

The Inheritance Dilemma and Development Path of Intangible Cultural Heritage

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Abstract: In this paper, we face the current problems in the process of inheriting and developing intangible cultural heritage. Combining the frontiers of policy and scholarship, such as “The 14th Five-Year Plan for The Protection of Intangible Cultural Heritage” and “The Notice on Promoting the Deeply Integrated Development of Intangible Cultural Heritage and Tourism”, we adopt the method of combining theory and demonstration to carry out research. Comprehensive use of interview method, questionnaire survey method, field survey method and other research methods, is Lin'an City Tuankou Town in the whole area of 81 intangible cultural heritage on the basis of a comprehensive and meticulous investigation. Collecting information including project name, basic information of inheritors, project history, content, form and characteristics, survival status, related activities, representative works and skills, props, inheritance pedigree, etc., to form regional intangible cultural heritage archives with complete data. It can be used as an important basis for the future cultural development and tourism resources development of Tuankou Town. Through the analysis and collation of all the research materials, combined with the development status of Tuankou Town's intangible cultural heritage, this paper puts forward the common difficulties in the inheritance of intangible cultural heritage, and puts forward the corresponding development path.

1. Introduction

“The 14th Five-Year Plan for the Protection of Intangible Cultural Heritage” defines six major tasks, including strengthening the investigation, recording and research of intangible cultural heritage, strengthening the protection of intangible cultural heritage projects, strengthening the identification and management of intangible cultural inheritors, strengthening the overall regional protection of intangible cultural heritage, strengthening the dissemination and popularization of intangible cultural heritage and serving social and economic development. Among them, the main task of "strengthening the investigation, recording and research of intangible cultural heritage" focuses on promoting the investigation of intangible cultural heritage, improving the recording system of intangible cultural heritage, strengthening the construction of intangible cultural heritage archives and databases, strengthening the research of intangible cultural heritage, and deepening the research and interpretation of Chinese cultural genes. It can be clearly felt that the country attaches great importance to the census of intangible cultural heritage and the importance of the census of

intangible cultural heritage to the protection and development of intangible cultural heritage. In February 2023, the Ministry of Culture and Tourism issued “the Notice on Promoting the In-depth Integrated Development of Intangible Cultural Heritage and Tourism”, which clearly highlighted eight key tasks, including categories, integrating into tourism space, enriching tourism products and cultivating characteristic routes, and pointed out a road of green development for the protection and development of intangible cultural heritage. Intangible cultural heritage is an important part of Chinese outstanding traditional culture. Protecting, inheriting and carrying forward intangible cultural heritage is of great significance to continuing the historical context, strengthening cultural confidence, promoting exchanges and mutual learning among civilizations, and building a strong socialist culture.

This paper closely follows the policy and academic frontier, adopts the method combining theory and demonstration to carry out the research, comprehensively uses the interview method, the questionnaire survey method, the field survey method and other research methods, is carried out on the basis of a comprehensive and meticulous investigation of 81 intangible cultural heritage in Tuankou Town, Lin 'an City. Through in-depth research, information including project name, basic information of inheritors, project history, content, form and characteristics, survival status, related activities, representative works and skills, props, inheritance pedigree and other information has been collected, forming regional intangible cultural heritage files with complete data, which can be used as an important basis for the future cultural development and tourism resource development of Tuankou Town. Through the analysis and collation of all the research materials, combined with the development status of Tuankou Town's intangible cultural heritage, this paper puts forward the common difficulties in the inheritance of intangible cultural heritage, and puts forward the corresponding development path.

2. Research Status at Home and Abroad

At present, the research on the protection of intangible cultural heritage has been quite comprehensive, which can be divided into three aspects: the significance, principles and measures of the protection of intangible cultural heritage^[1,2].

In terms of importance, Rex Nettleford (2004), a foreign scholar, clearly proposed for the first time the issue of intangible cultural heritage transfer, and pointed out the possible disadvantages of heritage loss and even extinction in the process of transfer, as well as the advantages of heritage inheritance and development caused by the process of transfer, thus highlighting the significance of heritage protection^[3]. However, Chinese scholar Qiao Xiao-guang (2003) believes that there are still many problems in the status quo of intangible cultural heritage protection in China. Although Chinese heritage resources are quite rich, many precious intangible cultural heritage are in danger due to lack of people's understanding of the intangible cultural heritage. Secondly, The lack of legal protection, intelligent resources and rescue funds are also important reasons for the non-material cultural heritage has not been effectively protected^[4]. In terms of the protection principle of intangible cultural heritage, Han Xue-jiao (2020) believes that against the historical background of frequent international exchanges, intangible cultural heritage must implement the basic principle of protection first, which not only guarantees the internationalization, diversification and sustainable development of intangible cultural heritage culture, but also strengthens the exchange and cooperation among international intangible cultural heritage cultures^[5]. In terms of the protection measures of intangible cultural heritage, Yang Hua (2018) emphasized that in the process of protection, only the active input of the government, industry and inheritance projects can ensure the sustainable development of intangible cultural heritage protection^[6].

