Tourism Value of Traditional Costume Culture in Ethnic Tourism Villages

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Abstract: China is a multi-ethnic country. The costume culture of ethnic tourism villages is colorful and gorgeous. It accumulates people’s labor achievements, life experiences, color hobbies, religious culture, aesthetic emotions, folk customs and so on. Costume and culture complement each other. Costume is a way of cultural inheritance. At this stage of development, the tourism industry is gradually developing towards the traditional and national trend. The combination of clothing and tourism can realize the coordinated development of clothing culture and tourism culture. Therefore, this paper mainly analyzes the characteristics of traditional costume culture in Ethnic Tourism Villages in China, analyzes the tourism value of traditional costume culture in Ethnic Tourism Villages from the perspective of tourism, and then puts forward some suggestions on how to give full play to the tourism value of traditional costume culture in Ethnic Tourism villages.

Keywords: Ethnic tourism village; Tourism value; Traditional dress; Cultural characteristics

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1. Introduction

The traditional costume culture of ethnic villages is in the process of production and labor of various ethnic villages. In order to survive and develop better, the people use their own strong will and super wisdom to create a unique style of costume culture. In the long history, they continue to accumulate, change and innovate to form the costumes of ethnic villages with national personality and traditional culture, and integrate the national values and mental outlook. In the aspect of tour-

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Tourism, as an activity integrating economic and cultural activities, has always kept pace with social development. In the process of continuous development of tourism industry, people’s appreciation of tourism is gradually transformed into cultural and spiritual tourism. Ethnic village tourism refers to tourism activities that take ethnic minority rural communities as tourism destinations, take cultural events and natural scenery as tourism attractions, experience ethnic culture, and meet the psychological motivation of seeking novelty, difference, pleasure and knowledge (Ou Zhonghui, 2020). The integration of traditional costume culture and tourism industry in ethnic villages can make use of rich cultural information resources to enrich tourism resources, and further realize the inheritance and development of costume culture, which has a certain value to promote the economic development of tourism industry and the inheritance of cultural industry.

2. Characteristics of Traditional Costume Culture in Ethnic Tourism Villages

(1) It has a long history and profound cultural connotation

Chinese dress culture can be traced back to the period of Yuanmou people 1.7 million years ago. At that time, people began to use bone needles to sew clothes. In the period of written records, China has formed dress styles. From this, we can see that clothing is a social phenomenon with a long history, which has accumulated profound culture in the long process of development. Through clothing, we can see the splendid culture of the Chinese nation. China’s national costume aesthetics is a kind of metaphorical culture, which expresses art through lyrical way, and pays more attention to spiritual implication and cultural taste in the constituent elements of national costume (Luo Hao, 2020). For example, in the traditional costumes of Chinese ethnic villages, we can see the ancient idea of "harmony between man and nature", which requires that costumes and wearers, costumes and social environment should be consistent. In ancient times, people regarded the coat as "heaven" and the lower garment as "Earth" to realize the unity of heaven and man. For another example, the "five blessings and longevity" pattern often seen in Yao costumes is a combination of bat and longevity, which shows people’s pursuit of auspiciousness. At the same time, national costumes also represent the status, age, gender, position and so on of the wearer. The shape of Han costumes is an important symbol of the classification in ancient China (Wang Sihan, 2014). In this way, we can understand the history, economy and culture of our country through the traditional clothing with a long history. Tourism clothing is the embodiment of a kind of culture (Huang Ge, 2017). Integrating it into the tourism industry is un-
doubtedly a very attractive resource.

**(2) Having high ornamental value**

Compared with other cultural tourism resources, costume cultural tourism resources have better ornamental value (Qin Haiyan, 2016). For example, cultural tourism resources of ruins type, although they have high scientific research value and archaeological value, have lower price system in terms of appreciation, and thus show a single effect in terms of tourism development. Although the original intention of clothing is to cover the body, but in people’s eyes, it also has ethical and aesthetic value. Especially in the clothing type gradually enriched, people’s warmth protection, began to study other functions besides the practical function of clothing. Usually, the appreciation of traditional costumes in ethnic villages is mainly reflected in fabric selection, style design, raw materials, technology, color matching, patterns and so on. Different forms of patterns, including animals and plants, birds, nature, stars, hieroglyphs and religious symbols, are embroidered on the costumes, which are rich in artistic forms and ornamental characteristics (Zhou Yulan, 2020). For example, plant dyeing is used in Yao’s costumes to present colorful costumes. Indigo, pulp dyeing and batik are used to weave cotton, with cotton thread as warp and colored velvet thread as weft. Through warp and weft breaking, triangular or rectangular patterns are designed, with symmetrical composition or continuous combination. In the Eastern Han Dynasty, colorful clothes appeared in Yao nationality. They embroidered on blue or black cloth. The main silk threads used were white, red, green and orange. Many of the Yao women’s embroidery patterns are fish playing in the water, butterfly flying, mandarin duck playing in the water, phoenix flying and so on. Moreover, cross stitch technology is used in the places where the clothes are easy to be damaged to ensure the practicality and aesthetic value of the clothes.

