

Study on the Culture and Tourism Spatial Production of Yi Residence Inns

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ABSTRACT

The residence inns play an important role in the tourism in Yi ethnic villages nowadays, which have become an important platform of the transformation and upgrading of rural tourism in China. While bringing tourism economic benefits to villages, the Yi residence inns have also become a stage for Yi cultural communication and display. The tourists' consumption activities in Yi residence inns has comprehensive characteristics, so the culture and tourism space of Yi residence inns is a complex space, and the spatial production has economic, landscape, social and cultural effects. Starting from the content, attribute and resources of the spatial production, this paper demonstrates the effects of the culture and tourism spatial production of Yi residence inns by using the case study of Yi residence inns in China. The goal of culture and tourism spatial production of Yi residence inns is to integrate the natural and cultural elements of Yi ethnic villages into the operation of inns, and balance the tourism development and protection of Yi culture in a living way. In order to fully explore the maximum effects of spatial production, this paper proposes the measures to promote the production of culture and tourism space in the Yi residence inns from three aspects: government regulation, business mode and application of new technology.

Keywords: *spatial production, culture and tourism, Yi residence inns, ethnic village*

1. INTRODUCTION

In the process of rural revitalization, the ethnic tourism has become an important way to promote the economy of most ethnic villages in the western region of China. Yi nationality is the sixth largest ethnic group and one of the oldest ethnic groups in China. Its inheritance and transformation almost run through the whole history of China. The tourism in Yi ethnic villages develops rapidly with its unique heterogeneous cultural, which attracts more and more tourists to experience the long history and mysterious ancient customs. The residence Inns play an important role in the tourism in Yi villages. In the Yi residence Inns, tourists can experience the unique life customs, delicious food, traditional clothing, ethnic language, folk songs and dances, festival celebrations, handicrafts, religious beliefs, etc. The goal of culture and tourism spatial production of Yi residence inns is to show and make full use of Yi culture to yield greater economic, landscape, social and cultural benefits. Therefore, it is necessary to systematically analyze the mechanism of culture and tourism spatial production of Yi residence inns, so as to promote the spatial production through reasonable means.

2. LITERATURE REVIEW

The western scholars have done comparatively research on residence inns, and have made fruitful achievements. The

research field mainly involves consumption market, management and cultural phenomenon. The research on the consumption market of the residence inns mainly includes the characteristics and preferences, the income and cultural level of the tourists, etc. [1-3]. The research on the management of residence inns usually focuses on the scale and operation mode of inns [4-5]. The research on the cultural phenomenon of residence inns is partly related to the production of cultural and tourism space, most of which focus on the cultural space that tourists participate in and experience [6-7].

The research of domestic scholars on residence inns are mainly focus on the farmhouse inns dominated by catering services. Before 2006, the research was mostly focused on the concept, development conditions, market positioning, competitive advantages, management mode [8-10]. Since 2006, the content of research has been richer than before, with adopting the results of consumer behavior, psychology, economics, sociology, etc. The areas of research including the diversified management mode [11-12], business strategy and marketing positioning [13-14]. Some of the research involve the production of culture and tourism space of residence inns, and propose to establish a communication space for owners and tourists, so as to inherit traditional culture [15-16].

In summary, the scholars have made rich achievements in the operation and management of tourism activities in residence inns, part of them involve the production of cultural space. However, there is a lack of systematic study on the mechanism of culture and tourism spatial production of residence inns with different resource conditions and cultural characteristics. In recent years, the

development trend of minority residence inns in China is good, which has become an important way to upgrade the quality of tourism in minority villages. For the minority residence inns, the study of the features and effects of culture and tourism spatial production will help to further clarify the development ideas and formulate development measures. The Yi residence inns have become the characteristic tourism brands of ethnic villages in western China. With the increasing diversification of the types of inns, the features of culture and tourism spatial production are also constantly enriched, and the effects of spatial production also contribute more and more to regional society. Therefore, the study on how to realize the industrial empowerment and value transformation of ethnic culture through the culture and tourism spatial production of Yi residence inns can not only supplement the theoretical research of residence inns, but also have certain practical significance.

