

Drum Festival in Xijiang : Cultural Protection and Tourism Development Strategies

Xianmin Wang and Sastra Laoakka

Maharakham University, Thailand

Corresponding Authors E-mail: hugna.studio@gmail.com

Abstract

The objective of this study: 1. To study the Drum Festival protection and tourism development SWOT analysis ; 2. To study the Drum Festival protection and tourism development SWOT strategies. Research questions: 1. What are the Drum Festival protection and cultural tourism development strengths, weaknesses, opportunities, threats in Xijiang? 2. How to protect and develop tourism of Drum Festival in Xijiang? This study employed field investigation method, in-depth interview method, literature research method, and SWOT analysis method. The study sample is the Xijiang Miao Village Drum Festival, with a population including 5 key information providers, 15 informal information providers, and 20 general information providers. By collecting a large amount of data and information through relevant literature, websites, field research, etc., and organizing the data and information using the SWOT model, the following conclusions were drawn: The strengths of the protection and tourism development of Xijiang Miao Village Drum Festival include: 1. Rich culture, 2. Policy support, 3. Beautiful scenery; Weaknesses: 1. Insufficient promotional capabilities, 2. Limited experiential projects, 3. Unreasonable benefit distribution mechanism; Opportunities: 1. Expansion of cultural tourism market, 2. Development of cultural and creative industries, 3. Utilization of digital technology.; Threats: 1. External cultural influences, 2. Uncontrollable factors, 3. Over-commercialization. The SWOT Strategies for the protection and tourism development of the Xijiang Miao Village Drum Festival is as follows: 1. SO Strategies: Utilize rich culture to create immersive cultural experience projects; WO Strategies: Optimize the benefit distribution mechanism. WT Strategies: Protect the authenticity of culture; ST Strategies: Promote the drum festival through various media, enhance the competitiveness of the scenic area, and cultivate cultural heritage practitioners. In the summary and discussion, this study referenced previous research findings, conducted a comprehensive SWOT analysis of the Xijiang Miao Village Drum Festival, and proposed strategies for protection and cultural tourism development.

Keywords: Drum Festival; Protection ; Cultural Tourism; SWOT Analysis and Strategies;

Introduction

Xijiang Miao Village is located in Xijiang Town, Leishan County, Kaili City, Qiandongnan Miao and Dong Autonomous Prefecture, Guizhou Province. The Drum Festival is a festival where the Miao people worship their ancestors' spirits. In addition to ancestor worship, during the festival, various folk activities are held, such as lusheng dances, the 12-step welcoming wine ceremony, bonfire parties, Miao ethnic song and dance performances, bullfighting events, etc. In 2006, it was listed as one of the first batch of national intangible cultural heritages. The Drum Festival enhances the cohesion of the Miao people, maintains social order and cultural identity of the Miao people, and possesses unique cultural and social values.

Currently, research in academia on the Drum Festival mainly focuses on social systems, cultural connotations, and social functions. There is less research from the perspective of intangible cultural heritage protection and cultural tourism regarding the Drum Festival. Li, Y. (1999) analyzed the origin of the Drum Festival from a social system perspective, stating that the Miao drum society is a family organization formed by people during migration. A drum society symbolizes common ancestors, and the people in the drum society not only share common bloodlines but also collective memories. Bao Longyuan (2016) analyzed the symbolic significance of the Drum Festival from a cultural connotation perspective, focusing on the specific cultural connotations of lusheng, white bird attire, and single-sided bronze drums. Wang, L. (2023) analyzed from a social function perspective that the Drum Festival is a ceremony of ancestor worship, highlighting a social power order centered around ancestors and demonstrating the function of linking social network power structures through kinship and marriage relationships. Zhang, F. (2012) pointed out that in the tourism development of Xijiang Miao Village, in order to pursue economic profits, deliberately changing certain inherent cultural customs and presenting cultural tourism products as "authentic" on stage to showcase to tourists is unwise. Zou, T. (2024) proposed to connect various aspects of intangible cultural heritage and the tourism industry chain, using intangible heritage resources to drive tourism development, achieving a synergistic effect where "1 + 1 > 2" in the industry. By focusing on "intangible heritage + festivals," "intangible heritage + study tours," and "intangible heritage + tourism," the promotion of a tourism supply model that emphasizes deep experiences is encouraged.

