

The Value of Sichuan-Tibet-Yunnan-Qinghai National Costumes in Strengthening the Consciousness of Chinese National Community

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Abstract: It is the main line of the state's national work in the new era to build up the consciousness of the Chinese nation community. National costume culture is the historical epitome of Chinese national culture, the external manifestation of Chinese national culture and the humanistic embodiment of Chinese splendid civilization, which can play a positive role in the education of college students' national unity and progress. The national costume culture takes root in Chinese traditional culture, breaks the single national identity, and returns to the dissemination path of production and life practice. It can maintain the vitality of the national costume culture, give full play to its strong appeal, and radiate the appeal of the times. At the same time, by paying attention to classroom teaching, strengthening the organization of activities, improving the platform construction and other ways, it can guide college students to cast the common consciousness of the Chinese nation. National traditional costume is the main carrier and historical memory of the communication, exchange and blending of Sichuan, Tibet, Yunnan and Qinghai, and is an important witness of ethnic blending. The research on the ethnic costumes of sichuan-tibet-yunnan-qing is conducive to enhancing the enthusiasm of building the community culture of the Chinese nation. It is necessary to realize the value of the cultural heritage of ethnic costumes to the consciousness of the Chinese nation community, in order to pay attention to and promote the protection of the cultural heritage of sichuan-tibet-yunnan-qing ethnic costumes.

1. Introduction

The 'pluralistic unity pattern of the Chinese nation' is formed in the historical evolution of all ethnic groups in China. [1]The 'national identity consciousness' [2] of all ethnic groups merges into the torrent of Chinese national identity in the historical process, forming the 'Chinese national community consciousness' [3] and shaping the 'Chinese national community' [4]. Solidifying the consciousness of the Chinese nation community is inseparable from the efforts of the Chinese nation and the nourishment of Chinese culture. The national costumes, which contain the rich connotations of the living customs, geographical environment, history and culture of each nation, are the concrete and personalized presentation of the consciousness of the Chinese nation

community. It helps us to perceive the Chinese nation community more intuitively from the perspective of visual image, so as to more effectively cast the consciousness of the Chinese nation community and realize the great rejuvenation of the Chinese nation. Ethnic blending is an important way to forge the consciousness of the Chinese nation community. [5] National traditional clothing is the main carrier and historical memory of multi-ethnic exchanges, exchanges and blending in Sichuan, Tibet, Yunnan and Qinghai, and is an important witness of ethnic blending. China is a multi-ethnic country. In the long-term historical development process, the people of all ethnic groups in China have created distinctive and colorful national cultures. The cultures of all ethnic groups influence and blend with each other, constantly enriching the connotation of Chinese culture, enhancing the vitality and creativity of Chinese culture and enhancing the cultural identity and centripetal force of the Chinese nation. The colorful ethnic costumes of Sichuan, Tibet, Yunnan and Qinghai are the world cultural heritage and an important part of Chinese civilization. The customs, religious etiquette, mode of production, living environment, national character and artistic tradition of each nation are all reflected in their clothing, so national clothing is an important intangible cultural heritage. A comprehensive view of Sichuan-Tibet-Yunnan-Qing ethnic costumes, numerous clothing styles, exquisite costume techniques, rich costume connotations, and diverse decorative forms are all outstanding creations of various ethnic groups in Sichuan-Tibet-Yunnan-Qing. Clothing and decoration together constitute the colorful costumes of the Sichuan-Tibet-Yunnan-Qing ethnic group.

2. Ethnic Traditional Costumes of Sichuan, Tibet, Yunnan and Qinghai Show the Consciousness of Chinese National Community

Sichuan-Tibet-Yunnan mountains and rivers connected to similar landforms, context, sharing a distinctive national culture. It is a cultural corridor influenced by multicultural integration. The internal structure of the nation presents a pattern of ' pluralistic integration '. It is rich in regional historical literature and unique and rich in human and natural resources. The costume of a nation is the most intuitive mark that reflects the influence of a nation's acceptance of the surrounding national culture. It is the most gorgeous and charming cultural trajectory of national culture. Sichuan-Tibet-Yunnan-Qinghai plateau terrain, the traditional ethnic costumes reflect the cultural personality of the place, a clear reflection of ethnic exchanges and exchanges under the influence of blending production, lifestyle. Here Kangba Tibetans, for example, the traditional Kangba costumes generally Pulu and fur made of loose and fat long sleeves, long skirts, skirts and boots, in order to resist the plateau bad weather. Kangba costumes also reflect the important position and special attributes of Kangba Tibetans in the Chinese nation community.

