ISSN: 2993-8732

Iris Journal of Economics & Business Management

DOI: 10.33552/IJEBM.2026.04.000580

Iris Publishers

Research Article

Developing Miao Cultural Resources and Research on Revitalizing Miao Village Economies

Zhang Yunqing*

College of Marxism, Chongqing University, China

***Corresponding author**: Zhang Yunqing, College of Marxism, Chongqing University, China

Received Date: May 21, 2026

Published Date: July 24, 2026

Abstract

How can we scientifically and rationally develop the tourism and cultural resources of Miao ethnic regions on a large scale? How can we build economically vibrant Miao villages? In developing rural economies and pursuing a path of integrated cultural and tourism development centered on Miao culture, what strategies should we adopt? What business models should we implement? What economic development pathways should we take? How can we leverage equity-based thinking to mobilize and revitalize funds for rural revitalization? How can we inject vitality into rural economies? How can we effectively plan and develop the cultural industries in Miao villages? How can we make good use of industrial policies, fiscal policies, and monetary policies—using Miao culture as a medium—to vigorously boost the economies of Miao villages? How can we successfully integrate Miao culture with tourism and cultural activities to drive rural revitalization? This article aims to explore in depth, starting from the questions of why we should develop Miao cultural resources, how we should develop them, and how we can innovate Miao village tourism services, the importance of the rational utilization and development of Miao cultural resources for safeguarding China's traditional culture and leveraging Miao culture to promote rural revitalization in Miao villages.

Keywords: Miao ethnic group; Culture; Resources; Miao villages; Economy

Introduction

In his evaluation of Shi Chaojiang's monumental work, "Chinese Miao Studies," Wang Chaowen, while highlighting the brilliant and splendid nature of Miao culture, pointed out: "The ancestors of the Miao people created and participated in the creation of the Cishan, Peiligang, Hemudu, Yangshao, Dawenkou, Qujialing, and Chu cultures." "The Miao people's migratory culture, shamanistic culture, institutional culture embodied in the drum societies, yilang assemblies, and lilaotu systems, as well as their philosophical outlook on survival, medicine, and calendar systems, all stand out remarkably. The Miao myths, ballads, and folk legends are diverse and abundant, forming an immense treasure trove. The 'Ancient Songs of the Miao' rank alongside Tibet's 'Gesar,' Mongolia's 'Jangar,' and Uzbekistan's 'Namas' as one of China's four great epic masterpieces. Moreover, the Miao people have preserved distinctive features in their clothing, diet, housing, marriage, and funeral rites." "Today, there are over 10 million Miao people worldwide, with 8 million residing in China, scattered across more than 270 counties and cities in seven provinces and autonomous regions south of the Yangtze River. The remaining 2 million or so are distributed among over ten countries across four continents, including Vietnam, Laos, Cambodia, Thailand, Myanmar, the United States, France, Canada, Argentina, and Australia. Such a wide geographic distribution and presence in so many countries is rare among the world's more than 2,000 ethnic groups." From this perspective, it is clear that the cultural resources of the Miao people are incredibly rich—a vast treasure chest and a massive gold mine capable of generating billions in wealth. At this historic moment when the Chinese nation is striving for its comprehensive rejuvenation, how can we take Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era as our guiding principle? How can we effectively implement the Central Committee's strategies for building a culturally strong nation and for rural revitalization? How can we forge a path of cultural confidence? How can we use cultural industries to achieve targeted poverty alleviation? How can we fully tap into the cultural resources of the Miao people? How can we scientifically and rationally plan and develop the Miao cultural industry? How can we build a complete industrial chain for the Miao ethnic group? How can we revitalize and energize ancient Miao villages while ensuring both the protection and orderly development of their cultural resources? In an environment where various localities are enthusiastically promoting cultural fervour, we must think rationally about how to leverage the unique advantages of Miao culture, properly protect and develop ancient Miao villages, and apply modern business and equity-based thinking to carefully design, plan, and strategize, vigorously attracting both domestic and international private capital to systematically and reasonably develop Miao cultural villages and create beautiful Miao hamlets. With these considerations in mind, the author has written this article to explore these issues further.

To implement the "Rural Revitalization Strategy" proposed by Xi Jinping in the report of the 19th National Congress, this article aims to take Miao cultural resources as its starting point and, from the perspectives of economics and finance, explore how Miao villages can successfully address the challenging task of both preserving ancient Miao cultural villages and developing and revitalizing the Miao community's economy.

The Miao ethnic group boasts an exceptionally rich cultural heritage. How can we scientifically and rationally harness the tourism and cultural resources of Miao areas? Rooted in "culture," animated by "innovation," and driven by "industrialization," how can we proactively build beautiful Miao villages? How can we actively create charming Miao villages? How can we vigorously develop eco-friendly Miao villages? How can we effectively build culturally vibrant Miao villages? And how can we foster economically prosperous Miao villages? In developing rural economies and pursuing the path of integrating Miao culture with tourism, what specific strategies should we adopt? What business models should we embrace? Which economic development path should we take? Why choose this particular path rather than others? How can we leverage equity-based thinking to mobilize and revitalize funds for rural revitalization? How can we inject vitality into rural economies? How can we effectively plan and implement the industrialization of Miao village culture? How can we make good use of industrial, fiscal, and monetary policies, using Miao culture as a medium to vigorously boost the local economy? How can we achieve rural revitalization? How can we successfully integrate Miao culture with tourism? These topics themselves demand analysis and research from an economic and financial perspective to ensure greater practicality and feasibility!

Why Develop Miao Cultural Resources and Revitalize the Miao Village Economy

Developing Miao culture aligns with the nation's development strategy

Developing Miao culture aligns with the following strategies: 1. The Rural Revitalization Strategy; 2. The "Belt and Road" Initiative; 3. The Poverty Alleviation and Development Strategy; 4. The Cultural Power Strategy; 5. The Western Development Strategy; 6. The Sustainable Development Strategy; 7. The Innovation-Driven Development Strategy; 8. The Development Strategy for Old, Young, Border, and Impoverished Areas; 9. The Five New Development Concepts Strategy; 10. The Internet Plus Strategy; 11. The National Mass Entrepreneurship and Innovation Strategy.

Following the New Economic Trend of Integrated Development of Culture and Tourism

All regions are focusing on creating integrated cultural and tourism hubs, fostering a cultural-tourism convergence economy. Developing cultural tourism in Miao villages in places like Hainan, Guizhou, and Hunan aligns with current trends.

