

Research on Role of Traditional Hospitality Customs in Ethnic Village Tourism under the Background of Rural Revitalization Strategy——Take Chahe Yi Village in Yunnan and Shanglangde Village in Guizhou as Examples

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Abstract: Hospitality etiquette and custom resources are an important source for the development of ethnic village tourism. In the development of ethnic village tourism, Yunnan Chahe Yi village and Guizhou Shanglangde village have different utilization of traditional hospitality etiquette and custom resources of the Yi and Miao nationality, resulting in different results in the development of ethnic village tourism, which shows that traditional hospitality etiquette and customs play an important role in the development of ethnic village tourism.

Ethnic village characteristic tourism is an important part of rural revitalization in China and a comprehensive tourism activity with ethnic village community as the tourism destination, village cultural phenomenon and natural scenery as the tourism attraction, heterogeneous culture and life experience as the motivation, integrating viewing, experience, leisure, entertainment and shopping. ^①The biggest difference between ethnic village tourism and other tourism is to highlight the unique ethnic culture and realize the living development of traditional ethnic culture. Many ethnic minorities have their own unique hospitality customs which become national symbols. For example, the Dong nationality should eat “Helong dinner” when treating distinguished guests, and the Bai nationality has unique etiquette and custom of “three tea”. As two ethnic minorities with relatively large population in China, Yi and Miao have rich hospitality customs with national and regional characteristics. The living development of the national hospitality etiquette and customs can better promote the development of the ethnic village tourism.

In 2014, Chahe Yi village in Nanhua County, Yunnan Province was named the first batch of “villages with Chinese ethnic minority characteristics” by the National People’s Commission, and Shanglangde Miao village in Leishan County, Guizhou Province was also named as the second batch of “villages with Chinese ethnic minority characteristics” in 2017. Taking the comparative method as the breakthrough point, the author chooses Shanglangde Miao village and Chahe Yi village as the research point, adopts the methods of questionnaire survey and interview, uses the related theories of tourism, culture and ethnology to design the relevant questionnaire from the ethnic village tourism development and the protection and development of hospitality etiquette and customs, and conducts field investigation on the Shanglangde Miao village and Chahe Yi village.

1. General Situation of Yi Village in Chahe, Yunnan Province and Shanglangde Miao Village in Guizhou Province

Although Chahe Yi village in Yunnan Province and Shanglangde Miao village in Guizhou Province are different nationalities, they have certain similarities in geographical location, traffic

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conditions, tourism resources and other aspects. Table 1 shows the comparison of the two villages' tourism development background such as geographical location, traffic conditions, cultural background, tourism resources, etc.

Table 1

Project	Chahe Yi Village, Yunnan Province	Shanglangde Miao Village, Guizhou Province
Geographical Location	Located in the “Miyilu Style Valley” which is an AAA grade scenic spot.	Located near the lower Leigong Mountain and Dan River, a national nature reserve.
Traffic Condition	33 kilometers away from Chuxiong city and 15 kilometers away from Nanhua county government.	29 kilometers away from Kaili City and 15 kilometers away from Leishan county government.
Overview of Villages	361 households and more than 1600 people in the village, of which the Yi nationality accounts for more than 99% of the total population	147 households and more than 500 people, all of who belong to Miao nationality
Starting Time of Tourist Spots	2009	1987
Achievements	In recommended list of provincial intangible cultural heritage protection areas, beautiful leisure villages in China and the second batch of national key rural tourism villages	Hometown of Chinese folk art, national key cultural relics protection units, and one hundred characteristic museums in China
Tourism Reception Capacity	13 happy farmhouses	16 happy farmhouses
Tourism Hardware Resources	Ma'an village, Miyilu cliff, Yi ecological village, Zhennan Yueqin school (Yi musical instrument), Tuzhu temple, Girl's room (place where Yi people make blind dates)	ancient Miao village building complex, the military ruins of the Qing Dynasty Miao uprising, and cultural and natural landscapes such as Fengyu Bridge and Dan River

