



Potential and Barriers to Development in Atule'er Village

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Abstract

Tourist villages, in general, are rural areas with several characteristics worthy of being used as tourist destinations. It has several supporting factors, such as a unique location, unique accessibility to the village and a socio-economic system that also colours the tourist village. The village with steep stairs leading to the sky in the Daliang Mountains, Atule'er Village, Sichuan Province, China, is known as "Cliff Village". There are 2,556 steps to enter the village. Some areas have slopes of almost 90 degrees. The harvest is abundant, but it cannot be transported out due to the difficulty of access to the outside, which requires climbing down a cliff, and transportation still needs to be improved. This research aims to determine the development potential and obstacles of Atule'er Village in Sichuan Province, China. Apart from that, it also seeks to discover the challenges faced in the development process of Atule'er Village. The method used in this research is qualitative, utilizing literary sources such as books, journals and relevant related materials, which are used to collect data about the development potential and obstacles faced by Atule'er Village, Sichuan Province, China. The research results concluded that Atule'er Village, or what is usually called "Cliff Village", is a unique tourist village located around 800 meters above ground level, with a million good and bad stories and continues to grow to become "Tebing Village". "This has been talked about a lot and even become famous.

Keywords: Atule'er Village; Cliff Village; Tourism; Sichuan-China

Introduction

Revolutions in rural development are always an exciting and vital topic on a country's development agenda. One of the most surprising stories that reveals the spirit and perseverance in the face of adversity is that of Atuleer Village, often known as "Cliff Village." Located in a challenging region in the Liangshan Mountains of China's Sichuan Province, Atuleer Village has been thrust into the global spotlight for its extreme geography and the efforts of its people to overcome grinding poverty.

Recently, global attention has focused on the relocation process that has changed the fortunes of 84 impoverished households in Atuleer Village. The project includes the construction of infrastructure that allows access to and from the village, ending their centuries-long isolation. This story reflects the villagers' persistence and hard work and the government's help in solving seemingly impossible challenges. But Atuleer Village is not just a story about physical development. It is a story of social and human transformation, a struggle between man and nature, poverty and hope, and uncertainty and courage. It is a statement about human determination to overcome seemingly insurmountable obstacles and realize latent potential.

In what follows, we will describe the obstacles Atuleer Village faces, the development potential realized, and the efforts to change the village's destiny. As part of the discussion, we will highlight the extreme geography that has been one of the biggest obstacles to the village's development. However, the potential contained in this geographical uniqueness has been translated into a promising tourism industry. Furthermore, we will reveal how education and awareness have been vital in improving the lives of the people of Atuleer Village.

The story of Atuleer Village is not just about a change in geography but also about a difference in the mentality and confidence of the villagers. They are no longer trapped in isolation but have become active participants in the development of their region. The uniqueness of Atuleer Village reflects human resilience in the face of extreme natural challenges and proves that massive change can be realised with hard work and determination. This story serves as an inspiration for all of us to overcome obstacles and develop the potential to create prosperous and sustainable communities.

In a broader view, the story of Atuleer Village also highlights the vital role of cooperation between government and communities in tackling poverty and driving economic development. It is a clear example of how the active participation of villagers and government support can create significant change. As such, we should view the story of Atuleer Village as an inspiration that can be applied to poverty alleviation efforts in other areas that may face similar challenges.

Research Methods

The method used in this research is a qualitative method, which utilizes literature sources such as books, journals, and relevant related materials to collect data on the development potential and obstacles faced by Atule'er Village, Sichuan Province, China. The qualitative method is a research procedure that produces descriptive data from written words from literature sources. Descriptive research is a method that describes the data state of the subject or object of research. Analyse and then try to solve the problem and can provide up-to-date information.

Results and Discussion

Obstacles

The limited environment affects progress, and the difficulty of tempering the optimistic qualities of the villagers, and what they lack is opportunity and change. Extreme geography is one of the main barriers to the development of Atule'er Village. Located in a mountainous area of 2,400 meters, the village is surrounded by steep and rugged cliffs. Access to and from the town is a real challenge, as villagers must climb cliffs as high as 800 meters to reach the outside world. This extreme geography makes the village extremely isolated and jeopardizes the safety of its residents. Residents have to face risks whenever they descend or climb the cliffs, and several tragedies have occurred in the past. This is one of the main obstacles confronting Atuleer Village regarding development and poverty alleviation.

Before starting the poverty alleviation project, Atule'er Village had significant infrastructure limitations. There was no adequate road access to the village, leading to severe isolation. Educational infrastructure, including sufficient schools, could have been improved. With limited public facilities, such as health care and other public facilities, villagers need help getting essential services. These infrastructure limitations act as barriers to the development of the village, as well as increasing the gap between Atule'er Village and other more developed areas in terms of facilities and access.

