

The Effect and Conflict of Rural Tourism on the Construction of "Ecologically Livable" Environment in Rural Revitalization

— A Case Study of Damuyu Village in Yunnan Province

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Abstract—The “ecologically livable” environment construction is an important part of rural revitalization. Rural tourism has made great contributions to promoting the construction of “ecologically livable” rural environment, making rural roads more accessible, the environment beautified, and accommodation conditions improved. However, the development of rural tourism has also caused the occupation of cultivated land and the pollution of tourism garbage. At the same time, rural tourism development requires the protection of the traditional culture that tourists prefer which conflicts with the local government's desire for new rural construction achievements and the villagers' desire for modern life. This paper takes Damuyu Village in Mosha Town, Xiping County, Yunnan Province as an example, and studies the effect and conflict of rural tourism development in the village on its “ecologically livable” rural environment construction, and proposes some solutions.

Keywords— rural tourism, ecologically livable, effect, conflict, solution

The "Rural Revitalization Strategy" was put forward in the report of the 19th National Congress of the Communist Party of China. The report pointed out that it is necessary to adhere to the priority development of agriculture and rural areas, in accordance with the general requirements of industrial prosperity, ecological livability, rural civilization, effective governance, and affluent life. We will improve the institutional mechanisms and policy systems for urban and rural integration, and accelerate the modernization of agriculture and rural areas.

Rural tourism has always been an important method to promote the prosperity of rural industries, get rid of poverty, and accelerate rural modernization. However, while rural tourism promotes the “ecologically livable” construction, there also exist some conflicts.

I. GENERAL OVERVIEW OF THE DEVELOPMENT OF DAMUYU VILLAGE

Damuyu Village is located in Mosha Town, Xiping County, Yuxi City, Yunnan Province. It belongs to a natural village where a branch of Huayao Dai, Daiya people live in a compact community, and also where the horn bells of the Eastern Zhou Dynasty were unearthed. The Mosha River, which is the upper reach of the Red River, is in front of the village. And the Ailao Mountain is behind the village. In front of it is a typical scene of tropical basin and countryside, and inside it is the spring water stemming from the mountain steams runs through. There are many authentic Huayao Dai folk buildings hiding among the thick betel nut trees, green bamboos, lychee trees and flower shrubs. It has become a veritable park of ethnic ecological customs which integrates history and culture, folk customs and natural scenes. There are 107 families and nearly 500 people in Damuyu Village.

Damuyu Village is included the “One River and Two Villages” tourism development strategy in Yuxi of Yunnan Province. “One River” is the Red River, originating from the northern part of the Weishan Yi and Hui Autonomous County in the south of Dali Bai Autonomous Prefecture. Flowing via Weishan, Nanhua, Chuxiong, Xiping, Yuanjiang, Honghe, Yuanyang, Gejiu, Mengzi, Jinping, and leaving the country in Hekou, it flows through 11 counties in Yunnan Province. The

total length of 692 kilometers in China is called Yuanjiang. After entering Vietnam, it is called the Red River. It branches in Hanoi and flows into the northern bay of the Pacific Ocean, with a total length of 1,280 kilometers. When the Red River passes through Gasa Town and Mosha Town in Xinping County, Yuxi, the locals call it the Gasa River and the Mosha River. The "Two Villages" are the Dabinglang Garden in Gasa Town and the Damuyu Village in Mosha Town.

Damuyu Village and nearby villages belong to the subtropical river valley, with an average elevation of about 400 meters. Throughout the year, the village is always covered by lush subtropical plants and green crops. The creeks and rivers pass through the village.

In the early 1990s, the Huajie Festival of Xinping Huayao Dai caught the eye of a Hong Kong journalist. After his photo was published in Ta Kung Pao, it attracted people's attention. The local and foreign writers and scholars all had a strong interest in Huayao Dai. TV dramas, lantern shows, and feature films began to put their eyes on Huayao Dai, such as "Elves of the Landscape", "Ricefield eel's Destiny", "Phoenix Flower Blossom", "Flower Street Girls" and "Looking for Huayao Dai", making this culture gradually being known to the outside world. In 2001, the International Symposium on Huayao Dai Culture was held in Xinping. More than 130 experts and scholars from Thailand, the United States, the United Kingdom, Poland, France and other countries as well as districts like Hong Kong, Taiwan and Macao gathered in Xinping to experience the diverse Huayao Dai culture. And they used this as a theoretical platform to introduce Xinping's Huayao Dai to the world. Since then, the Damuyu Village with rich cultural characteristics of Huayao Dai has become an ethnic village for people to explore, study and travel.