As for the research on the protection and development of intangible cultural heritage, some

scholars believe that commercialization and branding can realize the protection of intangible cultural heritage, while some scholars believe that commercialization will inevitably destroy and change the inherent culture of intangible cultural heritage^[7,8]. For example, Liu Yuqing (2003) said that spreading the intangible cultural heritage and forming its own cultural brand is the fundamental way to protect the intangible cultural heritage^[9]. Tan Hong (2010) believes that the organic connection between intangible cultural heritage and tourism industry is a key factor to promote the effective preservation and inheritance of intangible cultural heritage^[10].

3. Dilemma Analysis

In the investigation of Tuankou town, Lin 'an City, a comprehensive use of interview, questionnaire, field survey and other research methods, innovative to Tuankou Town intangible cultural heritage of Lin 'an City comprehensive and detailed research. Collected information including project name, basic information of inheritors, project history, content, form and characteristics, survival status, related activities, representative works and skills, props, inheritance pedigree, etc., to form regional intangible cultural heritage files with complete data. Among them, 23 were folk literature, 3 were traditional dance, 2 were traditional music, 1 were traditional opera, 4 were traditional medicine, 20 were traditional arts and 28 were folk customs.

3.1. Absence of Cultural Application Scenarios of Intangible Cultural Heritage

In the investigation of Tuankou Town Lin'an City found that the most expressive projection "Traditional Dance", such as "Lamp of Green Hair Lion ", "Magic Lamp of Ancient Things ", "Show on The Horse" etc. "Traditional Music", such as "Song of Farewell to Husband", "Folk Song of Tangli" etc. "Traditional Opera", such as "Ao Opera of Tangli" etc. "Traditional Medicine", such as "Recipe for Curing Zhifeng of Children", "Curing Tinea, Fly Silk in Eyes and Mouth", "Curing Nameless Swelling Poison" etc. The number of them is significantly less than other kinds. As local intangible cultural heritage, these projects are rarely mentioned or applied in real life scenes, which seriously affects the effectiveness of the projects in communication and is also an important reason for the projects to be shelved or even lost.

3.2. Lack of Intangible Cultural Heritage Carriers

According to the investigation, "Folk Literature", a type of intangible cultural heritage, such as "The Legend of Two Famous Thieves", "The Legend of the WuShi", "The Legend of Dong Ling" and other works are all sourced from "Told by predecessors and passed down", and there is no obvious inheritance pedigree. Due to the characteristics of oral transmission, this category lacks carriers in the process of inheritance, which easily causes cultural fault. Secondly, the general public often believe that intangible cultural heritage projects are dominated by the elderly in rural areas and have nothing to do with them. To find effective communication carriers that can integrate into the general public is the fundamental solution to the problem of intangible cultural heritage inheritance^[11].

3.3. The Prominent Contradiction Between Protection and Development of Intangible Cultural Heritage

The dilemma of protection and development has always been an important factor troubling regional development, which requires relevant groups to properly grasp the degree of protection and development, so that intangible cultural heritage can fully show its local characteristics and play a

promoting role in local economic, social and cultural development, while avoiding excessive commercialization and entertainment, without causing irreversible negative impact on local natural social production and life^[12].

4. Development Path

4.1. Use Tourism to "Activation"

The collision of intangible cultural heritage and tourism is an effective living inheritance, forming a two-way complementary and positive effect. Enriching the carrier of intangible cultural heritage through reasonable tourism development can protect the vitality of intangible cultural heritage and also contribute to the enhancement of the connotation of tourism culture. For example, focusing on specific festivals or folk activities, organizing a series of cultural tourism activities, digging into the characteristic stories in folk literature, reproducing history through film and television works, plays, commemorative activities and other forms, so as to integrate intangible cultural heritage culture into the blood.

4.2. Use Fusion to "lighting"

In the integrated development of "intangible cultural heritage + tourism", on the one hand, it is possible to inject intangible cultural heritage elements into the new business form of the development of the tourism industry, such as "intangible cultural heritage + research", "intangible cultural heritage + health care", "intangible cultural heritage + cultural innovation", etc., to build the highlights of the integrated development of intangible cultural heritage and tourism, and enrich the integrated development mode of intangible cultural heritage and tourism. On the other hand, it makes full use of digital twinning, virtual reality, Internet of Things, blockchain and other new technologies, actively integrates into the meta-universe scene, innovates and develops ways of intangible cultural heritage exhibition, interaction and transformation, and applies them to tourism development to form a new experience for tourists.

4.3. Use Innovation to "Transformation"

Intangible cultural heritage is a typical representative of local culture. It should not only contain traditional characteristics, but also highlight the characteristics of The Times and contemporary values, so as to better spread Chinese culture to the world through tourism development and people-to-people exchanges. The spiritual connotations and artistic forms contained in the intangible cultural heritage should be transformed creatively, so that it can be deeply integrated with other industries to meet the diversified needs of the market. At the same time, extend the industrial chain to develop unique, profound and meaningful intangible cultural and creative tourism products, and constantly improve the quality of tourism services.

5. Conclusion

On the basis of a comprehensive and detailed investigation of 81 intangible cultural heritages in Tuankou Town, Lin 'an City, and through the analysis and collation of all the research materials, this paper concludes that the current three difficulties facing the inheritance of intangible cultural heritage, namely, the absence of the application scene of "intangible cultural heritage", the lack of the carrier of "intangible cultural heritage", and the prominent contradiction between the protection and development of "intangible cultural heritage". And put forward the use of tourism to achieve

"activation", the use of integration to achieve "bright", the use of innovation to achieve "transformation" development path.

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