

Predicaments and Solutions for Minority Handicrafts Industrialization in Southwest of China

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ABSTRACT

Southwest of China is famous for its long borders, natural diversity and rich minority cultural resources, so the region has to deep on the resources and traits to develop itself in order to make rural revitalization come true. Minority's handicraft resources are very rich and can be divided into the following 8 kinds as metal, pottery, weaving, knitting, traditional musical instrument, sculpture, building and paper-making. These handicraft resources which are regarded as "living fossil" for researching minority cultures are full of ethnic groups' living wisdom and artistic appreciation, and reflect the special charm. Handicrafts industrialization is a key way for ethnic groups to protect their traditional minority culture and develop economy based on the resources. However, because of regional imbalance development, low need for handicraft, weak market awareness for craftsman, there is a long way to make minority's handicrafts industrialized, so the paper analyses the predicaments and also gives some suggestions to solve them.

Keywords: *Minority handicraft, Industrialization, Predicaments and solutions, Rural revitalization.*

1. THE CONTENTS OF THE RELATIVE RESEARCH AT HOME AND ABROAD

1.1. Foreign Research Perspective

Main research contents about minority's handicraft and rural area development in foreign country are divided into the following 3 parts. The first one is about a town's development resulted from rural industry, and the typical development mode is in British especially in pre-industrial period from textile industry. The second part is about the way and prospect for rural characteristic industry. Japan scholars worry about standardized production and put forward flexible production for handicraft industry [1-3]. The last part is about how to protect and inherit the traditional handicraft technology.

1.2. Chinese Research Perspective

4 main parts are included into Chinese current relative research about minority's handicraft and rural development. The first one is about the inheritance mechanism for minority handicraft technology, especial discussion on the values from perspective of science and technology, humanity, economy and personality

cultivation. The second part is about minority's cultural industry development. The third part is the minority characteristics handicraft industry from microcosmic perspective. The last one is about the integration for industrial structure transformation and rural revitalization.

2. TYPES AND VALUES OF MINORITY HANDICRAFT RESOURCES

2.1. Types of Minority Handicraft Resources

2.1.1. Handicraft of textile, dye and embroidery

Resource of textile, dye and embroidery means the handicraft kind formed by textile, dye and embroidery with exquisite pattern. According to market investigation, handicraft of textile, dye and embroidery boasts exquisite skill, unique technology, bright color, proper price and practical use, which makes itself as best seller in market such as Bai People's tie-dyed in Dali, Miao People's brocade in Guizhou.

2.1.2. Handicraft of metal materials

Handicraft of metal materials has a feature in local element. In Southwest of China, many minorities have

rich metal reserve. For example, Miao People in Guizhou Province can get rich silver allocation quota. Zang People in Tibet and Yunnan can get rich copper allocation of quota, because handicraft of metal has played a very important role in their daily life.

2.1.3. Handicraft of pottery and porcelain

Handicraft of pottery and porcelain means the kind based on clay materials formed unique pottery and porcelain handicraft by means of special technology and air drying. For example, Dai People's pottery, Zang People's black pottery, Zisha pottery in Jianshui have special local cultural elements and famous in worldwide.

2.1.4. Handicraft of weaving

Handicraft of weaving is a common resources kind in minority area as bamboo basket, bamboo table and chair. Some other handicrafts making of metal thread such as golden, silver, copper and so on have elegant knitting technology and full minority's cultural characteristics.

2.1.5. Handicraft of sculpture

Material of sculpture is very various including stone jade, wood, bamboo, shell, nut core, tree root. In many ethnic group areas, handicraft of sculpture is very famous and has become the regional pillar industry. For example, Bai People's wood sculpture, Zang People's Stone Carving, Dai People's Jade sculpture in Southwest are so well-known in worldwide.

2.1.6. Handicraft of painting

Handicraft of painting in ethnic group areas means that folk craftsman draw pictures in building or paint arts in some handicraft. For example, in Dali, Bai People's painting on wall named Zhaobi is a special wall for Bai People's courtyard, on which there are some famous Chinese traditional brush or words to educate descendants how to be a good person.