It can be seen from table 1 that Chahe Yi village in Yunnan Province and Shanglangde Miao village in Guizhou Province, which are both ethnic minority villages, share certain similarities. Firstly, the two villages are located in autonomous prefecture where ethnic minorities are relatively concentrated. Chahe Yi village in Yunnan belongs to Chuxiong Yi Autonomous Prefecture and Shanglangde Miao village in Guizhou belongs to Qiongzhusi Miao and Dong Autonomous Prefecture. The two villages are rich in ethnic cultural resources and have a certain popularity. Secondly, the natural environment of the two villages is relatively good. Chahe Yi village in Yunnan is located in Miyilu Valley with pleasant climate and Shanglangde Miao village in Guizhou is located beside the Dan River under Leigong Mountain, a national nature reserve. Thirdly, from the perspective of traffic conditions, the two villages are relatively close to the urban area, so the development of village leisure tourism has certain advantages. Finally, compared with the villages with more than thousands of people, such as Xijiang Qianhu Miao village and Liping Zhaoxing Dong village, the scale of Chahe Yi village in Yunnan Province and Shanglangde Miao village in Guizhou Province are not large.

Similar geographical location, cultural background, natural environment, size and other conditions form the basis for the comparability of the two villages. However, due to the different historical background and development stages, the two villages have different tourism development conditions, such as business model, tourism income and tourism reception capacity. The tourism development level of Chahe Yi village is not as good as that of Shanglangde Miao village.

2. Etiquette and Custom Resources of Nanhua Yi People and Application in the Characteristic Tourism of Chahe Yi Village

In the long history, Nanhua Yi nationality has formed rich hospitality etiquette and custom resources with national characteristics, which provide a good foundation for the development of tourism in Chahe Yi village in Yunnan.

2.1 Hospitality Etiquette and Custom Resources of Nanhua Yi People

2.1.1 Nanhua Yi People's Hospitality Dress Resources

The Yi people's costumes are colorful and various. They are generally divided into six types and Nanhua Yi's costumes belong to Chuxiong type. The men's hospitality dress is relatively simple, only embroidered with two rows of colorful clasps on the front of the jacket, and decorated the two side pockets with silk-tree flower pattern embroidery. But Women's dress is decorated with various floriations and colors. The sleeves and waist, black shoulder and trousers of the women's reception dress are decorated with patching and piping, and there are many accessories. They also wear a headband full of silver flowers and silver bubbles on head, and their waistbands are embroidered with flower patterns such as cloud pattern and silk-tree flower with a tail decoration dragging behind.

2.1.2 Nanhua Yi People's Catering Resources

In order to welcome guests, Nanhua Yi people must kill animals, mainly sheep, pigs and chooks. Like other Yi people, "mutton soup" and "tuotuo meat" are the two most important meat dishes for the Yi people in Nanhua. In addition, Nanhua has a reputation of kingdom of wild mushrooms, so Nanhua Yi people like treating guests with wild mushrooms. And Nanhua's wheat Baba is also very famous in Chuxiong. These hospitality foods have unique flavor, delicious taste and local ethnic characteristics, which are the resources for developing catering products.

2.1.3 Nanhua Yi People's Hospitality Song and Dance Resources

Nanhua Yi people are as good at singing and dancing as the Yi people in other places. The most famous forms of Yi's singing and dancing are toasting song and left foot dance. In June 2008, the Yi's wine songs were listed as the second batch of national intangible cultural heritage protection projects. The most well-known wine song is the toasting song when treating guests. The famous *Drink If You Like It or Not* is the most domineering wine song. The lyrics of the song sing "Boys, drink wine. Girls, drink wine. Boys, drink if you like it or not. Girls, drink if you like it or not!" After drinking and eating, they will start a bonfire and invite guests to dance "left foot dance" around the bonfire.

