Exploration of the Cultural Origins and Cultural Tourism Industry Empowerment Path of the Sibe Ethnic Group under the Digital Perspective

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Abstract. This paper explores the origin tracing of the Sibe ethnic settlement culture in the digital perspective and its empowering role in the cultural and tourism industry. The paper investigates and summarizes the origins of the Sibe ethnic settlement culture, analyzes the application of digital technology in the Sibe ethnic settlement culture, discusses the value and integration path of the Sibe ethnic settlement culture in the cultural and tourism industry, and finally proposes a construction plan for the digital platform of the Sibe ethnic settlement culture, providing theoretical support and a practical path for the protection and inheritance of the Sibe ethnic settlement culture.

Keywords: Digitalization; Sibe Ethnic Settlement Culture; Tracing the Origin; Cultural and Tourism Industry; Empowerment.

1. Tracing the Origins of the Sibe Clan Settlement Culture

As early as the Spring and Autumn Period and the Warring States Period, the ancestors of the Sibe nationality had been thriving in the Northeast region of China. Having gone through hunting and gathering, as well as nomadic life, they migrated to the Ili region in Xinjiang during the Qing Dynasty, forming the present-day Sibe settlement culture. The Sibe settlement culture has a long history, rich in historical heritage and ethnic characteristics. It is a precious treasure created and accumulated by the Sibe people over a long historical process, passed down from generation to generation through oral traditions, folk tales, and folk songs, conveying the history, customs, and traditional beliefs of the Sibe nationality.

In the Sibe settlement culture, religious beliefs and folk arts hold an important position. The Sibe people believe in Shamanism, considering that everything has a soul and revering nature and ancestors. The folk arts of the Sibe nationality are diverse, such as embroidery, carving, and painting. These not only reflect the Sibe people's customs and habits but also showcase their aesthetic tastes, wisdom, bravery, and resilience, making it a brilliant gem in the treasure trove of Chinese national culture.

1.1 Architectural Culture

The architectural style of Sibe ethnic settlements is imbued with a strong ethnic character, primarily featuring courtyard houses that are spacious with houses facing south. During the project investigation, many well-preserved ancient buildings were observed, such as family temples, ancestral halls, and ancient wells. The traditional Sibe dwellings in the Northeast exhibit distinct regional characteristics, integrating the Sibe people's production and lifestyle, customs, and aesthetic concepts, forming a unique architectural culture. From site selection, layout to construction, these reveal a design philosophy that is simple, practical, and brimming with wisdom.

In terms of site selection, Sibe dwellings are often located in places where mountains and water are adjacent, with convenient access, which can meet the needs of production and daily life while ensuring the safety of the residents. [1] The residential area, as the core, is mainly constructed of earth and wood, with walls made of adobe or rammed earth, supported by wooden beams and purlins at the top, covered with tiles or thatch. In terms of decoration, Sibe dwellings emphasize the combination of practicality and aesthetics, with distinctive ethnic features such as woodcarving and colorful paintings, which make the dwellings vibrant and full of vitality. The eaves, windows, doors,

and walls of dwellings often feature carvings of auspicious patterns, such as bats, lotus flowers, and deer.

1.2 Clothing Culture

The clothing culture of the Sibe people is renowned for its bright colors and rich patterns, brimming with unique ethnic charm and high aesthetic value. [2] The color combinations skillfully employ red, green, blue, yellow, purple, and other hues in the garments. Among these colors, red is particularly prominent, symbolizing luck, joy, and happiness, and is often featured in clothing for festivals and important occasions. In terms of pattern design, elements such as animals, plants, and geometric shapes are commonly used, including dragons, phoenixes, lions, deer, bats, fish, lotus flowers, and cloud patterns. These patterns embody auspiciousness and beauty.

1.3 Folk Art

The traditional crafts and folk art of the Sibe people, such as embroidery, carving, and calligraphy, emphasize the beauty of lines, the harmony of composition, and the coordination of colors, [3] forming a unique national artistic style. These arts carry the wisdom and spiritual outlook of the Sibe people, and are famous for their exquisite skills, rich subjects, and strong ethnic characteristics. They carry the historical memories, national emotions, and religious beliefs of the Sibe people.

2. The Value of Sibe Ethnic Settlement Culture in the Development of Cultural and Tourism Industry

Political and Economic Aspects: The Sibe ethnic settlement culture carries a wealth of historical and cultural information and is an important part of China's diverse cultures. The deep integration of Sibe settlement culture with the cultural and tourism industry has promoted the development of the local economy, providing strong support for the development of China's cultural and tourism industry. At the same time, the traditional Sibe handicrafts and folk arts have attracted a large number of tourists to experience and purchase, bringing substantial economic benefits to the cultural and tourism industry.

