

The Value Review and Implementation Path of the Intangible Cultural Heritage Ningbo Opera Empowering Rural Revitalization

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Abstract: Traditional Chinese opera's intangible cultural legacy is extremely important for rural revitalization. This article explores the value examination and implementation path of intangible cultural heritage Ningbo Opera empowering rural revitalization. Analyzing the call for a national policy on the intangible cultural heritage of Ningbo Opera, he noted that policy support has provided a solid foundation for the inheritance and development of the intangible cultural heritage of Ningbo Opera and proposed the social and economic value of intangible cultural heritage Ningbo Opera, as well as appropriate implementation paths, including organizing intangible cultural heritage Ningbo Opera art festivals, integrating intangible cultural heritage Ningbo Opera with other cultures, supporting rural intangible cultural heritage Ningbo Opera teams, organizing intangible cultural heritage Ningbo Opera cultural industry training, and developing rural tourism projects. It helps to unleash the potential of intangible cultural heritage Ningbo Opera at the cultural, economic, and social levels, providing multiple driving forces and support for rural revitalization. The aim is to emphasize the important role of intangible cultural heritage Ningbo Opera in rural revitalization, and to promote the realization of multiple goals such as cultural inheritance, economic development, and social cohesion.

1. Introduction

The Chinese rural revitalization strategy adheres to the purpose of improving the living standards of rural people, enriching rural spiritual and cultural life, and promoting regional common prosperity, and has become an important national strategy in China today. While focusing on the construction of rural material civilization, enhancing the connotation of rural spiritual civilization is also a top priority for rural revitalization. Rural culture affects the development of rural economy, and rural economy can also promote the progress of rural culture. As a musical art that condenses local rural culture, folk customs and customs, and people's spiritual and moral thoughts, opera art is born out of the people's life and labor. With the people's production and labor, folk life as the material, it is a form of performance that absorbs the essence of rural folk song and dance drama. The intangible cultural heritage preserved human history and civilization, captured the spirit of

traditional culture, and documented how humans changed the natural world [1]. The traditional Chinese opera art in intangible cultural heritage embodies the essence of rural folk culture and art, and is a high degree of integration of multiculturalism and rural local folk skills. The revitalization of rural culture requires the use of cultural and artistic forms that are closely related to people's production and life. Spiritually, intangible cultural heritage opera art is used to sublimate the ideological and moral values of rural people, enrich rural cultural life, and economically create distinctive brands of intangible cultural heritage opera culture in rural areas, enhancing the development of rural cultural and tourism industries. By utilizing a diversified and innovative development model that deeply integrates intangible cultural heritage of traditional Chinese opera with other industries, we aim to achieve a dual improvement in rural spiritual poverty alleviation and material poverty alleviation.

2. The Value of Empowering Rural Revitalization with the Intangible Cultural Heritage Ningbo Opera

2.1 National Policy Requirements

The Law of the People's Republic of China on the Promotion of Rural Revitalization states that people's governments at all levels should take measures to protect agricultural cultural heritage and intangible cultural heritage, excavate the profound connotation of excellent agricultural culture, promote red culture, and inherit and protect excellent traditional culture [2]. The "Opinions of the Central Committee of the Communist Party of China and the State Council on Implementing the Rural Revitalization Strategy" also pointed out the need to support the inheritance and development of excellent traditional Chinese opera and folk art, ethnic minority culture, folk culture, and other cultural heritage in rural areas [3]. The "14th Five Year Plan for the Protection of Intangible Cultural Heritage" also specifically proposes to use the construction of intangible cultural heritage workshops as a starting point to promote the assistance of intangible cultural heritage in rural revitalization, and gradually establish a stable and long-term mechanism for the construction and operation of intangible cultural heritage workshops [4]. All of these strategies emphasize the interdependence of intangible cultural resources and rural development. Traditional opera is a valuable example of rural communities' great traditional culture and represents their intangible cultural heritage. The current fad is to use intangible cultural heritage to support rural revival. The Ningbo Opera's intangible cultural heritage, an important cultural resource, has created hitherto unheard-of chances in the context of rural rehabilitation initiatives. The plans outline the way and the course for strengthening the cultural and artistic sector to regenerate rural communities in addition to offering ideological assistance. The best option for rural revitalization in the modern era is to put intangible cultural heritage Ningbo Opera as the key cultural industry empowering rural rejuvenation. This is also the best strategy to create rural cultural revitalization in accordance with local conditions.

