

# Protection and Development of Ethnic Minority Characteristic Cultural Villages

-- A Case Study of Panzhihua

Xiangli Zhang \*

School of Chinese Language and Literature, Panzhihua University, Panzhihua, China

\* Corresponding author Email: 775492086@qq.com

**Abstract.** In the process of protecting and developing ethnic minority characteristic cultural villages in Panzhihua, the overall trend of rural revitalization and development in Panzhihua is to make reasonable use of the unique resources of each ethnic minority village and build ethnic minority characteristic villages with rich cultural elements. For a long time, there have been problems in the protection and development of ethnic minority cultural villages in Panzhihua, such as insufficient local government awareness, single cultural village functions, serious loss of young labor force, and a lack of reasonable planning and scientific management. For this reason, this study will explore new ways to protect and develop ethnic minority cultural villages with distinctive characteristics in Panzhihua. This approach has significant practical significance for the inheritance of ethnic minority culture, ecological environment protection, rural revitalization, and sustainable economic development in Panzhihua.

**Keywords:** Ethnic Minorities; Characteristic Cultural Villages; Protection and Development.

## 1. Introduction

Panzhuhua is a multi-ethnic gathering area, with a total of 43 ethnic groups, of which the Han ethnic group accounts for 86.7% of the city's population. Among the 42 ethnic minorities, the population is 139300, accounting for 13.3% of the total population. Among the 42 ethnic minorities, the Yi ethnic group accounts for 8.9%, followed by the Lisu, Miao, and Naxi ethnic groups. There are a total of 78 townships under the jurisdiction of Panzhuhua, including 23 Yi townships, 2 Lisu townships, 1 Miao township, and 39 ethnic villages distributed in other townships (towns), making it a typical scattered residential area for ethnic minorities.

The ethnic minority villages distributed in various towns and villages in Panzhuhua have distinct distinctive ethnic cultures. Ashuda Village, Zhuangshang Village, Yisala Village, and other villages have been named as "Chinese Ethnic Minority Characteristic Villages" by the National Ethnic Affairs Commission. Currently, with the advancement of urbanization construction in Panzhuhua City, the development of sunshine health tourism industry, the rise of the second and third industries in characteristic cultural villages in Panzhuhua, and the collision and integration of foreign culture and traditional values of villagers, the cultural protection of ethnic minority characteristic cultural villages in Panzhuhua is facing great challenges. There have been problems such as insufficient emphasis on ethnic culture and gradual weakening of ethnic cultural characteristics. Therefore, exploring how to protect minority cultural villages in Panzhuhua and how to develop and inherit the culture of ancient villages is of great practical significance for the economic development of ethnic minorities.

## 2. Characteristics of Traditional Ethnic Cultural Villages in Panzhuhua

### 2.1 Villages and Traditional Villages

Villages refer to large settlements or groups of settlements composed of multiple settlements. Nowadays, they are commonly used to refer to areas with concentrated population distribution, including natural villages, village areas, etc[1]

Traditional villages refer to villages with high historical, cultural, and economic value that possess both material and intangible forms of cultural heritage. Relying on diverse ethnic groups and unique

geographical spatial characteristics, they have become an important component of traditional Chinese culture with their unique ethnic and regional characteristics[2]. Traditional villages have gradually formed through the long-term inheritance of agricultural civilization, possessing significant historical, cultural, scientific, artistic, economic, and social values. They contain rich historical information and cultural landscapes, and are the greatest legacy of China's agricultural civilization. They condense historical memories and reflect the progress of civilization. Traditional villages not only have functions such as historical and cultural inheritance, but also have important value in promoting agricultural modernization and ecological civilization construction.

