

*Reflux and Rejuvenation – Exploration and Practice of Yim Tin Tsai in Hong Kong under the Background of Rural Revitalization*

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The Kyoto Conference on Arts, Media & Culture 2021  
Official Conference Proceedings

**Abstract**

It is a hot topic on the rural areas that are at a disadvantage due to the rural depopulation and the lost civilization. This paper is based on the theory of ecological museum and public art involvement in community building, adopts the methods of qualitative research, experience summary and literature research, refers to the paper A Brief Introduction to the International Eco-Museum Movement and Practice in China and relevant interviews by Mr. Su Donghai, the father of Chinese ecological museum, and meanwhile, cites the specific practice and theoretical results of public art involvement in community construction by Japanese curator Kitagawa Fram. In this paper, four parts are involved to interpret the development of Yim Tin Tsai in Hong Kong, development background, development status, development prospects and development proposals. In the development proposals, four measures are presented to the practice of optimization and perfection, including management mechanism, talent system, infrastructure construction and building ecological museum, and finally the thesis of building Yantian Cultural tourism IP is proposed to enrich the future construction. Therefore, comprehensive strategic suggestions are provided in this paper for the development of Yim Tin Tsai.

Keywords: Hong Kong Village, Rural Revitalization, Eco-Museum, Culture and Tourism IP

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## Introduction

In the process of urbanization, villages and rural civilizations are gradually facing aphasia, but the countryside is the important source of the Chinese nation and the important birthplace of Chinese culture. Therefore, the rural revitalization strategy is an important research topic nowadays.

Yim Tin Tsai in Hong Kong is just such an aphasiac village. Under the trend of emigration and moving home, this small Hakka island that once converged excellent Chinese and western cultures has turned into an abandoned village. Fortunately, the revitalization of the countryside and the rise of cultural tourism have restored some vitality to this village. However, there are still some problems that have not been resolved so that its development is not perfect. Therefore, this paper regards Hong Kong Yim Tin Tsai as the research object and starts with the revitalization of the village. Reference eco-museum, cultural tourism IP and other concepts. Moreover, the paper puts forward more scientific and completes development suggestions for Yim Tin Tsai



Figure 1: Characters of Yanzai



Figure 2: Clothing Design of Yanzai



Figure 3: Laugh, Cry, Tease

### **Conclusion**

In summary, Yim Tin Tsai is an island with high-quality natural and human resources. It was once reduced to an abandoned island. Fortunately, the restoration of the original villagers has gradually been developed. After more than ten years of development, certain achievements have been made but there are still some shortcomings. At present, the development of Yim Tin Tsai has both internal advantages and external opportunities. It is necessary to grasp the opportunities to build a better cultural tourism destination and achieve the purpose of rural revitalization.

The author made specific suggestions and detailed plans for the future development of Yim Tin Tsai from the five aspects of management mechanism, talent system, infrastructure, implementation of eco-museum, and creation of cultural tourism IP. However, the restoration project of Yim Tin Tsai is still an arduous issue. In order to finally achieve the revival of Yim Tin Tsai, more talents' participation, capital investment, systematic development plan, and timely adjustment of strategies are needed for the revival of Yim Tin Tsai.

### **Acknowledgements**

Thank you for the help of Yim Tin Tsai for the information and detailed answers to related questions given by Shek Kwo Fung during the writing of the thesis.

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## Resources

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