

# High-quality Development Strategies for Cultural Tourism in the Wuling Mountain Area

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**Abstract** The high-quality development of cultural tourism is an important way to enhance the tourism industry and promote comprehensive rural revitalization. This article studies the cultural heritage resources of the Wuling Mountain Area from aspects such as key cultural relics protection units, museums, traditional villages, historical and cultural towns, agricultural cultural heritage, and intangible cultural heritage. It also studies cultural tourism from aspects such as tourist attractions and routes, summer resorts, key villages and towns for rural tourism, home-stays, traditional medicine and health tourism, well-known trademarks, and cultural parks. This paper analyzes five major problems existing in the development of cultural tourism and proposes strategies such as promoting the in-depth integration of intangible cultural heritage and tourism, developing traditional medical and health tourism, strengthening intellectual property protection, and establishing a national cultural park in the Wuling Mountain Area.

**Key words** Cultural heritage resources, Cultural tourism, High-quality development, Wuling Mountain Area

## 0 Introduction

The Wuling Mountain Area, once the main battlefield for poverty eradication, comprises 71 counties across the junction of Hubei, Hunan, Chongqing, and Guizhou. With nine long-established ethnic minorities such as Tujia, Miao, Dong, Bai, Hui, and Gelao, this culturally diverse region possesses abundant cultural heritage and tourism assets. It has now emerged as a priority area for developing cultural tourism and advancing comprehensive rural revitalization nationwide. While considerable research has been conducted on this region<sup>[1–6]</sup>, with 141 monographs and over 2 000 Chinese articles indexed in major databases featuring "Wuling Mountain" in their titles, the topic of high-quality cultural tourism development remains understudied. In view of this, this paper examines strategies for promoting high-quality cultural tourism in the context of China's initiative to preserve and develop its outstanding traditional culture.

## 1 Cultural heritage resources

**1.1 World cultural heritage** Abundant in Tusi cultural heritage resources, the Wuling Mountain Area contains numerous historical sites including Tusi cities, military fortifications, official residences, administrative complexes, manors, and family burial grounds. Among these, the UNESCO World Heritage Site "Tusi Sites" encompasses three major locations: the Yongshun Tusi City in Hunan, the Hailongtun Fortress in Guizhou, and the Tangya

Tusi City in Hubei. Significantly, two of these world-class heritage sites are located within the Wuling Mountain Area.

**1.2 National key cultural relics protection sites** The National Key Cultural Relics Protection Sites system serves to safeguard immovable cultural heritage. Within the Wuling Mountain Area, there are 90 such nationally protected sites. Hubei Province contributes 11 significant sites to this list, including the Jianshi Hominid Site, Changyang Man Site, Shizhou City Site, Tangya Tusi City Site, Rongmei Tusi Site, Xianfosi Grottoes, Yumu Stockaded Village, the ancient architectural complexes of Pengjiazhai, Dashuijing, and Fenghuangshan, as well as the Wuliping Revolutionary Site.

There are 61 key cultural relic protection sites in Hunan Province: Yaotou Ancient City Site, Gaomiao Site, Zaoshi Site, Bu'er Men Site, Sifangcheng Site, Weijiazhai Ancient City Site, Yangfeng Ancient City Site, Laosicheng Site, Liye Daban Site and Tomb Complex, Liye Maicha Warring States Tomb Complex, Qilonggang Ancient Tomb Complex, Tao Shu Tomb, Dankou Miao Inscriptions Rock Carvings Group, Xizhou Bronze Pillar, Yutou Dong Village Ancient Architectural Complex, Gaoyi Village Ancient Architectural Complex, Tian Family Courtyard, Jingping Village Ancient Architectural Complex, Hongjiang Ancient Architectural Complex, Shiyanning Ancient Architectural Complex, Pushi Town Ancient Architectural Complex, Meicheng Civil and Military Temple Ancient Architectural Complex, Qiancheng Ancient Architectural Complex, Fenghuang Ancient City Fortifications, Wugang City Wall, Anhua Wind and Rain Bridge, Pingtan Wind and Rain Bridge, Military Book Pavilion and Wenxing Bridge, Puguang Zen Temple Ancient Architectural Complex, Dongkou Ancestral Hall Architectural Complex, Longxing Temple, Jiashan Temple, Baiyi Temple, Zhijiang Tianhou Temple, Qianzhou Confucian Temple, Shimen Confucian Temple, Zhijiang Confucian Temple, Gongcheng Academy, Xupu Chongshi Acade-

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my, Site of the Chenzhou Religious Case, Xinhua North Pagoda, Furong Tower, Matian Drum Tower, He Long's Former Residence, Site of the Hunan – Hubei – Sichuan – Guizhou Revolutionary Base Area, Site of the Command Post of the Seventh Army of the Chinese Workers' and Peasants' Red Army, Site of the Starting Point of the Long March of the Second and Sixth Army Groups of the Red Army, Site of the Headquarters of the Second Army Group of the Red Army during the Long March, Site of Tangtian Wartime Academy, Site of the Bandit Suppression in Western Hunan, Site of the Zhijiang Surrender Negotiation at the Victory of the Anti – Japanese War, Site of the Second Branch Campus of the Whampoa Military Academy, Site of the Fourteenth Officers' Corps of the Second Branch Campus of the Whampoa Military Academy, Site of the Anti – Japanese War in Xuefeng Mountain, Western Hunan, Cai E's Former Residence, Mansion, and Tomb (Shaoyang City, Dongkou County, Changsha City), Shen Congwen's Former Residence, Wei Yuan's Former Residence, Xiang Jingyu's Former Residence, Qujiang Tea Garden, Anjiang Agricultural School Memorial Park.

There are 6 key cultural relic protection sites in Chongqing: Gaojia Town Site, Chongqing Zinc Smelting Site Cluster, Huinan Tomb Complex, Wandu Tan's Residence, Site of the Headquarters of the Third Army Group of the Red Army in Nanyaojie, Zhao Shiyan's Former Residence.

There are 12 key cultural relic protection sites in Guizhou: Wanshan Mercury Mine Site, Wuchuan Daping Tomb Complex, Dongshan Ancient Architectural Complex, Zhaiying Village Ancient Architectural Complex, Siyang Ancient Architectural Complex, Shiqian Wanshou Palace, Zheng'an Yin Daozhen's Wuben Hall, Shiqian Fu Confucian Temple, Loushang Village Ancient Architectural Complex, Manaoshan Camp Site, Site of the Revolutionary Committee of the Special District in Eastern Guizhou, Site of the Former National Chekiang University in Meitan.