The Xijiang Qianhu Miao Village has consistently preserved the "pristine" essence of Miao culture over the centuries, earning it the reputation of a living fossil of Miao civilization. Today, Xijiang Qianhu Miao Village has become a golden hallmark of Guizhou tourism. Nestled at the foot of Leigong Mountain, this ancient Miao village has seen generations pass down its traditional customs—including farming practices, festivals, silver ornaments, clothing, cuisine, music, and dance. The Qianhu Miao Village comprises more than ten natural hamlets built along the mountainside, seamlessly connected to form a sprawling settlement. Over 1,400 Miao stilt houses rise gracefully in harmony with the terrain, creating an awe-inspiring spectacle. Particularly during the annual Miao New Year festival, the entire village—men, women, young and old—brims with joy and festivity. Every household slaughters pigs and sheep, bringing chickens, ducks, eggs, and fish to designated sites for sacrificial rites. These ancient rituals and time-honored practices remain fully intact, offering a uniquely captivating ethnic charm that leaves visitors spellbound. Songtao County also boasts exceptionally rich tourism resources. The Pan Shi City in the Songtao Miao Autonomous County is also known as "Huanggu City." Huanggu City features 360 crenellations, three gates flanked by four gun platforms, fortified watchtowers, a training ground called Jiaochangba, a wall over ten zhang long, three tiled rooms serving as an exercise hall, and a command platform—all of which have been remarkably well-preserved to this day. From Huanggu City, one can easily reach Zhen Gan (Fenghuang City) above and Changsha Huayuan City and Baojing below. The city's streets and lanes are meticulously arranged; the main thoroughfares are eight feet wide and equipped with underground drainage channels and sewers, ensuring that even during heavy rains, the streets remain free of significant flooding. It is crucial to focus on addressing key issues such as infrastructure development, training for enhancing tourism reception capacity, attracting investment, marketing strategies, and the protection and inheritance of ethnic cultures.

Addressing the new demands of people in the new era for a better life.

In the new era, the people look forward to and yearn for a better life.

In their spare time, they can stay and vacation in Miao villages, experiencing the authentic Miao way of life. Xijiang Qianhu Miao Village, with its unique Miao cultural charm, attracts visitors from all over the world to come and explore it.

How to Scientifically Develop Miao Cultural Resources and Revitalize the Economy of Miao Villages

We must actively plan for the protection and development of Miao villages

"He who does not plan for the long term is not fit to plan for the short term; he who does not consider the overall situation is not fit to manage even a single city."

In modern society, capital is playing an increasingly pivotal role in market competition, wielding unprecedented influence, expansive power, and driving force. Leading enterprises such as JD.com, Tencent, and Alibaba—companies that have made a profound impact on the business landscape—have precisely leveraged the power of capital to achieve sustained rapid growth! Today, with information flowing at lightning speed, small and medium-sized enterprises are facing unprecedented opportunities as well as challenges. The market has seen the emergence of a number of fast-growing star companies like Vipshop, Didi Chuxing, and Xiaomi, while at the same time, many businesses are struggling hard, mired in the quagmire of survival. What, then, accounts for this widening gap?

Is China's economic trajectory U-shaped or L-shaped? As the Chinese economy enters a cold winter, the demands on business operations are becoming increasingly stringent—and commercial acumen is more crucial than ever. What does it mean when a fish might get run over by a car rather than starve to death? What kind of reflection does the death of a fish provoke? This is an era of cross-industry disruption! In the past, if the rooster didn't crow, dawn wouldn't break—but now, even without the rooster's crow, dawn still rises! Trends are changing, yet our thinking remains stuck—leading to rapid obsolescence. A Nokia executive once said, "We didn't do anything wrong, yet Nokia is gone." There are no longer traditional industries; only traditional mindsets remain! If you add 1 yuan plus 1 yuan, what's the answer? Traditional thinking would say 2 yuan—but in the mindset of business transformation, the answer should be: 1 yuan + 1 yuan = 11 yuan! If you multiply 1 yuan by 1 yuan, what's the answer?

Traditional thinking would give you 1, but in unconventional marketing thinking, the answer should be: 1 yuan × 1 yuan = 11 squared, or 1 yuan × 1 yuan = 2 raised to the 11th power! That's precisely what unconventional marketing thinking is all about. At its core, unconventional marketing revolves around three key principles: integration, altruism, and win-win collaboration. In business, what's truly valuable isn't resources themselves—it's the ability to control those resources! Unconventional thinking is all about how to master that very ability! The three stages of unconventional thinking are as follows: Stage One: The marketing model—"the wool comes from the sheep," making money solely through products; Stage Two: The business model—"the wool comes from the pig," making money by integrating resources; Stage Three: The financial model—"the wool comes from the rabbit," letting "cows, horses, chickens, dogs, and others" foot the bill, using other people's money to make profits.

The third stage addresses the issue of scaling up and becoming stronger, as well as cash flow.

Phase Three

Financial model

The second phase addresses the issue of resource integration.

An accelerator of development – Phase Two

Business model

The first stage addresses the path to survival The first stage

Customer-centric marketing model.

Doing business means selling height, selling angles, and selling models. Height refers to the brand; angles refer to competitive products; and models refer to systems. To promote the quality transformation, efficiency transformation, and 力 transformation of Miao Village's economic development, we must promptly address numerous challenges facing Miao Villages—such as "difficulties in financing," "shortage of talent," "operational challenges," and "marketing difficulties." We must therefore plan ahead carefully and make thorough preparations. To tap into Miao cultural resources and revitalize Miao Village's economy, we must adopt unconventional thinking. In my view, we should formulate our strategies along the following lines:

Employ product thinking to formulate a business strategy for the protection and development of Miao villages

Leishan County is a showcase centre for Miao culture worldwide. Within Leishan's borders, there are more than 300 ancient Miao villages, 58 of which have been designated as national-level traditional villages. Leishan County boasts a long and vibrant Miao cultural heritage, with 13 national-level intangible cultural heritages—including the Lusheng Dance, the Miao New Year Festival, and Miao embroidery—making it currently the county in China with the largest number of national-level intangible cultural heritage items. Baode Village is a quintessential Miao village in Leishan County, deeply rooted in traditional Miao culture. The village still maintains a strong 承 of Miao clothing, songs and dances, architecture, festivals, and customs. It has a profound historical and cultural background and is home to two provincial-level intangible cultural heritages: Miao embroidery and the art of constructing Miao stilt houses. Additionally, it holds two county-level intangible cultural heritages: Miao embroidery and the Miao Drum-Cult Festival.

