



Inheritance and Challenge: A Study on the Protection and Development Strategy of the Manchu Cultural Heritage in Wulajie Town, Jilin Province

Lin Zhu^{1*}; Chusak Suvimolstien² and Jantana Khochprasert³

Faculty of Fine and Applied Arts, Burapha University, Chonburi, Thailand

^{1*}E-mail: 384900724@qq.com, RCID ID: <https://orcid.org/0009-0008-8883-7265>

²E-mail: chu2544@yahoo.com, RCID ID: <https://orcid.org/0009-0009-5337-3146>

³E-mail: jantanakh@go.buu.ac.th, RCID ID: <https://orcid.org/0009-0001-5244-0142>

Received 04/09/2024

Revised 27/09/2024

Accepted 27/10/2024

Abstract

Background and Aim: Although Wulajie Town in Jilin Province is an important birthplace of Manchu culture and has a rich historical and cultural heritage, there is a significant gap in existing research in comprehensively and systematically evaluating its cultural value, inheritance status, and the impact of modernization. Given this, this study aims to fill this gap by deeply analyzing the uniqueness of Manchu culture in Wulajie Town, identifying the specific challenges it faces in the process of modernization, and proposing practical protection and development strategies based on this, to promote the continuous inheritance and innovative development of this precious cultural heritage.

Materials and Methods: This study adopted a series of systematic research methods to ensure the comprehensiveness and depth of the research. First, through a literature review, we extensively collected and analyzed historical documents, academic works, and relevant policy documents to construct the historical context and theoretical framework of the Manchu culture in Wulajie Town. Secondly, the field investigation method enabled us to directly observe and record the cultural heritage, traditional customs, and contemporary practices of Wulajie Town, including on-site surveys of historical sites and in-depth interviews with local community members. In addition, the interdisciplinary analysis method covers qualitative research, such as participant observation and semi-structured interviews, as well as quantitative research, such as statistical data analysis of cultural heritage use and tourism impacts. The comprehensive application of these methods enables us to comprehensively evaluate the characteristics of the Manchu culture in Wulajie Town and make evidence-based recommendations for its inheritance and development in modern society.

Results: This study deeply analyzed the current situation and challenges of the Manchu cultural heritage in Wulajie Town, Jilin Province. The study found that although Wulajie Town has retained rich Manchu cultural characteristics in terms of language, customs, and costumes, the lack of cultural characteristics in the process of modernization, lack of professional talents, shortage of funds, and poor publicity have seriously threatened the inheritance and development of these cultural heritages. In particular, the contradiction between the protection of traditional culture and modernization, the aging of inheritors and the lack of cultural identity of the younger generation, and the financial and technical limitations of cultural tourism development have become the main obstacles to the sustainable development of Manchu culture in Wulajie Town. The study emphasized that to effectively respond to these challenges, a series of measures need to be taken, including strengthening the systematic research of cultural resources, enhancing cultural protection awareness, repairing historical sites, cultivating professional talents, developing cultural tourism products, innovating cultural communication methods, establishing a multi-party cooperation mechanism, and formulating sustainable development plans, etc., to ensure the protection, inheritance and development of Manchu culture in Wulajie Town, while promoting the prosperity of the local economy and social harmony.

Conclusion: In response to the modernization challenges facing the Manchu culture in Wulajie Town, Jilin Province, this study puts forward strategic suggestions such as strengthening cultural resource research, enhancing protection awareness, restoring historical relics, cultivating professional talents, developing cultural tourism products, innovating communication methods, establishing cooperation mechanisms and formulating sustainable development plans, aiming to promote the inheritance and development of Manchu culture and ensure its vitality and prosperity in the context of the new era.

Keywords: Wulajie Town; Manchu Culture; Cultural Inheritance; Cultural Development; Protection Strategy



Introduction

In the rich and diverse traditional culture of China, Manchu culture, with its profound historical heritage and unique national characteristics, occupies an irreplaceable position. The Manchu, an ancient ethnic group originating from the north of Changbai Mountain in Northeast my country and the Heilongjiang and Ussuri River basins, have gone through the historical stages of Yiluo, Wuji, Tanqi, and Jurchen since the Sushen in the Western Zhou Dynasty until the modern Manchu was formed. The development and evolution of Manchu culture not only witnessed historical changes in Northeast China but also added valuable wealth to the cultural heritage treasure house of China and even the world.

This study aims to deeply explore the current status of the protection and inheritance of Manchu culture in Wulajie Town, Jilin Province, and propose corresponding development strategies. Wulajie Town, as an important birthplace of Manchu culture, not only preserves a large number of historical relics and folk culture but also is an important window for studying Manchu history, language, religious beliefs, and other aspects. Through field investigation, literature review, and interdisciplinary analysis of Manchu culture in Wulajie Town, this study will reveal its cultural characteristics and put forward practical protection and inheritance suggestions for the challenges encountered in the process of modernization.

