ABSTRACT

Liangshan Prefecture, located in Sichuan Province in Southwest China, is the largest inhabited area of the Yi ethnic group and is also known as a contiguous impoverished area in the country. Therefore, poverty needs to be addressed through rural revitalization. The purpose of this study is to explore the strategic objectives and achievements of rural revitalization in Liangshan Yi Area through the construction of demonstration villages, to explore the current situation and problems of cultural and creative tourism development, and to provide Suggestions for improvement through literature collection and empirical investigation. The research finds that the problems of cultural and creative tourism development in the case model village include the strengthening of infrastructure construction, the adjustment and upgrading of industrial structure, the lack of downward publicity and external publicity, and the low cognition and acceptance of cultural and creative tourism.
Finally, this study suggests that to develop cultural and creative tourism in the model village, the government must make relevant improvements, such as strengthening policy support, actively promoting and guiding the development of cultural and creative tourism in the model village, and increase the link with colleges and universities. For the demonstration villages, this study suggests that the professional quality of cultural and creative tourism of village leaders, the establishment of cultural and tourism seed teachers, and the establishment of village organization and manpower training should be improved.

Keywords: Yi nationality; cultural and creative tourism; rural revitalization.

1. INTRODUCTION

Liangshan Prefecture, located in Sichuan Province in Southwest China, is the largest inhabited area of Yi ethnic group in China which covers an area of 60400 square kilometers and has a population of about 5.29 million in 2018. It governs 17 counties and cities and is also known as a contiguous impoverished area in China. There are seven poor counties and 300 poor villages with poverty of 176000 in the prefecture which need to be actively dealt with by governments at all levels to achieve the basic goal of a moderately prosperous society in an all-round way during the 13th Five Year Plan period.

For this purpose, Liangshan Yi Area has to handle the problems of deep poverty and build a well-off society in an all-round way with the whole country. In addition, the poverty-stricken counties in Liangshan Yi Area must take off the poverty cap and achieve the sustainable development of rural areas. Therefore, the Prefecture government cooperates with central and provincial in Rural Revitalization Strategy so that the poverty-stricken counties in Liangshan Prefecture will be basically removed in 2020 and make a certain progress in poverty alleviation construction.

With the Rural Revitalization Strategy of Liangshan Yi Area, the Prefecture government attaches great importance to the construction of demonstration villages and attempts to improve the sense of happiness, sense of gain and sense of security of residents gradually by selecting and creating a number of demonstration villages. Accordingly, since 2015 the Prefecture government has handled the selection of civilized villages and towns and demonstration villages in accordance with the relevant laws and regulations of the provincial government. It is hoped that after the construction of the demonstration village, it will play a leading role in promoting the rural sustainable development of Liangshan Yi Area and make a positive demonstration and guidance for the rural revitalization of Liangshan Yi Area.

In the construction of rural revitalization demonstration village, in addition to roads, water and electricity, housing construction and sewers and other hardware facilities, the core of the key is to activate and develop the village economy. In other words, in order to improve the sense of happiness, sense of gain and security of residents who must have a certain and stable economic foundation to live a good life. In that case, industrial development and economic development of demonstration villages have become the key success factors of Rural Revitalization and demonstration village construction. The literature also points out that the development of rural tourism or leisure agriculture with vast rural resources can improve the household economy of residents besides the original rural industries which is also an important feasible path for rural revitalization [1]. In other words, the use of rural resources, cultural creativity and development of cultural and creative tourism products in Liangshan Yi Area may attract tourists to visit. It may improve the economic structure of the village through the development of cultural and creative tourism if the promotion can be organized and planned so as to provide more employment and entrepreneurship opportunities for residents and increase the income channels of residents and enhance the happiness of them to achieve the mission and goal of rural revitalization.

