

Research of Protection and Development of Regional Culture Against the Background of Tourism Development: Taking Jiaju Tibetan Village, Danba County, Sichuan Province as an Example

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Abstract—Jiaju Tibetan Village, located in Danba County, Sichuan Province, was once famous for being selected into CHINESE NATIONAL GEOGRAPHY, and it is also selected as the most beautiful village in China, attracting many tourists to visit. As a result, Jiaju Tibetan Village gradually changes from agricultural development to tourism development, which makes the local economy develop rapidly and the traditional culture of Jiarong Tibetan nationality was known by more and more tourists. However, tourism development and the protection of traditional culture are just like two ends of a lever, which will restrain and influence each other. How to find a suitable growth point of tourism development based on the protection of local traditional culture and landscape is a key issue in the process of tourism development. This paper takes Jiaju Tibetan Village as an example to explore the protection and development of regional culture against the background of tourism development.

Keywords: *tourism development, regional culture, Tibetan village, culture protection*

I. INTRODUCTION

Economic development is the main demand of the world at present. However, in recent years, the global economic growth has been slowing down. Since the financial crisis in 2008, the annual growth rate of GDP in the United States has only maintained between 1.5% and 3%. Japan's economic growth rate has been less than 2% for 7 years, and even China's GDP growth rate has been less than 7% for 4 years. However, China's tourism industry has been developing rapidly, according to the content of 2019 China Tourism Development Report, in 2018, China's total tourism revenue reached 5.97 trillion yuan, up 10.5% compared with the same period of the previous year, the comprehensive contribution of tourism to GDP is 9.94 trillion yuan, accounting for 11.04% of the total GDP, which shows the powerful momentum of tourism development.

In addition to the famous tourist attractions, the homestay industry has quietly become an important part of the tourism industry in recent years, according to the data in the Research

Report on the development of China's online accommodation booking industry in 2019, The number of online accommodation sources in China is growing significantly, from 0.59 million in 2016 to 1.072 million in 2019. In addition, consumers pay more and more attention to culture and characteristic when they choose among the numerous accommodation sources. China is a multi-ethnic country with 56 nationalities. The Han nationality has a long history of traditional culture. The ethnic minorities also have their own unique culture and tradition. Highlighting their unique traditional culture is the key direction of the development of homestay tourism.

However, tourism development and the protection of traditional culture are just like two ends of a lever, which will restrain and influence each other. It is a common problem to find a suitable growth point of tourism development on the basis of maintaining the local traditional style. There are many successful cases on this issue, but each region has its own characteristics, and specific problems need to be analyzed particularly. However, the common problems focus on infrastructure construction and residential buildings, mainly including reconstruction and extension. This paper takes Jiaju Tibetan Village in Danba County, Sichuan Province as an example, by means of field investigation and data collection, the elements and current situation of the landscape of Jiaju Tibetan Village can be sorted out, so as to analyze the current situation of local tourism development, and the impact on the local original landscape. At the same time, it summarizes the changes of spatial landscape, industrial landscape, natural landscape, human landscape and ecological landscape environment in the process of regional tourism development, And under the premise of ensuring the development of tourism, protect the local original landscape in the largest scope, then to promote the common development of landscape protection and economy.

II. GENERAL SITUATION OF JIAJU TIBETAN VILLAGE

Jiaju Tibetan Village, located in Danba County, Ganzi Prefecture, Sichuan Province, China, is a key tourism development goal of Danba County, Sichuan Province. According to the 2015 national economic and social development statistical bulletin of Danba County the county has concentrated its efforts to develop the "national ecological and cultural landscape" of Jiaju Tibetan Village and create AAAA tourist attraction. And in September 2016, it officially became a national AAAA tourist attraction. It is about eight kilometers away from Danba county. It is the settlement of Jiarong Tibetan nationality. It is known as "the most beautiful village in China" and it also the most characteristic village in the village of Jiarong Tibetan nationality. In 2005, it became famous for being selected into CHINESE NATIONAL GEOGRAPHY. Jiarong Tibetan nationality is a branch of Tibetan nationality in Sichuan. Besides Danba County, Kangding County is also the main distribution area of Jiarong Tibetan nationality. The

landscape style, overall layout and spatial form of Jiaju Tibetan Village has very strong characteristics of Tibetan nationality. The author visited Jiaju Tibetan Village twice in April 2017 and April 2019 to investigate the local architecture, landscape, clothing and food.

