

The Research on Protection and Inheritance Strategies of Intangible Cultural Heritage: A Case Study of Traditional Tujia Brocade Weaving Technique in China

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Abstract

China has a long history, and Chinese culture has a long and profound history. In the long history, the industrious and intelligent Chinese people have created a rich intangible cultural heritage. The Tujia Brocade of the Tujia people in the Wuling Mountains of China, as one of the five famous brocades in China, integrates politics, economy, culture, folklore and beliefs of various historical stages, and has had an important position in the field of textile from the ancient times to the present. However, with the rapid development of the society and the change of people's ideological concepts, the traditional brocade weaving skills of the Tujia ethnic group have encountered multiple realities in the protection and development of the dilemma.

Tujia brocade weaving was approved by the State Council of China in 2006 as one of the first batch of traditional arts to be inscribed on the Intangible Cultural Heritage List, and its preservation and inheritance are currently facing negative impacts brought about by such problems as excessive commercialization, lack of innovative resources, and insufficient community recognition, thus hampering the development of the art.

Keywords: Tujia brocade; Intangible cultural; Heritage protection; Cultural management

Introduction

Tujia brocade is a kind of jacquard fabric produced in the Wuling Mountains of China. As one of the five famous brocades in China, it has gone through a long history of change, carrying the temperature of the traditional handicrafts of the Tujia people, and is an outstanding representative of the brocade weaving skills of Chinese ethnic minorities. This paper analyzes the value and development direction of Tujia brocade in terms of history, culture, art, folklore and other aspects through the research means of literature research method, fieldwork method, questionnaire survey method and data analysis method, researching, counting and analyzing, in order to further analyze the Tujia brocade with a more integrated and comprehensive research.

The article mainly develops research through 2 plates:

1. Difficulties in the inheritance of traditional Tujia brocade weaving techniques
With the rapid development of social modernization, the Tujia brocade is facing the real problem of protection and inheritance, due to the differentiation between the traditional brocade

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skills and contemporary lifestyle, the contradiction continues to intensify, the development of which is hindered.

2. Strategies and Suggestions for the Protection of Traditional Tujia Brocade Inheritance

By elaborating and analyzing the multi-dimensional value and inheritance status of Tujia brocade, we can enhance people's sense of urgency about the endangerment of traditional handicrafts, explore the development path of Tujia brocade in the current society, and put forward practical and sustainable development management suggestions in combination with relevant policies and regulations.

Research Objective

This paper analyzes the inheritance dilemma faced by the traditional brocade weaving skills of the Tujia ethnic group in order to explore the specific implementation measures and effective mechanisms for inheritance protection.

Research Methodology

The author of this paper organizes relevant data and literature, and with the help of cultural management theory, locates and constructs strategies for the protection and inheritance of intangible cultural heritage in Longshan County of Hunan Province and Laifeng County of Hubei Province, and analyzes the protection and inheritance of traditional brocade weaving skills of the Tujia ethnic group in the following four aspects: originality, wholeness, sustainability, and decidability, by applying the idea of inheritance protection.

Research Scope

This paper will take the current protection and inheritance of Tujia brocade skills in Longshan County, Xiangxi Tujia and Miao Autonomous Prefecture, Hunan Province, and Laifeng County, Enshi Tujia and Miao Autonomous Prefecture, Hubei Province, as the main scope of the study, and will draw on the advanced achievements in the related fields at home and abroad, concepts and forms of intangible cultural heritage inheritance and innovation, and combine them with the practical experience, to help the Tujia area further protect and inherit the excellent brocade skills, and to build a Tujia brocade inheritance management program.

Research Application

The conclusions of this study show that specific implementation measures and effective mechanisms for transmission protection are conducive to promoting the protection and transmission of intangible cultural heritage. This paper provides some experiences and ideas for the protection and transmission of the traditional brocade weaving skills of the Tujia ethnic group and discusses the direction and development trend of future research.

Research Results

The protection and inheritance of traditional and ethnic cultures are undergoing great challenges, and a large number of excellent intangible cultural heritages, including Tujia brocade, have been subjected to unprecedented impacts in this process.