In the survival and development of Kangba Tibetans, their dressing is particularly distinctive in regional and social culture, which is manifested in the unique dressing customs of Tibetan culture. In the formation process of Kangba clothing, it has also experienced a long history of long-term development, evolution and integration, influenced by the natural environment and climatic conditions, production and lifestyle, productivity level and social conditions of multi-cultural exchanges and integration of the Qinghai-Tibet Plateau. The Tibetans have been living on the Qinghai-Tibet Plateau, the ' roof of the world ', since ancient times. There are white snow mountains, blue lakes, green grasslands and endless rivers. The national costumes they create are brilliant and unique, gorgeous and colorful, with distinct regional characteristics and national styles. The traditional Kangba clothing is divided into civilians, monks and dignitaries. It can also be divided into two main areas of agriculture and animal husbandry, and can also be divided into rural and urban areas. This is the Tibetan cultural difference formed by regional differences, and Kangba clothing is an indispensable manifestation of local characteristics and representatives.

As early as the stone age, Tibetan ancestors had the behavior of sewing clothes and knew how to decorate. According to the research of relevant scholars, Kangba costumes with special regional characteristics, such as 'big flap, long sleeve, fat, wide waist, right lapel, long skirt and fur clothing', have appeared in the main areas of Sichuan, Tibet, Yunnan and Qinghai as early as around the first century.

Kangba clothing has undergone historical culture, social relations and changes of the times, and has made continuous progress. In the national characteristics are not divine right of kings, not religious beliefs by divine design. The development and formation of Kangba clothing have a historical accumulation and cultural trend. It can be said that Kangba costume form is a cultural product and social civilization achievement designed for more regional needs, labor and production needs. The development of Tibetan civilization has gradually grown up in the surrounding multi-collision, forming a unique cultural image of a nation that has not fallen for thousands of years. It is one of the main heritages of Chinese national culture. The origin of its historical development and the piety of the Tibetan people have shown their strongest and purest side.

From Stein's 'Ancient Central Asian Cultural Relics', it can be seen that Tibetans have formed trade commerce and rapid economic development after the changes of dynasties and history. In addition, frequent exchanges with the surrounding promoted the development of the Tibetan economy and the development of Kangba costumes. In Tibet, you can see a batch of clothing with open-minded, bold and military types, reflecting the greater belief in life and the desire for survival of the Tibetan people. At the same time, the social culture formed by the tribal clans centered on Changdu in Tibet and Ganzi in Sichuan and the differences in Kangba clothing reflect the process of the Tibetan people's transition from slave society to feudal dynasty baptism and the awakening of self-civilization renewal. Among them, the differences in Kangba costumes will form a more diversified and harmonious situation with the migration of history. The good inheritance of the great unity is the key, showing the consciousness of the Chinese nation community. The rise of Tibetan Buddhism in the eighth century also promoted the rise of monk dress culture.

Since the Yuan and Ming dynasties, the control and jurisdiction of the Central Plains Dynasty over Tibet has become more and more solid, and the exchanges have become closer and closer. In Tibet, it has set up ambassadors, envoys, Wanhu, Uzbekistan and Dogan. In close contacts appeared the Tea Horse Road and the Silk Road. Therefore, the religious color and Central Plains elements of modern Kangba clothing appeared, which were reflected in the pattern and arrangement of clothing. Tibetan opera art promotes the development of Kangba clothing art. During the reign of the Qing Dynasty, Tibetan culture and the culture of various ethnic groups in China gradually became stable after great development. At the same time, it is undeniable that the Manchu clothing culture as a profound background of Tibetan cultural exchanges can not be used as an important research basis. The historical development of Kangba costumes has rules to follow. Ethnic relations, ethnic characteristics and religious colors are also the main driving forces of historical changes.