3. THE FEATURES OF CULTURE AND TOURISM SPATIAL PRODUCTION OF YI RESIDENCE INNS

3.1 Contents of Spatial Production

Yi residence inns are one of the most favorite places for tourists to stay in Yi ethnic villages. The inns are aim to attract tourists to accommodation and experience Yi ethnic life, appreciate Yi traditional culture, and recognize the precious living state of ethnic villagers. The residence inns can help Yi villages to obtain tourism economic income, so that villagers can get real benefits. They can also make Yi ethnic culture spread and rebirth through the medium of residence inns. In the operation of the Yi residence inns, the connection with tourists, villagers and the village environment occurs inevitably. The villagers provide tourists with various tourism resources relying on the natural and human ecological environment of the village, and the tourists experience the natural scenery and human landscape of the Yi village. Tourists not only enjoy all kinds of natural resources in the village, such as agricultural products, featured commodities, ethnic cuisines, etc., but also experience the historical and cultural memory inherited in the village, such as Yi traditional handicraft production, singing and dancing, festivals, etc. Therefore, the production of culture and tourism space in Yi residence inns includes not only the production of typical commercial tourism products, but also the production of entities, environment and atmosphere on which tourism commodities depend and present. In addition, it includes the production of social relations between tourists and the owners of Yi residence inns. The consumption of Yi residence inns is a kind of comprehensive activities, so the culture and tourism space of Yi residence inns is a complex space. The more real and comprehensive the restoration of space to village life, the

deeper the tourists' cultural experience, so the higher the satisfaction.

3.2 Attributes of Spatial Production

The culture of Yi residence inns is an important part of ethnic villages, and a part of Chinese civilization. The Yi ethnic villages not only record the historical process of Yi people in specific areas, but also breed a large number of intangible cultural heritage. It can be said that every Yi ethnic village is a living cultural gene bank. The cultural landscape, historical building, and traditional skills, social customs, which are inseparable with the Yi residence inns, are the core elements of the formation of culture in ethnic villages. In the Declaration on the Representative Works of Human Oral and Intangible Heritage Announced by UNESCO in 2001, the cultural space is a place where popular and traditional cultural activities take place in a centralized manner such as sites for story-telling, rituals, markets, festivals, etc., or the time for a regularly occurring event.

Based on this, the two dimensions of time and space constitute the production of culture and tourism space of Yi residence inns. From the time dimension, no matter the food and drink provided, the decoration of guest rooms, or the values and production methods of the owners of residence inns, there will be great differences in different periods of the village. From the spatial dimension, village culture, the life and customs handed down from generation to generation by the villagers of different regions and nationalities are different. Yi nationality is mainly distributed between the plateau and the coastal hills of Yunnan, Sichuan, Guizhou and Guangxi provinces. Yi ethnic villages are mainly in Chuxiong, Honghe, Liangshan, Bijie, Liupanshui and Anshun. Due to the different living customs, natural environment, historical development and other factors, the Yi residence inns in different areas have their own characteristics, especially the architectural appearance, interior decoration features, varieties of food, etc.

3.3 Sources of Spatial Production

The Yi residence inns are built in Yi ethnic villages, which provide the sources of culture and tourism spatial production for Yi residence inns. Ethnic villages belong to the cultural form of the integration of intangible cultural heritage and material cultural heritage, which are rich in ethnic cultural history. National culture is the concentrated embodiment of the internal character, value orientation and spiritual belief of ethnic minorities, which constitutes the motive force for the survival and development of a nation. For Yi ethnic minorities, their own ethnic groups have very important historical and cultural resources, and ethnic villages are carrying these ethnic historical and cultural resources. Every aspect of daily life of village

members vividly displays ethnic language culture, custom culture, behavior culture and spiritual culture more or less. The residences are living fossils of culture in Yi ethnic villages. For example, the fire pond in a traditional Yi residence is the life center of each family, and it is located on the right side of the entrance door conventionally. It is built up of three stones with iron pot in the middle, Yi villagers used to surround the fire pool to drink and chat after sunset. Many Yi residence inns have the characteristic Yi cultural symbol of fire pond, which provide real scenes for tourists to pursue “real life” after “real stage” of tourism in ethnic villages.

4. THE EFFECTS OF CULTURE AND TOURISM SPATIAL PRODUCTION OF YI RESIDENCE INNS

The Yi residence inns reduce the entry threshold of accommodation for villagers due to the utilization of idle resources and less investment. With the rapid expansion of online short rent platform and strong support of local government, the Yi residence inns have become the main attractions of tourism in Yi ethnic villages. Through the production of culture and tourism space, the Yi residence inns can provide unique cultural experience for tourists in a way with the least environmental burden. The effects of culture and tourism spatial production of Yi residence inns include economic, landscape, social and cultural effects.

