

# Experience in Qiandongnan: Discussion on the Protection and Development Path of Traditional Villages\*

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**Abstract**—Currently, there are 409 traditional villages in Qiandongnan Prefecture (Southeast Guizhou), ranking first in the prefecture-level cities nationwide. The experience of traditional village protection in Qiandongnan is summarized as “the government exerts its strength and perfects its policies; linkage and cooperation, planning first; all-in-one effect, demonstrative effect; public concern, and holding meetings to promote construction”. Qiannan Prefecture (South Guizhou) should make up for its own shortcomings by learning from and drawing on the experience of Qiandongnan Prefecture and taking advantages of the national culture, make planning for traditional villages based on the corresponding support policies in Guangzhou, and create a boutique tourism route by taking the chance of the Green Exposition.

**Keywords**—traditional Chinese village; protection; Qiandongnan; experience

## I. INTRODUCTION

Traditional villages refer to those which were early established, have rich traditional resources, have certain historical, cultural, scientific, artistic, social and economic values and thus worth of being protected.<sup>1</sup>The traditional villages gradually formed in the process of a long-term inheritance of farming civilization bear the memory of history and reflect the progress of civilization. Traditional villages not only have the functions of historical and cultural inheritance, but also have important value for promoting the progress of agricultural modernization and the construction of ecological civilization.

Southeast Guizhou Miao and Dong Autonomous Prefecture of Guizhou Province (hereinafter referred to as "Qiandongnan Prefecture") has achieved good results in the protection and development of traditional villages. Based on

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<sup>1</sup> MOHURD, the Ministry of Culture, National Cultural Heritage Administration and the Ministry of Finance's Notification about Carrying out Survey on Traditional Villages (JC[2012]No.58) [Z].2012-04-16.

the current situation of the protection of traditional villages in South Guizhou Buyi and Miao Autonomous Prefecture (hereinafter referred to as "Qiannan Prefecture"), this paper primarily sums up the experience that Qiandongnan Prefecture acquired in the protection and development of traditional villages in Qiandongnan Prefecture, and explores the protection and development route of traditional villages in Qiannan Prefecture.

## II. ORIGIN OF THE RESEARCH

During 2012~2016, the Ministry of Housing and Urban-Rural Development of PRC (MOHURD), together with relevant departments, successively organized traditional village surveys for several times, and incorporated 4,153 villages having important protection values into the “Chinese Traditional Villages List” in four batches, covering 272 prefecture-level cities nationwide. On Dec.10, 2018, MOHURD announced the list of villages that are included in the “Chinese Traditional Villages List” for the last time (subtotal: 2,646 villages; total: 6,799 villages). According to the selection of the first four batches of traditional villages, totally 545 traditional villages in Guizhou Province are incorporated into the Chinese Traditional Villages List, accounting for about 13.1% of the total number of traditional villages in China, ranked second in China (Yunnan Province ranked the first in China). After issuing of the fifth batch of list, the number of traditional villages in Guizhou included in the List reaches 725, accounting for 10.66% of the total number, ranking first in the whole China, highlighted the achievements of Guizhou Province in the protection and development of traditional villages.

Up to 2018, the number of traditional villages in Qiannan Prefecture included in the List reaches 69, with the total number ranking third in Guizhou Province, followed after Qiandongnan Prefecture and Tongren City. Among them, 52 traditional villages are in Sandu Shui Autonomous County, 8 traditional villages are in Pingtang County, 7 traditional villages are in Libo County, and 2 traditional villages are in Duyun City. As an important town having traditional cultural resource in Guizhou Province, Qiannan Prefecture has some shortcomings in the protection and development of its traditional villages. The shortcomings are mainly as follows:

#### *A. The Traditional Village Protection Ideas Are Unclear*

Qiannan Prefecture successively issued the "Plan for Protection and Development of Ethnic Minority Villages and Towns in Qiannan Prefecture (2016-2020)" and the "Three-year Action Plan for the Protection and Development of Ethnic Minority Villages in Qiannan Prefecture (2018-2020)". In April 2018, Qiannan Prefecture established a leading group for the protection and development of villages with ethnic characteristics. The office is located in the Prefecture Ethnic and Religious Commission and is responsible for the daily work of the protection and development of villages with ethnic characteristics in the whole Prefecture. In the planning, the plan and the leading group, where "villages (towns) with ethnic characteristics" is concerned, the actual content includes traditional villages and characteristic villages. Traditional villages focus on "protection"; and characteristic villages focus on "development". The two concepts with obvious difference are still mixed, indicating that the government-level understanding still needs to be strengthened.

