

## WISDOM MANAGEMENT FOR CULTURAL TOURISM-A CASE STUDY OF MANG TUAN VILLAGE, YUNNAN PROVINCE, PEOPLE'S REPUBLIC OF CHINA

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### Abstract

Intangible cultural heritage is an important part of China's wonderful traditional culture. Witness the continued succession of Chinese civilization. And it is an important basis for linking national emotions and maintaining national unity. In particular, local wisdom, preservation, inheritance and proper utilization can develop cultural industries. Promote cultural tourism and increase the confidence of the culture.

This article presents a model of wisdom management in rural areas. Especially in Minority Nationality areas far from the center, For economic development, poverty alleviation and elevate the quality of daily life. This study used the qualitative research method. From wisdom management in Mang Tuan Village, Yunnan Province, People's Republic of China. which is the method of making paper which has been registered as an intangible cultural heritage of China The first edition announced in 2006. After being registered Mang Thuan Village was supported and interest from the government and private sectors. Therefore, under the leadership of the government. There are 3 models of management of intangible cultural wisdom for cultural tourism as follows: (1) The first model is the cooperation between the government and the villagers; (2) The second model is cooperation between the private sector or companies and villagers; and (3) the final form. intergovernmental cooperation private sector or company with villagers

**Keywords:** Wisdom, paper, Dai people, cultural tourism

### Introduction

Cultural tourism refers to the behavioral process of achieving the goal of understanding, appreciating, and recognizing the specific content of human culture through tourism (Xiao Hong et al., 2013). Cultural tourism can increase employment opportunities, generate income from investments, control rural migration, conserve local wisdom, enhance cultural understanding, and promote cultural pride among local people.

Local wisdom is the core of culture passed down from generation to generation and is also a valuable resource for rural revitalization. It is important to enhance the value of local wisdom, provide opportunities for locals to prosper, and respond to the genuine needs of rural development.

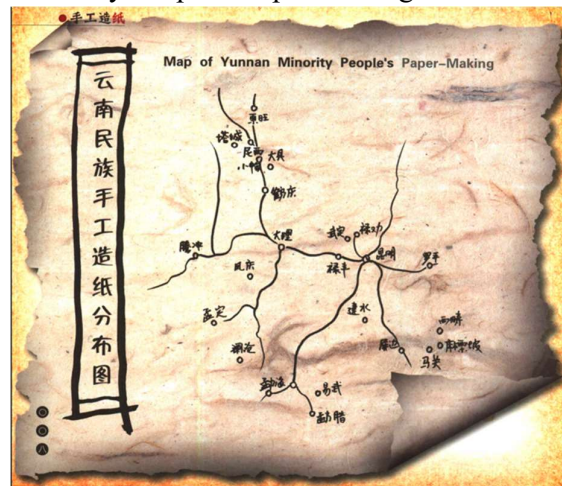
There are several types of local wisdom. It is necessary to find the suitability and connection points for the integration and development of local wisdom with tourism. Managing local

wisdom for cultural tourism enhances the implicit cultural meaning of tourism sites, such as tourist spots, recreation areas, and so on. Managing local wisdom to enhance conservation, inheritance, and utilization also promotes the selection of appropriate local wisdom representatives for developing tourism in the area. Managing local wisdom for cultural tourism is recognized and remembered by locals and tourists, avoiding single-mode copying, embodying unique characteristics, and attracting tourists.

Paper is one of the four great inventions of China, namely paper, printing, compass, and gunpowder. It was discovered by a eunuch named Cai Lun (蔡伦) of the Eastern Han Dynasty using bark, scraps of cloth, and fishing nets crushed and mixed together, then dried to become a sheet. This type of paper is known as "Cai Lun paper". The method of making paper was disseminated and developed over time, giving rise to various types of paper made from new raw materials, such as bamboo, plant fibers, etc. There are paper-making techniques, and it has been spread all over, becoming a paper culture in different areas, especially in areas of ethnic minorities far from the center, where belief, such as religious worship, is a factor that makes the step of making paper recipes in the Cai Lun style remain intact.

Although the method of making paper in Yunnan came from outside and has a relatively short history, the unique geographical conditions and cultural diversity of minority ethnic groups have made this ancient technique in this limited area diverse in form and level, up to the present. In Yunnan province, you can still see two different handmade paper-making methods: the dipping method and the pouring method. Many minority ethnic groups still make paper using these methods, such as the Bai, Naxi, Dai, Yao, Hani, Yi, Miao, and Han, as can be seen from the following.

