

Inheritance and Development Strategies for the National-level Cultural Ecosystem Conservation Zones in Wuling Mountain Area

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Abstract The inheritance and development of cultural ecosystem conservation zones is an important way to promote comprehensive rural revitalization. This article studies the agricultural cultural resources of the three national-level cultural ecosystem conservation zones in Wuling Mountain area from aspects such as the hometown of local specialties, geographical indications, time-honored brands, important agricultural cultural heritages, traditional villages, ethnic characteristic villages, and historical and cultural famous villages and towns. It also investigates their intangible cultural heritage resources from aspects such as representative projects, production-oriented protection demonstration bases, and the hometown of folk art and culture. This paper analyzes four major problems existing in national-level cultural ecosystem conservation zones and proposes strategies including taking the consolidation of the consciousness of the Chinese community as the main line and building a shared spiritual home for the Chinese nation.

Key words Cultural ecosystem conservation zone, Intangible cultural heritage, Agricultural and rural cultural heritage, Geographical indication (GI), Wuling Mountain area

0 Introduction

National-level Cultural Ecosystem Conservation Zones are designated areas approved by the Ministry of Culture and Tourism, focusing on the holistic preservation of cultural forms that feature rich historical and cultural heritage, strong continuity, significant value, and distinctive characteristics with the protection of intangible cultural heritage at their core. As of now, China has established 21 National-level Cultural Ecosystem Conservation Zones and 2 National-level Cultural Ecosystem Conservation Experimental Zones, with the former including the Wuling Mountain Area (Western Hunan) Tujia-Miao Cultural Ecosystem Conservation Zone (covering Xiangxi Prefecture), the Wuling Mountain Area (Southwestern Hubei) Tujia-Miao Cultural Ecosystem Conservation Zone (covering Enshi Prefecture and the autonomous counties of Changyang and Wufeng), and Wuling Mountain Area (South-eastern Chongqing) Tujia-Miao Cultural Ecosystem Conservation Zone (covering Qianjiang and Wulong districts and the autonomous counties of Shizhu, Pengshui, Xiushan, and Youyang).

The protected elements within National-level Cultural Ecosystem Conservation Zones encompass not only the ten categories of representative items of intangible cultural heritage, namely folk literature, traditional music, traditional dance, traditional opera, quyi (folk storytelling and ballad singing), traditional sports, games and acrobatics, traditional fine arts, traditional craftsman-

ship, traditional medicine, and folklore, but also traditional knowledge, including the long-standing reputations of "Hometown of Chinese Specialties"^[1], the geographical indication humanistic factors and prestige associated with traditional local products, and time-honored brands. Furthermore, these zones are inseparable from tangible cultural heritage^[1], particularly important agricultural heritage systems, traditional villages, ethnic minority villages, and renowned historic towns and villages, which serve as essential carriers.

Current research on intangible cultural heritage has yielded substantial achievements^[2–5]. However, thematic studies specifically focusing on National-level Cultural Ecosystem Conservation Zones remain relatively scarce. According to the *China Book Citation Statistical Analysis Database*, relevant monographs in this field primarily include *Practice and Exploration of Cultural Ecosystem Conservation Zones*^[6], *Theory and Practice of Cultural Ecosystem Conservation Zones*, *Research on the Construction of Cultural Ecosystem Conservation Zones from the Field Perspective*^[8], *Central Shanxi National-level Cultural Ecosystem Conservation Zone*^[9], *Study on the Planning and Construction of Cultural Ecosystem Conservation Zones*^[10], and *Intangible Cultural Heritage Inheritance and Protection Practices in Yulin City within the Northern Shaanxi Cultural Ecosystem Conservation Zone*^[11]. Apart from news reports and policy interpretations, a search of the China National Knowledge Infrastructure (CNKI) database reveals only nine Chinese academic papers with titles containing the exact phrase National-level Cultural Ecosystem Conservation Zones^[12–16].

A comprehensive review of existing research reveals that in-depth studies on agricultural traditional knowledge and cultural heritage, traditional villages and ethnic minority villages, traditional music intangible cultural heritage, and particularly integrated research on the three National-level Cultural Ecosystem Conservation Zones in Wuling Mountain Area, remain insufficient. The

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preservation and development of National-level Cultural Ecosystem Conservation Zones serve as a vital pathway for advancing comprehensive rural revitalization. The Wuling Mountain Area, once a primary battlefield in the fight against poverty, has now become a key region for promoting comprehensive rural revitalization. Therefore, this paper adopts a perspective rooted in agriculture and rural development, focusing on the three National-level Cultural Ecosystem Conservation Zones in Wuling Mountain Area, to explore effective strategies for their preservation and development.