After tourism development and assessment, Damuyu Village has become an ethnic eco-tourism village.

II. THE PROMOTION EFFECT OF RURAL TOURISM DEVELOPMENT ON THE "ECOLOGICALLY LIVABLE" ENVIRONMENT OF DAMUYU VILLAGE

A. Promoting the village's environmental construction

Since Mosha government restored the Huajie Festival in 1991, it has been held for many times in Damuyu Village, creating conditions for the village's infrastructure construction and tourism publicity.

With the development of Damuyu's tourism, after 2000, the spatial structure of the village has changed greatly. First, the village used a public farmland to lay out a small square of about 2,000 square meters. Although it was only paved with sand and stone, the square became the only place for big activities among all the natural villages in Mosha Town. The square creates the realistic and operable condition for the government to hold the Huajie Tourism Festival during the Spring Festival in Damuyu. And it's also one of the factors which make Damuyu continuously supported by government's funds. There are many other natural villages around Damuyu Village, which also have beautiful scenery and rich traditional culture. But their areas for activities are small and the tourism development is limited.

In order to hold activities during the festival, Damuyu Village built two more places along the stream for dance performance, stretching the activity area of the village to the Eastern rice fields. It also built a tour road around the village, making the former pure farming area become a new tourism district.

In 2004, the Huajie Festival of Xinping Huayao Dai was mainly held by the Yuxi's Tourist Administration and Xinping's government. In order to run the festival well, the local government invested 300,000 yuan in Damuyu Village. It took nearly half a year to plan the location of each activity area of the festival. They invested to build a large parking lot, a big billboard, a high-grade water flushing toilet along the square and the riverside road, and sidewalks in every activity area. The entire activity environment of Huajie Festival has also been improved. There are stages, welcoming area, marriage area, spinning top, eating glutinous rice, handicraft exhibition, goods, food, entertainment, tourist rest, tour guide service and couple betel nut park, Changshou betel nut park, Caidie betel nut park, VIP reception room and both large and small parking lots. On the first day of Damuyu's Huajie festival, the adults and children around the village went from morning to night to Damuyu's festival, reaching more than 1,000 people.

In 2004, the county's Tourist Administration invited the planning experts from the School of Business and Tourism Management of Yunnan University to complete the "Damuyu Village Tourism Development Plan" and formulated a general plan for the development of Damuyu. At this point, Damuyu began its construction as a tourism village.

In 2007, in order to welcome the Chinese Huayao International Fashion Festival in Damuyu, the government raised more than 2 million yuan from several aspects to construct the village's tour road, riverside road, waterscape, square, cultural exhibition hall and parking lot. The number of places for dance performance in Damuyu has increased to three. In just a few years, the spatial layout and appearance of the village have undergone tremendous changes.

In 2011, Yuanjiang's company came to manage the tourism of Damuyu Village and continued to add to the modern elements. On February 9th, 2011, the author went to Damuyu and saw ten tables on the square at night. Each table was covered with batik tablecloths, and with small vases, flowers and candles on it. Next to the table is a singer playing modern songs on a guitar, just like an outdoor bar in the city. When the guests come, they can sit down and have a snack. However, if it is not a holiday, there are very few non-native guests. Sometimes, there are only them performers all night, as if they are entertaining themselves.

After 2013, the government has invested tens of millions to level the roads along the Red River, preparing to make the two riversides become a leisure tourist area.

B. Cultivating the villagers' awareness of ecological environmental protection

The rural ecological environment with fish, birds, cicadas and frogs is a valuable resource for rural tourism. The development of rural tourism has prompted the local government to strengthen the environmental construction, and

has motivated the villagers to improve the ecological environment, renovate the living conditions and protect the forests, trees, flowers and animals. At the same time, the development of rural tourism can also provide economic support for environmental protection. A part of tourism income can be invested in environmental protection work, so that the protection can be implemented and the environmental quality of ethnic villages can be improved.

