

Research on the Current Situation of Folk Customs Protection in the Tibetan, Qiang and Yi Culture Industry Corridor

Wang,Dongdong

Sichuan Minzu College, Kangding, Sichuan Province

Abstract: Using research methods such as field investigation, logical reasoning, and mathematical statistics, this paper analyzes the difficulties in protecting folk customs in the Tibetan, Qiang and Yi Culture Industry Corridor, and proposes the inheritance path and protection strategies for folk customs in the corridor. The aim is to provide theoretical basis and practical guidance for the protection, inheritance, and development of folk customs in the Tibetan, Qiang and Yi Culture Industry Corridor.

Keywords: Cultural industry corridor; Folk customs; Protection status quo; Traditional culture

DOI: 10.62639/sspjess08.20240101

The Tibetan, Qiang and Yi Culture Industry Corridor is located in the heart of western China. Since ancient times, it has been an important corridor for many ethnic groups to travel, reproduce, migrate, and communicate. The region has a unique natural ecology, diverse cultural forms, and abundant cultural resources. It is an important historical and cultural sedimentary zone in China, and has a special position in the regional development and cultural construction pattern.^[1] The Tibetan, Qiang and Yi Culture Industry Corridor has been an important corridor for many ethnic groups to travel, reproduce, migrate, and communicate since ancient times. The region has unique natural ecology, diverse cultural forms, and abundant cultural resources, making it an important historical and cultural sedimentary zone in China. Folk customs refer to cultural items that have gradually formed and been passed down from generation to generation in the long-term production practice and social life of a nation or a social group, including food, clothing, housing, festivals, folk songs and dances, games and competitions, folk literature, etc. They are popular folk customs and traditions, as well as behavior patterns that have been followed by people throughout generations in specific social and cultural regions.^[2] Folk customs are the carrier of many ethnic traditional cultures, containing profound cultural connotations, and have the ability to inherit local culture and enhance social cohesion; Promote local infrastructure construction and improve urban cultural environment; Enhance the city's image and optimize the role of tourism products.^[3]

1. Folk customs characteristics of the Tibetan, Qiang and Yi cultural industry corridor

(1) Diversity

The Tibetan, Qiang and Yi Culture Industry Corridor has a wide variety of folk customs projects and is a place full of rich folk culture. For example, the traditional ritual dance "Jumping Armor" is a dance with a rich folk style in the cultural industry corridor of the Tibetan, Qiang, and Yi ethnic groups. Its primitive charm and strong ethnic atmosphere leave a deep impression. The Tibetan Qiang Guozhuang dance is a traditional dance in the Tibetan, Qiang and Yi Culture Industry Corridor, showcasing a strong traditional Qiang cultural atmosphere. In addition, there are also hand waving dance, copper bell dance, Qiangdi, sheepskin drum dance, Sarang dance, and so on. Folk sports events such as "pushing poles" and "tug of war" are common folk activities in the Tibetan, Qiang and Yi cultural industry corridor, with profound cultural connotations. The architectural culture of the Tibetan, Qiang and Yi Culture Industry Corridor mainly manifests in the aspects of Tibetan Qiang ancient watchtowers, watchtowers,

(Manuscript NO.: JIESS-24-1-LL001)

villages, cable bridges, Keku plank roads, as well as digging wells and building weirs. For example, the Maerkang Songgang ancient watchtower group is one of the most typical Tibetan and Qiang ancient watchtower groups, while the villages of Sergu Tibetan Village, Ganbao Tibetan Village, Tibetan Zhuokeji Tusi Official Village in Heishui County, Heihu Qiang Village in Mao County, and Taoping Qiang Village in Li County are villages with strong ethnic characteristics. The craft culture of the Tibetan, Qiang and Yi Culture Industry Corridor mainly includes sculpture, weaving, embroidery, painting, and brewing. Among them, sculpture art mainly uses techniques such as round carving, relief, and carving, resulting in vivid images of flowers, birds, insects, and fish, which are often used for daily necessities and architectural decoration.^[4] Overall, the folk customs of the Tibetan, Qiang and Yi Culture Industry Corridor are rich and colorful, including traditional dance and competitive projects, as well as unique architectural styles and craft cultures. These folk customs and cultures are of great significance for understanding and understanding the history and culture of the Tibetan, Qiang and Yi Culture Industry Corridor.

