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UYGHUR TRADITIONAL FOLK SONGS AND
COSTUMES CONSERVATION IN GANSU PROVINCE
GANSU EYALETİNDE UYGUR GELENEKSEL
HALK ŞARKILARIVE KOSTUMLERİNİN KORUNMASI KORUNMASI

Abstract

-To collect all aspects of the information in terms of Uyghur folk culture, cultural tourism, and actively carry out the traditional folk song and Uyghur folk culture of clothing;

With local tourism development, to integrate the Uyghur folk culture, to enhance the effectiveness of the local folk culture tourism industry;

-To train specialists of Uyghur folk culture to enhance sense of national pride and improve the degree of national cultural identity.

Key Words

Uyghur, folk culture, Uyghur folk culture

1. Materials overview



1.1 The Uyghur Autonomous Region in Xinjiang is the only one Uyghur Autonomous Region in China. Uyghur is the only, particular, small nationality in Gansu Province. After several immigration and integration this nation has been influenced and impacted by a lot of minorities and Han-minority. Then it was divided into two parts, west and east Uyghur minorities and three different languages. The folk culture in Uyghur minority widely covered costume culture, food culture, religion culture, totem culture, architectural culture, production skill culture, which reflects the core values of culture.

The Xinjiang Uyghur Autonomous Region is the main inhabitance of Uyghur community. And it is also a multi-national ethnic group. Special geographical location, long history, colorful culture mixed to create a rich multi-national folk culture. The Xinjiang Uyghur Autonomous Region enjoys advantages of tourism, as well as, it is rich for multi-national cultural values to achieve the



development of tourism cultural industry. In 2010, the Xinjiang region had been honor with the award of “Region with unique features and cultural region in China”. The Xinjiang Region is located in Silk Road and this gives play to the advantages in local district. Meanwhile, in order to build local cultural travelling features, it makes a good use of Qilian mountain ecologic environment and Uyghur minority culture that are two golden images. The main importance is that this region is one of four



regions being titled the honor of “The model of tourism country” in Gansu province.

1.2 Uyghur folk songs

Folk songs of Uighurs have been listed in the first national nonmaterial cultural heritage list in June, 2006 by the state council. The research of folk songs captures the ancient north minority folk songs. It is the important research basis of the Turks, Mongolia folk song and ancient northern nomadic cultural history.

Owing to the loss of Uyghur unique language, the Uyghur culture, especially its history depends on various historical periods of the folk singers to inherit their own history. So its folk literature is very flourishing, and particularly those of the folk songs have been preserved many features. These features include the style of the ancient Ding Ling, the Turks, the northern folk songs.

Since the 1990s, a large Numbers of young Uyghur folk singers have actively started to be booming in some tourist spots, such as : Jia Yu Guan、 Zhang ye、 Lanzhou cities. Also they, who are almost women folk singers in this area, supported some hotel reception services for the guest and sang distinctive characteristics Uyghur folk songs. Singing folk songs have become the more important way to make a living in outside for young people. Because of the lack of the traditional folk songs, the existing problems are that folk singers should be trained and guided.



1.3 Uyghur costume





Uyghur costume is the second group of “National intangible cultural heritage” open road materials. The headdresses of the women in Uyghur pose a kind of rich ethnic characteristics. When the girl is 15 years old, she needs to wear “Belgravia media”. This deed means that the girl has grown up and can marry with a man. “Belgravia media” is made of a square cloth card, and it composed of some shells and different colors of corals. Women have manners and customs of wearing a hat. This kind of hat is made of white wool. Also the brim of a hat is not wide along the hat sides, and red lines are hanged along the front hat sides. Some lines are still ornamented all kinds of decorative patterns. Wore it on the head, it looks like a trumpet—which is very unique.

There is a little different hat between unmarried girl and married women: for unmarried girls wear a kind of hat that is in a long red cloth belt above forehead and the hat is composed with coral bead. At the bottom edge of hat is in red, yellow, white, green, and blue colored coral; Married women wear long shaped hat, and their hairs are combed into three groups on their chest.

In the sun, the hat is very luxuriant and solemn colors and has a feeling of minority sentiment. When they walk, the ornament of silver、shell click into each other. Then the harmonious, rich rhythm of the jingle composed a kind of beautiful melody. Compared to the women's dress, the dress of Uyghur men is too much casual, which is followed the style of the Han nationality, Mongolian costumes.