1 Hometown of Chinese specialties

The traditional prestige associated with "Hometowns of Chinese Specialties" constitutes a valuable intangible cultural heritage resource. The three National-level Cultural Ecosystem Conservation Zones in the Wuling Mountain Area boast numerous such designations. Within the Xiangxi National-level Cultural Ecosystem Conservation Zone, these include: Jishou City—"Hometown of Chinese Golden Tea"; Luxi County—"Hometown of Chinese Ponkan" and "Hometown of Chinese Tea"; Fenghuang County—"Hometown of Chinese Red Kiwi Fruit"; Huayuan County—"Hometown of Miao Embroidery and Brocade Art"; Baojing County—"Hometown of Chinese Golden Tea" and "Hometown of Chinese Famous Tea"; Guzhang County—"Hometown of Chinese Organic Tea" and "Hometown of Chinese Tea Culture"; Yongshun County—"Hometown of Chinese Ancient Berry Tea"; and Longshan County—"Hometown of Chinese Lilies" and "Hometown of Tujia Brocade."

In the National-level Cultural Ecosystem Conservation Areas of southwestern Hubei, there are Enshi City—known as the "Hometown of Steamed Green Tea in China," Lichuan City—the "Hometown of Coptis Root in China," the "Hometown of Water Shield (*Brasenia schreberi*) in China," and the "Hometown of Tea Culture in China," Badong County—the "Hometown of Tribute Tea in China," Jianshi County—the "Hometown of Tobacco in China," Laifeng County—the "Hometown of Vine Tea (*Ampelopsis grossedentata*) in China," Xianfeng County—the "Hometown of Ecological Selenium-Rich Rice in China," Xuan'en County—the "Hometown of Tribute Tea in China," Hefeng County—the "Hometown of Tea in China" and the "Hometown of Gexian Rice (*Nostoc sphaeroides*) in China," Changyang Autonomous County—the "Hometown of Konjac in China" and the "Hometown of Medicinal Papaya in China," and Wufeng Autonomous County—the "Hometown of Famous Tea in China."

In the National-level Cultural Ecosystem Conservation Areas of southeastern Chongqing, there are Qianjiang District—the "Hometown of Silkworms and Mulberries in China," the "Hometown of Kiwifruit in China," and the "Hometown of Crisp Red Plums in China," Wulong District—the "Hometown of Hotpot Sweet Potato Starch Noodles in China," Shizhu Autonomous County—the "Hometown of Coptis Root in China," the "Hometown of Water Shield in China," and the "Hometown of Chili Peppers in

China," Pengshui Autonomous County—the "Hometown of Chinese Honey Bees in China," Xiushan Autonomous County—the "Hometown of Tribute Tea in China," and Youyang Autonomous County—the "Hometown of Sweet Wormwood (*Artemisia annua*) in China."

2 Geographical Indication (GI)

The humanistic factors and brand reputation associated with GI inherent in traditional specialties^[17–18] also constitute intangible cultural heritage. The three conservation areas abounds with resources of GI specialties.

2.1 Xiangxi National-level Cultural Ecosystem Conservation Zone

In the Wuling Mountain (Xiangxi) Tujia-Miao Cultural Ecosystem Conservation Areas, there are 17 types of GI products: including Songbai Rice, Jiuqi Jiu, Xiangxi Ponkan, Luxi Ponkan, Yongshun Tangerine, Xiangxi Kiwifruit, Fenghuang Kiwifruit, Yongshun Kiwifruit, Longshan Lily, Pushi Iron-bone Pig, Xiangxi Yellow Cattle, Longshan Cortex Magnoliae Officinalis, Longshan Amur Cork-tree Bark, Baojing Golden Tea, Guzhang Maojian Tea, Guzhang Black Tea, and Yongshun Berry Tea (Xizhou Berry Tea).

There are 24 GI trademarks: including Zila Tribute Rice, Fenghuang Ginger Candy, Xiangxi Camellia Oil, Luxi Ponkan, Liye Navel Orange, Fenghuang Red-fleshed Kiwifruit, Longshan Seven Sisters Chili Pepper, Fenghuang Ginger, Longshan Radish, Xiangxi Black Pig (Registration No. 14417517, 14417518), Xiangxi Yellow Cattle (Registration No. 9815196, 9815197), Fenghuang Duck with Blood Glutinous Rice Cakes, Longshan Lily (Registration No. 6488163, 6488183), Fenghuang Tartary Buckwheat, Baojing Golden Tea, Xiangxi Golden Tea, Wuyuan Diecui, Guzhang Maojian Tea, Guzhang Black Tea, Fenghuang Batik, and Tawu Stone Carving. Additionally, two National GI Product Protection Demonstration Zones have been established for Baojing Golden Tea and Jiugui Liquor, as well as a National Advantage Zone for Agricultural Products with Chinese Characteristics for Baojing Golden Tea.

2.2 Southwestern Hubei Tujia-Miao Cultural Ecosystem Conservation Zone

Wuling Mountain Area (Southwestern Hubei) Tujia-Miao Cultural Ecosystem Conservation Zone has 45 types of GI products: including Xuan'en Tribute Rice, Shuizhuyuan Rice, Zhizheping Rice, Enshi Potato, Xiaocun Red-skinned Peanut, Gongshui White Pomelo, Qingjiang Ponkan, Jianshi Kiwifruit, Yichang Kiwifruit (Changyang, Wufeng producing areas), Guankou Grape, Yichang Satsuma Mandarin (Changyang, Wufeng producing areas), Lichuan Water Shield, Laifeng Fengtou Ginger, Huoshaoping *Brassica juncea*, Yichang Lily (Changyang, Wufeng producing areas), Zouma Gexian Rice (Hefeng Gexian Rice, *Nostoc sphaeroides*), Enshi Black Pork, Enshi Yellow Beef, Yichang White Goat (Changyang, Wufeng producing areas), Jingyang Chicken, Xuan'en Ham, Banqiao Pilose Asiabell Root, Enshi Purpose Oil Cortex Magnoliae Officinalis, Lichuan Yam, Lichuan Coptis Root, Lichuan Rhubarb, Jian-

