



An analysis of the effects of growing tourism on the economy and society in China's Fenghuang District

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ABSTRACT

Like in other parts of China, the issue of poverty in Fenghuang County is a result of the nation's insufficient updating of its official narrative. The tourism sector is anticipated to play a significant role in the development of Fenghuang, primarily through foreign direct investment and the commercial integration of the rural economy with external markets. They engaged Beijing-based planners to create an 18-year urban expansion plan for the county ("CACP and PGFC 2005"). The only option left to the locals is to "obey this arbitrary rule enforced by the privileged."

Keyword: Development of Tourism, Resources Scale, Economical Markets, Urban Expansions.

INTRODUCTION

Notwithstanding the country's rapid economic growth, disparities in rural, interior, and minority areas, social inequality, and environmental degradation are all on the rise in China. Since Beijing adopted a "free market" economy in 1978, the gap between the affluent and the poor has widened. First off, during this time period (1980s), less than 20% of the national income was earned by the richest 10% of the population. In 2005, the top 10% of earners received 45% of the total income, while those at or below the 10% earned only 1.4%. China's economy has been among the fastest-growing in the world, with an average annual GDP growth rate of roughly 9.5 percent. However, between 2000 and 2002, the incomes of rural Chinese families fell by 42%. The income gap between rural and urban residents has grown since 1980, reaching a ratio of 3.3 to 1. This "disparity is one of the largest in the world" when compared to the US. The Gini coefficient, which is the internationally accepted measure of inequality, increased from less than 0.2 in 1980 to over 0.45 in 2005, a sign of "growing societal discontent and significant polarization" ("Wen 2006; Kahn 2006; Khan and Riskin 2001; Wen and Tisdell 2001"). China's transition from a labor-intensive to a fossil fuel- and capital-intensive development model has resulted in not only faster growth but also an ecological footprint that is more than 50% larger than its biocapacity (World Wildlife Fund). China's ecological concerns are now among the most urgent issues in the world, ranking 133rd out of 146 countries ("Smil 2004, 2005; Esty, et al. 2005). The Chinese economy is the only one in the world following the Deng era. China affects the world economy and ecology greatly because it is so big and has so much to offer "in terms of cheap labor and potential tremendous" consumption.



LITERATURE REVIEW

In the absence of countermeasures, the growth of local incomes will "naturally" tend toward cost dispersal and concentration, increasing economic inequality inadvertently. In order to address research questions and gain a deeper understanding of the research problem, this study looks at the applicability of anthropological power and scale theory as well as core/periphery models. Many of the most urgent global sustainability issues, including poverty, resource depletion and environmental degradation, and social conflict, are believed to stem from uneven exchange and capital accumulation. These issues can be better understood by combining complementary perspectives from anthropology and ecology. To shed light on current issues, researchers "Hornborg and Bodley have combined cultural anthropology" and ecological perspectives.

DESCRIPTION OF THE ISSUE

The official slogans have shifted from "economic growth and people-centered development" to "creating a harmonious society," with the new phrase reading, "Economic growth is at the core of China's development narrative." But the essence of the current policy has not changed. "Should China continue on its current course of market-oriented reform?" is the question. Can the majority of Chinese people achieve a better material standard of living? Should we wait or are we prepared to reevaluate the Western economic paradigm and explore alternative options? "The Worldwatch Institute 2006; Wen 2006; Brown 2005a, 2005b; Diamond 2005; Anielski 2005, Liu and Diamond 2005, Sachs 2005; Myers and Kent 2004; Vuuren, et al. 2003; Muldavin 2000"). These issues are currently being addressed by Chinese officials, Chinese people, and people worldwide.

Despite the fact that a lot of work goes into "describing China's remarkable economic growth and widening regional differences," it doesn't address the reason behind the failure of the Chinese government's current measures to address the disparity issue. This research uses an ethnographic case study of the development of tourism in Hunan Province to understand why the Chinese government's current goal of capital-intensive growth as a means of reducing regional disparities may be failing. The study employs ethnographic techniques to investigate the impact of China's current capital-intensive development on the quality of life. The findings offer a more comprehensive depiction of rural life in China during this swiftly changing social and economic landscape than the official national-level data on GDP, exports, and investments. Throughout the book, the following queries are thoroughly addressed: There are benefits and costs associated with this kind of development. In what manner are they dispersed? Does capital-intensive development really make social unrest and environmental concerns worse? Could you please let us know the residents' thoughts on this development and what can be done to improve it? Instead, it looks into more socioecologically sustainable alternatives to the current development paradigm, which is governed by official state rhetoric.

THE PURPOSE OF THE RESEARCH



- To identify local socioeconomic developments and "stakeholders and personal networks along with" tourists.
- The impact of regional tourism "stakeholders and personal networks on" socio-cultural shifts is one of the research questions.