(2) Ethnicity

The folk customs of the Tibetan, Qiang and Yi Culture Industry Corridor have distinct ethnic characteristics, which are mainly reflected in the following aspects: the richness of ethnic culture. There are many ethnic groups living in the Tibetan, Qiang and Yi Culture Industry Corridor, and each nation has its own unique cultural traditions and customs. These cultural traditions and customs are reflected in clothing, diet, festivals, marriage and funeral, making the folk culture of the region extremely rich. The uniqueness of language. All ethnic groups in the Tibetan, Qiang and Yi Cultural Industry Corridor have their own language and words. These languages are important carriers of the inheritance of the cultural inheritance of various nationalities. Their voice, grammar, and vocabulary are unique, reflecting the historical and cultural traditions of various nations. Differences of architectural style. The architectural style of the Tibetan, Qiang and Yi cultural industry corridor area also has distinct ethnic characteristics. For example, Qiang stone houses, and Yi earth palm houses all reflect the unique aesthetic views and architectural skills of various ethnic groups. The continuity of historical traditions. The various ethnic groups in the Tibetan, Qiang and Yi cultural industry corridor have their own historical traditions, which are reflected in their folk culture. For example, the historical legends of the Qiang ethnic group and the heroic epics of the Yi ethnic group are precious records of the historical traditions of various ethnic groups. Their inheritance and development have made the folk culture of the region more vibrant.^[5] Overall, the folk customs of the Tibetan, Qiang and Yi cultural industry corridor have distinct ethnic characteristics, which are mainly reflected in the richness of culture, uniqueness of language and writing, differences in architectural styles, diversity of religious beliefs, and continuity of historical traditions. These ethnic expressions endow the folk culture of the region with unique charm and are an important component of the diversity of Chinese culture.

(3) Endangered

The endangered characteristics of folk customs in the Tibetan, Qiang and Yi cultural industry corridor are mainly reflected in the following aspects: Inheritance crisis. With the acceleration of modernization, many traditional folk cultural activities are gradually disappearing. Many young people are not interested in these traditional folk cultures or choose to leave their hometowns to pursue modern lifestyles, which leads to a crisis in the inheritance of traditional folk cultures. Language is endangered. The Tibetan, Qiang and Yi cultural industry corridor has a wide variety of language types, but with the popularization of Mandarin and the influence of modern education systems, many young generations have gradually lost interest and willingness to learn their own languages, leading to some languages facing endangered situations. Cultural space is limited. With the development of urbanization and industrialization, the cultural space in the Tibetan, Qiang and Yi cultural industry corridor area is gradually being squeezed. Traditional folk activities and rituals can often only be carried out at specific times and places, which are often influenced and limited by modern society. Inappropriate development of cultural resources. In some areas of the Tibetan, Qiang and Yi cultural industry corridor, there are cases of improper development of folk cultural

resources. For example, excessive commercialization and improper tourism development have had a negative impact on folk culture, and even led to the disappearance of some cultural phenomena. External cultural shock, with the process of globalization, the influence of Western culture and other regional cultures on the Tibetan, Qiang and Yi cultural industry corridor is becoming increasingly significant, leading to some traditional folk cultures being impacted and influenced.