**(3) Diversity**

China is a country composed of many ethnic groups. Ethnic costumes have diverse cultural backgrounds (Peng Yu, 2019). Diversity characteristics of China’s national tourism village traditional clothing is mainly manifested in two aspects, is the first time, dress in for thousands of years of development has formed a variety of forms, from the yellow emperor period, under the jacket of the zhou dynasty of deep hu wei jin southern and northern dynasties period, clothing, clothing, etc., in the tang dynasty clothing development is the most flourishing, the period of the concept of clothing is more open. The official offices and formal attire of each dynasty were also varied. The second is the geographical aspect. Due to the vast territory of China, ethnic tourism villages are widely distributed. In different regions, different weather and different environments, their costumes are also very
different. Mongolian costumes mainly include robes, belts and boots. Hui men love white round hats and women often wear headgear. Dong men wear short shirts with double breeches. It can be seen from this that the traditional costumes of different nationalities will have obvious differences, presenting the diversity characteristics of costumes.

(4) Heterogeneity

China is a multi-ethnic country. For thousands of years, due to the different geographical environment and climate, as well as the relatively closed social state, all ethnic groups have formed a variety of production and life styles, different and charming cultural and aesthetic qualities (Zhuo Anyi, 2017). In addition to the diversity of Chinese ethnic tourism village costumes, there is also a certain heterogeneity, which is mainly reflected in two aspects. First, there are differences in the styles, manufacturing techniques, raw materials, color matching, decorative patterns and other aspects of the costumes in ethnic tourism villages. Through these differences, the costumes of many ethnic tourism villages in China can be distinguished, thus forming heterogeneous experience among different ethnic groups. Second, because China and western countries in the aspect of philosophy thinking, between the differences in understanding the relation between human and nature, and between China and western countries in terms of their own value of thought is different also, under the background of the cultural differences, will lead to China’s national tourism village produce difference between clothing and western clothing. For example, in terms of the relationship between clothing and the environment, the clothing of Chinese ethnic tourism villages focuses on social coordination, making clothing a factor to ensure the stability of social order and regulating social relations in some aspects. Western countries are more in pursuit of freedom, and look at clothing from a rational perspective, with emphasis on the law of its own existence. For another example, in terms of the relationship between clothing and human beings, the clothing of Chinese ethnic tourism villages mainly reflects the human spirit, including human spirit, gas and body beauty. Different from the western countries’ advocating open character and overemphasizing the aesthetics of clothing that expresses human body parts, the aesthetic consciousness of Hanfu largely depends on the restriction of social ethics and etiquette system (Wang Sihan, 2014). Western countries pay more attention to whether clothing can affirm the value of human beings, hoping to gain recognition and respect from others through clothing, focusing on human nature, realizing good cooperation and coordination between human beings and clothing, and then presenting the beauty of human body. With the emphasis on the expression of clothing, Chinese ethnic tourism village clothing focuses on broad clothing, while western countries focus on narrow cloth-
ing. In this case, people in western countries will feel that the heterogeneity of Chinese ethnic tourism village costumes is more prominent.

(5) **Artistic quality**

Art form is the summary and deep abstraction of the objective laws of nature, based on the historical experience of practice and formed by psychological accumulation (PEI Jie, 2016). As for clothing, it can not only reflect the living habits and emotional attitudes of human beings, but also represent a kind of culture and art. It can convey the cultural and artistic forms of an era through clothing. The artistic quality of dress the same as the heterogeneity, mainly reflected in the villages of ethnic tourism apparel design, manufacturing technology, the use of raw materials, colour is tie-in, patterns, etc., this dress is a kind of comprehensive arts, its development will be affected by age, social, economic, ethnic, art, religion, education, geography and so on various factors, and different styles of dress. Therefore, there is a big gap between the costume art of ethnic tourism villages in China and that of western countries. China has a vast territory, a long history of development, a large number of ethnic groups, and a variety of religions, which directly lead to the unique features of costume art in the presentation form, content, technique, style and other aspects. In addition, costume art is also known as a cultural expression, which can soothe people’s hearts and satisfy people’s aesthetic needs. In the long process of historical evolution, the Chinese labouring people have created rich and colorful costumes by virtue of their wisdom, aesthetics and ability.