2.1.4 Nanhua Yi People's Hospitality Ceremony Resources

The daily hospitality etiquette of the Yi people in Nanhua is simple and sincere, mainly using language and body movements to express their welcome to the guests or their reluctance to leave. However, a high-standard hospitality ceremony will be held when receiving and seeing off distinguished guests. As soon as the guests arrive at the entrance of the village, Yi people will sing the salute and horn will sound. Yi people will lead guests to the door by paving the road with green pine and wool. Guests can only enter the door after drinking the wine from the girl. As soon as the guests enter the door, the host will shake hands warmly and give a welcome speech, and then lead the guests to their seats. The guests can enter the banquet after drinking tea, smoking and taking a rest. When the distinguished guests leave, Yi people should also organize the original welcoming team to see them off at the door to the village. They should also present some local products and sing *Detainment Tune*. Until the guests go away, the reception ceremony is completed.

2.2 Application of Yi Hospitality Cultural Resources in Nanhua Chahe Ethnic Village Tourism

At present, among the above hospitality resources in Nanhua Chahe Yi ethnic village tourism, the catering resources of the Yi nationality are better used. Chuahe Yi village has developed several

rural tourism happy farmhouses. Among them, Yi Inn, New Year Pig Rice, Luoguo Rice, Biandan Distillery, and Sankeshu are famous. Yi People's special delicacies, such as mutton soup, roast mutton, Tartary buckwheat Baba, preserved goose and Yi ham, have become famous dishes. On holidays and weekends, people from Nanhua, Chuxiong and Yao'an counties, which are close to Chahe Yi village, will come to visit and taste Yi food. Usually, people who drive across Chahe will stop to eat if the time is right. However, the other three kinds of hospitality cultural resources are only used irregularly. Generally, only when holding important Yi traditional festivals (Torch Festival, Yi Year), important activities, or welcoming distinguished guests, the village will organize the villagers to put on beautiful Yi hospitality dresses, send warm "wine at the door", sing toasting songs, and dance left foot dance, so that the tourists can experience the rich Yi amorous feelings.

Therefore, if you go to Chahe Yi village at ordinary times, you can't experience other special etiquette cultural resources except for the special food of Yi nationality, affecting the popularity and reputation of Nanhua Chahe ethnic village tourism. Nanhua Chahe ethnic village has a certain reputation in Chuxiong, but little popularity outside the state, and the tourists are mainly in the state. Most of the visitors to Chahe characteristic ethnic village are short-range tourists from Nanhua County and Chuxiong Prefecture, accounting for nearly 70%. Most of the tourists just go for a meal, and stay for a short time. Nearly 90% of the tourists stay within one day.

3. Etiquette and Custom Resources of Leishan Miao People and Application in the Characteristic Tourism of Shanglangde Village

The Shanglangde Miao village belongs to Leishan county. The resources of hospitality and customs of Miao people in Leishan are very rich, which provides a good foundation for the development of characteristic ethnic village tourism in Shanglangde village, Guizhou.

3.1 Hospitality Etiquette and Custom Resources of Leishan Miao People

3.1.1 Leishan Miao People's Hospitality Dress Resources

Miao costumes are known as "history books wearing on body". The most beautiful costumes of Miao people are young women's, with animal patterns embroidered on the sleeves and edges, long crepe skirts underneath (therefore, the Miao people in Leishan are known as "long skirt Miao", but they wear short skirts for convenience in production, labor and daily life), and streamers embroidered with patterns. They should also wear silver ornaments with exquisite craftsmanship, different styles, and various patterns, such as silver head flower, silver comb, silver bubble, silver pin, silver horn, silver neck collar, silver neck ball, etc.

3.1.2 Leishan Miao People's Catering Resources

Leishan Miao people's diet is mainly sour and spicy. Fish and chicken in sour soup are the regular delicacies for guests. In addition to fish and chicken, the Miao people in Leishan also treat guests with beef, mutton and pork, the most famous of which is "haggis soup". The Miao people in Leishan also like glutinous food. Glutinous rice and glutinous rice Baba are indispensable for the Spring Festival, ancestor worship and visiting relatives. Both Miao men and women like to drink, and they must treat guests with wine. When guests come, the host has the custom of drinking a bowl of wine across a threshold, and there are many wine customs, such as welcoming wine, entering wine, respecting wine, going out wine, seeing off wine and so on.