This study, from the perspective of intangible cultural heritage protection and cultural tourism development, utilizes the SWOT analysis model for systematic analysis, aiming to propose targeted strategies for protection and development.

Research Objectives

1. To Study the SWOT analysis of the protection and cultural tourism of the Xijiang Miao Village Drum Festival.
2. To Study the SWOT Strategies for the protection and cultural tourism of the Xijiang Miao Village Drum Festival.

Literature Review

Previous research findings provide references for this study. Yu, L. (2012) pointed out that the Miao Drum Festival can be used as a tool to study Miao historical and cultural aspects. By participating in and observing related rituals and activities of the Miao Drum Festival, one can experience a comprehensive and three-dimensional Miao culture. Dai, B. (2022) believes that from the perspective of intangible cultural heritage, protecting the Miao Drum Festival is particularly important. It is crucial to fully understand the cultural value of the Drum Festival and protect it completely. In the interdisciplinary field of art and design, Su, Y. (2021) proposed extracting representative artistic elements from the Miao Drum Festival, applying them to cultural creative products through illustrations to convey the essence of the festival to visitors and promote the deep integration of festival culture and tourism products. In terms of cultural tourism, Yang, M. (2011) believes that the promotion of the Drum Festival culture by the government is necessary. The government should guide the tourism development of the Drum Festival and prevent over-commercialization from damaging traditional festival culture. Taking Gaopai Village as an example, Bao, L. (2016) pointed out that the protection of the Drum Festival requires the participation of villagers, government, and society. Villagers should enhance cultural identity and cultural consciousness; the state should enact relevant policies to provide a favorable policy environment for the development of the Drum Festival; people from all walks of society should actively participate in protecting the festival, strengthening the team and forces for inheritance and development. Xiong, C. (2023) suggested that Xijiang Miao Village should fully leverage the advantages of the Drum Festival, integrate related tourism resources, build a folk festival brand, create a cultural tourism industry belt for the Miao culture of Xijiang, retain the unique content of the Drum Festival while combining it with Miao culinary culture, clothing culture, and architectural culture to create a golden business card for the Drum Festival culture. Zhang, F. (2012) believes that promoting tourism development of the Drum Festival is worthwhile, but it is essential to protect the authenticity of the culture. Deliberately altering certain cultural customs for the sake of pursuing substantial economic profits may not be conducive to the sustainable development of tourism in Xijiang Miao Village. Liu, K. (2024) states that festivals are folk cultures collectively created by people through long-term social practices and are an important part of intangible cultural heritage that should be protected. Hong, D. (2024) suggests that combining traditional festivals with the tourism industry can achieve the integration of intangible cultural connotations and tangible material forms, allowing visitors to intuitively perceive the cultural charm of intangible cultural heritage and explore its potential value, thereby enhancing the attractiveness of tourist attractions.

In summary, scholars have put forward some suggestions for the protection and cultural tourism development of the Drum Festival, but specific strategies are lacking. This study aims to use the SWOT analysis model to formulate more targeted protection and development strategies.

Research Method

1.Research Method

This study is a qualitative research that collects information through relevant articles, websites, etc. It utilizes methods such as field investigations, SWOT analysis, and interviews to collect and analyze data.

2.Population and Sample

The study involves a total of 40 participants, including 5 key informants such as government officials, intangible cultural heritage inheritors, cultural research experts, and tourism company executives; 15 informal informants such as villagers, merchants, and students; and 20 general informants who are mainly tourists.

3.Research Tools

Three research tools are used in this study: interviews, literature surveys to provide background information for the research, and field investigations to systematically record data collected during fieldwork.

4.Data Collection

The data for this study comes from three sources: (1) Literature analysis: Collecting information on the historical background, traditional customs, cultural connotations, and current status of cultural tourism development related to the Xijiang Miao Village Drum Festival. (2) Field investigations: Researchers experience, observe, and record at the Drum Festival site, interacting with intangible cultural heritage inheritors. (3) Interviews with government cultural tourism department heads, Miao cultural research experts, and Xijiang Miao Village tourism company executives.

5.Data Analysis

The study primarily employs content analysis method. The data collected during fieldwork will be organized to summarize the traditional customs and cultural activities of the Xijiang Miao Village Drum Festival. Using the SWOT analysis model, the study will analyze the current status and issues related to the protection and cultural tourism development of the Xijiang Miao Village Drum Festival.

