

# ***Research on Tourism Economy and Rural Revitalization in Tongdao County: Based on the Perspective of Rural Revitalization under the Rule of Law***

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**Abstract:** In order to promote the high-quality development of rural tourism, the tourism industry in Tongdao County is taken as an example to investigate the problems existing in the development of rural tourism. The study found that the tourism infrastructure in the county is insufficient, there is a lack of systematic planning and professional talents, and the supervision of the tourism market and the awareness of the rule of law among residents need to be improved. In this regard, it is necessary for the joint efforts of the government and all sectors of society to improve the legal guarantee for the development of rural tourism from the aspects of improving the legal framework, enhancing legal awareness, and strengthening the enforcement mechanism, so as to gradually improve the level of rule of law in rural tourism governance.

## **1. Formulation of the problem**

Tongdao Dong Autonomous County is one of the more concentrated areas of Dong population in China, with profound cultural heritage, strong Dong culture and unique architectural style. Its tourism and cultural characteristics are representative in Hunan Province and even the whole country. However, the county's economic foundation is weak, the surrounding developed cities are scarce, the development of the tourism economy needs to be improved, the GDP is relatively backward in the counties of Hunan Province, and the channel county is facing some legal protection difficulties in the process of tourism economic development. Therefore, by studying the practice of the rule of law in rural revitalization in Passage County, we can explore the rule of law construction model suitable for ethnic minority areas, provide legal guarantee and intellectual support for rural revitalization in Passage County and even other ethnic minority areas, and also provide scientific basis and decision-making reference for the government to formulate relevant policies.

Rural tourism helps the sustainable development of rural revitalization, which is a dynamic process of "spiraling upward and wave-like progress". According to the theory of diversified development, the development of rural revitalization can promote the transformation of rural revitalization from a single agricultural model to a diversified development model, so as to disperse economic risks, reduce dependence on a single industry, create more employment opportunities and income sources, and improve the stability and anti-risk ability of rural economy. With the development of rural tourism, while the benefits are gradually manifested, the tourism economy

also provides a variety of employment opportunities for the local government, and then drives the overall development of the service industry.

## 2. Difficulties and Ways of Economic Development in Tongdao County

### 2.1 The current situation of tourism economic development in Passage County

Located in the southwest of Hunan Province, Tongdao Dong Autonomous County is subordinate to Huaihua City, at the junction of Hunan, Guizhou and Guizhou provinces, and is an ethnic minority autonomous county dominated by the Dong ethnic group. The territory of Tongdao County has beautiful natural scenery, rich Dong culture, rich tourism resources, and is rich in the reputation of "having the polar region of Southern Chu and Baiyue Throat", and is one of the important ethnic minority cultural and ecological tourism resorts in Hunan Province. The county not only has Dong cultural characteristics such as Dong drum tower, wind and rain bridge, ethnic village and other Dong cultural characteristic buildings and material cultural heritage, but also has natural resources such as primeval forest, Yudai River, Yangdongtan Waterfall, such as Asia's largest Danxia landform group "Wanfo Mountain" and Nanxi River, etc., with a forest coverage rate of more than 75%. Therefore, the unique Dong culture and abundant natural resources of Tongdao County have become an important factor in attracting tourists. With the development of the tourism industry, Tongdao County has made remarkable progress in the construction of tourism infrastructure. In recent years, with folk culture tourism as the main line, Tongdao County has integrated ethnic culture, natural resources and red tourism projects, and the number of tourists received and tourism income have shown a trend of increasing year by year. As shown in Figure 1. This not only drives the local economic development, but also gradually promotes the goal of rural revitalization in China [1].