2. The significance of Uyghur Traditional folk songs and costumes conservation

Folk cultures have regional unique features and tourism resources, which has greatly attracted many tourists. Recently, problems have been seriously influenced and restricted the further development of the folk cultural tourism by the stage of development、vulgarizing、product development seeking quick success and getting instant benefits in the market. In the folk tourism business process, with a dynamic and comprehensive view, reality is the theory basement which can be settled for the development and protection of the problem. The research results of the experts have been provided macroscopic applicability、foresight guidance for the folk culture, tourism industry and the future of tourist resorts protection. Whether the local culture is true or not, local residents are the final



criticizer. As a meanwhile, the intervention of the depth of tourism destination, they are the guarantee of the essence of the product. In the pursuit of its real folk customs experience, the quality of folk tourist products is a guarantee. The Xinjiang Autonomous Region has a better location advantage, a long history culture, rich and colorful ethnic folk customs. And as the only Uyghur Autonomous Region in China, it is better for the development of folk cultural tourism. At present, Xinjiang Autonomous Region tourism industry has already been certain scaled in folk culture. However, it is still relatively fall behind. We should make full use of the existing folk cultural tourism resources and depth to develop protective folk culture tourism resources. To improve the traffic situation and give full focus on the positive role of folk cultural tourism are to reduce the negative effect of the folk culture. Only do these, can it will eventually become strong and prosperous autonomous folk country.

3. The tourism development is the main problem in Uyghur traditional folk songs and folk costumes

At present, the trend of international tourism is promoting the folk culture to show the minority style of cultural tourism development. In recent decades, the same folk travelling is in full swinging. This tourism development has also been seen a lot of problems.

We usually say the tourism industry as a smokeless industry, the green industry. And a lot of minority areas will actively be developed tourism as priorities of regional economic development. Uyghur, Tibetan, Mongolian, Hui, Tu and Han ethnic groups in Gansu province lived together in a common place. Uyghur has unique population in Gansu among several minorities. In recent years, tourism is the main feature in Gansu Province. Based on these backgrounds, the development of minority folk tourism has special conditions. The Xinjiang Country has been studied about the materials of Uyghur majority culture, but those of previous researches in tourism are mostly standing on the point of tourism development in Xinjiang County folk tourism. However, the development process should be

involved in the attitude of how to protect the local folk culture and how much of the local people travel and tourism of local people in the lives. After the intervention of the local traditional, social and cultural impact of these areas, there are no appropriate investigations. The research materials hope to fill this blank gap.

3.1 Over-exploitation of the folk culture resource in varying degrees of damage

Folk culture is our precious wealth, with a strong vulnerability, once they are damaged, it will be difficult or impossible to repair. In order to obtain high economic interests, the developer of “predatory” folk culture have been seriously damaged. And folk culture protection is not effect, even making the disappearance of folk original ecology culture. The Xinjiang Uyghur autonomous country has an affluent folk culture tourism resource, but it has not been developed the true heritage. This confusion in the tourism performance of commodity markets is particularly prominent. In a sense, excessive tourism development is at the expense of national cultural identity in exchange for part of the economic interest expense. Using of folk tourism resources, there is a question. Only a modest development and utilization can folk heritage and sustainable tourism development realize. As an important resource, the development of folk tourism is about to grasp two key points. After harder works, making the destruction of folk culture tourism is no longer a direct factor.

3.2 Over-commercialization of the folk culture tourism lost “Authenticity”

The minority folk culture should be reflected folk culture, folk life, national historical traditions, and so on. Over the pursuit of economic interests, it results the traditional culture of vulgar or “westernized” phenomenon and losing of traditional cultural character, Reference to “authenticity”, it would have to introduce another concept that is “pseudo-folk”. For the pseudo-folk, in early years, some well-known scholars, such as Liu Xicheng researcher, have identified and criticized. It refers to some manmade resorts, especially the man-made attractions in the local ecology culture. These did not exist in any real foundations in terms of the patchwork, random packing, making up random things, all kinds of explanations posted, folk legends, and stories and so on. It's available that our earlier folk culture tourism development is totally different. The latter is a kind of real history folk culture. It is a inhabit for minority a country or a ethnic groups for people living and heritage. As for the development of folk-based cultural tourism, we must promote folk of “authenticity” and exclude “pseudo-folk”. To prevent a variety of shoddy fake name of “folk” label is to abuse the number of spreading false information about the culture.

Owing to the lack of “authenticity” in Xinxiang Region, tourist attracts hospitality reception, especially on the performance of folk songs and dances, the blind pursuit of “modernization” and “high grade” is particularly prominent. Folk songs and dances performance are also pursuing a modern rhythm and this is neither native nor fashionable folk culture show. In Xinjiang , a variety of national culture (dances, costumes, etc.) has lost their “authenticity” and even lost its “Uyghur characteristics”. The priority of that minority folk travelling has to play local folk culture of the local characteristics. The region as a unique folk custom is also to attract tourist. Tourism must be tried for folk culture of the local culture, which reflects the cultural characteristics to maintain folk culture “authenticity”.