Conceptual framework

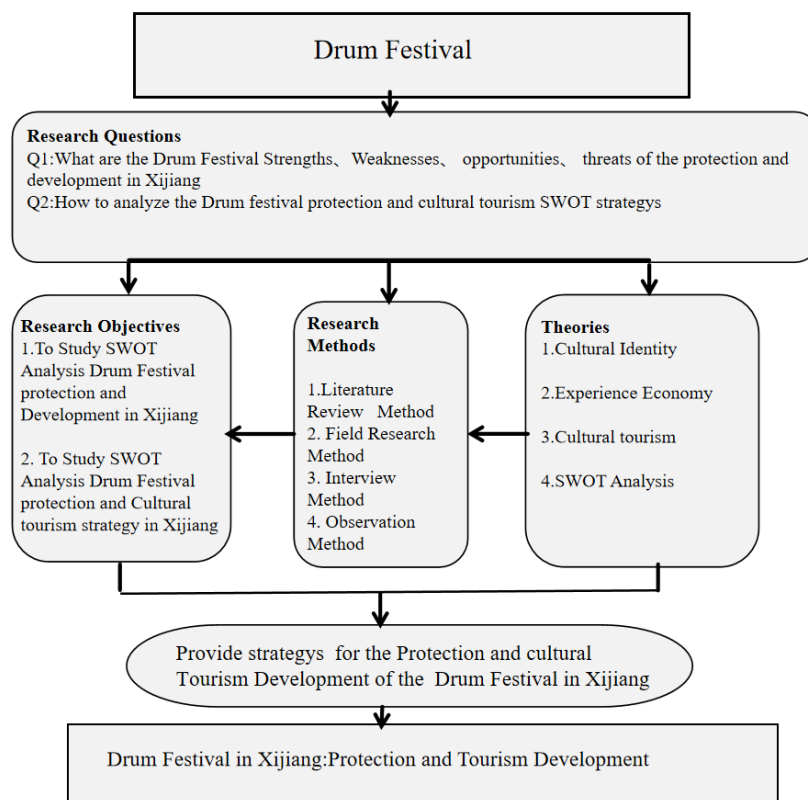


Figure 1: Conceptual Framework

Research Results

1. To study the SWOT Analysis of the Protection and Cultural Tourism of Drum Festival in Xijiang

1.1 Strengths

(1) Rich and Unique Culture

The rich culture of the Drum Festival is the primary advantage for the development of cultural tourism. It includes folk activities, clothing culture, cuisine culture, handicrafts, Miao architecture, and more. During the Drum Festival, a variety of folk activities take place, such as lusheng dance performances, the 12-cup welcoming wine ceremony, bonfire parties, Miao traditional costume parades, bullfighting competitions, and more, which are highly attractive. In particular, the Miao traditional costume parade is a unique and stunning sight, forming a beautiful landscape. The elaborate costumes of Miao young women showcase exquisite embroidery and silver jewelry craftsmanship, making them highly captivating. The grand banquet during the festival offers a diverse array of dishes, including rice field fish, Laigongshan beef, black pig meat, sticky rice wine, and more. The activities are engaging, with Miao girls raising their wine cups, singing toasts, dancing joyfully, and guests and Miao villagers toasting each other. This long-standing dining custom is difficult to replicate in other regions, making the rich and unique culture a significant advantage for the development of cultural tourism in Xijiang Miao Village.

(2) Multiple Policy Protections for the Drum Festival

The protection of festival-type intangible cultural heritage mainly focuses on three aspects: protecting inheritors, protecting material carriers, and protecting cultural spaces. In 2008, Xijiang Miao Village established a tourism company for unified management, allocating 18% of the scenic area ticket revenue towards cultural preservation. From 2009 to 2017, the scenic area distributed 110 million yuan of ticket revenue to villagers involved in protecting intangible cultural heritage, with an average of over 70,000 yuan per household. By providing financial incentives, local residents are encouraged to preserve Miao culture. The increase in villagers' income and the decrease in migrant workers ensure the continuation of the Drum Festival, thereby protecting the cultural inheritors of the festival. Policies such as the "Xijiang Miao Village Cultural Protection Rating and Reward Measures" and the "Regulations on the Protection of Traditional Buildings and Cultural Carriers in Qiandongnan Miao and Dong Autonomous Prefecture" safeguard traditional architecture and cultural carriers. The establishment of "Miao Family Cultural Courtyards," including wax printing workshops, brewing workshops, drum halls, and more, ensures the protection of cultural sites. Xijiang Tourism Company has also employed over 300 Miao singers, dancers, and lusheng players to participate in cultural promotion activities related to the Drum Festival in the scenic area, effectively preserving the cultural space of the festival.