2.1.7. Handicraft of paper-making and paper-cutting

Paper in Southwest of China is divided into 2 kinds: handmade and machine-made. In ethnic groups, many minorities have been kept paper handmade technology which is very precious. For example, Dai People's paper-making and Naxi People's Dongba traditional paper are very characteristic and rare. However, because of high making price for the traditional paper, there is a crisis for the technology existence.

2.1.8. Folk and traditional music and dance

Most minorities have their own traditional clothes and festivals. In their traditional festival, they always wear their special clothes and dance with each other in music. Folk and traditional music and dance is very common in minority's daily life such as Miao People's Lusheng, Dong People's Dizi, Dai People's Xiangjiao drum and so on, which are made from native raw material.

2.2. Values of Minority Handicraft Resources

2.2.1. Ecological values

Almost all minority handicrafts are made of the local resources, and most technology is based on handwork. So the handicrafts reflect human's living wisdom and harmonious development rules between humans and nature. For making minority handicraft, ethnic groups have to rely on nature and also must protect nature, which reflect a concept named sustainable development.

2.2.2. Human values

Minority's handicraft is a token for ethnic group culture. Many handicraft is local and also artistic works in market. These handicrafts have displayed different minorities history, local customs and practices, specific cultural phenomena which are regarded as a living fossil to do research in minority.

2.2.3. Technology values

With more than 1000 years' inheritance and development, almost all handicrafts have formed a sound system in technology. In the course of making handicraft, many steps are full of science value. For example, in making pottery, craftsman how to control fire and temperature relied on physical and chemical knowledge is an extremely complex subject.

2.2.4. Economic values

Economic value is regarded as one of the most important merits for craftsman to make handicraft. Especially the economic value has been displayed in handicraft sales and tourism development. More and more people are keen on minority's culture and are willing to purchase their handicraft. Conversely, minority craftsman are more confident in their own culture and handicraft, which is helpful for craftsman to be rich and protect and inherit minority cultures.

3. PLIGHTS FOR MINORITY HANDICRAFT INDUSTRIALIZATION IN SOUTHWEST OF CHINA

3.1. Product Quality and Brand

3.1.1. Handicrafts in the same mode without innovation

Almost all minority handicrafts are made by means of teaching generation after generation. The crafts have similar taste, style, use and technology. So craftsman just obey ancestors' experience, and attention to modern art and teaching concept is not sufficient.

3.1.2. Seldom leading and famous enterprises

One of evaluating indicator to judge an industry healthy and booming or not is leading enterprises. Based on leading enterprises handicraft can concentrate different production factors and form famous brand to promote industry development. However, many minority handicraft-making village is moving by means of family workshop, in which always a couple, brothers or parents are operating instead of modern enterprises.

3.1.3. Low added value for handicraft

To promote brand construction and industrialization development, the added value for handicraft must be explored and advanced at most. For example, product packing, production concept, advertisement must keep pace with the time. However, it is a shortcoming in this aspect and there is a long way to go.

3.2. Market Aspect

3.2.1. Long-time investment and high production price

One of the most attraction traits for handicraft is hand-making. So the time for finishing a handicraft always needs long time, especially some special raw materials, which is an element to increase production price higher. In market economy, too many people are interested in it but seldom can afford it.

3.2.2. Imperfect sale channel

With the rapid development of Internet, more and more consumers select online shopping, live broadcast shopping, official account sale, We Media and so on. However, traditional sale channel is the main way for craftsman to sell their handicraft. On the influence of regional restriction and imperfect sale channel, too many minority handicrafts have to step into higher transportation price and lower profits, which is a serious shortcoming to restrict handicraft industry prosperous.

3.3. Local Commercial Environment

3.3.1. Too many different managers

In the process of handicraft industrialization, there are too many different managers such as government, enterprise, craftsman, local industry associations and so on. Although they have their own obligation to advance handicraft industrialization, in some way, too many different managers maybe can not make the industrialization in effect at most and best, because they stand for different interest subject after all.