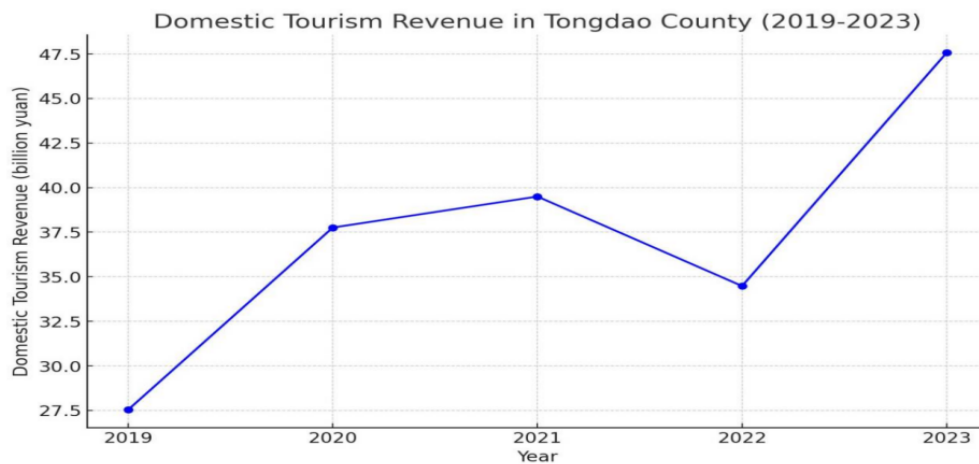


Figure 1 Data from Huaihua Municipal Bureau of Statistics

#### 2.1.1 Overview of the economic development of folk customs

Tongdao County not only has a large number of tangible cultural heritage (such as wind and rain bridges, drum towers, national costumes, Dong silver ornaments, etc.), but also retains many traditional intangible cultural heritages (such as Dong songs, Dong brocade skills, and traditional ethnic festivals such as Dong New Year, Dawuliang Song Meeting, and Eating East Festival). These ethnic cultural symbols have strong national characteristics, which not only show the traditional lifestyle and values of the Dong people, but also constitute the core attraction of tourism in Tongdao County[2]. In recent years, relying on its own folk cultural resources, Tongdao County has actively

promoted the development of characteristic tourism economy through the model of "national culture + customs experience". With the support of the government, some Dong villages in the county have been continuously optimized into folk culture experience areas (such as Taro Dong Village, Ancient Dong Village, Huangdu Dong Cultural Village, etc.) on the basis of retaining the ethnic style, so that tourists can deeply experience the life and customs of the Dong people. With the help of festivals and folk performances, folk tourism has attracted a large number of tourists to experience ethnic customs, promoted the development of catering, accommodation, handicraft sales and other related industries, and made tourism gradually become an important pillar of the local economy.

### **2.1.2 Overview of the development of natural landscape tourism economy**

The natural resources of Tongdao County include magnificent mountains and rivers and abundant forest resources. Geological wonders and natural attractions such as Wanfo Mountain, Longdi River, and Yudai River are well-known in all directions. Among them, Wanfo Mountain, as the largest Danxia landform group in Asia, is famous for its peculiar and steep Danxia landform, and the mountain presents a towering, rounded crimson rock group, with different forms and majestic magnificence. The unique natural landscape of Wanfoshan has formed a rich tourism resource and attracted many tourists. In addition, the Yudaihe National Wetland Park will be built into a national wetland park integrating wetland protection, wetland restoration, popular science education, scientific research monitoring, wetland experience, wetland culture display, etc., which is suitable for carrying out outdoor adventure, hiking and other diversified tourism activities. In recent years, the county government has been actively improving and perfecting the tourism infrastructure, including the construction and upgrading of transportation roads, sightseeing trails, visitor centers and supporting facilities for tourist attractions

### **2.1.3 Overview of the development of the red tourism economy**

Tongdao County has abundant red resources, the most representative of which is the historical event of "Channel to Soldiers", which is rich in the reputation of "Channel to Soldiers, China Transfer". In December 1934, during the Red Army's Long March, the Red Army held a "Passage Transfer Conference" in Xianxi Town, Tongdao County, and finally decided to march to Zunyi, Guizhou, changing the direction of the Long March. This historical event was of great significance in the Chinese Revolution and marked the beginning of Mao Zedong's regaining command of the Red Army. The "Memorial Hall of the Passage to the Army" and the former site of the Passage to the Soldier in the passage county have become the landmark attractions of red tourism. In recent years, the government of the passage county has increased its investment in red tourism infrastructure, repaired the memorial hall of the passage to soldiers, improved the supporting facilities of the red ruins, and set up a number of red tourism routes. The red tourism resources of Tongdao County have profound historical and educational significance, and its development not only promotes the local economy, but also continuously empowers the inheritance of the red spirit and the promotion of patriotic education[3].

## **2.2 Discussion on the dilemma of tourism economic development in Daodao County**

### **2.2.1 Backward infrastructure, insufficient publicity and brand promotion**

Tongdao County is located in a remote mountainous area, surrounded by mountains. Transportation, accommodation and other infrastructure are relatively backward, and there are no high-speed rail stations, airports and other efficient means of transportation in the county. It is rich

and diverse in terms of tourism resources, but its popularity is low and it lacks strong publicity and promotion. Compared with well-known tourist destinations such as Zhangjiajie and Phoenix Ancient City in Hunan Province, Tongdao County has limited visibility in the province, domestically and even internationally. The lack of brand building and publicity and promotion has led to the failure of the tourism resources of Tongdao County to be fully utilized and developed, and the number of tourists has been limited.

### **2.2.2 Seasonal and Regional Restrictions<sup>[4]</sup>**

The seasonality of tourism in Tongdao County is strong, and the tourist flow is relatively concentrated during holidays and peak tourist seasons, and the number of tourists in the off-season is small. This seasonal restriction has led to a large fluctuation in the tourism economy of Passage County, which has affected the income and employment of practitioners. In addition, due to the geographical location of Tongdao County, which is limited by transportation and location, the source of tourists is mainly concentrated in and around Hunan Province, and the regional restrictions on the tourism market are obvious.