(3) Beautiful Natural Scenery

Xijiang Miao Village's picturesque natural scenery complements the Miao culture, with the village built against the mountains, unique terraced landscapes, clear rivers, and ancient stilted buildings. During the Drum Festival, the various ceremonies and performances intertwine with the natural landscapes, making Xijiang Miao Village an ideal destination for ecotourism.

In summary, the strengths (S) for the development of cultural tourism at the Xijiang Miao Village Drum Festival include rich and unique culture, government support through protective policies, and beautiful natural scenery.

1.2 Weaknesses

(1) Inadequate Promotion Capability of the Drum Festival

Although Xijiang Miao Village has official accounts on platforms such as Weibo, Douyin, and WeChat, the promotion capacity is insufficient. The Weibo account has only 15,000 followers, with the highest number of likes reaching only 9,073 times, indicating a lack of significant reach. The content shared mostly focuses on showcasing the scenery of the Miao Village or ethnic costumes, lacking in-depth exploration and diverse presentation of Miao Drum Festival culture, local customs, and stories, which reduces its storytelling and emotional appeal. Information about the festival's timing, location, and activities is not promptly promoted through advertisements, television, websites, new media, etc., weakening tourists' willingness to visit the Drum Festival.

(2) Few Cultural Experience Projects

In festival tourism, deep participation and experiences are the most attractive aspects. Tourists' psychological needs for interactive engagement with cultural heritage are met through active participation in the festival process. However, in Xijiang Miao Village tourism, visitors primarily act as observers, lacking immersive interactive experiences. Even during the Drum Festival, which includes a variety of folk activities, there are limited projects for visitors to actively participate in. Visitors are unable to fully integrate into the core rituals of

the festival, resulting in their cultural understanding of the Drum Festival remaining superficial. This lack of participation diminishes visitors' sense of involvement and satisfaction. If folk activities continue to be presented in a shallow manner, there is a risk of missing out on the opportunity to promote cultural heritage and economic development through cultural tourism.

(3) Unreasonable Benefit Distribution Mechanism

Xijiang Miao Village operates with a core development model based on company marketization and distributing profits to villagers to motivate them. However, in practice, this model lacks unified standards, leading to imbalanced benefit distribution. Villagers' labor contributions are not adequately recognized in calculations, especially for those who invest more effort in tourism reception and cultural performances, as they do not receive corresponding economic rewards. This situation has led to some villagers questioning and feeling dissatisfied with the company's operations and profit-sharing model, ultimately affecting their enthusiasm to participate in tourism activities and impacting the sustainable development of cultural tourism.

In summary, the weaknesses (W) for the development of cultural tourism at the Xijiang Miao Village Drum Festival include inadequate promotional capabilities, limited cultural depth experience projects, and an unreasonable benefit distribution mechanism.

1.3 Opportunities

(1) Expansion of the Cultural Tourism Market

With the full arrival of the era of mass cultural tourism, Xijiang Miao Village's cultural tourism development is ushering in a new opportunity. In 2023, Xijiang Miao Village welcomed approximately 4.65 million visitors throughout the year, generating a comprehensive tourism income of 5.072 billion yuan. The Drum Festival has the potential to become a prominent cultural tourism project. It can not only attract a large number of tourists but also enhance the influence of the local cultural brand. In November 2023, Leishan County highlighted the Drum Festival as a promotional focus, attracting visitors from various regions to experience the festival's culture. The county received a total of 484,000 visitors, with a comprehensive tourism income exceeding 5.2 billion yuan. Cultural tourism provides significant market opportunities for the development of the Drum Festival at Xijiang Miao Village.