#### *B. The Extent of Protection and Development of Traditional Villages Is Not Enough*

In 2015, the People's Government of Guizhou Province issued the "Guiding Opinions on Strengthening the Protection and Development of Traditional Villages". In this Opinions, each city and Prefecture are required to establish a traditional village protection and development work leading group to be responsible for the preparation of the overall implementation plan for the protection of traditional villages in the region, and to complete the preparation of protection and development plan for the 426 villages listed in the List in 2015, and report the plan to the MOHURD after subjecting to technical review of the provincial department of housing and urban-rural construction, and compile the plan for protection and development of all traditional villages in the whole province in 2017. On Aug. 3, 2017, the 29th Session of the Standing Committee of the 12th People's Congress of Guizhou Province approved the "Regulation for the Protection and Development of Traditional Villages in Guizhou Province". From the perspective of laws and regulations, this Regulation reiterated that "the county-level people's government should have compiled and completed the plan for protection and development of traditional villages within 1 year since the issuing of the Chinese Traditional Village List. The Regulation also required, "the county-level and above level of people's government in charge of the traditional villages should get the protection and development of the traditional villages incorporated into the national economic and social development plan, make

measures for the protection and development of the traditional villages, and establish coordination mechanism to solve major problems in the protection and development of the traditional villages". According to the current public information, it is found that no matter in the level of Qiannan Prefecture or the city level such as Duyun City, Pingtang County, Libo County and Sandu Shui Autonomous County in charge of the traditional villages, the "strengthening of traditional village protection" is incorporated into the 13th Five-year Plan for National Economic and Social Development, providing a basis for the protection and development of traditional villages; in addition, projects for comprehensive improvement of environment in traditional villages have been steadily advanced, laying certain foundation for the next step of protection and development. However, the required leading group for the protection and development of traditional villages has not yet been established; and the preparation of the traditional village protection and development plan has not yet been fully completed.

#### *C. The Tourism Development of Traditional Village Is Lack of Endogenous Motivation*

Traditional villages in Qiannan Prefecture have rich natural resources, ethnic resources and cultural resources. However, in the 69 traditional villages, except that Raogu village in Libo County develops tourism industry by virtue of Maolan the development of the tourism industry in the Maolan national nature reserve, the remained traditional villages have low popularity and have not yet formed tourism brand. It is difficult to attract tourists. The reasons are mainly due to the poor transportation conditions, imperfect infrastructures, homogenization of tourism resources, scattered traditional villages, and the difficulties in forming tourist routes.

### III. THE PRACTICE AND MODE OF PROTECTION OF TRADITIONAL VILLAGES IN QIANDONGNAN PREFECTURE

#### *A. Overview of Traditional Villages in Qiandongnan Prefecture*

As aforesaid, Guizhou Province has 725 traditional villages listed in the Chinese Traditional Village List, ranking first in the whole China. However, those traditional villages are unevenly distributed in each prefecture and city of the province; wherein, 409 traditional villages are in Qiandongnan Prefecture, accounting for 56.41% of the province, ranking first among prefecture-level cities nationwide (see "Fig. 1").