**1.3 Museum** Museums are primarily used for protecting movable cultural relics. The Wuling Mountain Area is home to 70 museums: 1 Grade One museum, 11 Grade Two museums, 13 Grade Three museums, and 45 unrated museums.

There are 13 museums in Hubei. Among them, there is 1 Grade One museum: Enshi Prefecture Museum; 3 Grade Two museums: Badong County Museum, Jianshi County Museum, and Hefeng County Museum; 5 Grade Three museums: Enshi City Museum, Xianfeng County Ethnic Museum, Xuan'en County Ethnic Museum, Changyang Autonomous County Museum, and Zigui County Qu Yuan Memorial Hall; and 4 unrated museums: Enshi City Bashu Ethnic Folk Culture Museum, Enshi City Yishui Ethnic Folk Museum, Laifeng County Ethnic Museum, and Wufeng Autonomous County Ethnic Museum.

There are 36 museums in Hunan. There are no Grade One museums, but there are 8 Grade Two museums: Xiangxi Prefecture Museum, Liye Ancient City (Qin Slips) Museum in Longshan County, Zhangjiajie City Museum, Huaihua City Museum, the

Memorial Hall of the Victory of the Chinese People's War of Resistance Against Japanese Aggression and the Acceptance of the Japanese Surrender, the Memorial Hall of the Passage of the Red Army through Tongdao, He Long Memorial Hall, and the Memorial Hall of Comrade Su Yu in Huitong County; 6 Grade Three museums: Xiangxi Prefecture Geopark Museum, Laosicheng Museum in Yongshun County, Shanjiang Miao Museum in Fenghuang County, the Exhibition Hall of Historical Materials on Bandit Suppression in Western Hunan, Cili County Museum, and Anhua Dark Tea Museum; and 22 unrated museums: Xiangxi Jiufutang Miao Museum, Xiangxi Folk Customs Museum, Huayuan County Miao Museum, Qianling Museum in Baojing County, Yongding District Museum in Zhangjiajie City, Hongjiang District Hongshang Culture Museum in Huaihua City, Gaosha Historical and Cultural Museum in Dongkou County, Jingzhou Autonomous County Museum, Mayang Autonomous County Museum, Xinhua Autonomous County Museum, Appreciative Stone Culture Museum in Wugang City, Yuanling County Museum, Lianyuan City Museum, Shimen County Museum, the Memorial Hall of the Starting Point of the Long March of the Second Front Army of the Red Army, the Memorial Hall of the Hunan – Hubei – Sichuan – Guizhou Revolutionary Base Area in Longshan County, the Memorial Hall of the Hunan – Hubei – Sichuan – Guizhou Revolutionary Base Area in Yongding District, Zhangjiajie City, the Exhibition Hall of the Former Site of the Longtan Field Hospital of the Anti – Japanese War in Xupu County, the Memorial Hall of the Hunan – Hubei – Sichuan – Guizhou Revolutionary Base Area in Yongshun County, Luo Shengjiao Memorial Hall in Xinhua County, the Exhibition Hall of the Former Site of Chu – Yi Senior Industrial School in Xinhua County, and the Museum of the Origin of Hybrid Rice in Hongjiang City.

There are 7 museums in Chongqing. There are no Grade One or Grade Two museums, but there are 2 Grade Three museums: Wulong Museum and Xiushan Autonomous County Ethnic Museum; and 5 unrated museums: Qianjiang District Museum, Pengshui Autonomous County Museum, Shizhu Autonomous County Museum, Fengdu County Museum, and the Memorial Hall of Martyr Zhao Shiyan in Youyang Autonomous County.

There are 14 museums in Guizhou: none of which are classified as Grade 1, Grade 2 or Grade 3. Among them, 14 are unrated: Tongren Museum, Dejiang Nuo Opera Museum, Dejiang Anhua Confucian Temple Exhibition Hall, Shiqian County Intangible Cultural Heritage Museum, Sinan County Wujiang River Museum, Yinjiang Autonomous County Museum, Yuping Autonomous County Jincheng Xiao Flute Museum, Yuping Xiao Flute Museum, Zheng'an County Museum, Wuchuan Autonomous County Gelao Ethnic Culture Museum, Meitan County Zhejiang University Westward Relocation History Exhibition Hall, Tongren Revolutionary Military Exhibition Hall, Shiqian County Red Second and Sixth Army Group Command Site Exhibition Room, and Wanshan Mercury Mine Industrial Heritage Museum.

**1.4 Traditional villages and historical and cultural towns** Wuling Mountain Area boasts abundant resources of traditional villages and historical and cultural towns. Among them, following evaluations organized by the Ministry of Finance and the Ministry of Housing and Urban-Rural Development, Xiangxi Prefecture and Enshi Prefecture have been designated as demonstration cities for the concentrated and contiguous conservation and utilization of traditional villages, while Xiushan, Youyang, and Wufeng (three autonomous counties) have been recognized as demonstration counties for such efforts.

**1.4.1 Traditional Chinese villages.** There are 828 Traditional Chinese villages in this area, including 107 in Hubei, 464 in Hunan, 117 in Chongqing, and 140 in Guizhou. These villages are distributed across 68 counties (autonomous counties, cities, and

districts), with the exception of Wulingyuan District, Lengshuijiang City, and Shimen County, which have no Traditional Chinese villages (Table 1).

**1.4.2 Villages with Chinese ethnic minority characteristics.** There are 198 villages with Chinese ethnic minority characteristics in this area, including 55 in Hubei, 75 in Hunan, 23 in Chongqing, and 45 in Guizhou. These villages are distributed across 57 counties (autonomous counties, cities, and districts). However, Hecheng District, Chenxi County, Xupu County, Zhongfang County, Wugang City, Xinshao County, Shaoyang County, Xinning County, Lianyuan City, Lengshuijiang City, Anhua County, Fengdu County, Dejiang County, and Zheng'an County have no such villages (Table 1).