## **2.2 Characteristics of Yi traditional villages in Panzhihua**

The Yi ethnic villages in Panzhihua have unique characteristics, reflecting the superb architectural manufacturing technology and wisdom of ethnic minorities, and reflecting the traditional village characteristics of various ethnic minorities in Panzhihua. They have high historical and cultural value. The traditional villages of the Yi ethnic group in Panzhihua not only have a large number, wide distribution, diverse types, a large population (about 100000 people), a long history, distinct characteristics, and rich cultural connotations, but also have become a beautiful scenic spot in the traditional villages of Panzhihua.

Here, we take Yishala village, Pingdi town, Renhe District, Panzhihua as the research object and discuss the characteristics of Yi traditional villages in Panzhihua. Yishala Village is located at the junction of western Sichuan and western Yunnan, covering an area of 34 square kilometers. It governs 7 agricultural villages, with a population of 518 households and 2245 people. The Yi population accounts for 96% of the total population and belongs to the Lipo branch of the Yi ethnic group. This village has historically been a post station on the Razha Ancient Ferry of the ancient South Silk Road. Due to long-term multi-ethnic exchanges and integration, it has formed a unique and well-known Li Po folk culture, architectural culture, and ancient music for discussing classics both domestically and internationally.

The buildings in Yishala Village are mostly characteristic of the Jiangnan water town, with the main type of houses being small quadrangles, all of which are civil structures. The roof is made of plate and tube tiles, with board wall decoration and wood carving, and the workmanship is exquisite. The streets and alleys of the village, as well as the mule and horse inns, have traces left by the ancestors of the Ming Dynasty in Nanjing. Each family has built courtyards, with one front and two sides, exquisite tiles, exquisite eaves, and carved wooden windows, all of which reveal the exquisite and meaningful charm of the Jiangnan water town.

For over 600 years, the unique ancient music of Yishala Village has continued to yearn for and pursue the culture of the Central Plains in this remote Yi ethnic village. The Lipo Yi people in Yisha Village are a unique ethnic group. The "Li" in Lipo refers to women, the "Po" refers to men, and the "Lipo" refers to women's hard work and wisdom. Men are strong and brave, and the Lipo Yi people fully reflect the profound historical and cultural accumulation of Yisha.

## **3. Problems in the Protection and Development of Ethnic Cultural Villages in Panzhihua**

### **3.1 Lack of Reasonable Planning and Scientific Management in the Protection and Development of Ethnic Minority Characteristic Cultural Villages in Panzhihua**

At present, the traditional and distinctive cultures of ethnic minorities in Panzhihua are undergoing a process of decline and change. The loss and decline of tangible material and intangible spiritual cultures of some ethnic minorities are becoming increasingly severe. Especially with the impact of network technology, information technology, market economy, and foreign culture, the distinctive cultures of many ethnic minority villages with a long history are gradually disappearing. Some traditional techniques with strong cultural heritage have no successors, and many precious cultural

relics reflecting ethnic characteristics are being lost in large quantities[3]. The inheritance and development of the unique culture and unique craftsmanship of the ethnic minorities in Panzhihua have no successors, and the integration of ethnic village tourism and ethnic characteristic culture lacks rich connotations. How to excavate, inherit, develop, realize, integrate with the market, and utilize the unique cultural advantages of Panzhihua's ethnic minorities to promote rural economic and social development requires the government to carry out reasonable planning and scientific management.

### **3.2 Insufficient Understanding of Local Governments on the Protection and Development of Ethnic Minority Cultural Villages in Panzhihua**

In the process of protection and development of ethnic minority cultural villages in Panzhihua, the awareness problems of local grass-roots government departments are reflected in the following aspects: First, the awareness of historical value, artistic value, scarcity and non renewable nature of ethnic minority villages in Panzhihua is insufficient, the awareness of protection of ethnic minority cultural villages is weak, and the orientation of cultural village development is inaccurate; Secondly, in the process of village development and construction, only focus on the economic development of ethnic minority villages, do not pay attention to the cultural protection of ethnic minority villages, only focus on immediate interests, and lack a long-term awareness of sustainable development; Thirdly, insufficient publicity for the protection and development of ethnic minority villages has led to a lack of awareness and enthusiasm among ethnic minority villagers in participating in the protection and development of characteristic cultural villages. Villagers generally believe that the protection and development of ethnic villages costs a lot and the economic benefits are slow to achieve; The fourth pair of folk artists in ethnic minority characteristic cultural villages lack protection and incentive mechanisms, and do not pay attention to the cultivation of folk artists. This has led to some old folk artists gradually withdrawing from the historical stage, leaving no successors for traditional ethnic crafts.

