



# New Ways to Revitalize Traditional Villages in Yunnan Under the Background of Rural Revitalization Strategy

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**Abstract.** In recent years, the implementation of rural revitalization strategy and the proposal of cultural confidence building have made the economic development and cultural protection of traditional villages an urgent problem to be solved. To build Yunnan into a demonstration area of national unity and progress is one of the three goals of Yunnan's development. At present, the protection of traditional villages in China mostly stays at the system level, which is difficult to transform into a more long-term self-protection mechanism [1]. The emergence of the construction mode of "ecological museum" has brought new ideas for the protection and development of traditional ethnic villages in vast areas of our province. This paper analyzes the existing problems in the development of traditional villages in Yunnan Province, on this basis, it puts forward that as an emerging museum form, ecological museum not only meets the requirements of national development orientation, but also is an important means to protect and promote ethnic culture. It is an important way for rural development, an important way to implement the strategy of rural revitalization, and a new way to develop and build demonstration areas of national unity and progress.

**Keywords:** Yunnan · nationality · ecological museum · rural revitalization

## 1 Introduction

With the development of urbanization, many traditional ethnic villages are faced with such practical problems as the traditional atmosphere gradually declining and the material space of traditional culture on the verge of extinction, which naturally leads to the discussion and research on the development and transformation of traditional villages. Yunnan is a multi-ethnic frontier province. Due to the constraints of natural, traditional and social factors, Yunnan is also a key and difficult area for rural revitalization. However, nowadays, most traditional villages after "improvement" or "revolution" are faced with a series of problems, such as the damage of style caused by the deviation of thinking, the malignant development caused by extensive development, and the intensification of contradictions caused by various demands [2]. Therefore, when the protection and development of traditional villages are carried out one after another in the future, it is

particularly important to actively explore effective ways for the protection and sustainable development of traditional minority villages and put forward targeted and more efficient development strategies. The concept of “ecological museum” provides a new idea for the activation and development of traditional villages in Yunnan.

## **2 “Ecological Museum” and Traditional Ethnic Villages**

### **2.1 Concept and Characteristics of Ecological Museum**

In 1971, the new concept of “Eco Museum” was put forward in France. As a special form of museum architecture, “Eco museum” is a “living museum” with a specific area as a unit and no walls. It can protect the natural features, architectural layout and living customs of ethnic villages as a whole and reproduce the development history of the nation and continue the long culture of the nation.

The core work of ethnic ecological museum lies in the protection of ethnic cultural heritage and the practice of sustainable village development. The indigenous people in the ecological museum are the owners of their own culture, which can fully mobilize the enthusiasm of local people, form cultural consciousness, and take the initiative to participate in the protection and inheritance of their own cultural heritage [3].

### **2.2 Foreign Research Trends and Development Trends of Ecological Museums**

Western countries had a certain foresight in the protection of traditional villages, and the research time was earlier than that of China. For example, in 1930, France issued the Law on Protection of Scenic Spots, which listed small towns and villages with characteristics as protection objects together with nature reserves and landscapes [4]. Since the Second World War, many international conventions and declarations on site protection have been promulgated successively [5]. Site protection has been developed to the level of overall environmental protection. In the Tlaxcala Declaration on the Regeneration of Small Settlements (1982), the protection of small settlements is centered on cultural characteristics and traditional architecture. Since the 1980s, with the development of cultural diversity, ethnic minority culture and indigenous culture have been gradually paid attention to, and the significance of developing and protecting ethnic minorities has been gradually recognized. The third generation of ecological museum reflects more cultural ideological principles, and the ethnic ecological museum with the development and protection of ethnic culture as the main body comes into being [6].

### **2.3 Domestic Research Trends and Development Trends of Ecological Museums**

It is only a decade or two since the protection research of historical and cultural villages and towns began.

At present, Chinese traditional villages lack practice in the issue of protection and development, and the related theories and methods are not fully mature; The planning system of protection and development is also not perfect, and it is mostly a simple development mode of tourism or “farmhouse joy” experience. If this development mode

is not achieved, the protection of traditional villages will be greatly threatened, and the planning, construction, management and implementation will be disconnected, and the protection and development of traditional villages cannot be well guided.

The concept of eco-museum was introduced into our country in the 1990 s, combining with the situation of different regions, it has experienced different types and development stages such as ethnic areas, Han agricultural areas, cities and specific communities, etc. It has had great influence on the protection and utilization of heritage, local development and the evolution of the concept and function of the museum. Since then, after more than 20 years of practice and exploration, there have been more than 30 such ethnic village-type ecological museums, mainly distributed in Guizhou, Guangxi, Yunnan, Inner Mongolia, Xinjiang and other ethnic communities.

Until now, the construction and development mode of ecological museums in China is mostly based on ethnic villages, so the research experience of ethnic village ecological museums is relatively rich [7], which is suitable for reference and promotion in the whole country.