3. Reflections on the Value of Sichuan-Tibet-Yunnan-Qinghai National Costumes in Strengthening the Consciousness of Chinese National Community

Sichuan-Tibet-Yunnan-Qinghai is a concentrated area of ethnic minorities in China, with extremely rich ethnic costumes, which is the most prominent place of Chinese national costumes. But sichuan-tibet-dianqing ethnic costumes in the rapid development of commodity economy, efficient information media environment, in the government and enterprises of the intangible cultural heritage protection, cultural industry microclimate, ethnic costumes by various forces interaction, is rapidly changing, even do not know where to go. Sichuan-Tibet-Yunnan-Qinghai ethnic costumes are facing a severe test in the development process of

Sichuan-Tibet-Yunnan-Qinghai. It is necessary to realize the value of ethnic costume cultural heritage to the consciousness of the Chinese nation community, so as to attach importance to and promote the protection of Sichuan-Tibet-Yunnan-Qinghai ethnic costume cultural heritage.

3.1 The study of Sichuan-Tibet-Yunnan-Qinghai National Costumes Is Conducive to the Implementation of the Important Proposition of Casting the Consciousness of the Chinese Nation Community

Sichuan-Tibet-Yunnan-Qing ethnic costumes are compatible with the economic life and natural environment of all ethnic groups in Sichuan-Tibet-Yunnan-Qing. They maintain distinctive ethnic and regional characteristics in raw materials, crafts, styles, colors, decorations and uses. Sichuan-Tibet-Yunnan-Qinghai ethnic costumes have accumulated all cultural aspects and factors, including values, human knowledge, social roles, beliefs, material wealth, experience, and social class structure. It is the crystallization of the spiritual and material life of all ethnic groups in sichuan-tibet-yunnan-qinghai, the embodiment of the cultural wealth and civilization of sichuan-tibet-yunnan-qinghai, a part of the rich cultural resources of the Chinese nation community, and the main content of the Chinese national costumes. We also see that the inheritance and development of Sichuan-Tibet-Yunnan-Qing ethnic costumes is not closed and isolated, but developed with the formation of China's multi-ethnic country and enriched with the increase of economic and cultural exchanges among ethnic groups. Therefore, Sichuan-Tibet-Yunnan-Qinghai ethnic costumes are indispensable precious materials for the study of the society and culture of the entire Chinese nation community, the study of regional history, and the study of the development history and modern development of various ethnic groups in Sichuan-Tibet-Yunnan-Qinghai, and have important social and cultural values.

The ethnic costumes of Sichuan-Tibet-Yunnan-Qinghai play a connecting role in national development. It can be said that the Sichuan-Tibet-Yunnan-Qinghai ethnic costumes are a reflection of the regional politics, economy and culture of the Sichuan-Tibet-Yunnan-Qinghai ethnic group in a certain historical period. This reflection is dynamic, multifaceted and multi-level. In the long river of historical development, its formation has the factors of transmission and communication in the horizontal direction and the role of inheritance and innovation in the vertical direction. In the process of intergenerational inheritance, clothing culture has been inherited and become the common wealth of mankind. In the process of inter-ethnic communication, it constantly draws nutrition from the development of the times and other cultures, so that information between nations, regions and countries can be exchanged. The exchange and inheritance of national costume culture injects new vitality into the formation of national culture in both horizontal and vertical aspects, and makes the social history of Sichuan-Tibet-Yunnan-Qinghai nationalities develop continuously. In the historical process of human society transforming from traditional agricultural society to modern industrial society, the impact of modern culture on traditional culture, including traditional costume culture, is inevitable [6].

As a unique cultural symbol, traditional ethnic costumes have been impacted and influenced more and more with the economic and social development of Sichuan-Tibet-Yunnan-Qinghai and the deepening of foreign exchanges. However, culture is constantly developing, and the traditional culture and modern culture of the nation should be unified in the construction. Therefore, traditional culture will not die out, and modern culture will not be annihilated. Under the impact of modern civilization, the traditional costume culture of Yunnan, Qinghai, Tibet and Sichuan has undergone inevitable changes. However, as the symbol of the nation and the most vivid manifestation of the traditional culture of the nation, the national costume still carries the mission of national development and exudes unique cultural charm after a long period of baptism.