**Figure** Map of Yunnan Minority People's Paper-Making



ที่มา: Yang Jiankun et al., 2005

Since the Ming Dynasty, there have been administrative changes in the princes of Gengma and Mengding, which can be considered as the same territorial area. Moreover, since the arrival of the Thai people who have settled in the Gengma and Mengding areas in large numbers, only Mangtuan village produced mulberry paper. Other Thai villages in the area had to buy mulberry paper from Mangtuan village. According to the book "Record of History of Self-governing Thai and Wa Counties, Gengma", mulberry paper, also known as Mangtuan

paper, is made from tree bark as raw materials. The paper is manufactured within the family using ancient methods. The advantages of this paper are its strength, cleanliness, longevity, and resistance to rot and moth infestation. Since ancient times, this paper has been used for writing religious scriptures, books, and wrapping items. Due to the high quality of the paper, it often sells out and is exported to foreign countries.

Historical records show that the Puyi people in Mengding used tree bark to make white paper, measuring 0.64 meters in length and 0.68 meters in width. This paper is so strong that it doesn't tear easily, and even foreign Kraft paper can't compare to it. This white paper costs two yuan per hundred sheets and can produce more than 30 tons per year (a ton is a unit of weight equal to the amount a strong man can carry). This paper is used not only for wrapping valuable items and writing but also sold in nearby counties. The process of making it is not difficult, but it's a shame that the production quantity hasn't been increased for sales in distant areas (Yang Zhu and others, 1995).

Later, in the era of the People's Republic of China, the "New Yunnan Ethnic Almanac" recorded the manual paper-making conditions of each ethnic group in Yunnan Province. It mentions that the Puyi in Mengding can use tree bark to produce white paper, which is stronger and more durable than foreign Kraft Paper, and doesn't tear easily (Li Chunlong et al., 2007). Therefore, it can be concluded that the record of the Thai people making mulberry paper in Mengding began in the Qing Dynasty, and the method of making mulberry paper began after the Thai people migrated there.

The method of hand-making paper by the Dai people in Mang Tuan village has not been clearly recorded as to when it started. However, from interviews with the elderly villagers, the history of hand-making paper in Mang Tuan village is estimated to be over a century old. They narrated that Mang Tuan village used to be located in higher plains and gradually migrated to its current location. Despite the relocation, there has always been a river flowing through the village and the paper-making method persisted. In other words, hand-made paper appeared alongside the establishment of Mang Tuan village. As for the origin of paper-making, they narrated a legend about a monk who visited Mang Tuan village, noticed it was suitable for paper-making, and people needed paper for writing scriptures. Thus, the monk taught the villagers how to make paper, which was seen as a gift from Buddha. This is why only Mang Tuan village produces this particular paper in Mengding or Gengma.

From the above, and from reviewing literature and research related to the management of indigenous knowledge for tourism, it is found that it can be divided into three groups. The first group studies the relationship between the conservation of indigenous knowledge and the development of tourism. The second group studies the policies related to the development of tourism on indigenous knowledge. The third group studies the models of developing tourism on indigenous knowledge, for which there are no related works on the models of managing indigenous knowledge for cultural tourism.

This study aims to examine the background history, society, and culture, and understand the process of managing indigenous knowledge for cultural tourism, which is expected to be a model and beneficial for other villages to manage their local wisdom for economic development, poverty alleviation, and sustainable cultural tourism. Therefore, the researcher is interested in studying the management of the knowledge of paper-making for cultural tourism

in Mang Tuan village, Linchang city, Yunnan Province, People's Republic of China, as a model for managing cultural tourism after it was registered as a national cultural heritage in China.

### **Research Objectives**

To study the approach to managing the indigenous knowledge of paper-making for cultural tourism in Mang Tuan village.

### **Research Methodology**

This study is qualitative in nature, using primary source data obtained from the target group and fieldwork in Mang Tuan village, Linchang city, Yunnan Province, People's Republic of China. This includes local government officials, inheritors of intangible cultural heritage at all three levels, general paper-makers, tourism operators, and secondary source data, obtained from studying documents and related research works.

### **Research results**

#### **Indigenous Heritage of Mang Tuan Village**

Mang Tuan village is a village of the minority Dai ethnic group, known for its paper-making industry to cater to the needs of the nearby Dai residents. This is a hand-papermaking process, following the traditional method of soaking and drying, mainly used for religious and daily life purposes. As a result, production is not very high. The villagers in Mang Tuan village lead a simple life, mainly engaged in agriculture, growing crops like corn, melon, and dragon fruit. In 2006, the Dai paper-making method in Mang Tuan village was registered as the intangible cultural heritage of China under the name "Dai, Naxi Nationalities Paper Making Skills". The paper-making process includes the following steps: 1) Peeling the bark off the Paper Mulberry tree 2) Drying the bark 3) Soaking the bark in water until it softens 4) Placing the softened bark into fine wood ash 5) Boiling the bark for about 10 hours 6) Washing the bark clean 7) Hammering the bark until it breaks down into a pulp 8) Placing a mold into a vat of clean water, adding the pulp, and stirring, a technique known as the Pouring Method 9) Hanging the mold to dry 10) Using a cup to smooth the paper 11) Removing the paper from the mold. After being registered as an intangible cultural heritage of China, the local government has stepped in to manage and support development of the rural areas, which means poverty alleviation, development relying on paper making, and cultural tourism. It was registered as a Level 3A tourist attraction in China, called "Mang Tuan Cultural Papermaking Site" in 2015.