2.2 Social Cultural Value

In August 2022, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the "14th Five Year Plan for Cultural Development", which also mentioned that in response to the historical changes in China's main social contradictions, meeting the growing needs of the people for a better life, and promoting comprehensive human development, culture is a crucial factor. It is necessary to deepen the reform of the cultural system, expand the supply of high-quality culture, and allow the people to enjoy a more enriched and enriched spiritual and cultural life. With the improvement of rural economic

level, people have higher requirements for a better spiritual and cultural life. On June 7, 2008, it was approved by the State Council to be included in the second batch of national intangible cultural heritage list of traditional drama. The music of the Ningbo Opera is a type of traditional Chinese opera that is performed in the Ningbo dialect of Chinese. In Ningbo City and the surrounding areas, it was originally sung [5]. Its roots can be found in the peasant field songs of Ningbo [5]. When working in the fields, farmers improvise phrases in response to new things they observe, hear, and think about. They were referred to as field songs and were sung in the local dialects. It mostly depicts rural life and conveys the hopes, feelings, and ideals of farmers. It is an example of oral art. The songs are very well-liked by the general public despite having slow rhythms and straightforward melodies [6]. The lives of rural inhabitants in Ningbo, Zhejiang Province, serve as both an inspiration and a source of nourishment for the Ningbo Opera's intangible cultural heritage, which is an ongoing evolution resulting from economic growth and social transformation. The main component of rural spiritual civilisation construction is rural folk customs. Enhancing rural spiritual and cultural levels will help rural residents satisfy their expanding spiritual and cultural requirements, solve the problem of uneven and insufficient development there, and resolve some of the major contradictions in modern society. More content filling is needed as social culture develops. The core of a country's music is traditional opera. By fully fusing traditional Chinese opera with intangible cultural heritage, traditional Chinese opera serves as an ideal entry point for rural rejuvenation. Traditional opera's intangible cultural legacy is drawn from rural residents' ordinary lives. Improve rural people's spiritual lives by reading great rural stories. Traditional opera works can entertain audiences while also educating them about rural social life and promoting the humanistic attitude of the new era. Traditional opera performances that are based on intangible cultural heritage can create distinctive regional cultural landscapes in rural areas and influence modern rural life.

2.3 Economic Value

Traditional opera's intangible cultural industry project is an organic fusion of rural multicultural industries, intangible cultural heritage, and cutting-edge projects in traditional opera art performances. It can spur a number of industrial and economic developments in addition to having distinctive regional cultural and artistic significance. The Ningbo Opera's intangible cultural legacy aids in the creation of employment prospects. Ningbo Opera requires a significant number of practitioners due to the fact that it combines several disciplines, including performance, production, directing, musical accompaniment, and dance design. The Ningbo Opera industry's growth offers locals, particularly those living in rural areas, a variety of employment alternatives, which helps to address the issue of rural labor transfer. The Ningbo Opera's performance events support the growth of the tourism sector. The integration of cultural creativity and tourism is a way to showcase different types of regional cultural heritage to the world [7]. The historical culture and scenic beauty of rural areas are frequently coupled with the intangible cultural heritage of Ningbo Opera to create a valuable resource for cultural tourism. Holding a Ningbo Opera performance can draw tourists to come and observe, boost tourism spending, and advance the development of the local tourism sector. Ningbo Opera's intangible cultural heritage can raise the value of cultural goods. The Ningbo Opera's performances, music, and costumes can all be turned into cultural goods including multimedia products, mementos, artworks, etc. These goods are worth something on the market. These cultural items can be manufactured and sold to generate revenue for rural areas. The cultural sector is not simply an economic sector; it may also increase the region's prominence and cultural influence. The cultural image of rural areas can be improved by holding Ningbo Opera performances and cultural exchange events, drawing more investment and cooperation

opportunities in the cultural industry, and so fostering economic development. The preservation and advancement of Ningbo Opera's intangible cultural heritage also helps locals become more culturally literate.

