

Research on the Protection and Industrialization Development of Tuanshan Residential Cultural Resources

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Abstract: Our country's cultural industry has entered a period of rapid development, the development potential of national minority cultural industries is also a powerful grasping hand to promote rural revitalization. Under this background, in order to realize the protection and industrialization development of cultural resources in ethnic minority areas, the paper, based on literature research and field research, under the guidance of the principles of the overall protection, villager main body and community participation, takes the protection and industrialization development of folk dwellings cultural resources in Tuanshan, Honghe Prefecture as the case, sort out the historical evolution, natural conditions and cultural relics of the region. Based on the primary data of field research, this paper analyzes the benign combination of Tuanshan residential houses for cultural resources protection and industrial development from four perspectives: overall landscape, specific architecture, village gate construction and supporting tourism products, and puts forward optimization suggestions with certain reference significance.

Keywords: Tuanshan folk houses, Cultural resources, Cultural resources protection, Industrialization of cultural resources.

1. Introduction

1.1. Research Background

The state has always had firm confidence and enthusiasm for the development of ethnic minority areas. At the fifth Central Ethnic Work Conference, "To cast a strong sense of community of the Chinese nation as the main line of the Party's ethnic work" became the focus of the meeting. Only by casting a strong sense of community of the Chinese nation and all ethnic groups into a single strand can we build a Great Wall of thought for safeguarding ethnic unity and promoting ethnic development. Tapping the potential of cultural resources in ethnic minority areas, protecting and developing cultural industries, and promoting local economic and cultural development play an important role in promoting ethnic unity in our country.

Since the 18th CPC National Congress, China's cultural industry has entered a period of rapid development. Under the background of improving the country's cultural soft power, it is also a particularly important issue to continuously improve cultural productivity and develop ethnic minority cultural industries. Culture has further played the role of educating the people, serving the society and promoting development, and tourism's comprehensive driving function for national economic and social development has become more prominent, and the integrated development of culture and tourism has provided a strong support for building a moderately prosperous society in an all-round way. The 14th Five-Year Plan further points out that cultural undertakings and the cultural industry have become an important support for meeting the people's needs for a better life and promoting high-quality development, and play an increasingly prominent role in the overall work of the Party and the State. We should seize this important strategic period to adapt to changes in the current situation at home and abroad, adapt to new patterns and promote new development, and better realize cultural enabling and tourism-driven development.

With the rapid development of all-domain tourism and rural tourism, and greater efforts to promote the equalization of urban and rural infrastructure and public services, ethnic minority areas have rich cultural resources and great potential for the development of cultural industries, which is a realistic way to drive villagers to achieve common prosperity and a powerful starting point for promoting rural revitalization. At the same time, as a large multi-ethnic province, Yunnan Province is extremely rich in ethnic minority cultural resources. Through the development of cultural industry and the promotion of its innovation, transformation and upgrading development, it will certainly promote the economic development and international reputation of the country and Yunnan Province.

1.2. Significance and purpose of the research

The scientific and effective protection of cultural resources can only be realized in the development, and then the cultural industry can be formed in the protection and development. Protection is exploitative protection, dynamic and creative protection; Development is protective development and development with sustainable development potential. Protection and development should complement, promote and reinforce each other.

1.2.1. Protection of cultural resources in ethnic minority areas

With the proposal and rise of rural revitalization, cultural industry has gradually become a pillar industry in ethnic minority areas. In order to realize the sustainable development of the industrial development of cultural resources, it is necessary to effectively coordinate the contradiction and conflict between industrial development and cultural resources protection, practice the principle of protection first, development and utilization, and properly protect the cultural resources of ethnic minorities, so as to prevent them from being destroyed, lost and annihilated. Only in this way can it be further developed and promote the economic development of ethnic minority areas.

