

EXPRESSION AND APPLICATION OF YAO CULTURE IN NORTHERN GUANGDONG, CHINA IN THE DESIGN OF TRADITIONAL VILLAGE ENVIRONMENT

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ABSTRACT

Guangdong Province Guangdong Province, as one of the leading areas in China's reform and opening up, is facing challenges of unbalanced urban-rural development and cultural decline. The region is famous for its rich Yao culture, but due to the acceleration of the process, Modernization, the landscape of the traditional villages has been severely affected, and the geographical culture has become more and more homogeneous. In order to cope with this dilemma, this research aims to explore the expression and application of Guangdong Yao culture in the design of rural environment from the perspectives of landscape conservation and environmental improvement, combined with the characteristics of art design disciplines. This research uses a variety of research methods, such as literature review, field survey, questionnaire survey, and in-depth interviews, combined with qualitative and quantitative data, to conduct a comprehensive analysis of the current situation of Yao culture in northern Guangdong. The results show that although the traditional culture of the Yao ethnic group has been preserved in some villages, the overall cultural inheritance faces challenges, the cultural identity of the residents is declining, and the impact of tourism development on the traditional villages needs urgent attention. Yao culture has many elements that can be refined and applied in the design of Yao rural environment, so as to improve the enjoyment of local residents and preserve local ethnic culture.

Keywords: Northern Guangdong, Yao Culture, Rural Revitalization, Environmental Art Design, Cultural Conservation

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INTRODUCTION

Guangdong Province is one of the first regions. Etc. With China's reform and opening up after years of development, it has become China's largest economic province. But development in different regions Etc. In Guangdong Province, there are many differences. China's rural revitalization plan emphasizes unbalanced regional development and unbalanced urban-rural development as prominent problems in China's rural construction. Northern Guangdong Province is a geographically unfavorable location, the terrain is mostly mountainous, and traffic is inconvenient. There are many ethnic minority villages in the area, including the Yao, Pu, Hui and others. Etc. The unbalanced development of the region has led to the loss of a large number of advantageous populations in northern Guangdong Province. Geographic culture is degraded. In recent years, the local government has been vigorously developing tourism and carrying out the brutal modernization of traditional villages. The unique rural features were destroyed. Different regions Etc. Rural settlement of foreign nationalities Etc. Come together the original ethnic minority villages that were once "blooming with hundreds of flowers" have become monotonous. On the other hand the decline of the permanent population and the development of the tourism economy have led to the construction of village areas gradually Etc. There is a tendency to become urban and the construction of landscapes is separated from the daily lives of the residents. How to change this dilemma and restore the original rural environment of northern Guangdong ethnic minorities to achieve self-control and sustainable development is an urgent problem at present. This study focuses on the problem from the perspective of landscape conservation and environmental improvement. Explore the expression and application of Guangdong Yao culture in local environmental design by objectively exploring the current situation, problem analysis and practice exploration of Guangdong Yao culture, combined with literary survey and interview.

Research Objectives

- 1) To learn about the culture of the Guangdong Yao people. Explore the ethnic characteristics of the Guangdong Yao people deeply study the development history of the Guangdong Yao people The process of cultural evolution.
- 2) To explore the possibilities of refining Guangdong Yao culture. To be applied in the design of rural environments.

LITERATURE REVIEWS

Development history and cultural characteristics of the Guangdong Yao people

Yao is one of the oldest ethnic minorities in China, rich in culture and history. Legend has it that Yao's ancestors once lived in the Central Plains. But due to war or other reasons, Etc. They slowly Etc. Migrate to the southern mountains and gradually Etc. Settled in Guangdong, Guangxi and Hunan and other areas Etc. In the ancient migration process in the history of the Guangdong Yao ethnic group, they have gone through many migration and settlement processes. Especially in the Ming and Qing dynasties they established their own villages and social organizations in the mountainous areas. These villages often maintained some independence from the surrounding Han villages and at the same time gradually Etc. Integrate into local economic and social life.



Figure 1 Urgent need for construction of traditional ethnic villages

The Guangdong Yao ethnic group focuses mainly on agriculture. Living in a relatively closed mountainous area. They have a unique social structure, including a family-based clan system and strict hierarchy and traditions. There is a Yao culture that is rich in folk tales. Ballad and traditional festivals such as Yao Festival March 3rd is one of the most important festivals in Yao culture. In addition to traditional clothing, handicrafts and architectural styles are also very prominent. The traditional costumes of the Yao people are characterized by embroidery and silver ornaments. Showcasing the unique aesthetics and craftsmanship of the Yao people.