In terms of methodology, this study adopted a variety of research methods. Field investigation enables us to directly observe and record the current status of cultural heritage in Wula Street Town, and the literature review provides us with an in-depth understanding of the historical background and previous research results. In addition, the interdisciplinary analysis method enables us to examine Manchu culture from different perspectives to ensure the comprehensiveness and depth of the research. Through the comprehensive application of these methods, this study hopes to provide scientific decision-making support for the protection, inheritance, and development of Manchu culture in Wula Street Town.

In summary, Manchu culture has important historical and cultural value. Manchu culture has gone through the stages of formation and prosperity in its development and has a unique spiritual culture, national crafts, and folk art. As one of the birthplaces of Manchu culture, Wula Street Town has rich folk culture and historical relics. It carries rich historical memories, provides physical materials for studying the development process, lifestyle, and social structure of the Manchu people, and can also help inherit and protect Manchu culture, an important part of Chinese national culture. Through in-depth research on the Manchu culture of Wula Street Town, we can not only better understand the uniqueness of this national culture, but also provide reference and reference for the protection and inheritance of other ethnic minority cultures. The protection and inheritance of Manchu culture is not only a respect for history but also an investment in the future. It is of great significance to maintaining cultural diversity, promoting social harmony, and sustainable development.

Objectives

- 1) Study the historical origins and main cultural practices of Jilin Wula Street.
- 2) Analyze the unique cultural characteristics of the Manchu culture in Jilin Wula Street.
- 3) Propose a sustainable inheritance and development strategy for the Manchu cultural heritage of Wula Street.

Literature Review

1. Historical background of Jilin Wulajie Town

Jilin Wulajie Town is an important birthplace of the Manchus with a long history. Five thousand years ago, the Sushen people of the Neolithic Age lived and multiplied here, leading a life of farming, hunting, and fishing. In the Han Dynasty, Wulajie became part of the Han Fuyu Kingdom and was incorporated into Xuantu County of the Five Commanderies of Liaodong during the reign of Emperor Wu. During the Eastern Jin Dynasty, this place belonged to the territory of the Fuyu Kingdom under the jurisdiction of the Protector of the Dongyi (Yin, 2017:143).

During the Sui and Tang Dynasties, with the growth of the Sumo Sangju tribe, the Bohai Kingdom was established and Wula Street became the seat of Shuzhou. During the Liao and Jin Dynasties, it belonged to Liaodongjingdao and Jin Xianpinglu successively. After the unification of the Yuan Dynasty, Wula



Street Town became the jurisdiction of Chengping Prefecture. In the Ming Dynasty, with the rise of the Haixi Jurchen power, especially the establishment of the Wula tribe, Wula Street became the capital of the Wula Kingdom in 1562.

In the early Qing Dynasty, in 1653, the Ningguta Angbang Zhangjing was established to govern Jilin and Heilongjiang regions, and Wula Street was under its jurisdiction. In 1662, the Qing Dynasty set up the Dasheng Wula General Administration Office in the ancient city of Wula, which was directly under the Qing Imperial Household Department. After several administrative adjustments, Wula Street Town was upgraded to a part of Jilin Prefecture in 1882. After the provincial system was implemented in 1907, it was under the jurisdiction of Jilin Province (Yin, 2017:148).

During the Republic of China period, in 1913, Jilin Prefecture was changed to a county seat, and Wula Street became a township public security district. After the "September 18th" Incident, the Japanese invaders controlled Wula Street Town and established the pseudo-Jilin Provincial Office. After the victory of the Anti-Japanese War, the Wula Street Democratic Coalition Government was established in 1945, still under the jurisdiction of Yongji County.

After the founding of the People's Republic of China, Wulajie Town has undergone many administrative changes. In 1950, it was established as Wulajie District Office, changed to People's Government in 1952, and changed to Wulajie People's Commune in 1955. In 1984, with the approval of the Jilin Provincial People's Government, Wulajie Township was changed to Wulajie Manchu Township. In 1986, the town and township were merged to form Wulajie Manchu Town. At the end of 1999, Wulajie Town was tried to be under the jurisdiction of Longtan District, Jilin City, and officially under the jurisdiction since April 2000. The history of Wulajie Town is a microcosm of Manchu culture and historical changes in the Northeast region, and it has witnessed the development of the Manchu from a tribe to a country (Yin, 2017:199).

2. Cultural background of Wula Town, Jilin

Wula Town has a profound cultural heritage. The traditional Manchu costumes in Wula Town are unique, from the red tassel hats and Pu hangings of officials to the long gowns, Ma Gua, cheongsams, etc. of ordinary people, as well as the special decorations and hairstyles, showing the aesthetics and traditions of the Manchu people. Traditional houses include "Sanheyuan" and "Siheyuan", etc., and their "pocket rooms, Wanzi kangas, chimneys growing on the ground" are unique. In terms of eating habits, from Manchu hot pot, and Manchu-Han banquets to various special foods, such as "Sachima", sticky bean buns, etc., there are also wild vegetables, wild river fish, and other delicacies, rich and diverse (Guan, 2008:50).