Discussion

In the trend of development of the times, how to preserve the original traditional textile crafts on the basis of the combination of art and technological innovation, to enrich the mode of inheritance of Tujia brocade skills and cultural dissemination, the traditional handicrafts will be management and effective protection of this traditional handicraft is an important issue that we urgently need to solve at present.

1. Difficulties in the inheritance of the traditional brocade weaving skills of the Tujia people Destruction of regional cultural ecology

In China, the protection of non-heritage is a government-led work on the inheritance and orderly development of the excellent traditional culture of the Chinese nation, cultural diversity and diversity of cultural expressions. However, the protection of non-heritage cannot be separated from the overall protection of regional cultural ecology, which suggests that we need to pay attention to the connection between the natural environment, natural ecology and cultural heritage and cultural ecology which are closely related to the non-heritage, and through the protection of the related natural and cultural ecology, the protection of non-heritage can be gradually realized, so as to enable its orderly and sustainable development in the future.



The real protection and inheritance should start from the source of the craft, and on the basis of protecting the cultural ecology, ensure that the raw materials of brocade have enough space for survival, and when creating brocade works, the brocade practitioners should be advocated to present the complete craft process, and insist on the implementation of the principles of the protection and inheritance of intangible cultural heritage.

Ideological change of craftsmen

The main body of intangible cultural heritage inheritance is people, therefore, people's views on a traditional handicraft or the degree of recognition of traditional culture play a key role in the inheritance of intangible cultural heritage. The main inheritors of Tujia traditional brocade weaving skills are located in Longshan County, Xiangxi Tujia and Miao Autonomous Prefecture, Hunan Province, and Laifeng County, Enshi Tujia and Miao Autonomous Prefecture, Hubei Province. During the 1980s and 1990s of the reform and opening up, Tujia brocade weaving skills have received widespread attention, and the local residents have spontaneously formed the consciousness of protecting brocade weaving techniques, especially in the decade of 1985-1995, when the development of Tujia brocade weaving brought a lucrative economic growth to the local practitioners. The development of Tujia brocade, especially in the decade from 1985 to 1995, brought local practitioners a rich economic income. However, with the excessive development of Tujia brocade products in the tourism industry, the quality of handicrafts began to decline extensively, and the fast-paced industrial production from raw materials to weaving techniques were trying to replace traditional



development of the Internet era have further enhanced the concepts of local residents, especially the new understanding and view of traditional crafts and culture.

Survival Dilemma of Tujia Brocade

With the development of society, the ecological environment in the Tujia settlement area has changed, forming an unprecedented impact and challenge to the survival of the traditional culture of the Tujia people, some excellent traditional culture is gradually talking about out of people's sight, the Tujia brocade culture is one of them. At present, the development of traditional Tujia villages is "hollowing out" and "decentralization" phenomenon, and the continuous development of the society makes the traditional culture of Tujia lose its original functional value and social role. Tujia brocade weaving is an important part of the traditional culture of the Tujia people, and it must have a living environment that is compatible with it in order to continue and develop.

In addition, the survival of the Tujia brocade dilemma is also manifested in the Tujia brocade craft inheritance "protective destruction", which is also a common problem in the process of intangible cultural heritage protection. Although the Tujia brocade handicrafts need to be developed, utilization, and tourism and market economy, to realize the value of conversion. However, if there is no rationalization of the development, excessive commercial development, mechanized production, lack of innovation, etc., and thus these traditional cultures are interrupted due to our protection, then this is a kind of "protective destruction" of the intangible cultural heritage. On the surface, it seems to be the prosperity of the safeguarded items, but in reality, it is a fundamental harm to the intangible cultural heritage, violating the "authenticity", "wholeness", "interpretability" and "sustainability" of the intangible cultural heritage. It is contrary to the principles of "authenticity", "wholeness", "interpretability" and "sustainability" of the intangible cultural heritage.