shi Cortex Magnoliae Officinalis, Badong Doubleteeth Pubescent Angelica Root, Badong Figwort Root, Xianfeng Atractylodis Macrocephalae Rhizoma, Ziqiu Doubleteeth Pubescent Angelica Root, Yichang Litsea (Changyang, Wufeng producing areas), Enshi Yulu, Wujiatai Tribute Tea, Mapo Tea, Hefeng Tea, Tangya Tea, Quxi Green Tea, Yichang Yihong (Changyang, Wufeng producing areas), Wufeng Yihong Tea, Lichuan Red (Lichuan Gongfu Black Tea), Laifeng Vine Tea, Enshi Wheel Wingnut, Jinsi Tung Oil, and Laifeng Lacquer Chopsticks.

There are 74 GI trademarks: including Xuan'en Tribute Rice, Baiyi Dao (Registration No. 10831615, 21456037), Enshi Potato, Badong Spiced Dried Tofu, Xiaocun Red-skinned Peanut (Registration No. 11294236, 11294237), Badong Ponkan, Yichang Satsuma Mandarin (Changyang, Wufeng producing areas), Changyang Mandarin, Guankou Grape, Changle Hollow-core Plum, Lichuan Tianshangping White Radish, Yichang White Radish (Changyang, Wufeng producing areas), Yichang Red Radish (Changyang, Wufeng producing areas), Lichuan Tianshangping Cabbage, Lichuan Tianshangping Chinese Cabbage, Badong Garlic (Registration No. 11146410, 11148785), Fujiayan Fragrant Garlic, Laifeng Ginger (Registration No. 14416300, 14419988), Wufeng Chive, Laifeng Kohlrabi, Changyang Shiitake Mushroom, Wufeng Mushroom, Enshi Yellow Cattle (Registration No. 26694807, 26694808), Yichang White Goat (Registration No. 10245871, 10245873, Changyang, Wufeng producing areas), Changyang Goat, Yichang Road Goatskin (Changyang, Wufeng producing areas), Xuan'en Sausage, Laifeng Songhua Preserved Egg, Lichuan Yam, Badong Doubleteeth Pubescent Angelica Root, Chunmuying Panax Japonicus, Wufeng Tartary Buckwheat, Wufeng Gastrodia Elata, Wufeng Honeysuckle, Wufeng Gallnut, Wantan Fritillaria Taipaiensis, Yichang Lily (Changyang, Wufeng producing areas), Yichang Litsea (Changyang, Wufeng producing areas), Yichang Gastrodia Elata (Changyang, Wufeng producing areas), Ziqiu Papaya, Changyang Golden Gardenia, Jinfu Red Gardenia (Registration No. 58332281, 33515123), Enshi Yulu, Enshi Selenium Tea, Enshi Selenium-enriched Tea, Zhonglu Tribute Tea, Badong Jun Tribute Tea, Mapo Tea, Wujiatai Tribute Tea, Xianfeng Emperor Tea, Wufeng Green Tea, Wufeng Maojian Tea (Registration No. 17790714, 17790715), Xiangshuicun Wild Tea, Lichuan Red, Lichuan Gongfu Black Tea, Wufeng Black Tea (Registration No. 17790712, 17790713), Wufeng Yihong Tea (Registration No. 26667468, 26667469), Laifeng Vine Tea, Wufeng Tobacco Leaf, Badong Red Clover, Wufeng Honghua Magnolia, Laifeng Jinsi Tung Oil, Changyang Raw Lacquer, Wantan Raw Lacquer. Meanwhile, Enshi Yulu has been selected for the GI Protection Project, and Enshi Selenium Tea, Yichang Black Tea, and Yichang Satsuma Mandarin have been approved as National Advantage Zones for Agricultural Products with Chinese Characteristics.

2.3 Southeastern Chongqing Tujia-Miao Cultural Ecosystem Conservation Zone Wuling Mountain Area (Southeastern Chongqing) Tujia-Miao Cultural Ecosystem Conservation Zone has

18 types of GI products; including Mala Lake Tribute Rice, Wulong High Mountain Potato, Qianjiang Kiwifruit, Wulong High Mountain Radish, Wulong High Mountain Chinese Cabbage, Wulong High Mountain Cabbage, Shizhu Chili Pepper, Wulong High Mountain Chili Pepper, Shizhu Water Shield, Qianjiang Morel, Wulong Native Chicken, Pengshui Perilla, Shizhu Coptis Root, Xiushan Honeysuckle, Youyang Sweet Wormwood, Xiushan Tea Xiushan Tung, and Qianjiang Silkworm Cocoon.

