

Liangshan Prefecture's Excellent Traditional Culture Boosts Regional High-Quality Development

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Abstract: Culture is the basic way and eternal heritage of the spiritual life of a country and a nation, as well as its specific way of thinking and fundamental yardstick for grasping the world. Actively inheriting and promoting excellent traditional culture can not only enrich the connotation of socialist culture with Chinese characteristics, but also effectively promote the high-quality development of regional economic, political, and social construction. Based on the actual situation of Liangshan Prefecture, this article discusses new practices and new paths for promoting regional high-quality development with excellent traditional culture.

Keywords: Culture; promotion; Liangshan prefecture; high-quality development

1. Introduction

“Culture is the soul of a country and a nation. Culture rejuvenates the country and prosperity, and culture is strong and nation is strong. Without a high degree of cultural self-confidence, without cultural prosperity, there would be no great rejuvenation of the Chinese nation”[1]. Since the 19th National Congress of the Communist Party of China, in the face of the epic rise of the Chinese road, General Secretary Xi Jinping has combined theory and practice to greatly promote the construction of culture with Chinese characteristics, combing the development process of my country's culture, clarifying the strategic position of culture, and contributing to contemporary Chinese culture. The construction provides a fundamental follow [2], and points out that cultural prosperity is a prerequisite and necessary path to promote regional development. Liangshan Prefecture's unique red culture, intangible cultural heritage, and Yi traditional culture have effectively promoted the high-quality development of the prefecture's economy and ethnic unity.

2. Liangshan Red Culture Promotes High-Quality Development In The Prefecture

The Red Culture of Liangshan is a complex of precious materials and culture left by the Red Army's combination of Marxism and the basic state of Liangshan during the Long March of Liangshan, and the bloody struggle for national independence and the liberation of the people [3]. After years of protection and development, Liangshan's unique red culture has been further inherited and promoted, and a red resource with rich Liangshan regional characteristics has been formed. The derived red tourism industry has strongly promoted the local economic development and provided high-quality tourism for the entire prefecture. Make an important contribution to development.

2.1 Mianning yihai alliance tourist attraction contributes to red tourism

In May 1935, the Chinese Red Army of Workers and Peasants crossed the Jinsha River and entered the Liangshan area divided and ruled by several black Yi family branches. Commander Liu Bocheng and Xiaoye Dan, leader of the Yi Guoji (Guji) family branch, held the world-famous "Yihai Alliance", Smashed Chiang Kai-shek's vain attempt to turn the Red Army into "Shi Dakai the second" dream [4]. The "Yihai Alliance" has become a model of the early successful use of ethnic theory and policies by the Communist Party of China. After years of development, this precious red resource has been fully exploited, combined with the local colorful Yi culture, and the "Yihai Alliance" has been formed. "The theme of the red tourist attraction has become an important part of Mianning's tourism industry and has

provided tremendous support for the local economic development.

2.2 Xichang satellite launch center provides assistance to red education

The Xichang Satellite Launch Center was selected into the "National Directory of Red Tourist Attractions and Scenic Spots" in 2016. It is currently China's largest, most advanced technology and most launch mission new spacecraft launch site open to the outside world. It is also a famous red tourist attraction in Liangshan Prefecture. Party and government leaders at all levels in the prefecture provide a place for party spirit training and education, which has become an important window for the red tourism in Liangshan Prefecture. At the same time, the Xichang Satellite Launch Center provides a platform for red education for elementary and middle school students, ordinary people, etc., and provides strong support for carrying forward the red revolutionary spirit and inheriting the red culture.

2.3 Xichang lizhou conference site provides a platform for red training

On May 19, 1935, Mao Zedong and other leaders of the Central Red Army lived in the Bianjia Courtyard in Lizhou, and on May 21, the famous Lizhou Conference was held in the Bian Clan Shrine, and the marching route for the northward anti-Japanese war was determined and officially for the first time. Put forward the term "Long March". The newly-built Red Army Plaza in Lizhou has a strong red atmosphere, and has become an important position for improving the party spirit of party members and cadres, and an important place for cultivating youth patriotism, further inheriting and carrying forward the great Long March spirit, letting the red spirit pass on from generation to generation, and contributing to the economy of Liangshan Prefecture. , The high-quality development of talents provides important ideological support and guarantee.

