

Protection and Inheritance of Guizhou Traditional Culture in Rural Revitalization: Opportunities and Challenges of Rural Tourism

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Abstract: This paper delves into the profound examination of the conservation and transmission of traditional culture in the context of rural revitalization in Guizhou. It emphasizes the paramount importance of the diverse cultural heritage of Guizhou, vividly highlighting its exceptional richness and incomparable value while concurrently underlining the pressing urgency of bequeathing this invaluable legacy. Furthermore, the paper explores in depth the pivotal role traditional culture plays in rural rejuvenation, encompassing cultural inheritance and societal values. Simultaneously, the article conducts a thorough analysis of the intricate nexus between rural tourism and the preservation of traditional culture, with a particular emphasis on the significant role of rural tourism in cultural continuity. Subsequently, within the backdrop of the present societal milieu, it comprehensively examines the economic, social, and cultural opportunities brought about by rural tourism, alongside the potential commercialization risks, challenges in cultural preservation, and social impacts, among others. Finally, it posits an array of solutions to strike a balance between the economic interests of rural tourism and the imperative need for cultural preservation. The interconnection between Guizhou's rural revitalization and its traditional culture is inseparable, and rural tourism possesses substantial potential for development, yet it necessitates circumspectly addressing an array of challenges. And it is imperative to consider the objectives of cultural inheritance and sustainable development holistically.

Keywords: Guizhou; Rural revitalization; Traditional culture; Rural tourism; Cultural preservation

1. INTRODUCTION

Rural cultural resources serve as the conduit of rural culture, reflecting the production and way of life in the countryside, encompassing attire, cuisine, dwellings, implements, rituals, customs, and more. The Chinese nation's origins lie in an agrarian society, and its development is intertwined with agricultural civilization. Rural culture stands as the core and wellspring of Chinese national culture. To attain the grand rejuvenation of the Chinese nation, it is imperative to safeguard and cultivate this very wellspring.

The rapid urbanization presents a monumental challenge to the cultural heritage of rural areas. To safeguard and pass down our nation's longstanding and bountiful rural cultural heritage, a series of measures must be undertaken. Rural areas constitute a vital source of our country's traditional culture, replete with rich history, folklore, and customs. Rural cultural heritage not only represents our history and traditions but also serves as the collective memory of the farming populace. Thus, the preservation and transmission of rural cultural heritage are of utmost importance for maintaining social stability and promoting rural development.

Rural tourism emerged as a novel means of preserving and passing down Guizhou's traditional culture. Alongside the elevation of our nation's comprehensive strength and the improved living standards of its people, there has been a substantial transformation in their way of life. Underpinning this transformation is the equal importance of spiritual and material civilization. Tourism has gradually become a requisite component of life.

In implementing a comprehensive rural revitalization strategy, the focus should be prioritizing the development of agriculture and rural areas. In alignment with the overarching goals of fostering prosperous industries, ecological civilization, and affluent livelihoods, a coordinated effort is required to propel the economic, social, and environmental development of rural areas. The essence of the rural revitalization strategy manifests the nation's profound commitment to rural development.

Tyler (Tyler, 2006) suggests that rural tourism, from an economic perspective, involves the residents of rural or countryside areas utilizing pastoral tourism resources for profit by transforming them into comprehensive activities that attract travelers. Nilsson (Nilsson, 2002) defines rural tourism as a unique form of tourism that simultaneously develops based on both urban and rural foundations. Christian M.(Christian M, 2007) understands rural tourism as an industrialized form

of tourism activity that can provide sustainable income for rural residents in certain specific or underdeveloped countries when other resources are lacking. However, it is crucial to emphasize the rationality of planning and development in rural tourism to avoid a series of activities that could harm the rural ecological environment.