Since Damuyu Village was established as an ethnic village to develop rural tourism by Yuxi, Yunnan Province, the betel nut trees which have created beautiful subtropical scenery for the village have been well protected. Although the betel nut trees in the village are distributed to various families, villagers can all respond positively to the government's call and try not to cut down betel nut trees optionally.

C. Accelerating the villagers' integration into modern life

With the arrival of tourists, to meet their requirements of food, accommodation, transportation, travel, purchase and entertainment during the journey, it is necessary to improve the infrastructure and accommodation facilities such as communication, health, transportation facilities. This kind of construction has also improved the life quality of local villagers, which has greatly pushed the ethnic village closer to cities and accelerated its pace of modernization.

The urban tourists also bring a lot of modern information. From their clothing to their values, they will have a certain impact on the local residents. There are many tourists with high-level tastes and among them, there may be scientists, professors, experts and technicians who have deep expertise in cultural science or technology. When they come to Damuyu Village, they bring advanced management experience, science and technology and cultural knowledge, which have injected new vitality into rural culture.

In the process of developing tourism, Damuyu villagers learned a lot of information from the tourists. The village has received guests from other countries such as the United States, Britain, France, Japan, Thailand, and domestic guests from Hong Kong, Shanghai and Beijing. Villagers have increased mutual understanding with the guests through the communication, and some even have kept in touch with the guests.

D. Increasing the villagers' economic income and promoting the family livable environment construction

Through the rural tourism, villagers increased their income in different degrees. In the composition of tourism income, catering income played an important role, especially the catering during the festival. The specialty foods of Huayao Dai such as dried betel nut, fried cake and rice dumplings are popular among tourists.

After catering is the income from the sale of tourism crafts. As soon as some guests come, the villagers will take out Huayao Dai's special costumes, hats, baskets, waist decorations, embroidery, and betel nut leaf fans and put them around the square for sale. Among all the tourism crafts, Huayao Dai clothing is much expensive, generally between 300 to 2000 yuan. Fewer customers purchase it, while more prefer to rent it and take photos.

During the Huajie Festival, there are also some foreign tourists who want to stay and play in Damuyu Village. It was not until October 2007 that the first special tourist reception facility was opened, which has 8 standard rooms, 16 beds and a restaurant with 200 seats. However, before this, some families have already opened family hotels and restaurants. The cost of staying at the villagers' home is 30 yuan per person per day, including food and accommodation, and it also increases the income for some families.

The villagers used the income from tourism to improve the family conditions. Many families installed solar water heaters and gas stoves, bought refrigerators, and replaced televisions to make their life more modern.

III. THE CONFLICTS BETWEEN RURAL TOURISM DEVELOPMENT AND THE "ECOLOGICALLY LIVABLE" ENVIRONMENT OF DAMUYU VILLAGE

Although the development of rural tourism has greatly promoted the construction of the "ecologically livable" environment of Damuyu Village, there are also some conflicts.

A. The conflict between the protection of traditional residential culture in rural tourism development and the government's pursuit of performance

On April 16, 2018, at the press conference on the order rectification of the tourism market in Yunnan Province, the deputy head of the working group, the director of the office, and the party secretary of the Provincial Tourism Development Committee Yu Fan informed the current investigation and treatment of Yunnan's A-level tourist attractions. Among them, the 3A-level tourist attraction, Damuyu Village, was included in the rectification list. In response to the problem of rectification within a time limit, Mosha Town made a statement that it would further excavate and organize the ethnic culture of Huayao Dai, and build a new residence in Xiadenglong Village, which is behind Damuyu Village. And it would spare no efforts to save Huayao Dai's architectural culture. This rectification measure is aimed at the removal of all traditional buildings in Damuyu Village.

In 2013, officers of the town government told villagers that if the traditional houses were not dismantled at the end of the year, they would not receive subsidies and loans for the construction of new houses. This prompted the entire village's traditional houses to be demolished at the end of 2013. Each family received a subsidy of 20,000 yuan, and then built the cement brick house with tile veneer by self-raised funds, which made the important cultural carrier of Damuyu Village totally disappear.

B. The conflict between tourists' demand for the authenticity of rural culture and villagers' pursuit of modern life

Almost all the tourists who have visited Damuyu Village have a deep love for the traditional Huayao Dai house and appreciate its original architectural style.

