SUMMIT SETS HIGH GOALS FOR ETHNIC TOURISM

Embroidery works find a new market

By WANG BONGYI and YANG JUN

The Qiandongnan Miao and Dong autonomous prefecture, in Southwest China’s Guizhou province, has been exploring a new development path by combining its natural and tourism resources with its healthcare industry. The Qiandongnan prefecture is well-known for its unique ethnic characteristics and rich natural resources. The prefecture has rich and unique ethnic culture, with the provincial-level national geological park. It is also the origin of the Miao ethnic group, recognized as the biggest Miao village in the world.

“Ancient Pathway of Silver Locks” exhibition held at Kaili in Southwest China

On July 2, an exhibition of traditional Miao embroidery works was held in Kaili, Southwest China’s Guizhou province.

The meticulous and neat stitching and assortment of cultural elements wowed enough to catch my eye. Decorative cultural elements, such as beautiful patterns, lyrics of songs and dances, the prefecture boasts several world-renowned Miao embroidery and silver culture, such as the Grand Miao Medicine Box ethnic museum and silver-embroidered silks.

The prefecture is also famous for its silver culture. With the synchronized development of forestry and forest products, and the integration of high-tech instruments, many places in Qiandongnan prefecture are being converted into large agricultural parks.

Local government government has invested 800 million yuan ($129 million) in building and modernizing local tourism infrastructure. The construction of Langzi (Langzi-Xijiang) tourism road has played an important role in boosting tourism in Xijiang county.

Now, the One-Third-Hundredth Miao Village in Xijiang, widely recognized as the biggest Miao village in the world, has become a national A-level tourist site, gaining greater popularity around the world.

The summit comprised six items in total, with the focus on ethnic culture tourism. The prefecture announced a plan to combine tourism, especially local ethnic tourism, to develop local ethnic tourism and culture. The summit aims to help promote ethnic culture tourism to the world, more tourists can be brought to its destinations.

Many local Miao ethnic minorities said they want to create a new path to develop local tourism through their hometowns, and the prefecture is in charge of Akeli Embroidery Women’s Cooperative.

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Xijiang is widely recognized as the biggest Miao village in the world. It is located in the prefecture. The summit aimed to boost tourism in the area, especially the development of tourism infrastructure. The summit also announced the establishment of a Miao medicine box alliance, which will provide the local people with some income.

According to the plan, the prefecture said it will build itself into a large agricultural park. Since opening in 2015, the company said it will have more than 500,000 visitors.

Other companies are also trying to create an innovative healthcare industry. The agriculture and tourism businesses have also invested in raw materials of herbs and animals for production.

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