

Research on Policy Protection for Intangible Cultural Heritage of Qiang Embroidery in Aba Tibetan and Qiang Autonomous Prefecture

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ABSTRACT. *In the year of 2003, the People's Republic of China launched a program to protect intangible cultural heritage, the research on Qiang embroidery in Aba prefecture started with this protection project and movement. From the past domestic researches, most scholars mainly focus on the cultural characteristics, the development, the inheritance and protection of Qiang embroidery itself, few focuses on conservation from a policy perspective. In order to better realize the protection and development of Qiang embroidery, this paper will give some policy recommendations based on the current situation and issues of Qiang embroidery.*

KEYWORDS: *Qiang embroidery, Intangible Cultural Heritage, policy protection*

1.Introduction

In the year of 2003, the People's Republic of China launched a program to protect intangible cultural heritage, The Law of the People's Republic of China of Intangible Cultural Heritage was adopted and promulgated on February 25th, 2011 and effective as of June 1st, 2011. According to The Law of the People's Republic of China of Regional National Autonomy, The Law of the People's Republic of China of Intangible Cultural Heritage, The Law of the People's Republic of China of Cultural Relics Protection and The Regulations on the Autonomy of Aba Tibetan and Qiang Autonomous Prefecture, Regulations of Aba Tibetan and Qiang Autonomous Prefecture on the Protection of Intangible Cultural Heritage was promulgated on May 27th, 2011 and effective as of July 1st, 2011, based on the local conditions of Aba prefecture.

Qiang embroidery is the abbreviation of Qiang people embroidery, it is the traditional embroidery technique in the Qiang society, it is also the crystallization of the wisdom of the Qiang people in their daily working life, it reflects the aesthetic and life taste of the Qiang people, it is the most vivid art form of the ancient Qiang people, and it is an important part of the Qiang culture which belongs to

Qinghai-Tibet plateau culture. As one of the Aba prefecture intangible cultural heritage, Qiang embroidery was not until after the May 12 earthquake that widespread attention was paid.

2. The Current situation and Issues of Qiang embroidery Protection and development

2.1 The current situation of Qiang embroidery protection and development

The May 12 Wenchuan earthquake in the year of 2008 had greatly damaged the Qiang culture, a large number of villages and precious archives were destroyed, some inheritors were killed, which has made the protection and research work of Qiang culture more urgent. On June 7, 2008, the State Council issued The Notice on Promulgation of the Second Batch of National Intangible Cultural Heritage List and The First Batch of National Intangible Cultural Heritage Extension List. As a very important part of Qiang culture, Qiang embroidery was protected synchronously. Qiang embroidery itself is approved in The Second Batch of National Intangible Cultural Heritage of Traditional Fine Arts Project, project number VII - 76. After that, the state and local governments invested a lot of money and manpower to rescue and protect the Qiang embroidery and Qiang culture. Some commonweal organization like One Foundation was also getting involved together with attracting foreign business and investment by local government. With years of all efforts, Qiang embroidery has been continued and developed effectively.

In order to know the true situation of the Qiang embroidery protection, some members of our project team went deep into the places where the Qiang people concentration lived, such as Wenchuan, Maoxian and Lixian in Aba prefecture. We also interviewed inheritors of Qiang embroidery according to Information of the Representative Inheritors of the Intangible Cultural Heritage Protection List at All Levels in Wenchuan County, so that we can stay up to date on the current situation of the inheritance and development of Qiang embroidery.

At present, there are one national inheritor, 7 provincial inheritors and 15 statewide inheritors of Qiang embroidery in Aba prefecture. We had mainly interviewed national inheritor Guofang Wang, provincial inheritor Sifang Wang and statewide inheritor Chunhua Wang. Based on the interviews, we know that in the practice of protecting and inheriting the national intangible cultural heritage Qiang embroidery, Wenchuan county party committee, county government and relevant functional departments at all levels have played an active leading role. In terms of policy guarantee, the national intangible cultural heritage protection policy was implemented according to the actual situation of local intangible cultural heritage protection, specific measures and relevant activities are carried out, the protection and inheritance of Qiang embroidery in Wenchuan was effectively promoted. In terms of the protection of inheritors, subsidies for inheritors at all levels were issued on time, and necessary funds were allocated to assist inheritors in activities such as training apprentices, art transmission and communication and so on. The inheritor group itself attaches great importance to Qiang embroidery, actively assumes the responsibility

and obligation as an inheritor, and is keen on inheritance activities. Inheritors also actively participate in a variety of national intangible cultural heritage exhibitions, training and other activities to improve the Qiang embroidery production skills, also promoted and publicized Qiang embroidery at the same time. However, there is still room for further improvement according to subjective reason and objective condition and environment.