### **3 Ecological Museum: A New Path to Build a Demonstration Area of National Unity and Progress**

Traditional villages in Yunnan Province, with a large number of them, are the second in China, showing the history, nationality, culture, region and other characteristic elements of Yunnan ethnic minorities.

As a special form of museum structure, "ecological museum" is characterized by large audience, high value added rate and strong publicity. It can promote, consolidate and demonstrate the integration and efficient utilization of various ethnic cultural resources, promote the development of tourism, optimize the industrial structure, drive economic growth and create more economic benefits for the society. Both in terms of concept and operation, it can bring a new development mode for the inheritance of ethnic culture and the activation of villages in Yunnan.

### **4 Current Problems in the Development and Protection of Traditional Villages in Yunnan**

The author conducted a field survey on typical ethnic villages in Yunnan, (Fig. 1) sorted out and classified them, and classified the status quo of traditional ethnic villages in Yunnan and the difficulties they are facing into the following four categories:

#### **4.1 Village Hollowing Out**

With the rapid development of urbanization, rural materials, resources and wealth continue to converge on the city, and rural population shifts to the city, which is manifested in the hollowing out of rural land, population, rural industry and infrastructure. There is a shortage of young talents in rural areas and a strong sense of getting rid of the countryside. Traditional villages are declining with few people living and no construction,

Field survey. List of typical traditional ethnic villages in Yunnan				
Serial number	Survey villages	Village location	Major ethnic minorities	existing problem
1	Leju village	Tuanjie Township, Xishan District, Kunming City	Yi nationality	4.1/4.4
2	Ma' anshan Village	Qianzhuang Township, Fumin County, Kunming City	Miao nationality	4.2
3	Qinaxi Village	Dianzhong Town, Eshan County, Yuxi City	Yi, Hani nationality	4.1/4.3
4	Nuobei Village	Guishan Town, Shilin County, Kunming City	Yi nationality	4.1/4.3
5	Yanglingang Village	Biji Town, Xishan District, Kunming City	Bai nationality	4.2
6	Banjiang Village	Zhetu Township, Guangan County, Wenshan Prefecture	Zhuang nationality	4.4
7	Laodabao Village	Jiujing Hani Township, Lancang County, Pu'er City	Lahu nationality	4.1
8	Mangjing Village	Huinan Township, Lancang County, Pu'er City	Elang nationality	4.4
9	Jingmai Village	Huinan Township, Lancang County, Pu'er City	Dai nationality	4.4
10	Wengding Village	Mengjiao Township, Cangyuan County, Lincang City	Dai, Yi, Lahu nationality	4.1/4.4
11	Azeco Village	Yuanyang County, Honghe Hani Yi Autonomous Prefecture	Hani nationality	4.2/4.3
12	Huangsong Village	Tongdian Town, Laping County, Nujiang Prefecture	Bai nationality	4.3
13	Shijing Village	Jiancao Township, Yunlong County, Dali Bai Autonomous Prefecture	Bai nationality	4.2
14	Cai Village	Dali Town, Dali City	Bai nationality	4.3
15	Baiguotan Village	Longqing Township, Shizong County, Qujing City	Yi, Zhuang nationality	4.1/4.2

**Fig. 1.** Field survey (Self-drawn by the author)

and the inheritance and active development of the remaining village cultural heritage are facing a crisis. For example, the Old village of Wongding in Yunnan Province was destroyed by fire on February 14, 2021. Since most of the villagers had already moved to a new village built by the government, the old village was uninhabited, so it missed the best fire-fighting time and was destroyed by fire.

## 4.2 Cultural Vulgarization

Yunnan is rich in tourism resources. As a part of it, the commercial development of traditional ethnic villages can promote the overall economic development of Yunnan and help to improve the overall economic level of villages. However, in the process of development, some villages lack scientific evaluation of ethnic cultural tourism resources. In order to meet the market demand or the vulgar taste of tourists, the original folk culture in the villages is deliberately exaggerated transformation, rote imitation, arbitrary interpretation, so that the ethnic cultural connotation of the villages gradually becomes stale or even lost. The “authenticity” in traditional villages will disappear with the impact of the wave of commercial development.

## 4.3 Cognitive Slice

Although the number of declared traditional villages in Yunnan Province ranks among the top in China, many traditional villages only carry the national brand, and their historical value and cultural connotation have not been thoroughly studied. Some local government departments and villagers have a one-sided understanding of the value of traditional villages, and equate the protection of traditional villages with the protection of ancient buildings and ancient dwellings, while ignoring the overall protection of the village’s natural environment, cultural environment, tangible heritage and intangible heritage [8]. In addition, there is a single protection concept and disorderly development, which not only causes the lack of cultural inheritance but also ignores the rights and interests of villagers. As a result, the revitalization of traditional villages is difficult.