**Table 1 Traditional Chinese villages of Wuling Mountain Area and distribution of villages with ethnic minority characteristics**

Province (city)	County	Number of traditional villages	Number of ethnic villages	Province (city)	County	Number of traditional villages	Number of ethnic villages	Province (city)	County	Number of traditional villages	Number of ethnic villages	
Hubei	Enshi	14	10	Hunan	Hongjiang	24	1	Chongqing	Qianjiang	8	1	
	Lichuan	19	5		Chenxi	15	0		Wulong	6	3	
	Badong	2	4		Huitong	20	1		Fengdu	8	0	
	Jianshi	2	3		Xupu	21	0		Shizhu	19	3	
	Lai Feng	19	6		Yuanling	22	1		Pengshui	10	4	
	Xianfeng	11	5		Zhongfang	4	0		Xiushan	25	9	
	Xuanen	16	8		Jingzhou	25	2		Youyang	41	3	
	Hefeng	9	8		Mayang	4	2		Guizhou	Bijiang	6	1
	Changyang	5	4		Tongdao	28	3			Wanshan	2	4
	Wufeng	9	1		Xinhuang	18	3			Dejiang	12	0
	Zigui	1	1		Zhijiang	4	3			Jiangkou	7	7
	Hunan	Jishou	14		9	Wugang	1			0	Shiqian	22
Luxi		10	4	Xinshao	7	0	Sinan	18		2		
Fenghuang		22	4	Shaoyang	6	0	Songtao	21		5		
Huayuan		31	4	Longhui	2	3	Yanhe	12		2		
Baojing		26	2	Dongkou	3	1	Yinjiang	13		5		
Guzhang		27	5	Suining	18	3	Yuping	1		3		
Yongshun		19	8	Xinning	1	0	Fenggong	7		1		
Longshan		29	2	Chengbu	9	4	Meitan	9		1		
Yongding		26	3	Lianyuan	3	0	Yuqing	1	1			
Wulingyuan		0	1	Lengshuijiang	0	0	Zheng'an	2	0			
Cili		1	2	Xinhua	6	1	Daozhen	1	3			
Sangzhi		3	1	Shimen	0	2	Wuchuan	6	4			
Hecheng	1	0	Anhua	14	0							

**1.4.3 Famous Chinese historic and cultural villages and towns.** This area is home to 18 famous Chinese historic and cultural Villages and 11 famous Chinese historic and cultural towns. Among them, Hubei has four Chinese historic and cultural villages, Gunlongba Village in Enshi City, Yumu Village in Lichuan City, Lianghekou Village and Qingyangba Village in Xuan'en County, but has no Chinese historic and cultural towns.

Hunan has 11 famous Chinese historic and cultural villages: Laosicheng Village and Shuangfeng Village in Yongshun County, Laoche Village in Longshan County, Gaoyi Village in Huitong

County, Wubaotian Village in Chenxi County, Dayuan Village and Shangbao Village in Suining County, Pingtan Village and Yutou Village in Tongdao Autonomous County, Mingzhong Village in Yuanling County, and Jingping Village in Zhongfang County. It also has six famous Chinese historic and cultural towns: Pushi Town in Luxi County, Biancheng Town in Huayuan County, Furong Town in Yongshun County, Liye Town in Longshan County, Zhaishi Town in Suining County, and Gaosha Town in Dongkou County.

Chongqing has four famous Chinese historic and cultural

towns: Zhuoshui Town in Qianjiang District, Xituo Town in Shizhu Autonomous County, Longtan Town and Gongtan Town in Youyang Autonomous County. However, it does not have any famous Chinese historic and cultural villages.

Guizhou has three famous Chinese historic and cultural villages: Yunshe Village in Jiangkou County, Loushang Village (also known as Loushang Ancient Stockade) in Shiqian County, and Longtan Village in Wuchuan Autonomous County. It also has one famous Chinese historic and cultural town: Zhaiying Town in Songtao Autonomous County.

**1.4.4 Famous Chinese historical and cultural cities.** This area contains two famous Chinese historic and cultural cities: Fenghuang County and Zhijiang Dong Autonomous County. Closely related to the region are also Chongqing Municipality and Zunyi City.

**1.5 China Time-honored Brands** The Wuling Mountain Area is home to three China Time-honored Brands: Ye's (Longshan County Yeshe Ethnic Craft Co., Ltd.), Caihua (Hubei Caihua Tea Industry Co., Ltd.), and Yangjiao Dried Tofu (Chongqing Wulong District Yangjiao Bean Products Co., Ltd.).

**1.6 Agricultural cultural heritage** In addition to some immovable cultural relics (*e.g.*, Qujiang Tea Plantation, Anjiang Agricultural School Memorial Park), movable cultural relics housed in museums (especially the Anhua Dark Tea Museum and the Hongjiang City Hybrid Rice Origin Museum), China Time-honored Brands linked to agricultural products (such as Caihua), and intangible cultural heritage related to traditional agricultural skills, the category of agricultural heritage<sup>[7-8]</sup> mainly further includes geographical indications, localities designated as "Hometown of Chinese Specialties," and Important Agricultural Heritage Systems.

**1.6.1 Geographical indications.** The Wuling Mountain Area boasts a wide variety of special local products with geographical indications, nearly all of which are agricultural products and their derivatives. Specifically, there are 169 types of geographical indication products and 314 geographical indication trademarks. Among these, Hubei Province has 49 geographical indication products, such as Enshi Potato, Yichang Kiwifruit (originating from Changyang, Wufeng, and Zigui), and Lichun Brasenia. It also holds 78 geographical indication trademarks, including Xuan'en Tribute Rice, Enshi Yellow Cattle (Registration No. 26694807 and 26694808), and Wufeng Tobacco Leaf. Additionally, the area features the Zigui Navel Orange National Geographical Indication Product Protection Demonstration Zone, the Geographical Indication Protection Project (Enshi Yulu), and three China Special Agricultural Products Advantage Zones: Enshi Selenium Tea, Yichang Black Tea, and Yichang Mandarin Orange.

There are 78 types of geographical indication products in Hunan, for instance, Xiangji Ponkan, Hongjiang Xuefeng Black-boned Chicken, and Zhangjiajie Chinese Giant Salamander. The province possesses 123 geographical indication trademarks, including Xiangxi Camellia Oil, Zhangjiajie Vine Tea, and Anhua Qianliang Tea. Moreover, it is home to six national-level demon-

stration zones for the protection of geographical indication products (located in Sangzhi County, Xinhuang Autonomous County, and representing products such as Baojing Golden Tea, Fenggang Zinc-selenium Tea, Anhua Dark Tea, and Jiugui Liquor), along with four China Special Agricultural Products Advantage Zones (Shaoyang Camellia Oil, Qianyang Citrus *sinensis* 'Dahong Cheng', Anhua Dark Tea, and Baojing Golden Tea).

