

Research on the "Intangible Cultural Heritage + Agricultural Tourism" Industrial Model of "Tiaocai" in Nanjian

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Abstract

In the context of promoting the rural revitalization strategy, the combination of the inheritance of intangible cultural heritage and rural tourism has greatly promoted the development of rural economy. "Intangible cultural heritage + agricultural tourism" is the best industrial form that combines rural natural and human resources. Nanjian Yi Autonomous County, Yunnan Province, as a successful case of its industrial model, has firmly grasped the brand effect of Nanjian's "tiaocai" culture, and has laid the "tiaocai", "protection card", "talent card", "innovation card" and "tourism card", making the art of "jumping vegetables" in banquets and courtesy truly become a spiritual bond to promote the harmonious coexistence of all ethnic groups in Nanjian. At the same time, relying on "high mountains, pure land, and ecology", the county vigorously develops the tourism industry, and firmly follows the road of "leading by culture and tourism, integrating three industries, and green development". This paper studies the unique advantages and practice of the industrial model, discovers the existing problems of the art of "jumping vegetables", and puts forward suggestions for its development.

Keywords

Nanjian "Jumping Vegetables"; Intangible Cultural Heritage; Rural Tourism.

1. Overview and Characteristics of Nanjian's "Tiaocai" and "Intangible Cultural Heritage + Agricultural Tourism" Industries

"Tiaocai" is the vegetable-carrying dance. It is a ceremonial dance of the Yi people that combines dance, food, music and costumes at major banquets and events. The difference between "jumping dishes" and the general flowing water table is that it combines dance and food, which is the most artistic way of serving dishes, reflecting the high degree of unity of artistry and practicality.

The art of "jumping vegetables" is scattered in many places in Yunnan, but the most distinctive one is the art of "jumping vegetables" in Dali Nanjian Yi Autonomous County. Nanjian "jumping vegetables" is not only widely distributed geographically, but also has a large number of participants. The custom of "jumping vegetables" is found in villages in five towns and three townships, especially in Wuliangshan Town, Xiaowandong Town and Gonglang Town. Its art has been passed down from generation to generation, constantly introducing new ones, and is quite distinctive, with strong artistic appeal and distinctive national characteristics. Therefore, on February 26, 2003, Nanjian Yi Autonomous County was officially awarded the title of "Hometown of Chinese Folk "Tiaocai" Art" by the Ministry of Culture.

With the advancement of industrialization, the current "tiaocai" has gradually developed from a free impromptu performance by neighbors in the village to a paid professional performance by "tiaocai" practitioners or artists. Due to the different purposes of the banquet, the requirements for the performance and presentation of "jumping dishes" are also different. At the same time, the rich connotation and denotation of the art of "jumping vegetables" make it in line with the entertainment industry and catering service industry.

At the same time, Nanjian has a unique natural environment. In Nanjian County, there are Wuliang Mountain Cherry Blossom Valley, Nanjian Soil Forest Scenic Area, Wuliang Yam Valley, Wuliang Mountain National Nature Reserve, Lancang River Reservoir in Xiaowandong Town, etc. Among them, the most famous ones are Cherry Blossom Valley and Nanjian Soil Forest. Cherry Blossom Valley is located in the territory of De'an Village Committee, Wuliangshan Town, Nanjian County. It is the first AAA-level scenic spot in Nanjian County. There are thousands of acres of tea gardens and a tree of fiery cherry blossoms. It is a model of the integration of culture and tourism in Nanjian County. From the end of November to December every year, the winter cherry blossoms planted in the tea garden compete to bloom, forming a fairyland on earth in the cherry blossom valley of the tea garden. Cherry Blossom Valley covers an area of about 2,000 mu and is distributed in three areas. Open to tourists free of charge, the scenic spot is equipped with viewing platforms, toilets, catering, accommodation and other infrastructure. Many photographers flock here every winter.

Nandong County built the soil forest into the first night-time tourist attraction in Dali Prefecture. The soil forest is called "flowing oil painting". If you look at it during the day, you may feel the sentiment of "broken mountains and rivers". When night falls, the help of lights will give people a great shock.

Relying on "high mountains, pure land, and ecology", Nanjian County vigorously develops special tourism projects such as cherry blossom viewing in the immeasurable cherry blossom valley, wild fishing on the Lancang River, farmhouse, riverside homestays, water entertainment facilities, mid-level hotels, and tea-making experience.

2. Analysis and Thinking on the Development Status of Nanjian's "Tiaocai" and "Intangible Cultural Heritage + Agricultural Tourism" Industries

After years of development, "jumping vegetables" has become the most representative national culture of Nanjian. Nanjian County makes full use of the brand effect of "Tiaocai", insists on carrying forward the national culture of Yi Township, insists on playing "Tiaocai", "protection brand", "talent card", "innovation card" and "tourism card" well, so that "Tiaocai" can truly become a spiritual bond that promotes the harmonious coexistence of all ethnic groups in Nanjian, let "Tiaocai" truly become the driving force for the development of the "intangible cultural heritage + agricultural tourism" industry, and let "Tiaocai" truly drive rural revitalization.

The first is to play a good "jumping" and "protection card". Establish national, provincial, and state-level inheritor systems. Up to now, Nanjian has 1 representative inheritor of "Tiaocai" intangible cultural heritage at the national level, 5 at the provincial level (1 deceased), 7 at the state level, and 14 at the county level (1 deceased). There are 9 state-level "tiaocai" masters; to improve the concept of protection and strengthen the construction of "tiaocai" infrastructure: the Nanjian "tiaocai" inheritance display center construction project with an investment of 35 million yuan and a construction area of 3144 square meters is about to be completed and put into use. Invest in 8 "tiaocai" inheritance institutes of the Yi nationality, including Baishajing in Xiaowandong Town, De'an Songlin Village in Wuliangshan Town, and Lu Chaojin, a national successor.