Wula Manchu Yangge is a dance art created by the Manchu people in their daily lives. It has graceful and bold movements and lively musical rhythm, reflecting the lifestyle and spiritual temperament of the Manchu people. It has been listed in the list of Jilin Provincial Intangible Cultural Heritage. Manchu Pearl Ball originated from ancient pearl-hunting activities. It is highly competitive and interesting. Now it has been promoted nationwide and has become an official event of the traditional sports games of ethnic minorities.

The Granary Adding Festival is on the 25th day of the first lunar month. Manchu families will place grain in the granary and perform sacrificial activities to pray for a good harvest. The Golden Ban Festival is the Manchu "ethnic celebration day". Every year on the 13th day of the 10th lunar month, the Manchu people dress in their best clothes, hold sacrificial activities, sing and dance, taste food, and other activities to commemorate the birth and development of the Manchu people and pass on the Manchu culture. These folk customs, intangible cultural heritage, and festivals together constitute the rich and colorful cultural landscape of Wulajie Town, showing the unique charm and profound connotation of Manchu culture.

In summary, the above literature analysis of the history and culture of Wulajie Town provides us with a research foundation and direction. Future research needs to be continuously expanded and deepened based on the present, to better protect, inherit, and develop this precious national cultural heritage.

3. Research status and review

The cultural tourism research of Wula Street Manchu Town covers aspects such as history and architectural culture, Manchu folk culture, and tourism resource development. In terms of historical architecture, researchers such as Yin Yushan and Guan Zhiwei have recorded the historical evolution and architectural features of Wula Street in detail through works such as "Wula History". At the same time, the "Complete Book of Dasheng Wula Chronicles" compiled by Zhao Yunsheng and others provides valuable information for understanding Wula Street in the Qing Dynasty. In terms of folk culture research, scholars have focused on the language, customs, festivals, etc. of the Manchus, providing theoretical support for the protection and inheritance of Manchu culture.

However, existing research is insufficient in the development of cultural tourism products. Although some studies have proposed preliminary ideas for tourism development, there is a lack of systematic and

holistic planning, and the research methods mostly rely on literature and field surveys, lacking quantitative analysis. In addition, the research has limited practical value and has failed to fully combine the actual situation of Wula Street Manchu Town and propose a feasible tourism development strategy.

This study aims to fill these research gaps and provide comprehensive planning and practical guidance for the development of cultural tourism resources in Wula Street Manchu Town through a combination of systematic research and multi-methodology. Through an in-depth analysis of the cultural characteristics and modernization challenges of Wulajie Manchu Town, this study proposes a series of innovative cultural tourism product development strategies aimed at promoting the inheritance and development of Manchu culture while promoting the prosperity of the local economy.

Conceptual Framework

This paper studies the historical and cultural background of Wula Street Town and finds that Wula Street Town has a rich ethnic culture, numerous intangible cultural heritages, a strong continuity of Manchu culture, and many special festivals. On this basis, combined with the actual situation of Wula Street Town, this paper analyzes and studies, draws guiding opinions and suggestions, and contributes to the development and inheritance of Manchu culture in Wula Street Town (Figure 1)