Tourism Resources: Its unique ethnic and regional characteristics provide a continuous source of innovation for the development of the cultural and tourism industry, making it an important tourism resource in the industry. The architectural style and planning layout of Sibe settlements reflect the Sibe people's respect for and harmonious coexistence with the natural environment. The exquisite carvings, paintings, unique architectural structures offer visitors an excellent viewing experience, making Sibe settlements a hot spot for cultural tourism.

In terms of cultural experience, it offers visitors a rich array of cultural activities that enhance the attractiveness of tourism products. The customs and festivals of the Sibe ethnicity, such as the West Migration Festival and archery competitions, not only showcase the unique folk traditions of the Sibe people but also provide visitors with the opportunity to participate in and experience ethnic culture, thereby enhancing the interactivity and fun of the cultural and tourism industry. For example, the Shenyang Sibe Clan Temple—Taiping Temple, established during the Jiaqing period of the Qing Dynasty, is a place where the Sibe people worship their ancestors and conduct religious activities. The temple houses the tablets of Sibe ancestors and various deities. Every April 18th of the lunar calendar, the Sibe people hold a grand West Migration Festival celebration here.

3. Current Status of Sibe Clan Settlement Culture Development

In recent years, the Chinese government has attached great importance to the protection and inheritance of ethnic cultures, enacting a series of policies and measures that provide legal protection for the preservation of intangible cultural heritage. [5] At the same time, there is an emphasis on the exploration, organization, inheritance, and promotion of Sibe clan settlement culture, establishing cultural infrastructure such as ethnic culture museums and intangible cultural heritage exhibition

centers. These venues only showcase the history, culture, and customs of the Sibe people but provide an important platform for the inheritance and development of culture.

The research team conducted field visits and investigations to 15 cultural sites related to the Sibe ethnic group in Shenyang, including the Sibe Clan Temple in Shenyang, Sibe Clan Town in Xinglongtai, Shenyang North New District, Mantang Village Sibe Clan Community, Xinglongtai Sibe Clan Cultural Square, China Sibe Clan Museum, Shenyang Intangible Cultural Heritage Museum, Puhelu Road Sibe Clan Cultural Square, and Sijiazi Sibe Clan Village. [4] Through the research, it was discovered that with the acceleration of urbanization, Sibe villages in Shenyang are facing unprecedented challenges.

3.1 The Traditional Culture is Interrupted, and the Folk Cultural Elements of the Traditional Sibe Ethnic Group are Gradually Disappearing

As the younger generation pursues modern life, the traditional Sibe culture is experiencing a disconnection in its heritage process, with many traditional skills and customs gradually being lost. In the process of modern integration, Sibe traditional culture is facing difficulties in inheritance and development. Some traditional skills and folk cultures are disappearing, and young people's sense of identity with ethnic culture is weakening. To protect and inherit the historical and cultural heritage of the Sibe people, government departments and society at large are taking various measures. For example, carrying out the protection of intangible cultural heritage, restoring traditional buildings, and holding ethnic cultural activities.

3.2 The Impact of Modernization Process on Settlement Landscape

Urbanization has led to ecological and environmental damage in Sibe settlements, resulting in changes to the settlement landscape. For instance, Xinglongtai Sibe Clan Village and Mantang Village Sibe Clan Village in Shenyang are villages with typical ethnic characteristics. In the process of modern integration, both are facing issues of protection and development.

3.3 The Marginalization of Ethnic Culture

The Sibe language belongs to the Altaic language family, but with the popularization of Mandarin, many young Sibe people no longer proficiently master their ethnic language, leading to a break in the transmission of ethnic culture. As living standards improve, an increasing number of Sibe people are choosing modern clothing, and traditional attire is gradually disappearing from daily life, while many festivals are also being diluted.

4. The Inheritance and Development Path of Sibe Settlement Culture in the Digital Age

4.1 The Marginalization of Ethnic Culture

With the rapid development of information technology, digital technology has become an important means of protecting and inheriting the unique cultures of various ethnic groups. Through digital technology, the Sibe ethnic settlement culture is recorded and organized, with ancient buildings, traditional dwellings, and historical sites within the settlements undergoing comprehensive photography and three-dimensional modeling. High-precision images and models can authentically restore the appearance of Sibe settlements, providing researchers with detailed first-hand information.

Digital presentation of the Sibe ethnic settlement culture employs various forms such as online exhibitions, multimedia interactive displays, and digital publications. Online exhibitions allow audiences to browse with ease on computers or smartphones, free from the constraints of time and space. By utilizing various online platforms, such as ethnic-specific websites and travel websites, an online exhibition hall for the Sibe ethnic settlement culture is built, presenting the Sibe people's folk customs, historical legends, and traditional arts in a form that combines text and images for all to see.

Multimedia interactive displays, through technologies like touch screens and voice recognition, enable audiences to interact with exhibits, gaining a deeper understanding of the essence of the Sibe ethnic settlement culture. Digital publications provide a broader platform for the research and dissemination of the Sibe ethnic settlement culture.