3. Liangshan Intangible Cultural Heritage Promotes High-Quality Development in the Prefecture

"Intangible cultural heritage" refers to "various traditional cultural expressions and cultural spaces that have been inherited from generation to generation by people of all ethnic groups and are closely related to the lives of the masses" [5]. Liangshan Prefecture has a large number and wide distribution of intangible cultural heritage. There are currently 18 national intangible cultural heritage lists, 112 provincial intangible cultural heritage lists, 264 state-level intangible cultural heritage lists, and the intangible cultural heritage lists involve Folklore, folk literature, traditional music, traditional dance, traditional skills, traditional art, traditional sports, amusement and acrobatics, traditional medicine, folk art, etc. [6]. Further development of the rich intangible cultural heritage of Liangshan Prefecture and broadening of the market channels for specialty products such as Yi people's lacquerware can bring better economic benefits to artisans and vigorously promote the high-quality economic development of the whole prefecture.

3.1 Traditional lacquerware of the Yi nationality contributes to the high-quality development of the economy

The traditional lacquer craftsmanship of Liangshan Yi nationality occupies the most important position in the lacquer art culture of Chinese ethnic minorities, and it became the second batch of national intangible cultural heritage in 2008 [7]. Liangshan Yi lacquerware was originally a practical tool for people's lives. After the reform and opening up, with the revival of national culture, it has gradually become one of the most representative symbols of Liangshan Yi people [8]. In recent years, Yi people's lacquerware is no longer just used as a tool for daily use, but more used as gifts and tourist crafts. The consumption based on appreciation exceeds the consumption based on use. The Yi lacquerware industry has become an important part of the economy in some Liangshan areas, and has brought good economic benefits to local craftsmen. Carrying forward the traditional culture of Yi people's lacquerware and developing lacquerware-related industries can make a positive contribution to the high-quality economic development of Liangshan.

3.2 "Torch festival" Boosts the high-quality development of the state's economy

Intangible cultural heritage tourism has become a unique tourism product among the current types of tourism. The successful holding of the Liangshan Yi Torch Festival has not only brought good economic effects to ethnic areas, but also created extremely high social benefits [9]. The Torch Festival

is a valuable heritage of Liangshan. It has a high reputation and influence at home and abroad. With the development of the times and social progress, the expression and cultural functions of the Torch Festival are showing a diversified trend, which is combining the folk and the government. The joint promotion gradually embodies the trend of development from singleness to comprehensiveness, which gives the Torch Festival new vitality and folk custom functions [10-11]. In the context of the current economic development, the Liangshan Torch Festival is ushering in development with a new look, which has greatly promoted the vigorous development of Liangshan Prefecture's tourism, catering, and accommodation industries, and effectively promoted the high-quality development of the state's economy.

3.3 Liangshan yi embroidery helps the high-quality development of the state's economy

Liangshan Yi embroidery is listed as the third batch of intangible cultural heritage in Sichuan Province. It is an excellent classic traditional folk art created by the ancestors of the Yi people with unique aesthetics that integrates Yi people's historiography, aesthetics and practicality [12]. The core and soul of clothing culture. Yi embroidery is good at combining different colors, most of which use black and blue as the background. The main techniques include embroidery, cross-cutting, lock-up, coiling, threading, applique, inlay, etc., using process characteristics, composition forms, color matching, etc. Expressing the rich emotions, reflecting the unique aesthetic thinking and aesthetic concepts of the Yi people, making ordinary Yi costumes achieve the effect of gorgeous color, rich patterns, simple and elegant, and become a collection of Liangshan Yi culture, aesthetics, and practicality. The precious folk art [13-15]. Similar to Liangshan Yi traditional lacquerware, Liangshan Yi embroidery also has a huge market potential. Many residents in the prefecture are engaged in this industry, which has a positive significance for increasing the income of handicraftsmen and leading the high-quality development of Liangshan's economy.