3.3.2. Market regulation needs perfection

Due to immature market system, low commodity consciousness in craftsman, some workshops and craftsman are short in patent application, brand protection, market regulation construction, even in some scenic spot, some businessmen are not honest in business, which is a key obstacle to make product sale, service and inheritance in a benign circle.

3.3.3. Low public service consciousness and level

Although local government has made many policies to promote minority handicraft industrialization, the impact is not so satisfied sometimes. Many policy propaganda works not in effect just put on Website without active and deep conduct propaganda.

3.4. Talent Construction

3.4.1. Serious brain drain

High qualified talent is the most important production element for development. However, because there is a huge development gap between Southwest and East areas, so many talents select to develop themselves in developed cities. Many craftsman have to transform their industry toward city in order to meet the needs of market economy, even lose their inherited technology.

3.4.2. Imperfect talent training

In ethnic group areas, most craftsman inherit their technology by means of blood, family, marriage and teacher system. These talent training has its advantages, but also it is difficult to carry minority technology and culture forward than training in formal organization.

4. SUGGESTIONS AND SOLUTIONS FOR HANDICRAFT INDUSTRIALIZATION

4.1. Government

4.1.1. Make government's function and role more clear

Many institutions are in charge of minority handicraft business such as government, enterprise, craftsman and so on. However, the leading key must be government for handicraft industrialization. So making government's function and role more clear will put handicraft industrialization in better effect.

4.1.2. Make better policy to adapt industry development

Government should make series policies to guide handicraft industry to develop. For example, making long-term and near future development goals, integrating all production elements such as capital technology, talent and enterprise and so on can make handicraft industry in a better development way.

4.1.3. Building a pillar industry and a good sample for handicraft culture

Building a pillar industry based on handicraft industry will draw more relative attention to form a core circle, so the whole economy will be in an aggregation effect, and also the added value for products will be advanced in time.

4.2. Craftsman and Handicraft Workshop

4.2.1. Promote product innovation

In order to make develop minority handicraft industry in boomin, craftsman must attach importance in product innovation. For example, high quality, elegant aesthetics and characteristics cultures are essential for product living. Craftsman can promote product innovation by means of raw materials, function, tevhnology and so on.

4.2.2. Change business model

In ethnic group areas, many craftsman teach their technology to inheritor is a privacy according to blood or marriage reasons. However, this concept is not fit for current market economy development. Proper business model change will be more helpful for a technology to protect, inherit and innovate.

4.2.3. Increase sales ways

Due to fierce market competition, although minority handicraft is good, at the same time it also needs more consumers to purchase. Consequently, craftsman should not just rely on traditional sale way. Some current selling ways can be explored such as living broadcast, official account, experience hall and so on.

4.3. Society Environment

4.3.1. Open and cultivate international market

Southwest minority areas lie to many Southeast Asian countries as Myanmar, Vietnam and Laos. Meanwhile some these countries have the same religion, similar culture and languages, so we should make good use of minority's handicraft as a bridge to communicate with other countries.

4.3.2. Social Associations play more roles besides government and market

Besides government and market, society plays another role named "the third hand" to control a nation's economy. In minority handicraft industrialization, folk industrial association has being worked as the role all the same. In the future, social association can devide handicraft resources into 5 types as art, custom, business gift, furniture decoration and corporation culture.

4.3.3. Promote the integration between culture and tourism

Only adhere to their own history and culture can minority handicrafts burst into strong vitality. According to too many experiences and examples, the deep integration between culture and tourism is the best way to make the goal come true. The integration for history culture, places of historic interest and minority handicraft together will promote its values of economy.

5. CONCLUSIONS

All in all, in Southwest of China, there are a lot of minority handicrafts resources for ethnic group areas to make rural revitalization come true. However, due to natural, economic, social and government reasons, some predicaments would appear for minority handicrafts industrialization. Only exploring various powers to integrate an organic whole can make minority handicraft industrialization dynamic and bright.

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