4.1 Economic Effects

With the combination of rural tourism, the development of residence inns have become a new starting point for the ethnic villages to get rid of poverty and become rich. In the Yi areas, a number of residence Inns characterized by rural scenery and Yi culture have initially formed an industrial cluster, which has become a new growth for the prosperity of local rural industry and the increase of villagers' income. The development of residence Inns is to promote the transformation from sightseeing tour to leisure vacation from the product supply side. Meanwhile, a large number of supporting industries are derived, such as entertainment, recuperation, sports, creative agriculture, etc., forming an industrial ecosystem in ethnic villages. In Damoyu village in Kunming, the leisure and vacation industry with Yi culture as the core attraction including coffee shop, experiential school, international kindergarten, etc. has been developed led by the Yi residence inns such as Moyuxuan, Starry sky, Sea and Meditation. Damoyu is a Yi village with a history of more than 600 years. As early as the Qianlong period, it has existed here. Up to now, 30% of the indigenous people still live here. There are 81 old houses in the village, more than 60 of which have been used for Yi residence inns. Most of the owners are famous artists, painters and designers in Yunnan. The Yi residence inns attach great importance to the embodiment of Yi culture, such as a red wooden cabinet

for interior decoration. It is said that when a Yi girl gets married, her uncle will give her a pair of cabinets, which is the most important dowry for the Yi girl. The integration of Yi residence inns, intangible heritage, ecological agriculture, creative industries are becoming more and more perfect, bringing new opportunities for local economic development.

4.2 Landscape Effects

The development of Yi residence inns depends on the natural and cultural landscapes including beautiful natural scenery, harmonious relationship and flavor of rural life. The landscape is not only the tourist attraction, but also the foundation of the operation of residence inns. All kinds of intangible cultural landscapes in a Yi village, such as folklore, skills, folk customs, village rules and regulations, festival ceremonies, music and dance, national epic and so on, together with natural landscapes such as forest, soil, vegetation and water source, constitute the landscape environment of Yi residence inns. In the ethnic villages with developed residence inns, toilet reform and garbage classification have been implemented first, and the living environment and landscape have been significantly improved. For example, the First Yi village in Shilin scenic area has built more than 10 residence inns in the beautiful and neat Yi village. In 2010, the villagers moved from Wukeshu village in Shilin scenic area. More than 90% of the villagers in the village are Yi Sani people, retaining a strong Yi culture tradition. The design of village layout inspired by Yue Qin, a musical instrument of the Yi nationality. The natural landscape and cultural landscape are organically integrated to fully reflect the cultural characteristics and national customs of the Yi Sani people. The Yi residence inns take the village as the display background, inherits and carries forward the essence of Yi culture with a living way. The Yi residence inns give tourists a complete Yi culture experience and plenty of leisure and entertainment combining the Yi custom, folk handicraft, song and dance performances, etc.

4.3 Social and Cultural Effects

The social and cultural effects of the culture and tourism spatial production in Yi residence inns is reflected in the excavation and dissemination of the Yi culture, as well as the promotion of local crafts, architecture, folk customs, diet and other traditional rural activities. With the change of environment and the impact of outside culture brought by tourists, some Yi traditional customs have been assimilated. Many traditional activities are declining, even the wedding ceremony has changed in some villages. Some case study find that the entry threshold of Yi residence inns is low, and they do not change the villagers' living habits. While obtaining higher economic income, more villagers are engaged in the inheritance and development of Yi culture. Xianrendong village in Yunnan

is a small fishing village of Yi nationality. Around 1993, the richer villagers built some houses with no Yi cultural characteristics, and the Yi residences decreased greatly. Since 2013, the village has been restored to the scattered Yi residences, relying on the Puzhehei scenic area to develop the Yi residence inns. Tourists are available to enjoy the Yi folk customs, watch the dance and embroidery, and listen to the ancient tunes of the Yi nationality in residence inns. The Yi residence inns retain the local natural and cultural elements to the greatest extent forming a distinctive feature, so the room price rises from tens of yuan to hundreds of yuan. The integration of the work and life of Yi residence inns can inherit and protect the village culture, which has a high social and cultural effects.