1.2.2. Realize the industrial development of cultural resources in minority areas

Only through rational industrial development, giving full play to the social and economic benefits of cultural resources, forming a virtuous circle and curbing over-exploitation can effective protection be implemented, development be carried out on the premise of protection priority, promote the sound economic and social development of regions, and promote the activated development of ethnic minority areas.

Therefore, based on the background of rural revitalization, this paper takes the protection and industrialization development of cultural resources as the theme, expounds the development of Tuanshan residential cultural industry through literature reading and field research, analyzes the protection measures and industrialization development path of cultural resources adopted by Tuanshan through case studies, and puts forward further suggestions for renewal and development.

1.3. Research methods

1.3.1. Literature research method

Make use of Chinese digital resource libraries such as CNKI, Wanfang and Weipu, library digital resource databases and paper literature resources to collect preliminary data, read and analyze the literature contents, grasp the development status of the industrialization of cultural resources as a whole, and sort out and understand related concepts, definitions and principles. And on this basis, the specific research ideas and technical methods of this paper are formed.

(1) Field research method

Through field visits and investigations, the development background, development status, cultural resources and industrial development of the research area are investigated, first-hand pictures and information are obtained, and the results are collected and analyzed comprehensively.

(2) Case analysis method

Through the in-depth research on the development of Tuanshan residential cultural resources industry, which has the characteristics of cultural exchange and integration, rich heritage retention and good tourism development, the overall understanding is obtained. Select representative research objects and comprehensively collect object data to explore and reflect the overall regular understanding.

2. Case study on the Industrialization of Tuanshan Residential Cultural Resources

2.1. Protection and utilization principles of cultural resources

2.1.1. Take overall protection as the core

The cultural resources of traditional minority villages include not only the material remains such as vernacular architecture, village site selection and pattern, but also the non-material remains such as traditional customs and regional culture. As cultural resources integrating material cultural heritage, natural ecological environment and cultural ecosystem, the basic principle of "holistic protection" is adopted for the protection of traditional minority villages. Under the guidance of this principle, cultural resources and their value carriers are taken as the core of protection work, so as to fully demonstrate the value of traditional villages and

continue regional cultural diversity.

2.1.2. Take villagers' life as the center

Cultural resources not only carry the historical information of village development, but also the home and emotional belonging of ethnic minority residents. Villagers are not only the creators, holders and managers of cultural resources, but also the subjects of cultural inheritance. Villagers and villages together constitute the unique charm of the cultural resources of ethnic minorities and endow them with vitality. Therefore, the development of cultural industries in traditional villages should ensure the original production and living habits of villagers and realize the inheritance of vitality. The charm of traditional villages lies in the simple ethnic life.

2.1.3. Take community participation as the main line

The protection of cultural resources is closely related to the production and life of villagers. Community construction and traditional village protection practices at home and abroad have proved that community participation plays a decisive role in heritage protection, cultural inheritance, ecological protection and economic development. Therefore, villagers should be taken as the main body in the protection and utilization of cultural resources and the development of cultural industries, and the initiative of communities to participate in the protection and utilization of villages should be fully mobilized to ensure their decision-making rights, right to know and right to speak during the implementation of protection and utilization, so that the protection and development of cultural resources can be recognized, supported and benefited by villagers. Gradually establish a community initiative and spontaneous, bottom-up protection system to realize the sustainable development of traditional villages.