Mangtuan Village is one of the famous Dai communities known for its handmade "Sa" paper, honored as an "Intangible Cultural Heritage of the Chinese Nation" and "One of the Four Greatest Inventions of China". It has also received state support to become a cultural tourism activity in Yunnan Province, as the state has stepped in to promote and support the development of the village's papermaking as a selling point for cultural tourism. The village was hailed as the "Number One Papermaking Village," and in 2006, the papermaking of Mangtuan Village was recognized as part of the "Intangible Cultural Heritage of the Chinese Nation". Thus, Mangtuan Village, originally a small rural village where villagers led a simple life with agriculture as their main occupation and papermaking for household and village use, has become a village bustling with influx from outside, especially state development for tourism. In 2008, the local Mengting government and Linchang City Tourism Bureau invested

500,000 yuan to pave the roads within Mangtuan Village. In the same year, the local Mengting government invested 100,000 yuan to establish a performance team, built a parking lot for another 20,000 yuan, and allocated a budget of another 100,000 yuan for the construction of Nong Jia Le, a Chinese-style homestay. Subsequently, in 2010, a road to the village was built, and in 2011, the Jingma Cultural and Sports Office invested 300,000 yuan to build the village gate, 200,000 yuan to construct two village temples, and another 110,000 yuan to repair two wells. Additionally, 350,000 yuan was used to create a sculpture at the entrance of the village, which intricately carves the steps of Sa papermaking. Furthermore, the local Mengting government invested more than 50,000 yuan to build public toilets. Between 2010-2013, the Yunnan Provincial Cultural Office invested another 200,000 yuan to beautify the landscape along the river flowing through the village (Mo Li, 2014)

The involvement of the state in the development process inevitably leads to socio-cultural changes in the villagers' lifestyle. This includes a modernization of consumption habits, changes in community environment, community expansion, and increased diversity and competition in occupation, especially for the villagers' hand-made paper production. Previously, villagers made paper in small quantities, primarily for domestic and religious ceremonial use, with the surplus sold in local and district markets. However, nowadays, paper-making has shifted towards tourism and economics as external demand has increased. This is evidenced by the number of households making paper rising from 20 to 60, with signs at the entrance of houses indicating "Paper-making Household". The village's reputation for paper production has led to increased demand, impacting the main raw material - bark, which is insufficient for paper production and the cost has risen. Therefore, villagers have to adapt to changes in various ways, such as division of labor in paper-making. In the past, the elderly women in the household were the ones to make paper because they were not able to do agricultural work. But today, women have to work together in paper making, even male labor in some households is involved. Meanwhile, the state agencies also promote tourism in the form of competition among villagers and bring tourists from outside to study paper-making within the village, as well as promoting the village through various media.

From what has been mentioned, the researcher, therefore, concludes the evolution of tourism in Huangzhuan village as follows:

**Table 1: Evolution of Tourism in Huangzhuan Village**

Year 2006	The handmade paper-making of Mangtun Village has been recognized as part of the "Intangible Cultural Heritage of China".
Year 2010/02	The Office of Cultural and Social Activities of Mengting Township and the Office of Tourism of Linqiong City have proposed the establishment of the "Mangtun Village Tourism Community" with distinctive features.
Year 2011	The Office of Cultural and Social Activities of Mengting Township has assisted the establishment of the "Handmade Paper Industry Cooperative" in Mangtun Village to promote the production of handmade paper.
Year 2012	The Office of Tourism of Linqiong City has implemented the development project "Mengting as an Eco-Tourism City" with a focus

	on the cultural and biological resources of the Dai people. In February, the Office of Tourism of Linqiong City hired a reputable design company to assist in tourism development planning.
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The management of intangible cultural heritage in Huangzhuan Village, Meiting Township, Gengma County, Lincang City, Yunnan Province, People's Republic of China, is an intangible cultural heritage that has been registered as a national-level intangible cultural heritage, announced in the first list in 2006 under the name "Dai, Naxi Nationalities Paper Making Skills". Following its registration, under the policy and strategy declared by the central Chinese government to develop rural areas and alleviate poverty, various levels of government have drafted and announced their own policies, measures, proclamations, and regulations. Therefore, Gengma County chose to develop rural areas and alleviate poverty through rural tourism, particularly cultural tourism, using the intangible cultural heritage as a tourist attraction. At the same time, the management of intangible cultural heritage in the area is handled through the implementation of various policies, measures, proclamations, and regulations. The researcher has summarized this in the following table.