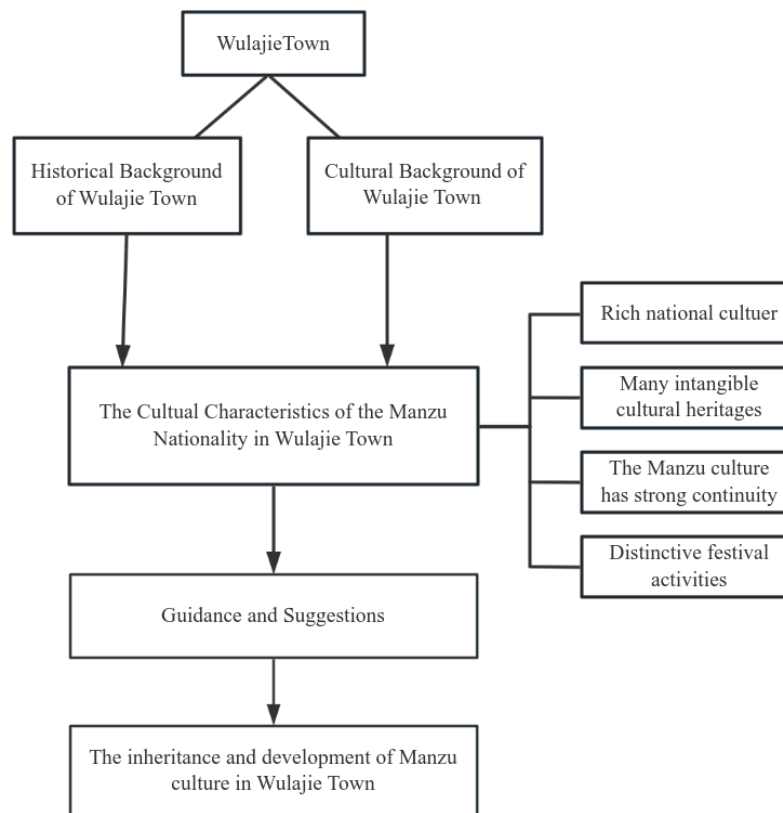


Figure 1 Conceptual Framework
Note: Constructed by the researcher

Methodology

1. Literature research method

This study adopted a systematic literature analysis method, aiming to comprehensively collect and evaluate academic literature and historical materials related to the Manchu culture of Wula Street. To this end, we searched through multiple academic databases, including Web of Science, CNKI, JSTOR, etc., using keywords such as "Wulajie Town", "Manchu culture", "cultural heritage protection", "rural tourism development", etc. The time frame of the literature review was set to the past thirty years to ensure that key

historical and latest research results were covered. In terms of inclusion criteria, we focused on studies that provided in-depth insights, rich data, and rigorous methodology, while excluding those that were not strongly related to the research topic or lacked empirical support. Through this process, we ensured the comprehensiveness and pertinence of the literature review, providing a solid academic foundation for understanding the historical background, current situation, and characteristics of the Manchu culture of Wula Street.

2. Field investigation method

Visit Wula Street on site, observe and record the layout, environment, cultural activities, etc. of the scenic area, understand the implementation and effect of cultural space management, inspect cultural resources such as historical relics, cultural performances, and folk activities, and further understand the potential and problems of Manchu cultural tourism in Wula Street. In January 2022, we went to Wula Town, Jilin Province for research and visited the ancient city of Wula, Kuifu, and other places. Through taking photos, interviewing villagers, and discussing with village cadres, we learned about the village's humanistic environment, ecological resources, and villagers' demands, and expanded the depth of understanding of Manchu traditional culture in modern villages.

3. Interdisciplinary research method

Using research methods and knowledge from history, sociology, geography, economics, and art, we conducted data analysis on the Manchu culture of Wula Street. Based on the data collected from questionnaires, interviews, and field investigations, we organized and analyzed the data to derive the characteristics of the Manchu culture of Wula Street.

Results

1. Research on the characteristics of Manchu culture - Taking Wulajie Town, Jilin as an example

This study aims to explore in depth the characteristics, inheritance, and development status of the Manchu culture in Wulajie Town, with a special focus on the uniqueness of the Manchu culture in the region and its performance in the process of modernization. As a region with significant Manchu cultural characteristics, Wulajie Town not only has a rich and diverse cultural heritage but also shows a unique pattern of adaptation and evolution under the impact of modernization. To clarify the focus and objectives of the study, this study will define the specific aspects of the Manchu culture in Wulajie, including folk culture, intangible cultural heritage, cultural continuity, and the characteristics of festival activities, and examine these aspects in a broader cultural context. By comparing with other regions famous for Manchu culture, this study aims to reveal the uniqueness of the Manchu culture in Wulajie Town and the different impacts of modernization on the protection and development of this culture.

Through literature review investigation and analysis, the study found that the Manchu culture of Wulajie has the following characteristics:

1.1 Rich folk culture

Folk culture refers to the material or spiritual culture that is widely spread among the people and has national style and local color. "Zhou Li" records: "Customs means habits. What the upper class is used to is called customs, and what the lower class is used to is called customs." Folk culture originates from the needs of human social group life. It is constantly formed, expanded, and evolved in specific nations, times, and regions. It is a culture that is most relevant to people's bodies, minds and lives in the inheritance of culture.

The Manchu folk culture in Wula Street Manchu Town is rich and colorful. The Manchu dwellings with mud walls and thatched houses and kang are primitive and simple, and there are Manchu furniture such as tables and kang cabinets. The Manchu food "Haima" (commonly known as water dumplings), sticky bean buns, yellow rice fire spoons, polo leaf cakes, traditional hot pots, and white millet have unique flavors. When you come here, you can also see the interesting and unique customs and customs of the early Northeast (windows papered on the outside as shown in Figure 2, girls holding big pipes in their mouths as shown in Figure 3, and children raised by hanging as shown in Figure 4). In Wula Street Manchu Town, you can also see the hot and enthusiastic Yangko in Manchu costumes, the authentic Northeast Errenzhuang, the shaman "waist bell" dance with a clear rhythm, and fun games such as "pearl ball" and "Galaha" (Hou, 2018).



