

Study on Protection and Development of County Traditional Villages Group from the Perspective of All-for-one Tourism in the New Period

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Received: 25 May 2023; Revised: 30 June 2023 2023; Accepted: 30 July 2023; Published: 15 October 2023

Abstract: Traditional villages are the historical memory of the Chinese nation, the essence of China's farming civilization, and also important historical and cultural heritage and tourism resources. Scholars at home and abroad have conducted in-depth research on the protection and development of traditional villages from various angles, but these studies lack the direction of traditional villages group in regional counties. The development of all-for-one tourism is a new concept and model for the protection and development of traditional villages in the new era. This paper attempts to apply the theory of all-for-one tourism to explore the path of protection and development of traditional villages group in the county. Traditional villages group in Tongjiang County, Sichuan Province were selected as the research area, and analyzed from the aspects of elements of traditional village cultural resources, opportunities and difficulties of protection and development, etc. Based on data analysis, a series of regional protection and development paths were proposed, including seizing policy opportunities, improving the special planning of all-for-one tourism, deeply strengthening the integration of agriculture, culture and tourism, mining the cultural connotation of villages, and cultivating villagers' main consciousness, are proposed to realize the sustainable development of the traditional village groups in the county.

Keywords: *All-for-one Tourism; Traditional Villages Group; Tongjiang County; Protection and Development*

1. Introduction

Traditional villages refer to villages that have been formed earlier, have rich traditional resources, and have certain historical, cultural, scientific, artistic, social, and economic values, and should be protected [1]. Traditional villages are the root of Chinese traditional culture and the important historical relics of agricultural civilization. They are rich in traditional architectural culture, farming culture, folk culture, and various intangible heritage cultures, and have many cultural resources full of regional characteristics. They are important tourist attractions and tourist destinations for the development of all-for-one tourism.

All-for-one tourism refers to the comprehensive and systematic optimization and improvement of regional economic and social resources, especially tourism resources, related industries, ecological environment, public services, systems and mechanisms, policies and regulations, and civilization quality, in a certain region, with tourism as the dominant industry, to achieve the organic integration of regional resources, industrial integration and development, and social co-construction and sharing, a new concept and model of regional coordinated development driven and promoted by tourism [2]. The development of all-for-one tourism in the new period is an important model to

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implement the new development concept and the high-quality development of tourism. The cultural resources of traditional villages are an important part of all-for-one tourism and an important link to establish the "Four in one" all-for-one tourism development model of famous cities, towns, and villages [3].

Tourism is an important pillar industry of national economic development, which is an important means to narrow the urban-rural dual economic structure and achieve high-quality economic development. With the new period, however, the arrival of the era of mass tourism [4], the tourism industry in our country, there is a shortage, imperfect mechanisms, and many other issues, all-for-one tourism arises at a historic moment, the Government Work Report of the State Council in 2017 put forward the development of all-for-one tourism, 2018 issued by The General Office of the State Council on promoting the Development of All-for-one Tourism Guidelines, all-for-one tourism has become a focus of academic attention, and its research directions mainly focus on rural tourism [5,6,7], construction of evaluation index system [8,9,10], development mode [11,12,13], planning [14,15,16], county development strategy research [17,18,19], etc. Traditional villages are important resources for all-for-one tourism, but there is relatively little research on the protection and development of all-for-one tourism and traditional villages. At present, China is vigorously promoting the development of all-for-one tourism and implementing the rural revitalization strategy. In the process of all-for-one tourism, how to protect the cultural heritage of traditional villages, how to develop the cultural resources of traditional villages, and realize the high-quality development of cultural tourism of traditional villages are all major practical problems that need to be solved. Therefore, we must study the protection and development of traditional villages from the perspective of all-for-one tourism.