3. **Tourism Value of Traditional Costume Culture in Ethnic Tourism Villages**

(1) **The value of historical and cultural inheritance**

To some extent, clothing has become the carrier of cultural heritage, through which we can see the long history and culture of a nation and a country. The value of traditional costume culture in Chinese Ethnic Tourism villages is no longer a material commodity measured by money, but a priceless treasure carrying the 5000 year history of the Chinese nation and the changes of many ethnic cultures. The traditional costumes of ethnic tourism villages are equivalent to a historical record without any words, but they show the spiritual civilization and material civilization accumulated by the Chinese people in the production practice for thousands of years in a specific way, and then evolve into the achievements of culture, science and technology, art at the present stage, and also reflect the political life, religious belief, class spirit in the development of the times Struggle and philosophy. It will play a positive role in the construction of Chinese national culture to deeply ex-
explore the cultural connotation contained in national costumes and study the inheritance and innovation of costume culture (Tang Ying, 2019). The development of traditional costumes in Ethnic Tourism villages can combine the elements of ethnic costumes with tourism resources, realize the protection, inheritance and promotion of ethnic culture, and promote the local economic development. For example, to develop Yao costumes into tourism cultural commodities with commemorative value, such as tourism costumes, on the basis of protecting the original Yao cultural connotation, it also meets the modern consumption concept, and presents the personality characteristics and artistic connotation of national costume culture. In a word, the traditional costumes of Ethnic Tourism Villages with rich cultural connotation are an important tourism resource.

(2) Aesthetic value

For clothing, its existence is to keep warm and cover the body, but in fact it is also the carrier of culture and art. Only from the perspective of clothing culture development, the diversified clothing in Ming Dynasty is more the liberation of aesthetic consciousness (Gou ailing, Ma Yanbo, 2015), which has a certain aesthetic value. Whether it is the clothing in the objective sense, or the clothing as the carrier of culture and art, it has the same aesthetic effect as the tourism resources. Whether the clothing is worn on people or collected for display, the clothing will bring a kind of aesthetic enjoyment to tourists. From the content analysis, clothing modeling, style, choice of fabric, color matching, pattern design, etc. will bring a kind of ornamental. From the perspective of time development, China has a long history, and dynasties change frequently. The aesthetic value of these clothing cultural resources is not only the basic function of clothing pursuit, but also the main content of tourism aesthetic (Zhou Yulan, 2020). To appreciate the costumes of different times will present a grand visual experience, leading tourists to explore and feel in the background of costumes. From the geographical point of view, there are a large number of ethnic groups in China. These ethnic groups are distributed in different regions, and their geographical environment is complex. Although in the same period, the costumes of different regions and nationalities will also show different aesthetic characteristics, increasing the ornamental value of costume culture.

(3) Experience value

At present, with the rapid development of social and economic level, people begin to pay attention to spiritual and cultural enjoyment, choose the way of tourism to get the experience of beauty and relax, which promotes the development of tourism industry to a certain extent. In the process of tourism product development, in addition to providing tourists with sightseeing, leisure, vacation and other services, it also began to provide tourists with cultural experience. Moran in teachi
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gculture: Perspectives in In practice, cultural experience is defined as learning traditional cultural knowledge through experience, including literature and art, people’s life behaviors and customs. As a practical and aesthetic human tourism resource, traditional costumes in Ethnic Tourism villages also have strong experience value. Specifically, through the way of wearing clothing, tourists can truly experience its comfort and beauty, and then bring psychological pleasure to tourists. Moreover, this way of wearing clothing can also make tourists understand the cultural characteristics, customs and lifestyle of ethnic tourism villages.

(4) Value of scientific research

Clothing is the product of the development of the times, which is closely related to the regional geographical environment, the development level of social productivity, political system and cultural customs (Qin Haiyan, 2016). Clothing is a product of the development of The Times, which has a direct relationship with the social background, economic development level, scientific and technological strength, political system, etc. From the perspective of scientific research, costume culture has also become a carrier and inheritance of economy, technology, art, culture and preference in the development process of people’s social life in ethnic tourism villages. For example, through the study of yao costume, its economic value, cultural value and practical value are all precious after thousands of years of historical precipitation. The patterns, techniques, colors and forms of yao’s costumes have strong scientific research value, which can attract related costume researchers to view and study them.

