefits. Give full play to the strength of rural tourism elites, and start to develop the wisdom of human resources. By actively absorbing foreign talents and cultivating local elites to participate in tourism development, giving full play to the "local discourse power" and the endogenous development momentum of local residents, allowing local residents to widely participate in tourism development and share development dividends, and forming a community in terms of regional space, risks and interests.

6.3. Explore the Capital Embedment of Digital Platforms

Introduce digital platforms through training, platform introduction and settlement, improve local residents' ability to manage and use digital platforms, and increase development impetus for tourism development. The advantages and competition of the flow in the digital age undoubtedly become the full play of resources and capital. Local residents in scenic spots can carry out commodity marketing by mastering the operation of digital platforms, and also dynamically grasp the market demand, so as to ensure the balance and efficiency of supply and demand.

6.4. Strengthen Brand Construction [18] and Quality Publicity

By actively building "Xanadu · Human model" of Zhaoxing Dong Village, reproduce the intangible cultural heritage feast, and build Dong culture into a fine "national culture brand". Seize the opportunity of New Guofa No. 2 Document and "Bridgehead" policy, take advantage of the radiating range of "Pan-Pearl River Delta four-hour Economic Circle" and "Central Guizhou three-hour economic circle", unswervingly promote the quality of tourism, enrich tourism formats, vigorously develop ethnic characteristics tourism and ecological health tourism, and start Zhaoxing Dong Village brand of "the last home of human tired mind". Build brand impression and local products, improve and deepen the "industrial chain" of tourism products and commodities to achieve high-quality, all-round development.

7. Conclusions

Based on the literature method, this paper summarizes the effect and experience of tourism development of Dong Village in Zhaoxing through field investigation, and analyzes the existing problems of tourism development. Through the investigation, it is found that the lack of experience and output of cultural products, the lack of tourism elites, the low degree of industrial digital empowerment, the fault of cultural inheritance, the lack of brand construction and publicity. Based on this, the author explores the high-quality development path of Zhaoxing Dong Village tourism from the aspects of deepening cultural IP and distinctive commodity building, talent absorption, digital platform embedding, brand building, etc., in order to provide the corresponding path reference for its development. However, the relevant research data and corresponding paths in this paper are not comprehensive, which needs to be improved and expanded in future studies, and the universality of the research paths also needs to be further verified.

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