

# Research on the Rural Vitalization and the Minority Nationality Intangible Cultural Heritage Protection and Transmission: The Case Study of Shuilao in Xuyong County

Tianling Deng, Li Xiao\*

School of Foreign Languages, Southwest Medical University, Luzhou, Sichuan, China, 646000

E-mail: xiaoli60711@163.com 1339885581@qq.com

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**Abstract:** This paper aims to present a study, whose objective is to analyse whether and to what extent feasibility can boost the development of rural vitalization and Intangible Culture Heritage protection and transmission of Shuilao Village. On the basis of investigation and research, used the relevant scientific methods, this paper is designed to combine the two sphere of rural vitalization and Intangible Cultural Heritage inheritance and protection of Shuilao, and to explore and find a suitable theory to guide the practice in order to open a new perspective for both.

## 1. Introduction

### 1.1. Present Situation

The problems of the Yi Minority Nationality Village Construction and the Intangible Cultural Heritage <sup>1</sup>(ICH) protection and transmission: First, the architectural styles of Shuilao, located in Xuyong County, were basically the styles of Han nationality, and only a very small part of them retain the Yi Minority styles, that is, as the inherited and protected land of the Intangible Culture Heritage of the Yi people, villages of the Yi Minority are disappearing. On the other hand, the aged structure of the inheritors is unreasonable and tends to be aging. In addition, the ICH project of Shuilao is only in oral form without written records. Moreover, the capital investment of the ICH project is not enough to support it. Hence, the problem is the imbalance between protection and inheritance amongst the numerous Yi Minority Nationality Intangible Culture Heritage Projects. Taking the latest situation of domestic researches for example, experts and scholars mainly study from the macro perspectives, such as the research of Mohammad Ravankhah, Michael Schmidt and Thomas Will (2017)<sup>[1]</sup>, Jinhua Dou, Jingyan Qin, Zanzia Jin, Zhuang Li (2018)<sup>[2]</sup>

### 1.2. Significance

According to statistics, China is a country with the largest number of Intangible Culture Heritage in the world. As we all know, ICH is an important part of the traditional culture and history, representing a nation's identity and cultural characteristics. To protect and to inherit the Intangible Culture Heritage is not only related to the ICH project, but also affects the continuation and carrying forward of the whole Chinese civilization.

After studying the projects of China in the latest three years, I find that there are no related researches on the village construction and ICH about Luzhou, whereas the ICH researches are mainly focused on the macroscopic level of tourism culture. Recently, when I search the ICH and Rural Vitalization for keywords on the China National Knowledge Infrastructure (CNKI), there are only a few articles about it. Therefore, it is necessary to carry on an in-depth investigation on ICH, the minority villages construction and Rural Vitalization in our city, to conform to the National

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<sup>1</sup>An **intangible cultural heritage (ICH)** is a practice, representation, expression, knowledge, or skill, as well as the instruments, objects, artifacts, and cultural spaces that are considered by UNESCO to be part of a place's cultural heritage. Intangible cultural heritage is considered by Member States of UNESCO in relation to the tangible World Heritage focusing on intangible aspects of culture.

Rural Vitalization Strategy<sup>2</sup>, to promote the ethnic minorities development and cultural transmission, to enhance the value identity and sense of belonging of minority traditional culture, and to display Luzhou's charm on the international stage in a better way.

## **2. Content**

### **2.1. Research Perspective**

With high attention to minority villages construction from the Central Committee of the Communist Party of China (CPC) and the State Council, the Rural Vitalization Strategy proposed in the report of the 19<sup>th</sup> National Congress of the Party<sup>[3]</sup>, on the December 29, 2017, this is the first time that the Central Rural Work conference announced that we will staunchly going on the Socialism Rural Vitalization road with Chinese characteristics<sup>[4]</sup>, to advance the Prosperity of Rural Culture, so that the countryside will become a beautiful homestead for living and working in peace and contentment. This project intends to research the relationship between the village construction of Shuilao in Xuyong County, Luzhou City and the present ICH projects of Yi Minority, to combine the New Countryside Construction and Rural Vitalization Strategy. Therefore, cultural heritage, village construction and rural vitalization of the three will be united.

### **2.2. Research Methodology and Approaches**

Literature Methodology: Studying on the Rural Vitalization Strategy and Minority Nationalities Intangible Cultural Heritage protection and transmission by reference to the Literature; establishing the fundamental theory of the subject.