(2) Development of Cultural and Creative Industries

By developing cultural and creative products related to the Drum Festival, such as clothing, jewelry, handicrafts, and souvenirs, it is possible to not only attract tourists for purchases but also expand the cultural significance of the festival through the dissemination of these products. For example, designing fashionable clothing based on traditional Miao ethnic elements or incorporating symbolic elements from the festival's sacrificial rituals into modern decorative items. By combining traditional and modern creativity, the development of the creative industry not only enhances the vitality of cultural heritage but also increases income, creating a win-win situation.

(3) Utilization of Digital Technology

The introduction of technologies such as Virtual Reality (VR) and Augmented Reality (AR) can allow for a wider and more vivid dissemination of the cultural significance of the Drum Festival. By utilizing digital technology to establish digital museums, Miao embroidery galleries, interactive performance stages, etc., immersive experiences can be achieved through audiovisual, virtual reality, and human-computer interaction technologies. AR technology can

provide visitors with relevant information during their visit to the Drum Festival. For example, visitors can scan their phones to access detailed information on cultural significance and ceremonial procedures while watching performances. Enhancing visitors' experiential engagement, addressing the lack of information in traditional tourism modes, and enabling visitors to better understand and appreciate the local culture.

In summary, the opportunities for the development of cultural tourism at the Xijiang Miao Village Drum Festival include the expansion of the cultural tourism market, the development of cultural and creative industries, and the utilization of digital technology.

1.4 Threats

(1) External Cultural Impact and Reduced Cultural Identity

Globalization and modernization have accelerated the flow of information, leading to the impact of external cultures on Miao ethnic culture. The penetration of modern consumerism and popular culture has caused a decline in young people's sense of identity with traditional culture. Many young people are more willing to integrate into mainstream society, neglecting or downplaying their cultural identity. The transmission chain of the Drum Festival culture is being disrupted, resulting in the loss of some cultural heritage. Additionally, the connectivity of the internet has brought new entertainment and communication methods to local villagers, making traditional festivals no longer the sole entertainment and socialization method for the Miao people. The entertainment and social functions of the Drum Festival are weakening, posing unprecedented challenges to the festival's transmission and continuity.

(2) External Uncontrollable Factors

The tourism industry is accompanied by uncontrollable external risks, such as natural disasters, economic downturns, or global public health crises, which can significantly impact cultural tourism projects. A prominent example is the global outbreak of the COVID-19 pandemic in 2020, which dealt a severe blow to the global tourism industry. During the pandemic, the number of visitors to Xijiang Miao Village sharply declined, leading to the interruption of many cultural activities due to a lack of financial support and visitor participation, making it difficult to continue the transmission and display of traditional culture. The Drum Festival in Leishan Miao Village, relying on visitor observation and participation, is susceptible to uncontrollable factors causing market fluctuations. Moreover, Xijiang Miao Village is located in the mountainous region of Guizhou, where the complex terrain makes it prone to natural disasters such as flash floods and mudslides during the rainy season, posing a significant external threat that cannot be ignored. Natural disasters not only threaten the lives of local residents but can also disrupt tourism development.

(3) Cultural Over-Commercialization

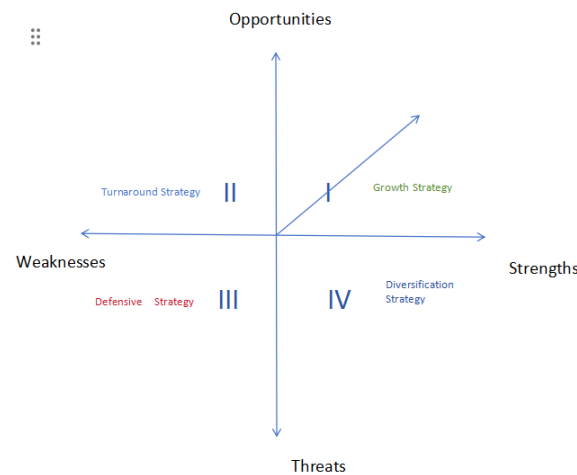
In the process of tourism development in Xijiang Miao Village, there is an excessive emphasis on economic benefits at the expense of cultural significance. Simplifying and commercializing the Drum Festival procession to meet commercial demands sacrifices cultural heritage. This leads to the loss of authenticity in the Drum Festival, creating conflicts between commercial development and cultural heritage protection. For example, the large-scale musical drama "Beautiful Xijiang" may be overly formalized, making it difficult for visitors to sense the authenticity of the Drum Festival culture. While visitors may be entertained in the short term, they may lack a profound understanding of Miao culture. This superficial cultural consumption poses a threat to long-term cultural heritage preservation.