#### **4.4 Development Model**

With the requirements of policies and the impact of tourism, some functional departments simply confuse traditional village protection with tourism development, fail to recognize or carefully sort out the value of the villages, and have a weak protection consciousness. They simply and roughly plan villages according to the scripted construction ideas, ignoring regional characteristics, village characteristics, cultural inheritance and villagers' interaction. The lack of cultural taste in the villages not only destroys the cultural landscape of the villages, but also fails to attract tourists. The effect is completely opposite to the original intention of the protection. As a result, some traditional villages in Yunnan present low-value replication mode.

### **5 Feasibility Study of Construction Mode**

Through case study planning and design practice of eco-museum model in the above villages, (Fig. 2) it is proved that the eco-museum construction model has the following advantages for the activation of traditional villages in Yunnan region:

#### **5.1 Raise Awareness and Cultural Confidence**

The intervention of "ecological museum", through cultural penetration and exhibition function, can realize the promotion of the village's cultural value and tourism experience upgrade, break through the industrial boundaries, and change the original development mode of commercial tourism.

As a "living museum" without walls, villages can achieve integration, penetration and optimal allocation among life, tourism, cultural learning and education elements, promote the alliance of material cultural heritage and intangible cultural heritage, and promote the original industry and national cultural characteristics of villages from the aspects of development mode, mode and ideology. To promote the development of villages towards the direction of public, intensive, large-scale, beneficial and comprehensive, not only allowing the vast audience to enter the museum and get close to the national culture, but also improving the understanding of the value of villages and enhancing the cultural confidence of people in minority areas, so as to get out of the restriction of backward rural ideas. Actively inherit, excavate, protect and expand village values, strengthen cross-border cooperation with social forces, form large-scale industrial demonstration areas, and finally realize the optimization and development of the structure of spiritual and cultural life, so as to form an innovative mode to promote the long-term development of ethnic villages, and avoid the disassembly of nobody and hollowing out villages.

#### **5.2 Outstanding Characteristics, Symbiosis and Co-construction**

At present, most ethnic unity and progress demonstration zones pay attention to ethnic museums based on the construction of venues and cultural relics in their collections. This study introduces the concept of museums, establishes an integrated development model of indoor pavilions, outdoor ethnic villages and indoor and outdoor interactive

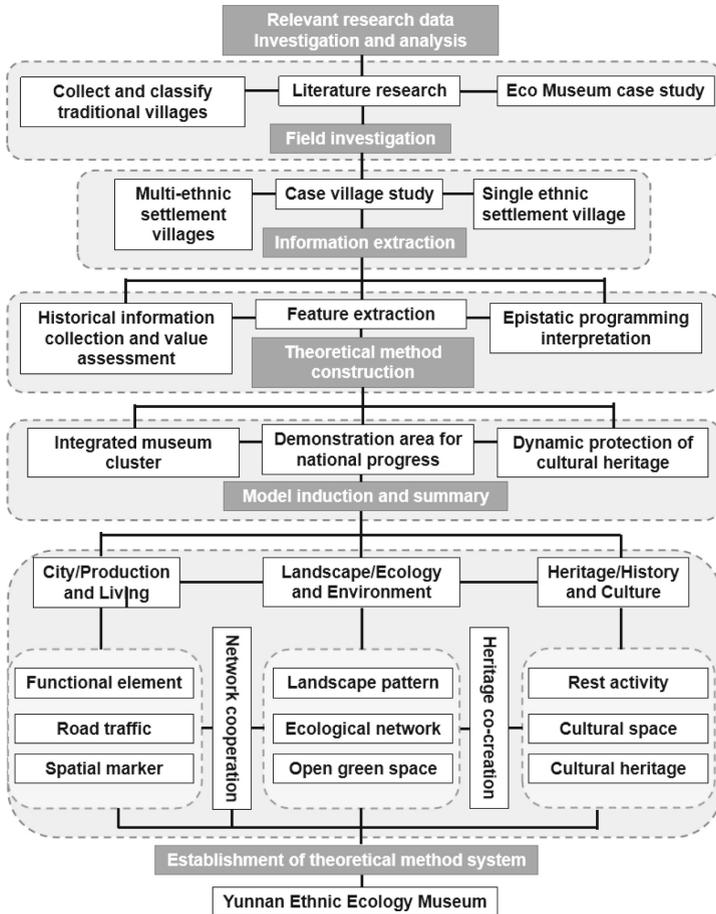


Fig. 2. Technology roadmap (Self-drawn by the author)

experience venues, forms connections through a dense cooperation network, and realizes the optimization of resource allocation. It is conducive to the play of the museum's social functions. Villages maximize the use of resources and are rooted in the constantly innovative social and cultural environment of their region, which is a major feature of village construction.