Investigation Methodology: Through field investigation, this project intends to discuss the Rural Vitalization and the ICH protection and inheritance in Shuilao, Xuyong County

Qualitative analysis: By using the Rural Vitalization Strategy, this project analyzes the types, regularity and regional cultural characteristics of ICH in Shuilao.

Inductive Methodology: In the selected villages and ICH projects, this article summarizes the strategies or principles to adapt the construction of Shuilao, the strategy of Rural Vitalization and the commitment and protection of ICH.

### **2.3. Research Objective**

In the process of the ethnic minority characteristic village's construction and vitalization, how to effectively promote the ICH inheritance has become a problem which is widely concerned and urgently solved by the society. Based on the analysis of the driving factors of transmission of Shuilao ICH, drawing lessons from the successful experience of the relevant theories to go by, and in accordance with the correlation between the various driving factors, this project argues in detail how to provide a heritage land to guard and inherit the ICH through the vitalization of Shuilao village. In return, we can construct a basic model of the construction, vitalization and heritage of Shuilao village and the ICH to provide some references for the sustainable development of the heritage of ethnic minorities.

### **2.4. Research Standpoint**

#### **2.4.1 Firstly, it is necessary to investigate the status of Shuilao village construction and the protection and inheritance of Yi Minority nationality ICH**

Shuilao is one of the countryside in Xuyong County, located in the southwest of this county. Across the Chi Shui River, the county lies between the south of Guizhou Province and Yun Nan Province, bordering Yun Nan Province to the west, known as "a place adjoins to three different provinces from which people could hear the crow simultaneously". The three ethnic nationalities of Han, Yi and Miao inhabits here. Facing challenges and opportunities in the process of modernization, this closed village was confronted with great spiritual and cultural shock when all

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<sup>2</sup>The rural vitalization strategy proposed at the CPC's 19<sup>th</sup> National Congress held in October 2017 has promoted the development the rural tourism of Tai'an, Shandong province.

kinds of new things came into reality. Han culture has great influence on this village, which means that their basic habits of shelter and food are basically as same as those of Han people. Almost all the ICH have changed or even disappeared. Only few have been utilized and developed in different ways in Shuilao. Therefore, it is necessary for Shuilao to strengthen the village construction in order to promote the protection of inheritance sites and the construction of new inheritance sites, and to achieve the sustainability of ICH inheritance.

#### **2.4.2 Secondly, enhancing the value identity of Yi people in Shuilao; protecting and inheriting ICH**

Through the reasonable system of rewards and punishments and the Market Operation Mechanism, government should inspire Shuilao villagers to protect and inherit the Yi Minority nationality ICH as well as confirm; encourage and reward inheritors of Yi minority nationality Intangible Cultural Heritage by means of establishment and perfection of Mechanisms, such as the Building Rating System in village, especially for the inheritors, who have a great contribution to the heritage culture, to give a large amount of subsidies and recognition. At the same time, government should actively encourage master to train their students more, to teach their exclusive skills more and in nurturing talent for the future, to communicate with other inheritors, to participate in all kinds of international and domestic activities, and then to expand the visibility through proper market-oriented operation and enhance the Shuilao villagers' value and sense of belonging to this traditional culture.

#### **2.4.3 Thirdly, relying on ICH resources whereas accelerate the pace of vitalization of rural**

Relying on the two characteristics of "folk" and "ecological", it is vital to accelerate the development of characteristic tourism industry and to integrate the cultivation of Yi Folk customs, cultural landscape, ecotourism and Yi Handicraft. It is not only to develop the culture tourism industry but also to take advantage of Private Capital to participate in the Development of Cultural Industry by means of sole proprietorship and Joint Venture. What's more, it aims at preliminary formation of the pattern of "Enterprise as the Leader, Village as Carrier and Yi Nationality Farmers as the Group" to drive the development of the surrounding area of Xuyong County.

### **3. Conclusion**

The value of this essay mainly embodies in the innovation of research angle. At present, this research of minority villages mainly focuses on the combination of ethnic village's construction and the minority nationalities ICH, the results of which has a very important theoretical research significance and practical significance. For the former one, this project not only enriches the theoretical rational of the Rural Vitalization Strategy and ICH research, but also protects the ICH and helped to reconstruct the value identity and sense of belonging of traditional culture, meanwhile, it plays an important role in economy, cultural and social construction of Shuilao. For the last one, the practical significance of this subject is the complementary relationship between the two parts, that is, the Rural Vitalization development to promote the Intangible Cultural Heritage protection and transmission, while the protection and inheritance of ICH to regurgitation-feed the basic pattern of Rural Vitalization.

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Corresponding author: Li Xiao

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