However, in the process of achieving the strategic goal of rural revitalization through the construction of demonstration villages in Liangshan Yi Area, what are the goals and achievements of rural revitalization of demonstration villages, what is the current situation of the development of cultural and creative tourism and what problems will be faced and how to deal with these problems to avoid other villages from repeating the same path are all real social problems and extremely important research subjects.
 Scholars believe that the integration of culture and tourism resources is conducive to improving the coverage and quality of tourism industry [2]. And cultural tourism industry has been getting into the beautiful countryside [3]. Rural tourism needs to be diversified, subject, localized, ecological and community-based in order to improve quality and efficiency. Meanwhile, it is urgent to cultivate operation subject of market, create service subject of government and promote development of industrial integration [4]. In addition, the rural cultural tourism industry has achieved remarkable results in promoting new tourism formats, forming a new lifestyle and promoting rural revitalization [5]. Therefore, cultural and creative and the new scene of cultural tourism of the times are considered to help rural revitalization [6]. Consequently, the objectives of the study are listed below:

- To clarify the strategic objectives and achievements of rural revitalization in Liangshan Yi Area through the construction of demonstration villages,
- To explore the current situation and problems in the development of cultural and creative tourism and
- To provide suggestions to the government, village, and further studies for improvement through literature collection and empirical investigation.

2. LITERATURE REVIEW

2.1 The Present State of Cultural Tourism in China

China has a strong cultural tourism industry. From 2014 to 2018, the total number and income of Chinese tourism industry have gradually increased. Secondly, in terms of cultural industry, the added value of Chinese cultural industry was 2.394 trillion Yuan in 2014 and accounting for 3.76% of GDP, 2.7235 trillion Yuan in 2015 and accounting for 3.97% of GDP, 3.0785 trillion Yuan in 2016 and accounting for 4.14% of GDP, 3.4722 trillion Yuan in 2017 and accounting for 4.2% of GDP. In 2018, the added value of cultural industry was 8.9256 trillion Yuan and accounting for 9.9% of Chinese GDP. The form of added value of cultural industry is rising continuously especially significant in 2018.

With the strong support of the country and the government, Chinese cultural tourism has been developing continuously and rapidly. In recent years, Chinese cultural tourism has become a hot spot. Many tourism enterprises are committed to building various characteristic towns and theme parks. Among all the tourism activities, 40% are driven by cultural tourism in the world and more than 50% in Europe. According to the report on market prospect forecast and investment strategic planning of Chinese cultural tourism integration industry from 2019 to 2024, the demand scale of national cultural tourism industry was 1422.6 billion Yuan in 2013 with a year-on-year growth of 12.8%. In 2018, the consumption demand of Chinese cultural tourism industry was 2701.2 billion Yuan and the compound growth rate of demand scale of cultural tourism industry was 13.68% from 2013 to 2018. According to the statistics of National Tourism Administration, Chinese tourism direct investment exceeded 1.5 trillion Yuan in 2017 with a year-on-year increase of 16%. Among the trillions Yuan of investment, the private capital investment accounted for 60% which has formed a diversified investment pattern with private enterprises as the main body and state enterprises and government investment jointly participating.

2.2 The Concept of Rural Revitalization

Rural revitalization is a strategic thinking direction put forward by Xi Jinping, general secretary of the people’s congress in 2017. To put forward a strategy for rural revitalization which is oriented towards the problems of the state’s agricultural support system, rural grass-roots party building, rural infrastructure, farmers’ production and competitiveness and supply and demand for agricultural products [1]. Domestic scholars have different views on the significance of rural revitalization and forming a phenomenon of multiple interpretation and development. For example, some scholars consider it to be a multi-area revitalization, such as economic, social, organizational and cultural [7,8]. Individual-oriented revitalization such as promoting the integration and development of rural industries, highlighting the historical heritage and heritage of rural culture and improving the protection of ecological civilization awareness and sustainable development capacity [9]. Or activities that continuously enhance farmers’ sense of access, well-being and sense of security [10]. Basically, rural revitalization involves natural ecology, politics, economy, society, culture, science and technology. Its implementation involves policies, people, things, things and other projects which is difficult to have a standard statement under different actual conditions and problems.
According to this, the paper tends to define it as: from the national agricultural support system, rural grass-roots party building, rural infrastructure, farmers' production and competitiveness as well as the supply and demand of agricultural products and put forward a strategic thinking direction on agriculture, rural areas and farmers' problems.