2.2 The current issues of Qiang embroidery protection and development

A) At present, Qiang embroidery production has not become the main source of economic income of most inheritors, the Qiang embroidery inheritors group is currently engaged in agricultural labor or work not related to Qiang embroidery. Inheritors engaged in agricultural labor at home are generally older, and this group can be roughly divided into two categories: one is the inheritors who make Qiang embroidery during the slack period of farming only for self-use, without the idea of selling, typical representative is the county inheritor Yonglan Ma; another is the inheritors who wish Qiang embroidery craft could link with market, but lack of market awareness, innovation ability and anti-risk ability, typical representatives are provincial inheritor Sifang Wang and county inheritor Chunhua Wang. Through the interview, we found that some inheritors want to make innovation in Qiang embroidery and sell the crafts, but they lack of innovation ability, and cannot afford to hire designers. And migrant workers think making Qiang embroidery is very time-consuming, makes very little money compare to work in other fields, Qiang embroidery is harmful to eyesight, it could be just for fun in spare time, so that few people willing to spend too much time and idea on it.

B) Qiang embroidery inheritors group education level is generally low, although they all good at Qiang embroidery skills, but in oral teaching, dissemination of Qiang embroidery is powerless. "Better do than speak" affected the transmission of Qiang embroidery to popularize on certain level.

Qiang embroidery technology inheritance space is narrow, family is the main way of inheritance normally, the enthusiasm of young generation to learn Qiang embroidery decline. Most inheritors have expressed great concern that Qiang embroidery skills will be lost. Although their Qiang embroidery skills are taught to their own daughter, but now the young people are busy with working, a variety of clothes can be bought in the market, few females want to go through the tedious and long process of making clothes by hand, also it is uncomfortable to wear Qiang clothes except on festival days. Additional, compared to the economic income of making Qiang embroidery, working is a more reliable source of economic income for young females. These factors have affected the enthusiasm of young Qiang females to learn Qiang embroidery.

C) From the objective point of view, there is phenomenon of arbitrary abuse and excessive exploitation of Qiang embroidery. The pace of the construction of laws and regulations cannot keep up with the needs of the protection work of Qiang embroidery in time. The management is not perfect, and the protection work still lacks the system requirement, the protection standard and the target management. Collection, sorting, investigation, recording, filing, display, utilization, personnel

training and other work is quite weak compare to inheritor works, the protection and management of funds and personnel shortage generally exist. At the same time, the phenomenon of emphasizing declare and development, neglecting protection and management exist also. There is a tendency of commercialization and mechanization, random mechanized production in the name of inherited innovation, greatly damaged the original authenticity of Qiang embroidery.

3. Policy Recommendations of Improving the Protection and development of Qiang embroidery

There are already many good suggestions were given by scholars besides the law aspect, bellow will put forward some recommendations from the policy consummation aspect.

3.1 Establish and improve the responsibility evaluation system

Regulations of Aba Tibetan and Qiang Autonomous Prefecture on the Protection of Intangible Cultural Heritage is a general regulation, it has been put out for 8 years. Qiang embroidery is a live intangible cultural heritage, it contains two kinds of media, people and craft, and it has its own characters. In terms of system construction, we should establish a separate publicity system, involves separate protection responsibility system, accountability system, reporting fund system and expert consultation system. The implementation of separate regulations can better highlight its importance of Qiang embroidery and can also attract more attention. Publicity of regulations should also be included in the evaluation system. At the same time, local governments should also set up corresponding protection and coordination institutions.

3.2 Establish scientific and effective inheritance policies

The regulations are not for the inheritor or the relevant functional departments only, but for the whole society. Formulate and improve policies and measures on social donations and sponsorship is needed to encourage social forces to join the ranks of inheritance and protection. Establish Qiang embroidery inheritor policy is also needed. It is necessary to strengthen the protection of its representative inheritors, the government and its relevant departments shall support the inheritors to organize activities in a reasonable and lawful manner to attract more skilled social people but not only their family. In addition, policies should be used to guide the establishment of inheritors group to increase the cultural heritage and influence.

3.3 The policy of production right of Qiang embroidery

Set innovation standard and punishment policy of Qiang embroidery. Innovation should not be no standard, for the bulk production of qiang embroidery enterprises,

they should establish supervision policy, the commodity that produces by the enterprise itself should assure the Qiang embroidery is in line with the origin characters. Meanwhile, enterprises should have awareness of brand and property rights protection. For the government, anti-counterfeiting policies and wide publicity should be established, encourage social supervision get involved, govern the generic products from the source, to ensure the interests of Qiang embroidery inheritors and authorized enterprises.

4. Conclusion

By the end of year 2017, the registered population of Aba Tibetan and Qiang autonomous prefecture was 915,235, the Tibetan population was 537,425, and the Qiang population was 169,395. The Tibetan and Qiang population accounted for 77.2% of the total population of Aba prefecture. Obviously, Aba prefecture has become a transition zone of Tibetan, Qiang, Han and Hui cultures. Meanwhile, as the only area where the Qiang people concentration lived in China, Qiang culture is an important part of Qinghai-Tibet plateau culture, and Qiang embroidery is the core of Qiang culture, to better protect and develop Qiang embroidery is very necessary.

Local culture is the root of local development; thus, local government construction must be based on traditional culture roots to make local governance deeply popular. Meanwhile, the inheritance and protection of ethnic local culture are limited by the construction of local government. Based on the interactive basis of the two, the local government can take the inheritance, protection and development of national history and culture as an opportunity, platform and breakthrough, promote the construction of local government through the development and utilization of national history and culture, consolidate the cultural foundation of local government construction, and promote the realization of the construction goals of local government, such as government service and government by law.

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