### **3.3 The Hollowing Out of Ethnic Minority Cultural Villages in Panzhihua is Severe**

Due to the fact that the majority of ethnic minority cultural villages in Panzhihua are located in remote mountainous areas, with very underdeveloped economies and inconvenient transportation, the speed of economic development in these villages is far from synchronized with the pace of the times. Young laborers with certain knowledge and culture in the villages follow the trend of the times and go out of the mountains to seek opportunities for their own development in economically developed areas, showing the phenomenon of young people taking pride in going out of the villages, As a result, ethnic minority characteristic villages in Panzhihua lack young labor force and suffer from serious hollowing out. Traditional dwellings are in disrepair and dilapidation, leading to the disappearance of natural and cultural villages that blend with mountains and rivers.

### **3.4 Lack of Distinctive Cultural Brands in Ethnic Minority Villages in Panzhihua**

In the process of rural revitalization and development, the problems in the protection and development of ethnic minority villages in Panzhihua are mainly reflected in the following aspects: firstly, the vast majority of development projects in ethnic minority villages are mainly focused on tourism, with a single structure and function. The means of attracting tourists still remain in festival activities such as the "Yi Torch Festival", "Mountain Sacrifice Festival", and "Yi New Year", without forming a sustainable and normalized tourism project, resulting in limited profit space for ethnic minority villages; Second, the cultural theme of ethnic villages is not prominent, ethnic villages lack connotation construction, and the unique talk about ancient music, singing and dancing, food culture, and Yi costumes have not yet formed a systematic industrial chain; Third, the folk custom museums built in ethnic villages did not really show the cultural resources with ethnic characteristics. Ethnic villages failed to integrate the functions of sunshine health care, experience farming, leisure pension, leisure entertainment and featured snacks, and the colorful traditional culture, folk customs, humanistic history and food culture of Panzhihua ethnic minorities were not fully reflected; Fourthly,

the distinctive architecture, tourism products, and ethnic handicrafts of ethnic minorities have not produced a local ethnic brand effect.

#### **4. Protection and Development Ideas for Ethnic Minority Characteristic Cultural Villages in Panzhihua**

##### **4.1 Exploring the Protection and Development Model of Panzhihua Ethnic Minority Characteristic Cultural Villages under the Support of Policies**

In order to promote the protection and development of ethnic minority characteristic cultural villages in Panzhihua, local governments should introduce relevant policies for the protection and development of ethnic minority characteristic cultural villages, establish a joint mechanism between villagers and society, and protect and develop important valuable buildings, folk crafts, ethnic costumes, and traditional festivals in ethnic minority villages through legislation. At the same time, under the guidance of policies, Establish a village rules and regulations system based on the village clan as the basic unit to compensate for the shortcomings of government regulations.