The research on the ethnic costumes of sichuan-tibet-dianqing is a national, living and international measure that is conducive to actively implementing the major proposition of 'building a strong sense of community of the Chinese nation'. These discussions, which are deeply in line with the law of common development of the Chinese nation, are of vital importance to ethnic work. Because in the process of the development of the five thousand years of civilization of the Chinese nation, all ethnic groups, with their distinctive national personality, integrate the unique national creation into the pluralistic and unified family of the Chinese nation, and also into the process of the people of all ethnic groups to write the history and culture of the Chinese nation, thus achieving the long-standing national identity, political identity and cultural identity of the Chinese nation. 'Six Contracts, Nine States Coherent' ('Book of Han · Biography of Wang Ji'), the Chinese nation is through thousands of years of national destiny community firmly concluded, to achieve a behavioral order and ideological and moral national integration and ancient and modern. Nowadays, 56 nationalities are working together to realize the great rejuvenation of the Chinese nation, and always uphold and carry forward the community consciousness of the Chinese nation in the creation and inheritance of national culture. The ethnic costumes of Sichuan-Tibet-Yunnan-Qinghai are obviously an important carrier of the Chinese national community consciousness in the field of culture and art. From its emergence and its development process, it has been deeply integrated into the artistic creation of multi-ethnic culture. The cultural consensus of multi-ethnic participation in the creation of Sichuan-Tibet-Yunnan-Qing ethnic costumes has also been continuously promoted in academic research and further promoted in artistic practice. The study of ethnic costumes of Sichuan-Tibet-Yunnan-Qinghai can be used not only as a comparative material of general nature in the study of ethnic material culture, but also as a comparative material of social history and cultural history. From the perspective of clothing culture, we can understand the history and current situation of the Chinese nation, promote the construction of national community culture, enhance national cohesion, and achieve the purpose of inheriting national culture.

3.2 Research on the Subject Value of Sichuan-Tibet-Yunnan-Qinghai National Costume Culture in Forging the Consciousness of Chinese National Community

Sichuan, Tibet, Yunnan and Qinghai national costumes have important value in the study of costume history. Since the origin of clothing, people have gradually accumulated their own living environment, customs and beliefs, as well as various cultural attitudes, religious concepts and aesthetic tastes of clothing. Constructed the spiritual civilization connotation of clothing culture. Blanche Penny, an authoritative expert on the history of human clothing and a professor at the University of Washington, said with deep emotion: 'The study of the history of clothing can be said to be equivalent to an expedition. It covers a wide range of areas and is of great interest. [7] Any period of clothing styles can be seen in the Sichuan-Tibet-Yunnan-Qinghai national clothing. Therefore, the Sichuan-Tibet-Yunnan-Qing ethnic costumes can be called a living history of clothing development. Looking at the clothing of various ethnic groups in Sichuan, Tibet, Yunnan and Qinghai, from the most basic bark clothes and spore clothes to the most beautiful brocade robe and wedding dress, the ethnic costumes with different shapes and styles explain the history of the evolution and development of Chinese national costumes in the form of physical objects. It reflects the creative thinking of human beings in the history of clothing development. Through the national costumes, explain the national visual image, fully demonstrate the good wishes of building the Chinese dream together, is of great significance to forge a strong sense of community of the Chinese nation.

Sichuan-Tibet-Yunnan-Qinghai ethnic costumes are of great value in the study of frontier history. Sichuan-Tibet-Yunnan-Qinghai region has obvious characteristics in nationality, politics, economy

and culture. The first is the long border, Sichuan-Tibet-Yunnan-Qinghai has an important strategic position: Tibet-Yunnan border with a number of countries. Sichuan-Tibet-Yunnan-Qinghai region has been an important channel for exchanges between the Central Plains and Central Asian and Western countries since ancient times, making China's silk play an important role in international exchanges. China's frontier is gradually formed and fixed with the formation and development of a unified multi-ethnic country. It is both a geographical concept and a historical concept. Many ethnic groups in China belong to cross-border ethnic groups. These ethnic groups have a natural and inseparable connection with the surrounding countries in terms of ethnic origin, language and cultural customs. The study of borderland history in Sichuan-Tibet-Yunnan-Qinghai region involves many aspects, among which dress study is an important one. Through the study of the ethnic costumes of sichuan-tibet-dianqing, we can explore various problems of frontier history from multiple levels and angles, and provide reference for the study of frontier nationality, frontier policy, frontier culture, frontier diplomacy and frontier archaeology. It can also better plan the economic and cultural development strategy of the border areas, better carry out economic trade and friendly exchanges with neighboring countries, and lay a solid foundation for the consciousness of the Chinese nation community from one side.