Figure 2 The windows are papered on the outside

Note: http://www.360doc.com/content/20/0409/07/67691349_904765137.shtml



Figure 3 The girl is holding a pipe

Note: <https://www.163.com/dy/article/DUQ40OU40525UFVF.html>



Figure 4. Feeding the child by hanging him up

Note: <https://www.duitang.com/blog/?id=917453824>

1.2 Numerous intangible cultural heritages

Wulajie Town is an important area for the Manchu people to thrive. Five of the twelve emperors of the Qing Dynasty left their footprints or ink marks here, preserving a large number of unique intangible cultural heritages and becoming a platform and window for studying the intangible culture of the Manchu people. So far, Wulajie is an important area for studying and inheriting Manchu culture and traditional customs. Among them, the intangible cultural heritages include Manchu storytelling, Wula Manchu shaman music, Wula Chenhan military flag incense music, Wula Manchu yangko (Figure 5), Wula Chenhan single drum dance (Figure 6), Wula Manchu Zhaerjia family sacrifice (Figure 7), Wula Chenhan military genealogy customs, Songhua River lanterns (Figure 8), Wula Manchu eagle and pig customs (Figure 9), Wula Manchu residents' architectural skills (Figure 10), and Manchu cheongsam traditional craftsmanship

(Figure 11). The protection status of these intangible cultural heritages is different. Among them, the shaman culture is famous both at home and abroad. Some Manchu culture has gradually withdrawn from people's daily lives (Xiao & Chen, 2010).



Figure 5 Wula Manchu Yangko
Note: Photographed by the researcher



Figure 6 Ulachen Khan's single drum
Note: Photographed by the researcher



Figure 7 Family Ceremony of the Zhaerjia Clan of the Ula Manchus
Note: Photographed by the researcher



Figure 8 Releasing river lanterns on the Songhua River
Note: Photographed by the researcher



Figure 9 Eagle-Pig Customs of the Wula Manchus
Note: Photographed by the researcher



Figure 10 Wula Manchu Architecture
Note: Photographed by the researcher



Figure 11 Wula Manchu Cheongsam

Note: <https://baijiahao.baidu.com/s?id=1556112027692660&wfr=spider&for=pc>

1.3 The continuity of Manchu culture is strong

As early as the Neolithic Age 5,000 years ago, the ancestors of the Manchu people, the Sushen people, lived here, and it has been the place where the Manchu people live and gather until today. Wula Street Town reflects the development history of ethnic minorities in Northeast China and is also a true continuation of the historical development of the Manchu people. Wula Street Town was once the location of the Daxing Wula General Administration Office, one of the three major tribute bases of the Ming Dynasty and the Qing Dynasty. Among the twelve emperors of the Qing Dynasty, five left their footprints, battle traces, and ink marks here. Wula Street Town has a long history, many ancient architectural relics, and a strong Manchu style. It is well-known at home and abroad, and the Manchu cultural research here occupies an important position in the world (Liu, 2012:140).

1.4 Festivals with Distinctive Features

The Manchu cultural traditions in Wula Street Manchu Town are well preserved. Cultural activities include pearl ball, hunting competitions, ice play, and Galaha. Pearl ball is the most distinctive, and the pearl ball competition has been included in the official competition events of the National Ethnic Games. Festival activities include the Spring Festival, Lantern Festival, Tiancang Festival, and Dragon Boat Festival.

The busiest time in Wula Street Manchu Town is the Spring Festival. The Manchus call it "New Year", and the 23rd day of the twelfth lunar month is called "Little New Year". From the Little New Year, Manchu families start to prepare for the New Year. They sweep the house, paste the sheds and mount the walls, make tofu, steam buns, and stew pork. On New Year's Eve, every household gets up early, and people put on new clothes. The new bride wears a cheongsam and combs her hair. The old ladies and girls start to cut window paper-cuts. Men bury lantern poles and plant pine trees in the yard, and little boys paste lanterns. After noon, each family starts to post hanging signs and spring couplets. Some families deliberately paste the word "Fu" upside down, which means "good fortune has arrived at home".

Manchu families start eating at 3 pm on New Year's Eve. Before eating, they offer food to their ancestors, burn incense, and kowtow to them according to their seniority. Then the elders sit on the main seat of the king, and the younger generations greet the elders on the ground. On the first day of the New Year, every household gets up early, puts on new clothes, visits each other to greet each other, and wishes each other a happy new year. From the second to the fifth day of the New Year, various forms of entertainment activities are held, such as "ice skating", "stilt walking", "flower play", "wrestling", etc., which are full of a peaceful, festive and joyful festive atmosphere.

2. Comparative Analysis of Manchu Culture in Wulajie Town and Manchu Culture in Other Regions

By comparing the Manchu culture in Wulajie Town with that in other regions, this study aims to reveal its uniqueness and the challenges it faces in the context of modernization. This comparative analysis will help to gain a deeper understanding of the current status of the protection of Manchu culture in Wulajie Town and the current dilemma of its cultural inheritance. Comparing the Manchu culture in Wulajie Town with other well-known Manchu cultural regions can more clearly reveal its uniqueness and the challenges it faces. Manchu culture in different regions has significant differences in form and content, which mainly stem from different geographical, historical, and social environments. For example:



Regional differences: In the core area of Manchuria, now part of Northeast China, the protection and inheritance of Manchu culture is relatively systematic. These regions tend to have more resources invested in cultural protection projects, including government-funded cultural heritage projects and established cultural research institutions. In contrast, as a remote area, Wulajie Town has relatively limited cultural resources and protection measures, which leads to more challenges in the preservation of its traditional culture.