**Table 2: Policies, Measures, Proclamations, and Regulations of Gengma County**

Year 2016	The Jinghong Rural Tourism Project
Year 2016	The project to develop a diverse cultural tourism "Mysteries of the border area, Ethnic cultures and customs"
Year 2017	The project to develop cultural tourism in Mengting, Jinghong
Year 2017	The project to develop rural tourism in Jinghong
Year 2017	A research team from the Ministry of Public Relations and the Mechanism of the Communist Party of China in Yunnan Province has conducted research in Jinghong County.
Year 2018	Li Zhenghong has visited Jinghong County to conduct in-depth research on the establishment of an exemplary area for advancing unity among various ethnic minority groups.
Year 2018	Liu Huayimin conducted research on the practices and dissemination of social sciences in Jinghong County.

Y e a r 201 8	Jinghong County has successfully implemented the "One Mobile Tour of Yunnan" program, smoothly transitioning to digitalization.
Y e a r 201 9	The 18th conference was held to promote and implement the "Tourism Revolution" or the "One Mobile Tour of Yunnan" throughout the city in a profound way.
Y e a r 201 9	Annual Budget Report 2018, Culture, Sports, Radio, Television, and Tourism Office of Jinghong County.
Y e a r 201 9	In 2019, the self-governing Jinghong County's Office of Culture, Sports, Radio, Television, and Tourism participated in the publicity activities "Cultural and Natural Heritage" in Yunnan Province, in the city of Honghe.
Y e a r 201 9	National-level intangible cultural heritage experts came to Jinghong County to provide guidance on the continuation of intangible cultural heritage work.
Y e a r 201 9	The implementation of the "Model Village Hundred Villages and Thousand Villages Improvement Project" aims to stimulate rural development.
Y e a r 201 9	The Treasury Department, the Office of Ethnic and Religious Affairs, and the self-governing Dai and Wa people of Jinghong County announced in 2019 a project to upgrade and alleviate poverty in border villages.
Y e a r 202 0	The "marriage" between culture and tourism is beautifully depicted: Jinghong is creating a new model of all-for-one tourism.
Y e a r 202 0	The self-governing Jinghong County has been strengthening the development and preservation of minority ethnic villages with their unique characteristics.
Y e a r 202 0	A conference on rural tourism of the county has been held.
Y e a r 202 0	Rural tourism in Mengting Township is being developed prosperously.
Y e a r 202 0	Jinghong is gathering resources to write a new chapter (referring to the management of various industries in Jinghong County).

**Table 3: Classification of Policies, Measures, Announcements, and Regulations of Jinghong County**

<b>Meeting/Project</b>
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Y e a r 201 8	Jinghong County has successfully implemented the "Tour Yunnan with One Mobile Phone" program, achieving a smooth digital transformation.
Y e a r 201 9	The 18th meeting on the promotion and implementation of the "Tourism Revolution" or "Tour Yunnan with One Mobile Phone" was held, profoundly spreading across the city.
<b>Cultural Tourism</b>	
Y e a r 201 6	Jinghong rural tourism project.
Y e a r 201 6	The project of diverse cultural tourism development "Secret Border Zone, National Ethnic Cultures and Customs".
Y e a r 201 7	Rural tourism development project in Jinghong.
Y e a r 201 7	Cultural tourism development project in Ming Ting, Jinghong.
Y e a r 201 9	The Office of Culture, Sports, Radio, Television and Tourism of the Autonomous County of Jinghong participated in the public promotion activities of "Cultural and Natural Heritage" in 2019 in the Yunnan province, at Honghe city.
Y e a r 202 0	The marriage" between culture and tourism paints a beautiful landscape: Jinghong creates a new model of all-for-one tourism.
Y e a r 202 0	The organization of rural tourism conferences in the district.
Y e a r 202 0	The thriving development of rural tourism in Ming Ting Subdistrict.
<b>Intangible Cultural Heritage</b>	
Y e a r 201 7	The research team from the Ministry of Public Relations and the Communist Party Committee of Yunnan Province came to Jinghong County to conduct research.
Y e a r 201 8	Liu Huayimin came to Jinghong County to conduct research related to the implementation and dissemination of social sciences.
Y e a r 201 8	Li Zhenghong visited Jinghong County for in-depth research on the construction of an exemplary zone for advancing the unity of ethnic minority groups.



Y e a r 2019	National experts in intangible cultural heritage traveled to Jinghong County to provide guidance on further work in the field of intangible cultural heritage.
Y e a r 2019	The Culture, Sports, Broadcasting, Television and Tourism Bureau of Jinghong Autonomous County participated in the 2019 "Cultural and Natural Heritage" public awareness campaign in Yunnan Province, held in Henghe City.
<b>Rural development</b>	
Y e a r 2019	The implementation of the "Model Village for Hundreds of Villages, and Improvement for Thousands of Villages" project to stimulate rural development.
Y e a r 2019	The Finance Department and the Office of Ethnic and Religious Affairs of the Ginghma Autonomous County of the Tai and Wa people announced a project to alleviate poverty and promote development in border villages in 2019.
Y e a r 2020	Ginghma Autonomous County is enhancing its development and conservation efforts for ethnic minority villages with distinct characteristics
Y e a r 2020	Ginghma is gathering strength to write a new chapter (meaning, the management of various industries in Ginghma County).