III. THE CULTURAL VALUE OF JIAJU TIBETAN VILLAGE

The cultural value of Jiaju is embodied in "Tibetan culture", which is also the core selling point to attract consumers. In terms of architecture, most of the local buildings are Tibetan buildings, and most of the building structures are stone and wood. Generally speaking, and each family has a courtyard, covering an area of about 200 m², about 3 to 4 floors and 15 meters high. The exterior walls of buildings are generally made of stone, and the colors are black, red and white. There are many colorful paintings on the interior wall, which are from the stories and legends of Tibetan culture (as shown in "Fig. 1").



Fig. 1. Architecture in Jiaju Tibetan Village.

In terms of village environment, Jiaju Tibetan Village climbs up from the valley of Dajin River to the foot of kapama peaks. (as shown in "Fig. 2")

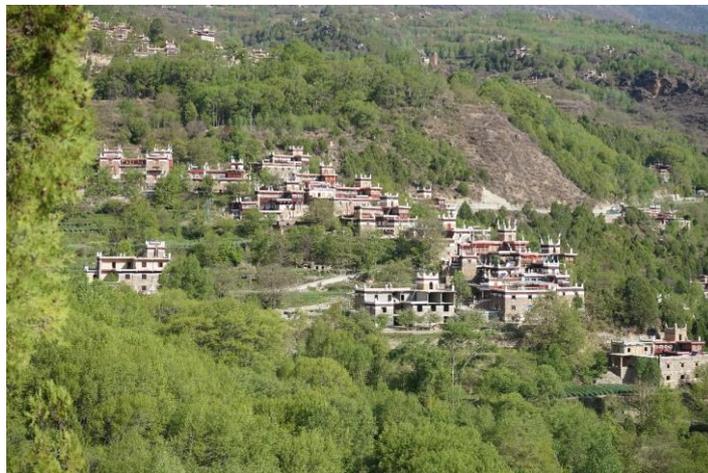


Fig. 2. Scenery of Jiaju Tibetan Village.

The terrain in the area mainly includes platform, gentle slope and steep slope. The platform mainly provides a relatively flat environment for the building, while extending part of the space as a public space between households in the village. Another use of the platform is to grow crops, and according to the change of seasons, the variety of crops will also change, which not only ensures the development of agriculture, but also creates a rural landscape for people to enjoy. Gentle slope is used as a traffic space in the planning of the whole village, villagers can climb along the mountain road to reach all households in the village. Steep slope is the largest part of the whole terrain, and most of them are undeveloped areas, covered with many native plants, which constitute the unique natural landscape of Jiaju Tibetan Village.

From the perspective of daily life, its traditional clothing, traditional diet and traditional activities are all important factors to attract consumers. For example, Jiarong Tibetan men's clothing consists of robes, shirts, pants, hats, shoes and many other elements. The dress of Jiarong Tibetan women in Danba is shown in "Fig. 3", which is mainly composed of "three pieces". One is the headdress on the top of the head, which is called "Bare" by the local people; the other is the narrow waist which is nearly 30cm wide in front of the lower body, which is called "Hanxiu" or "Hangzhao" by the local people; the other is the wide back waist which is tied behind the lower body, which is called "Gezhi" or "Masang" by the local people. When dressing up for the festival, the main matching elements are outerwear, pleated skirt and blouse. In addition, Guozhuang dance is also a dance with Tibetan characteristics.



Fig. 3. Jiarong Tibetan women's clothing.

IV. THE IMPACT OF TOURISM DEVELOPMENT AT THE LOCAL AREA

The direct purpose of tourism development is to improve the local economic income, which is obvious in Jiaju Tibetan Village. According to a report on the tourism industry in Jiaju Tibetan Village, 88.5% of the respondents think that their family income has increased and their quality of life has improved significantly. In addition, it can be seen from the data in 2016 national economic and social development statistical bulletin of Danba county, the per capita disposable income of residents was 9624 yuan in 2015, 10650 yuan in 2016 and 11832 yuan in 2017. It can be seen from the investigation of Jiaju Tibetan Village that the local people have significantly improved in all aspects of clothing, food, housing and transportation compared with two years ago.