The appeal of a Miao village lies in its unique cultural characteristics and strengths, while the attraction for visitors lies in the value that the village's presentation of Miao culture brings. How do the cultural and commercial values of a Miao village shape each other? And how exactly does the cultural value of a Miao village manifest itself? Let's take an unconventional marketing case involving lemons as an example: How did a single lemon, with just 27,000 yuan spent on advertising across four CCTV channels, achieve a market capitalization of 1.3 billion yuan—a figure 68 times its initial investment? This lemon boasts numerous benefits: it helps remove excess oil, relieves greasiness, whitens skin, and fades blemishes. By shifting its approach, the lemon created a whole new market. Customers who buy one lemon get another one free; the more customers buy, the more rewards they receive from the retailer. The key to sales success? Offering customers a reason they simply can't refuse. One lemon: a healthy beverage; one lemon: a drink that makes you look whiter without even drinking it; one lemon: a beverage you can enjoy hot. Plus, points earned can be redeemed for anything available in the online mall. Could the development of Miao village culture draw inspiration from the approach taken by this lemon case?

Profit-Making Strategy (Customer Needs Strategy)

The distinct characteristics of each Miao village can attract different types of customers. First and foremost, we must employ every possible means to draw tourists from around the world to these Miao villages—turning them into transient visitors. These attracted visitors can enjoy vibrant Miao song and dance performances, talent shows, and marvel at the unique architectural styles, cuisine, and traditional attire of the Miao villages—thus becoming mere spectators. Next, we need to further convert these spectators into paying customers who engage in eating, lodging, transportation, daily necessities, entertainment, and shopping within the Miao villages. It's crucial to continuously foster customer loyalty toward spending in the Miao villages. To meet the diverse needs of different customer segments, we should further segment the market and precisely target various customer groups based on their differing interests in Miao culture. By leveraging big data and cloud computing, we can categorize customers and provide personalized, tailored tour-guidance services for Miao villages.

Value Strategy (Value-Based Strategy)

In the early stages of developing Miao villages, it's possible that they won't turn a profit—or even might end up losing money. However, given the unique cultural characteristics of these Miao villages, we must recognize their future potential and develop a value-driven strategy for their development. We need to carefully analyze and plan: What are the key selling points of each Miao village? Why would customers choose this particular village for leisure, entertainment, and consumption? We must identify compelling reasons that will convince ourselves—why these villages are absolutely worth visiting. Let customers themselves make their own value judgments and analyses of these villages. The Qianhu Miao Village in Xijiang has continuously unearthed traditional Miao wine rituals and ceremonies such as "High Mountain Flowing Water" and "Twelve Gates of Wine," and through techniques like scene transformation and cultural reconstruction, it has introduced authentic Miao delicacies like "Drum-Storage Meat" and "Miao King Fish." By elevating and refining these elements artistically, it has combined ethnic narratives, historical stories, and cultural tales with theatrical performances, creating the large-scale song-and-dance drama "Beautiful Xijiang." Merchants operating in the Qianhu Miao Village in Xijiang have also actively incorporated Miao cultural symbols into their shop names, tourism product development, and tourism services, breathing vibrant modern charm into the rich and profound traditions of the Miao people. The Miao brothers and sisters from the Qianhu Miao Village in Xijiang perform distinctive Miao-themed songs and dances, including "Toast Songs," "Lusheng Ensemble," and "High Mountain Flowing Water." Exploring the Xijiang Miao Village offers individuals an opportunity to enjoy a truly fulfilling life experience—a journey that is both ecological and cultural. The Xijiang Miao Village transforms static natural and cultural landscapes, along with dynamic human activities, into a tourism experience model that seamlessly blends stillness and movement. Static experience products are continually enhanced through initiatives such as "Rural Sightseeing Areas," "Village Night Scenery Systems," "Miao Wind-and-Rain Bridges," and "Stilt House Architectural Complexes"; meanwhile, dynamic experience products are steadily expanded to include more hands-on, immersive tourism offerings.

By integrating traditional Miao cultural elements—such as Miao embroidery, silverware forging, and batik production—into modern aesthetic styles, we have developed cultural tourism products that are easily appealing to visitors. Through participation in activities like ancient song performances, welcoming ceremonies, and folk custom displays, not only do villagers directly benefit, but the inheritance and development of Miao culture are also spurred forward.

Sustainable Value-Driven Strategy (Brand Strategy)

Two noteworthy Miao villages are Fenghuang Ancient Town in Xiangxi, Hunan Province, and the Qianhu Miao Village in Xijiang, Leishan, Guizhou Province—both of which are relatively successful examples of Miao village development and have become world-famous, well-known brand-name Miao villages.

For example, the ancient town of Fenghuang in Xiangxi, Hunan, is a shining gem that is well-known among people of all ages. The residential areas of the Miao villages in Xiangxi, Hunan, take Fenghuang as the leading attraction and Jishou as the distribution center. Centered around four core scenic spots—Fenghuang Ancient Town, Furong Town, Liye Ancient Town, and Aizhai Bridge—they have built a 1-hour eco-cultural tourism economic circle covering the entire prefecture. As a result, Xiangxi Prefecture's tourist arrivals and total tourism revenue rose from 12.56 million person-times and 6.4 billion yuan in 2012 to 44.5 million person-times and 32.5 billion yuan in 2017, representing average annual growth rates of 28.8% and 38.4%, respectively. In 2018, the prefecture's total number of domestic and international tourists is expected to surpass 50 million, generating tourism revenue of 40 billion yuan. The value-added contribution of the tourism industry to the prefecture's GDP has reached 15.45%, ranking second in the province. The tertiary sector, with tourism as its mainstay, continues to account for about 70% of GDP growth. The tourism industry directly employs over 60,000 people, while indirectly employing more than 300,000 people.

For another example, in 2017, Leishan Xijiang Miao Village in Guizhou welcomed over 6 million tourist visits, generating total tourism revenue of 4.9 billion yuan. More than 1,000 business entities registered and operating in Xijiang Miao Village, covering the entire tourism value chain—from food and lodging to transportation, sightseeing, shopping, and entertainment. Thanks to the boost provided by the scenic area, not only have over 2,000 villagers from surrounding villages found employment, but also the livestock and agricultural industries in more than 20 nearby villages have been stimulated and developed. In 2017, all villagers in Xijiang Miao Village achieved an average annual income of 22,100 yuan per capita and 86,190 yuan per household, thanks to four major sources of income: institutional income, asset-based income, labor income, and business income. Compared to 2007, per capita annual income has increased twelvefold, and most villagers have now successfully lifted themselves out of poverty and achieved prosperity.