### Types of Intangible Cultural Heritage Management

There are three types of heritage management involving the state: State + Villagers, State + Companies, and State + Companies + Villagers.

#### 1). Government + Villagers Model

The management of intangible cultural heritage in Mangtuan village for cultural tourism involves the participation of the government and the villagers. This can be seen from the establishment of Nong Jia Le, a Chinese-style homestay that mainly serves food in Mangtuan village.

Nong Jia Le features a roof with a Dai style and uses a unified color tone as prescribed by the state. Each Nong Jia Le's sign consists of both DaiBeng and Chinese names. Inside Nong Jia Le, they serve traditional Dai cuisine.

The accommodation in Mangtuan village follows a homestay model, with tourists staying in selected villagers' homes. These can be recognized from the outside.

At the entrance of every homestay, there is a sign in both DaiBeng and Chinese. Some homestays were established under the government project, namely the "Ten Counties, Hundred Townships, Thousand Villages, Ten Thousand Households" project, and some homestays are associated with papermaking households. If tourists choose to stay at a homestay that also makes paper, they can watch or even participate in the papermaking process.

In Mangtuan village, all the papermakers are Dai women and it is a household-based operation. Every household that makes paper in the village has a "Papermaking Household" sign in front of their house, containing the names of the papermakers, the year they started making paper, and the number of generations it has been passed down.

In addition to the signs in front of their houses, there are also three levels of selection for the inheritors of the intangible cultural heritage, namely at the national, provincial, and city levels. Yu Mengga, also known as Dao Guiying, a woman born in May 1939, is the national-level inheritor. Her family has been making paper since 1384, passing the skill down for 11 generations. Yu Mengga, the 10th generation, started making paper in 1955. She has taught 38 people how to make paper. In June 2007, she was selected as a provincial representative for the "Intangible Cultural Heritage of Yunnan Province" project by the Yunnan Province Ministry of Culture and the Ethnic Affairs Commission of Yunnan Province. In June 2009, she was selected as a national-level Dai papermaker from the first list of "National Intangible Cultural Heritage" by the Ministry of Culture of the People's Republic of China.

Yin Nong, a woman born in November 1953, is the provincial-level inheritor. Her family has been making paper since 1388, passing the skill down for 10 generations. Yin Nong, the 10th generation, started making paper in 1968. She has taught 23 people how to make paper. In June 2010, she was selected as a provincial-level inheritor for the fourth list of "Intangible Cultural Heritage of Yunnan Province" by the Ethnic Affairs Commission of Yunnan Province.

The city-level inheritor is Ai Ye, a woman born in 1991. Her family began making Mulberry paper since 1386 and continued to this day, spanning 10 generations. Ai Ye was the ninth-generation inheritor. In November 2013, Ai Ye attended the rural cultural industry development conference of the province and was named the "Outstanding Representative" of the rural cultural industry of Yunnan Province. In August 2015, she was named the "Pioneer of rural tourism wealth" because Ai Ye has loved making Mulberry paper since childhood. Currently, she leads the Mangtuan Mulberry Paper Association, a major papermaking household and a household of papermaking innovation. However, Ai Ye was not content with simply making ordinary Mulberry paper. Therefore, she brought in fresh flowers or branches to design and layout on Mulberry paper, making the Mulberry paper beautifully distinct from ordinary ones and transforming it into a type of art. In 2014, she set up her own company, Dai Ying Handicraft Art Co., Ltd.

Moreover, the government has built a Mulberry paper museum in Mangtuan village, so that locals and tourists can understand the culture, the papermaking process, the use of Mulberry paper in daily life and in religious rituals, Mulberry paper products, as well as various things used in the daily life of the Tai people from past to present. They even set up a table for tourists to try using Mulberry paper.

In addition to the museum where tourists can visit and learn about Mulberry paper, next to the museum is also a Mulberry papermaking experience hall. Tourists can go and try making Mulberry paper with the villagers. The villagers will explain, teach, and guide tourists to make Mulberry paper together.

## **2). Government + Company Model**

The city-level papermaking inheritor, Ai Ye, received support from the government and established the Dai Ying Handicraft Art Co., Ltd in 2004.

Inside the company, the walls are decorated with Mulberry paper, most of which are subpar or damaged during production, such as being too thin or too thick. The products sold here include ordinary Mulberry paper, available in all sizes according to the mold, priced at two yuan per sheet for all sizes. The Mulberry paper decorated with fresh flowers or branches are priced

according to the amount of fresh flowers or branches used, approximately five to ten yuan per sheet. Notebooks made of Mulberry paper are available in two sizes to choose from, with the small size priced at 58 yuan each, the large size at 88 yuan each, and the scripture writing notebook also at 88 yuan each. Both small and large notebooks include instructions for the Mangtuan village's Mulberry paper in three languages: Tai Le, Chinese, and English.