3.3 Tourism has brought a “foreign culture” to accelerate the regional variation of traditional culture



"Tourism is actually a multi-cultural behavior and intersection when the foreign cultures, ideas, lifestyle, and outside information rushed into the local community, which can impact the indigenous culture. This phenomenon disturbs the original order of folk culture and development process. Traditional minority culture, customs of travel destination will gradually be diluted in assimilation and even extinction. "Foreign culture" has a strong impact on the traditional folk culture and local residents. It breaks the atmosphere of the original culture and affects their behavior to accelerate the variation of language, dress, architecture and lifestyle and other traditional culture. Then all of these deeds will ultimately lead to assimilation or disappearance for some features of traditional culture assimilated or disappeared. Costumes in daily life have been slowly faded, the general public used to wearing jeans, casual coats. Folk festivals consciousness gradually is indifferent, even a taboo gradually is being forgotten. The cultural resources and ecological culture have been strong shocked. At this moment, traditional folk culture becomes more important than any time for the protection of Uyghur culture.

3.4 Need to further promote the national spirit of folk Tourism Development

Because of special circumstance of Uyghur, Uyghur folk tourism development should be protected under the premise of the development and utilization. As Uyghur small population, it is severe challenged of foreign culture. Their own cultural heritage has been faced the situation seriously. "National cultural tourism resources possess the irreplaceable and non-renewable essence". Once the culture is destroyed and contaminated, it is difficult to recover. Losing their distinctive culture means that the loss of tourist attraction, even losing their own culture. Therefore, the development of Uyghur tourism is a key. Training the sense of pride, Uyghur is the only one that it is in Gansu, in China, in world. The identity of pride is the best guarantee of protection the national culture. This can enhance the national consciousness of the national members and cherish the deep feelings of national culture, which it will be enjoyed the national culture to strengthen national self-esteem, confidence. Making the promotion of tourism becomes the driving force of the national culture heritage. To achieve the target of tourism, only well-preserved folk culture and learned more knowledge can we make a kind of sustain tourism development.

2. Government policy measures

2.1 In recent years, the Xinjiang Uyghur Autonomous Region, Regional Government implements some measures under the spirit of the documents, as follows: "People's Government of Gansu Provincial Department of Culture Office 'Gansu Province, on the implementation of national folk culture protection engineering program'". Non-material cultural heritage protection works of

Uyghur, traditional folk culture will be effectively organized to explore, protect and develop the work as soon as possible.

2.2 In 2010, Xinjiang Region had been honored the award of “Region with unique features and special cultural Region in China”.

2.3 In June 2006, by the State Council, Uyghur folk songs were included in the first batch of national intangible cultural heritage.

2.4 Uyghur clothing was included in the second batch of national intangible cultural heritage of open road materials.

3. Women and environmental protection

Protection and pass on Uyghur traditional folk culture and folk songs and costumes is to promote the ecological environment, which has played a very important role. The Xinjiang Uyghur Autonomous Region is located in the middle of Hexi Corridor, the northern foot of Qilian Mountains. There are Uyghur, Han, Tibetan, Mongolian and other 11 ethnic groups living in vast grassland, fertile land, dense forests, and rivers. However, for the relatively isolated location, lack of proper development, it is still a single economic structure, a single source of local people. To promote the Uyghur traditional folk culture and folk songs and costumes means to make a greater role in the economic and social development. Therefore, it has a positive role in promoting the development of local environmental protection and industrial structure. In the production performance of traditional folk songs and traditional costumes, it is no doubt that the role of women is a greater power. Actively participated in the cultural construction and gradually became the cultural construction, the women have become a large scale in local people.

4. Materials objectives

4.1 How to make folk participation in tourism development, economic benefit for local person is the main problem to be solved. As much as possible to protect the local traditional culture and enhance a sense of pride is to improve the degree of cultural identity; How to coordinate the relationship between tourism and folk? How to achieve the protection and heritage of the traditional cultural under the impact of modernization? How to coordinate the modernization of the public to enjoy and maintain the traditional lifestyle? These issues will focus on the research materials.

4.2 Materials specific objectives

(1) Coordination of folk culture protection and tourism

Firstly, by analyzing the views of local residents to the folk customs tour, the protection of traditional culture and travel changes has been resulting from intervention at this stage from the view of visitors to the status of Xinjiang Region folk tourism development. Finding the positive and negative factors of folk culture in tourism development, rational develop positive factors have greatly improved negative factors. In order to improve the folk custom and strength the degree of protection in tourism, it should be provided theoretical basements.