Secondly, due to the vast territory of our country, the vast number of rural areas are located in different areas, the geographical and cultural differences, there are also differences in the problems. In rural revitalization, there are also many problems at different levels, which are summarized in Table 2. For example, Wang [11] study on rural revitalization in ethnic minority areas and shows that rural areas are mainly limited by regional environment while rural areas in ethnic areas are faced with greater obstacles in resource development, environmental governance and industrial development. Moreover, the lack of resources and public services lead to hollowing out of population, industry, geography and culture. Another study also points out that it is not easy to develop collective economy or specific industries due to limited rural geographical location, inconvenient transportation and lack of public resources. And it can form a phenomenon of weak foundation of collective economy, single income channel, irregular use of collective funds and high investment risk [12]. In short, the rural areas are limited in geographical location, and their natural resources, human resources and industrial resources are relatively weak in cities and towns. The infrastructure construction (roads, transportation, water and electricity, etc.) is relatively incomplete and the public services and urban governance cannot be compared with those of cities and towns. Therefore, problems can be taken shape in rural governance, economy, education, social culture, medical care and infrastructure.

2.3 The Concept of Creative Tourism

In China, cultural creative tourism generally refers to the creative tourism in the West. In many countries, the concept of creative tourism has been developed for many years and is generally considered to be related to participation in real experiences, i.e. the way tourists develop their creative potential and skills through contact with locals and people [13]. The significances of creative tourism are summarized in Table 3.

<table>
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<tr>
<th>Author (year)</th>
<th>Definition</th>
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<tr>
<td>Huang [7]</td>
<td>Including economic, social, organizational and cultural revitalization, but also the innovation of rural governance system and the progress of ecological civilization which is a comprehensive concept of overall revitalization, including the implementation of rural &quot;autonomy, rule of law, virtue and governance&quot; to achieve good governance process.</td>
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<tr>
<td>Zheng et al. [8]</td>
<td>Covering the comprehensive revitalization of political, economic, social, cultural and ecological fields and targeted poverty alleviation are the basic work and important contents of the implementation of the strategy of rural revitalization.</td>
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<td>Qi [14]</td>
<td>The re-creation of rural culture reflects the spiritual core of the countryside and shapes the collective identity of the countryside.</td>
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<td>Qu and Wang [10]</td>
<td>To safeguard the fundamental interests of the peasant masses and promote the common prosperity of farmers as the starting point and landing point, to promote farmers to continue to increase income as the main policy line and constantly enhance farmers' sense of access, happiness and security.</td>
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<td>Yang and Hao [9]</td>
<td>Focus on promoting the integration and development of rural primary, secondary and tertiary industries to consolidate industrial support, strengthen the comprehensive strength of small towns in the sound urban system, highlight the rural historical heritage in the heritage of cultural nostalgia memory, innovative institutional mechanisms to make up for the short board of public services and the development of rural eco-tourism to improve the awareness of ecological civilization protection and sustainable development capacity.</td>
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Table 2. Problems of rural revitalization

<table>
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<tr>
<th>Author (year)</th>
<th>Problems</th>
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                • Lack of resources in rural governance  
                • Insufficient supply of public services  
                • Due to the limitation of regional environment, the rural areas in ethnic areas are facing greater obstacles in resource development, environmental governance and industrial development |
| Wu et al. [12]| • Week foundation of collective economy and unbalanced development  
                • Single income channel and lack of development vitality  
                • Old development mode and low rate of return  
                • Less public resources  
                • Inconvenient transportation and low utilization rate of resources  
                • It is difficult for resources to change assets and increase income  
                • The understanding of developing collective economy is not enough and the endogenous power is insufficient  
                • The use of collective funds is not standardized and the investment risk is high |
| Li [15]       | • The lack of successors of traditional rural culture and protection awareness of villagers make it face the dilemma of disappearing  
                • The core attraction of rural tourism is reduced  
                • The rapid development of the countryside and the spiritual imbalance  
                • Traditional rural culture has lost its protection and is facing the dilemma of disappearing  
                • The loss of rural population is serious, and the successor of rural culture is absent |
| Dai [16]      | • There is imbalance in industry and region in rural areas  
                • The problem of relative poverty in rural areas is still outstanding and the sustainability and stability of targeted poverty alleviation need to be strengthened  
                • Rural grassroots cadres are weak and the rural labor force and talents are scarce |