In addition to selling plain and decorated paper and notebooks, there are also products made from Mulberry paper, namely bags and lamps. Every bag is water-resistant and durable. The lamps are available in various colors and styles to suit personal preferences. However, in managing cultural tourism in the form of a government and company partnership, apart from government support in establishing a company, there is collaboration with the company for cultural tourism. The government takes the lead in policy-making, while the company plays a major role in implementation. They use the app "A Mobile Tour of Yunnan", which can be downloaded from the iOS App Store and Google Play for Android. It's free and ready to use immediately after downloading.

The project "A Mobile Tour of Yunnan" is enabled by this app. You can search for the desired tourist spot, like Mangtuan village. Upon typing 'Mingtuan' and clicking search, immediate results appear, including a business card of the tourist spot, an introduction to Mangtuan village with a description, and a video introduction to Mangtuan village. It shows the tourism route of Mangtuan village, a deep exploration tour, and parking availability with the option to reserve a parking spot. Apart from introducing the village tourism route, it also suggests a one-day tour in Mingting, and five-day or six-day tour options in Mound.

After clicking on Mangtuan village, key tourist attractions in the village are displayed, such as the Mulberry Paper Making Inheritance and Practice Hall, with its operating hours from 9:00 a.m. to 6:00 p.m. It includes reviews and time usage recommendations for the hall, suggesting a duration of 30 minutes.

In Mangtuan village, you can see the QR Code or the sign of "A Mobile Tour of Yunnan" almost everywhere before entering a location. In the Mangtuan village tourist service center, there is a sign with a QR Code next to the office. You can scan to use the "A Mobile Tour of Yunnan" app and scan to make a complaint to the relevant office.

There is also a map of Mangtuan village beside the tourist service center, and all households in the village are marked on the map. Furthermore, tourists can scan the QR Code on the left, which is the QR Code of the project "A Mobile Tour of Yunnan". After scanning the QR Code, you will receive information about Mangtuan village, including village tours, online ticket purchases, use of AI technology, searching for nearby rooms, watching live broadcasts, and making complaints to the relevant office.

### **3). Government + Company + Villagers**

The local government has invested in establishing a company in the Mangtuan village to sell Shu paper and paper products, namely, the Dai Ying Handicraft Co., Ltd. The company is situated next to the Songkran playing field.

As seen in the picture, the museum is on the right and the company is on the left. The company does not need to pay any rent or other expenses. They have decorated the interior walls with

sub-standard paper to make it more aesthetically pleasing. The company is responsible for labor costs and paper expenses, and it is obliged to open the store or sales outlets according to the service time every day.

The company has signed contracts with 120 villagers, who are elderly women and regular paper-makers. Therefore, the company provides raw materials for making Shu paper and accepts the paper made by the villagers for sale in the company.

The local government or the company organizes activities for tactile or learning experiences about Shu paper-making in the Mangtuan village. The villagers, students, and tourists can participate in various activities without any charges. At the same time, artists, such as calligraphers or painters, also join these activities and donate their works to the company.

### **Management during the spread of the Covid-19**

In addition to the three forms of cultural tourism heritage management mentioned above, which involve cooperation between the government and villagers, there is a new form of management that has arisen under the Covid-19 pandemic situation.

During the spread of the Covid-19 virus in China, every aspect of the industry has been significantly impacted, particularly the tourism industry. With no traveling, hotel stays, or consumption at tourist spots, revenue from tourism almost disappeared. Rural or cultural tourism in rural areas was severely affected. As a result, Chinese governments at all levels announced various policies and measures to stimulate domestic tourism, as detailed below.

Yang Qian (2020) mentioned "Tourism Plus" in August 2019. The State Council announced "Proposals for Stimulating the Potential of Tourism and Cultural Consumption." It encourages the expansion of content, upgrading the quality of tourist sites, creating high-quality tourist spots, important tourist routes, and distinctive/unique tourist destinations to meet the diverse demands of the public. It plans for the appropriate development of tourist spots, improves routes and ways of traveling, expands tourist areas, and stimulates "Internet + Tourism".

Yunnan Province is a prominent tourist region, endowed with natural and cultural heritage of various ethnic minority groups, attracting both domestic and international tourists. In the first half of the previous year, it received 3.95 million domestic tourists. Therefore, at the regular meeting of Yunnan Province in 2020, it was noted that Yunnan is undergoing a transformation from a large-scale tourism province to a robust tourism province through the full development of the "Health Lifestyle Destination" tag. This includes initiating the development of a closed-loop tourism route in the western part of Yunnan Province and conducting a three-step tourism revolution: managing the tourism situation, implementing smart tourism, and enhancing quality deeply.