4.2 Digital Dissemination

In the process of modernization, the culture of Sibe ethnic group faces problems as limited scope of dissemination and insufficient influence. The internet has characteristics of wide coverage, rapid dissemination, and strong interactivity. By utilizing platforms like the internet and media, we can broaden the channels for the dissemination of Sibe culture, enhance its influence, and promote the digital protection and inheritance of Sibe culture.

The of social media has provided new avenues for the dissemination of Sibe culture. By posting content related to Sibe culture on social platforms such as Weibo, We, and Dou Yin, and by using forms such as short videos, live broadcasts, and interactive topics, we can spread Sibe culture. Planning a series online and offline activities, such as Sibe culture experience activities and ethnic style photography contests, can stimulate the enthusiasm of netizens and expand the influence of Sibe culture. Through online and offline training and exchange activities, we can enhance the cultural confidence and heritage awareness of Sibe youth.

4.3 Digital Innovation

By modern technology, we can innovate Sibe culture to make it more contemporary. Using technologies such as big data and artificial intelligence, we can conduct in-depth research on Sibe culture, discover its pattern, and provide theoretical support for cultural innovation. Through the combination with modern technology, Sibe traditional handicrafts, clothing, food can expand their markets and achieve industrial upgrading. By using modern logistics and e-commerce platforms, we can broaden sales channels and enhance product competitiveness.

5. The Achievements of Sibe Ethnic Group Settlement Culture and the Integration of Cultural Tourism Industry

The research team conducted digital collection, organization, and archiving, systematically sorting out various aspects of the Sibe ethnic settlement culture, including historical evolution, folk customs, traditional arts, etc. These elements were categorized and summarized to form a complete database, which was further enriched and refined. The traditional Sibe architecture, clothing, and crafts were digitized and preserved for permanent inheritance. Using technologies such as VR and AR, the traditional Sibe architecture was digitally presented, developing VR/AR applications themed around Sibe culture. This created a virtual experience space for the Sibe settlement culture, achieving a perfect integration of virtual and reality, tradition and modernity, allowing more people to immerse themselves in the charm of Sibe culture.

5.1 Using the Sibe Cultural Website to Promote Cultural and Tourism Industry Management

SQL Studio was utilized to build the database, establishing two entities: the Sibe official website and users. The Sibe official website entity and users were linked through a login and registration relationship. Attributes of the Sibe official website entity include collections, webpage browsing, and overview, while those of the user entity include creation, acquisition, and evaluation. Through this website, intelligent recommendations can be made to tourists based on their needs, including distinctive Sibe inns and tourist souvenirs, satisfying people's travel experiences and the needs for purchasing souvenirs and online mailing, thereby enhancing the local economic benefits and aiding in the dissemination of Sibe culture.

5.2 3D High-Precision Model Reconstruction

3D high-precision models can meticulously record every detail of cultural heritage, including physical form, color, and texture, ensuring that the digitized copies are almost indistinguishable from the original items. This is crucial for preserving cultural heritage that is easily damaged, fades, or gradually disappears over time.

5.3 Digital Audio-Visual Technology to Create Sibe Digital Promotion Videos

Scripts were written, Sibe characters, scenes, and animation effects were designed to align with the ethnic characteristics of the Sibe people, showcasing their living environment. Using FLASH software, the designed characters and scenes were crafted into animations. AE software was employed to add appropriate special effects like light effects, particle effects, and transition animations, enhancing the creative visual experience, and sound effects were added to enhance the auditory experience of the audience. Finally, subtitles and post-production synthesis were added to create the Sibe digital promotional video.

5.4 Sibe Ethnic Settlement Culture Virtual Reality Platform

The virtual interaction roaming system is realized based on emerging technologies such as information technology, computer technology, virtual reality technology, and 3D modeling technology. generates a simulated environment through computer technology and uses specific equipment to immerse users in this environment, enabling direct contact and interaction with the simulated environment and providing a genuine real-time experience. Taking the Sibe settlement as a prototype, the topic collects high-definition data, optimizes the data, and then develops interactive experience modules for Sibe settlement culture. A 360-degree panoramic network virtual roaming platform based on real buildings is constructed to present in this hypermedia form, reconstructing a multidimensional cultural space and providing remote online access to the digital world.

6. Conclusion

Strengthening the integrated development of the cultural and tourism industries is an intrinsic need for the transformation and upgrading of these industries, as well as an important way to achieve sustainable development in cultural and tourism. The Sibe ethnic settlement culture is a precious cultural heritage of the Northeast region of China, with distinct ethnic characteristics. This paper traces the origin of the Sibe ethnic settlement culture to its integration with the cultural and tourism industry, proposing a series of protection and development strategies. It discusses the role of digital virtual technology in the dissemination process of the unique Shenyang characteristic “Sibe culture” and has developed a digital virtual interactive experience platform for Sibe settlements, exploring new ways to preserve and disseminate urban cultural resources.

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