In the SPRITE project, Saxena et al. (Saxena et al., 2007) define integrated rural tourism as a holistic framework in rural tourism destinations that integrates environmental resources, socio-cultural aspects, economics, and other related fields, considering mutual influences and planning for stakeholders' interests. Despite the concept of sustainable tourism encompassing several potential contradictions, its practical application has remained relatively superficial, as noted by Sharpley (Sharpley et al., 2003). Hiwasak (Hiwasaki, 2006) and Burton (Burton, 2004) argue that the fusion of agriculture and rural tourism industries can not only expand the breadth and depth of both industries but also promote their healthy integration and development, creating a positive and sustainable cycle.

Edward Inskeep (Edward, 1991) asserts that agriculture, rural architecture, and rural tourism should be interconnected, mutually reinforcing, and collectively promote each other. He refers to cultural tourism in remote areas as "Village tourism." Starting in the 1970s, rural tourism planning has gradually gained importance in areas where rural tourism has seen significant development. Aliza Fleischer and Anat Freshwater (Wang, 2019) conclude that the integration of rural industries has promoted local economic development and, due to this integration, products better meet market demands, resulting in significant economic benefits.

In China, scholars have conducted extensive research on the concept of village tourism since the reform and opening-up policy. For example, Anwar (Anwar et al., 2021) defines village tourism as an activity that combines the unique natural and cultural resources of a village, primarily for rural sightseeing and experiencing local customs. They have also explored various rural tourism development models. Scholars like Brasdefer (Brasdefer, 2021) believe that rural tourism has different development models, including network-based development models, planning and construction development models, and embedded development models, among others. Castillo-Villar (Castillo-Villar & Merlo-Simoni, 2022) emphasizes that rural tourism planning should make full use of the distinctive resources of rural areas, integrate with urban and rural planning, and apply modern market development concepts to

promote healthy and sustainable rural tourism planning based on protecting the rural ecological environment.

2. IMPORTANCE OF GUIZHOU'S TRADITIONAL CULTURE

2.1 Diverse Cultural Heritage in Guizhou

2.1.1 Plurality and Cultural Abundance

Guizhou Province is one of China's ethnic minorities, and there are many different ethnic groups living here, such as Miao, Dong, Buyi, Miao in southeast Guizhou, Yi, and so on. This kind of ethnic diversity has injected unique charm and diversity into the traditional culture of Guizhou. Each ethnic group has its unique language, customs, dress, diet, religion, and celebration, which together constitute the diversity of Guizhou's traditional culture (Guo, 2023; Yang Lixin et al., 2023).



Figure 1: Location of Guizhou (Tyler, 2006)

This diversity not only enriches Guizhou's cultural landscape but is also reflected in various fields, such as traditional craftsmanship, music, dance, and literature. Traditional crafts like Miao embroidery, Dong bamboo weaving, and Miao silverware have been passed down from generation to generation, becoming precious cultural heritage. Furthermore, conventional forms of performance like Miao lusheng, Dong drum dances, and Buyi folk songs and dances, along with intricate classic poetry and mythical legends, vividly exemplify the diversity of Guizhou's traditional culture (Greenstein & Khanna, 1997; Lind, 2005; Rosenberg, 1963).

Guizhou's local customs and culture are depicted in the image shown in Figure 2.



Figure 2: Local Customs and Culture of Guizhou, Image source: Baidu Images
<https://baijiahao.baidu.com/s?id=1777697592344485445&wfr=spider&for=pc>

This cultural diversity not only makes Guizhou a unique cultural treasure trove but also provides an opportunity for tourists to explore and understand different cultures. The richness of traditional culture attracts many people to Guizhou to experience and engage in these unique cultural expressions, thus providing a compelling draw for Guizhou's rural revitalization (Agren, 2021).

2.1.2 The Preciousness of Cultural Heritage and the Necessity of Inheritance

Guizhou's traditional cultural heritage is diverse, encompassing ancient traditional crafts, ethnic musical instruments, literary works, traditional festivals, and rituals. These cultural heritage elements not only represent Guizhou's history and cultural legacy but also carry abundant wisdom and values. Therefore, the preservation and inheritance of these cultural heritage elements are of paramount importance for maintaining Guizhou's cultural identity and historical memory.