Post-COVID, a novel approach should be employed to cultural tourism involving a new cooperative format between tourism and culture. This entails the integration of cultural tourism with media. Respect for culture, emphasizing content is the first point. The second point is market engagement, creating a brand identity. The third is the full use of technology, such as the internet, big data, 5G, to create in-depth, round-the-clock cultural tourism. This involves cooperation between virtual reality and reality, connecting the ancient with the present, linking long distances with near, online and offline. The fourth point is government and corporate collaboration to create an integrated chain of production, consumption, promotion, and full-service tourism. This enhances creativity in thinking, management strength, and service

capabilities. The fifth point is to expand influence to other provinces and even abroad. By combining city, district, and county resources according to type, tourism capabilities can be enhanced.

The development of technology presents an opportunity for the cooperation between culture and tourism or for the development of cultural tourism. Yunnan Province, which has online tourism formats through an app called "One Mobile Tour Yunnan", is the first province in China to employ such a format. As of mid-May this year, the app has been downloaded more than 2,300,000 times, with over 20 million users.

To summarize, the development of cultural tourism in Yunnan province under the COVID situation has adopted a form of online tourism through an app called "One Hand Travel Yunnan". At the same time, the government also has various measures announced for the development of cultural tourism by leveraging smart tourism and improving the quality of services, expanding the area, and content for tourism.

According to the Yunnan Provincial Department of Culture and Tourism (2020), on May 18th, the Yunnan provincial government press office organized a meeting related to "Multiple Measures on Supporting the Transformation of the Cultural Tourism Industry and the Development of Cultural Tourism under the COVID Situation". The COVID outbreak in January severely affected the cultural tourism industry. Under the leadership of the local government of Yunnan province, the Yunnan Provincial Department of Culture and Tourism, the Yunnan Provincial Council, the Yunnan Provincial Department of Natural Resources, and other relevant offices cooperated to draft the "Multiple Measures" after several revisions. On April 28th, it was announced to implement and address the status of cultural tourism. Therefore, the measures that were announced include 5 aspects and 18 points, focusing on 3 main areas, detailed as follows:

The first aspect focuses on the impact, meaning the effect of COVID on companies related to cultural tourism, to help these companies overcome obstacles. Measures 1 to 7 cover operations to benefit companies, reduce rents, reduce taxes, and reduce costs, such as lowering electricity and water bills, reducing interest rates, simplifying loan procedures, supporting the establishment of specialized banks for cultural tourism, to ensure companies survive and continue stably.

The second aspect focuses on the implementation of cultural tourism projects, supporting the creation of new industries, and stimulating the upgrading and transformation of the cultural tourism industry. As described in Measures 8 to 14, it refers to the implementation through "Creating a good atmosphere for the tourism market, building a reliable Yunnan tourism brand" to upgrade the quality of Yunnan's tourism services, and through the measures of "Producing new cultural tourism products, announcing policies on the use of different areas, supporting major projects, building star-rated hotels, and supporting A-level tourist attractions" to promote the urgent transformation of Yunnan's cultural tourism industry.

The third aspect is attempting to restore the cultural tourism market to its pre-pandemic state through promotional expansion. Measures from point 15 to 18, passed through the initiatives such as "Creating a new image of Yunnan's cultural tourism, marketing activities, reducing ticket prices, compensating tourists who drive to visit" will benefit a significant number of tourists and related companies. These government policies stimulate consumption

demand for cultural tourism, which encourages consumer spending, bringing the cultural tourism market back to its original state, or as it was pre-Covid.

China Tourism News (2020) discussed in the 13th Annual Meeting of the Yunnan People's Congress, held in Kunming, the "One Mobile Phone Travel Yunnan" initiative, which has established a new model for smart tourism and all-for-one tourism. It expounds on the boost to the construction of "Digital Yunnan" over the past few years. Despite the three-step process of the "tourism revolution" i.e., organizing order, smart tourism, product return for no reason, or work to control the Covid epidemic, Yunnan Province considers smart tourism as a crucial tool for protecting tourists to travel safely and stimulate changes in Yunnan's tourism model. The details are as follows:

Firstly, Protecting tourists safely:

Under the Covid-19 epidemic, life must be conducted in the "make an appointment and book in advance, don't leave home without an appointment" way, which is a new form of tourism under such circumstances. Presently, Yunnan Province has implemented a real-name reservation system for tourist attractions throughout the province. From May 1st, you can make a "tourist site reservation" on the "One Mobile Phone Travel Yunnan" app. It takes a very short time to open the app, and about 2 minutes to complete the reservation. As of May 10th, a total of 283 tourist spots have opened accounts on the app. Among them, 132 sites have managed reservations by time slot. So, on May 1st holiday, there were a total of 5460 reservations, with over ten thousand tourists.