Chongqing boasts 19 geographical indication products, such as Wulong High-mountain Potato, Qianjiang Kiwifruit, and Shizhu Coptis Root. It also holds 80 geographical indication trademarks, including Qianjiang Kidney Bean, Youyang Atractylodes, and Xiushan Honeysuckle. In addition, the municipality features the Youyang Camellia Oil National Geographical Indication Product Protection Demonstration Zone, along with three China Special Agricultural Products Advantage Zones: Shizhu Brasenia, Qianjiang Silkworm Cocoon, and Shizhu Coptis Root.

Guizhou has 23 geographical indication products, including Tongren Sweet Potato Vermicelli, Fenggang Zinc-selenium Tea (Fenggang Zinc and Selenium-rich Tea), and Zunyi Eucommia Bark. It also holds 33 geographical indication trademarks, such as Yuping Camellia Oil, Yinjiang Red Pomelo, and Zunyi Black Tea. In addition, the province features the Zheng'an National Geographical Indication Product Protection Demonstration Zone, along with three China Special Agricultural Products Advantage Zones: Zunyi Chaotian Pepper, Shiqian Moss Tea, and Meitan Cuiya Tea.

**1.6.2 Hometowns of Chinese specialties.** This area comprises 71 counties, cities, and districts, many of which are traditionally honored as hometowns of Chinese specialties. Specific designations include Enshi City as the Hometown of Chinese Steamed Green Tea, Xuan'en County as the Hometown of Chinese Tribute Tea, Changyang Autonomous County as the Hometown of Chinese Konjac and Chinese Medicinal Papaya, Fenghuang County as the Hometown of Chinese Red Kiwifruit, Guzhang County as the Hometown of Chinese Organic Tea and Chinese Tea Culture, Longshan County as the Hometown of Chinese Lily and Chinese Tujia Brocade, Qianjiang District as the Hometown of Chinese Sericulture, Chinese Kiwifruit, and Chinese Crisp Red Plum, Shizhu Autonomous County as the Hometown of Chinese Coptis, Chinese Brasenia, and Chinese Chili, Pengshui Autonomous County as the Hometown of Chinese Honey Bees, Shiqian County as the Hometown of Chinese Moss Tea, Dejiang County as the Hometown of Chinese Gastrodia, and Yuqing County as the Hometown of Chinese Small Leaf Ilex kudingcha.

**1.6.3 Important agricultural heritage systems.** This area boasts diverse and unique land use systems and rich agricultural landscape resources. Among these, China Nationally Important Agricultural Heritage Systems include 11 sites: the Enshi Yulu Tea Culture System in Hubei Province; the Zigui Citrus Cultivation System; the Huayuan Zila Tribute Rice Composite Planting and Breeding System in Hunan Province; the Yongshun Oil-tea Camellia Agroforestry System; the Longshan Tung Tree Planting System; the Baojing Golden Village Ancient Tea Garden and Tea Culture

System; the Hongjiang Mountain Fragrant Rice Cultivation Culture System; the Xinhuang Dong Ethnic Reserve Red Rice Planting System; the Xinhua Ziquejie Terraces; and the Anhua Dark Tea Culture System. Additionally, the Chongqing Shizhu *Coptis Chinensis* Production System is also recognized. Furthermore, the Globally Important Agricultural Heritage Systems (GIAHS) include the Rice Terraces in Southern China, which encompass the Xinhua Ziquejie Terraces in Hunan Province.

### 1.7 Intangible cultural heritage

**1.7.1** Masterpieces of the intangible cultural heritage of humanity. In the Wuling Mountain Area, there are 12 notable elements inscribed on the Representative List of the Intangible Cultural Heritage of Humanity: the Grand Song of the Dong ethnic group, Guqin and its music, Chinese shadow puppetry, paper-cutting, calligraphy, traditional wooden structure architectural techniques, sericulture and silk craftsmanship, traditional tea processing techniques and related customs, the Dragon Boat Festival, the Twenty-Four Solar Terms, Chinese Zhusuan (abacus calculation), and the Spring Festival.

**1.7.2** Representative elements of national intangible cultural heritage. The Wuling Mountain Area is home to a total of 89 representative elements of national-level intangible cultural heritage. These are primarily distributed among the Han, Miao, Tujia, Dong, Yao, Gelao, and other ethnic groups.

9 items of folk literature: I-1 Miao ancient songs, I-47 Qu Yuan Legend, I-56 Stories from Duzhenwan, I-80 Tujia Tima songs, I-93 Panhu legend, I-112 Tujia wedding lament songs, I-124 Youyang ancient songs, I-159 Laosicheng legend, and I-166 Badi Xionsa Roll.

19 items of traditional music: II-10 Sangzhi Folksong, II-15 Shizhu Tujia Luor Diao, II-23 Jingzhou Miao Song, II-25 Nanxi Haozi (work songs), II-27 Weeding Gongs and Drums (Xuan'en Weeding Gongs and Drums, Changyang Mountain Songs, Wufeng Tujia Weeding Gongs and Drums, Yichang Weeding Gongs and Drums), II-54 Tujia Daliuzi (percussion ensemble), II-64 Xiushan folk songs, II-85 Youyang folk songs, II-89 Chashan Work Song, II-95 Xinhua Folk Song, II-98 River Haozi (work songs) (Yangtze Gorge Haozi, Youshui Boatmen's Haozi), II-109 Miao folk songs (Xiangxi Miao folk songs, Pengshui Miao folk songs), II-110 Yao People Folk Song (Huayao Wuwa Folk Song), II-123 Gongs and Drums music (Yichang Tang Diao, a type of chamber music), II-125 Tujia Dongdong Kui (a musical instrument), II-129 Dong Reel-pipe Music, II-142 Lichuan Lantern songs, II-156 Tujia folk songs, and II-176 Gelao folk songs.

10 items of traditional dance: III-4 Dragon Dance (Earth Dragon Lantern, Zhijiang Evil Dragon Dance, Chengbu Hanging Dragon Dance, and Bamboo Dragon Lantern), III-5 Lion Dance (High-Platform Lion Dance), III-7 Tujia Hand-Waving Dance, III-8 Tujia Sayerhe (Funeral Dance), III-30 Xiangxi Miao Drum Dance, III-31 Xiangxi Tujia Maogusi Dance, III-52 Rounianxiang (Body Slapping Dance), III-98 Sangzhi Battle Drum Dance, III-119 Zongbaonao Dance, and III-121 Playing with the Ox.