Create value-driven strategies (marketing strategies)

The Six Key Elements of Marketing: Footfall; Conversion Rate; Average Transaction Value per Customer; Repeat Purchase Rate; Referral Rate; and Profit Margin. To successfully develop commercial marketing strategies for Miao villages, it's essential to thoroughly study these six critical factors. Where does the footfall in different Miao villages come from? Mobile internet, WeChat groups, conference-based marketing, cross-industry alliances, travel agencies, and other tourist attractions all generate substantial footfall. How can we leverage big data to attract these customers to Miao villages? How can we use various software tools—such as Douyin, Yizhibo, and YY Live—to conduct live-streaming online? The number of people who purchase Miao village tour tickets, performance tickets, Miao cuisine, Miao liquor, Miao clothing, specialty foods, and local handicrafts directly determines the scale of Miao village's economy. To boost the conversion rate of tourists visiting Miao villages, increase the average transaction value per customer who spends time in Miao villages, and enhance the repeat purchase rate of existing customers, we must strive to keep these customers coming back regularly and continuously introducing new customers to Miao villages. By steadily increasing the referral rate, we can significantly improve the profit margin of investments in Miao village development. So, as local Miao residents, what preparations should we make before promoting Miao village's consumption and entertainment offerings to customers? In my view, at a minimum, we should be prepared in the following areas: acquiring specialized knowledge about Miao culture; preparing our mental attitude to warmly welcome Miao village consumers; understanding and anticipating the personalized needs of Miao village customers; and ensuring that we have the necessary service capabilities and high-quality service standards.

Employ business thinking to formulate strategic models for the protection and development of Miao villages

The second stage of unconventional marketing thinking involves establishing a business model that fosters the economic growth and prosperity of Miao villages. This model is rooted in the integrated management of Miao cultural resources, adopts a customer- and altruism-oriented mindset, and embodies a win-win approach that benefits both the Miao people themselves as well as developers and investors in the Miao villages. At the heart of this unconventional business model are five key principles: integration, leveraging external forces, platform development, free offerings, and creating "hit products." Integration means bringing together resources from all directions within the Miao villages. Leveraging external forces means skillfully harnessing various societal resources—uniting everyone's efforts to jointly develop the Miao villages. It involves effectively tapping into policy support, government assistance, private and international capital, media influence, civil society organizations, travel agencies and tourist attractions, large corporations, and commercial brands. Platform development: If the direction is wrong, all efforts will be in vain. Today, we're living in an era of platform-based commerce. Therefore, it's essential to build diverse platforms centered around the economic development of Miao villages. Free offerings: By providing certain services or products for free, we can attract and lock in customers who spend in the Miao villages, then charge fees at other stages of the value chain. Hit products: Each Miao village can create its own unique highlights and distinctive features, cultivating "internet-famous" Miao villages and developing must-have consumer products that become viral sensations.

When developing Guizhou and the Miao villages in western Hunan, the following business models can be applied:

(1) The freemium model: It involves quickly capturing customers through free products and then leveraging other revenue streams to generate profits. For example, software like 360, Tencent QQ, and WeChat are all free to use, enabling them to attract a massive user base. Once they've established a strong foothold, they start monetizing through features such as scanning Alipay QR codes and WeChat QR codes for payments, thereby tapping into a huge pool of funds and cash flow. They then expand into paid services like online lending and online advertising. In essence, it's a "the sheep pay for the wool"—a model where the pig ends up footing the bill.

(2) Platform Model: In today's commercial world, products can't compete with models; models can't compete with platforms; and platforms can't compete with systems. Operating a product developed around Miao village tourism is less profitable than operating the business model behind it; operating that business model is less profitable than operating the platform supporting it; and operating that platform is less profitable than operating the system that underpins it all. Therefore, to align with modern business trends, we should establish comprehensive business platforms—such as a commercial platform, a government service platform, an investment and financing platform, a business planning and strategy platform, a policy implementation platform, a platform for developing the Miao cultural industry chain, and a performing arts service platform—around Miao village development, thereby achieving diversified, multi-level profitability.

(3) The multi-business model： involves adding other products to the core business, thereby creating additional revenue streams. For example, tourists visiting the Miao village can be encouraged to sample Miao-style liquor, Miao cuisine, Miao rituals, and Miao songs and dances. At the same time, they can be offered Miao village specialties, Miao liquor, Miao art pieces, and audio-vi-

sual products featuring Miao music and dance—thus broadening the income sources for the Miao people and further improving their living standards.

(4) Membership Model: This involves organizing customers into an interactive community that fosters ongoing purchases. A membership system for customers who shop at the Miao Village can be implemented, with different membership tiers based on varying recharge amounts. For example, membership levels could correspond to recharge amounts of 500-yuan, 1,000-yuan, 5,000-yuan, 10,000-yuan, 50,000-yuan, and 100,000 yuan, respectively, and the corresponding tiers could be designated as Experience Member, Regular Member, Premium Member, Prestige Member, Golden Member, and Platinum Member. Members at different tiers would enjoy different discount rates and exclusive benefits when shopping at the Miao Village.

(5) Consumer Financing Model: Issue "Miao Village Experience Cards" to customers and allow them to recharge these cards. By pre-allocating customers' funds, we can support the economic development of Miao Village. Depending on the timing and number of recharges made by customers using the Miao Village Experience Cards, they will enjoy different consumption benefits. In this way, we can transform an endless stream of visitors into a continuous flow of capital—effectively filling Miao Village's coffers.

(6) Crowdfunding model: When developing the economy of Miao villages, a crowdfunding model can be adopted—crowdfunding for people, funds, expertise, and resources. By establishing a platform for Miao village development, we can facilitate the automatic matching and integration of various resources on this platform. What if Miao villages lack talent and teams? We can launch a crowdfunding campaign to attract diverse talents and teams. What if Miao villages lack funding? We can organize investment promotion roadshows or launch crowdfunding initiatives to create a centralized funding pool. If Miao village economies lack intellectual support, we can organize academic symposiums on Miao studies and culture to provide intellectual assistance for Miao village economic development. We can also hold forums for entrepreneurs to explore the integration of Miao ethnic culture with tourism and cultural industries, offering business insights and wisdom for the development of Miao cultural industries in these villages. Furthermore, we can launch crowdfunding campaigns to gather academic resources on Miao culture, policy resources for Miao cultural development, human resources of Miao talents, artistic resources of Miao culture, financial resources for Miao village economic development, media resources, and more.