However, traveling in Yunnan Province using the "One Mobile Phone Travel Yunnan" app, which facilitates convenience for tourists and enhances safety in travel and epidemic control, such as in the old city of Lijiang, there are electronic signs showing various points in the old city, how many tourists are there, and this data is linked to the management center of the old city of Lijiang. When the number of tourists reaches the set limit, the center will promptly manage. That is, to warn tourists to avoid that point and to have the tourists at that point move to other places gradually.

The Yunnan Provincial Department of Culture and Tourism at all levels has been increasingly managing tourism smartly through the use of Big Data, in order to facilitate convenience and safety for tourists. During the Labor Day holiday in 2020, Yunnan province received 9.9662 million tourists, with total tourism revenue standing at 7.858 billion yuan, marking a systematic and safe return to normal tourism market operations.

Officials from the Yunnan Provincial Department of Culture and Tourism stated that during the holiday period, the management of tourism through the "One Mobile to Travel Yunnan" app allowed the government to receive real-time data on the number of tourists in various locations. It was also capable of issuing alerts to tourists heading to crowded spots. Additionally, tourists were able to book and purchase tickets in advance via the app. Therefore, under the current epidemic situation, the use of the "One Mobile to Travel Yunnan" app presents an urgent opportunity to create smart tourism resources, as well as a chance to enhance service quality and promote intelligent tourism.

Secondly, supporting the recovery of the tourism industry.

Under the situation of the COVID-19 pandemic, various tourist sites and tour companies in Yunnan Province have been using "Internet Plus" and have continuously launched "online

tourism" and "live broadcasts" to stimulate the production of tourism products and encourage more online services.

Currently, inter-provincial tourism has not yet returned to its previous state, but Yunnan is an attractive tourist destination that people long to visit. Therefore, the government has arranged live broadcasts on the "One Mobile to Travel Yunnan" app, enabling tourists both within and outside the province to watch the live broadcasts. Apart from broadcasting live from tourist sites, many cities in Yunnan have added online celebrations, effectively organizing online tourism activities. For example, several Tai cities have organized online Songkran festivals, allowing viewers to participate in the activities and receive "Travel Yunnan" bags, which contain various coupons that can be used when visiting Yunnan province.

At the same time, to promote the recovery of cultural tourism in Yunnan Province, from April 1, 2020, to December 31, 2020, the "One Mobile to Travel Yunnan" app initiated the tourism recovery promotion, which waived the service fees on the app for tourist attractions, hotels, and various tour companies using the app. The manager of the "One Mobile to Travel Yunnan" app stated that the app can promote and drive the development and recovery of cultural tourism in Yunnan Province, and the app also provides live broadcast services and product sales on the app for tourism convenience.

Additionally, under the guidance of the Yunnan Provincial Department of Culture and Tourism, the company of the "One Mobile to Travel Yunnan" app has collaborated with the government to propose the "Online Cultural Tourism Institute" project, offering various "conference" courses by inviting experts to provide information on cultural tourism, pointing the way for the recovery of tourism and improving the qualifications of those involved in tourism. So far, they have successfully completed 14 courses in two periods, with total views and learning reaching 154,000 times.

Finally, the Urgent Transformation of Tourism Over the past several years, Yunnan has been promoting the "Tourism Reform" with three steps, namely global, high-end, unique, and digital. This led to the creation of the "Go-Yunnan" mobile project, which aims to provide convenience for tourists with the idea of "Go to Yunnan with one mobile phone, travel anytime at your convenience, and no worries during the journey."

Currently, the "Go-Yunnan" app has built a "One Center, Two Platforms", that is, the Tourism Data Center, Tourism Management Platform, and Tourism Service Platform. The management platform operates with "one mobile phone to manage tourism," which enhances the efficiency and effectiveness of Yunnan province's tourism management through the establishment of a cultural tourism supervision system. At the same time, the "Go-Yunnan" app promotes the integration of local culture and tourism and utilizes culture with the "Technology + Culture" approach to carry out innovative marketing and brand-building.

Under the situation of the COVID-19 pandemic, the use of big data to stimulate digital management and services, improve digital services, and promote the creation of a "New Cultural Tourism" in Yunnan has been prioritized.

## Conclusion

From this study, we found three forms of intangible cultural heritage management in Mangtuan Village for cultural tourism: 1) Government with villagers, 2) Government with private sector, and 3) Government, private sector with villagers. Therefore, the three models, as detailed

above, reflect the management of heritage for cultural tourism. The government plays a leading role in operations, providing support and investment for the village of Mangtuan in terms of rice paper production, food, accommodation. The companies play a role in practices, including collaboration in production, distribution, and providing knowledge to tourists, interested parties, and participants.

In addition, during the spread of COVID-19, there are also online projects to stimulate cultural tourism. Various applications support online tourism, especially the Go-Yunnan app, which can plan travel routes, buy tickets, reserve parking, shop, etc. This reflects the efforts of the local Yunnan government to develop cultural tourism, issuing policies related to the development of rural areas, focusing on using existing resources or capital to develop the economy, alleviate poverty, and improve quality of life.

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