2.2. Brief introduction of the case

Tuanshan Village is quiet and quiet, located in Xizhuang Town, west of Jianshui County, Honghe Hani and Yi Autonomous Prefecture. It is a remote and ancient village in southern Yunnan. There are still some old folk houses built in the early years of the Republic of China, which are basically well preserved and have been approved as a national 4A scenic spot. According to the earliest residents of Kaotan Mountain village are Yi people, Tuanshan is the pronunciation of Yi people, that is, "Tuanshan", Jianshui dialect literal translation of "Tuanshan", meaning there are mountains, water, gold and silver, beautiful scenery of the place, that is, "hide gold and bury silver". Therefore, Tuanshan ancient village is the local Yi culture and the Central Plains culture of high integration, many historical remains, is the overall pattern and style complete, true traditional style type historical and cultural village; It is "the original ecological village with the features and characteristics of the 19th century" and "the most exquisite ancient folk house group in Yunnan", which was listed in the World Memorial Architectural Heritage Protection List in 2006. The World Memorial Conservation Foundation believes that: "The buildings here have a dignified appearance, decorated with elegant and exquisite wood carved lattice Windows of high value, finely carved wood, stone and brick reliefs, and very beautiful painted decorations, which are extremely rare examples of untouched precious heritage in the world."

2.2.1. History has evolved

The folk houses in Tuanshan Village are all surnamed Zhang, which is closely related to the rise and fall of the whole

village. The history of the Zhangs in Tuanshan Village can be traced back to the Ming Dynasty, when the Central Dynasty ordered tens of thousands of people from Jiangxi and other places to move to Yunnan to build Jianshui in order to deter Bian hammer and stabilize the territory. Zhang was one of the ancestors who came here through arduous trade exchanges. Because of the superiority of this land, they migrated here to live and work happily with the local people. Until the end of the Qing Dynasty, with the indomitable spirit, he continued to develop his business, and with the help of trade in old tin mines, he established a famous business name "Tianjichang" in southern Yunnan. Rich and prosperous, he had no worries about food and clothing. Considering family inheritance, he formed a caravan to transport the money back to his hometown, carried out construction and purchased land, and integrated the cultural heritage of the traditional Yi people and the Han people in the Central Plains. Through the elegant art way to build a painting and calligraphy garden scene.

(1) Physical and geographical conditions

Tuanshan Village is located in the south of Yunnan Province, in the middle of Honghe Prefecture and the west of Jianshui County. It is located in the valley area, with flat terrain and low relief. It has national roads and railways and convenient transportation. Low latitude area, the Tropic of Cancer across the southern border, long light time, long frost-free period, the annual average temperature is relatively mild, belongs to the south Asian tropical monsoon climate, showing a hot and rainy summer, mild winter and little rain three-dimensional climate characteristics.

(2) The preservation of cultural heritage

Tuanshan Village is located in the Hani and Yi Autonomous Prefecture of Honghe Prefecture. Its long-term historical development has integrated the cultural characteristics of Yi and Han nationality. It is located in the remote area, and has retained rich national cultural resources and complete cultural heritage, which has high protection value and development potential.

Table 1. Summary table of related cultural resources in Jianshui County

| Serial Number | Items | Categories | Locations |
|---------------|---|--------------------|----------------------|
| 1 | Four Season production key | Folk literature | Red River Prefecture |
| 2 | Hani multi-voice folk songs | Traditional Music | Red River State |
| 3 | Hailai Dialect of Yi nationality | Traditional Music | Red River State |
| 4 | Yi nationality cigarette box dance | Traditional dance | Red River State |
| 5 | Light and Inspired Pottery firing technique | Traditional dance | Jianshui County |
| 6 | (Jianshui Purple Pottery firing technique) | Traditional skills | Jianshui County |

(Credit: Self-drawn by the author)



Figure 1. Zitao Street in Jianshui (Credit: Photo by the author)

3. Analysis of the Protection and Industrialization of Cultural Resources in The Case

Tuanshan Village is the best preserved and most complete traditional village in southern Yunnan. Tuanshan has been operated and built by the Zhang clan for more than 600 years, integrating the cultural customs of Yi and Han nationalities, with profound historical and cultural accumulation and outstanding regional characteristics; Tuanshan residential buildings are excellent representative works of southern Yunnan residential buildings, reflecting the social development level of Jianshui area and the cultural atmosphere of worshipping literature and respecting Confucianism from the Qing Dynasty to the Republic of China. Tuanshan residential buildings have exquisite architectural techniques, exquisite carving and decoration, rich content of calligraphy and painting themes, full of strong humanistic atmosphere and life atmosphere, reflecting the characteristics of Yunnan native culture. It is a large scale, rich types, relatively complete pattern and well-preserved ancient residential buildings in Yunnan native architecture.