Compared with the traditional “hand-me-down” village reconstruction, the National ecological Museum emphasizes the concept of dynamic protection. Ethnic culture is diverse, even the same ethnic group in different regions also has its unique, each ethnic village has its uniqueness. Ethnic villages in Yunnan are distributed in a state of “large cohabitation and small settlement”, and there are distribution modes of “same ethnic group in the same region” and “multiple ethnic groups in the same region”. For ethnic villages with different ethnic groups, different regions and different types, their unique context and village characteristics should be maintained and highlighted in the development process, and villager leading, government participation and expert support mode

should be adopted. To stimulate the endogenous driving force and co-development, effectively realize the inheritance, activation, improvement and interaction of village culture, and finally realize the cultural consciousness of villagers in the dynamic development, and really effectively activate and develop the village value.

### **5.3 Reasonable Protection and Overall Planning**

Most traditional villages in Yunnan still have relatively intact village spatial pattern and relatively complete traditional village culture. The core of incorporating traditional villages into the ecological museum mode for protection is to maintain the authenticity of traditional villages, that is, to continue the original spatial texture, site selection pattern, landscape style, etc. In particular, in the current process of vigorously promoting rural revitalization, both the implementation of livelihood projects and village environmental remediation should be based on the premise of maintaining the authenticity.

Ecological museum is the embodiment of the value of regional culture, and regional culture is the embodiment of the spirit of the place. Village protection is not only about protecting a building or a residence, but also about making overall planning for the village itself and its surrounding areas. Under the requirements of the ecological museum evaluation system, the development potential of village resources (location, scale, culture, history, tourism resources), environmental development potential (buildings, cultural relic protection units, ecological museum control areas, historical and cultural reserves, artificial environmental elements), human development potential (living customs, life interest, culture and art), and public service development potential (culture and entertainment) are discussed. Facilities, exhibition service facilities, elderly care service facilities, medical facilities, educational facilities, etc., to build an industrial system with diversified business forms and rich content. Thus, an integrated comprehensive field traditional village with sustainable environment, high economic development and guaranteed culture can be built.

### **5.4 Establish Image and Innovate Ideas**

Implementing the rural revitalization strategy is a major strategic plan made at the 19th CPC National Congress. To build Yunnan into a demonstration area of national unity and progress is a major task assigned to Yunnan by the CPC Central Committee. In this context, we should focus on promoting the innovative model of research demonstration area construction [9]. The original single indoor exhibition form of museums and the tourism mode of natural ethnic villages have been unable to meet the demands of The Times and residents' development, so it is necessary to build a new development mode.

The mode of ethnic ecological museum has the characteristics of good concentration, strong local, high demonstration and long lasting. It can realize the new mode of the construction of ethnic unity and progress demonstration area with the trinity of indoor exhibition of ethnic cultural relics, outdoor performance of ethnic intangible cultural heritage and indoor and outdoor interactive publicity of ethnic unity and progress spirit. Promote tourism with national characteristics, promote education with national culture, and establish image with national culture. Each village no longer takes a single ethnic feature as its development direction, but studies different types of typical ethnic villages

from the perspectives of ethnic characteristics, space, region and resource composition, and sorts out the development mode of ethnic ecological museum from the perspective of cultural elements, historical conditions and regional characteristics, so as to avoid the development mode of “one thousand villages”.

The establishment of a museum cooperation network and the formation of multi-regional and multi-ethnic cooperation can be promoted from Yunnan Province to the whole country to establish a system. Meanwhile, the concept of ethnic ecological museum model can be promoted and the role of national linkage in the protection and development of ethnic cultural heritage can be formed.

## 6 Conclusion

Ecological museum is a new idea and method for the overall protection of traditional villages. The author introduces ecological museum into Yunnan village construction to take it as an important new practice idea to rescue and carry forward the traditional national culture, national cultural ecology and national cultural tradition. It is hoped to explore a protection mode in line with the actual situation of traditional ethnic villages in Yunnan, which will play a positive role in promoting the rational development and utilization of cultural resources of traditional villages in multi-ethnic areas, better coordinating cultural heritage protection with economic and social development, and realizing the sustainable development goals [10]. To be sure, there is no one-size-fits-all approach, and not every village can refine and apply the eco-museum model.

At present, the problems faced by traditional ethnic villages need to be explored and practiced in different disciplines. The development mode of ecological museum not only adheres to the protection concept of ethnic ecological demonstration village, but also plays a role in developing the economy and culture of ethnic minorities. The establishment of ecological museum in traditional villages can dynamically protect regional cultural heritage with points and areas. Inheriting and developing traditional villages, enabling local villagers to have profound cultural identity consciously, and promoting the healthy development of traditional villages are an important method to implement the rural revitalization strategy under specific circumstances, and also a new way to develop and construct demonstration areas of national unity and progress [11].

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