4. The Traditional Culture of Liangshan Yi People Promotes the High-Quality Development of the Prefecture

The traditional culture of the Yi people in Liangshan was formed in the process of long-term interaction between the Yi people in Liangshan and the natural environment in which they lived, their family branch system, Bimo culture, totem worship, and ancestor worship [16]. The traditional culture of the Yi people in Liangshan has distinct regional and national characteristics, and is fully displayed through catering, folk songs, and sports.

4.1 Liangshan Yi Nationality's Traditional Food Culture Promotes National Unity

The traditional food culture of Liangshan Yi people carries the practice of Liangshan Yi people's thinking mode, value orientation, survival wisdom, etc. It contains the sacrificial tradition of the Yi people's descendants to respect their ancestors, and at the same time it also carries the spirit of hospitality, respect for the elderly, and love for the children. Food culture The inheritance and development of Liangshan Yi District have positive significance for promoting the harmonious, stable and coordinated development of the society in Liangshan Yi District [17]. The Yi people in Liangshan are enthusiastic and generous. When relatives and friends visit, they will respect and supreme the guests in terms of food and drink. Expensive, even though the family already has ample meat reserves, they still have to kill and bleed to show respect when the guests come. The Liangshan Yi people have a strong drinking habit since ancient times. Drinks are necessary for weddings and funerals, religious activities, conflict mediation, reunion and parting. At the same time, wine is also an important medium for the Yi people in Liangshan to resolve conflicts and disputes. When conflicts and disputes occur between Yi family branches or individual members, the party who loses takes the initiative to ask "Degu" to mediate and bring wine to apologize. Both parties generally agree. reconciliation. Therefore, wine is an important link between Liangshan Yi people's emotions, and many conflicts and disputes can be miraculously resolved through wine [18]. Promoting and inheriting Liangshan Yi people's food culture will help to resolve diversified conflicts and disputes, and play a positive role in the high-quality development of Liangshan ethnic unity.

4.2 The traditional folk song culture of liangshan yi people promotes the development of folk music

Liangshan Yi people are good at singing and dancing. The traditional folk songs of the Yi people are

an important part of the Yi culture. They are not only a medium for spreading wisdom and experience of life, but also a catharsis of inner emotions. Traditional folk songs of the Yi people are widely circulated in Liangshan Prefecture, due to different counties in the prefecture. The differences in natural conditions, humanistic environment and other factors, the melody and tones of songs with the same name and the same word all present different styles [19]. The traditional folk songs of the Yi people can be roughly divided into four categories, namely "bitter songs", "music songs", "women songs" and "orphan songs". Describe the hard and difficult bottom life of the toiling people; the cheerful life shown by the Yi people at the assembly; the miserable life experienced by the Yi women; the miserable life of orphans living alone [20-21]. At the same time, a large number of Yi singers produced and sang a large number of songs with ethnic characteristics, some of which have a high degree of singing, which is of positive significance for inheriting the folk song culture of the Yi people in Liangshan and promoting the development of Chinese national music culture.

4.3 Liangshan yi nationality's traditional sports culture enhances national cohesion

In the long social life of Liangshan Yi people, they have continuously created many traditional sports activities with the flavor of Yi ethnic culture. These activities are the external manifestation of the traditional sports culture of the Yi people in Liangshan and an important part of the traditional culture of the Yi people. Contains sports, performances, fitness and entertainment, such as cockfighting, martial arts, physical dance, wrestling, horse racing, bullfighting and other activities [22-23]. And it has obvious characteristics of regionality, folklore, competition, entertainment, performance, education, etc. [24]. These sports cultures accumulate the ancient customs and traditions of the Yi nationality, are individualized expressions of national consciousness, reflect the integration of early human civilization and modern sports thoughts, and constitute the deep content and core part of national culture [25-27]. Actively inheriting and carrying forward the traditional sports culture of the Liangshan Yi people can further enhance the sense of participation and honor of the ordinary people, and has important positive significance for enhancing national cohesion.

5. Conclusions

Liangshan Prefecture has a very rich and excellent historical and traditional culture. Fully explore and promote Liangshan's unique red culture, intangible cultural heritage, Yi nationality traditional culture and other valuable resources, which can promote the state's economic, political, and social construction into a high-quality development stage.

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