Sichuan-Tibet-Yunnan-Qinghai ethnic costumes are of great value in the study of ethnic religious beliefs. Since ancient times, many nationalities in China have their own forms of nature worship and religious belief. Religious culture has been a part of the traditional culture of Sichuan-Tibet-Yunnan-Qinghai ethnic groups, and religious influence has penetrated into all aspects of ethnic minorities' life. There are many costume phenomena in Sichuan-Tibet-Yunnan-Qinghai ethnic costumes that can reflect the natural worship and religious beliefs of ethnic minorities. Ethnic costumes contain profound natural religion or religious aspects of the nation. Nature worship includes totem worship, ancestor worship, ghost worship, hero worship and so on. Some clothing is in the natural religious ceremony. Or witchcraft activities are the best sacrifices or utensils. The influence of mainstream religion on clothing is also evident. The clothing of some ethnic groups in Sichuan, Tibet and Yunnan is influenced by Buddhism, and the clothing of some ethnic groups in Qinghai is influenced by Islam. Therefore, it is of great value to study the ethnic costumes of sichuan-tibet-dianqing to understand the origin and evolution of the religious beliefs of ethnic minorities and the influence of various religions on modern ethnic groups, which is helpful to elucidate the factors of ethnic religious beliefs in the formation of the consciousness of the Chinese nation community.

The ethnic costumes of Sichuan-Tibet-Yunnan-Qinghai have important value in local humanities research. 'Humanity' refers to various cultural phenomena of human beings. Ethnic costumes are rich and colorful in local humanities, and have important reference value for the study of humanities. To a certain extent, national costumes can reflect the geographical, historical, political, economic, artistic and aesthetic aspects of a region. At the same time, it is also a valuable material for the study of local comprehensive disciplines such as Mongolian studies, Dunhuang studies, Western Xia studies, and Silk Road studies. The costumes of Sichuan-Tibet-Yunnan-Qinghai ethnic women contain a variety of cultural and artistic creative combinations, carrying a profound national cultural connotation. They use traditional techniques to weave and embroider various patterns on their costumes, or reflect ancestor worship, or tell traditional stories, or symbolize auspiciousness, or show their pursuit of beauty. [8] There are always some historical influences and imprints left more or less in the clothing. Some are very obvious, some are more subtle, or reflect the class society after the hierarchical differences and some special property concept. In addition, the costumes of the Sichuan-Tibet-Yunnan-Qinghai ethnic group also reflect the decorative customs of different ethnic groups and different periods and the aesthetic taste contained therein. This vividly shows the deep exchanges and cultural integration of various ethnic groups. It is a valuable material for studying the

consciousness of the Chinese nation community.

Some special material costumes of Sichuan-Tibet-Yunnan-Qing ethnic costumes are of great value in the study of the history of science and technology of the Chinese nation and can provide support for the study of the history of textile science and technology. Clothing is produced to meet the needs of protecting the body. Human beings exert their creativity, or use natural objects, or transform natural objects into clothing. This is one of the origins of human cultural history. Therefore, different clothing materials are a sign of different levels of productivity development. Generally speaking, the material, technology and shape of a national costume are compatible with the production technology level of the nation and coordinated with the natural environment. The material and technology of clothing is a symbol of the development level of a nation's productivity. Therefore, the development history of national costumes is one aspect of the development history of human productivity. For example, textile processes and tools are designed for textile raw materials, raw materials are very important in textile technology. Textile technology has a long history. As early as in the early days of human society, in order to adapt to climate change, the ancients used natural resources as raw materials for textile and printing and dyeing to make simple textile tools. Handmade textile period is divided into two stages: collection of raw materials as the main stage and nurturing raw materials as the main stage. The period of handmade machine weaving is extremely long, which was formed from the Xia Dynasty to the Warring States Period. From the Qin and Han Dynasties to the late Qing Dynasty, the textile machinery gradually developed and various forms appeared. The innovation of textile technology and material processing was basically in the period of handmade machine weaving. The traditional textile production of the Sichuan-Tibet-Yunnan-Qing nationalities experienced the period of handmade weaving and machine weaving, and has been preserved to this day, which provides an empirical evidence for the study of the history of early textile science and technology. This is conducive to drawing wisdom and strength from the history of science and technology of the Chinese nation to strengthen the consciousness of the Chinese nation community.