4. Suggestions to Realize the Tourism Value of Traditional Costume Culture in Ethnic Tourism Villages

(1) Break the routine and combine clothing and ornaments with tourist souvenirs

With the rapid development of China’s tourism industry at this stage, China’s tourism industry with national characteristics has also ushered in good development opportunities. A variety of products with national characteristics have gradually attracted the attention of consumers, and the demand for related tourism development products has gradually increased. Combining ethnic costume elements with tourism can not only protect and carry forward ethnic culture, but also bring new growth points to local economic development (Huang Ge, 2017). South China is the main area of tourism development in China. There are many kinds of plants, including seasonal rain forest, tropical rain forest and south subtropical monsoon vegetation. The hills are widely distributed. Under the condition of high tempera-
Tourism Value of Traditional Costume Culture in Ethnic Tourism Villages

ture and rainy, a variety of tourist attractions have been formed. At the same time, there are many ethnic tourism villages in this area. Taking Yao nationality as an example, the ethnic characteristics are prominent. In scenic tourist resorts, their tourism products, as accessories of tourism industry development, are loved and concerned by people, especially the tourism products with Yao nationality characteristics, which are good choices for tourism industry, and most consumers prefer to buy some tourism products with local characteristics. The products with Fang’s characteristics can be used as souvenirs, or sent to relatives and friends.

In the process of development, many countries gradually realize that there is a direct link between cultural industry, tourism industry and cultural protection. According to a survey conducted by relevant authorities, the international tourists who come to China are not attracted by entertainment or sightseeing, but by the unique charm of Chinese history and culture (gaomenghe, 1992). The traditional costume culture of ethnic tourism villages can combine tourism development and develop costume ornaments into tourist souvenirs. As for the culture of national costumes, we can integrate the weaving and embroidery skills with tourism, encourage the people of ethnic villages with professional weaving and embroidery skills to make patterns or finished products with traditional crafts, innovate and develop them, implement reprocessing, break the conventional thinking, and integrate the current popular elements with national costumes from the perspective of modern aesthetics. At the same time, it interprets the nationality and culture of clothing, and transforms clothing into tourism souvenirs with national characteristics in-depth analysis, such as national clothing with modern elements, satchel, belt, purse, headdress, etc., so as to make tourism souvenirs have cultural value and collection value, present the local national style and culture, and set a good example for the region. Good image at the same time, but also to achieve the development and inheritance of national culture, clothing charm to play out, produce certain social benefits. In addition, it can also integrate national costume and industry, develop tourism industry, such as entertainment, catering, exhibition, shopping and other elements, build the region into a tourism complex with national costume cultural characteristics, establish research tourism base, promote national costume to become a tourism image symbol, and let tourists have cultural experience, cultural consumption, etc. in the process of appreciation and wearing, so as to understand the people It’s a special art of ethnic minority, which can increase knowledge.

(2) Innovate and develop to transform the traditional costumes of ethnic tourism villages into life-style costumes

In the current display of ethnic costumes, ethnic costumes are mainly placed in the static cabinet for the audience to watch. The display form is single, which
can not reflect the diversity of different ethnic costumes culture and art, It also cuts off the emotional communication between the cultural background of ethnic costumes and the audience (Peng Yu, 2019). In order to effectively present the traditional costumes culture of Ethnic Tourism Villages and reflect the tourism value, this kind of costumes should not be limited to the costumes in festival celebrations, but should be worn in the daily life of the people, so that ethnic elements become a major feature of tourism development And two points, to achieve innovative development, the traditional costumes of ethnic tourism villages will be transformed into life costumes. It can mainly promote national costume to professional costume, sportswear, school uniform and other fields, and enhance the practical value of costume. At the same time, combined with the characteristics of season and region, residents are encouraged to apply it in daily life, which can form a regional clothing environment in tourist attractions, Hotels with ethnic characteristics, ethnic gathering areas, etc., and enhance the national value of clothing.

5. Conclusion

To sum up, the villages of ethnic tourism has a long history of traditional costume, presents the profound cultural connotation, has high ornamental value, in terms of tourism value analysis, the fusion of culture and tourism industry, is a kind of culture, art and tourism integration of new ideas, improve tourist attractions, but, in this process, the dress should be considered and the characteristics of tourism, keep the dress of heterogeneity, diversity, and the appreciation of the historical, artistic, should break the routine, combine clothing jewelry and souvenirs, innovation and development, the national tourism village traditional clothes into life dress, In order to give full play to the historical and cultural inheritance value, aesthetic value, experience value and scientific research value of traditional costumes in ethnic tourism villages, cultural inheritance and tourism development can be realized.

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