Secondly, to achieve the development of national folk tourism and protecting national culture, it means that the development of tourism promotes win-win culture in minority areas and to improve

the quality and attractiveness. Seen from these, we should protect folk culture, strengthen the cultural identity in folk tourist area, and extend the life cycle of folk tourism.

Thirdly, it is about to develop the regional tourism and to provide referent advices for how to make the protection of traditional culture, development of tourism, promotion and maintaining the traditional culture.



(2)Coordination of conservation and development

For the folk culture of tourism development in the protection of the premise, the first thing is an energetic living folk state and it is certainly a reflection of social life, which is constantly inherit culture from generation to generation about transformation, innovation, and accumulation development. It is necessary that the development of protection types a living statement. With the folk self-development, folk culture can be achieved through inheritance. To present the best part of folk culture, it will be organized, explored, and continued on the basis of inheritance of traditional culture. The excellent traditional culture in the new historical conditions still represents an advanced culture. In addition, during the development process of the folk culture tourism, to coordinate and handle the relationship between development and protection is particularly important, especially to strengthen the folk culture of non-renewable resource conservation. Protection the sustainable use and development of both the formation is to protect the important momentum. Do not protect the development of simple folk. It will not reflect its proper value. A simple utilitarian motive folk tourism development will result in the commercialization of folk culture and folk travel will gradually face value in danger. The relationship between protection and development of good coordination, tourism development will be a long time, in order to make tourism sustainable development, not

only to protect the development but to focus on the development or protection of the blind one-sided.



(3)Folk protection and coordination of the modern cultural conflictFolk culture is the heritage of culture from generation to generation by ancestors. We should cherish and preserve our cultural heritage. However, is the protection of folk culture meaning that we have to stay away from modern culture? Does that mean we have to live in this kind of “ancient” modes of production, such a rapid spread of global culture, exchange of information age life? The answer is clearly deny that it does not mean we should stay away from modern technology. But traditional culture should be maintained the folk culture into the modern technology of modern life and made full use of high technology to folk culture. Above-mentioned, tourism gives the “foreign culture” that many cases of “indigenous peoples” voluntarily abandon their own culture and accept the “foreign culture”. It describes the modern culture that appeal to “indigenous people”. In the field process, we have encountered such a situation of a number of studies abroad or lived with Uyghur people. These entirely have been “westernized” in the way of life and , but even more motivated to learn, understand Uyghur culture, customs and language. This foreign culture and them own culture in his possession have a very good fusion. Therefore, protection of folk culture and learning of modern culture and changing into a modern lifestyle does not conflict. We cannot say that, because the nomadic Uighurs protects their culture, which must allow them to live in tents, grazing rather than riding a motorcycle. This superficial form of protection of folk culture can play a positive role in how much it is worth discussing. The coordination of both conflictions focuses on how to accept the modern culture and not forget their own culture, which is also closely related with the cultivation of national pride.

(4) Folk Tourism and coordinate the protection of intangible cultural heritage

In the course of folk tourism, non-material cultural heritage materials will be a gimmick in many areas, which in order to attract tourists and gain high economic benefits. And it has been protected the intangible cultural heritage as prerequisite, but it carried out the predatory development. Before this low-quality development, the impact of tourists is not good. Tourists will have made "XX level intangible cultural heritage but it brought so bad impression for public. In Xinjiang Uyghur National Autonomous Region, Uyghur folk song is a national intangible cultural heritage. In the process for tourists admiring the "non-left" from the name of tourism, it cannot be understood the "non-left" and in many such cases of "non-left" as a gimmick of tourism have been shown very prominent. The implementation of the "non-left" materials as folk tourism resources of tourism led "non-left" materials to heritage and develop; "non-left" substantial folk culture tourism so that both achieve a win-win double positive effect.

5. Expected results

5.1 Formulate the protection policies of Uyghur folk songs and folk costumes, and training Uyghur heritage people 50 in terms of traditional folk songs and folk costumes. (Short-term effect);

5.2 Choreography traditional folk songs and costumes repertoire, conducted Uyghur folk repertory performances and costumes to attract more tourists. (Mid-term results);

5.3 Further to increase heritage and protection of Uyghur folk songs and traditional folk costumes, so harder to make the local economic and social development to become an important force that the Uyghur traditional folk songs and folk costumes become important brand of Xinjiang tourism cultural development in Xinjiang Uyghur Autonomous Region. (Long-term effect);

5.4 Establishment of materials test indicators, the implementation of dynamic monitoring;

5.5 Develop materials plans and promotional awareness programs, outreach to the masses;

5.6 Direct object for the local people of all nationalities, indirect object for the local people and tourists.

Additional Reading Sources (added by editor)

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