3.3 To Play a Role in the Process of Rural Revitalization in Ethnic Areas Will Help to Forge the Consciousness of the Chinese Nation Community

In the 21st century, cultural intelligence advantage has gradually replaced the advantage of natural resources, culture will become a key factor in economic development. Cultural national cohesion and appeal will be more prominent, culture is becoming an important driving force for regional economic development. Sichuan-Tibet-Yunnan-Qinghai region is vast, rich in resources, history has gradually formed a multi-ethnic and cultural coexistence, and formed a rich cultural resources of ethnic costumes. Rural revitalization in ethnic areas includes both the development of economic resources and the development of cultural resources. National costume is an important part of cultural resources. In the treasure house of national costume culture resources, there are the most attractive and admirable traditional costume art works. Each minority costumes contain infinite charm. This is a rich and valuable asset that needs urgent development. It not only adds luster to the ethnic culture of Sichuan, Tibet, Yunnan and Qing dynasties, but also plays an important role in promoting the process of rural revitalization in ethnic areas, promoting cultural soul-building and building the subjective spirit of the consciousness of the Chinese nation community.

Sichuan-Tibet-Yunnan-Qinghai national costumes can play a reference role in formulating regional economic development plans and building economic synergy of the Chinese national community consciousness. China has a vast territory. Due to historical, geographical and economic foundations, regional development is uneven, and the level of economic development varies greatly.

Judging from the past historical experience and the policies adopted by China and foreign countries for the development of underdeveloped areas, the reason why the state and the state should implement the strategy of rural revitalization in ethnic areas is because of its particularity and strategic significance. The biggest advantage of Sichuan-Tibet-Yunnan-Qinghai is rich in natural resources and human resources, with its unique and historical occupies an important position. One of the strategic ideas for rural revitalization in ethnic areas is to closely integrate the construction of Sichuan-Tibet-Yunnan-Qinghai national culture with the construction of contemporary Chinese socialist culture, highlighting the multiculturalism of Sichuan-Tibet-Yunnan-Qinghai, especially the cultural characteristics of ethnic minorities. Therefore, the revitalization of culture in the whole Sichuan-Tibet-Yunnan-Qing development occupies a very important position. As a gathering place of minority culture, national costume culture resources are very rich. The development of national cultural industry and the development of national costume cultural resources are the new goals of economic development in Sichuan, Tibet, Yunnan and Qinghai, and also the needs of cultural life of all ethnic groups. Among them, as the driving force of economic development, national costume culture is the spiritual bond to maintain the unity of all ethnic groups and the bridge to communicate all ethnic groups. Therefore, it is necessary to formulate special protection and encouragement measures for national costume culture to achieve the common prosperity of economy, society and culture of all ethnic groups. As an important part of national culture, ethnic costumes reflect the history, culture, regional characteristics and traditional customs of the nation. Therefore, the ethnic costumes as an entry point to understand the national culture, in the formulation of policies, a profound understanding of the social situation in the region, to avoid the subjectivity and blindness of decision-making, and to develop a systematic, targeted and transitional reasonable policy, in order to make the policy after the formulation of the real role in promoting social and economic development in ethnic areas. In the rural revitalization of ethnic minority areas, it is necessary to pay attention to the national culture carried by ethnic costumes and the sustainable development of natural and cultural ecological environment from the perspective of the whole society.

Sichuan-Tibet-Yunnan-Qinghai ethnic costumes also play an important role in the development of local ethnic cultural industries. Sichuan-Tibet-Yunnan-Qinghai is a region with relatively backward economic and cultural development and concentrated residence of ethnic minorities in China. Rural revitalization in ethnic areas is, to some extent, the development of ethnic areas. The main problem to be solved in the rural revitalization strategy in ethnic areas is that ethnic minorities and ethnic areas urgently need to accelerate political, economic and cultural development. Among them, expanding opening to the outside world and actively developing national cultural industry is a good breakthrough to solve these problems. In the Sichuan-Tibet-Yunnan-Qinghai ethnic minority areas, ethnic costumes have become a symbol of the region. Foreigners can learn about the cultural environment of the region through ethnic costumes. Local governments can also use ethnic costumes to promote resource advantages, geographical advantages, customs and brand products in a targeted manner, expand opening up, strengthen ties with other regions and countries, and broaden areas of foreign cooperation, thus promoting regional social and economic development. In the process of developing Sichuan-Tibet-Yunnan-Qinghai, we are faced with the fact that culture is used for contemporary construction and economic life, giving new life to historical and cultural heritage. First of all, we should protect the precious heritage of Sichuan-Tibet-Yunnan-Qinghai national costume cultural resources, and then integrate it into a new understanding, give it new connotation, and make it carry forward. Only in this way can the unique ethnic cultural advantages of Sichuan-Tibet-Yunnan-Qinghai be transformed into economic development advantages, and rich ethnic costume cultural resources can be transformed into tourism economic advantages and cultural industry advantages. Promote the economic and cultural development of Sichuan, Tibet, Yunnan and Qinghai, so as to build a common spiritual home of the Chinese nation.