2. Dilemmas in the Protection of Folk Customs in the Tibetan, Qiang and Yi cultural Industry Corridor

(1) Lack of overall planning

In 2014, the Ministry of Culture and the Ministry of Finance jointly formulated the overall plan for the Tibetan, Qiang and Yi cultural Industry Corridor. The plan requires cultural administrative departments and financial departments at all levels in the relevant areas of the Tibetan, Qiang and Yi cultural Industry Corridor to formulate the construction plan and implementation plan for the Tibetan, Qiang and Yi cultural Industry Corridor in this region under the unified leadership of the Party Committee and government, combined with local conditions, Strengthen support, services, and supervision for key cultural industry projects. ^[1] In fact, due to the involvement of many provinces and the large area of the Tibetan, Qiang and Yi cultural industry corridor, there is no specific administrative organization for coordination and management, and the overall planning of folk customs is too difficult. Different provinces and cities (prefectures) act independently, lacking top-level design and comprehensive planning. In terms of the management and protection mechanism of folk customs, although the country has issued some laws and policies, it does not match the urgency of the current problems faced by the protection of folk customs. A series of problems related to protection are difficult to be systematically solved, which affects the enthusiasm and effectiveness of the people's protection.

(2) Lack of financial support

The protection of folk customs projects requires a large amount of financial support, and some projects often lack market value, making it difficult to obtain commercial investment. Government investment is also limited, resulting in unsustainable protection work. However, the development of some projects incorporates too many commercial elements, using folk customs as a platform for commercial negotiations and exhibitions. While pursuing economic benefits, it neglects the exploration of cultural connotations, and even leads to excessive commercialization, vulgarity, and homogenization, resulting in changes to its original core elements and spiritual connotations, gradually losing its original ecological value. ^[6] With the development of modern society, many folk customs projects have lost their living environment and conditions. Many people's sense of identification with folk customs projects is gradually weakening, especially young people who are more inclined towards Western folk culture and lack understanding and interest in local folk customs projects.

(3) Lack of comprehensive talents in folk customs

Globalization is an inevitable trend in the process of modernization. With the acceleration of urbanization in China, the soil for folk culture is becoming increasingly scarce. While folk customs bring economic development and ethnic identity to the Tibetan, Qiang and Yi cultural industry corridor, there are also problems in the protection and inheritance of folk customs, but ultimately it is a problem of talent. One is that the group of folk artists is severely aging, and traditional folk art is facing loss; Secondly, there is a serious loss of excellent folk handicraft artists, and some high-level folk handicraft artists are hired by enterprises with high salaries; Thirdly, folk art has not been popularized, and modern young people have a weak interest in learning traditional folk culture; Fourthly, a large number of young people from rural areas flock to cities in order to change their living conditions, which gradually

leads to the loss of the main body of folk customs inheritance. The fifth reason is that the inheritance methods are outdated, and traditional folk customs are usually passed down through family inheritance or apprenticeship, which has certain limitations and is difficult to cultivate talents on a large scale.

3. Countermeasures for the Protection of Folk Customs in the Tibetan, Qiang and Yi Cultural Industry Corridor

(1) Strengthening government management planning

The government's policy guidance plays a crucial role in the protection, development, and inheritance of folk customs, and its function is to play a policy guidance role. Relevant provincial governments should break down regional barriers, establish cooperation institutions, jointly plan cooperation projects, and jointly formulate the overall plan for the development of folk customs in the Tibetan, Qiang and Yi cultural Industry Corridor in accordance with the requirements of the overall planning documents and plans of the corridor. Integrating folk customs to coordinate overall planning and top-level design, exploring new models for the development of folk customs. Organize scattered folk artists and conduct specialized research with experts and scholars to establish folk art archives in the Tibetan, Qiang and Yi cultural industry corridor. Utilize various media to comprehensively expand publicity and enhance the influence of folk art. Provide necessary funding, technology, and resource support for the protection of folk customs, formulate laws, regulations, and policies for the protection of folk customs, strengthen publicity and education on folk customs protection, promote the organic integration of folk customs protection with tourism, economy, and other aspects, in order to enhance the effectiveness of protecting folk customs. When formulating policies on folk customs, the government should take into account regional and cultural diversity, and actively encourage and support the protection, inheritance, and development of folk customs.