Under the guidance of policies introduced by the government, exploring the protection and development model of ethnic minority characteristic cultural villages in Panzhihua should consider the following aspects: first, establishing a model of rural leisure ecological resorts. Taking Yishala Village in Panzhihua as an example, due to the influence of the hot and dry valley heat flow of the Jinsha River, Yishala Village has formed a climate of "no severe cold in winter, no scorching heat in summer, dry and cool in winter and spring, rainy in summer and autumn, and distinct dry and wet". With an average temperature of 16 °C, Yishala Village is rich in high-quality fruits, which is very suitable for sunny health and tourism vacation. In order to meet the needs of various levels of sunshine health and tourism vacation, scientific planning should be carried out in the development process of the village Unified management of services, improvement of quality, and development based on the model of rural leisure resorts to meet the needs of various age groups;Secondly, establish a tourism model for ethnic minority cultural villages. In the process of protection and development of ethnic cultural villages in Panzhihua, we should deeply explore the cultural connotation of ethnic characteristics, such as unique and antique folk houses, the time-honored "Torch Festival", the characteristic cultural snacks - "Roasted whole lamb", etc., to explore the highlights of tourism in ethnic cultural villages, improve the experience and feelings of tourists, and take the tourism model as the mainstream model of development and protection of ethnic cultural villages;Thirdly, introduce a new development model of "Internet". In recent years, the "Internet" model has changed people's production, living and working methods, led the New Normal of innovative development, and provided new ideas for the protection and development of ethnic minority cultural villages. In the process of protecting and developing ethnic minority characteristic cultural villages in Panzhihua, the application of "Internet" technology can achieve digitization of ancient building protection, expand sales channels of local specialties in ethnic minority areas, improve the industrial structure of ethnic minorities, and promote the comprehensive development of ethnic minority economy.

##### **4.2 Deeply Excavate the Active Culture of Ethnic Minorities in Panzhihua and Promote the Construction of Rural Civilization**

The protection and development of ethnic minority characteristic villages in Panzhihua should focus on protecting the ethnic culture, architectural style, architectural techniques, natural environment, and rural landscape of the villages, enhancing the villagers' awareness of protecting traditional culture, integrating ethnic cultural protection into their daily lives, and making ethnic minority characteristic cultural villages more culturally rich and historical[4].

In the protection and development process of ethnic minority characteristic villages in Panzhihua, such as Ashuda Village, Zhuangshang Village, Yisala Village, etc., it is necessary to attach importance to the construction of characteristic culture in folk activities, food, clothing, handicrafts,

production methods, and other aspects. It is necessary to do a good job in the active inheritance of ethnic culture, actively guide and encourage villagers to integrate traditional festivals, ethnic languages, songs and dances, folk crafts, wedding and funeral customs into the daily lives of ethnic minorities, Actively display and inherit ethnic culture, and promote the civilization construction of ethnic minority cultural villages in Panzhihua. At the same time, in order to better protect and develop the traditional culture of ethnic minority villages in Panzhihua, it is necessary to pay attention to the in-depth exploration of the village's historical evolution, ethnic songs and dances, folk customs, ethnic characters, ethnic languages, classic stories, ancestral teachings and family rules, ethnic diets, traditional medicine, etc. [5], and use modern information technology and network technology to dynamically display the spiritual style and distinctive culture of the ethnic minorities in Panzhihua, Promote the construction of rural civilization.

#### **4.3 Protect and Develop Ethnic Minority Characteristic Villages in Panzhihua, and Create an Ecological and Livable New Countryside**

The ethnic minority characteristic villages in Panzhihua are natural and beautiful residences where all ethnic groups and nature coexist and prosper harmoniously. They are a miniature landscape that showcases the ethnic minority characteristic culture of Panzhihua. Therefore, the protection and development of ethnic minority characteristic villages in Panzhihua should start with various characteristic residences of 42 ethnic minorities. Under the scientific management and unified planning of the government, the civil structure, board tube and tile houses When protecting and developing the unique style of residential buildings with panel wall decoration and wood carving, scientific planning and reasonable layout should be carried out to fully reflect the characteristics of ethnic minority buildings.

When planning and constructing Yi villages, the "Yi Torch Festival" square should be specially created to facilitate the solemn worship activities of Yi villages, such as sacrificing heaven and earth, sacrificing fire, sacrificing ancestors, dispelling evil, praying for the prosperity of the six livestock and the abundance of grain, and realizing the Yi people's desire to respect natural laws and pursue a happy life. In the process of renovating the houses of the Yi ethnic group, it is necessary to respect the traditional cultural habits of Yi villages, pay attention to the overall appearance of Yi villages, and aim to enhance the social effect of Yi villages.