This paper takes the traditional villages group in Tongjiang County of Sichuan Province, which has typical Bashu regional cultural characteristics, as the research area, and studies the protection and development path of the county traditional villages group from the perspective of global tourism. Based on the analysis of data from field investigation, historical documents, websites, and other aspects, this paper discusses the elements of traditional village cultural resources, opportunities, and difficulties in protection and development. The paper puts forward some regional approaches for the protection and development of traditional villages group at the county level, such as seizing the policy opportunity period, perfecting the special planning of global tourism, strengthening the integration of agriculture, culture, and tourism, mining the connotation of village culture, and cultivating the consciousness of villagers' main body.

2. Materials and Methods

2.1. Study Area

Tongjiang County is located in the northeast of Bazhong City, Sichuan Province, at 31°39' -32°33' north latitude and 106°59' -107°46' east longitude (Fig.1). The county covers an area of 4119.83 square kilometers, and there are 33 towns (subdistricts) and 324 administrative villages within its jurisdiction, with a permanent population of 508,000 [20]. Tongjiang County is known as "one prefecture and three townships" (the capital of the Sichuan-Shaanxi revolutionary base, the hometown of the Chinese Red Army, the hometown of Tremella, and the hometown of Karst caves). It is rich in various tourism resources. Cultural resources such as red culture, traditional village culture, and folk culture are important cultural contents of the historical development and cultural inheritance of Tongjiang County, it has typical regional characteristics of Bashu culture. Traditional villages are an important cultural space in Tongjiang County, gathering rich material and intangible cultural heritage, and an important carrier for the development of all-region tourism in Tongjiang County. In 2021, Tongjiang County was identified by the Sichuan Provincial Department of Culture and Tourism as the third batch of provincial-level all-for-one tourism demonstration zones, and is now fully promoting the creation of national-level all-for-one tourism demonstration zones (Fig.2). Therefore, this paper takes the traditional villages group of Tongjiang County as the research object, and actively explores the new era path of the overall protection and development of the county's traditional villages group from the perspective of all-for-one tourism.

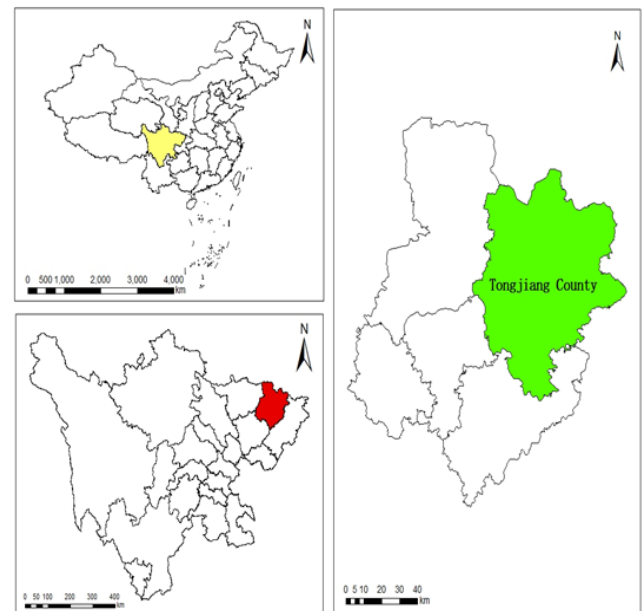


Figure 1. Location of Tongjiang County



Figure 3. Patio, entrance porch frontage of Lingshang Courtyard of Xuetangshan Village
Source: From Xuetangshan Village Committee

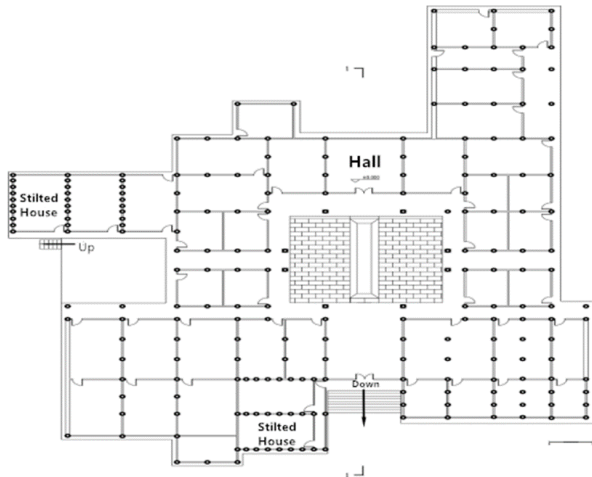


Figure 4. Architectural plan mapping of Lingshang Courtyard of Xuetangshan Village
Source: The bottom drawing comes from Xuetangshan Village Committee