(2) Increase funding for folk customs and increase publicity efforts

While actively seeking funding for the protection of folk customs at the national, provincial, and municipal levels, we will also strengthen the staff of various levels of folk customs protection institutions, increase work funds, conduct business training, improve office conditions, and optimize the working environment. At the same time, we will increase the promotion of folk customs and create a promotional atmosphere by promoting folk culture through various means. First, use Douyin, Kuaishou, TV, radio, official account, etc. to strengthen the publicity and dissemination of folk culture, and improve the public's awareness and attention to folk culture; The second is to establish a folk art website for the Tibetan, Qiang and Yi cultural industry corridor, and improve the content of folk customs; The third is to incorporate folk art patterns into public service advertisements, promoting socialist core values while popularizing folk art. Only through comprehensive promotion can we better protect and inherit folk customs, and let folk culture shine with new vitality and vigor.

(3) Establishing a talent pool of folk artists and developing folk tourism industry

Promote various forms of inheritance models such as master apprentice inheritance, group inheritance, and social inheritance, and cultivate a group of leading talents and successors in the field of folk art. Give full play to the role of school education, increase the efforts of introducing folk customs into schools, let folk art enter the classrooms of primary and secondary schools, cultivate students' interest in folk customs, improve their understanding of local ethnic folk culture, and lay a good foundation for cultivating inheritors of folk culture. It is possible to form a folk interest group, hire folk experts to give lectures, and regularly hold exchange activities. Promote inter provincial collaboration in promoting the construction of cross regional ecological and cultural zones along the Tibetan, Qiang and Yi cultural Industry Corridor, and create a distinctive "folk customs+tourism" cultural industry along the corridor to activate folk customs resources. Based on folk customs, utilizing modern network information dissemination channels, increasing publicity and promotion, creating a theme brand for folk tourism, and promoting the

development of folk tourism industry in the Tibetan, Qiang and Yi cultural industry corridor.

References

- [1] Notice of the Ministry of Culture and the Ministry of Finance on the Overall Plan of the Tibetan, Qiang and Yi Cultural Industry Corridor [EB/OL] (2014-03-03) [2024-01-16] http://www.gov.cn/gongbao/content/2014/content_2711451.htm.
- [2] Zhang Yaping. Research on the Current Status of Inheritance and Protection of Folk Culture in Ninghai [J]. Popular Literature and Art, 2017 (03): 50-53.
- [3] Lu Xiao. Research on the Interactive Development of Iconic Festivals and Local Industries Based on Stakeholders: A Case Study of China Tofu Culture Festival [J]. Journal of Anhui University of Technology (Social Sciences Edition), 2010,12 (02): 95-99.
- [4] Zheng Yingli. Analysis of the Types, Inheritance, and Protection Measures of Urad Mongolian Folk Culture [J]. Journal of Jining Normal University, 2023,45 (06): 92-95.
- [5] Wang Haijun, Yang Hongtao, Wang Zijian, et al. Research on the Inheritance of Folk Sports in Eastern Hebei from the Perspective of Intangible Cultural Heritage Protection [J]. Contemporary Sports Technology, 2023,13 (32): 103-105.
- [6] Li Yahui. Research on the Integrated Development of Festival Sports and Tourism in the Tibetan, Qiang and Yi Corridor [J]. Cultural and Sports Goods and Technology, 2023 (06): 71-73.

Funding

Fund support: The school's self funded scientific research project "Research on the Protection and Tourism Development of Folk Cultural Heritage in Villages along the Tibetan, Qiang and Yi Cultural Industry Corridor", project number: XYZB2319SB.

About the Author

Wang,Dongdong (1988-), male, Han nationality, master degree candidate, research direction: physical education teaching.