Tuanshan Village was founded in the period of Guangxu in the late Qing Dynasty. It has flexible and diversified spatial layout and colorful plane layout, including a combination of three courtyard houses, four courtyard houses and three flower halls under six ear, which covers the essence of courtyard houses. It has exquisite gatehouses, wood carving, stone carving and brick carving techniques of various folk houses, highlighting the typical characteristics of residential buildings in southern Yunnan. Currently, there are 12 state-protected cultural relics buildings (Zhangjia Garden, Huangen Mansion, Baotong Mansion, Xiusai Mansion, Jiangjun Di, Dahayun Temple, upper Temple, lower Temple, Zhangs ancestral Hall, Dongzhai Gate, South Zhai Gate and North Zhai Gate), 9 provincially-protected cultural relics buildings, 14 complete traditional ancient dwellings, and a batch of Tuzhan house buildings with the integration of Yi and Han cultures. As well as ancient Wells, ancient trees, ancient Bridges, ancient post roads and many other types of historical remains.

3.1. Overall landscape cognition

The overall terrain of Tuanshan village is high in the north and low in the south. The village is built on the slope, backed by the rolling green mountains and facing the fertile field; The main road in the village is laid with a certain bluestone brick ground, and the main road still retains the original appearance and decoration; The building texture in the village maintains its original appearance, compact layout, rich space and exquisite materials; There are a large number of old-style buildings with cultural precipitation in the village, and many villagers still live in them. Many details, shops, banners,

slogans, etc. record the development history of the village in the past hundred years.



Figure 2. Cognition of village landscape
(Credit: Photo by the author)

3.2. Specific architectural features

The protection area of the ancient residential buildings in Tuanshan is bounded by the green SLATE Road in the east of Zhaimen Gate, the outer wall of Huangeng residence in the south, the rear wall of Dahayun Temple in the west, and the green SLATE road in Zhaimen Gate in the north and the north,

forming a play route similar to a ring, which can be divided into four sections, East Zhaimen as the starting point to the North Zhaimen, North Zhaimen to the West Zhaimen, and West Zhaimen to the South Zhaimen. South village gate to East village gate four sections. Within its scope there is one temple (Mahaitana Temple), three temples (upper Temple, Lower Temple, home temple -- Zhangs ancestral Hall), eight halls (Huangeng House, Sima Di, Xiusai House, Baotong House, General No. 29 and 82, Zhangs Garden, door number), and twelve "Dawujian" (five buildings connected by big tiled houses).

① Route: Dongzhai Men-Beizhai Men

East Zhaimen to North Zhaimen section distribution of will Jun first, Baotong house, Zhangjia garden, temple, Feng shui tree five scenic spots. Along the way can be seen the hall door design decoration is very gorgeous, carving dragon painting phoenix wood carving, people feel that the family living here is a big family; Each household is set up with a drainage ring road, functional and practical; Zhang clan people have always been business for the official, many people in the village are hanging hundreds of years of the door plaque, some are the imperial imperial title, some are the official seal, although the primer has been mottled, but the big characters can still imagine the prosperity at that time.



a. General first interior view



b. Zhangjia Garden facade c. Interior view of Lower Temple

Figure 3. Dongzhaimen-Beizhaimen route
(Credit: Photo by the author)

The compact and comfortable building of Tuanshan residential houses is reflected in the fine wood carvings among the beams, columns and window mullions. The figures, animal gestures, plant patterns and geometric figures in the wood carvings are carved in different ways according to various forms, which are vivid and highly skilled. The existing ancient buildings in Tuanshan Village are composed of three types of traditional Han blue brick quadrangle, Yi soil palm house and Han Yi combination tile-roof earth palm house. The Zhangjia Garden is the main representative of

Tuanshan folk house, and the descendants of the Zhang family still live here. The Zhangjia Garden was built in the late Qing Dynasty, covering an area of more than 10,000 square meters. Combined into two groups of Sanjin courtyard and garden ancestral hall, it is a kind of large scale, good architectural quality, and relatively complete preservation of the manor style residential buildings.