There are 69 GI trademarks; including Pengshui Guichi Rice, Youyang Tribute Rice, Pengshui Sorghum, Pengshui Soybean, Qianjiang Kidney Bean, Pengshui Sweet Potato, Pengshui Potato, Wulong Sweet Potato Powder, Pengshui Crystal Silk Sweet Potato Powder, Daoshui Tofu Dried, Xiushan Fermented Tofu, Pengshui Xiaomi Peanut, Pengshui Oil-tea Camellia, Youyang Tea Oil, Pengshui Perilla Oil, Changsha Shatian Pomelo, Huolu Crisp Peach, Xiannu Crisp Peach, Qianjiang Crisp Red Plum, Pengshui Crisp Plum, Shizhu Crisp Plum, Wulong Pig Kidney Ju-jube, Qianjiang Kiwifruit, Qianjiang Jinxi Red-fleshed Kiwifruit, Pengshui Kiwifruit, Xiushan Kiwifruit, Canggou Watermelon, Pengshui Watermelon, Wulong Alpine Radish, Pengshui Leigong-gai Radish, Dianshui Dried Radish, Pengshui Ginger, Pengshui Konjac, Xiushan Big-headed Mustard, Wulong Alpine Cabbage, Pengshui Leigonggai Cabbage, Youyang Chinese Cabbage, Pengshui Chili Pepper, Shizhu Red (Registration No. 4721957, 4721958), Xiushan Daylily (Registration No. 11477896, 11477897), Pengshui Big-foot Mushroom, Pengshui Mountain Yellow Cattle, Wulong Banjiao Goat, Youzhou Black Goat (Registration No. 9758016, 11041331), Pengshui Black Goat, Shizhu Angora Rabbit, Pengshui Miao Family Native Chicken, Xiushan Native Chicken (Registration No. 8422039, 8422040), Mawang Duck, White Horse Honey, Zhongyi Honey, Pengshui Qiyueshan Honey, Youyang Honey, Youyang Sweet Wormwood, Shizhu Coptis Root, Xiushan Atractylodis Macrocephalae Rhizoma, Youyang Atractylodis Macrocephalae Rhizoma, Xiushan honeysuckle, Pengshui Tartary Buckwheat, Youyang Tartary Buckwheat, Qianjiang Dilu Niu, Pengshui Agkistrodon Acutus Wine, Xiushan Maojian Tea, Wulong Eagle Tea, Shizhu Jinyin Stone Inkstone. Youyang Tea Oil was approved as a National Geographical Indication Product Protection Demonstration Zone, and Shizhu Water Shield, Qianjiang Silkworm Cocoon, and Shizhu Coptis Root were approved as China Characteristic Agricultural Products Superior Zones.

3 Time-honored brands

Time-honored brands, as a form of intangible cultural heritage, refer to brands that have a long history, feature products, skills, or services passed down through generations, embody profound traditional Chinese culture, have earned broad social recognition, and have established a strong reputation. Within the three protected areas, there are three China Time-honored Brands: "Ye Shi" (Yeshi Ethnic Crafts Co., Ltd. in Longshan County), "Cai Hua" (Hubei Caihua Tea Industry Co., Ltd.), and "Yangjiao

Dried Bean Curd" (Chongqing Wulong District Yangjiao Bean Products Co., Ltd.).

In addition, The Southwest Hubei National-level Cultural Ecosystem Conservation Zone is home to 8 time-honored brands of Hubei; including Yunxin Brand (Jianshi Yunxin Food Co., Ltd.), Wu Yongchang Qingji (Jianshi Yongchang Food Factory), Yesanguan (Hubei Yesanguan Distillery Co., Ltd.), Fengtou (Hubei Fengtou Food Co., Ltd.), Jingyang Junjian (Enshi Zhou Junjian Home-style Catering Service Co., Ltd.), Banqiao Pilose Asiabell Root (Enshi Fenglan Banqiao Pilose Asiabell Root Co., Ltd.), Enshi Yulu (Enshi Prefecture Tea Industry Association), and Huang'en Chongxi (Enshi Wujiatai Selenium-enriched Tribute Tea Co., Ltd.).

4 Important agricultural heritage systems (IAHS)

IAHS are composite entities of tangible and intangible cultural heritage, specifically referring to unique land use systems and agricultural landscapes formed through the long-term co-evolution of rural areas and their surrounding environments. The three protected areas are home to 6 such resources, including the Huayuan Zila Tribute Rice Composite Planting and Breeding System in Hunan, the Yongshun Oil-tea Camellia Forest-Farming Composite System in Hunan, the Longshan Tung Oil Tree Planting System in Hunan, the Baojing Huangjinzhai Ancient Tea Plantation and Tea Culture System in Hunan, the Enshi Yulu Tea Culture System in Hubei, and the Shizhu Coptis Root Production System in Chongqing. All of these are China Nationally Important Agricultural Heritage Systems, but none has yet been designated as a Globally Important Agricultural Heritage System (GIAHS).

