

The Changes of Functions of Leishan Miao New-Year in Southeast Guizhou

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Abstract : Leishan Miao New-Year is one of the grandest festivals in the southeastern of Guizhou Province in China. It was officially listed in the National Intangible Cultural Heritage List in 2008, as a traditional folk cultural activity organized by the local Miao people. With the rise of cultural tourism, after 19 years of exploration, the local government has successfully built Miao New-Year into a cultural card that is well-known at home and abroad. During the Miao New-Year period, it has attracted 3.8 million tourists and achieves a win-win situation in the economy and culture. However, tourism development has changed the living environment and living state of the local people. And it is accompanied by changes in the form of the festival, the content of the festival, and the local people's needs and attitudes to the festival. This paper uses the field investigation method to achieve 410 questionnaires and 35 interviews, exploring the process and the reasons for changes of Leishan Miao New-Year's cultural function. Among all the functions, the economic function, identity function, and entertainment function have been enhanced, and the marriage and love function has been extended. In the meanwhile, sacrificial function has been weakened. There are some trends in functions. The function of commemorating ancestor and self-entertainment has been changed to entertaining people and economic pursuit.

Keywords : Miao New-Year, Miao nationality, festival function, changes

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