Fig. 4. Roads in Jiaju Tibetan Village.



Fig. 5. Tourism service facilities in the village.

In addition to the increase of residents' income, the infrastructure construction of villages and towns has also developed rapidly. In 2003, the construction of tourism roads in Jiaju Tibetan Village was completed, which changed the situation that villages could not be opened to traffic before, and living conditions and other infrastructure in the village have also improved with the development of tourism. As shown in "Fig. 4" and "Fig. 5", there are roads and tourism service facilities in the village.

Due to the development of tourism and the need of accommodation, many residential buildings have been transformed. In the traditional houses in the past, there were usually four floors, and the bottom floor was mainly used to raise livestock; the second floor was mainly used to provide the living and rest space for the owner, and was also the

main entrance and exit of the house. The second floor is the main activity space, and the most important room in the house is the main room. In the main room, there is a fire pool with triangular support, called Guozhuang. Usually, a family sits around the Guozhuang and has a rest and chat. The third floor is generally used to receive guests or as a storage space. Because the residents of the Tibetan village take Tibetan Buddhism as their belief, the scripture hall is a very important part of the houses, which can be set up separately, or the function of the scripture hall can be considered at the same time by using the storeroom; The fourth floor is the place where residents burn pine and cypress branches. With the decrease of building area layer by layer, a large amount of roof space can be reserved for drying grain. However, with the development of tourism, the economic source of residents gradually began to transform from agriculture to tourism. Many houses began to open to the outside world to receive tourists, and gradually changed from their original houses to houses that can receive tourists. These buildings have abandoned or improved some old and obsolete living facilities with new technologies, such as the toilet and the first-floor space for raising livestock. Due to the poor lighting and poor ventilation, they are now changed into storage rooms, while the surplus storage space is changed into guest rooms. At the same time, they have increased the space for tourists to eat and changed the problem of narrow windows in the original buildings.

However, a good impact is bound to bring about negative effects. As time goes on, new problems gradually arise. These problems mainly include the following four points: first, there are some new buildings that do not coordinate with the traditional houses; second, there are some archaize buildings; third, the internal spatial layout of the traditional houses has been changed in order to meet the needs of tourists; fourth, the internal decoration of the houses has changed. In the process of investigation, the author also noticed that in the main area of the village, there are some residential buildings that are not consistent with the style of the whole village, and the surrounding environment and roads of the building have also been greatly changed.

V. SOLUTIONS

The most attractive part of Jiaju Tibetan Village is the cultural environment based on Tibetan culture. These contents are fundamental and cannot be ignored.

In the process of developing tourism, the transformation and development of the environment should pay more attention to the overall planning, delimit the protection zone, and prohibit the construction of new buildings in the protection zone, to maintain the original style of the village. For road renovation in the protection zone, cement road and asphalt road should not be used excessively, and stones with local characteristics should be used to lay the ground, which improves the trafficability of the road and retains the original style. Tibetan decoration, color and pattern should be used in the construction and transformation of the interior of residential buildings. Interior furniture should use beds and cabinets with Tibetan characteristics. In addition, experience

and activity items need to be added, such as using Tibetan costumes to take souvenir photos, using Guozhuang dance to organize activities, etc. These can make consumers experience Tibetan culture more comprehensively.

From the perspective of tourism industrial structure, there is a lack of tourism souvenir development and sell in Jiaju Tibetan Village. Managers or villagers can cooperate with designers to design and develop cultural and creative products related to Jiaju Tibetan Village. In addition, from the perspective of management, to strengthen the awareness of cultural protection of residents, the value of cultural resources should be used rationally by the managers in the process of development, to achieve the purpose of scientific development.

VI. CONCLUSION

Development and protection are always a pair of contradictions, but at the same time they are interdependent. Only scientific development can solve this problem and the core of scientific development is design. Managers and residents should work together to solve the contradiction between development and protection through reasonable environmental design, cultural and creative product design and tourism development planning, to find the balance point of development and protection, and a new growth point based on the protection of traditional culture

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