In the process of promoting rural revitalization and implementing the goal of ecological livability, ethnic minority characteristic villages in Panzhihua should follow the development concept of sunshine and health, ecological development, and characteristic agriculture, with improving the living environment of ethnic minority characteristic villages as the core, guiding the planning and construction of ethnic minority characteristic villages with scientific development concepts, and combining the resource advantages and cultural characteristics of ethnic minorities to create a beautiful ecological livable countryside.

#### **4.4 Creating High-quality Tourism Routes to Promote the Development of Rural Tourism in Ethnic Minority Villages in Panzhihua**

Due to the wide distribution of 42 ethnic minority villages in Panzhihua, the protection and development of ethnic minority villages should focus on the overall tourism strategy of Panzhihua and create high-quality tourism routes with the characteristics of Panzhihua ethnic minority villages. At the same time, combined with the colorful ethnic customs, profound red cultural heritage, and the actual characteristics of ethnic villages in Panzhihua, guided by the Yi ethnic villages in Panzhihua, the construction of ethnic cultural corridors should be scientifically planned. During the construction process, it is necessary to deeply explore the cultural tourism highlights of various ethnic minorities, enrich the connotation of cultural tourism construction, create a Panzhihua ethnic cultural tourism circle, and achieve high-quality tourism routes The construction of industrial parks and ethnic cultural corridors should be synchronized, fully utilizing the advantages of various ethnic minority

characteristic villages, achieving a combination of "tourism+culture", and promoting the better development of ethnic minority characteristic villages.

#### **4.5 Evaluation Method for Constructing the Protection and Development of Ethnic Minority Characteristic Villages in Panzhihua**

In the process of protection and development of ethnic minority villages in Panzhihua, comprehensively integrate the cultural landscape resources of ethnic minority villages, and establish an evaluation method for the protection and development of ethnic minority villages. The purpose is to record the key data of ancient buildings and realize data visualization through field mapping of ancient buildings in ethnic minority villages; By effectively evaluating the climate conditions in ethnic minority residential areas, we aim to achieve the orderly development of the "Sunshine Health and Wellness" industry; Through the evaluation of ethnic minorities' folk customs such as talking about classics, ancient music, singing and dancing, clothing, Roasted whole lamb, etc., the tourism resources of ethnic minorities are excavated to promote the comprehensive development of food culture and rural eco-tourism.

Through evaluation and construction, tourists can see the beautiful scenery of elderly people smoking bamboo pipes and sitting by the door in Yi ethnic villages; You can hear the graceful folk songs of the Yi people's ancient music; You can feel the intoxicating and captivating scent of Yisala in the fresh breeze. Therefore, through the evaluation of the protection and development of ethnic minority characteristic villages in Panzhihua, data on important ancient buildings, folk customs, and climate conditions will be stored, providing strong data support for the subsequent protection and development of the village.

### **5. Conclusion**

The report of the 19th National Congress of the Communist Party of China proposed the village revitalization strategy, which provides a historical opportunity for the protection and development of ethnic minority characteristic villages in Panzhihua. In the process of promoting the revitalization of ethnic minority characteristic villages in Panzhihua, it is necessary to adhere to local conditions, planning first, gradual progress, comply with the laws of village development, and advance according to the historical culture, development status, location conditions, resource endowment, and industrial foundation of the village. Explore the core resources for the development of ethnic minority villages, respect science, conform to nature, break through the development difficulties of ethnic minority cultural villages, transform cultural resources into capital for the economic development of various ethnic minority villages, form brand industries with ethnic minority characteristics, and promote the revitalization of ethnic minority cultural villages in Panzhihua.

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