10 items of traditional drama: IV-7 Gaoqiang Opera (Chenhe

Gaoqiang Opera), IV-77 Lantern Opera, IV-78 Flower-lantern Opera (Sinan Flower-lantern Opera), IV-87 Mulian Opera (Chenhe Mulian Opera), IV-89 Nuo Opera (Hefeng Nuo Opera, Enshi Nuo Opera, Dong People Nuo Opera, Yuan Ling Chenzhou Nuo Opera, Dejiang Nuotang Opera, Gelao People Nuo Opera), IV-92 Puppet Show (Shaoyang Puppet with Cloth Bags, and Shiqian Puppet Show), IV-112 Flower-drum Opera, IV-125 Southern Opera, IV-157 Yang Opera (Zhangjiajie Yang Opera, Shanghe Yang Opera, and Youyang Tujia Masked Yangxi Opera).

4 items of folk art: V-27 Sixian Opera, V-71 Southern Tune, V-74 Enshi Yangqin (storytelling), V-106 Three-Stick Drum Performance.

3 items of traditional sports, recreation and acrobatics: VI-65 Chinese Dragon Boat Racing, VI-80 Meishan Martial Arts, VI-90 Rock Eagle Boxing.

7 items of traditional fine arts: VII-8 Tantou Wood-engraving New Year Picture, VII-16 Paper-cutting (Tahu Chiseled Flower, Meishan Paper Cutting), VII-22 Miao Embroidery (Xiangxi Miao embroidery and Songtao Miao embroidery), VII-25 Cross-stitch (Miao Cross-stitch and Huayao Cross-stitch), V-II-56 Stone Carving (Yuanzhou Stone Carving), VII-66 Colored Festoon (Fenghuang Festoon), VII-98 Miao Painting.

12 items of traditional craftsmanship: VIII-18 Tujia Brocade Craftsmanship, VIII-24 Blue Calico Printing and Dyeing Craftsmanship, VIII-30 Construction Techniques of Dong Wooden Architecture, VIII-34 Yuping Flute Making Skills, VIII-40 Miao Silver Ornament Forging Craftsmanship, VIII-71 Making Skills of Bamboo Paper (Tantou Handmade Paper Making Skills), VIII-104 Dong Brocade Weaving Skills, VIII-148 Green Tea Processing Craftsmanship (Enshi Yulu Processing Craftsmanship), VIII-152 Making Skills of Dark Tea (Making Skills of Qianliang Tea), VI-II-211 Tujia Stilted Building Construction Craftsmanship, VIII-255 Dam Paint Making Skills, and VIII-274 Technique for Making Preserved Fruit (Carved Candied Fruit Making Technique).

3 items of traditional medicine: IX-6 Traditional Chinese Medicine Bone-setting Therapy (Xinshao Sun's Bone-setting), IX-11 Traditional Chinese Medicine Culture (Longshan Yaowang Medical Culture), IX-15 Miao Medicine (Epilepsy Therapy, Zhuanjiefeng Therapy).

12 items of folklore: X-3 Dragon Boat Festival (Quyuan's Hometown Dragon Boat Festival Customs), X-26 Gelao Maolong Festival, X-51 Xiushan Huadeng (Festive Lantern), X-65 Miao Ethnic Costume, X-68 The 24 Solar Terms (Miao Autumn Hanging Festival, and Shiqian Shuochun Custom), X-71 Lantern Festival (Dejiang Zhalong Festival), X-77 Miao Siyueba (April 8<sup>th</sup> Festival), X-84 Taige (Zhumeitai Story), X-128 Tujia New Year, X-150 Gelao Sanyaotai Custom, and X-163 Xiushan Miao Yangma (Goat-Horse) Festival.

**1.7.3** National intangible cultural heritage productive protection demonstration base. The Wuling Mountain Area has five national intangible cultural heritage productive protection demonstration bases, namely the Tujia Brocade Craftsmanship Training Institute in Luochehe Village, Miao'erlan Town, Longshan County, Hunan

Province (for Tujia brocade craftsmanship) and Xiangxi Valley Residents Cultural Industry Development Co., Ltd. (for Xiangxi Miao embroidery), Huaihua City Tongdao County Luoye Kam Brocade Weaving Development Co., Ltd. (Kam brocade weaving technique), Zhangjiajie Sweet Little Sister Tujia Brocade Development Co., Ltd. (Tujia brocade weaving technique), Guizhou Province Songtao Fanjing Mountain Miao Cultural Tourism Product Development Co., Ltd. (Songtao Miao embroidery).

**1.7.4** Chinese hometown of folk art and culture. The Wuling Mountain Area is home to 56 Chinese hometowns of folk art and culture. Among them, 15 are located in Hubei Province: Enshi City's Bajiao Dong Ethnic Township (Bench Dragon Dance), Taiyanghe Township (Folk Songs), Sancha Town (Nuoxi Opera); Lichuan City's Baiyangba Town (Folk Songs); Badong County's Xiqiuwan Township (Tangxi Opera), Yanduhe Town (Tangxi Opera), Yesanguan Town (Saye'erhe); Jianshi County's Changliang Town (Wind and Percussion Music); Laifeng County's Baifusi Town (Hand-Waving Dance), Jiusi Town (Earthworm Lantern Dance); Xianfeng County's Chaoyangsi Town (Dong Folk Dance); Xuan'en County (Xuan'en Play); Hefeng County's Zouma Town (Songs and Dances); Changyang Autonomous County (Songs and Dances); Zigui County's Qu Yuan Town (Legends of Qu Yuan).

Hunan Province has 31 Chinese hometown of folk art and culture: Danqing Town, Jishou City (Miao Folk Songs), Majing'ao Town (Miao Drums), Qianzhou Subdistrict (Miao Drums); Heshui Town, Luxi County (Tiger - Chiseled Paper - Cuts); Shanjiang Town, Fenghuang County (Flower Drums); Huayuan County (Miao Embroidery, Brocade); Morong Town, Guzhang County (Miao Drums); Shaba Town, Yongshun County (Tujia Folk Songs); Xinglong Subdistrict, Longshan County (Three-Stick Drumming), Miao'ertan Town (Tujia Brocade), Dianfang Town (Tujia Liuzi), Nongche Town (Hand-Waving Dance); Wangjiaping Town, Yongding District, Zhangjiajie City (Poetry Society), Luoshui Township (Maogusi Dance); Longtanhe Town, Cili County (Plank-Plank Dragon Lantern); Ruiyu Town, Sangzhi County (Festive Lanterns); Shaxi Township, Huitong County (Suona Horn); Tongwan Town, Zhongfang County (Rattle Stick Dance); Sanqiao Township, Jingzhou Autonomous County (Miao Songs), Outuan Township (Lusheng Pipes); Tongdao Autonomous County (Dong Lusheng); Mayang Autonomous County (Painting); Pingtan Township, Tongdao Autonomous County (Lusheng); Dizhuang Town, Xupu County (Chenhe Opera); Longhui County (Painting), Tantou Town (New Year Woodblock Prints), Huxingshan Yao Ethnic Township (Yao Cross-Stitch); Baimaoping Township, Chengbu Autonomous County (Nuoxi Opera); Qiaotouhe Town, Lianyuan City (Huagu Opera); Xinhua County (Xinhua Folk Songs); Luoping Township, Shimen County (Luoping Folk Songs).