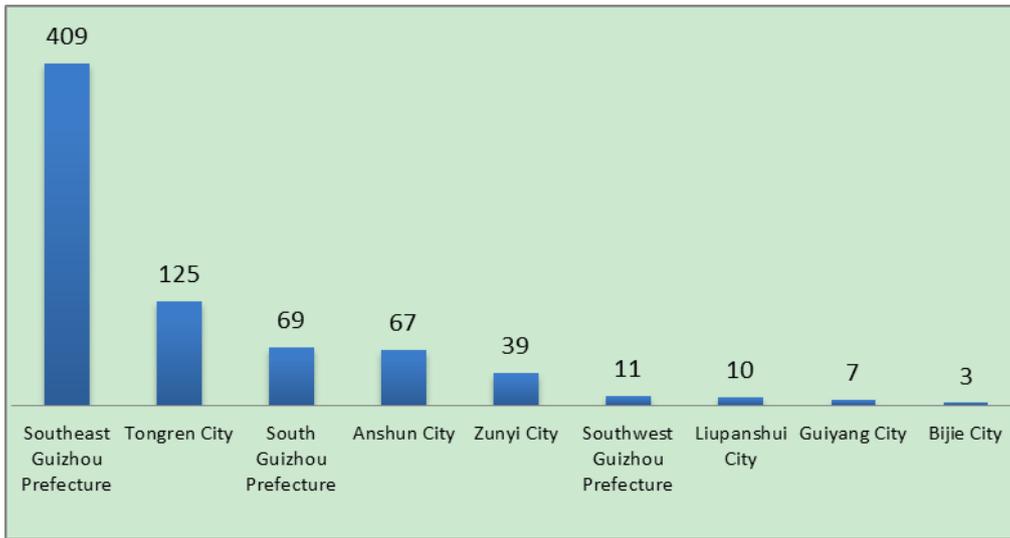


Fig. 1. Comparison of the number of traditional villages in various cities (prefectures) in Guizhou Province.

After making statistical analysis on the traditional villages in the counties and cities of Qiandongnan Prefecture, it is found that there are 409 traditional villages distributed in all the 16 counties (cities) of the Prefecture, but they are extremely unevenly distributed. Wherein, the number of traditional villages in Liping County is 98, ranking first in the whole Prefecture and second in the county level

nationwide, followed by Jiang County (81 traditional villages) and Leishan County (68 traditional villages), respectively ranking fourth and sixth in the county level nationwide; There are only 3 traditional villages in Majiang County, only 2 traditional villages in Cen'gong County and Zhenyuan County, and only 1 traditional village in Shibing County and Sansui County, as shown in "Fig. 2".



Fig. 2. The distribution map of traditional villages in the counties (cities) in Qiandongnan Prefecture.

### B. *The Practice and Mode of Protection of Traditional Villages in Qiandongnan Prefecture*

The protection of traditional villages in Qiandongnan Prefecture was started in 1990s. There are two key points in the protection: protecting the ethnic culture of traditional villages, and developing the Xijiang Qianhu Miao Village. The driving force is more from economic development considerations.

The year of 2008 can be called the “first year” of the protection of traditional villages in Qiandongnan Prefecture. On Feb. 28, 2008, the Third Session of the 12th People's Congress of the Southeast Guizhou Miao and Dong Autonomous Prefecture approved the "Regulations on the Protection of Ethnic Cultural Villages in the Southeast Guizhou Miao and Dong Autonomous Prefecture". This is currently known the earlier specific regulations for protection work of traditional villages and lays certain foundation for protection work of traditional villages; on Sep. 26 of the same year, the third tourism industry development conference of Guizhou Province was held in the Xijiang Qianhu Miao Village, which greatly promoted the rapid development of local tourism.

Over more than ten years of practice, in protection of traditional villages, Qiandongnan Prefecture has successfully explored three common and influential modes of ecological museum, community participation and development and characteristic industries to promote the development of traditional villages. In addition, ecological conservation and leading industries, characteristic craftsmanship and modest travel and other modes are also selectable.<sup>2</sup>

#### IV. SUMMARY OF THE EXPERIENCE IN PROTECTION OF TRADITIONAL VILLAGES IN QIANGDONGNAN PREFECTURE

Among the existing research results, some scholars believe that there are inadequacies in the current protection of traditional villages in Qiandongnan Prefecture. For example, Cao Changzhi et al believe that there is a confused overall idea in promoting the protection and development of traditional villages in Qiandongnan Prefecture, there is a large gap to the prepared plan for protection and development of traditional villages, the history cultural connotation of traditional villages is insufficiently dug, and there is single mode of protection and development of traditional villages and lack of measures for implementing the guiding opinions on protection of traditional villages;<sup>3</sup> while Pan Nianying thinks that the traditional villages which are overdeveloped and haven't been listed in the Chinese Traditional Villages List are facing serious disordered development status, intangible cultural heritage is on the verge of extinction, and the protection mode is similar and

single.<sup>4</sup> But, if the protection of traditional villages in Qiandongnan Prefecture is objectively evaluated, it should be "the achievement is greater than the problem". Therefore, summarizing the Qiandongnan Prefecture's experience in protection of traditional villages has certain reference significance for the development of related work in other regions.