Domestic scholars have a relatively simple definition of cultural and creative tourism, believing that cultural and creative tourism is the integration of cultural and creative industries and tourism industry [17]. And the tourism supply complex is composed of cultural and creative elements as the core attraction, comprehensive cultural and creative elements, landscape and tourism service elements such as clothing, food, housing and transportation [18]. This shows that creative tourism can be the integration of the two industries. Cultural and creative elements are used as tourism resources (tourist attractions) and tourism elements (food, housing, transportation, tourism, shopping and entertainment) are used to design tourism products to meet the needs of tourists. Secondly, some scholars focus on the cultural spirit and protection. They believe that cultural and creative tourism is an activity that can better meet the growing needs of the public for cultural spirit and provide new ideas for the development of local tourism economy [19]. They not only attach importance to cultural spirit and cultural preservation, but also take into account the local industry and economic development. In addition, some scholars define cultural and creative tourism from the perspective of tourism industry planning. They think that cultural and creative tourism refers to the tourism activities in which tourism elements such as theme, landscape, activity, space, function and service are innovated in the way of creative planning to enhance the participation, interaction and experience of tourists [20]. Whether we look at cultural and creative tourism from the perspective of tourism industry or tourism planning, from the perspective of cultural spirit and cultural heritage preservation or directly speaking, it is the integration of the two industries. This study holds
that creative tourism is an activity which can effectively integrate cultural and creative industry resources with tourism industry resources and meet the needs of cultural entrepreneurs, tourists and tourists at the same time.

Secondly, on the issue of cultural and creative tourism, scholars put forward different opinions from the aspects of policy, industry and management which are summarized in Table 4. In terms of policy, cultural and creative tourism lacks management measures [21] which makes the planning very positive. However, there is no industrial chain relationship among cultural categories. So it is difficult to coordinate with each other to generate overall productivity and competitiveness [19]. Secondly, the lack of policies related to cultural and creative tourism between the central government and provincial administrative departments directly and indirectly leads to insufficient basic cultural and creative tourism construction and inconvenient transportation [22] which hinders the development of cultural and creative tourism industry. In terms of industry, the impact of urbanization has accelerated in recent years and the number of rural areas has decreased sharply which makes the industry of cultural and creative tourism scattered [21]. And it is difficult to form a clustering effect. Moreover, the lack of product characteristics [21] makes the market competition fierce [22]. In fact, as far as the tourism industry is concerned, there are less products formed by creative tourism alone and travel agencies rarely develop such product lines while hotels pay less attention to this area and the transportation industry is more difficult to figure out, making cultural and creative tourism products difficult to be valued in the tourism industry. As far as the cultural and creative industries are concerned, many products are unique and difficult to quantify and live. Neither can we improve the quality and quantity of cultural and creative industries by developing tourism, but we have to maintain the existing status quo and go step by step. In terms of operation and management, the existing literature mentions product or brand marketing problems such as lack of brand thinking, ignoring the value of the product itself; lack of innovative perspective, product similarity is high; lack of serial products, cultural IP development level is not high; lack of user perspective thinking, product development positioning is not clear, etc. [20]. In terms of actual operation and management, creative tourism is the same as industrial tourism and agricultural tourism, at least facing marketing management (product, pricing, pipeline and promotion, etc.), operation and operation management (operation plan, product or service dynamic line design, facilities and equipment, etc.), human resources (selection and training of operation personnel and management personnel), and financial management (financial planning, financing management, operation and capital budget etc.) and R & D management are less and not fully discussed in the existing literature.

**Table 3. The definition of creative tourism**

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<th>Author (year)</th>
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<tr>
<td>Sun and Li [13]</td>
<td>With cultural creative elements as the core attraction, integrated cultural creative elements, landscape and clothing, food, housing, travel and other tourism services elements constitute the tourism business.</td>
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<tr>
<td>Li [18]</td>
<td>Provide new ideas for promoting the integration of tourism and cultural innovation, realize the transformation of economic value and social value and develops, inherits and protects local culture</td>
</tr>
<tr>
<td>Shao and Liang [19]</td>
<td>Activities to better meet the growing cultural and spiritual needs of the public and provide new ideas for the development of local tourism economy</td>
</tr>
<tr>
<td>Hu [20]</td>
<td>Creative tourism refers to the tourism activities that enhance the participation, interactivity and experience of tourists by excavating history and culture and in the way of creative planning and innovating the content of tourism elements such as themes, landscapes, activities, spaces, functions and services.</td>
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<tr>
<td>Wang [23]</td>
<td>The modern emerging tourism industry is derived from the integration of cultural creative industry and tourism industry</td>
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Table 4. Problems of creative tourism