Table 1 Analysis of cultural characteristics of the Yao people

| Type | Cultural characteristics | Application for case |
|----------------------------|---|----------------------|
| Traditional clothing | The traditional costumes of the Guangdong Yao people are brightly colored and the craftsmanship is exquisite. | |
| Religion and beliefs | Worship of nature and worship of ancestors | |
| Festivals and Celebrations | March 3 Festival The annual festival is an important festival for the Yao people. | |
| Folk art | Folk music and dance traditions | |
| Social customs | Wedding, Coming of Age Ceremony, Funeral | |

Village The thousand-year-old Yaozhai Nangang is located in the autonomous region. Liannan Yao in northern Guangdong Province. The history of the village can be traced back to the Qin and Han dynasties. Qin and Han does not know the specific time of his birth. But the exact construction history is Song Dynasty (800 AD), which was a thousand years ago. According to historical records, the history of Nangang Village is part of the "Changsha Wuling Barbarians" who first settled in the Wuhan area of Hubei Province. In order to avoid war, they moved across three provinces to the area. Liannan in northern Guangdong Province during the Qin and Han dynasties and reached its peak in the Ming Dynasty. Village Nangang is of Liannan Eight Pai which means Youling Pai, Nangang Pai, Hengkeng Pai, Junliao Pai, Huo Shao Pai, Da Zhang Pai, Li Badong Pai, and Majian Pai. Liannan Eight Pai through Hunan Road Zhou Zhou Jianghua and other places. Moved to the northern part of Guangdong Province.



Figure 2 Map of Nangang Village

Village Nangang is a village the world's oldest and largest ancient Yao. There are currently more than local residents. 200 people. Mostly in four groups namely Deng, Tang, Pan and Fang in the Ming Dynasty. A democratically elected "Yao Lao" system was established. And still in use today this system is one of the oldest democratic electoral systems for ethnic minorities. Nangang Village is high above sea level. 803 meters built on a mountain covering an area 159 acres. There are traditional buildings. 368 buildings built in the Ming and Qing dynasties. Village gate wall and the stone walkway is complete and the spatial layout is well proportioned while maintaining the original design during construction. Nangang Village was designated as a cultural relics protection unit in Guangdong Province by the Guangdong Provincial People's Government in November. 2007. In the year 2008 Selected as a famous historical and cultural village in China. And in the year 2012. Selected as one of the villages 10 Most Beautiful Ancient Villages in Guangdong current. This village is mainly based on tourism. Supplemented by the cultivation industry. Specialty products namely soybean Peanuts sweetcorn Tobacco leaves Camellia oleifera etc. (Fangzhi, 2020)



Figure 3 Development status of Nangang Village

Using distinctive cultures in the design of rural environments

Worldwide there are many cases where local culture is integrated into the design of rural environments. Such as Rural design of The British Lake District showcases the culture of rural England. Use of images IP to create Peter Rabbit and the rural environment was created around it. Etc. picture This IP Long-necked villages in Chiang Rai Province, northern Thailand, still preserve their traditional rural landscape and apply their national culture in navigation and other areas. Etc. Wulin Traditional Village in Fujian Province, China has refined the graphics and colors in its traditional culture. Re-create the architectural space of the entire village Strengthen the visual symbolism of the nation and improve cultural recognition.



Figure 4 Using distinctive cultures in rural design

RESEARCH METHODOLOGY

This research adopts an integrated approach combining qualitative and quantitative research methods to understand the current situation of Guangdong Yao culture and its expression and application in rural environment design. Specific methods include:

Literature review

Learn about the latest research advances in rural revitalization. Conservation of culture and environmental design both domestically and internationally through a review of relevant literature Provide theoretical support and background knowledge for this study.

Field survey

Select several Yao villages in northern Guangdong Province for a study tour and observe the local traditional culture, lifestyle and architectural styles. Through participatory observation to gain a deeper understanding of the real situation in the community

Questionnaire

Design a structured questionnaire and conduct a survey on the cultural identity of local people, life satisfaction, and opinions on tourism development etc. The questionnaires will be distributed in several villages. To collect quantitative data to analyze the needs and attitudes of current residents.

In-depth interviews

In-depth one-on-one interviews with villagers Local government officials and cultural experts to gain insights into the current situation and future developments of Yao culture. This method helps to collect individual experiences and perspectives to supplement the quantitative data of the questionnaire.