(7) Alliance Model: This refers to collaborative partnerships formed among peers as well as between different industries. For example, when other Miao villages seek to develop tourism, they can attract visitors from Xiangxi's Fenghuang Ancient Town and Leishan's Xijiang Qianhu Miao Village. In this way, various Miao villages can establish a Miao village development alliance, share resources and achieve mutual benefits. They can also forge cooperative alliances with other tourist attractions, travel agencies, chambers of commerce, civic organizations, and other similar entities, thus creating a situation where villages join forces to support each other and collectively strive for success. In Xiangxi, a tourism-based poverty alleviation approach has been explored—"Two Leads, Two Integrations, and Two Additions"—which includes leading villages by scenic areas, guiding households by capable individuals, promoting cross-village collaboration, fostering industrial integration, adopting the "company + farmer" model, and implementing the "cooperative + farmer" model—all tailored to the specific conditions of Xiangxi.

(8) The donation model: This involves leveraging the power of public welfare and charity to build a profitable system. By enabling more charitable organizations, philanthropic groups, and teams of entrepreneurial philanthropists to venture deep into impoverished Miao villages and offer comfort and support to the Miao people, this approach can attract widespread social attention and draw greater interest from businesses toward the economic development of these villages. Through the development of Miao cultural industries, this model aims to achieve tangible results in poverty alleviation, providing assistance in terms of livelihood, education, and skills enhancement.

(9) The "Leveraging" Model: This refers to directly leveraging others' existing resources for parasitic growth. In today's business world, it's an era of leveraging strengths, riding trends, and utilizing platforms. We must be adept at tapping into various social forces, pooling resources from all quarters, and serving the revitalization of Miaozhai's economy.

(10) The "hit-product" model: Focus all your energy on creating best-selling products. Each Miao village can also tailor its offerings to suit local conditions and highlight its own unique characteristics. Whether it's Miao costume culture, liquor culture, sour soup culture, song-and-dance culture, festival culture, Miao medical culture, or sacrificial rituals—pick just one area, refine it meticulously, craft it with care, hone it through repeated iterations, and strive to turn it into a high-quality, blockbuster product!

- Narrow: Identify a specific entry point;
- Small: Leveraging small but exquisite initiatives to drive the market;
- Deep: Focus and delve deeply into a single field;
- Focus: Deeply segment vertical markets and focus on intensive operations.

(11) Ecological Model: This involves a shift from a unilateral to a multilateral approach, reorganizing industrial value chains. Xiangxi tourism is evolving from meeting the traditional "eat, stay, travel, tour, shop, and entertain" six core elements toward embracing the emerging "business, wellness, education, leisure, emotion, and uniqueness" six new elements. We are striving to build an ecosystem for commercial development in Miao village residential areas. From the overall planning of Miao village commercial development, upstream and downstream industrial chains, processing of local Miao specialties, distribution channels, advertising, marketing promotion, planning and development techniques, to mar-

ket operations, sales, and investment and financing—everything is designed to create an open, mutually reinforcing ecosystem for the healthy development of Miao village commercial ventures.

(12) OTO Model: This refers to the transformation and upgrading of traditional commercial formats through online-to-offline integration. This model can be applied to the commercial development of Miao villages in regions such as Hainan, Guizhou, Hunan, Chongqing, and Yunnan.

(13) The Heavy Vertical Model: An Insurmountable Industry Barrier. Focus and refocus on the strengths, characteristics, and highlights of each Miao village, thereby creating an unbreakable industry barrier.

When developing the economy of a Miao village, you can evaluate it against the following criteria for a successful and profitable business model: a profit-oriented enterprise with a focused core business; long-term, stable cash flow; extensive, proven track record of success over time; a strong, enduring brand; a large base of loyal customers; a successful talent-retention strategy; a reasonably simple and well-structured shareholder framework; an efficient management system; and impeccable customer service with exceptionally high customer satisfaction.

Employ equity-based thinking to formulate a capital strategy for the protection and development of Miao villages.

To truly develop Miao villages, we must adopt a shareholder mindset—transforming Miao villagers into shareholders. By designing various types of shares and shareholder categories based on different contributions—such as capital, land, village resources, management expertise, labour, wisdom, technology, and resources—we can turn Miao villagers into savvy investors who know how to invest effectively.

Owning equity is not merely about future profits—it's also, and perhaps more importantly, a responsibility. Most people's understanding of equity is likely mistaken, even dangerously so. Founders often unwittingly make these common equity mistakes, laying hidden pitfalls for the later stages of their ventures. In business partnerships, partners frequently encounter the following questions: How should equity be allocated? How can equity be divided equally? What are the mechanisms for shareholders' entry and exit? What happens when shareholders fall into conflict or become incompatible? After equity is distributed, how can one maintain control over the company? Should equity be allocated according to each partner's capital contribution ratio? How much equity should each shareholder receive, and on what basis? How can equity incentives be effectively designed? Is it possible for just one person to hold all the equity if they're the sole investor? Once equity has been distributed, how can one firmly retain control over the company? The relationship is too close, yet no written agreement was drawn up in advance—only verbal promises were made. How exactly should equity and the right of veto at subsequent shareholder meetings be defined?

Amid the nationwide surge in the integration of culture and tourism economies, how can we stand out in today's fiercely competitive business landscape marked by severe homogenization? How can we leverage equity tools in conjunction with business model design to effectively implement economic development in Miao villages? How can we use equity to link upstream and downstream sectors in Miao village development, fostering integrated growth? And how can we minimize equity dilution while maximizing cash inflows during integration or fundraising efforts?