Difficulties in the inheritance of the traditional brocade weaving skills of the Tujia people

Nowadays, the scene of "every footstool has a flower weaver" has disappeared in the current Tujia community, the development of the times, the progress of science and technology has changed the Tujia people's life content and way of life, the change of the living environment has put the survival of Tujia brocade in a difficult situation, and the loss of this excellent traditional culture is accelerating. Tujia is an ethnic minority without its own writing, so the inheritance of Tujia brocade weaving skills relies on generations of brocade weavers who use their brains to record and output, and then pass them on to their female relatives or apprentices by teaching them by word and example and by teaching them hand in hand. This kind of inheritance is passed down by the limitation of people's own physical function, if the inheritor is old and the physical condition deteriorates, there is the problem of inheritance difficulties. Nowadays, according to the author's understanding of the Tujia brocade masters in Xiangxi and Enshi Prefectures, due to the constraints of the inheritance method, the dependence on the inheritor is very high, so the brocade masters' old age is an unavoidable problem that will make the chain of inheritance of brocade technique broken, thus making the technique on the verge of being lost.

Tujia Brocade Masters in Xiangxi Prefecture, Hunan Province (Part)

Name and surname	Year of Birth	Age	Personal Achievement
Liu Dai'e	1955	67	Representative Inheritor of Tujia Brocade Weaving Technique, a National Intangible Cultural Heritage Item
Ye Shuiyun	1967	1967	Representative Inheritor of the National Intangible Cultural Heritage Program of Tujia Brocade Weaving Technique, Chinese Master of Arts and Crafts
Li Chengfeng	1965	57	Representative Inheritor of Tujia Brocade Weaving Technique, Intangible Cultural Heritage Project of Xiangxi Prefecture, Hunan Province.
Liu Daiying	1960	62	Representative Inheritor of the Intangible Cultural Heritage Program of Tujia Brocade Weaving in Xiangxi Prefecture, Hunan Province

Statistical Table of Information of Tujia Brocade Masters in Enshi Prefecture, Hubei Province (Part)

Name	Year of Birth	Age	Personal Achievement
Tang Hongxiang	1943	79	Hubei Arts and Crafts Master, Jingchu Craftsman
Liu Muxiang	1955	67	Hubei Provincial Arts and Crafts Master, Representative Inheritor of Tujia Brocade Weaving Technique of Hubei Intangible Cultural Heritage Project

The inheritance of Tujia brocade weaving technique is mainly inherited within the family, and family members are the main inheritors. For example, mothers teach their daughters, mothers-in-law teach their daughters-in-law, and sisters pass it on to each other, etc. Because brocade weaving craft originally existed to meet the needs of the family's internal life, learning and passing on this craft is a natural thing, so this way of inheritance has certain limitations. With the rapid development of society and the influence of foreign cultures, the original mode of life has been broken, and there is a great contrast between the external environment that is advancing with each passing day and the living environment of traditional villages, and there are fewer and fewer occasions to use brocade in daily life environments, and the value of the traditional brocade culture is less and less valued among the young groups. At the same time, the economic value of brocade handicrafts is also difficult to reflect, forced by the reality of poverty in Tujia villages, the living conditions of brocade artists have not been substantially improved, and young groups have chosen to go out to work to maintain their livelihood.

The inheritance of Tujia brocade skills, on the one hand, depends on the overall environment and audience, on the other hand, depends on the core inheritance of the crowd, especially the younger generation of inheritors, only in the continuous exploration to find practical measures and programs for the protection and inheritance of the Tujia brocade can really make the brocade "live".

2. Tujia traditional brocade heritage protection strategies and recommendations **Specific measures for the protection of inheritance**

Intangible cultural heritage is a place of thick traditional skills or customs, from generation to generation of people's production, life practices, its cultural connotation and value through a complete set of processes to ensure that the production environment requirements. Therefore, we have to implement the traditional brocade weaving skills of the Tujia heritage protection needs to further integrate the ecological environment, the main body of the inheritance of conditions and strength, with modern technology to carry out protection measures, so that the Tujia brocade weaving skills can be better for the "living" inheritance.