Historical background: Historically, the Manchuria region has undergone different political and social changes, which have had different impacts on Manchu culture. For example, the culture of the Manchu core area during the Qing Dynasty was well preserved and developed due to the existence of a political center. However, Wula Street Town played a relatively marginal role in these historical changes, which made its cultural heritage face more modernization shocks.

Social environment: The impact of the modernization process on cultural protection varies in different regions. In some major Manchu settlements, the government and society attach great importance to cultural heritage, and related cultural activities and traditional customs are well preserved and inherited. In Wula Street Town, the changes in lifestyle and the impact of globalization brought about by modernization have a more obvious impact on traditional culture, leading to the disappearance or weakening of traditional customs and cultural activities.

In summary, through comparison, it can be found that the Manchu culture in Wula Street Town has unique challenges in preservation and inheritance, and the current status of its cultural protection is significantly different from that in other regions. This comparison not only highlights the uniqueness of the Manchu culture in Wula Street Town but also provides a reference for formulating more precise protection strategies.

3. The current dilemma and guidance suggestions for the inheritance and development of Wula Street Manchu culture

Wula Street, an ancient town carrying a rich Manchu culture, once shone brightly in the long river of history. However, in today's era, the inheritance and development of Wula Street Manchu culture face many realistic dilemmas. Based on the above research results, the researchers believe that there are two dilemmas in the development of Manchu culture:

3.1 Insufficient exploration of cultural characteristics has become an important factor restricting its development. Although the Manchu architecture in Wula Street has a long history, many ancient buildings are dilapidated due to poor protection. The once glorious buildings such as "Sa Mansion" and "Hou Mansion" are now facing the dilemma of cracked walls and damaged ceilings, and have lost their former glory. This not only reduces its utilization value and ornamental value but also makes Wula Street pale in comparison with other famous ancient cities. At the same time, cultural tourism projects lack characteristics. The landscape live performances in the "Jilin Wula Theme Park" have not been truly deeply integrated with the Manchu culture. The form is single and the content is conventional, making it difficult to attract tourists. Folk-custom activities also have low tourist participation due to boring choreography and poor professional ability of the team. In addition, tourist souvenirs lack innovation, and the sanitary environment of Manchu snacks is poor and no industrial chain has been formed. Although Manchu hot pots and other special foods have a historical heritage, they have failed to exert their due brand influence.

3.2 Lack of professional talents is also a major problem.

The inheritance and development of Manchu culture require professional research talents, performance talents, and handicraft talents. However, there is a serious shortage of these professional talents in Wula Street. For example, the traditional Manchu sports game "hunting" has fewer and fewer people who can play it, and it faces the problem of inheritance difficulties. Insufficient capital investment also plagues the development of Manchu culture in Wula Street. The shortage of funds for cultural relics repair has prevented ancient buildings and cultural relics from being repaired and protected in a timely and effective manner, accelerating the damage and aging of cultural relics. The development of the cultural industry is also limited by the lack of financial support, and it is impossible to create characteristic cultural products, carry out cultural activities, and build cultural facilities, which affects the dissemination and promotion of Manchu culture. Insufficient publicity and promotion efforts are also a problem that cannot be ignored. The publicity channels are single, mainly relying on traditional publicity methods, and insufficient publicity on the Internet, new media, and other channels resulting in limited popularity and influence of Manchu culture on Wall Street. Insufficient brand building makes it difficult to stand out among many tourist destinations and cultural brands.

Faced with these difficulties, we must take effective guidance and suggestions to open up a new path for the inheritance and development of the Manchu culture in Wula Street.



First, we must deeply explore the cultural connotation. Strengthen the protection and restoration of ancient buildings and historical sites, follow the principle of "repairing the old as it is", restore their original style and historical value, and create iconic Manchu buildings. Innovate cultural tourism projects, deeply explore the characteristics and connotations of Manchu culture, create immersive performances hold traditional festival celebrations, and increase tourists' participation and experience. Develop characteristic cultural products, design tourist souvenirs in combination with Manchu cultural elements, improve the quality of Manchu snacks, and form an industrial chain of characteristic commodity stores.

Secondly, cultivate professional talents. Strengthen education and training, open majors and courses related to Manchu culture in local schools, and provide talent support for the inheritance and development of Manchu culture. Introduce professional talents and formulate preferential policies to attract outstanding cultural professionals at home and abroad to Wula Street. Establish a talent training mechanism and regularly organize training for existing personnel engaged in Manchu culture.