3.1.2. Complete Symbols of Farming Culture

Tongjiang County is a largely agricultural county with a long history of agricultural development. Traditional agricultural production is still the main way of production and life in the village, and the self-sufficient farming culture has been passed down to today (Fig.5). The villagers here stick to the farming season every day, intercropping between the water and the drought, and terraces, showing the regional agricultural landscape of the Bashu Culture Region everywhere. Villagers mainly grow rice, wheat, rape, potato, sweet potato, corn, soybean, and other food crops and cash crops such as kiwi, plum, papaya, Sichuan pepper, konjac, and mainly raise pigs, cattle, sheep, chickens, ducks, fish, and other poultry and livestock. Farm implements are mainly homemade, including ploughs, rakes, hoes, sickles, windmills, baskets of flowers, basket carriers, dustpans, bamboo hats, and dustpans. Garden crops, including various vegetables and fruit trees, have also been developed around the house. The unique family-style traditional agricultural culture of traditional villages in Tongjiang County is rich in connotation and complete in variety. It is a typical epitome of traditional Chinese farming culture and has great cultural value.



Figure 5. The scenery of Liyuanba Village
Source: From Official Website of Tongjiang County People's Government

3.1.3. Historical Sites are All Over the Region

Since Tongjiang County was part of the Ba State in the Shang and Zhou Dynasties, there have been many historical cultural relics and historic sites left in the county. Traditional villages are widely distributed and of rich types, which are of great value for scientific research and tourism. First, ancient roads, ancient cities, ancient tombs, ancient temples, ancient ancestral temples, ancient bridges, ancient wells, and other ancient sites are complete. Micang Ancient Road, which was built in the late Qin Dynasty and early Han Dynasty, runs through many traditional villages in the county. It has a significant strategic position in Dehancheng [21] because of its ancient military importance. Cai Shiyu's joint burial tomb in Xuetangshan Village during the Daoguang Period of the Qing Dynasty was grand and exquisite. Second, there are a large number of Red Revolution sites (Fig.6). The Red Army Martyrs' Cemetery in the Sichuan-Shanxi Revolutionary Base in Wangping Village is the largest Red Army Martyrs' Cemetery in China. The Kucaoba Revolutionary Site Group in Dehancheng Village is the logistics base of the Red Fourth Front Army. Third, the former residences of historical and cultural celebrities are connected, and the representative "Three Li's Former Residence" (Li Fan, Li Zhongbi, Li Zhongge, father and son) in Zijing Village is a courtyard with great cultural value in the early Qing Dynasty, which has been collected in the book "Siku"; The hometown of Li Shanji, a famous person of the Qing Dynasty in Erlangmiao Village, He Zhengwen, a founding general, and Liu Anming, a 72 martyr in Huanghuagang Village.



Figure 6. Representative picture of historical sites in Tongjiang County (A: Dehancheng Village, B: Wangping Village Sichuan-Shanxi Revolutionary Base of the Red Army Martyrs Cemetery, C: Zijing Village "Three Li's Former Residence")
Source: From Official Website of Tongjiang County People's Government

3.1.3. The Intangible Cultural Heritage is Colorful

Tongjiang County is a representative region of Ba Culture. The integration and development of folk culture have created a rich and colorful intangible cultural heritage, especially in traditional villages. The intangible cultural heritage of traditional villages in Tongjiang County mainly includes folk music, traditional skills, traditional stories, and traditional folk customs, which vividly show the development process and production and life wisdom of local villages (Fig.7). For example, labour songs such as "Bearer Song" and "Hao'er Song", and love songs such as "Liuyingji" and "Shiliping".