RESEARCH DESIGNATION

The uneven development between China's rural, interior, and minority areas and the urban and coastal areas (Han areas) is explained by a modified "greening/ecologized" version of the core/periphery models ("Hornborg 2001; Goldfrank et al. 1999; Chew 1997). In China, tourism is perceived as an act of internal colonialism (Oakes 1998). Local governments and "major outside metropolitan business developers collaborate to manage and develop natural and cultural resources in order to enhance tourism earnings overall," as part of China's current rural tourism development plan. Unexpected scale effects from this public-private partnership could result in costs going to the local impoverished while benefits are concentrated among a small group of elites. Because of the quickening pace of economic growth, environmental degradation and social unrest.

DESIGN OF RESEARCH

The "elite-directed process" of enterprise and regional economy development concentrates societal power and diffuses costs, according to the power-elite theory (Bodley 1999, 2001, 2003). This idea is the foundation of this study. This research uses the particular analytical techniques recommended by power and scale theory because the core/periphery model places a comparatively low value "on individuals" in order to show "how this form of elite-promoted, highly expensive, capital-intensive tourism development affects the community, and how the community perceives it." As per Power and Scale. Important factors include theory, the role of money and income as sources of power, the significance of individual human decision-makers, the existence of personal power networks that cut across institutional hierarchies, etc. One of the main analytical techniques used with this data is mapping power networks, ranking families according to the cost of building a home, and classifying housing regions according to the occupation, as suggested by power and scale theory. Thus, a power law distribution can be used to compare the ranks. The power law distribution can be represented graphically as a straight line using the formula "power law equation: $N = Cr^D$." Three variables make up this equation: N and r are two variables (e.g., the number of households and the income level), and C is a constant of Zero and D is a negative constant" (usually near "-1").

A very skewed distribution with a negative slope is the outcome of this. The results of this study indicate that wealthy households will, on average, lose ground to poorer households over time. From prehistory to contemporary Western and non-Western civilizations, this emergent



characteristic of complex systems has been observed in a variety of contexts ("Pareto 1908; Zipf 1949; Bodley 1999; Maschner and Bentley 2003; Davies, et al. 2006").

INFORMATION ANALYSIS

I intend to concentrate on "Tuo River Town and Ala Town" in Fenghuang since they "symbolized" the county's burgeoning tourism sector. Both of these locations could help me achieve my study objectives because they will give me the essential information and eye-catching images. Out of all the municipal centers of the city-states, Tuo River Town and Ala Town have the highest rates of "urbanization," per a recent study.

"Local government officials, local residents, outside small business operators, visitors, and PATT personnel will be interviewed" in Tou River Town, Yellow Silk Village, and Gouliang Village. The departments of statistics, environmental protection, business administration, agriculture, construction, tourism, and ethnic group affairs will be under the control of the "Fenghuang" county authorities. A random selection process will be used to choose workers from the taxi diving, boating, tourist guide, and costume rental industries. Most of the people who live in the countryside are from the villages of Sanjiang (Gouliang Village) and Ala (Yellow Silk). Additionally, the hospitality and photography industries were represented among the outside investors. Apart from the statistical data collected from the survey on visitors to Fenghuang, the travelers will offer their personal firsthand experiences and broad perspectives on the place.

CONCLUSION

Numerous revisions to Fenghuang County's "tourism development plan" have produced a variety of developments. In terms of the economy, it seems that individuals and families have more opportunities to make money.

There, the PATT has taken over the most scenic stretch of the Tuo River and forbids local boatmen from having a substantial involvement in the tourism industry from a boat. The tourism industry in "Fenghuang has had a severe influence on local residents' access to and usage of the natural resources that are available." People in Yellow Silk Village might have to leave their homes due to PATT's financial "interests". Many peasants lost their land as real estate and infrastructure development progressed. The economic "interests" of PATT" As the value of land has increased over the past few decades, a small number of people (such as those who own stilt houses) have been able to convert their land holdings into other forms of productive capital for more productive enterprises. Over the past few years, Tuo River Town's property values have significantly increased, especially in the "downtown riverfront areas." A large "number of people, including the majority, with minor land holdings have been badly impacted" by the notable increases in land



prices. After a long wait, Fenghuang is finally starting to see the improvements it has been anticipating.

RESTRICTIONS OF THE RESEARCH

By enacting new economic policies and enabling the underprivileged to engage more actively in the development process, the benefits of unevenly "divided" economic growth could be more fairly distributed. According to theory, local governments could play two roles: they could oversee the financial operations of large corporations (Brown, 2001) or assist the local populace in creating independent local tourism businesses (Curtis, 2003).

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