3.1.3 Leishan Miao People's Hospitality Song and Dance Resources

Leishan Miao song and dance culture has a long history. The Leishan Miao people's wine songs that host and guests sing each other at feast to express praise, blessing and thanks have become a provincial intangible cultural heritage project in Guizhou Province. There are many kinds of wine songs with rich contents, which vary according to the guests and scenes at that time. They mainly include welcoming wine songs, stopping wine songs, honoring wine songs, making-a-cup wine songs, rewarding wine songs, seeing-off wine songs, farewell wine songs, etc. ^②The dance of Miao

people in Leishan is rich in content and quantity. Among them, bronze drum dance includes welcome dance, farewell dance and so on. Lusheng dance is an important medium for men, women, old and young to carry out social and emotional exchanges in the social life of Leishan Miao people.

3.1.4 Leishan Miao People's Hospitality Ceremony Resources

According to the scene and scale, the etiquette and ceremony of Miao people in Leishan can be divided into daily and grand. The daily reception ceremony is very simple, that is, when relatives and friends visit, the host entertains them with wine and meat, and sings wine ceremony songs when eating and drinking. And when the distinguished guests visit, a grand reception ceremony will be held. When the guests arrive at the door, the host will set up tables at the door and every 4-5 meters (generally 1-5 tables, up to 12 tables). 2-4 people will be arranged per table. When the guests arrive, the host will drink the wine which is held by big bowl or Ox horn cup first, sing *Stopping Song* and *Welcoming Song* to the guests. The guests will drink one by one and go through 1-5 or even 12 tables before entering the room to rest. ^③

3.2 Application of Miao Hospitality Cultural Resources in Shanglangde Ethnic Village Tourism

At present, in Shanglangde ethnic village tourism, the use of Miao hospitality cultural resources is relatively successful. It is held at 10:30 and 16:30 every day, and a complete set of procedures has been formed. Every day, from the road at the foot of the mountain village to the gate tower, there are twelve wine tables. Men, women, old and young in the village put on Miao costumes and silver ornaments, especially girls, to welcome the guests. At each wine table, well-dressed Miao girls hold a jug and an Ox horn cup (the first and last table) or a clay bowl, singing and toasting to the guests. The guests pass the tables in turn. Each time they pass a table, they need to touch the wine cup and sip to "pass". After welcoming the guests to Lusheng hall in the village, they begin to perform various Miao dances. After singing and dancing, tourists can take photos with beautiful Miao girls, visit shops in the Miao village, or taste food with Miao characteristics.

The application of Miao hospitality cultural resources in the tourism of Shanglangde ethnic village has become a signboard of Shanglangde characteristic ethnic village tourism. Many domestic and foreign tourists come to Guizhou for sightseeing, not only to Huangguoshu and Longgong, but also to Shanglangde village, mainly to experience Miao customs. The annual tourism income of Shanglangde village has exceeded 1.3 million yuan, and the average annual tourism income of each household has exceeded 10000 yuan. Tourism economy has become a real, direct and primary productivity. ^④The success of Shanglangde village tourism is inseparable from the full use of the cultural resources of Miao people's hospitality.

4. Conclusion

Firstly, developing ethnic village tourism is of great significance to the rural revitalization in ethnic areas, but to attract tourists and improve the popularity, reputation and perception of ethnic villages, they must show their unique national culture.

Secondly, the unique national culture includes not only hardware such as village layout, architectural style and decorative patterns, but also software such as folk customs. At present, the development of many ethnic villages only stays in the development of hardware, without the in-depth excavation and protective development of the core software, which makes tourists lack rich and colorful interactive and participatory experience, leading to many ethnic village tourisms facing commercialization and similar problems.

Thirdly, the traditional hospitality culture of ethnic minorities is an important resource for the development of ethnic village tourism. The life experience and psychological situation contained in the traditional hospitality culture of different nationalities is the most direct key for tourists to understand the original national culture. Therefore, the development of ethnic village tourism should be committed to the full exploitation and utilization of traditional hospitality etiquette and

customs cultural resources, so that tourists can truly experience the characteristics of ethnic minority village tourism.

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