### A. *The Government Exerts Its Strength and Perfects Its Policies*

The government of Qiandongnan Prefecture and the departments of the Prefecture have always been attaching great importance to the protection of traditional villages and played a leading role in the protection work. In 2015, Qiandongnan Prefecture established a prefecture-level traditional village protection work leading group, with the deputy governor serving as the leader, more than 20 related units serving as the members; and the counties (cities) also established corresponding leading groups. Qiandongnan Prefecture also established a joint conference system for the construction of village, implementing the “monthly dispatching, quarterly supervision, making summary once half a year, annual evaluation” to put into practice the traditional village protection work. At the same time, the Qiandongnan Prefecture Traditional Village Protection and Development Research Center and the Prefecture-level Traditional Village Protection Expert Committee were established and effectively integrated the resources and strength of traditional village protection and development work.<sup>5</sup>

Qiandongnan Prefecture fully integrates poverty alleviation, agriculture, water conservancy, transportation, culture and other channels of funds, receives a total of 954.51 million Yuan of subsidies from the central and provincial levels, and allocated 687,096,700 Yuan to the project implementation departments of each county and city, accumulatively invests 218,048,600 Yuan.<sup>6</sup> As a result, the overall environment of the traditional villages has been improved, laying certain foundation for the protection and development of traditional villages.

In 2008, Qiandongnan Prefecture took the lead in formulating the "Regulations on the Protection of Ethnic Cultural Villages in the Southeast Guizhou Miao and Dong Autonomous Prefecture". Later, on the basis of the “The People's Government of Guizhou Province's Guiding Opinions on Strengthening the Protection and Development of Traditional Villages” (2015), combined with its own real conditions, the Prefecture issued several regulations such as the “Implementation Measures for the Protection of Traditional Villages in the Southeast Guizhou Miao and Dong Autonomous Prefecture (Trial)”, and get the protection

<sup>2</sup> Fan Shengjiao. Research on the Development Model of Traditional Village Protection: A Case Study of Qiandongnan Prefecture of Guizhou Province [J]. Journal of Kaili University, 2017(5):18-22.

<sup>3</sup> Cao Changzhi. Research on the Strategic Planning for the Protection and Development of Traditional Villages in Southeast Guizhou Prefecture [M]. Beijing: China Architecture & Building Press. 2018:99-102.

<sup>4</sup> Pan Nianying. Protection of Traditional Villages: The Worries and Hopes of Samples in Southeast Guizhou Prefecture [N]. Guizhou Ethnic News, 2017-05-12 (C01).

<sup>5</sup> Southeast Guizhou Prefecture totally has 409 villages listed in the Chinese Traditional Villages List. Qiandongnan Daily, 2018-12-28 (1).

<sup>6</sup> Report on the protection and development of traditional villages in southeast Guizhou [EB/OL]. (2019-02-22)http://www.gz-travel.net/lysx/qdn/201711/24233.html.

of traditional villages included in the “13th Five-year Plan”, providing policy support for the protection and development of traditional villages.

### *B. Linkage Cooperation and Planning First*

Qiandongnan Prefecture is one of regions highly supported by the seven ministries (bureaus) of China and Guizhou province. As regulated, the protection and development plan compiled for the villages listed in the “Chinese Traditional Villages List” can be funded by the central finance only after passing the technical review of the expert committee of seven ministries (bureaus) of China. After that, the Ministry of Finance will arrange central financial subsidy funds for special rescue and protection projects.<sup>7</sup> For the preparation of plan for traditional villages, Qiandongnan Prefecture has formulated the “Technical Guidelines for the Preparation of the Plan for Protection and Development of Traditional Villages in Qiandongnan Prefecture (Trial)”. The content of the Guidelines has a complete system, clear hierarchical architecture, strong logicity and normative expression. The Guidelines has basically met the requirements of planning depth and has an important guiding role in the preparation of the protection and development planning of traditional villages in Qiandongnan Prefecture.<sup>8</sup> The preparation and documentation of the plan for protection of the 309 traditional villages of the first to fourth batches have been completed. At the same time, the “13th Five-year Plan for the Protection and Development of Chinese Traditional Villages in Qiandongnan Prefecture”<sup>9</sup>, the “Technical Guidelines for the Preparation of Fire Prevention Planning for Traditional Villages in Qiandongnan Prefecture” and so on have been compiled, clarifying the ecological protection, infrastructure and green industries and other projects in traditional villages and pointing out the direction for the preparation of traditional village planning.