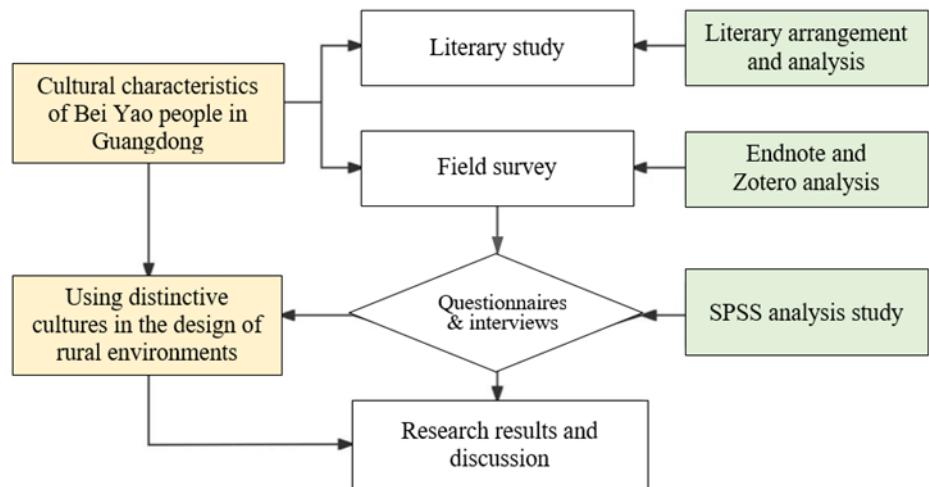


Figure 5 Educational Framework Diagram

Statistical analysis of questionnaire data using SPSS or Excel includes descriptive statistics, relevance analysis, and more. Etc. To reveal the relationship between different variables Organize and manage references to ensure a systematic and complete literature review using literature management tools such as: EndNote or Zotero

RESEARCH RESULTS

The Yao ethnic group in northern Guangdong is a minority mainly distributed in mountainous areas of Guangdong Province, China, with a history of over 1000 years. The original Yao ethnic group in northern Guangdong originated from northern China, and the war led them to migrate to northern Guangdong (southern China), which influenced their cultural customs. Over time, the Yao ethnic group in northern Guangdong has interacted with neighboring ethnic minorities, especially the Han ethnic group. This interaction has led to cultural exchange, resulting in unique agricultural culture, clothing styles, and social customs. In the 20th century, the Yao people faced challenges of modernization and urbanization, leading to a shift in traditional customs. Many young people moved to cities to work, resulting in a decrease in the use of Yao culture and traditional customs. In recent years, people have shown renewed interest in protecting Yao culture. Efforts include cultural festivals, language education, and support for traditional handicrafts. These measures aim to revitalize their heritage while adapting to contemporary society. The Yao ethnic group in northern Guangdong has rich cultural heritage, reflecting their historical roots and unique social structure. Their customs, festivals, and traditional costumes are closely intertwined with their agricultural lifestyle, beliefs, and oral traditions, including language, distinctive architecture, clothing, festival celebrations, religious beliefs, folk crafts, music and dance, etc. These distinctive ethnic cultures can extract rich rural design elements.