Ancient traditional crafts like Miao embroidery and Dong bamboo weaving, handed down from generation to generation, not only protect these crafts themselves but also maintain community cohesion. The inheritance of these traditional skills conveys the importance of cultural and technological transmission, as well as how to balance tradition with modern demands in the contemporary world, as depicted in Guizhou's

traditional architecture and attire, as shown in Figure 3.



Figure 3: Guizhou Traditional Dwellings and Attire

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Traditional music, dance, and songs are also vital to Guizhou's traditional culture. The Miao lusheng, Dong dances and songs, and Yi Torch Festival, among others, all reflect the spirit and emotional expressions of these ethnic groups (Deng et al., 2021). These traditional performing arts forms are not only for entertainment but also serve as vehicles for cultural inheritance, passing down ancient stories and values to the new generation.



Figure 4: Types of rural culture in Guizhou



Figure 5: Scenic Beauty of Danzhai, Guizhou

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Additionally, traditional festivals and ceremonies, such as Miao New Year, Dong New Year, and the Bouyei Mountain Worship Festival, carry significant information about religion, life philosophy, and community cohesion. These rituals not only enrich cultural life but also help convey moral values and social cohesion.

In summary, the diversity of traditional culture and the preciousness of cultural heritage play a pivotal role in the rural revitalization of the region. As depicted in Figure 3, by preserving and inheriting these traditions, Guizhou can not only maintain cultural diversity but also attract tourists and investments, promoting sustainable development. Moreover, it helps maintain Guizhou's cultural identity, foster community cohesion, and pass down wisdom and values to the new generation. The Traditional customs and culture in various regions of Guizhou are shown in Table 1 (He, 2012).

Table 1: (a) Traditional customs and culture in various regions of Guizhou

Region	Traditional Culture	Description
Guiyang City	Wedding Banquet Culture	Guiyang's wedding banquets typically involve traditional ceremonies and exquisite attire.
	Dong's Da Ge Festival	A grand singing and dancing festival celebrated in Dong areas, including traditional competitions.
Qiandongnan Miao and Dong Autonomous Prefecture	Miao's Reed-Pipe Festival	Reed-pipe is a traditional musical instrument of the Miao people, and the festival features grand performances and rituals.

Table 1: (b) Traditional customs and culture in various regions of Guizhou

Region	Traditional Culture	Description
Anshun City	Dong's Dong New Year Festival	A New Year celebration of the Dong people, featuring traditional feasts, dance, songs, dragon and drum performances.
	Daxidong Torch Festival	A Torch Festival is celebrated on the 15th day of the lunar calendar with people carrying torches and singing and dancing.
	Buyi's Mountain Worship Festival	A mountain worship festival of the Buyi people, including rituals, singing, and dancing to show gratitude to the mountain deity.
Qianxinan Buyi and Miao Autonomous Prefecture	Buyi's Dazhai Festival	Dazhai Festival is the most significant celebration of the Buyi people, marking New Year and harvest, featuring traditional clothing and religious rituals.
	Miao's New Rice Festival	A festival celebrating the new rice harvest with banquets, dances, and sports competitions.

2.2 The Role of Traditional Culture in Rural Revitalization

2.2.1 The Role of Traditional Culture in Cultural Inheritance for Rural Revitalization

Guizhou has a rich and diverse traditional culture, encompassing multiple ethnicities, dialects, and unique cultural expressions. These conventional cultural elements are not only valuable treasures for Guizhou's rural communities but also have profound impacts on rural revitalization. In rural communities, people establish their identity through traditional culture, including shared values, belief systems, customs, and celebrations. Through cultural inheritance, villagers form close connections, creating a sense of community cohesion. This helps unite community residents, working together towards rural revitalization.