The traditional houses of Huayao Dai are usually built on flat foundations, in rectangular shapes, with stone blocks, soil-based walls or built-up earthen walls. The beams are placed on the two walls, and they are supported by wooden pillars with forks. The round log is placed on the beam, with

grass or bamboo strips on it. The thatched grass or straw is covered with mud, and the fine soil is smoothed into a platform roof to prevent rain. The floor is made of beams, logs and thin strips, which are laid on the grass, sprinkled with water and hammered, flat and smooth. A good traditional house, which is durable, can last forty to fifty years, or even seventy to eighty years.

In the township, the traditional houses are row upon row, and the roofs are high and low, showing a neat, dignified and simple style. These houses are a unique cultural landscape of Huayao Dai, which is called "clay-timbered houses built on the ground" by experts. The house is usually about 10 meters long, 3 meters wide, and 3 meters high. It is divided into three rooms, which are called "frontal three rooms". Another one or two bungalows are built in front of the main house. It is called the "ear room" and the top of the ear room is a balcony, which is for rest under the moonlight and leading to the main house and the roof.

The arrangement of the house is usually a food storage room on the right side of the building, placing oil, rice, pickles and other items. The left side is the bedroom of the elders, and the living room in the middle is for receiving guests. There is a kitchen and a dining area on the right side down the balcony, and a utility room on the left side, which stacks agricultural tools. Upstairs are the bedrooms for youngsters and guests, as well as a barn. Upstairs is generally divided into three to four inner and outer layers. Some families use the inner room as the elder's bedroom and the outside room as youngster's or guest's room. The roof of the building is used as a drying yard to prevent the animals from trampling. The first floor and the bottom of the building with balconies are mostly made of anti-ant wood. The balcony is not only the passage to the top of the building, but also an ideal place to dry clothes and have a rest. There is only one gate in the whole house for in and out. To maintain sanitation, most farmers will build one or two separate places for animals outside the house. Whether in the main room or the ear room, there will be a small window for ventilation.

However, compared with the cement house, the traditional soil house has many problems in terms of rain, moisture, insects and fire prevention. Villagers are proud to build and live in the cement house. Most of the money earned by villagers working in other places is saved to build new houses. Therefore, there is a conflict between the yearning for modern living conditions and the protection of traditional residential culture, which is required by tourism. The villagers argued that if they need to keep the traditional soil houses, the government should give them the homestead for building new houses.

C. The decrease of cultivated land caused by rural tourism development

Rural tourism development needs to strengthen the infrastructure construction, which inevitably will occupy the agricultural land, resulting in the reduction of cultivated land in ethnic villages. And some families even lost most of their land.

With the development of the tourism industry in Damuyu Village, the government's construction of the infrastructure, the roads, the squares, and the stages all occupied the farmer's

fields. Building the tour roads made more than 95% of the farmer's land occupied more or less gratuitously. If the fruit tree land is occupied, the government would subsidize 20 yuan per a tree. For the farmers who were occupied a large number of land, after the government built the Huayao Dai Culture Exhibition Hall, some small rooms were distributed to them. And they were used for clothing production display, bamboo craft weaving display, and catering culture display or selling snacks. However, only a few families were distributed, and some families who were occupied so much land did not have any subsidy. These families had a strong dissatisfaction were still waiting for the government to offer solutions.

During the National Day holiday of 2007, Damuyu Village held the Chinese Huayao Dai International Fashion Festival. The county's Cultural Administration organized a large performance of 250 people called "Daiya's Dream". The performance chose the field with betel nut trees as the stage, which occupied a total of four acres of land of two families. The two families lost their land in the village, and the government said that each family could send one person to do public cleaning of the village, with a salary of 600 yuan per month. They had to use the salary to buy food and raise their families. Losing land not only means losing food, but also the opportunity to grow other cash crops, and the opportunity to increase the family's income.

During the construction of the tour road, some farmers resolutely disagreed with the occupation of the land. The leaders and officers had to take turns to persuade them. In the end, they eventually gave up their resistance and compromised. However, they therefore hated the leaders who persuaded them and had conflict with them.

In addition to the tour road, a small number of farmers with economic strength have built hotels and restaurant under the government's call. And they increased the tourist reception capacity of the Damuyu Village. The construction of hotels and restaurants must also occupy cultivated land, and there is no other mountain land around to be used, so the land in the village is gradually shrinking.