Secondly, increase capital investment. Seek government support and actively strive for funds from governments at all levels to be used for cultural relics protection, cultural industry development, and infrastructure construction. Attract social capital to participate, and jointly develop cultural tourism projects and build cultural facilities through joint ventures and cooperation. Establish a cultural development fund to raise funds from the society to support the research, protection, inheritance, and development of Manchu culture.

Finally, strengthen publicity and promotion. Expand publicity channels and make full use of the Internet and new media for all-round publicity and promotion. Create a cultural brand and increase brand awareness and influence by holding cultural festivals, seminars, exhibitions, and other activities. Strengthen regional cooperation and cooperate with tourist attractions and cultural institutions in surrounding areas to jointly create tourist routes and cultural products.

It is our historical responsibility and mission to inherit and develop the Manchu culture of Wula Street. Only by overcoming the current difficulties and taking effective guidance and suggestions can the Manchu culture of Wula Street be revitalized in the new era.

Discussion

In the study of the cultural characteristics of the Manchu people in Wulajie Town, Jilin, this study deeply explores the historical background and cultural characteristics of Wulajie Town as an important birthplace of Manchu culture. Wulajie Town not only carries the rich historical heritage of the Manchu people, such as language, customs, clothing, and diet, but also maintains its unique cultural traditions and festivals in modern society, such as the Spring Festival, Lantern Festival, Tiancang Festival, and Dragon Boat Festival. These cultural characteristics not only reflect the lifestyle and spiritual pursuit of the Manchu people but also show the unique charm and profound connotation of Manchu culture.

The results show that the Manchu culture of Wulajie Town faces the challenges of inheritance and development in modern society. In the process of modernization, some traditional cultural characteristics have been gradually marginalized, and although intangible cultural heritage such as shaman culture has received attention, it still needs further protection and inheritance. To meet these challenges, this study puts forward a series of suggestions, including strengthening the systematic research of cultural resources, enhancing cultural protection awareness, repairing historical relics, cultivating professional talents, developing cultural tourism products, innovating cultural communication methods, establishing a multi-party cooperation mechanism, and formulating sustainable development plans.

Through these measures, the sustainable development of the Manchu culture in Wulajie Town can be effectively promoted, so that it can continue to be inherited and prosper in the context of the new era. At the same time, this study also provides a useful reference and reference for the protection and revitalization of ethnic culture in other regions. Through the study of the characteristics of the Manchu culture in Wulajie Town, we can not only better understand and respect cultural diversity, but also contribute to promoting local economic development and social harmony.

Conclusion

This study deeply explores the historical origins, cultural characteristics, and current dilemmas of inheritance and development of the Manchu culture in Wulajie Town, Jilin Province, and provides a comprehensive understanding of the Manchu culture in the region. Through literature review, field investigation, and interdisciplinary analysis, this study reveals the richness and uniqueness of the Manchu culture in Wulajie Town, including its traditional folk customs, intangible cultural heritage, religious beliefs, and festival activities.



The research results show that the Manchu culture of Wulajie Town not only has an important position in history but also has the potential for inheritance and development in modern society. However, a series of practical difficulties limit the realization of this potential. Insufficient exploration of cultural characteristics and lack of professional talents have led to the failure to fully display and spread the unique value of Manchu culture. Insufficient capital investment and limitations in publicity and promotion have also affected the protection of cultural heritage and the development of cultural industries.

The structure and methodology of this study provide a solid foundation for a comprehensive understanding of the Manchu culture in Wulajie Town. The research hypothesis was verified, that is, the Manchu culture in Wulajie Town has significant historical and cultural value, but it also faces a series of challenges. There was no serious deviation from the hypothesis during the research process, but it did reveal some under-recognized issues in cultural inheritance and development.

The advantage of this study is that it uses a variety of research methods to provide a comprehensive perspective on the characteristics of Manchu culture in Wulajie Town. However, there are also some limitations to the study, such as the limited time and scope of the field investigation, which may not fully cover all relevant cultural phenomena and issues.

If the action suggestions proposed in this study can be effectively implemented, the future of Manchu culture in Wulajie Town will be full of hope. This will not only help to explore and display the unique value of Manchu culture but also promote the protection and inheritance of cultural heritage and promote the coordinated development of the local economy and society. With the joint efforts of the government, communities, and experts in related fields, Wulajie Town is expected to become a Manchu cultural display window with significant influence in the country and even the world, radiating new cultural vitality and helping to achieve rural revitalization and cultural confidence.

Recommendation

Based on the findings and conclusions of this study, the following are some prioritized recommendations for the inheritance and development of Manchu culture in Wulajie Town, Jilin:

1. Repair and protect historical sites (top priority)

Urgency: Repairing deteriorating historical sites is the top priority for protecting cultural heritage. Seek financial support from the government and all sectors of society to urgently repair and protect the ancient buildings and historical sites in Wulajie Town and restore their historical appearance.

Feasibility: This is work that can be carried out quickly, with specific repair objects and clear funding needs.