Furthermore, traditional culture plays a crucial role in attracting tourists and investments. Guizhou's traditional culture draws many visitors, providing vital economic support for rural revitalization. Traditional handicrafts, traditional music and dance performances, as well as ethnic festivals and cultural activities, become essential selling points for rural tourism, as illustrated in Figure 5, depicting the local customs and culture of Guizhou. The income generated by tourists contributes to improving the living standards of rural residents and promotes local economic development. Moreover, traditional culture is closely related to the synergistic effect of rural revitalization (Djebbari, 2022). The preservation

and inheritance of conventional culture enhance the image of rural areas and increase the chances of success for rural revitalization projects. Government and social organizations typically support traditional culture projects to facilitate rural revitalization. This approach brings more resources and opportunities to rural areas.



Figure 6: Local Customs and Culture of Guizhou's Rural Areas

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2.2.2 The Social Value of Traditional Culture in Rural Revitalization

Figure 7 illustrates the rural tourism planning and design in Guizhou. Traditional culture plays a crucial role not only in cultural inheritance but also holds significant social value in rural revitalization.

1. Traditional culture contributes positively to moral values. It often conveys profound moral values such as respecting elders, unity, mutual assistance, and frugality. These values are essential in rural communities, helping maintain social order and harmony. In rural revitalization, these values can guide residents to participate more effectively in community development and cooperation, promoting sustainable rural development (Draves, 2021).

2. The wisdom and experience embedded in traditional culture provide valuable insights for addressing modern challenges. Rural communities face various challenges, including agricultural development, resource management, and environmental protection. Traditional culture holds rich wisdom that can offer valuable references for solving these issues. For instance, traditional agricultural knowledge and techniques can be critical in improving rural yields and promoting sustainable farming practices. Ancient wisdom can also guide local communities in better managing natural resources and the environment to protect the interests of future generations.

3. Traditional culture profoundly influences people's ways of life and thinking. It shapes their values and beliefs, affecting their behaviors and decisions. In rural revitalization, traditional culture helps maintain the uniqueness of rural life, encouraging residents to preserve their local cultural characteristics instead of unquestioningly imitating urbanized lifestyles. Striking a balance between cultural preservation and modernization is crucial for rural revitalization, as it enables villagers to retain their distinctive cultural identity throughout the modernization process. The role of traditional culture in cultural inheritance and social values in rural revitalization is undeniable. It helps maintain community identity, attracts tourists and investments, and provides profound moral values and wisdom, shaping the lifestyle and thinking of residents. Together, these aspects promote comprehensive rural revitalization.