5 Traditional villages and famous historical and cultural villages and towns

Traditional villages, ethnic minority villages, and historic and cultural villages and towns serve as important material carriers of intangible cultural heritage, and such resources are abundant in the three protected areas. Among them, following evaluations organized by the Ministry of Finance and the Ministry of Housing and Urban-Rural Development, Xiangxi Prefecture and Enshi Prefecture were selected as demonstration prefectures/cities for the concentrated contiguous protection and utilization of traditional villages, while Xiushan, Youyang, and Wufeng were selected as demonstration counties for the concentrated contiguous protection and utilization of traditional villages.

5.1 Chinese traditional villages Xiangxi Cultural Ecosystem Conservation Zone is home to a total of 178 Chinese traditional villages, with the specific distribution as follows: Jishou City has 14 villages (including Dehang Village, Jiating Village, Liantuan Village); Luxi County has 10 villages (including Ouxi Village, Yanmen Village, Bajiaoping Village); Fenghuang County has 22 villages (including Shujiatang Village, Tangao Village, Lahao Village); Huayuan County has 31 villages (including Maolao Village, Dongshao Village, Taozi Village); Baojing County has 26

villages (including Hangji Village, Hangsha Village, Lvdong Village); Guzhang County has 27 villages (including Yanpaixi Village, Chenjia Village, Huluping Village); Yongshun County has 19 villages (including Zanhe Village, Dajing Village, Shuangfeng Village); Longshan County has 29 villages (including Baixing Village, Wanlong Village, Xindi Village).

Southwestern Hubei Tujia-Miao Cultural Ecosystem Conservation Zone is home to a total of 108 Chinese Traditional Villages, with the specific distribution as follows: Enshi City has 13 villages (including Hukou Village Caihongshan Group, Jiantianba Village Shuitianba Group, Jinlongba Village); Lichuan City has 19 villages (including Gaoyangtai Village, Shuijing Village, Liming Village); Badong County has 2 villages (including Niudongping Village, Chuanxinyan Village); Jianshi County has 2 villages (including Chenzishan Village, Tianjiaba); Laifeng County has 19 villages (including Guanyiping Village, Ranjia Village, Shemihu Village); Xianfeng County has 11 villages (including Shepanxi Village, Guanba Village, Longjiajie Village); Xuan'en County has 16 villages (including Damaopoying Village, Lashuyuan Village, Qingshuitang Village); Hefeng County has 9 villages (including Daxi Village, Pingshan Village, Tielu Village); Changyang Autonomous County has 5 villages (including Zhuangxi Village, Xiangriling Village Group 6, Zhengjiahang Village); Wufeng Autonomous County has 9 villages (including Caihuatai Village, Lizingping Village, Nanmuqiao Village).

Southeastern Chongqing Tujia-Miao Cultural Ecosystem Conservation Zone is home to a total of 109 Chinese Traditional Villages, with the specific distribution as follows: Qianjiang District has 8 villages (including Daping Village, Nanxi Village, Shexi Village); Wulong District has 6 villages (including Datian Village Datian Group, Haokou Village Tianjiazhai, Wenfeng Village Tianchiba Group); Shizhu Autonomous County has 19 villages (including Shuangtang Village, Fumin Village, Shanhe Village); Pengshui Autonomous County has 10 villages (including Tiancun Mu'oushui Group, Huangni Village Danzixia Group, Tianwan Village); Xiushan Autonomous County has 25 villages (including Zhonghe Village, Cenlong Village, Dongping Village); Youyang Autonomous County has 41 villages (including Jingyuan Village Gelaoli Group, Shanyang Village Shanyang Ancient Village, Cangling Village Chiliushui Group).

5.2 Ethnic minority villages Xiangxi Cultural Ecosystem Conservation Zone is home to a total of 38 Chinese Ethnic Minority Villages, with the specific distribution as follows: Jishou City has 9 villages (including Budian Village, Dehang Village, Liantuan Village); Luxi County has 4 villages (including Yanmen Village, Yantoushan Village, Xinzhai Village); Fenghuang County has 4 villages (including Laodong Village, Niuren Village, Zhushan Village); Huayuan County has 4 villages (including Aimengou Village, Jinlong Village, Shibadong Village); Baojing County has 2 villages (including Boxi Village, Hengzhang Village); Guzhang County has 5 villages (including Shimenzhai Village, Zhangjiapo Village, Longbi Village); Yongshun County has 8 villages (includ-

ding Zahe Village, Shuangfeng Village, Dongkan Village); Longshan County has 2 villages (including Laoheche Village, Xiche Village).

Southwestern Hubei Tujia-Miao Cultural Ecosystem Conservation Zone is home to a total of 54 Chinese Ethnic Minority Villages, with the specific distribution as follows: Enshi City has 10 villages (including Gaogongqiao Village, Hukou Village, Jinlongba Village); Lichuan City has 5 villages (including Lanyan Village, Shuijing Village, Zhangaazhai of Hehua Village); Badong County has 4 villages (including Niudongping Village, Weilongba Village, Shibaping Village); Jianshi County has 3 villages (including Dadianzi Village, Shuacaomen Village, Taihejie Village); Laifeng County has 6 villages (including Nanhe Village, Shemihu Village, Xing'an Village); Xianfeng County has 5 villages (including Shepanxi Village, Shaba Village, Maliuxi Village); Xuan'en County has 8 villages (including Xiaomaopoying Village, Banliao Village, Qingyangba Village); Hefeng County has 8 villages (including Pingshan Village, Xisha Village, Banzhu Village); Changyang Autonomous County has 4 villages (including Liziping Village, Zhengjiahang Village, Yaopai Village); Wufeng Autonomous County has 1 village (Chayuan Village).