## **2.3 Ways of developing the tourism economy in the county**

### **2.3.1 Improve infrastructure, enhance tourist experience, increase brand promotion, and gradually weaken regionality**

The government must improve the transportation infrastructure, further improve the highways, railways and other transportation facilities between the channel county and the surrounding cities, create a special tourism line to connect various tourist attractions, and implement multi-channel publicity, the use of social media, short video platforms and other emerging channels, tourism bloggers, celebrity effects, etc. to launch the channel county tourism promotional video, attract multi-age groups of tourists, improve the publicity layout, expand the publicity influence and competitiveness. At the same time, it can create a unique tourism brand, with the theme of "red culture", "Dong customs" and "natural ecology", form a unique tourism brand, and actively participate in various tourism expos to enhance popularity. Through cooperative promotion, it will be jointly promoted with other red tourism cities and tourist cities around Hunan, Guizhou and Guizhou to form a regional tourism circle and continuously reduce costs and increase efficiency for the tourism industry in the channel county.

### **2.3.2 Enrich tourism products, create diversified experiences, and alleviate seasonal restrictions**

In-depth development of red tourism, around the passage to the military and other revolutionary historical events, design historical melodramas, red bases, red research trips and other activities, enhance the attractiveness of red tourism, and promote the comprehensive integration of red tourism and local economy. At the same time, in terms of Dong cultural experience, we will continue to increase the experience of Dong projects for tourists. The government should deepen and improve the experience activities such as Dong characteristic performances, Dong folk customs experience, and visits to Dong Jin Museum, and continue to deeply experience the ethnic customs of Dong ethnic group. Combined with natural eco-tourism, on the basis of protecting the ecological environment, outdoor adventure, mountaineering, camping, cycling and other outdoor sports projects are developed to attract eco-adventure enthusiasts. By planning multi-level and diversified tourism-themed activities, we will promote the balance of tourism seasonality, avoid tourists from concentrating in the peak season, and balance the passenger flow in the off-peak season.

### **2.3.3 Develop rural tourism and promote the integration of agriculture and tourism**

Guided by the construction of beautiful villages, relying on the characteristic Dong Township style of Tongdao County, we will continue to improve the construction of "beautiful villages" and build Dong Township into a rural tourism base integrating sightseeing, accommodation, experience and food. Local government encourage local villagers to participate in rural tourism industries such as farmhouses and Dong homestays, combine agricultural experience, picking activities, etc., develop pastoral leisure tourism, promote the development of rural tourism, improve the income of local residents, support characteristic homestays, Dong style inns and other accommodation formats, and continuously promote local agricultural products, such as special cured meat, pickled fish, rice wine, camellia oil, etc., to form a multi-format development model.

## **3. The dilemma of tourism economy development under the strategy of rural revitalization**

### **3.1 The dilemma of the rule of law guarantee for the tourism economy in the passage county**

#### **3.1.1 Insufficient supervision of the tourism market**

Some tourism practitioners do not have a strong sense of law, lack of integrity and professional ethics, and have irregular behaviors such as false propaganda and price discrimination, but due to the large scope of tourism in the county, the law enforcement force of the channel county market is limited, resulting in the dispersion of law enforcement forces and the handling of illegal and illegal behaviors (such as price differentiation[5]and other non-standard business phenomena) is more difficult. In addition, the tourism market involves multiple management departments, and there is a lack of effective coordination mechanism between various departments, and law enforcement resources are scattered, making it difficult to form a joint force, resulting in poor regulatory results.

#### **3.1.2 Poor channels for handling tourism disputes**

The existing tourism complaint mechanism is not perfect, and when tourists encounter disputes or damage to their rights and interests in the process of consumption, the complaint channels are not smooth, and the problem is difficult to solve in a timely manner. Especially in the fields of scenic spots, homestays, and catering, there are limited ways to protect rights. At the same time, there is a lack of tourism arbitration, and there is a lack of a special arbitration mechanism for tourism disputes, and disputes between tourists and businesses can often only be mediated through self-negotiation or mediation by county-level departments, and the efficiency and fairness of mediation need to be improved.

#### **3.1.3 The implementation of laws and regulations is not in place**

Lack of local tourism laws and regulations to ensure support, the current laws and regulations are mostly national, the lack of local characteristics of tourism activities and cultural projects, the lack of specific, specific regulations, easy to appear legal gaps, and then affect management and development. In terms of ecological and environmental protection, rural ecotourism often pays attention to economic benefits, which causes pollution to the ecological environment to a certain extent, and some scenic spots have problems such as littering and improper garbage disposal. The protection of cultural relics and cultural heritage is weak, and resources such as red culture and Dong culture have important historical and cultural value. In the process of rapid development of tourism, the lack of legal protection of cultural heritage and cultural relics has led to the loss of some cultural resources.