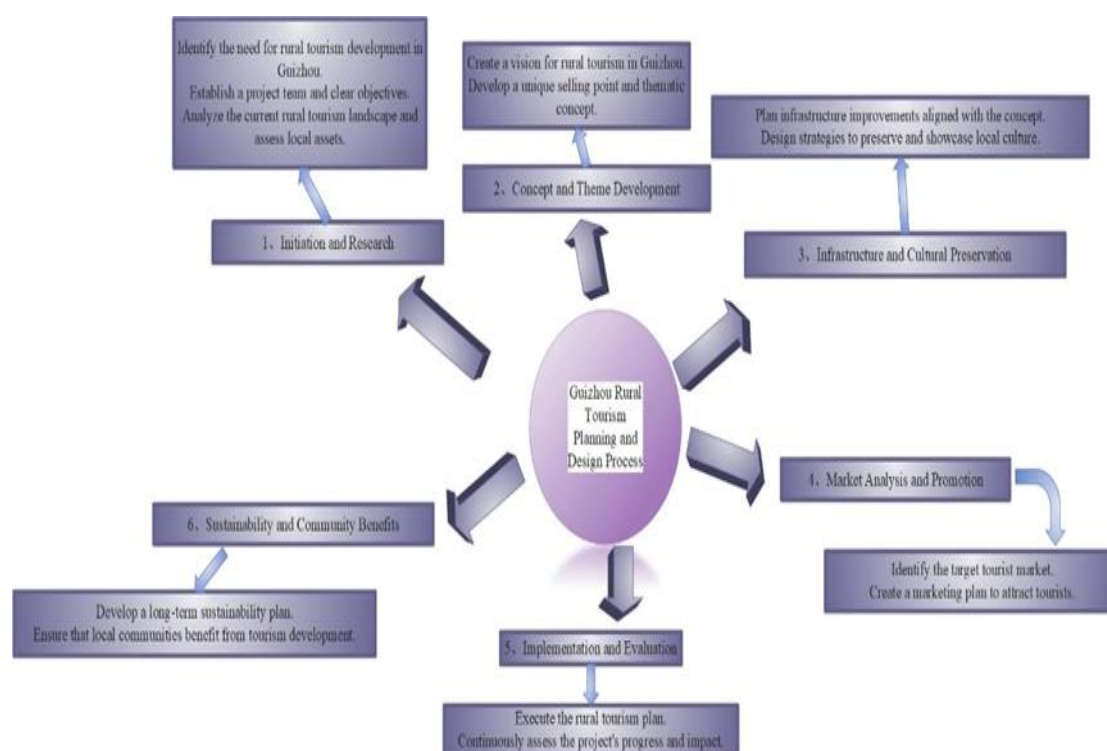


Figure 7: Rural Tourism Planning and Design in Guizhou (Wang, 2019)

3. RURAL TOURISM AND TRADITIONAL CULTURE PRESERVATION

3.1 Rural Tourism

Rural tourism, as a tourism structure, has won extensive improvement and advertising in China and worldwide. It allows travelers to get shut to nature, ride rural life, and examine nearby traditions. Guizhou, with its prosperous and various typical practices and marvelous herbal landscapes,

is the best vacation spot for rural tourism. Rural tourism typically involves journeying rural attractions, participating in nearby rural activities, and savoring genuine rustic cuisine. Guizhou's rural areas are famous for their beautiful landscapes, numerous ethnic cultures, exceptional typical craftsmanship, and cultural festivals, attracting several vacationers to explore. Rural tourism now not only gives fun journey experiences for travelers but additionally creates financial possibilities for residents, contributing to an enhancement in their excellent of life. Table 2 showcases the fifth batch of "Guizhou Minority Characteristic Villages," which lists 10 villages due to area constraints (Ellis Robinson & Coles, 2021; Fanari et al., 2022; Wang, 2022).

Table 2: The Fifth Batch of "Guizhou Minority Characteristic Villages"

Serial Number	City/Region	Village name
1	Guiyang City	Damu Village, Liutun Town, Xiuwen County
2	Zunyi City	Datang Village, Luolong Town, Daozhen County
3	Anshun City	Awai Village, Yaopu Town, Economic Development Zone
4	Liupanshui City	Yanbo Village, Yunni Township, Panzhou City
5	Bijie City	Yushanhe Village, Yuchong Township, Dafang County
6	Tongren City	Fanjingshan Village, Taiping Town, Jiangkou County
7	Tongren City	Wudong Village, Danjiang Town, Leishan County
8	Qiandongnan Prefecture	Huanggang Village, Shuangjiang Town, Liping County
9	Qiannan Prefecture	Haohuahong Village, Haohuahong Town, Huishui County
10	Qianxinan Prefecture	Shan Na Hui Village, Wanyi Street, Xingyi City

3.2 The Connection Between Rural Tourism and Cultural Heritage

Rural tourism now not only helps hold and omit down Guizhou's prosperous regular way of life but additionally affords broader opportunities for the improvement and dissemination of cultural elements. Rural tourism serves as a platform for travelers to obtain a more profound perception of the neighborhood's standard culture. Visitors can witness the crafting of traditional handicrafts, revel in ethnic song and dance performances, and participate in common temple festivals and festivals, amongst different experiences. These hands-on experiences allow travelers to recognize and admire Guizhou's regular culture, contributing to cultural preservation. Furthermore, rural tourism permits residents to ignore their

shared culture. By showcasing and instructing ordinary skills, customs, and celebrations to tourists, villagers can transmit their cultural heritage. This now not only aids in keeping standard craftsmanship and expertise but additionally affords possibilities for the youthful technology to study and engage, making sure of cultural continuity. Additionally, rural tourism can stimulate the innovation and improvement of neighborhood culture. To appeal to tourists, villagers can mix regular factors with present-day demands, developing special cultural merchandise and experiences. This innovation fosters cultural vitality, permitting it to adapt to the desires of modern society while keeping its typical characteristics (Król, 2021).