<table>
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<tr>
<th>Author (year)</th>
<th>Problems</th>
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</table>
| Zhao [21]     | - The planning is positive but the management is absent and there is no specific management method  
                - Lack of characteristics  
                - Many industries are scattered which is not in line with expectations |
| Li [19]       | More culture and less cultural creation  
                - There is no industrial chain relationship among cultural categories and it is difficult to coordinate with each other to produce overall productivity and competitiveness |
| Shao and Liang [20] | Lack of brand thinking and neglect of product value  
                          - Lack of innovative perspective and high product similarity  
                          - Lack of serial products and cultural IP development level is not high  
                          - Lack of user perspective thinking and product development positioning is not clear |
| Zhang [22]    | Weak economic foundation  
                - Inconvenient transportation  
                - In recent years, the speed of urbanization has been accelerated and the number of rural areas has decreased sharply  
                - Strong market competition  
                - Contradiction between resource development and protection |
| Zhang [24]    | Serious homogenization of tourism cultural and creative products  
                - Cultural and creative products lack strong IP drainage  
                - Low technology integration of cultural and creative industries |

3. METHODS

3.1 Research Design

In terms of research design, scholars believe that qualitative research refers to any method that produces research results without statistical procedures or other quantitative procedures. It can be the study of human life and stories, behaviors, organizational operation, social operation or interpersonal relationship of people [25]. The theme of this study is the topic of the development of cultural and creative tourism in demonstration villages. The research design adopts qualitative research design. The research questions include: what is the current situation of cultural and creative tourism development in demonstration villages from the perspective of rural revitalization and what problems will be encountered and how to deal with it. The case study method is suitable. The advantage of case study is on-the-spot observation which can record the most original and authentic information, obtain various impressions and dynamic information and avoid the screening of information by the subjects [24]. For the purpose of this study, we chose to collect secondary data and in-depth interview to obtain the data needed for analysis.

3.2 Research Objects

Maykut and Morehouse [26] suggested that in qualitative studies, samples were selected by researchers according to the needs of the study and samples in case studies needed to be representative and in line with the needs of the subject of the study [25]. Based on the above, the study object of this paper is the Phoenix village in Anning of Xichang, Liangshan in Sichuan which is on the outskirts of Xichang and is now one of the 16 municipal demonstration villages in the provincial civilization village. This study selected it as the study object, the representativeness and pointer are safe. Secondly, this study explores the development of creative tourism issues in the demonstration village which is in line with the activities such as the annual grape picking season held in the village and also with the second economic industry other than the development of the grape industry in the village.

3.3 Research Tool

Interviews need to develop the problem and the topic attribute of this paper is the rural revitalization background of the issue of creative tourism in addition to exploring the concept of
rural revitalization, but also need to import the relevant theory of creative tourism. Therefore, this study mainly based on Yen [1] and other rural revitalization theory and Zhang [22], Sun, & Li [19] and other development of creative tourism theory to draw up an outline of interview questions. Interview topics include the status and achievements of rural revitalization, the problems of rural revitalization and the cognition and suggestion of creative tourism, etc. and guide the interviewees to discuss the issues of rural town construction and the development of cultural tourism.

3.4 Data Collection

In terms of data collection, the interviewees interviewed, in addition to the Secretary of the Phoenix village party committee (A), the secretary of the Anning party committee (B) and the villagers of the Phoenix village cooperative and the villagers of the picking park (C and D). The village party secretary is about 50 years old who is familiar with the development of the village from the new rural construction to the beautiful countryside to the rural revitalization have its participation traces. And he can specifically respond to the study of rural revitalization and development of cultural tourism. The town party secretary is about 40 years old who is quite familiar with the local rural revitalization affairs especially the rural governance issues of relative concern. And he can specifically answer the Institute’s rural revitalization development and problems. Both farmers are over 60 years old that grow grapes for the industry and have to answer questions with good cooperation, on behalf of farmers to answer the rural revitalization and development of tourism-related views.