## **4. Ways to improve the legal guarantee of tourism economy under the guidance of rural revitalization strategy**

### **4.1 Macro-perspective analysis and improvement of the rule of law framework**

#### **4.1.1 Relying on the basic framework of the Law on Rural Revitalization Promotion**

The Rural Revitalization Promotion Law provides legal guarantees for the comprehensive development of many villages, emphasizing industrial development, ecological protection, rural governance and cultural inheritance. When formulating local regulations, the county should closely focus on these core points, especially those related to the tourism economy.

#### **4.1.2 Specific recommendations for the development of local regulations**

In order to create a healthy and orderly tourism market environment, the county needs to introduce a series of tourism market norms and regulatory regulations based on the actual local situation. These regulations should be committed to improving the tourism market supervision system and the tourism industry development promotion regulations to comprehensively optimize and improve, actively learn from the advanced experience at the national level, and strengthen the crackdown on non-standard business phenomena, so as to protect the legitimate rights and interests of tourists from infringement. At the same time, in order to deal with tourism disputes more efficiently, in accordance with the provisions of the Rural Revitalization Promotion Law, we will actively improve the tourism dispute settlement mechanism, and ensure that the legitimate demands of tourists and local residents can be dealt with in a timely and fair manner through the establishment of tourism arbitration institutions or tourism courts

#### **4.1.3 Implementation and supervision**

At the level of implementation and supervision, in order to ensure the effective implementation of local regulations, it is first necessary to establish a complete set of supervision mechanisms for the implementation of laws and regulations. Once the local regulations are formulated, the corresponding supervision mechanism should be established immediately to ensure that the laws and regulations can truly take root and play their due role. At the same time, it is also very important to strengthen the publicity of laws and regulations, make full use of various media such as billboards, brochures, and online platforms, and continuously enhance the public's legal awareness in a variety of forms and rich content publicity methods, and stimulate everyone's enthusiasm and consciousness to consciously abide by laws and regulations, so as to lay a solid mass foundation for the smooth implementation of laws and regulations.

### **4.2 Enhance the legal awareness of local governments and the community**

#### **4.2.1 Strengthening legal education in government departments**

Legal education is one of the important measures to help government departments standardize administrative behaviors and prevent abuse of power, so it is particularly important to improve legal education in government departments. Specifically, we can learn from successful experiences, such as innovative measures to implement the law study system before the executive meeting of the government, carry out law study activities every month, and actively promote the "three grasps and three mentions"[6] and other experience in the construction of the rule of law government, strengthen the coordination and cooperation between government departments, form a joint work



force, and jointly provide a strong legal guarantee for the healthy development of the tourism economy in the passage county.

#### 4.2.2 Strengthen the legal education of community residents

Strengthening legal education for community residents is an important way to improve the legal literacy of the whole people and build a harmonious community. Through the construction of the "Baizhangya Rule of Law Park" and the "Kam Rule of Law Corridor" and other legal cultural positions, Tongdao County has not only provided tourists with a place for legal education, but also created a good environment for community residents to learn legal knowledge. On this basis, Tongdao County also actively carries out a variety of legal publicity activities, such as legal knowledge lectures, legal knowledge competitions, etc., which are entertaining and educational, so that community residents can master legal knowledge in a relaxed and happy atmosphere. It is worth mentioning that Tongdao County also combines local ethnic characteristics to promote the "covenant"[7] and other national characteristics of the rule of law culture, effectively maintaining the harmony and stability of the community.

#### 4.3 Improve the implementation mechanism of tourism-related laws

Perfect institutional setup is an important factor to improve the service quality of the tourism industry, protect the rights and interests of tourists and promote the sustainable development of the tourism industry, which not only requires the establishment of a special tourism law enforcement agency, the integration of relevant department resources, the formation of a joint law enforcement mechanism[8]. Moreover, it also needs to establish a complaint handling mechanism to accept complaints and reports from tourists in a timely manner. At the same time, we must strengthen all-round supervision, on the one hand, through the establishment of an internal supervision mechanism for tourism law enforcement, on the other hand, it is necessary to accept social supervision to encourage all sectors of society to supervise tourism law enforcement, and improve the transparency and credibility of law enforcement.

### 5. Conclusion

In the context of rural revitalization, rural tourism has increasingly become an important driving force to promote rural revitalization, continuously empower rural revitalization, and promote rural economic development. The legalization of rural revitalization give full play to the supporting role of rural tourism in economic development and rural revitalization.

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