The Qiandongnan Prefecture Urban-Rural Planning Bureau entrusted Beijing Reliance HANDA Urban Building Planning and Design Co., Ltd. to make systematic research on the problems existing in the protection and development of traditional villages in Qiandongnan Prefecture, and finally formed the book “Research on Strategic Plan for the Protection and Development of Traditional Villages in Qiandongnan Prefecture”.<sup>10</sup> Based on the assessment of the distribution, characteristics and protection of traditional villages in Qiandongnan Prefecture, this book makes in-depth research on the development strategies, planning

formulation, public policies, models and mechanisms, classification guidance for traditional villages in Qiandongnan Prefecture as well as the protection development, tourism industry development, and tourism project planning in village cluster. Its countermeasures have certain guiding significance for the protection and development of traditional villages in other regions.

### *C. All-in-one Effect and Demonstrative Effect*

Qiandongnan Prefecture has taken an important step in exploring the traditional village protection and development path by implementing the comprehensive improvement of the village environment, building boutique hotels, transforming boutique homestay and carrying out villager training and other projects to build a traditional village tourism demonstration village.<sup>11</sup> Especially what worth of mentioning is Xijiang Qianhu Miao Village and Zhaoxing Village.

In 2008, Qiandongnan Prefecture took the opportunity of the third tourism industry development conference held in Guizhou Province and made a whole creation of the Xijiang Qianhu Miao Village. Over more than ten years of development, Xijiang Qianhu Miao Village has become well-known both in China and foreign countries. Up to the end of 2018, Xijiang Qianhu Miao Village scenic spot had accumulatively received a total of 11,774,400 visitors/time (including 14,000 inbound tourists), achieving a comprehensive tourism income of 10,008 million Yuan.<sup>12</sup> A branch venue of the Spring Festival Gala of 2018 was set up in Zhaoxing Dong Village of Liping County. The Qianxing Village was gradually known to the world. The Zhaoxing Scenic Area took advantage of the “global tourism” of Liping County, established a professional tourism cooperative, actively revitalized all kinds of resources and adjusted the industrial structure, so that local people can autonomously choose the ways of overcoming poverty and achieving prosperity such as running homestay, renting houses and facades, participating in national cultural performances, and working in scenic spots, while participating in dividends. Among the more than 5,000 people in the whole Zhaoxing Dong Village, there are more than 1,500 people directly engaged in tourism development. In 2017, Zhaoxing Scenic Area received 1.24 million tourists-time, achieving a comprehensive tourism income of 1082 million Yuan and a per capita income of over 9,700 Yuan, driving 464 local poor people to escape poverty.<sup>13</sup> The demonstrative effect of Xijiang Qianhu Miao Village and Zhaoxing Dong Village has driven the development of other traditional villages.

<sup>7</sup> Cao Changzhi. Research on the Strategic Planning for the Protection and Development of Traditional Villages in Southeast Guizhou Prefecture [M]. Beijing: China Architecture & Building Press. 2018:3.

<sup>8</sup> Cao Changzhi. Research on the Strategic Planning for the Protection and Development of Traditional Villages in Southeast Guizhou Prefecture [M]. Beijing: China Architecture & Building Press. 2018:143.

<sup>9</sup> Our prefecture has initially seen the effect of the five measures for promoting the protection and development of traditional villages [EB/OL]. (2019-02-22) [http://www.qdn.gov.cn/xwzx/bmdt/201812/t20181220\\_2310443.html](http://www.qdn.gov.cn/xwzx/bmdt/201812/t20181220_2310443.html).

<sup>10</sup> Cao Changzhi. Research on the Strategic Planning for the Protection and Development of Traditional Villages in Southeast Guizhou Prefecture [M]. Beijing: China Architecture & Building Press. 2018.

<sup>11</sup> Report on the protection and development of traditional villages in southeast Guizhou [EB/OL]. (2019-02-22) <http://www.gz-travel.net/lysx/qdn/201711/24233.html>.

<sup>12</sup> Xijiang Tourism Company organized the 2018 work summary and 2019 work deployment meeting [EB/OL]. (2019-02-22).[http://www.leishan.gov.cn/xwzx/jcjd/201901/t20190128\\_2334734.html](http://www.leishan.gov.cn/xwzx/jcjd/201901/t20190128_2334734.html).

<sup>13</sup> Yang Lixian. Zhaoxing Dongzhai: Deeply digging the potential of rural tourism [J]. Guizhou Today, 2018, (31):50-51.