D. The increase of visitors leads to environmental pollution

With the development of rural tourism, the number of tourists is increasing. And the sewage and domestic garbage discharged for the reception of tourists will also increase. Some tourists have not formed the environmental awareness, and the behaviors such as climbing trees and throwing garbage are also appearing.

Since ancient times, the villagers of Huayao Dai haven't got a fixed place for garbage. They used to fall the garbage into the ditch behind the house and then it was washed into the Red River. Later in order to keep their home clean, villagers directly put it into the Red River and let the river wash it away. One method is indirect, while the other is direct, but the final destination of the garbage is the Red River. The villagers did not feel that there was anything wrong with this. Their ancestors did so, and there was no much pollution to the environment. In fact, the type of garbage determines whether it will cause pollution and the degree of pollution to the Red River.

The development of tourism and the increase of tourists have made catering a leading industry that developed in Damuyu. Many farmers have set up farmhouses that can provide catering services for tourists. Some large families have added bowls and plates, but chopsticks are all disposable. Gradually, with the increase of mobile food outlets, a large number of plastic and foam boxes were adopted. Then various plastic wastes that were not easily decomposed began to accumulate and float around the village and in the Red River.

In order to welcome the Huayao Dai International Fashion Festival held during the National Day holiday of October 2007, the government stressed that it was necessary to build a garbage room, so the first garbage room in Damuyu Village was finally built. However, everyone found it not practical because the garbage in it will not disappear automatically, but needed people to do the cleaning every day. Then the leaders of the village again call on the villagers not to throw the garbage into the garbage room, but throw it into the river by themselves.

It is not enough that only villagers have the environmental protection awareness. The corresponding supporting measures are also needed. Villagers can't solve the garbage problem on their own. Without a unified planning and investment by the government, it's difficult to make progress.

IV. STRATEGIES OF RURAL TOURISM TO PROMOTE THE "ECOLOGICALLY LIVABLE" ENVIRONMENT CONSTRUCTION

A. *To study and formulate measures that are conducive to both rural tourism development and "ecologically livable" environment construction*

Many villages retain the traditional ethnic houses, and at the same time build new homes provided by the government, to meet their needs in pursuing modern life. However, some villagers have built new houses, but still live in the old houses, but use the new ones for tourism. For example, in a village near Keyi Village in Mile County, Yunnan Province, the government has set a special area for the villagers to build new houses, but they seldom live there. Some villagers have even already rented the new houses to outside operators. Anyway, regardless of how old and new houses are used, the traditional dwellings are preserved.

At present, in the face of the rectification requirements of the Yunnan Tourism Commission in April 2018, the government of Mosha Town in Xiping County has realized the importance of the traditional Huayao Dai houses for tourism. They decided to build new traditional houses in Xiadenglong Village, which is not far behind Damuyu Village. So that they can preserve the architectural heritage of Huayao Dai, and reflect the characteristics of Damuyu Village as an ethnic eco-tourism area.

B. *To avoid occupying agricultural land when developing rural tourism*

The land for tourism development doesn't require soil fertility. So the tourism can be developed on hillsides and floodplains, to avoid the occupation of agricultural land. Of course, the investment for developing those places is greater

than using cultivated land. The river beach reconstruction in Damuyu Village is said to have cost tens of millions.

C. *To invest in garbage disposal systems of the village*

The establishment of the rural garbage disposal system is the basic guarantee for realizing the ecological revitalization and rural civilization. Without effective waste disposal methods, the garbage is thrown into mountains and rivers, causing environmental pollution in the villages and surrounding areas. The establishment of the garbage disposal system requires investment. So it is recommended that the government set up a special fund to solve this problem.

V. CONCLUSION

The rural tourism development has promoted the construction of village environment, cultivated the Damuyu villagers' awareness of environment protection, accelerated the pace of villagers' integration into modern life, increased their economic income, and promoted the construction of a livable environment for the family. However, rural tourism development requires the originality of traditional dwellings, which conflicts with the government's pursuit of performance and the villagers' pursuit of urban living style. At the same time, rural tourism development also leads to the reduction of cultivated land. Its negative impact can be minimized through the government's decisions, investment and other methods.

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