The second is to play well the "jumping vegetables" and "talent cards". Strengthen the training and management of the representative inheritors of "diaocai", organize the intensive training of "tiaocai" skill inheritors and the training of hundreds of "tiaocai" artists; actively carry out "tiaocai" into the campus activities, and have carried out intangible cultural heritage activities in more than 10 schools including Nanjian Primary School, Nanjian Middle School, Dali University; In 9 sessions, more than 240 intangible cultural heritage workers and inheritors participated, and more than 27,000 people participated.

The third is to play a good job of "jumping vegetables" and "innovation cards". Implement "Tiaocai" and "five hundred" projects to train 100 "Tiaocai" artists, train 100 "Tiaocai" teams, build 100 "Tiaocai" villages, build 100 "Tiaocai" stages, and support 100 "Tiaocai" famous shops. At present, 87 "Tiaocai" celebrities, 33 "Tiaocai" famous teams, 31 "Tiaocai" famous villages, 21 "Tiaocai" stages, and "Tiaocai" have been named in two batches. There are 21 "Famous Cuisine" restaurants. With the continuous development of the "Tiaocai" team and the gradual growth of the participants, it has not only enriched the cultural life of the rural people, but also opened up a new path for the revitalization of the Nanjian countryside. According to incomplete statistics, about some family members in Nanrun County participated in the "Tiaocai" performance to generate income and successfully lifted themselves out of poverty. These "Tiaocai" teams not only perform in the rural villages of Nandong City, but are also often invited to perform in Kunming, Xiaguan and surrounding counties and cities, and even to neighboring provinces and countries such as Guizhou and Myanmar. The daily income of "jumping" team members generally ranges from 200 to 400 yuan. Each farmer "jumping" team member can earn more than 40,000 yuan in annual income.

The fourth is to play a good job of "jumping vegetables" and "tourism cards". By holding festivals such as "Torch Festival", "Dragon Lantern Festival", "Dancing Vegetable" Art Festival and Cherry Blossom Festival, and "Tea Picking Festival", we will use festivals to focus on displaying ethnic cultures such as ethnic minority costumes, singing and dancing, food, and folk crafts, and strengthen ethnic cultural exchanges and integration; research and develop ""Dancing Vegetable" dolls" cultural and creative IP series products, while promoting the inheritance and protection of "Dancing Vegetables", promote the integration and development of "living" cultural heritage and tourism industries, and achieve income generation from cultural products. Develop the "Tiaocai" system, "Tiaocai" bag, "Tiaocai" key chain, "Tiaocai" umbrella and other tourism cultural and creative souvenir products that are popular with the masses, and contribute to the establishment of a demonstration county for national unity and progress in Nanjian County.

Nanjian "Tiaocai" combines "Tiaocai" with rural tourism to develop the local economy; it combines "Tiaocai" with rural revitalization, allowing villagers to embark on the road to prosperity. But Nanjian "Tiaocai" is now facing a series of challenges.

One is that the inheritance of "diaocai" skills is difficult to pass on.

The inheritance of "Tiaocai" in Nanjian must be realized by relying on the main body of "Tiaocai" artists. The willingness of artists to stay and inherit directly affects the inheritance and development of "Tiaocai". This phenomenon is mainly manifested in the following two aspects: First, foreign cultures have changed people's ideas. In the past, "jumping dishes" was an important part of people's entertainment activities. Everyone was highly motivated to watch and participate, and was recognized by the vast majority of people. Nowadays, with the gradual expansion of the influence of foreign cultures and the increasing number of entertainment methods, many people would rather watch TV and play poker than participate in "diaocai" activities, which has seriously affected the inheritance and development of "diaocai" skills; Second, the procedure of "jumping dishes" is becoming increasingly simplified.

The development of modern economy has accelerated our pace of life, and the traditional custom of "jumping vegetables" has also quietly changed. First of all, the "jumping" time is shortened. Many banquet "jumping dishes" have been simplified from the original dancing of each round to only the first and second rounds. Some people even arrange only one round of dancing. What the guests can see is only a short performance, and many opportunities to taste and learn are lost. Secondly, the simplification of the "jumping" program and the intrusion of other cultural elements have caused the "jumping" to change its flavor. For example, the traditional "diaocai" needs to build green sheds, but now many people no longer build them, and even start to use modern scenery; another example, worshipping the square and worshipping the Sifang is a necessary process before the traditional "diaocai", but now many villages "diaocai" omit this step; another example, the traditional "diaocai" needs to wear Yi costumes, while the current banquet "diaocai" has some fashionable costumes or costumes of other ethnic groups.

The third is that modern technology and equipment impact the inheritance mode of "jumping vegetables".

On the one hand, due to the introduction of modern technology and equipment such as portable speakers into people's lives, many "Dancing Choi" artists use these devices to play "Dancing Choi" music during performances. Many "diaocai" performances in the village were filmed by people, and people learned "diaocai" from the videos. However, the skills of "diaocai" artists vary from good to bad, which inevitably alienated "diaocai" in the spread and affected the inheritance and development of "diaocai".

For the sustainable and efficient development of the industrial model of "Tiaocai" and "Intangible Cultural Heritage + Agricultural Tourism" in Nanjian, in the face of the challenges faced by the model, we should adopt and formulate positive measures at multiple levels and in multiple directions, use the news media in multiple directions and channels for efficient publicity, actively introduce corresponding policies, establish a sound management system, establish a talent training mechanism, cultivate and inherit talents, actively innovate and reform, and constantly introduce new ones. The tourism economy drives the development of various ethnic and folk culture and art industries in Nanjian and helps the revitalization of the countryside.

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