② Route: North Zhaimen - West Zhaimen



a. Temple activity place b. Easy to collapse walls



c. Zhang Ancestral Hall

Figure 4. Beizhaimen-Xizhaimen route
(Credit: Photo by the author)

There are still many indigenous people living in the village, the original villagers, the original road, the original buildings, early here many buildings are built by the local yellow mud and wooden columns and beams, although the yellow mud is very good, but due to the time of disrepair, there are still many easy to collapse houses and walls, often see notices to remind passers-by to walk away from these collapsing houses.

Among them, the Zhangs ancestral Hall was built in 1783. Every year, all the Zhangs in the village will hold sacrificial ceremonies here. On the door frame of the main hall of the ancestral hall, it says: "The first ancestor of Zhang family was born in Xuyizhai, Poyang, Jiangxi Province. Clan prosperity, the migration of Yunnan to build water mountain village, after

the temple ", "a hundred forbearing family style", the Tuanshan village in the past and present to make a clear confession.

③ Route: West village gate - South village gate

Buddhist temple Mahayana Temple is located in the southwest of Tuanshan, backed by continuous green mountains, there is a round old well in front of the temple, the water is sweet and clear, never dried up, is one of the main sources of drinking water for villagers; The existing buildings are two halls, two chambers and a mountain gate, facing east from west; The existing golden plaque of "Daxiongbao Hall" is a wood carving pattern with excellent craftsmanship, which is basically well preserved.



Figure 5. Interior view of Mahayongji Temple
(Credit: Internet, Photo by the author)

④ Route: Nanzhaimen – Dongzhaimen

This route can browse the architectural style of the three halls at once. Xiucai House is a pair of Xiucai brothers

abandoned the literature from the business built, although opened business tin mining trade, but for their own name Xiucai house, to show the culture of literati.



a. Xiucai Mansion



b. Simadi

Figure 6. Nanzhai Men-Dongzhai Men
(Credit: Photo by the author)

3.3. Tuanshanzhai Gate construction

Four Dazhai gate is built by Tuanshan village to defend against foreign aggression, respectively standing at four corners of the village. Dongzhai Gate is located in the external traffic artery of the whole Tuanshan folk houses, which is where the present gate of Tuanshan Village is located. It plays the function of natural barrier and defense. Built in the reign of Guangxu of Qing Dynasty, the architectural structure adopts the three-story archway single-hole arch gate structure, and the gate tower is also equipped with gun holes to deter; Located in the northwest of Tuanshan Village, Beizhai Gate is named Suochui Tower because of its quiet environment. The architectural form adopts three-story archway single-hole arch gate structure, the eaves and window frames are carved in detail, and the gate tower is also equipped with gun holes, which is the northern fortifications of Tuanshan folk houses. Nanzhai Gate is located in the south of Tuanshan, and the building is shaped like a pillar-style gate, which is also equipped with gun holes.



a. East Zhai Gate b. North Zhai Gate

Figure7. Construction diagram of Zhai Gate
(Credit: Internet, Photo by the author)

3.4. Display of supporting products

As a national 4A-level tourist attraction, Tuanshan Village displays supporting tourism products and signs integrating regional characteristics. While leading tourists to experience local culture, Tuanshan Village has a good cultural protection orientation, driving local residents and tourists to jointly protect traditional culture and promote the sound development of cultural industry.