Impact: It can not only protect cultural heritage but also enhance the attractiveness of historical sites as cultural tourism attractions, directly promoting the local economy.

2. Strengthen systematic research on cultural resources

Urgency: There is currently insufficient systematic research on Manchu culture, which may lead to the loss of cultural heritage.

Feasibility: Organize a professional team to conduct in-depth excavation and sorting of Manchu cultural resources in Wulajie Town, establish a complete cultural data database, and ensure systematic and continuous cultural inheritance.

Impact: This research will provide a solid knowledge base for all other measures and help guide cultural protection and development work.

3. Enhance cultural protection awareness

Urgency: Lack of cultural protection awareness is the root cause of threats to cultural heritage.

Feasibility: Through education and publicity activities, improve the awareness of residents and all sectors of society on the value of Manchu cultural heritage, enhance protection awareness, and form a good social atmosphere for protecting cultural heritage.

Impact: Enhancing protection awareness is the key to long-term cultural protection and helps to consolidate other protection and development measures.

4. Cultivate and introduce professional talents

Urgency: The lack of talent limits cultural inheritance and innovation.

Feasibility: Cooperate with educational institutions to set up professional courses for Manchu cultural research and dissemination to cultivate local talents; at the same time, attract external experts and cultural workers to participate in the cultural construction and development of Wula Street Town.

Impact: Talent is the core of cultural development, and this measure will provide impetus for continued cultural protection and dissemination.

5. Develop characteristic cultural tourism products



Urgency: The development of cultural tourism products is relatively urgent because it can quickly bring economic benefits and support other cultural protection measures.

Feasibility: Combined with the Manchu cultural characteristics of Wula Street Town, develop cultural tourism products and activities with local characteristics, such as Manchu cultural festivals, ethnic crafts experiences, traditional food festivals, etc.

Impact: Attract tourists, promote local economic development, and increase the popularity and influence of culture.

6. Innovate cultural communication methods

Urgency: The dissemination of traditional culture faces many challenges in modern society.

Feasibility: Use modern information technology, such as social media, mobile applications, virtual reality, and other means to innovate the dissemination methods of Manchu culture and expand its influence and coverage.

Impact: Modern communication methods help cultural heritage get more attention and protection worldwide.

7. Enhance community participation and self-management

Urgency: The community is the main body of cultural inheritance, and the lack of community participation will greatly reduce the effectiveness of other measures.

Feasibility: Encourage and support local communities to participate in the protection and inheritance of Manchu culture and improve their ability to manage and develop themselves.

Impact: The active participation of the community is the core driving force of cultural inheritance and will help enhance the sustainability of cultural protection.

8. Establish a multi-party cooperation mechanism

Urgency: Multi-party cooperation helps to integrate resources and improve the efficiency of cultural protection.

Feasibility: Establish a cooperation mechanism with government departments, academic institutions, tourism enterprises, local communities, etc. to jointly promote the inheritance and development of Manchu culture in Wulajie Town.

Impact: Multi-party cooperation will inject more resources and wisdom into cultural protection and development.

9. Formulate a sustainable development plan

Urgency: Long-term planning is the basis for ensuring the coordinated development of cultural heritage and economy.

Feasibility: Formulate a long-term plan for the sustainable development of Manchu culture in Wula Street Town, balance the relationship between cultural heritage protection and economic development and ecological protection, and ensure the sustainability of cultural heritage activities.

Impact: With the plan, cultural protection and development work will be more orderly and effective.

10. Monitor and evaluate the effect of cultural heritage

Urgency: The lack of an evaluation mechanism will lead to a lack of pertinence in the measures implemented.

Feasibility: Regularly monitor and evaluate the inheritance and development of Manchu culture in Wula Street Town to ensure the effectiveness of various measures, and adjust strategies promptly based on the evaluation results.

Impact: Effective monitoring and evaluation can ensure that all work achieves the expected results and continuously optimize cultural inheritance and development measures.

By introducing a priority framework, these recommendations will provide clearer guidance and support for the inheritance and development of Manchu culture in Wula Street Town, Jilin. At the same time, this framework also provides a model for the protection and revitalization of other local ethnic cultures.

References

- Guan, Z. (2008). *Talking about Wula*. Changchun: Jilin People's Publishing House.
- Hou, X. (2018). Research on the Manchu culture of Wula Street, Jilin City. *Farmers' Consultant*, (05), 256-259.
- Liu, X. (2012). Analysis of the tourism landscape design strategy of Wula Street Town, Jilin. *China Business*, (30), 140.
- Shi, L. (2013). The historical and cultural memory of Dasheng Wula and its "resurrection". *Local Culture Research*, (05), 73-74.



- Xiao, S., & Cheng, L. (2010). The "Three Mansions" architecture of the Manchu town of Wula Street, Jilin City. *Ancient Architecture and Garden Technology*, (01), 32-36.
- Yin, Y. (2017). *China's historical and cultural town-Wula Street*. Jilin People's Publishing House.