Chongqing has four Chinese hometowns of folk art and culture: Shizhu Autonomous County (Luo'er Tune), Pengshui Autonomous County (Miao Folk Songs), Xiushan Autonomous County (Festive Lanterns), Youyang Autonomous County (Hand-

Waving Dance, Folk Songs).

Guizhou Province has six Chinese hometowns of folk art and culture: Sinan County (Festive Lanterns), Dejiang County (Nuoxi Opera), Huangdao Dong Ethnic Township, Wanshan Special District (Dongluo Gong Ensembles), Pingxi Town, Yuping Autonomous County (Xiao and Di Flutes), Zhaiying Town, Songtao Autonomous County (Rolling Dragon Dance), Zheng'an County (Storytelling).

**1.7.5** National-level cultural ecosystem conservation zones. As of now, China has established 21 National-level Cultural Ecosystem Conservation Zones, 2 National-level Cultural Ecosystem Conservation Experimental Zones, taking protecting the intangible cultural heritage as the center, with the former including the Wuling Mountain Area (Western Hunan) Tujia-Miao Cultural Ecosystem Conservation Zone (covering Xiangxi Prefecture), the Wuling Mountain Area (Southwestern Hubei) Tujia-Miao Cultural Ecosystem Conservation Zone (covering Enshi Prefecture and the autonomous counties of Changyang and Wufeng), and Wuling Mountain Area (Southeastern Chongqing) Tujia-Miao Cultural Ecosystem Conservation Zone (covering Qianjiang and Wulong districts and the autonomous counties of Shizhu, Pengshui, Xiushan, and Youyang).

## 2 Cultural tourism

**2.1 5A-rated scenic areas** The Wuling Mountain Area boasts abundant tourism resources and numerous tourist attractions. Among them, there are 14 5A-rated tourist attractions: Shennong Stream Boat Trackers Cultural Scenic Area in Enshi Prefecture, Enshi Grand Canyon Scenic Area in Enshi Prefecture, Tenglong Cave Scenic Area in Enshi Prefecture, Qingjiang Gallery Scenic Area in Yichang City, Three Gorges Dam - Qu Yuan's Hometown Cultural Scenic Area in Yichang City, Aizhai · Shibadong · Dehang Grand Canyon Scenic Area in Jishou City, Xiangxi Prefecture, Fenghuang Ancient Town Scenic Area in Xiangxi Prefecture, Wulingyuan - Tianmen Mountain Scenic Area in Zhangjiajie City, Langshan Scenic Area in Shaoyang City, Zhuoshui Scenic Area in Qianjiang, Wulong Karst Scenic Area, Ayi River Scenic Area in Pengshui, Taohuayuan Scenic Area in Youyang, and Fanjing Mountain Scenic Area in Jiangkou County.

**2.2 Premium tour routes** The Wuling Mountain area is defined by its shared mountain ranges, river systems, and cultural traditions, making it a premier destination with exceptional natural beauty, deep cultural roots, and a pristine ecological environment. To foster synergy in resources, jointly expand the tourism market, pursue integrated growth, elevate the brand's visibility and appeal, and create a new chapter of regional cooperation, the Wuling Mountain Cultural Tourism Development Alliance launched three premium tour routes in 2024: the "Timeless Landscapes, Everlasting Memories-8-Day All-Inclusive Tour of Four Wuling Regions," the "Heroes of Wuling-7-Day Relaxed Discovery Tour from Enshi to Chongqing," and the "Chongqing & Hubei Discovery-7-Day Journey through Enshi and Chongqing."

**2.3 Summer resorts** There are numerous summer resorts in

the Wuling Mountain Area. Among them, Hubei Province features Mufu Town in Enshi City, Moudao Town in Lichuan City, Longping Township, Maotian Township, and Huaping Town in Jianshi County, Lücongpo Town, Yesanguan Town, and Chiadianzi Town in Badong County, Pingshan Village in Rongmei Town, Hefeng County, Huoshaoping Township, Gaojiayan Town, and Wantan Town in Changyang Autonomous County, Chaibuxi Grand Canyon, Houhe National Nature Reserve, and Baiyi Village in Wufeng Autonomous County, and Moping Township in Zigui County, among others.

**2.4 National rural tourism key villages and towns** There are 41 national rural tourism key villages in the Wuling Mountain Area. Among them, 8 are located in Hubei Province: Dongxiacao Village and Erguanzhai Village in Enshi City, Yingshang Village in Lichuan City, Niudongping Village in Badong County, Zhengjiabang Village in Changyang Autonomous County, Liziping Village and Baiyanping Village in Wufeng Autonomous County, and Xilingxia Village in Zigui County; 16 villages in Hunan Province: Dehang Village in Jishou City, Zhushan Village in Fenghuang County, Shibadong Village in Huayuan County, Sicheng Village in Yongshun County, Ma'ershan Village and Matouxi Village in Yongding District, Longweiba Village and Siyu Community in Wulingyuan District, Luotan Village and Zhumugang Village in Cili County, Daping Village in Hecheng District, Huangdu Village in Tongdao Autonomous County, Baoyao Village in Dongkou County, Chuanyanshan Village in Xupu County, Shitian Village in Xinning County, and Youxiqiao Village in Xinhua County; 9 villages in Chongqing: Xinjian Village in Qianjiang District, Jingzhu Village, Wenfeng Village, and Yantang Village in Wulong District, Yingtaojing Village in Pengshui Autonomous County, Huaxi Village in Shizhu Autonomous County, Xinglong'ao Village in Xiushan Autonomous County, Zhaying Village in Youyang Autonomous County, and Lianhuadong Village in Fengdu County; 8 villages in Guizhou: Yunshe Village and Fanjingshan Village in Jiangkou County, Fodingshan Village in Shiqian County, Haocai Village in Songtao Autonomous County, Tianping Village in Yuping Autonomous County, Tianba Village in Fenggang County, Longfeng Village and Xinshi Community in Meitan County.