Hence, rural tourism is integral in safeguarding and passing down Guizhou's typical culture. Providing firsthand experiences, providing possibilities for residents to pass down their heritage, and promoting cultural innovation, it connects travelers with nearby cultures, accomplishing and, at the same time, recommending scenarios for cultural renovation and development. This guide bolsters Guizhou's rural revitalization and cultural renovation efforts. The diploma of cultural conservation in unique components of Guizhou is proven in Table 3.

Table 3: The degree of cultural preservation in Guizhou

Region	Cultural Preservation Level
Qiandongnan Miao and Dong Autonomous Prefecture	Highly preserved, and rich in Miao and Dong traditional cultures.
Guiyang City	Relatively well-preserved, with some cultural preservation challenges due to urbanization, but there are cultural protection measures in place.
Qianxinan Buyei and Miao Autonomous Prefecture	Relatively well-preserved, featuring unique Buyei and Miao cultures.
Zunyi City	Relatively well-preserved, with rich traditional Han and Miao cultures, but also facing some challenges.
Qiannan Buyei and Miao Autonomous Prefecture	Relatively well-preserved, with traditional Buyei and Miao cultures, although influenced by modernization.
Liupanshui City	Relatively well-preserved, with some traditional Han culture, but urban development has brought cultural changes.
Tongren City	Relatively well-preserved, with rich Miao traditional culture, but facing cultural preservation challenges.
Anshun City	Relatively well-preserved, with rich Miao and Han traditional cultures, but influenced by modernization.

4. OPPORTUNITIES IN GUIZHOU RURAL TOURISM



Figure 8: Opportunities in Guizhou Rural Tourism (Lenao & Saarinen, 2015)

4.1 Economic Opportunities

Rural tourism has added ample monetary possibilities to Guizhou province. The rural areas of Guizhou boast outstanding herbal landscapes and particular routine cultures, imparting a solid basis for improving rural tourism. By attracting tourists, rural tourism affords several financial possibilities to residents. Locals can work as guides, performers in people activities, restaurant servers, and homestay hosts, thereby growing their income. These associated job possibilities alleviate employment pressures in rural areas and enhance the dwelling requirements of villagers.

Furthermore, rural tourism promotes the improvement of infrastructure and the provider industry. To meet the desires of tourists, neighborhood governments and companies frequently invest in infrastructure like roads, hotels, restaurants, and leisure facilities. This no longer solely enhances the village's infrastructure; however, it additionally fosters the improvement of associated industries, growing extra enterprise opportunities. Additionally, rural tourism brings traveler expenditures, which have a direct financial effect on rural areas in Guizhou (Lichter & McLaughlin, 1995). The cash vacationers spend in rural tourism flows into nearby communities, growing economic profits in rural regions. This now not only helps the livelihoods of neighborhood farmers but also stimulates consumption and improvement in rural areas.

4.2 Social Opportunities

To meet the demands of tourists, residents typically need to collaborate and participate in activities such as homestays and folk performances. This

cooperation helps strengthen internal community bonds, improve community relations, and promote social harmony.

Villagers can also preserve and showcase their traditional culture through rural tourism projects, contributing to the protection and inheritance of Guizhou's rich cultural heritage (Surchev, 2010). At the same time, marginalized social groups in rural areas can engage in tourism activities, gaining economic and social opportunities, which can help alleviate poverty and inequality.