In summary, the threats facing the Xijiang Miao Village Drum Festival include external cultural impact, uncontrollable factors, and cultural over-commercialization.

2.TO study the Drum Festival Protection and Cultural Tourism Development SWOT Strategies in Xijiang

Using the SWOT model to analyze the protection and cultural tourism development of the Xijiang Miao Village Drum Festival, and placing the four elements of SWOT into a matrix, propose SO, WO, WT, and ST strategies.

Figure 2: SWOT Action Plan Matrix



2.1 SO Strategies

Utilize the rich cultural heritage to create immersive cultural experience projects. During the Drum Festival, organize a variety of experiential activities. Handicraft workshops allow visitors to experience traditional Miao crafts firsthand, such as embroidery, silver jewelry making, etc. Provide opportunities to taste traditional Miao cuisine like Miao sour fish soup, colorful sticky rice, etc. Organize interactive experiences with Miao bamboo flute dance teaching and Miao music workshops, allowing visitors to learn simple bamboo flute dance moves, participate in Miao song learning and singing, and combine with performance elements. Visitors can become part of the cultural performance of the Drum Festival while enjoying the show. Introduce cultural exhibitions and Miao cultural competitions related to the Drum Festival. Establish a "Miao Culture Treasure Hunt" activity where visitors need to find clues or items set in the game within Xijiang Miao Village. Upon completion, they can receive prizes at the visitor service center, adding to the fun of touring the village for visitors. Through active participation, immersive cultural experiences during the Drum Festival can enhance tourists' cultural experiences and cultural identity with the festival.

2.2 WO Strategies

Optimize the benefit distribution mechanism to enhance villagers' participation enthusiasm and establish scientific benefit distribution standards. When formulating standards, it is essential to consider factors such as the complexity of work among different groups, labor intensity, and time input, and clarify the value of distribution for different categories of labor. The classification standards should be discussed by villagers, and external experts or third-party organizations can also be involved in professional evaluations to ensure

the scientific and fair nature of the standards. Introduce modern management tools and technological methods. Utilize electronic recording systems or money management software to real-time record villagers' labor situations and automatically generate distribution data. Reduce errors in manual calculations. Whenever there are tourism revenues or cultural protection funds received, the village management should promptly publicize the source, amount of income, and preliminary distribution plan to all villagers. The distribution plan should detail how each part of the income will be allocated, such as for cultural protection, infrastructure construction, villagers' welfare, etc. Establish a Villagers' Supervisory Committee elected by villagers to oversee the fairness of the benefit distribution process and promptly report the supervision results to villagers. If any unfair practices are discovered during the distribution process or if villagers raise concerns, the supervisory committee should conduct investigations promptly, disclose the investigation results to ensure the fairness of the distribution process.

Set up a special incentive fund primarily used to reward villagers who excel in cultural activities or contribute significantly to tourism reception. The forms of rewards can vary, including cash rewards, material rewards, honorary title rewards, etc. Enhance villagers' economic benefits, elevate their social status and sense of honor, motivate more villagers to actively participate in the protection and development of the Drum Festival.

2.3 ST Strategies

(1) Collaborate with various media to promote Drum Festival culture

Utilize live streaming platforms to provide real-time promotion of the Drum Festival, broadcasting the opening ceremony, traditional performances, interactive activities, etc., allowing audiences to have a comprehensive understanding of the festival. Utilize social media platforms to share exciting moments of the festival, visitor interactions, behind-the-scenes content, etc., and leverage viral dissemination to expand the festival's influence. Collaborate with travel influencers and cultural scholars to release high-quality articles, video Vlogs, photo collections, etc., attracting fans of celebrities to come and experience the Drum Festival. Utilize traditional media such as television, radio, newspapers to publish promotional advertisements and special reports about the Drum Festival, combined with new media methods like the internet, mobile app push notifications, promotion on short video platforms, etc., to reach a wider audience. Especially before and during the festival, concentrate on promotional efforts to attract more potential tourists. Launch a "Drum Festival Cultural Check-in" activity on social media, where visitors can check-in and share on social media after completing specific cultural tasks within the scenic area, attracting more friends and family to participate.