There are 4 National Rural Tourism Key Towns in the Wuling Mountain Area: Nanping Township in Lichuan City, Hubei Province; Xiehe Township in Wulingyuan District, Hunan Province; Xiannüshan Subdistrict in Wulong District, Chongqing; and Taiping Town in Jiangkou County, Guizhou Province.

**2.5 National Grade A and Grade B Homestays** There are 8 national Grade A homestays and 5 national Grade B homestays in the Wuling Mountain Area. Among them, Hubei Province has 3 Grade A homestays: Tianji Cave Hot Spring Homestay in Enshi City, Xingye Homestay in Enshi City, and Qingshe Inn in Changyang Autonomous County; and 1 Grade B homestay: Maowo Homestay in Enshi City. Hunan Province has 5 Grade A homestays: Fenghuang Xueqingji Humanities Mid-Hill Homestay, Zhangjiajie Yuanfang De Jia Homestay, Homecoming Children Wild Luxury Resort Homestay in Wulingyuan District, Huizhou

Guild Hall · Zengfu Hotel in Huaihua City, and Yunlu Homestay in Yuanling County; and 2 Grade B homestays: Fenghuangcheng Old Courtyard and Qingcheng Light Luxury Homestay in Fenghuang County. Chongqing has no Grade A homestays, but has 1 Grade B homestay: Bushe Homestay in Shizhu Autonomous County. Guizhou has no Grade A homestays, but has 1 Grade B homestay: Yunshe Courtyard in Jiangkou County.

**2.6 Traditional medicine health tourism** There is no National Traditional Chinese Medicine Health Tourism Demonstration Area in the Wuling Mountain Area. However, there are two National Traditional Chinese Medicine Health Tourism Demonstration Bases: Xianfeng County Hospital of Traditional Chinese Medicine in Hubei Province and Longshan Health and Wellness Base in Hunan Province (Administrative Office of Longshan National Forest Park in Lianyuan, Hunan).

Hubei Province has 8 provincial-level traditional Chinese medicine wellness tourism routes. One of them is the Enshi Selenium Capital Wellness Tour, with the specific route as follows: Enshi Grand Canyon—Enshi Tujia Daughter City—Enshi Tusi City—Yesanhe—Tenglong Cave—Wujiatai.

Among the provincial-level demonstration experience bases for traditional Chinese medicine wellness tourism in Hunan Province: Under the Charming Meishan · Nourishing Vitality Tour category, the bases include: Wanfushan Scenic Area in Anhua County, Yanjiashuang Village Changji Polygonatum Planting Base in Anhua County, Borui Traditional Chinese Medicine Culture Experience Center in Anhua County, Longshan Forest Wellness Base in Lianyuan City, and Changshou Qingshui Scenic Area in Xinshao County. Under the Mysterious Xuefeng · Rejuvenating Wellness Tour category, the bases include: Longyao Yougu Scenic Area in Longhui County, Yunshan National Forest Park in Wugang City, Boshi Kanghuaren Ecological Wellness Park in Hecheng District, Xuefeng Mountain Traditional Chinese Medicine Wellness Tourism Base in Xupu County, Xiangjiadi Traditional Chinese Medicine Wellness Tourism Resort in Xinhuang Autonomous County, Dong and Miao Ethnic Characteristic Wellness Tourism Base (Xinhuang County Traditional Chinese Medicine Hospital) in Xinhuang Autonomous County, Luoqun Mountain Tianlimeisu Scenic Area in Mayang Autonomous County, and Wanfo Mountain Forest Wellness Base in Tongdao Autonomous County. Under the Ecological Wuling · Cultivating Serenity Tour category, the bases include: Baima Mountain Tianmenjun Meicha Theme Park in Yongding District, Wanfu Hot Spring in Cili County, Muli Village Dendrobium officinale Forest Three-Dimensional Cultivation Science Base in Fenghuang County, and Bu'ermen National Forest Park in Yongshun County.

**2.7 China well-known trademarks** In the tourism industry of the Wuling Mountain Area, there are only five China Well-known Trademarks: World Phoenix (Fenghuang Ancient Town Cultural Tourism Investment Co., Ltd.), Baofeng Lake (Zhangjiajie Baofeng Lake Tourism Development Co., Ltd.), Huanglong Cave (Huanglong Cave Investment Co., Ltd.), Langshan Mountain (Langshan Mountain Scenic Area Administration Bureau), and

Fanjing Mountain (Guizhou Fanjing Mountain Investment Holding Group Co., Ltd.).

**2.8 Cultural parks** The Wuling Mountain Area only includes the Badong and Zigui sections of the National Cultural Park for the Yangtze River. In this region, there are two national archaeological site parks: the Liye National Archaeological Site Park and the Laosicheng National Archaeological Site Park. Additionally, in the Hubei portion of the Wuling Mountain Area, there are four provincial-level cultural site parks: the Jianshi Hominid Site, Pengjiazhai, the Rongmei Tusi (Pingshan Juefu) Site, and the Qu Yuan Temple.

### 3 Main problems in the development of cultural tourism

**3.1 The protection and tourism development of industrial and agricultural heritage have not received due attention** With industrial (excluding construction) or agricultural heritage as the theme, there are only two Major Historical and Cultural Sites Protected at the National Level: the Chongqing Ancient Zinc Smelting Site Cluster and the Wanshan Mercury Mine Site; the Qujiang Tea Plantation; and the Anjiang Agricultural School Memorial Park. There are only three museums: the Yuping Autonomous County Jincheng Xiaodi Museum, the Yuping Xiaodi Museum, the Anhua Dark Tea Museum, and the Hongjiang City Museum of the Birthplace of Hybrid Rice. There are only 11 China Nationally Important Agricultural Heritage Systems, and one Globally Important Agricultural Heritage Systems (GIAHS) site—the Ziquejie Terrace part of the China Southern Rice Terraces in Xinhua, Hunan Province. The protection of industrial and agricultural heritage has not received due attention, thereby hindering the tourism development of these industrial and agricultural heritage resources.

**3.2 Insufficient integration of intangible cultural heritage and tourism** There are only two national-level productive protection demonstration bases for intangible cultural heritage, with no national or provincial-level productive protection bases focused on cultural tourism. As a result, the integration between intangible cultural heritage and tourism remains insufficient.