Construction of national cultural ecological reserve. The Tujia community is rich in traditional cultural resources, and representative intangible cultural heritage lists include Tujia brocade weaving techniques, Tujia hammock building techniques, Tujia Maugus Dance, Tujia folk songs, etc. The construction of the Cultural Ecological Reserve will provide an ideal environment for the Tujia community. The construction of the Cultural Ecological Reserve will provide favorable conditions for the holistic protection of the intangible cultural heritage. In 1998, the well-known scholar Fang Lili raised the issue of cultural ecological imbalance in an advanced anthropology seminar hosted by Peking University, and she explained the significance of the "cultural ecology" in her later article: "Every culture created by human beings is a dynamic living organism, and all kinds of cultures gather together to form different cultural communities, cultural circles, and even cultural chains similar to food chains, which are interconnected to form a dynamic



network of life, and as an organic part of the human culture as a whole, have their own values and play their own roles in maintaining the integrity of the whole human culture". Playing its own role", the basic meaning of which is to regard human culture itself as an ecosystem, the construction of a national cultural ecological reserve in the traditional cultural gathering place of the Tujia community will provide a basic guarantee for the protection of the inheritance of intangible cultural heritage in the region.

Starting from the fundamental needs of the main body of inheritance, retaining "people". In the protection of intangible cultural heritage, we should change the wrong concept of emphasizing "things" over "people". Tujia traditional brocade weaving skills of the inheritance of the main body is the Tujia young women, want to keep this part of the group should first solve its life problems and employment problems, life and economic security is the most critical, the most urgent need to solve the problem, to solve this part of the problem will be solved in the inheritance chain of the problem, inheritance protection has the significance of the implementation of the significance of the protection. In addition to the young inheritance body, the elderly brocade weaving artist is also a group we need to focus on, in the process of inheritance, they bear the heavy responsibility of passing on the art of apprenticeship. Tujia traditional brocade weaving process contains a complete set of processes from raw material planting, collection, processing, dyeing, spinning, weaving, etc., the protection of the main body of inheritance is the prerequisite for the protection of the Tujia traditional brocade weaving techniques, therefore, one of the measures for the protection of the inheritance of the old brocade weaving artists and the young inheritors still alive to give a certain degree of policy support and financial incentives, from their real needs to demand. Only by giving them reasonable livelihood protection can they implement the inheritance work in an orderly manner with peace of mind.

Constructing an effective mechanism for the protection of inheritance

In addition to building a good ecological environment, paying attention to the needs of the main body of inheritance, digital technology protection and other specific measures for the inheritance protection of the traditional brocade weaving skills of the Tujia ethnic group, it is also necessary to build up a management mechanism that adapts to the progress of the times, training bases, formulate an effective mechanism for the cultivation of the inheritors and carry out the rational development and utilization of the traditional culture on the basis of respecting the traditional culture, strengthen the cooperation with the schools and scientific research institutions, and carry out international exchanges and cooperation. international exchanges and cooperation.

The establishment of management mechanism is the important foundation for the protection of the traditional brocade weaving skills of the Tujia people. Tujia brocade has a wide distribution range, mainly in Hunan and Hubei provinces, with a wide geographical range and dense ethnic groups, and the responsibility of protection and inheritance is great, involving many functional departments, such as the competent cultural department, cultural relics departments at all levels, and ethnic work departments. Therefore, the cultural administrative departments and leading cadres of the people's governments at the county level, while fully recognizing the necessity and importance of rescuing, protecting and inheriting the traditional brocade weaving skills of the Tujia ethnic group, should look at the value behind the cultural resources of the Tujia brocade with a developmental perspective, and adhere to the concept of "protection promotes development and development promotes protection" in the commercial development and economic activities of the Tujia brocade, and

not use the "protection promotes development and development promotes protection" as the basis for their activities. In the commercial development and economic activities of Tujia brocade, we should adhere to the concept of "protection promotes development, development promotes protection", and we should not use the practice of sacrificing national cultural resources for short-term economic benefits, not to mention the Tujia brocade cultural resources should not be exploited in an inordinate manner, resulting in the destruction of protection. It is through careful planning, organization and implementation that we can gradually promote the inherited protection of the traditional brocade weaving skills of the Tujia people.