The interviews lasted twice in six hours between September and October 2020. The interview was conducted in the village committee office and the village department independent and quiet without being disturbed by outsiders and the interviewees spoke freely in a relaxed and pleasant situation.

3.5 Data Analysis

The purpose of qualitative research is to explain and interpret social phenomena and to explore the heterogeneity of research topics or subjects [27]. Maykut and Morehouse [26] suggests samples are selected by researchers based on research needs, not random samples in qualitative studies. In terms of trustworthy, in-depth interviews are trustworthy as long as they can find people who meet the purpose of the study and the subjects of the study through methods such as the method of intended sampling, and can be carried out in accordance with the procedures of in-depth interviews. Accordingly, the information collected by the Institute is trustworthy.

Secondly, the confidence of qualitative research can be divided into external reliability and internal reliability, the following studies on external reliability and internal reliability as well as research effectiveness described. In the external confidence section, this study adopts data collection and analysis strategies: the researchers describe and interpret the process methods of the data to confirm and interpret the general strategy of the data [28].

Here’s how to do the in-depth interview:

- If measure the same question over and over again, you should get the same results and if the interviewee is interviewed to some extent, the interviewee will have a different result. To avoid the effect of confidence, the researchers in this study personally went to conduct pilot study and in-depth interviews.
- Access by multiple people can also get a high level of confidence.
- Record the answers obtained by the visit, score the same tape separately by the two raters and then calculate the correlation.
- The answers obtained from the visit are recorded, and consistency can be found by the evaluator’s consistent assessment of a particular topic divided by the total number of times.

The study asked respondents questions in different ways about the same question and the text file showed that respondents did not answer differently because of the different ways in which they asked questions. Second, the researchers assigned the audio text files to two tourism and leisure scholars, who rated the same tapes separately with a correlation of more than 0.8. Finally, the study asked two raters to confirm the score of each key word and focus, and the results showed that more than 80% overlap, with good consistency. Combined with the above, the external confidence of the in-depth interview in this study is good. Regarding the internal re-confidence, the study adopts the strategy of increasing the in-house re-confidence of the
qualitative study proposed by Wang [29] who establishes the in-house re-confidence of the study through peer examination and participant examination and summarizes the results of the study and presents them to the research participants for discussion and submits the results to the participants for review. According to this procedure, the in-depth interview in this study should be within the credibility.

In terms of utility, the research tool of this study is based on theoretical literature and has a theoretical basis and in terms of analysis. Wang [29] puts forward the view of external utility analysis, the behavior of human beings is dynamic and a series of actions or activities of the combination, cannot be re-reformed. This study selects the research object and the verification object according to the research topic, abides by the relevant interview procedure, and the data can actually reflect the research purpose. Accordingly, the effectiveness of this study should be safe.

4. RESULTS AND DISCUSSION

The development of creative tourism is mainly to achieve the goal of rural revitalization. Therefore, the following first discusses the objectives and achievements of rural revitalization and then states the current situation and problems of creative tourism development.

4.1 Developing Status of Creative Tourism to Phoenix Village

4.1.1 The goal of phoenix village in village revitalization

The basic goal of phoenix village and village revitalization is to create a demonstration village of ecological civilization and a demonstration point of provincial and rural governance. Relying on Xichang city to earnestly practice the overall requirements of "industry prosperity, ecological livability, rural civilization, effective governance and well-off life" the city's new journey of rural revitalization strategy, through grasping the surface, to demonstrate the overall way, the city every year to build more than 7 ecological civilization demonstration villages. Through 10 years of efforts, 90% of the city's administrative villages in close place to stay in a happy and beautiful new village, the overall promotion of rural residential access and happiness. The creation of ecological civilization demonstration village is closely around the implementation of the overall classification of the overall goal of "seven good three".

4.1.2 Highlights and results of the village construction in Phoenix village in the last three years

In 2017, the Phoenix village was successfully established as a "provincial four good villages" and the specific construction results are described below.