The equity structure for the economic development of Miao villages involves the following issues:

1. Equity Incentives: How can we establish an incentive system that motivates the Miao people—who have become shareholders—to work passionately and wholeheartedly for their own benefit, thereby fully unleashing the economic vitality of the Miao villages?
2. Equity Layout: How to conduct "top-level design" based on the Miao Village Development Strategy for Miao Village Clusters, leaving ample room for the future?
3. Equity Governance: How can we optimize the equity structure of Miao Village's economic development through the "Equity Pyramid" and prevent fragmentation within the core leadership team?
4. Equity Governance: How can we ensure that equity in the Miao Village business development can be both distributed and recovered, safeguard the founder's control stability, and prevent anyone from resting comfortably on their shares without actively contributing?
5. Share Reform: How to Draft Contract Agreements, Balance Shareholder Relationships, and Register Actual Shares?
6. Equity Financing: How to raise equity financing at low cost, and how to transfer equity at a high price?
7. Equity Crowdfunding: How to Expand Equity Without Any Initial Investment, and How to Avoid the Risks of Illegal Fundraising Operations?
8. Equity Design: How to structure your equity framework, avoid various equity pitfalls, and prevent the founder from being ousted from the team?
9. Automated Operation of Equity Systems: How to Design Automation Modules? How to Protect the Rights and Interests of Founders?
10. Business Model of the Equity System: What are the key elements for cross-industry business integration? How do we define entry-point positioning, establish association rules, and ensure effective implementation?

Key principles for equity-based management in the economic development of Miao villages:

1. Making Money—Equity Takes Over the World:<1> How can equity integration be used to develop the upstream and downstream sectors of the Miao ethnic group's cultural industry in

Miao villages? How can mergers and acquisitions among peers in Miao village cultural industries be carried out? <2> How can you acquire your peers and upstream/downstream partners in the Miao Village economic development without spending any money? <3> How to open a chain store selling Miao village specialties without spending a single penny? <4> Equity incentives generally do not exceed 10%. How can we unlock the value of the remaining 90% of incentives? <5> How to tap into the hidden resources behind shareholders and achieve rapid growth? <6> How can equity be used to help Miao people earn more money? <7> How can we turn the target customers of Miaozhai's consumption into members, and then convert those members into shareholders? And after that, how can we join forces and conquer the world together? <8> The shareholders involved in the development of the Miao village need to be categorized, and equity should also be sold through multiple baskets.

2. Ten Cents—The 38 Definitive Principles of Equity: When applying equity-based thinking to develop the Miao Village economy, how do we determine the following? <1> How do we set the strategy? <2> How do we establish the pace? <3> How do we define the model? <4> How do we map out the overall layout? <5> How do we design the top-level architecture? <6> How do we specify job roles? <7> How do we identify the target audience? <8> How do we determine the quantity? <9> How do we set the pricing? <10> How do we schedule the timing? <11> How do we establish the regulations? <12> How do we define the exit strategy? <13> How do we measure performance? <14> How do we specify the conditions? <15> How do we identify the sources of resources? <16> How do we select the delivery vehicles? <17> How do we design the mechanisms? <18> How do we clarify the objectives? <19> How do we outline the progression stages? <20> How do we secure the winning strategy? <21> How do we establish the guiding principles? <22> How do we divide the project into phases? <23> How do we define the equity interests? <24> How do we structure the exchange arrangements? <25> How do we specify the obligations? <26> How do we determine the conversion process? <27> How do we plan the exit strategy? <28> How do we set the requirements? <29> How do we establish the dividend distribution rules? <30> How do we assign specific tasks? <31> How do we classify the types of equity? <32> How do we define the hierarchical levels? <33> How do we determine the scale? <34> How do we structure the system? <35> How do we assign responsibilities? <36> How do we allocate authority? <37> How do we design the operational procedures? <38> How do we finalize the project details?

3. Valuable—The Real Secrets of Equity Incentives: <1> How Should the Exit Mechanism Be Designed? <2> How Should the Valuation of Classified Development Projects in Miao Villages Be Conducted? <3> How Can Local Miao Villages Become Banks? <4> How Can Tourists Visiting Miao Villages Be Encouraged to Invest by Paying Money? <5> What Should Be Done if Miao Villagers Lack Funds to Invest? <6> How Can Major Consumers in Miao Villages Be Turned Into Shareholders? <7> What If the Profits from Miao Village Development Cannot Be Made Public? <8> What Should Developers and Investors in Miao Villages Do if They Fear Losing Control?

4. Making Money—Integrating the True Teachings: <1> How can we turn a Miao village into one that captures everyone's attention, step by step? <2> What is the raison d'être of a Miao village? <3> How can we use equity as flexibly as a toy? <4> How can we make equity truly flourish? <5> How can we build a century-old business using equity? <6> How can we leverage equity to mobilize social resources? <7> How can we let go of equity while still achieving development?

5. Equity Entry and Exit—Risk Management: <1> How are shares allocated after investors enter? <2> How should equity be distributed when external technical and sales teams join? <3> What if the Miao people lack confidence in the Miao Village developers and refuse to invest? <4> How can we implement equity incentives for Miao Village distributors? <5> How can we use equity incentives to build an internal virtual organization? <6> How can we turn the Miao Village into a stage where everyone collaborates and shares equally? <8> In the age of capital, how can we make good use of equity to motivate the Miao people to work with all their might?

Investment and Financing Techniques for Economic Development in Miao Villages

1. Key issues investors are concerned about:<1> Who are you: Team overview? Equity distribution? <2> How to do it and how to make money: What is the size of the market? What is the size of the target market? What is the size of the niche market? What is the level of industry competition? <3> Why do it: Current Status and Opportunities in the Economic Development Industry of Miao Villages? <4> How about our competitors: Who are the competitors? How do they differ from us? How can we surpass them? <5> Current Operational Status and Future Strategies: What are the key data points of the current operations? What are the next steps in the development plan? What specific marketing strategies are in place? <6> Financing Plan: Amount of funding? Specific uses?

2. Key considerations for investors regarding the project: <1> Who are you: Do you have a background in a large corporation? Are you a serial entrepreneur? Do you have industry-specific expertise? Is your team fully assembled? <2> How large is the target market: Is the market big enough? What is its scalability? <3> Why do it: Have you identified the users' key pain points? Is the demand rigid? Do you have a deep understanding of the industry? <4> How to do it and how to make money: Is the business model disruptive? Can the business model be implemented effectively? Is there a clear business model? Is there visible cash flow? <5> How about the competitors: Do you understand them well enough? Compared to your competitors, do you have any obvious competitive advantages?

Have you adopted a differentiated positioning and strategy? <6> Current Operational Status and Future Strategies: Is the project progressing at a sufficiently rapid pace? How is the execution capability? Is the current milestone the optimal time to get involved? Are the next steps in the development plan clearly defined? Is there a well-defined strategy for launching the product into the market? Are resources sufficient? <7> Financing Plan: Do we really need that much money? How is the funding planned? Is the use of funds efficient?

What preparatory work needs to be done before seeking financing?