**3.3 Traditional medicine health tourism awaits development** There are only three representative national intangible cultural heritage items in the category of traditional medicine, covering only traditional Chinese medicine and Miao medicine, with no representation of Tujia medicine, Dong medicine, or others. There is no national demonstration zone for traditional Chinese medicine health tourism, and only two national demonstration bases for such tourism. The traditional wellness knowledge associated with traditional medicine including traditional Chinese medicine, Tujia medicine, Miao medicine, and Dong medicine remains to be further explored. The development of traditional medicine health tourism is still nascent, and the "traditional medicine + culture + tourism" model requires further promotion.

**3.4 Weak intellectual property protection and brand development** Awareness of intellectual property protection in the cultural tourism industry remains weak. Relevant trademarks are gen-

erally ordinary trademarks, while certification marks and collective marks are rare. Among these, there are only five China Well-Known Trademarks, all of which are exclusive trademarks for individual entities, with no regionally shared trademarks. Weak intellectual property protection has consequently hindered the development of regional cultural tourism brands.

**3.5 Lagging development of cultural parks** The Badong and Zigui sections account for only a small portion of the National Cultural Park for the Yangtze River, and there are only two national archaeological site parks in the Hunan Wuling Mountain Area, indicating that the development of cultural parks in this region lags behind.

### 4 High-quality development strategy of cultural tourism

**4.1 Protecting agricultural and industrial heritage and developing cultural tourism based on it** The Wuling Mountain Area should collect and organize agricultural and industrial heritage resources, and strive to have them recognized as national or provincial-level key cultural relics protection units. The presence of agricultural and industrial heritage in museums should be enhanced, with more museums dedicated to agricultural and industrial culture being established, while efforts to protect intangible cultural heritage related to traditional crafts should be strengthened. The humanistic elements of geographical indications for traditional specialty products should be explored, enabling the creation of national geographical indication product protection demonstration zones and geographical indication protection projects, and improving the intellectual property protection of such geographical indications. Initiatives should be undertaken to promote the recognition of "hometowns of Chinese specialty products," strengthen the protection of unique land-use systems and agricultural landscapes, and secure more designations for China and for Globally Important Agricultural Heritage Systems. By integrating these efforts with initiatives related to Traditional Chinese Villages, villages with distinctive ethnic minority characteristics in China, nationally and provincially renowned historical and cultural villages, towns, and cities, and the program for the preservation and transmission of farming culture, we can effectively protect agricultural and industrial heritage. Furthermore, the development of cultural tourism based on agricultural and industrial heritage should be advanced, with a focus on key elements such as 1A to 5A-level tourist attractions, premium tour routes, summer resorts, key national rural tourism villages and towns, and nationally designated grade A and B homestays.

**4.2 Building productive protection demonstration bases and promoting deep integration of intangible cultural heritage and tourism** It is necessary to collect and organize intangible cultural heritage resources, and improve the four-tier intangible cultural heritage protection system at the national, provincial, municipal, and county levels. Efforts should focus on promoting and passing down the intangible cultural heritage of ethnic minorities, representative national intangible cultural heritage items, and master-

pieces of the intangible cultural heritage of humanity. The integrated development of intangible and tangible cultural heritage should be strengthened, and the concentrated and connected protection and utilization of traditional villages should be advanced. National-level productive protection demonstration bases for intangible cultural heritage should be established, and productive protection bases at the national and provincial levels with a focus on cultural tourism should be developed, so as to promote the deep integration and development of intangible cultural heritage and tourism.

#### **4.3 Developing traditional medicine health tourism and promoting the traditional Chinese Medicine culture promotion project**

It is recommended to collect and organize the traditional wellness knowledge of traditional Chinese medicine, Tujia medicine, Miao medicine, and Dong medicine, and strengthen the protection of intangible cultural heritage related to traditional medicine. National and provincial-level health tourism demonstration bases for traditional Chinese medicine and ethnic minority medicine should be established in accordance with local conditions, and traditional medicine wellness tourism routes should be carefully developed to promote traditional medicine health tourism. We should carry forward the great spirit of combating the pandemic, respect the science of traditional medicine, and promote and pass down traditional medicine. A Wuling Mountain Area national regional traditional medicine medical center should be established to further promote the "traditional medicine + culture + tourism" model and advance the Traditional Chinese Medicine Culture Promotion Project.

#### **4.4 Strengthening intellectual property protection and building regional cultural tourism brands**

The Wuling Mountain Area should implement the strategy of strengthening the country through intellectual property rights, and reinforce the entire chain of intellectual property creation, application, protection, management, and services within the tourism industry, with a particular focus on cultural tourism. By integrating elements such as world cultural heritage sites, key cultural relics protection units, museums, traditional villages, historical and cultural towns, time-honored brands, agricultural heritage sites, intangible cultural heritage, 1A to 5A-level tourist attractions, premium tour routes, summer resorts, key rural tourism villages and towns, guesthouses, health tourism, and cultural parks, we should build regional cultural tourism brands and China Well-Known Trademarks.

#### **4.5 Creating a shared spiritual homeland for the Chinese nation by establishing the Wuling Mountain Area national cultural park**

It is recommended to implement the national cultural park construction project; accelerate the construction of the Badong and Zigui sections of the Yangtze River National Cultural Park; create national archaeological site parks; promote and inherit the excellent traditional Chinese culture of the Han ethnic group and the long-residing ethnic minorities; integrate revolutionary culture and advanced socialist culture; establish the Wuling Mountain Area National Cultural Park; advance the project for the

inheritance and development of excellent traditional Chinese culture; carry forward the spirit of poverty alleviation; prosper local characteristic cultures and their industries; develop national-level cultural ecological protection areas; and forge a shared spiritual homeland for the Chinese nation.

#### **4.6 Advancing cultural tourism to facilitate interaction, communication, and integration among all ethnic groups and strengthen the sense of community for the Chinese nation**

In the Wuling Mountain Area, efforts are required to collect and organize the cultural heritage resources of the Han, Tujia, Miao, Dong, Bai, Hui, Gelao, and other long-residing ethnic minorities, and to trace the historical threads of their interaction, communication, and integration. It is essential to give full play to the exemplary role of national demonstration units in ethnic unity and progress, thereby reinforcing ethnic solidarity. Guided by the Opinions on Implementing a Plan to Promote Interaction, Communication, and Integration among All Ethnic Groups through Tourism, issued jointly by the Ministry of Culture and Tourism, the National Ethnic Affairs Commission, and the National Development and Reform Commission, action should be taken to introduce new cultural dimensions, develop new tourism routes, cultivate new business models, and leverage new platforms. Through high-quality growth in cultural tourism, all ethnic groups can be fully embedded across spatial, cultural, economic, social, and psychological dimensions, ultimately consolidating a strong sense of community for the Chinese nation.

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