- The whole village completed the transformation of new rural houses combined with the "7-1" ecological demonstration village: The creation of projects, the completion of 168 housing facade upgrading, combined with poverty alleviation, implementation of dangerous housing transformation, facade upgrading and other projects and effectively solve the housing problems of villagers.
- Industrial hardened road completed to 95%, the implementation of various policies for the benefit of the people, safe drinking water project completed in full.
- Regularly clean up the daily garbage on both sides of the main road, plant flowers, compulsory education enrolment rate reached 100%, the construction of a basketball court, leisure and cultural square 1. Every year to organize literary and artistic activities more than 10 times, the opening of rural night schools to improve the quality of farmers.
- Set up a village affairs supervision committee to supervise the work of village affairs so as to make village affairs open and transparent and carry out the "village eight list" selection activities. From 2018 to 2019, the city of Xichang invested a total of more than 220 million yuan (of which more than 110 million yuan was invested at the municipal level, and more than 110 million yuan was integrated into the central, provincial and departmental funds), and 16 ecological demonstration villages were successfully created, including Siyu village, Xinhua village, Jianxin village, Stationgou village, Tianba village, Dade village, Hilly village, Hongxing village, Phoenix village, Xinying village, etc. After two years of construction, in Xichang City, the initial formation of the north and south two ecological civilization demonstration village ring line; southern line Yulong, Gaocao,
The demonstration village roads, greening and other infrastructure, village-level activity positions, village appearance, etc. have been significantly improved. The toilet revolution has achieved remarkable results with the effective treatment of household waste and sewage, effectively enhancing the well-being sense of access and security of the masses and playing a good role in the city’s 244 administrative villages. As the demonstration village of ecological civilization at the municipal level in 2019, a large number of projects have landed, and the village appearance and industrial development are changing rapidly. Phoenix village ecological civilization demonstration village construction total investment of 6 million yuan, including infrastructure, landscape building, landscape node building, cultural corridor construction. The project also supports the treatment of sewage from the source of the people, drinking water upgrading project. It has greatly improved the living environment of rural people and enhanced the image of the countryside.

4.2 The Problems in the Revitalization and Construction of Phoenix Village

- Infrastructure construction still needs to be strengthened

On-the-spot investigation found that parts of the village did not achieve road hardening, narrow roads cannot smoothly meet cars. There are safety hazards in infrastructure planning and construction such as sewer covers that clearly protrude from the road surface and utility poles in the middle of the road that impede vehicle access. Next to the road is the drainage channel where the drain side has not set up any guardrails or fluorescent signs and traffic safety hazards. Streetlights are not installed on some sections of the road. In the event of tourism activities, there are no adequate parking lots and public toilets in the village.

- Industrial structure needs to be adjusted and upgraded

At present, the village’s industry mainly to sell grapes and winter dates to the cultivation industry that tourism development scattered. Relatively speaking, the industrial structure is single. In order to achieve the goal of promoting the rural economic development of the whole area, it is necessary not only to enrich the industrial structure to realize the differentiated competition, but also to upgrade and transform the industrial structure and achieve sustainable development.

- Lack of downward and external advocacy

Phoenix village as a provincial and municipal demonstration village, rural governance pilot village has been greatly improved. But because there is no vigorous development of other industries other than agriculture, the active launch of the village publicity almost no. As a local, several teachers involved in the study knew little about the village of Phoenix and did not know that the village had opened as many as eight farmhouses and that the current tourists were mostly tourists from around the town of Anning with fewer visitors coming from within Xichang city and from outside. This shows that although the construction of Phoenix village has reached the average level of the entire rural construction in Xichang City, but due to the lack of external and downward publicity as well as tourism development has not formed a cluster effect, so it is far less recognized by the outside world than we think, but also stay in the external government reception work level, and bottom-up and internal publicity model.
as specially installed chic fences, fence railings placed on different forms of small potted plants which shows that farmers have a preliminary sense of creative tourism.

5. CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

- The goals of rural revitalization in Phoenix village include industrial prosperity, ecological livability, rural civilization, effective governance and rich life.
- The achievements of rural revitalization Phoenix village include the completion of new rural housing transformation, 95% industrial hardening road construction, complete safe drinking water project, 100% compulsory education enrollment rate, improve the quality of farmers, establishment of village affairs supervision committee to supervise village affairs, style creation, landscape node creation, cultural corridor construction, etc.
- The problems of developing cultural and creative tourism in Phoenix village include that the infrastructure construction still needs to be strengthened, the industrial structure needs to be adjusted and upgraded which is short of downward publicity and external publicity and has low awareness and acceptance of creative tourism.