Inadequacies in traditional industries are highlighted by the fact that most Atule'er villagers rely on sheep farming as their primary income source and a significant family asset. However, they face a severe problem when many sheep die due to disasters, such as falling from cliffs when being carried down the cliffs for sale. These sheep deaths result in a loss of valuable resources and cause hardship for the villagers.

Villagers also face an inability to develop or diversify their industries. Limitations in adopting more modern and profitable business models are also significant obstacles that need to be overcome in the economic development of Atule'er Village. Geographic isolation and lack of adequate infrastructure also limit Atule'er villagers' access to outside markets. This makes it difficult for them to sell their agricultural products and handicrafts. With this limited access, villagers cannot utilize their full potential to generate income from their businesses. The lack of market access also hinders the village's economic growth.

Before the poverty alleviation project, the village faced problems regarding access to healthcare and essential services. Villagers had to make gruelling and dangerous journeys to get medical care and basic services. The lack of health facilities and medical personnel available in the village has been a severe obstacle to maintaining the well-being of the villagers. The need for more necessary skills of most Atule'er villagers in traditional crafts in animal farming and agriculture, referring to the lack of relevant skills for modern industries, is another obstacle. In facing challenges such as tourism business development and industrial diversification, villagers require additional training and education. This lack of skills could hinder the village's economic growth in the long run.

Development Potential

The Chinese government recently proposed a project to alleviate poverty in Atule'er Village. The local government and the community have worked hand in hand to transform the poverty and underdevelopment of the village into development—comprehensive measures to combat poverty range from industrial development and healthcare to entrepreneurship, education, and community awareness. The story of a promising tourism industry makes one of the great potentials in the development of Atule'er Village. The geographical uniqueness of the village has been transformed into an attraction for tourists. Sturdy steel stairs and an improved infrastructure network have opened the door for tourism development that can change people's lives. Atule'er Village has become an increasingly popular and attractive tourist destination, judging by the nearly 100,000 visitors yearly. This has helped create new income sources for the villagers, such as the opening of canteens and lodging places. Strong signal towers are also erected for cell phone signals. The potential of this tourism industry should continue to be developed and enhanced to maximize the economic benefits generated.

The development of community education and awareness can trigger village action. In recent years, education and awareness have become essential factors in advancing the people of Atule'er Village. Kindergarten classes have been established at the primary school in the village below the mountain. Two preschool education points have been based on the hill, and the village primary school below the peak implements a complete boarding system and closed management. One per cent of school-age children in the village are enrolled in school. Educational development, including access to better schools and adequate facilities, has helped children in the town to obtain a better education. It has changed their perspectives and expectations. More than that, education has also helped improve the villagers' skills and

communication abilities. Awareness of the importance of education and knowledge has been vital in moving the lives of the people of Atule'er Village forward.

The development of modern industries can also be used as a platform to increase the income of the village community. Along with the growing tourism industry, there are also efforts to develop modern initiatives that can provide a more stable source of income for villagers. Through establishing cooperatives, developing more profitable crops and agricultural commodities, and introducing more modern business models, villagers can actively participate in these industries. The development of the healthcare industry has also been instrumental in the development of the village. There is one clinic built next to the town at the foot of the mountain, equipped with four general practitioners, and one clinic built on the hill to ensure that villagers receive emergency medical treatment. Over some time,, the village of Atule'er began to feel quiet as 84 families from most of the villagers left their homes for good. They flocked to move to new places and left their sacred steps behind. The new residence is 75 kilometres from Atule'er village in an apartment block close to Zhaojue county town centre. According to state television station CGTN, families from Atule'er village occupy 25 to 100 square meters, equipped with modern kitchens, toilets, running water, electricity and gas.

Conclusion

Atuleer Village, or "Cliff Village," is an inspiring example of how persistence and cooperation can overcome seemingly impossible obstacles. The lives of its inhabitants, who have to climb an 800-meter cliff to connect with the outside world, create a unique story of struggle. Over the past few years, the village has undergone remarkable changes and realized previously unattainable hopes.

Atuleer Village's uniqueness lies in its residents' determination to face extraordinary challenges. With significant infrastructure transformation, development of a thriving tourism sector, and diversification of industries, the village has transformed its fortunes from a backward state to a success in poverty alleviation.

In our quest to achieve poverty alleviation and sustainable development, we must take inspiration from the struggles and achievements of Atuleer Village. Their experience shows that even the most significant challenges can be overcome when people come together to achieve a greater goal. Atuleer Village is a living example of how hard work, patience and determination can transform the future of a previously isolated community into a meaningful part of regional and national development.

With the same drive to innovate and collaborate, we can bring positive change to areas that face similar obstacles. All communities have the potential to thrive, and all villagers can be agents of change in living a better life. By looking at the success of Atuleer Village, we can celebrate human perseverance and use it as a source of inspiration to overcome obstacles and achieve the goals of poverty alleviation and sustainable development.

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