Therefore, the protection and development of ethnic costumes is also an important part of rural revitalization in ethnic areas. In the current economic and social development, the economy of Sichuan, Tibet, Yunnan and Qinghai is relatively backward, but the culture is not so. By developing the costume culture resources of ethnic minorities, we can develop the national costume culture industry, expand the influence of national costume culture in the circulation of cultural market, and widely publicize and disseminate national costume culture. At the same time, we should create valuable business opportunities and international benefits for the economic development of Sichuan-Tibet-Yunnan-Qinghai through the foreign exchange of national costume culture industry and the cultural characteristics of Sichuan-Tibet-Yunnan-Qinghai.

3.4 Stimulate the National Identity of all Ethnic Groups in Sichuan, Tibet, Yunnan and Qinghai, and Condense the New Realm of the Consciousness of the Chinese Nation Community

The costumes of the Sichuan-Tibet-Yunnan-Qing ethnic group reflect the contribution of the ethnic groups to human civilization. Clothing is an indispensable necessity of human life. 'Clothing, food, housing and transportation' is the four elements of human material life, and 'clothing' ranks first among the four. In the long history of human development, clothing has played a role in the enlightenment of civilization. At the same time, clothing is an important part of human culture. It reflects the evolution of human civilization and the achievements of human spiritual culture. Therefore, the ethnic costumes of Sichuan, Tibet, Yunnan and Qinghai are of great value to understand the development of material civilization and spiritual civilization of human society. [9] The inheritance and development of national costumes will help maintain the unity and stability of ethnic minorities in China, help to unite the people of the same nation, actively promote the harmonious progress of the nation, stimulate the national identity of the descendants of the same nation, and build a solid foundation for the consciousness of the Chinese nation community. [10]

4. Conclusions

Sichuan-Tibet-Yunnan-Qinghai ethnic costumes can deepen the identity of Sichuan-Tibet-Yunnan-Qinghai ethnic groups to their history and culture. Sichuan Tibetan Dianqing National Costume Adhering to the nation's outstanding cultural traditions, clothing as a national culture of the external performance, in addition to the cold, shelter, symbol and decoration functions, but also to a certain extent, a nation's inner world and spiritual advocate. Some minority teenagers' indifference to traditional culture and blind obedience to contemporary urban culture to some extent are formed by neglecting local culture and ethnic culture education. Now all ethnic groups in Sichuan, Tibet, Yunnan and Qinghai need to re-stimulate their pride in their excellent traditional culture. Reshaping the atmosphere of carrying forward and revitalizing the excellent national culture.

As an important part of national culture, ethnic costumes, although no longer dominant in daily life, still occupy a special position in the minds of ethnic minorities. It is an externalized feature that reflects the charm of national culture and embodies profound national feelings. Therefore, many ethnic groups have so far attached importance to wearing dresses during weddings. In ethnic areas, the standard to measure the development and prosperity of a nation is not just economic development. The cultural self-consciousness of the ethnic groups in sichuan-tibet-dianqing makes them begin to protect and maintain the cultural characteristics of their own nation, realize that only in this way can they realize the rejuvenation and happiness of their own nation and leave eternal spiritual wealth to future generations. At the same time, it is bound to realize the unity of social and economic benefits in the economic and social development of Sichuan, Tibet, Yunnan and Qinghai,

and promote the economic development of ethnic areas as soon as possible.

Therefore, the research and protection of Sichuan-Tibet-Yunnan-Qinghai national costumes is conducive to further popularizing national cultural knowledge on the basis of carrying forward excellent national costume culture, so that national culture can be truly inherited and carried forward, and national self-confidence can be established. Research and protection of Sichuan-Tibet-Yunnan-Qing ethnic costumes help to stimulate their national cultural pride and cultural consciousness. Enable ethnic minorities to take the initiative to understand the value of their own culture, prompting them to take the initiative to safeguard the nation's outstanding cultural traditions. The research and protection of Sichuan-Tibet-Yunnan-Qinghai national costumes is also conducive to enhancing national consciousness and national unity consciousness, enhancing the cohesion of all ethnic groups in China, and casting the consciousness of the Chinese nation community.

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