5.2 Recommendations

In order to develop creative tourism, the role of the government is very important. Government departments are not only responsible for the construction and maintenance of infrastructure such as road traffic and public services, but also the makers and executors of relevant laws and regulations. In other words, the laws and regulations of creative tourism still have to be formulated by the government and the leaders and residents of the demonstration village can follow the standards. Therefore, the following suggestions are put forward based on the results of the interview analysis and the original research manuscript.

- The government should increase policy support because current land policy is not loose enough which limits the further development of farmers with ideas. For example they cannot construct architecture on your own land. So it is suggested that on the basis of not changing usage structure of land, farmers can build their own courtyard and develop economy of cultural tourism.
- The government should actively promote and guide the development of creative tourism in demonstration villages. For example, they should actively play the role of leader and give some policy support and assistance to the positive development of farmers, encourage villagers to play their creativity and entrepreneurship, attract tourists to visit and form an economic circle of cultural and creative in the village.
- The government should increase the connection with universities and develop creative tourism. We should take Phoenix village as an example and continue to push forward from point to area to drive more villages to make it. In addition to continuing to improve the infrastructure by the government, they are supposed to give support to the development of cultural and creative tourism industry economy. Government departments should cooperate with local colleges and universities and make good use of the resources and creativity of teachers and students in colleges and universities, popularize the demonstration villages and develop cultural and creative tourism.

Secondly, villagers are still the main body to develop creative tourism. Therefore, guiding villagers to get knowledge in creative tourism and establish awareness of it has become an important topic. Accordingly, the following suggestions are put forward for Phoenix village.

- Improve the professional quality of village leaders in creative tourism. Although Phoenix village has taken advantage of the time to handle the vocational education of farmers, it can be seen from the interviews that the village leaders have relatively insufficient concept of cultural innovation and cultural innovation tourism. Therefore, it is suggested that leaders and People’s Congress should give priority to learning creative tourism knowledge and set an example for villagers.
- Set up seed teachers of village culture and tourism. Phoenix village should give priority to the existing catering industry counseling and select a group of villagers as the seeds of cultural and creative tourism, encourage
and subsidize them to receive cultural and creative tourism professional training.

- Establish village organization and manpower training. The development of cultural and creative tourism needs cultural and creative professionals and tourism reception manpower. Therefore, the village committee should plan to hold cultural and creative training and professional training of tourism reception service. Let the villagers have cultural and creative concepts, and can provide high-quality services for tourists, such as eating, living, traveling, entertainment and shopping so as to meet the needs of tourists of leisure tourism.

Finally, the demonstration village needs more investment of research to develop creative tourism. Therefore, the following suggestions are put forward for academic research institutions and future researchers.

- Limited by the research budget, the study only discusses the rural revitalization and creative tourism of a demonstration village in ethnic areas. The future research can explore several demonstration villages in different ethnic areas and compare their cultural and creative characteristics and creative tourism problems.

- This study only discusses the problems of rural revitalization and creative tourism from the perspective of leaders and villagers. The future research can be carried out from the perspective of industry and consumer. For example, the destination will gain some benefits from the development of tourism. Such as job opportunities, hardware improvements and upgrade. At the same time, there are costs. Such as traffic congestion, all kinds of pollution, etc. In other words, the development of tourism in a place may face both positive impact (benefit) and negative impact (cost). Tourism shock represents the impact of tourism development on the purpose. The social exchange theory (SET) is used to explore the impact of creative tourism industry on the village. And the industrial organization theory is used to explore the relevant factors affecting in the development of creative tourism in demonstration villages.

- This study is an exploratory study and has provided some suggestions on organization and human resource training. Based on this, future research can suggest the development of cultural and creative tourism human training needs and performance evaluation model.

CONSENT

As per international standard or university standard, participant’s written consent has been collected and preserved by the author(s)

In addition, with the consent of the interviewees, the researchers took notes and typed them into text files.

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COMPETING INTERESTS

Authors have declared that no competing interests exist.

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