A. Bashan Paper-cut B. Tongjiang Stone Carving C. Fire Rice Sugar

Figure 7. Representative picture of intangible cultural heritage of Tongjiang County

Source: From the official website of Tongjiang County Cultural Museum

3.2. Opportunities for All-for-one Tourism of Traditional Villages Group in Tongjiang County

3.2.1. Vigorously Promote the Establishment of National All-for-one Tourism Demonstration Zones

At present, Tongjiang County has successfully established the third batch of All-for-one Tourism Demonstration Zones in Sichuan Province, the fourth batch of Famous Tianfu Tourism Counties in Sichuan Province, Strong Tourism Counties in Sichuan Province, Strong Rural Tourism Counties in Sichuan Province, and the Most Beautiful Cultural and Ecological Tourism Counties in China. The tourism industry has been fully developed. Now, Tongjiang County is making every effort to promote the establishment of National All-for-one Tourism Demonstration Zones, which will directly drive the tourism development of traditional villages group in Tongjiang County.

3.2.2. Vigorously Implement the Rural Revitalization Strategy

Traditional villages are an important part of rural development and an important object of rural revitalization, protection, and development. The state vigorously implements the strategy of rural revitalization and follows the general requirements of "prosperous industry, livable ecology, civilized township style, effective governance, and rich life" [22], it will make every effort to promote the comprehensive development of agriculture and rural areas, inherit and develop an excellent traditional culture in rural

areas, protect and develop agricultural cultural heritage and traditional villages, which will further promote the comprehensive revitalization and development of traditional villages group in Tongjiang County.

3.2.3. Accelerate the Construction of Sichuan-Shanxi Old Revolutionary Base Area Revitalization and Development Demonstration County

In 2021, The State Council issued the Opinions on Supporting the Revitalization and Development of Old Revolutionary Base Areas in the New Period, putting forward a series of opinions on the revitalization and development of Old Revolutionary Base areas [23]. Tongjiang County is the "capital of the Sichuan-Shanxi Soviet Area", and "township of the Chinese Red Army", the provincial party committee also clearly proposed building Tongjiang County into " a Core Area of Sichuan-Shanxi Revolutionary Base, a Memorial Site for Red Army Martyrs, an Education Base for the Party's Original Mission, and a Red Tourism Destination", Tongjiang County has also included the construction of a demonstration county for the revitalization and development of the Old Revolutionary Base Areas of Sichuan-Shanxi in the "Fourteenth Five Year Plan", which also brings opportunities for the development of traditional villages with rich Red Culture.

3.2.4. Accelerate Integration into the Construction of Chengdu-Chongqing Twin City Economic Circle

Since the implementation of the national major regional development strategy of Chengdu-Chongqing Twin City Economic Circle Construction, Sichuan Province and Bazhong City have successively issued decisions on accelerating the integration into the Chengdu-Chongqing Twin City Economic Circle Construction, deepening Ba Cultural Region in a Broad Sense cooperation, and jointly constructing the Bashu Cultural Tourism Corridor. Tongjiang County has made efforts to protect Bashu Cultural Heritage, developed Red Cultural Resources, co-built fine Bashu Cultural Tourism Routes, and actively integrated into the construction of the Chengdu-Chongqing Twin City Economic Circle, providing a favorable foundation for the protection and development of traditional villages group in Tongjiang County.

3.3. Predicament of All-for-one Tourism Development of Traditional Villages Group in Tongjiang County

3.3.1. Special Protection Development Planning is not Perfect

Tongjiang County is rich in tourism resources, and all-for-one tourism is booming. However, reasonable special planning and design have not been formulated for the overall protection and development of all traditional villages in the county. Only a few important traditional villages have been focused on building and development. For other traditional villages, there is a lack of unified

planning and centralized development with different characteristics, which may lead to the stereotype, mutual imitation, and untimely development of traditional villages, which may lead to the lack of obvious characteristics and supporting facilities of the tourist attractions with traditional villages as the main body, thus affecting the personalized and diversified tourism needs of tourists throughout the region.