4.3 Cultural Opportunities

Figure 8 shows the annual distribution of tourist numbers and income in Guizhou Province. Rural tourism provides significant opportunities for the preservation and promotion of Guizhou's traditional culture. In this field, tourists can personally experience traditional craftsmanship, savor authentic rustic cuisine, and enjoy ethnic music and dance performances. This helps enhance people's awareness of Guizhou's traditional culture and promotes the dissemination of cultural elements.

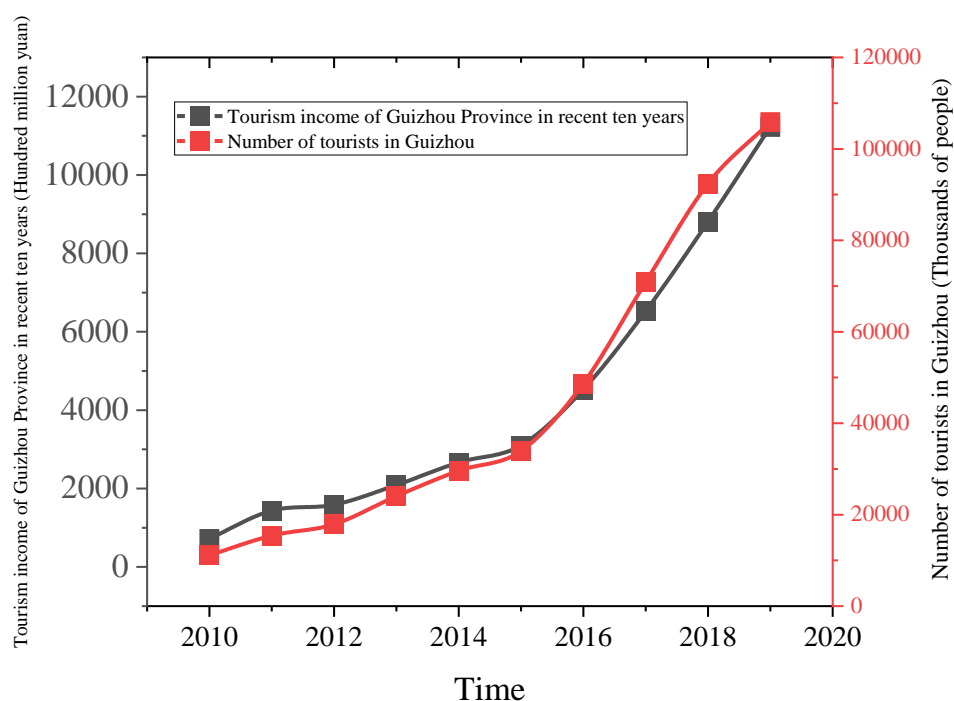


Figure 9: The annual distribution of tourist numbers and income in Guizhou Province (Lichter & McLaughlin, 1995)

5. CHALLENGES OF RURAL TOURISM

5.1 Commercialization Risks

Commercialization risks in Guizhou's rural tourism are a significant

challenge. As rural tourism becomes more popular, commercial operations can lead to over-commercialization, harming the natural environment and cultural uniqueness of rural areas. Commercialization development can result in excessive land development, the construction of large-scale tourism facilities, and the disruption of rural natural landscapes. Additionally, commercialization can cause price inflation, increasing living costs for residents.

Simultaneously, the pursuit of economic interests by tourists and investors may result in the over-commercialization of cultural elements, causing them to lose their genuine traditional characteristics. Therefore, maintaining a balance in commercialization is crucial to ensure the sustainability of rural tourism and the long-term benefits to residents.

5.2 Cultural Preservation Dilemma

Cultural preservation is another challenge faced by rural tourism in Guizhou. The rural culture of Guizhou is shown in Figure 8. While rural tourism offers opportunities for the dissemination of traditional culture, it also brings challenges to cultural preservation. The impact of commercialization and modernization may threaten some conventional cultural elements. For instance, commercial cultural performances may become overly commercialized to cater to tourists' tastes and overlook the genuine traditional cultural characteristics.