Southeastern Chongqing Tujia-Miao Cultural Ecosystem Conservation Zone is home to a total of 23 Chinese Ethnic Minority Villages, with the specific distribution as follows: Qianjiang District has 1 village (Banjiaxi Shisan Village); Wulong District has 3 villages (Haokou Village, Wenfeng Village, Bajiao Village); Shizhu Autonomous County has 3 villages (Yinxing Village, Balong Shan Village, Yunti Street); Pengshui Autonomous County has 4 villages (Luojiatuo Miao Village, Xianfeng Village, Hejiagai of Tianwan Village); Xiushan Autonomous County has 9 villages (Yanyuan Ancient Village, Nanzhuang Village, Minzu Village); Youyang Autonomous County has 3 villages (Dahekou Village, Hongzhuang Village, Hewan Mountain Village).

5.3 Historical and cultural famous villages and towns Xiangxi Cultural Ecosystem Conservation Zone has 3 historical and cultural famous villages and towns (Laosicheng Village and Shuangfeng Village in Yongshun County, Laoche Village in Longshan County) and 4 historic and cultural towns (Pushi Town in Luxi County, Biancheng Town in Huayuan County, Furong Town in Yongshun County, Liye Town in Longshan County).

Southwestern Hubei Tujia-Miao Cultural Ecosystem Conservation Zone has 4 historical and cultural famous villages and towns (Gunlongba Village in Enshi City, Yumu Village in Lichuan City, Lianghekou Village and Qingyangba Village in Xuan'en County), and currently has no historic and cultural towns.

Southeastern Chongqing Tujia-Miao Cultural Ecosystem Conservation Zone has 4 historical and cultural famous villages and towns (Zhuoshui Town in Qianjiang District, Xituo Town in Shizhu Autonomous County, Longtan Town and Gongtan Town in Youyang Autonomous County), and currently has no historic and cultural villages.

6 Intangible cultural heritage

6.1 Representative elements of national intangible cultural heritage The three National-level Cultural Ecosystem Conservation Zones in the Wuling Mountain Area are home to a total of 53 representative elements of national-level intangible cultural heritage. These are primarily distributed among the Han, Miao, Tujia, and other ethnic groups, covering 9 major categories (excluding traditional sports, recreational activities, and acrobatics). The specific classification is as follows:

7 items of folk literature: I-1 Miao ancient songs, I-56 Stories from Duzhenwan, I-80 Tujia Tima songs, I-93 Panhu legend, I-112 Tujia wedding lament songs, I-124 Youyang ancient songs, I-159 Laosicheng legend.

12 items of traditional music: II-15 Shizhu Tujia Luor Diao, II-25 Nanxi Haozi (work songs), II-27 Weeding Gongs and Drums (Xuan'en Weeding Gongs and Drums, Changyang Mountain Songs, Wufeng Tujia Weeding Gongs and Drums, Yichang Weeding Gongs and Drums), II-54 Tujia Daliuzi (percussion ensemble), II-67 Xiushan folk songs, II-85 Youyang folk songs, II-98 River Haozi (work songs) (Yangtze Gorge Haozi, Youshui Boatmen's Haozi), II-109 Miao folk songs (Xiangxi Miao folk songs, Pengshui Miao folk songs), II-123 Gongs and Drums music (Yichang Tang Diao, a type of chamber music), II-125 Tujia Dongdong Kui (a musical instrument), II-142 Lichuan Lantern songs, II-156 Tujia folk songs.

8 items of traditional dance: III-4 Dragon Dance (Earth Dragon Lantern), III-5 Lion Dance (High-Platform Lion Dance), III-7 Tujia Hand-Waving Dance, III-8 Tujia Sayerhe (Funeral Dance), III-30 Xiangxi Miao Drum Dance, III-31 Xiangxi Tujia Maogusi Dance, III-52 Rounianxiang (Body Slapping Dance), III-121 Playing with the Ox.

5 items of traditional drama: IV-7 Gaoqiang Opera (Chenhe Gaoqiang Opera), IV-77 Lantern Opera, IV-89 Nuo Opera (Exorcising Opera) (Hefeng Nuo Opera, Enshi Nuo Opera), IV-125 Southern Opera, IV-157 Yang Opera (Youyang Tujia Masked Yangxi Opera).

3 items of folk art: V-71 Southern Tune, V-74 Enshi Yangqin (storytelling), V-106 Three-Stick Drum Performance.

5 items of traditional fine arts: VII-16 Paper-cutting (Tahu Chiseled Flower), VII-22 Miao embroidery (Xiangxi Miao embroidery), VII-25 Cross-stitch (Miao cross-stitch), VII-66 Colored Festoon (Fenghuang Festoon), VII-98 Miao painting.