(2) Enhancing the Competitiveness of the Scenic Area

To address the issue of reduced cultural appeal and a significant decrease in tourist numbers after the Drum Festival, Xijiang Miao Village can deepen the exploration of Drum Festival culture. By conducting regular performances and activities, tourists can be attracted to participate, thereby increasing their length of stay. Provide diversified Drum Festival tourism products and collaborate with surrounding attractions, hotels, travel agencies, etc., to introduce joint tickets, recommended routes, etc., to increase tourist flow during non-festival periods. Enhance the competitiveness of Xijiang Miao Village to reduce the impact of external uncertainties, minimize fluctuations, and promote the sustainable development of the tourism economy.

(3) Cultivating Cultural Communicators

Promote the activity of "Intangible Cultural Heritage (ICH) in Schools" by conducting Drum Festival cultural training courses for students of different age groups. For children aged 8 to 13, hire heritage teachers to teach them how to play the lusheng (a type of bamboo flute). For students aged 13 and above, disseminate knowledge about Miao history and culture, and organize activities such as "ICH interpreters" to empower young people to become new forces in intangible cultural heritage inheritance. Conduct the activity of "ICH in Scenic Areas" by setting up cultural performance stages, silver jewelry workshops, embroidery workshops, lusheng performance stages, and other types of dynamic cultural experience spaces within the scenic area. This initiative aims to enhance visitors' experiential and interactive feelings during their visit, strengthen their identification with Drum Festival culture, and consciously turn them into communicators and inheritors of Drum Festival culture.

2.4 WT Strategies

The core Drum Festival culture should adhere to the principle of prioritizing protection to preserve the authenticity of the culture. For example, Miao ethnic clothing reflects the Miao people's cultural aspects such as their production, life, migration, and beliefs, often referred to as the "history book worn on the body." However, due to modern tourists' demand for contemporary photography, there have been significant modifications to the style of clothing available in the market. This has led to tourists having a superficial understanding of Miao ethnic clothing, lacking a deeper understanding of the cultural significance embedded within the attire. Therefore, it is crucial to strengthen the protection of the core culture of the Drum Festival, identify the interests of tourists, and integrate the preservation of cultural authenticity with cultural tourism.

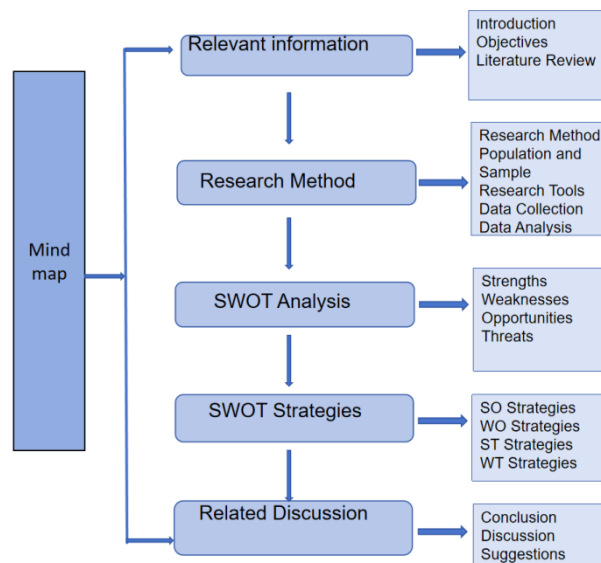
Discussion

Research objective 1. To study the Drum Festival protection and tourism development SWOT analysis; 2. To study the Drum Festival protection and tourism development SWOT strategies. In response to issues such as the decline in inheritors of the drum festival, lack of publicity capabilities, and limited cultural tourism experience projects, this study proposes strategies including creating cultural experience projects, protecting the authenticity of culture, nurturing cultural disseminators, and media promotion of the drum festival for this research.