Establish a perfect training base. The construction of the base is conducive to the teaching, and further research of the traditional brocade skills of the Tujia people, as well as the promotion, application and popularization of this traditional Special training bases should be established in Longshan County, Xiangxi Prefecture, Hunan and Laifeng County, Enshi Prefecture, Hubei from the county level to each village community, representative inheritors of national intangible heritage and representative inheritors of provincial intangible cultural heritage to give lectures on a basis, as well as inviting relevant experts and to give theoretical guidance.

Each county should choose the village community with representative culture, good inheritance foundation and many brocade weavers for the construction of training base. For example, Longshan County of Hunan Province has a better training base (training center) in Rao Chehe Village, and apprentices from other neighboring villages need to go to Rao Chehe Village to learn Tujia brocade weaving skills, therefore, we will take Rao Chehe Village as the center, and take the neighboring villages with a better inheritance foundation to make statistics and comparisons. Therefore, we will take Liao Che He Village as the center, count and compare the neighboring villages with a better inheritance base, and choose two or three villages to build a training base for Tujia traditional brocade weaving skills. Similarly, the construction of training bases in Laifeng County, Hubei Province should be centered on the existing training bases in Laifeng County, and the village communities with better inheritance bases should be selected to build training bases for Tujia brocade weaving skills. The construction of the base provides a guarantee for the inheritance of the traditional brocade weaving skills of the Tujia people, and the establishment of more representative inheritance bases will help spread and promote the brocade weaving skills.



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Province,
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Establishing the training mechanism for inheritors.

The carrier of intangible cultural heritage is "people", which is created by human beings in long-term practice, and is the "living history" handed down from generation to generation, and is an indispensable part of cultural heritage. Tujia traditional brocade weaving skills is a real life of the Tujia people in the production of a handmade skill, the public social life is the Tujia traditional brocade weaving culture depends on the soil, but also its occurrence, development of the "data bank" and power source.

With the rapid development of social economy, the Tujia traditional brocade skills inheritance crisis, the inheritance of handicrafts is a dynamic process, is a kind of Tujia people's real-life environment generated by the living culture, its existence, development, evolution are in the nature, history,

reality of the interaction to be able to get the long-term effective protection, in order to reshape the past on the Tujia brocade enthusiasm, we must establish a set of practical and feasible mechanism to train the inheritors. Practical and feasible training mechanism for the inheritors.

First of all, we should break the traditional family inheritance mode. Tujia traditional brocade weaving skills are usually inherited within the family, mother to daughter and sister to sister is the most common way of inheritance. Nowadays, the brocade artists who can master the full set of brocade weaving skills are often older, and some of them are in poor physical condition and weak, so we need to pay attention to two points, one is to care and help the elderly brocade weavers, and provide protection in life and economy, so that they can teach their skills without worrying about them; the second one is to encourage the young women of the Tujia ethnic group to learn brocade weaving skills with the old brocade weavers, so as to pass on the brocade skills to them. Secondly, we should encourage young women of the Tujia ethnic group to learn brocade weaving skills from the old brocade weavers, break the inherited family teaching mode, and broaden the inheritance paths, so as to avoid the situation that the old generation of brocade weavers would rather keep all their masterpieces than accepting apprentices, or that the young women would like to learn the skills but there is no one who is willing to teach the skills. Government agencies should support and emphasize the protection of this group of brocade artists. In addition, the inheritors should utilize the existing resources to actively display the traditional brocade weaving techniques and achievements mastered by individuals, so that more people can understand and like Tujia brocade, and also absorb more young people to join the inheritance echelon to cultivate more qualified brocade weaving inheritors.

Secondly, the government needs to develop a complete set of evaluation and recognition system. Tujia traditional brocade weaving skills inheritance protection can not be separated from all levels of government on the inheritance of the main body of the rescue protection and guidance training. In the assessment and recognition should grasp the standard, such as Enshi Prefecture, Hubei Province, Laifeng County should be clear to the county (city), province, the national bottom-up three levels, to build a real and effective directory system, and categorization management. In the Tujia traditional brocade weaving technique inheritor identification, should be identified by the village brocade weaving artists in the county and municipal level inheritors, and then identified by the county and municipal level inheritors in

the provincial level inheritors, and finally identified in the provincial level inheritors in the national level inheritors.