3.3.2. Insufficient Integration of Tourism Resources

Most of the traditional villages in Tongjiang County are currently in the initial stage of development, and have not formed a good cultural tourism integration and agricultural tourism integration model. The tourism resources integration problems such as single tourism projects, lack of experience activities, insufficient development and management of the industrial chain, and insufficient creation of cultural and creative products are prominent, resulting in less time for tourists to stay in the villages and didn't deeply feel the shock of traditional culture with regional characteristics and homesickness brought by traditional villages.

3.3.3. Insufficient Exploitation of Village Cultural Resources

The traditional villages in Tongjiang County have various types of cultural resources and a rich cultural heritage. However, in the process of rural tourism development, most of them only focus on the creation of traditional buildings, agricultural landscapes, and traditional food. The development of agricultural culture, folk culture, and intangible culture is insufficient. The exploration of the cultural connotation of the villages is not enough. The lack of cultural characteristics and unique cultural memories of the villages will inevitably lead to the lack of tourists' sense of experience.

3.3.4. The Main Body Consciousness of Villagers is not Strong

Tongjiang County has a large agricultural population, and some original residents still live in traditional villages, which are mainly based on traditional family agriculture. Except for those who go out, the remaining villagers generally have a low education level, lack of understanding of traditional villages and, a weak sense of protection. Moreover, most traditional villages have not formed an effective industrial development and benefit distribution mechanism, which leads to the villagers' lack of subjective awareness and low participation in the all-for-one tourism of traditional villages, which restricts the protection and development of traditional villages to a large extent.

4. Discussion

The protection and development of traditional villages is a long-term and highly professional work. Under the background of all-for-one tourism in the new period, according to the basic principles of "overall coordination,

integrated development; adapting measures to local conditions, green development; reform and innovation, demonstration and guidance", and according to the current all-for-one tourism development status of Tongjiang County and the opportunities and difficulties faced by traditional villages, the following protection and development path suggestions are proposed.

4.1. Seize the Policy Opportunity Period and Comprehensively Integrate into All-for-one Tourism

Correctly handling the relationship between the protection and utilization of traditional villages is the core issue of the protection and development of traditional villages [24]. It is necessary to adhere to the combination of the protection and rational development of traditional villages, rely on regional location, and resource integration, and combine national development policies to achieve sustainable development of traditional villages. The state is vigorously implementing major strategies of the new period, such as All-for-one Tourism, Rural Revitalization, Old Revolutionary Base Revitalization, and Chengdu-Chongqing Twin City Economic Circle Construction. Tongjiang County is vigorously creating a National All-for-one Tourism Demonstration Zone. Seizing the policy opportunity period and integrating traditional villages, an important part of all-for-one tourism, into various development and construction is necessary. The traditional villages group with Bashu Cultural characteristics have become an important link and an important mode of all-for-one tourism.

4.2. Improve the Special Planning of All-for-one Tourism and Support Village Tourism Facilities

The development of all-for-one tourism is to take the region as a complete tourism destination, make unified planning and reasonable layout, integrate regional advantageous tourism resources to form new synergy, drive the regional development of traditional villages, and realize the activated utilization of traditional villages [25]. After successful application, some traditional villages in Tongjiang County made slow progress, did not highlight the key points, and did not have obvious characteristics, resulting in the timely protection and development of traditional villages, and the effect was not obvious. Only under the regional overall planning, the functional division, tourism services, infrastructure, environmental improvement, and systematic marketing of traditional villages can be scientifically guided and effectively implemented. Therefore, in addition to compiling the development plan of traditional villages in the overall planning of regional tourism, Tongjiang County should also improve the special development plan of traditional villages group in Tongjiang County into all-for-one tourism, sort out the characteristic types of each traditional village, and build them in a centralized manner.