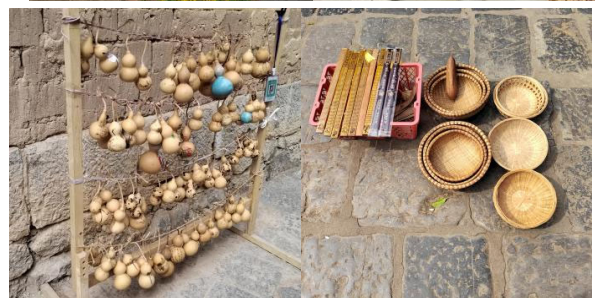


Figure 8. Supporting cultural industry development products
(Credit: Photo by the author)

4. Suggestions on Protection and Development Optimization of Tuanshan Residential Cultural Resources

At present, the protection and development of cultural industry resources in ethnic minority areas still have some problems, such as insufficient protection, cultural loss, lack of brand awareness, fragmented development, and unknown orientation of audience groups. Therefore, cultural resources should be developed on the basis of protection, and further consideration should be given to how industrial development can be more conducive to the protection of ethnic cultural resources. To sum up, under the guidance of the principle of cultural resources protection, this paper sorts out the historical evolution of cultural industry development, natural geographical conditions and the retention of cultural heritage, analyzes the connotation of cultural resources, and puts forward an industrial development optimization path with certain reference significance.

4.1. Construct the utilization system of cultural resources

The protection and development of cultural resources should first be comprehensively sorted out and analyzed, and the data should be updated and recorded regularly. Through the value analysis of cultural resources and the formulation of regional cultural exhibition routes, a reasonable utilization system of cultural resources should be built to improve the efficiency of protection and development.

① Value analysis of regional cultural resources

First of all, through the comprehensive combing of local characteristics of cultural resources, clear the object of protection and development and its value theme. The material carriers of Tuanshan village cultural resources include landscape and pastoral environment, village pattern, ethnic architecture, street space, architectural decoration, ruins, ancient trees, ancient Wells and surrounding historical relics closely related to the development of Tuanshan village, such as Min 'an Bridge, Gebishi railway, Tuanshan Village railway station and ancient post road; Non-material carriers include clan culture, consanguineous emotion, traditional customs, farming culture, handicraft skills, etc. Therefore, the cultural resources of Tuanshan village should be integrated and classified, the protection and endangered status should be recorded, and the route design should be carried out according to the tourism orientation. For example, according to the regional cultural characteristics and landscape characteristics of the design of tourism routes, divided into Lujiang River cultural landscape area, Zhangjia Mountain forest landscape area, Tuanshan traditional village display area of three areas, and cover all the value carriers. Among them, the Tuanshan traditional village display area can also be divided into time and space, with the combination of the village spatial pattern and the development of the Zhangs clan as a display clue.

② Tour line design and key display areas

Zhangs ancestral Hall is the center of the core cohesive spatial pattern of Tuanshan Village, and develops in the east, south, west and north around it respectively, reflecting the influence of clan culture on village construction and forming the village pattern maintained by the four Dazhai gates. Considering the construction of tourism attraction, the

traditional folk houses in Tuanshan can be displayed in different areas and themes by analyzing the characteristics of the Zhang family hall, such as the four water Guitang (Zhang family Hall), the Ming Shi Defang (General First), the Shang Jia Yuan residence (Xiucai House for business), the scholar into learning (Sima first), and the Buyi return to agriculture (farming mainly). In this way, it is easy for visitors to understand the history of Tuanshan Village and Zhang clan, highlight the influence of traditional national culture on village development and architectural construction, promote the development of cultural industry, and help deepen the villagers' cognition and identification of family tradition, and promote the protection of cultural resources.