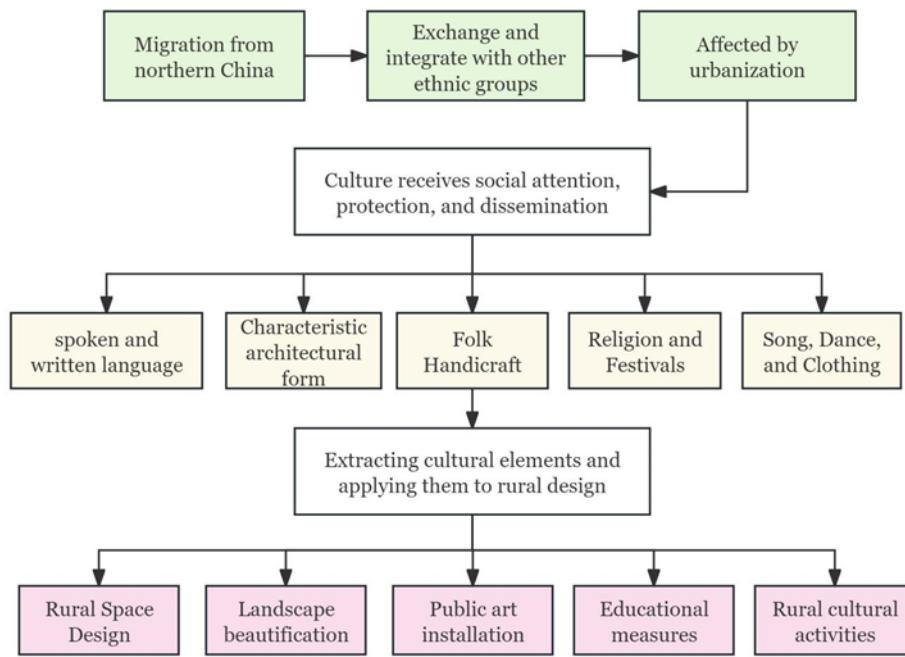


Figure 6 The Development Path, Characteristics, and Applications of Yao Culture in Northern Guangdong

The cultural heritage of the Yao ethnic group in northern Guangdong provides a unique opportunity for rural environmental design to enhance community identity and sustainability. The Yao ethnic group is renowned for its vibrant traditions and strong community relationships. Their rich cultural elements can be integrated into rural spatial design, creating an environment that harmoniously coexists with nature and reflects local heritage. Combining traditional styles such as wooden structures and thatched roofs, multifunctional community centers can host cultural events and seminars to promote social cohesion. Landscape beautification and agricultural practices also play a crucial role in this integration. Developing community gardens using traditional Yao farming methods can promote biodiversity and local food production, while also serving as an educational space for sustainable practices. Create cultural landscapes that reflect Yao beliefs, such as sacred forests, and imbue the environment with cultural significance. Art and handicrafts are crucial to Yao culture, and public art installations such as murals and sculptures depicting Yao folk legends enrich the visual landscape and cultivate cultural pride. Establishing spaces for local craftsmen to showcase traditional crafts can promote economic sustainability and cultural exchange. Educational initiatives, such as workshops teaching handicrafts and music, have attracted the participation of the younger generation and protected cultural customs. Cultural exchange programs can promote understanding between Yao communities and tourists, while sustainable practices such as sustainable agriculture emphasize environmental management. The cultural festival is a vivid expression of Yao identity, attracting tourists and promoting participation. By carefully integrating these elements into rural design, communities can respect the unique heritage of the Yao people in Guangdong, while creating inclusive and sustainable spaces that reflect their values and traditions.

The results of the Guangdong Yao culture survey

From the current situation survey of Guangdong Yao ethnic culture. We have collected information about local traditions. Architectural style Lifestyle and natural environment the survey results show that the traditional culture of the Yao ethnic group is still preserved in some remote villages. But overall, there is a gradual trend. Etc. reduce Many young people choose to go out to work for economic reasons. Causing the decline of the inheritors of traditional

culture the survey also found that the architectural styles of many villages were influenced by modernity. And the traditional architecture of the Yaowa people has been gradually replaced by modern architecture that is not in line with the local identity.

Public participation and policy suggestions

The research results show that fostering residents' sense of participation is key to the success of cultural conservation and rural revitalization. It is suggested that the government take into account the opinions and needs of local people more when formulating relevant policies. Create a mechanism for public participation. At the same time, it provides necessary training and support to help residents develop self-regulation capabilities for sustainable development.

Practice survey and case analysis

From the case study of success, it was found that some areas have been successful in economic development and cultural inheritance with community participation through effective cultural conservation measures. For example, some places are not only but maintain cultural identity. But also attract more tourists by encouraging residents to participate in the continuation and display of traditional handicrafts.

DISCUSSION & CONCLUSION

Along with the case study survey and analysis Presents a series of environmental design proposals. The objective is to present the cultural identity of the Yao people in rural areas in both physical and intangible forms. This includes: Restoring and revitalizing public spaces and homestays with local characteristics using local materials and traditional architectural styles to promote cultural identity. Design event venues that meet the needs of local communities. Promote cultural exchanges and activities among residents and strengthen community unity. Distillation of visual symbols and behavioral content in Yao culture with an emphasis on cultural experiences and a sense of participation. To help tourists understand and experience Yao culture more deeply.

This study reveals the contradiction between rural development and cultural conservation through an in-depth exploration and analysis of the culture of the Guangdong Yao people. Guangdong Yao people have rich culture and unique image. Expressing Guangdong Yao's cultural symbols through art design through rural environment design to create material and intangible heritage. It is beneficial to the development of the quality of life of local people and has a positive meaning for the preservation and dissemination of national culture. Hopefully with these efforts, it will be able to promote the sustainable development of the northern Guangdong region. Achieve cultural conservation and economic prosperity

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