5. THE MEANS TO PROMOTE THE CULTURE AND TOURISM SPATIAL PRODUCTION OF YI RESIDENCE INNS

5.1 Government Regulation

In recent years, the rapid development of Yi residence inns is not only closely related to the vigorous demand of tourism market, but also inseparable from the guidance and support of the government. If a Yi ethnic village is dominated by rural tourism, then the changes of the cultural space including the Yi residences would be inevitable. On the one hand, preserving the characteristics and culture of traditional residences is the driving force to protect national culture, and maintain tourist attraction, even so the sustainable development of tourism economy. On the other hand, while the villagers are eager to improve their living conditions, they also need to meet the requirements of tourists to appreciate and experience the traditional residential building culture and to enjoy the modern comfortable and convenient living environment. The government should start with the top-level design and formulate relevant environmental protection standards and regulations to govern the construction of Yi residence inns. When the Yi residence inns have been put into use, the bearing capacity and sustainability of the local ecosystem, and whether they will cause irreversible damage to the traditional culture, should be taken into consideration. The government should guide, support and supervise by using financial, tax, and other administrative means to promote the culture and tourism spatial production of Yi residence inns.

5.2 Business Mode

The tourism production of Yi villages is gradually changing from landscape spatial production to cultural experience spatial production. The residence inns not only have the psychological experience of traditional Yi residences, but also has the deep cultural experience

brought by immersive participation. The operation and development of Yi residence inns should abandon the idea that the economic interest is supreme. We should pay attention to the combination of social and economic benefits, respect the development principle of national culture. Besides, we should protect and inherit the traditional cultural space, keep the authenticity of the culture, and create a good ecological space for the inheritance and development of the culture. There are some successful practice in residence inns such as Taiwan's ethnic cultural village. The aborigines provide tourists with accommodation, food, festivals, songs and dances and other tourism services. The residence inns are available for tourists to experience the unique culture of the aborigines. Therefore, the residence inns often become the symbols of the ethnic cultural village, and the income has been greatly improved. With the development of tourism, a large number of funds are used for the construction of various tourism projects, so that the traditional buildings and landscape features are better protected. The business goal of the Yi residence Inns is to let tourists understand and recognize the Yi culture and obtain economic incomes at the same time. Therefore, the business mode must prevent the Yi cultural heritage from being excessively commercialized, avoid the culture from drying up or disappearing gradually in the operation of residence inns, so that the Yi residence inns can achieve sustainable development.

5.3 Application of New Technology

The construction of tourism projects will inevitably impact on the survival mode of Yi residence inns and even the culture of ethnic villages. It is necessary to constantly reform and innovate the cultural resources utilization pattern, and apply new technology to meet the needs of personalized tourism demand on the basis of maintaining authenticity. In order to meet the requirements of tourists for modern accommodation conditions, Yi residence inns can not demonstrate and inherit the culture of ethnic villages unaltered, but at least retain part of the cultural memory and Yi cultural elements through environmental decoration and custom activities. The new product form still contains the historical origin, cultural features, aesthetic concept and value judgment of the nation [17]. With the continuous maturity of 5G, VR, AI and other digital technologies, the spatial boundaries of culture and tourism in Yi residence inns will be broken. The emergence and innovative application of new technologies make the virtual space production of Yi residence inns possible. For example, the short video Tik Tok is personalized interpretation and expression of Yi residence inns, the owners of Yi residence inns become online red anchors on the cloud accommodation platform, the spread of Yi residence inns appears in the form of APP in people's real life, etc.

6. CONCLUSION

The culture and tourism space of Yi residence inns is a complex space, the inns and the natural ecology, architecture, landscape, custom and lifestyle constitute the cultural tourism system of the ethnic villages. Through the production of culture and tourism space, the Yi residence inns can provide unique cultural experience for tourists in a way with the least environmental burden. The cases show that the emergence of new tourism industry in ethnic villages has been effectively driven by the development of Yi residence inns. Taking the development of Yi residence inns as the leading is a feasible way for the construction of rural ecological civilization and the realization of rural revitalization in Yi ethnic villages. In order to enjoy the economic, landscape, social and cultural benefits of the culture and tourism spatial production of Yi residence inns, some reasonable means should be adopted to help the inns to develop sustainable, so as to realize the valuable transformation of Yi culture in tourism while inheriting the ethnic culture of villages.

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