Moreover, with a waning interest in traditional culture among the younger generation, cultural heritage might need to be improved. Therefore, it is necessary to protect traditional culture while ensuring its appropriate transmission and presentation in rural tourism to preserve its authenticity.

5.3 Social Impact

Guizhou's rural tourism also faces challenges related to social impact. The influx of tourists may lead to changes in community and social structures (Haldar, 2007). Communities may experience cultural conflicts and social disturbances as interactions and conflicts between cultures create friction. Furthermore, tourists' arrival may result in land occupation and resource scarcity, exacerbating the burden on local communities. Therefore, careful planning and management of rural tourism are necessary to ensure social stability and the sustainable development of communities. Social participation and education are vital means to mitigate these social impacts and help communities better adapt to changes.

6. SOLUTIONS

6.1 Increase Government Financial Investment

The government should allocate more financial resources to support rural cultural heritage protection. It is essential to establish a sound policy and regulatory framework to ensure the preservation of rural cultural heritage. Additionally, enhancing supervision and assessment of related work is necessary to ensure that allocated funds are utilized properly.

6.2 Encourage Social Engagement

Besides government support, social forces play a vital role. Social organizations, academic institutions, businesses, and other entities should actively participate in rural cultural heritage protection and preservation. Collaboration mechanisms should be established to encourage cooperation between social organizations and rural residents for the joint security and preservation of rural cultural heritage.

6.3 Education and Promotion

Education and promotion are crucial for strengthening rural cultural heritage protection and preservation. Educational institutions should offer relevant courses to increase awareness of the importance of rural cultural heritage. Furthermore, organizing rural cultural heritage exhibitions, cultural festivals, and other activities can help spread awareness of the value and significance of rural cultural heritage to the public, encouraging people to get involved in preservation efforts.

6.4 Establish a Protection Mechanism

To effectively protect rural cultural heritage, a comprehensive protection mechanism needs to be established. Firstly, create archives and databases for rural cultural heritage to document and preserve relevant information. Secondly, develop detailed protection plans and measures for different types of cultural heritage. Lastly, implement monitoring and evaluation mechanisms to assess the status and changes of cultural heritage continually.

6.5 Encourage Innovation and Sustainable Utilization

Protecting and preserving rural cultural heritage means something other than stagnation or rigid preservation. On the contrary, innovation should be encouraged to combine cultural heritage with modern development. For

example, through creative craftsmanship and rural tourism development, cultural heritage can be revitalized to promote rural economic growth. The solution of the Guizhou rural revitalization is shown in Fig 9.



Figure 9: Guizhou Rural Revitalization Solutions

7. CONCLUSION

There is a robust connection between Guizhou's rural revitalization and usual culture. The traditional lifestyle is a treasured asset in Guizhou that no longer solely presents a feeling of identification and brotherly love to rural communities; however, it performs a critical function in rural revitalization. The preservation and inheritance of traditional culture in rural community's help maintain their cultural identity and promote social harmony. Rural tourism, as a development strategy, provides opportunities for the dissemination and development of traditional culture while offering economic opportunities to rural areas. Guizhou's traditional culture and rural revitalization are mutually dependent and collectively drive the sustainable development of rural areas in Guizhou.

Guizhou's rural tourism has significant potential but also faces certain limitations. Its potential lies in the rich natural landscapes, diverse cultures, and the economic and social opportunities it offers residents. However, limitations stem from insufficient infrastructure, challenges in cultural preservation, environmental protection issues, and the need to balance the relationship between rural tourism and residents. Addressing these issues requires joint efforts from the government, businesses, and society to achieve the sustainable development of rural tourism.

There is hope for the future of Guizhou's rural revitalization and rural tourism. The government and society should focus on improving

infrastructure to enhance the attractiveness and accessibility of rural tourism. Furthermore, cultural protection and preservation must be a top priority to ensure the continuity and development of traditional culture. Environmental conservation and community engagement will continue to be areas of concern. Guizhou has the potential to become a model for rural revitalization by combining traditional culture with modern development, achieving comprehensive and sustainable rural development.

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