4.3. Deeply Strengthen the Integration of Agriculture, Culture, and Tourism, and Promote Industrial Transformation and Upgrading

With rich cultural resources and farming civilization, traditional villages are an important growth pole of rural tourism. The protection and development of traditional villages should be driven by the development mode of tourism. In the process of all-for-one tourism, the integrated development of agriculture, culture, and tourism should be strengthened. The traditional villages group in Tongjiang County have a long history and culture, sound natural ecology, and beautiful rural scenery. We should give full play to the advantages of resource integration, vigorously develop cultural tourism, red tourism, research tourism and family farms, sightseeing agriculture, leisure agriculture, creative agriculture, customized agriculture, etc., promote the transformation and upgrading from simple traditional agriculture to "+ tourism" [26] new formats and industries, and rationally develop and utilize traditional villages, increase the economic benefits of the village and villagers' income, to realize the real sustainable protection and development of the traditional villages group.

4.4. Explore the Cultural Connotation of Villages and Build Distinctive Cultural Brands

Traditional villages are the essence of Chinese farming civilization, the carrier of Chinese local culture and traditional Chinese culture, and carry precious cultural memories. The development of Tongjiang County's traditional villages group all-for-one tourism must shape its distinctive cultural brand, which is the embodiment of village culture connotation in tourism product development. Tongjiang County should continue to strengthen the general survey of the cultural resources of traditional villages, deeply explore the cultural connotation of villages, form unique cultural symbols, and integrate Huaiyu Paper-cut, Bamboo Weaving, Wood Carving, and other traditional skills, Farming Culture, Red Culture into the development and design of tourist souvenirs and traditional craft products, to improve the cultural content and quality of tourist products. By combining the cultural symbols of villages with tourism products, the cultural value of traditional villages can be more reflected, and the influence of traditional village group tourism brands can be improved [27].

4.5. Cultivate the Subjective Consciousness of Villagers and Improve Their Participation

Villagers are the owners of traditional villages and the main body protecting traditional villages. In the protection and development of traditional villages, we must consider the wishes and interests of villagers, constantly improve villagers' awareness of protection and subject consciousness, and build a new pattern of joint construction and sharing [28] of all-for-one tourism in traditional villages to effectively

achieve the protection and development of traditional villages. The protection and development of traditional villages group in Tongjiang County should first popularize the cultural value of the villages to the villagers, enhance their cultural consciousness and cultural self-confidence, establish their awareness of protection, fundamentally solve the man-made destruction and neglect, and let the villagers voluntarily participate in the protection of traditional villages. In addition, it is also necessary to establish a benefit distribution mechanism, so that villagers can get real benefits, improve economic income, improve villagers' production and living conditions, and achieve joint construction and sharing, to improve villagers' participation and participate in all aspects of village protection and development as village owners.

5. Conclusion

Under the background of the new period, the development of all-for-one tourism in Tongjiang County cannot be separated from the unique cultural resources of traditional villages. Strengthening the protection and rational development of traditional villages group is the focus and key to the all-for-one tourism of traditional villages in Tongjiang County. In the process of protecting and developing traditional villages, we should always adhere to the combination of measures taken according to local conditions, scientific planning, protection priority, and industrial integration. As a new model for protecting and developing traditional villages in the new period, there are still many problems in resource integration, regional planning, and cultural mining. The protection and development of traditional villages group in Tongjiang County should seize the policy opportunities, integrate regional major strategic resources, and form all-round integration advantages; Improve the special development plan, supporting tourism infrastructure, centralized and integrated development; Strengthen the integrated development of agriculture, culture, and tourism, promote the upgrading of cultural industries; Dig the village culture connotation deeply, form Bashu culture characteristic tourism brand; With villagers as the main body, we will build a new pattern of joint construction and shared benefits. Let the traditional village group in Tongjiang County truly become a tourist destination where tourists can "see the mountains, see the water and remember their homesickness" [29].

Funding

A Project Supported by Sichuan Landscape and Recreation Research Center, No. JGYQ2020026.

Acknowledgements

For the completion of this thesis, I would like to first

thank my doctoral supervisor Ubong Imang, whose rigorous academic attitude and patient guidance enabled my thesis to be completed smoothly. Secondly, I would like to thank the People's Government of Tongjiang County, Bazhong City, Sichuan Province for the materials, data, and help they have made my research more perfect and powerful.

Conflict of Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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