First, the business plan—this is where your writing skills really shine. Investors prefer to see a concise 12- to 15-page PPT. It's highly recommended that you revise and refine your business plan repeatedly before meeting with investors, especially ensuring that your business logic holds up under close scrutiny.

Second, the project presentation—this is where your communication skills really shine. Investors are eager to hear an inspiring and energizing project pitch. My advice is to conduct several mock presentations within your team before meeting with investors. Practice until you can clearly articulate your idea in a short amount of time and convincingly demonstrate the feasibility of your plan. Don't rush into meeting with investors just yet. Make sure your preparation is thorough—first convince yourself, and then you'll be well-equipped to convince your investors!

Who should I approach for funding?

Pay attention to the investor's background: investment philosophy, financial strength, resource capabilities, investment focus, investment track record, investment style, and reputation for collaboration...

Angel investors or institutional investors? I recommend that angels primarily seek out individual investors, while later-stage funding rounds should be pursued with institutions. This is because angel investments involve faster decision-making by individuals, and individuals also have more time and energy to provide meaningful support to startups.

The financing targets, ranked by priority, primarily include the following types of investors: investors you know directly; investors recommended by trusted friends around you; investors whose investment interests align with your own, as identified through publicly available information; professional and non-professional investors within your industry who can offer valuable assistance; and friends whom you trust and who have financial means (a last-resort option). A special reminder: Focus on having in-depth conversations with 1 to 3 reliable investors—there's no need to seek many, nor should you put all your eggs in one basket.

How to communicate with investors?

It's better for the founding team to pitch the project together with investors than for the founder to go alone. Choosing a relaxed setting is preferable to a formal one. Focus only on what investors care about and tailor your pitch to their interests. Don't try to cover every detail—leave room for investors to ask questions. Be a good listener and use what you hear to gauge investors' attitudes toward your project. When investors raise doubts, back up your arguments with facts and data rather than getting stuck in theoretical debates. Above all, be bold enough to analyze deeply and gain insightful perspectives; challenge investors by asking them how they can actually help your team moving forward, instead of simply letting them lead the way. Seek investors' feedback and suggestions on the overall project. After the meeting, decide carefully how closely you'd like to stay in touch with them. By the way, don't forget to share some of your personal life experiences—tell investors who you are, what achievements you've made, and who important people you've connected with. Doing so will leave a positive impression on them.

If your experience is too superficial, you'll lose points, and you'll have to make up for the shortfall by excelling in other areas.

What should be noted during a project pitch?

First, with regard to roadshows, persuading and raising funds are not the goals themselves. Rather, a roadshow is about building consensus—a natural process that arises from shared values and ideas, paving the way for Apple's successful implementation.

Second, adopt a listener-centered mindset. A roadshow focuses on the distilled logic that is easiest for the audience to understand—only ideas that are easy to articulate are likely to gain support.

Third, as you transition from conviction to execution, the roadshow should help you clarify your relationship with investors and highlight your strengths—rather than trying to present your entire self. While emphasizing your unique advantages, there's no need to hide your shortcomings.

Fourth, the key to a successful roadshow lies in this: confidence stems from results, not from the starting point. You must ensure that the invitees in this market sense your unwavering confidence right from the very beginning—because "I am who I am, and therefore I will..."

3. Is valuation really important?

Finding valuable investors is more important than the amount of funding raised or the valuation level; the speed of fundraising is even more critical than the amount of funding or the valuation itself—don't underestimate how challenging fundraising can be. Don't strive for the most ideal valuation—just aim for a reasonable range that both sides can accept. In addition to the valuation, be sure to take into account the key terms and conditions.

4. Common reasons for not receiving payment?

First, human factors: capabilities and resources do not match the dream; lack of personal charisma and poor communication skills; insufficient core personnel; team members lack synergy.

Second, issues in corporate governance: unreasonable equity structure; incorrect positioning of roles and identities.

5. Reasons for the project: The timing of intervention was either too early or too late; the wrong market entry point was chosen; the market size is relatively small; the barriers to entry are too low, making it easy to replicate.

Prepare a well-written business plan for financing the economic development of the Miao village

[1] Industry Analysis: Macro, meso, and micro analyses of the industry; [2] Market Analysis: Macro, meso, and micro market analysis; [3] Competitive Analysis: Who are the direct and indirect competitors in the same category and for the same product?[4] Market Pain Points: The Difficult Issues Identified After Observational Analysis; [5] Solution: How to address this challenging issue? [6] Core Product: What service/product will be used to address this challenging issue? [7] Product Development: The maturity of the product used to address this challenging issue; [8] Business Model: How will we deliver products/services to address this challenging issue? [9] Monetization Model: The input generated after delivering services/products in the process of addressing this challenging issue; [10] Operating Model: The standard process for how to output solutions to this challenge and how to input wealth.[11] Core Advantage: What is the unique value proposition compared to competitors and similar products? [12] Organization Profile: Who's solving this market challenge? [13] Organizational Structure: Under what organizational structure can this challenge be addressed? [14] Team Structure: Within the organizational structure, who is addressing this challenge? [15] Shareholder Structure: Who invested to establish this organizational structure for operation? [16] Professional Qualifications: What are the professional qualifications for addressing this challenge? [17] Intangible Assets: What are the supporting forces behind addressing this challenge? [18] Project Advancement: At what stage is the solution to this challenge? [19] Initial Investment: At this stage of development, how much financial resources (form) have already been invested? [20] Breaking Through Barriers: At this stage of development, what key issues still need to be addressed in order to ensure sustained growth? [21] Financial Forecast: How is the financial status of the individual project (form)? [22] Development Plans: Plans for 1 month, 1 year, 3 years, 5 years, 10 years, etc;[23] Financing Plan: Why Raise Funds? Multi-Round Funding Plan (Form)? [24] This round of funding: This round of funding plan (form)? [25] Investment Return: Investment Return Mechanism (Form)? [26] Use of Funds: What is the financial (form) breakdown of how the funds from this round of financing will be spent? [27] Equity Investment Plan: What are the methods of equity investment, relevant laws and regulations, and rights and responsibilities? [28] Exit Mechanisms: Different Stages, Different Exit Approaches?