Finally, the leading cadres in charge of the management of Tujia brocade culture need to strengthen the study of intangible cultural heritage cultural policy. Their degree of attention to the Tujia brocade culture is directly related to the development of the culture and economy of the region covered by the Tujia region's economic development is backward, is still one of the special hardship contiguous area, many villagers are still poor households, life security and community culture and economic development are the main work of the region's leading cadres. Leading cadres at all levels should implement the government's cultural policy, strengthen the change of ideological concepts, correctly recognize the necessity of the development of the traditional brocade culture of the Tujia ethnic group, improve their own cultural heritage and development of theoretical literacy, consciously and spontaneously to pay attention to the issue of cultural heritage of the region, to develop a practical and effective mechanism for the training of talents, leading cadres should be a good traditional brocade culture of the Tujia ethnic group of the leader and the disseminator.

Inheritance protection and rational development and utilization. Inheritance protection and rational development and utilization is to respect the traditional culture as the premise, on the basis of maintaining the originality of the intangible cultural heritage Tujia brocade weaving techniques, to carry out the research and development and utilization of the Tujia traditional brocade weaving techniques, which is an important measure for the protection and inheritance of the traditional brocade weaving techniques of the Tujia ethnic group.

The productive protection of intangible heritage adheres to the guidance of the scientific on development, in accordance with the provisions of the Law of the People's Republic of Intangible Cultural Heritage, and conscientiously out the guideline of "protection as the mainstay, as the first priority, rational utilization, and inheritance and development". The productive protection of the traditional brocade weaving the Tujia people should correctly deal with the relationship between protection and utilization, destroying its authenticity as a prerequisite for the development and utilization of the protection and inheritance of the need to follow the needs of the can not be blindly developed. For the development and utilization of the traditional brocade weaving skills of the Tujia people, the following suggestions are made: Establishing a resource base of Tujia brocade patterns. The digital protection of Tujia brocade is the inevitable development of the information society, and the establishment of the Tujia brocade pattern resource base can not only promote the technical and artistic innovation of Tujia brocade, but also enrich the cultural dissemination of Tujia brocade, and strengthen the self-identification and sense of belonging of the Tujia people to the culture of Tujia brocade. Based on large-scale and long-time field research, this study compiles the traditional brocade patterns of the Tujia people according to the thematic



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classification of Tujia brocade by using digital composition technology. Drawing on the advanced achievements in related fields at home and abroad, the concepts and forms of cultural heritage digital inheritance and innovation, combined with practical experience, we slowed down the disappearance of traditional Tujia brocade patterns by constructing a Tujia brocade pattern resource base.

Conclusion

In the course of paper, the following suggestions are put forward to address the survival difficulties faced by the brocade weaving technique of Tujia intangible cultural heritage:

First, on the basis of this study, I will continue to study how to build the traditional handicrafts of the Tujia Pattern Resource Bank, classify the existing traditional Tujia brocade classics according to the theme of the pattern, and systematically analyze each brocade work on the basis of its cultural characteristics, in order to allow more people to intuitively feel the cultural and artistic connotations of the Tujia brocade, and at the same time convenient to retrieve, access, and research and study.

Secondly, through the establishment of the Tujia brocade pattern resource base management project, the cooperation with craftsmen engaged in Tujia brocade weaving and design companies engaged in the development of Tujia brocade cultural and creative products will be strengthened, and through systematic categorization and generalization, young craftsmen and designers can quickly grasp the basic knowledge of the traditional brocade culture of the Tujia ethnic group, which will provide a rich source of inspiration and artistic and theoretical basis for the development and creation of cultural and creative products in the later stage. Theoretical basis.

Third, the development and utilization of Tujia brocade pattern resource base can be used as a research topic for teachers and students of design majors in colleges and universities. On the basis of respecting the traditional Tujia brocade patterns, combining with contemporary design concepts, through the reorganization and arrangement of the elements in the traditional patterns and the combination of color extraction and extraction, new design concepts and works are formed, which will help to popularize the culture of the traditional Tujia brocade and enhance the contemporary survivability of the Tujia brocade in their research and attempts. The research and experimentation will help popularize the traditional brocade culture of the Tujia people and enhance the contemporary sustainability of Tujia brocade.

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