6 items of traditional craftsmanship: VIII-18 Tujia brocade craftsmanship, VIII-24 Blue calico printing and dyeing craftsmanship, VIII-40 Miao silver ornament forging craftsmanship, VIII-148 Green tea processing craftsmanship (Enshi Yulu processing craftsmanship), VIII-211 Tujia stilted building construction craftsmanship, VIII-255 Dam paint making skills.

1 item of traditional medicine: IX-15 Miao medicine (epilepsy therapy, arthralgia therapy).

6 items of folklore: X-51 Xiushan Huadeng (Festive Lantern), X-65 Miao ethnic costume, X-68 The 24 Solar Terms (Mi-

ao Autumn Hanging Festival), X-77 Miao Siyueba (April 8th Festival), X-128 Tujia New Year, X-163 Xiushan Miao Yangma (Goat-Horse) Festival.

6.2 National intangible cultural heritage productive protection demonstration base The three conservation zones have two demonstration bases, namely the Tujia Brocade Craftsmanship Training Institute in Luochehe Village, Miao'ertan Town, Longshan County, Hunan Province (for Tujia brocade craftsmanship) and Xiangxi Valley Residents Cultural Industry Development Co., Ltd. (for Xiangxi Miao embroidery).

6.3 Chinese hometown of folk art and culture The three National-level Cultural Ecosystem Conservation Zones in Wuling Mountain Area have a total of 30 Chinese hometowns of folk art and culture.

Xiangxi Cultural Ecosystem Conservation Zone has 12 sites, namely Danqing Town, Jishou City (Miao folk songs); Majing'ao Town (Miao Drum); Qianzhou Subdistrict (Miao Drum); Heshui Town, Luxi County (Tahu Chiseled Flower); Shanjiang Town, Fenghuang County (Huagu Drum); Huayuan County (Miao embroidery, brocade); Merong Town, Guzhang County (Miao Drum); Shaba Town, Yongshun County (Tujia folk songs); Xinglong Subdistrict, Longshan County (Three-Stick Drum Performance); Miao'ertan Town (Tujia brocade); Dianfang Town (Tujia Daliuzi); Nongche Town (Hand-Waving Dance).

Southwestern Hubei Tujia-Miao Cultural Ecosystem Conservation Zone has 14 sites, namely: Bajiao Dong Ethnic Township, Enshi City (Bench Dragon); Taiyanghe Township (folk songs); Sancha Town (Nuo Opera); Baiyangba Town, Lichuan City (folk songs); Xiqiuwan Township, Badong County (Tang Opera); Yanduhe Town (Tang Opera); Yesanguan Town (Sayerhe Funeral Dance); Changliang Town, Jianshi County (Wind and Percussion Music); Baifusi Town, Laifeng County (Hand-Waving Dance); Jiusi Town (Earth Dragon Lantern); Chaoyangsi Town, Xianfeng County (Di Panzi Dance); Xuan'en County (Xuan'en Shuashua Dance); Zouma Town, Hefeng County (songs and dances); Changyang Autonomous County (songs and dances).

Southeastern Chongqing Tujia-Miao Cultural Ecosystem Conservation Zone has 4 sites: Shizhu Autonomous County (Luo Diao folk songs); Pengshui Autonomous County (Miao folk songs); Xiushan Autonomous County (Huadeng Festive Lantern); Youyang Autonomous County (Hand-Waving Dance, folk songs).

7 Problems in the National-level Cultural Ecosystem Conservation Zones

7.1 Insufficient protection of farming cultural heritage At present, within the National-level Cultural Ecosystem Conservation Zones in the Wuling Mountain Area, the loss of traditional agricultural knowledge is prominent, biological genetic resources have not received sufficient attention, and the protection system for geographical indication intellectual property rights is inadequate. The area is home to only six China Nationally Important Agricultural Heritage Systems (China-NIAHS) and has yet to cultivate any

Globally Important Agricultural Heritage Systems (GIAHS). In general, the protection of agricultural cultural heritage is insufficient and at a relatively low level.

7.2 Not deep implementation of the "Famous Rural Places Initiative" The low visibility of rural place names within Conservation Zones has led to insufficient attention to the preservation and utilization of place name culture. The implementation of the "Famous Rural Villages Initiative" launched by the Ministry of Civil Affairs in 2023 has been lackluster within the jurisdiction, failing to effectively integrate local cultural resources to revitalize and disseminate rural place name culture, thereby depriving place names of their potential to empower rural development.

7.3 Conservation and utilization of traditional villages in concentrated contiguous areas to be strengthened The integration of tangible cultural heritage and intangible cultural heritage within Conservation Zones is not yet close enough, and the preservation of intangible cultural heritage is often disconnected from the preservation of carriers such as traditional villages, ethnic minority villages, and famous historical and cultural towns and villages. The demonstration program for the concentrated and contiguous protection and utilization of traditional villages, initiated by the Ministry of Finance and the Ministry of Housing and Urban-Rural Development in 2020, is progressing slowly, and its demonstration and leading role have not been fully realized.