### *D. Public Concern and Holding Meetings to Promote Construction*

In the protection of traditional villages, Qiandongnan Prefecture attaches great importance to public concerns. In addition to filming the promo videos "Beautiful Qiandongnan", "The New Essence of the Tradition", and publishing the book of Southeastern Cultural Heritage Series, etc., it also makes fully use of the opportunities of the "Charming City in China" and the branch venue of the Spring Festival Gala of 2018 in Zhaoxing Dong Village, greatly increased the extent of propagation of traditional villages. With the advent of the era of big data, Qiandongnan Prefecture began to explore the "Internet +" traditional village protection and development model, and strive to create a traditional villages information service platform. Currently, the Digital Museum of Traditional Villages in Qiandongnan Prefecture (<http://museum.zhau.com/>) has been online and has initially established digital museums for ten traditional villages such as Nanhua Village, Shanglangde Village, Getou Village, Basha Village, Dali Village, Kongbai Village, Jiasha Village, Changtan Village, Dimen Village and Tang'an Village. The remained villages are under construction.

From the perspective of propagation by academic journals, there are "One Newspaper and One Journal" of Kaili University. Since its establishment in 2009, the "Journal of Original Ecological National Culture" has been focusing on the introduction of intangible cultural heritage in Qiandongnan Prefecture. In 2010, the "National China" column was opened. After the counties (cities) in the Qiandongnan Prefecture have been fully introduced, the column began to introduce traditional villages one by one from the No.1 journal of 2014. In 2016, the Journal of Kaili University also set up the "Research on Traditional Village Culture" specific column. At present, 8 papers have been published on the column, and made in-depth discussions on the protection and development of traditional villages in Qiandongnan Prefecture from different perspective.

In 2008, the third tourism industry development conference of Guizhou Province was held in the Xijiang Qianhu Miao Village, which greatly promoted the infrastructure construction of the Xijiang Qianhu Miao Village, enhanced the popularity and pioneered the initiative of "holding meetings to promote construction". In 2015, Rongjiang County held the "Summit Forum of Guizhou Traditional Village and Intangible Cultural Heritage Protection and Development" and reached the "Rongjiang Consensus" on the protection and development of traditional villages and intangible cultural heritage.<sup>14</sup> In 2015-2017, Qiandongnan Prefecture also successively held three "Summits of Chinese Traditional Villages · Qiandongnan" and achieved fruitful results.

On Nov. 16, 2015, the first "Summit of Chinese Traditional Village · Qiandongnan" under the theme of "Protection, Inheritance and Development — Dialogue

<sup>14</sup> Guizhou Traditional Villages and Intangible Cultural Heritage Protection and Development — Rongjiang Consensus [N]. Guizhou Ethnic News, 2015-06-25 (A1).

between Traditional Villages and Modern Civilizations" was held in Kaili City. The successful holding of the summit not only promoted the protection and development of traditional villages in southeastern Guizhou but also positively affected the protection and development of the entire Chinese traditional villages including those in Qiandongnan. On Oct. 13, 2016 and Nov. 25, 2017, the second summit under the theme of "Jointly Creating, Building up and Sharing — Establishing a New Relationship between Traditional Village Protection and Development" and the third summit under the theme of "Protection, Inheritance and Development — the sustainable utilization of traditional village resources" were respectively was held in Zhaoxing Dong Village of Liping County and Xijiang Town of Leishan County.

Chen Min'er, the secretary of Guizhou Provincial Party Committee at that time, gave instructions on the 2nd Summit of Chinese Traditional Villages · Southeastern Guizhou, "holding a meeting is to facilitate doing things." "The summit theme should not only be put into discussion but also be executed." During the summit, several forums such as the poverty and difficulty overcoming forum and the introduction for attracting business and investment were also held. The successful holding of the "Summit of Chinese Traditional Village · Qiandongnan" has attracted the attention and coverage of medium all over the world, which has established a brand effect and greatly enhanced the fame, reputation and influence of Qiandongnan Prefecture.

### V. CONCLUSION

In the protection of traditional villages, Qiandongnan Prefecture should learn from and draw on the experience of Qiandongnan Prefecture such as "governmental departments take the lead and the masses actively take part in the protection; ensure capital investment, make scientific plan; strengthen guiding the public concerns, and create a propagation platform". It should also make up for its own shortcomings by taking advantages of the national culture, make planning for traditional villages based on the corresponding support policies in Guangzhou, and create a boutique tourism route by taking the chance of the Green Exposition in 2020.

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