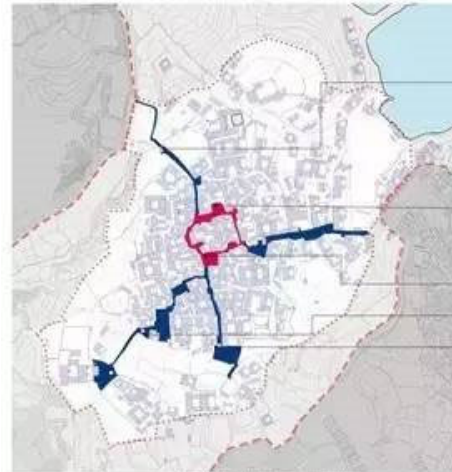


Figure 9. Schematic diagram of the tour line
(Credit: Network)

4.2. Explore the development model of cultural resources

The exquisite and simple residential buildings in Tuanshan Village are a typical representative of the residential buildings in southern Yunnan, reflecting the blending and learning of Han and Yi ethnic cultures, and are the focus of the protection and development of cultural resources in Tuanshan Village. When carrying out industrial development, it is necessary to consider the ownership rights of buildings, current functions, own value and architectural characteristics, village location, etc., and adopt protective development. For example, most of the ancient houses in Tuanshan Village still retain their living functions. After obtaining the consent of the residents, the first courtyard will be opened to the public according to the traditional way of use, and the residents' living traces can be seen in the second courtyard. More specific residential development models take Zhangjia Garden (large public buildings) and Huangeng Mansion (small private residences) as examples.

① Zhangjia Garden development mode -- Folk house + restoration and renewal + Tuanshan Museum

Zhangjia Garden is a group of manor-style residential buildings with living, defense and sacrificial functions, which is the largest in Tuanshan village. Its architectural form and decoration reflect the high level of construction skills in Yi and Han areas at that time. Therefore, new functional development is carried out by analyzing the historical functions and current status of different courtyards in the house. The tour line runs through the main functional Spaces of the village gate and the garden ancestral hall. At the same time, you can visit the surrounding wood houses, cattle sheds

and other labor rooms.

Among them, the residential courtyard shows the life style of the wealthy class in Tuanshan area during the Republic of China in the way of scene restoration, space function restoration and renewal. For example, the residential courtyard of the master can continue the function of living, increase modern facilities such as toilets and kitchens while protecting cultural resources, improve living conditions, and also show tourists the national life full of vitality of The Times; The garden ancestral hall is used as a museum to guide the public to understand the history of Tuanshan Village and the villagers to more identify with the village culture through the display of collections, illustration, image data display, historical scene restoration and other ways.

② The development mode of Huangeng Mansion -- folk residence + guest house + small collection display

Huangeng Mansion is the first and classic example of the protection and utilization of Tuanshan folk houses. The courtyard is open to tourists free of charge, and it also operates simple meals and homestay businesses. The owner of Huangeng Mansion, Mr. Zhang Xian, knows the history of Tuanshan village well and can also serve as a guide. Huangeng Mansion was built a long time ago, the current living environment can not meet the needs of the owner and tourists, you can continue to use the historical function after asking for consent, the interior of the detailed optimization. For example, the first courtyard can be used as a natural exhibition hall of Tuanshan residential architecture art, showing its exquisite design and exquisite construction; The second courtyard retains the living function, adding health facilities to meet the needs of modern life under the premise of minimizing intervention, and optimizing the transformation into residential areas, so that tourists can further experience the daily life of Tuanshan village.

4.3. Revitalize the vitality of public building carriers

① Develop the functions of public space

Traditional minority villages often share common beliefs and religious activities, and have a high demand for venues for activities. The public buildings in the village, such as upper temple, Lower temple and Dacheng Temple, are owned by the village collective. They are the main Spaces for propaganda, education and inheritance of traditional culture in Tuanshan Village, providing necessary social places for villagers and Windows for tourists to understand traditional customs. Therefore, in the optimization and transformation of public space, the villagers' demand for cultural activity space should be taken into account. While retaining the original cultural functions, the space should be rationally utilized to add library, study room and other functions to meet the needs of regional culture inheritance. The open space can be simply furnished with tables and chairs, guide the villagers to carry out bamboo basket preparation and handicraft production here, promote the villagers' identification and inheritance of local cultural traditions, and promote the development of village industries.