7.4 Insufficient attention to the productive protection of intangible cultural heritage Currently, the understanding of intangible cultural heritage within Conservation Zones is largely confined to the ten major categories of representative projects, overlooking the traditional prestige of towns renowned for local specialties, the humanistic connotations and acclaim of geographical indications for traditional products, and traditional knowledge such as time-honored brands. The area has no national-level intangible cultural heritage in traditional sports, recreation, and acrobatics, and only possesses two national-level demonstration bases for the productive protection of intangible cultural heritage. The interactive mechanism for the coordinated development of intangible cultural heritage and the economy and society is not well-established, and the emphasis and promotion of productive protection remain insufficient.

8 Strategies for inheritance and development of National-level Cultural Ecosystem Conservation Zones

8.1 Protecting farming cultural heritage and advancing the inheritance and protection project Efforts should be made to comprehensively document farming cultural heritage, encompassing traditional farming knowledge, forms of folk cultural expression, genetic biological resources, local specialties, officially recognized "Hometowns of Specialties," "One Village, One Product" model towns, established time-honored brands, premium agricultural zones, and distinctive land-use patterns and landscapes. To strengthen GI protection, we will focus on elucidating cultural significance, establishing dedicated standards, ensuring proper

use of official GI symbols, creating model protection zones and projects, and developing regional public brands. Furthermore, we will enhance the safeguarding of unique agricultural landscapes and systems, bolster participation in China's IAHS program, actively seek global IAHS recognition, and fully implement the initiative to carry forward our farming cultural heritage.

8.2 Implementing the "Famous Rural Places Initiative" to help villages gain recognition Taking the "Famous Rural Places Initiative" as a strategic entry point, and in conjunction with local farming cultural heritage resources, we will advance the following: densifying the rural place name network; integrating place name signage with the geographical indication system; introducing place name and agricultural culture into villages; enhancing place name information services; and ensuring that place name work delivers tangible benefits to agriculture and farmers. Key tasks include the scientific development of naming plans, the widespread adoption of smart door plates, and the targeted preservation of traditional place names. This comprehensive approach seeks to tap into the cultural significance of place names, boost the profile and influence of rural areas within Conservation Zones, and help villages gain recognition.

8.3 Promoting intangible cultural heritage in villages and enhancing the concentrated and contiguous protection and utilization of traditional villages It is recommended to systematically collect and organize representative projects of intangible cultural heritage within Conservation Zones, covering ten categories including folk literature, traditional music, and traditional dance, and improve the four-tiered (national, provincial, municipal, and county) intangible cultural heritage protection system. In addition, it is necessary to leverage resources such as "Hometowns of Chinese Specialties," geographical indications, time-honored brands, IAHS, and "Homes of Chinese Folk Culture and Art" to promote the integration of intangible cultural heritage into traditional villages, ethnic minority villages, and historically and culturally renowned towns and villages. We will focus on developing two demonstration cities for the concentrated and contiguous protection and utilization of traditional villages in Xiangxi Prefecture and Enshi Prefecture as well as three demonstration autonomous counties: Xiushan, Youyang, and Wufeng. Furthermore, it is recommended to strengthen the guiding and exemplary role of these demonstration projects to enhance the quality and efficiency of the concentrated and contiguous protection and utilization of traditional villages.

8.4 Establishing productive protection bases to promote the living inheritance of intangible cultural heritage It is recommended to focus on cultivating and establishing national and provincial-level demonstration bases for the productive protection of intangible cultural heritage, promote the deep integration of intangible cultural heritage with the tourism industry, strengthen the intellectual property protection of intangible cultural heritage, and unlock the cultural productivity of traditional medicine. We propose facilitate the integration of intangible cultural heritage into

the entire process of production, circulation, and sales of traditional specialty products, thereby transforming cultural value into economic value and driving the development of related industries. It is recommended to support the growth of time-honored enterprises and the heads of intangible cultural heritage workshops, promote employment and income growth, and contribute to rural revitalization. By ensuring that the core traditional skills of intangible cultural heritage projects are effectively inherited through production practices, it is necessary to provide sustainable momentum for intangible cultural heritage protection, achieve a virtuous interaction between intangible cultural heritage preservation and economic-social development, and promote the living inheritance of intangible cultural heritage.

8.5 Fostering a strong sense of community for the Chinese nation and building a shared spiritual homeland for the Chinese people Guided by the principle of fostering a strong sense of community for the Chinese nation, it is necessary to prioritize the promotion and inheritance of the excellent traditional cultures of the Tujia and Miao ethnic groups, actively establish national demonstration zones and units for ethnic unity and progress, and facilitate exchanges, interactions, and integration among all ethnic groups. Besides, it is recommended to promote the integrated development and inheritance of both tangible and intangible cultural heritage, with a focus on implementing key projects such as the Project for the Survey of Chinese Cultural Resources, the Project for the Protection of Chinese Traditional Villages, the Project for the Development and Inheritance of Intangible Cultural Heritage, the Project for the Inheritance and Publication of Chinese Ethnic Music, the Project for the Inheritance and Protection of Agricultural Culture, and the Project for the Promotion of Traditional Chinese Medicine Culture. In addition, it is required to diligently advance the Project for the Development and Inheritance of Excellent Traditional Chinese Culture, and strive to build a shared spiritual homeland for the Chinese nation, with a particular focus on the National-level Cultural Ecosystem Conservation Zones in the Wuling Mountain Area.

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