Planning for the Economic Development of Miao Villages

[1] Develop a strategic layout map for the cultural industry development of the Miao ethnic group; [2] Develop a long-term plan for the cultural industry development of the Miao ethnic group; [3] Develop an operational roadmap for the cultural industry development of the Miao ethnic group; [4] Develop a marketing strategy map for the cultural industry development of the Miao ethnic group; [5] Develop a capital operation map for the cultural industry development of the Miao ethnic group; [6] Develop a commercial system layout map for the cultural industry development of the Miao ethnic group; [7] Develop an ecosystem layout map for the cultural industry development of the Miao ethnic group; [8] Develop a focused layout map for the cultural industry development of the Miao ethnic group; [9] Develop a resource integration layout map for the cultural industry development of the Miao ethnic group; [10] Develop a standardized layout map for the cultural industry development of the Miao ethnic group; [11] Develop a categorized integration layout map for the cultural industry development of the Miao ethnic group; [12] Develop a management layout map for the cultural industry development of the Miao ethnic group; [13] Develop an equity distribution map for the cultural industry development of the Miao ethnic group: distributing power, sharing profits, assigning responsibilities, dividing benefits, and dividing the world among stakeholders.

Planning for the economic development of Miao villages

[1] Conceptual Planning; [2] Creative Planning; [3] Image Planning; [4] Brand Planning; [5] Influence Planning; [6] Market Planning: <1> Pricing Planning; <2> Customer Planning; <3> Marketing Planning; <4> Investment Planning; <5> Financing Planning. [7] Proposal Planning: <1> Planning Background; <2> Planning Approach; <3> Key Planning Points; <4> Overall Planning Framework; <5> Distinctive Features of the Plan. [8] Public Relations Planning; [9] Promotion Planning; [10] Layout Planning; [11] Model Planning; [12] Implementation Planning; [13] Operational Planning; [14] Organizational Planning; [15] Management Planning; [16] Promotion Planning; [17] Risk Control Planning; [18] External Collaboration Planning; [19] Packaging Planning; 20. Service Planning.

Innovative Tourism Development Services for Miao Villages

The service philosophy for economic development in Miao villages must be innovative:

[1] The concept of operational resources must be innovative; [2] The concept of operational talent must be innovative; [3] The concept of operational branding must be innovative; [4] The concept of operational projects must be innovative.

Innovative integrated services are needed for the economic development of Miao villages:

[1] Customer integration must be innovative; [2] Capital integration must be innovative; [3] Team integration must be innovative; [4] Channel integration must be innovative; [5] Cross-industry integration must be innovative; [6] Cross-regional integration must be innovative; [7] Cross-season integration must be innovative; [8] Interest integration must be innovative; [9] Policy integration must be innovative; [10] Cultural integration must be innovative; [11] Value integration must be innovative; [12] Upstream and downstream integration must be innovative; [13] Brand integration must be innovative; [14] Marketing mix integration must be innovative; [15] Information integration must be innovative; [16] Media inte-

gration must be innovative; [17] Project integration must be innovative; [18] Circle-based integration must be innovative; [19] Creative integration must be innovative; [20] Artistic integration must be innovative; [21] Miao medicine integration must be innovative; [22] Platform integration must be innovative; [23] Technology integration must be innovative; [24] Archaeological integration must be innovative; [25] Architectural integration must be innovative; [26] Performing arts integration must be innovative; [27] Craftsmanship integration must be innovative.

Service organizations for the economic development of Miao villages must innovate:

[1] Administrative → Market-oriented; [2] Experience-based → Platform-based; [3] Extensive → Refined; [4] Amateur → Professional; [5] Traditional → Mobile Internet-based; [6] Homogenized → Specialized; [7] Scale-driven → Differentiated; [8] Quantitative → Customized; [9] Operational → Brand-focused; [10] Static → Dynamic; [11] Organized → Socialized.

The service content for economic development in Miao villages needs to be innovative:

[1] Innovation in information gathering services; [2] Innovation in resource integration services; [3] Innovation in business cooperation services; [4] Innovation in industry-academia-research integration services; [5] Innovation in investment and financing services; [6] Innovation in project promotion services; [7] Innovation in resource matchmaking services; [8] Innovation in expert think-tank services; [9] Innovation in asset valuation services; [10] Innovation in tax avoidance services; [11] Innovation in risk prevention and control services; [12] Innovation in legal services; [13] Innovation in policy services; [14] Innovation in specialized services; [15] Innovation in personalized services.

Consulting services for the economic development of Miao villages must be innovative:

[1] Strategic planning consulting services must be innovative; [2] Project proposal design and decision-making consulting services must be innovative. [3] Brand planning and consulting services must be innovative; [4] Team-building consulting services must be innovative; [5] Talent-training consulting services must be innovative; [6] Consulting services for the development of ethnic cultural industries in Miao villages must be innovative.

The service capabilities for economic development in Miao villages must be innovative:

[1] Innovation in commercial operation capabilities; [2] Innovation in operational planning capabilities; [3] Innovation in event organization capabilities; [4] Innovation in resource integration capabilities; [5] Innovation in publicity and promotion capabilities.

The service mechanisms for economic development in Miao villages need to be innovative:

[1] Standardization of service work; [2] Systematization of service work; [3] Dynamization of service work; [4] Accountability in service work; [5] Institutionalization of service work; [6] Enhancement of service work efficiency; [7] Platformization of service work; [8] Informatization of service work; [9] Datafication of service work; [10] Valorization of service work; 11. Ecologization of service work.

About the Author

Yunqing Zhang, male, Han ethnicity of China, from Shangcai County, Henan Province, is an associate professor at the School of Marxism, Chongqing University. He has led nearly 20 provincial- and ministerial-level research projects as well as horizontal research projects, and has published more than 25 academic papers. He has independently taught courses for full-time undergraduate students across Chongqing University, including: “Scholarly Thoughts of Nobel Prize-winning Economists,” “Contemporary Western Economic Trends,” “History of Western Economic Thought,” “Introduction to Finance,” “Marxist Political Economy,” and “An Introduction to Mao Zedong Thought and the Theory System of Socialism with Chinese Characteristics.” He has also taught courses for adult education and self-study examination students, such as “Public Relations” and “Marketing.” His main areas of study and research include: (1) the study and research of Miao culture; (2) the study and research of the expanded forms of the Luo Shu; (3) the study and research of ancient Chinese military thought; (4) the study and research of Chinese and Western history and culture; (5) the study and research of Daoism, Confucianism, and I Ching studies; (6) the study and research of Sinicized Marxist theory; (7) the study and research of the history of Western economics and the history of finance; (8) the study and research of cutting-edge theories in contemporary Western economics and finance; (9) the study and research of various divinatory arts, including Qimen Dunjia, Ziwei Dou Shu, Da Liu Ren, and Taiyi Shen Shu.