The relevant research findings of previous studies provided references for this study. Chen, D. (2007) proposed SWOT strategies for the development of eco-tourism in Guizhou, advocating government-led eco-tourism planning; increasing the cultural content of the tourism industry; investing in funds and ensuring their reasonable distribution to improve infrastructure; intensifying the promotion of tourism products in Guizhou; and enhancing regional cooperation to leverage advantages. Zen, S. (2012) explores from the perspective of Miao ethnic clothing and tourism development. He believes that the Miao ethnic clothing in Guizhou is exquisite in craftsmanship, visually appealing, and holds high tourism value. By applying the SWOT analysis method to the cultural tourism development of Miao ethnic clothing in Guizhou, he provides theoretical references for the tourism development of Miao ethnic clothing culture in Guizhou province. Liu, M. & Zuo, H. (2012) conducted a SWOT analysis on festival tourism in Guizhou from the perspective of festival tourism. They proposed the following strategies: creating distinctive festival tourism activities by innovating content and forms to enhance visitor participation in festivals; building a festival tourism

brand, including providing professional festival services; leveraging online and news media for promotion; intensifying marketing efforts; and nurturing talent in festival tourism. Li, Z., Zhou, Y., & Li, Z. (2014) conducted a SWOT analysis on the development of tourism in Xijiang Miao Village. They proposed that the government should provide policy support, seize the opportunities in the rising tourism industry, utilize the rich ethnic culture and festival activities, and implement the "Colorful Guizhou" brand marketing Strategies. They also suggested studying tourist demands and conducting market segmentation, improving infrastructure construction, protecting ethnic culture, and promoting the stable development of ethnic village tourism industry. Xiao, Z. (2016) believes that leveraging Guizhou's abundant ethnic cultural resources, tailored development of attractive tourism products to cater to tourists, implementing digital tourism development, and creating a tourism model that combines natural landscapes with cultural landscapes are essential.

These research findings have deepened this study's comprehensive understanding of SWOT analysis of the drum festival cultural tourism, providing valuable theoretical basis and practical experience for future protection and tourism development work. On this basis, this study further delved into the protection and cultural tourism development of the Xijiang Miao Village Drum Festival, proposing a series of specific protective measures and cultural tourism strategies. Against the backdrop of flourishing cultural tourism and rural revitalization, this study emphasizes the cultural tourism development of the Xijiang Miao Village Drum Festival, playing a crucial role in promoting rural economic transformation and upgrading, and fostering the integrated development of cultural tourism. Summary, there is an inheritance and development relationship between the research findings of predecessors and this study in the protection and cultural tourism development of the Xijiang Miao Village Drum Festival. The research findings of predecessors offer a more comprehensive and in-depth research perspective, providing strong support for the effectiveness of the SWOT strategies proposed in this study. The implementation of these strategies will effectively protect and develop the



cultural essence of the drum festival.

Figure 3: Mind Map

Recommendations

1. Theoretical recommendations

The protection and cultural tourism development of the Miao Drum Festival require interdisciplinary research, encompassing fields such as cultural anthropology, sociology, and tourism economics. It is essential to delve into the cultural significance, heritage preservation mechanisms, and patterns of cultural tourism development of the Miao Drum Festival from multiple perspectives, providing a comprehensive scientific basis for its protection and development.

2. Policy recommendations

To enhance public recognition of Miao Drum Festival culture, it is recommended to increase the promotion of the Drum Festival culture through various channels such as media and educational institutions, disseminating knowledge to encourage more people to consciously protect the Drum Festival culture. To address the balance between culture and commercialization, it is suggested that the government establish strict regulations for cultural tourism development, particularly in areas such as traditional architecture renovation and Drum Festival cultural performances, to ensure that commercialization does not erode the essence of the culture. Additionally, through innovative cultural display methods such as virtual reality (VR) and augmented reality (AR) digital technologies, enriching tourists' cultural experiences can enhance the attractiveness of cultural tourism. By enhancing the economic benefits of tourism under the premise of cultural protection, a win-win situation can be achieved for both cultural preservation and cultural tourism.

3. Practical recommendations

Establish a dedicated protection fund to attract social funds to participate in Drum Festival protection projects. Cultivate professional talents in Drum Festival protection by strengthening cooperation with universities and cultural research institutions, offering specialized courses, providing training opportunities for local residents, and actively engaging domestic and international experts in intangible cultural heritage. Promote community-led cultural tourism projects, such as family intangible cultural heritage festival experience centers and intangible heritage handicraft experience centers, to increase community participation, enhance the sustainability of cultural heritage transmission, and inject more local cultural characteristics into tourism development.

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