② Functional development of public buildings

As one of the important carriers of the clan culture in Tuanshan village, the ancestral hall of Zhang family should be opened to the outside world with the clan system, sacrificial activities, clan development and the experience

statements of important figures as the display content while continuing the historical function; At the same time, by holding ritual activities on a regular basis, clan spontaneous collective activities and other ways to restore the cohesion of national culture, so as to enhance the villagers' sense of cultural identity, and further promote the protection of cultural resources and industrial development.

4.4. Support the development of domestic and foreign policies

On May 1, 2015, the Yunnan meter-gauge railway protection, development and utilization demonstration project "Jianshui Ancient City Train", jointly operated by Kunming Railway Bureau and Jianshui County, Honghe, Yunnan, was officially opened to traffic. With the strong support of the state government, it not only strengthened the connection between Tuanshan Village and Jianshui Ancient City and the surrounding historical and cultural resources, The unique and interesting meter-gauge green train also attracts many tourists to come to experience, creating good external conditions for the development of cultural industry in Tuanshan Village.

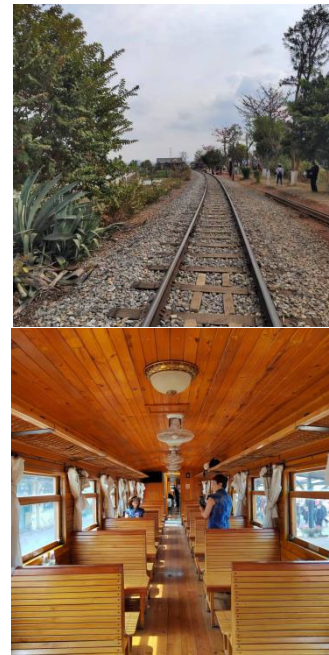


Figure 10. "Tuanshan Station" of Jianshui Small Train
(Credit: Photo by the author)

4.5. Take advantage of media to innovate development paths

The application of new media technology in the development of cultural industry in Tuanshan village is mainly reflected in three aspects: social platform publicity, video platform communication and commercial platform sales. On the one hand, social and video platforms such as Weibo, Douyin, Meituan and XiaoHongshu can be used to display the characteristics of Tuanshan village's cultural resources and tourism development concessions, so as to broaden the audience of disseminators and publishers of information and form brand publicity effect, or to optimize and transform Tuanshan Station by referring to the extensive publicity effect formed by Bisizhai Railway Station as the shooting place of the movie Youth. To form a joint force for the serial development of cultural resources; On the other hand, new media can promote the circulation of ethnic

cultural products, reduce the sales cost of ethnic cultural products, build a new cultural industry through new publicity and logistics, so as to expand the market environment for the development of ethnic cultural industry, and at the same time, it can better protect ethnic minority culture from being destroyed due to development. For example, consider introducing cultural brands and NGO enterprises that are in line with the concept of protecting cultural resources in Tuanshan Village, carry out regional cultural innovation design, encourage the development of local cultural brands in Tuanshan Village, and transform cultural value into economic value through rational utilization of cultural resources in Tuanshan village, expand social benefits, and realize sustainable development of traditional villages.



a. Xiaohongshu search results b. Cultural and creative design and development

Figure 11. New media development model
(Credit: Network)

5. Conclusion

The transformation, optimization and development of traditional ancient villages of ethnic minorities have gradually

become the focus of rural revitalization. Reasonable protection and development of cultural resources contained in the villages and the formation of cultural industries with regional cultural characteristics have also become an important starting point of rural revitalization strategy. The protection and development of cultural resources is not only about the transformation of planning, architecture and landscape, but also about respecting the living customs, cultural traditions and historical evolution of the indigenous peoples, showing the charm of minority culture in a simple way, and promoting the sound development of their economy.

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