3. The Implementation Path of Empowering Rural Revitalization with Intangible Cultural Heritage Ningbo Opera

3.1 To Hold the Intangible Cultural Heritage Ningbo Opera Art Festival

The cultural legacy of the intangible kind as a cultural event, Ningbo Opera Art Festival has several benefits. It may draw audiences of all ages in addition to preserving and promoting the significant intangible cultural heritage of Ningbo Opera. Holding art events in rural regions can better address the cultural demands of the local population because Ningbo Opera has significant local and folk characteristics. Additionally, the Ningbo Opera Art Festival, which celebrates intangible cultural heritage, frequently features a range of events like Ningbo Opera performances, exhibitions, handicraft fairs, etc. Through these initiatives, the local level of cultural consumption can be raised and the growth of the rural cultural economy encouraged. The invitation of well-known performing groups to the art festival is crucial. Famous performing teams have extensive performance backgrounds and a high level of professionalism; their involvement can raise the caliber and awareness of the entire art festival. This helps to pass down local culture positively and draws in more spectators while also raising the artistic caliber of Ningbo Opera. Additionally, the involvement of well-known performance groups increases prospects for cultural interaction and exchange by bringing Ningbo Opera to a wider range of geographical areas. The Ningbo Opera Art Festival, which celebrates intangible cultural heritage, contributes to the diversification of regional cultural pursuits. Cultural opportunities are typically scarce in rural regions, but the Ningbo Opera Art Festival gives locals a chance to learn about and engage with traditional culture. Intangible cultural heritage is different from static cultural relics displayed in museums [8]. The cultural life of locals can be enriched, their interest in culture can be stimulated, their cultural confidence can be cultivated, and the growth of rural revitalization can be promoted through a variety of cultural activities, such as Ningbo Opera performances, craft exhibitions, and folk games.

3.2 Integration of Intangible Cultural Heritage Ningbo Opera with Other Cultures

Ningbo Opera can be combined with other intangible cultural components to enhance the performance's content. Ningbo Opera is a historic type of opera with a rich history of performance and plot connotations. More varied and creative types of performance can be made by incorporating them with other intangible cultural components like traditional instruments, dance, costume, etc. More enticing performances will be available to the audience, piquing their curiosity and encouraging involvement in Ningbo Opera. Including additional intangible cultural components can draw in more people. Due to their preference for contemporary and diversified types of entertainment, some young audiences may not find traditional Ningbo opera to be appealing. The needs of audiences of all ages and cultural backgrounds can be met by producing more alluring performances by combining Ningbo Opera with other intangible cultural components. Both the Ningbo Opera's audience and rural rehabilitation are aided by this. Intangible cultural heritage can be passed down and preserved by including other intangible cultural components. Traditional crafts, folk music, folk dance, and other intangible cultural treasures are abundant in many rural places. Incorporating these intangible cultural components into Ningbo Opera not only aids in their promotion and inheritance but also gives local intangible cultural heritage inheritors the chance to perform and exhibit their talents. This preserves the diversity and distinctiveness of local culture

and aids in the protection and transmission of intangible cultural heritage. Cooperative ties and joint production of integrated performances with local cultural organizations and inheritors of intangible cultural assets. To ensure the quality and expressiveness of integrated performances, it is essential to train actors and production teams in understanding and respecting other intangible cultural factors. In order to increase the exposure and appeal of the fusion performance, it is also required to conduct promotional and promotional efforts.

3.3 Rural Intangible Cultural Heritage Ningbo Opera and Opera Team Support

The Ningbo Opera Performance Troupe has had trouble finding funding because of a lack of resources and issues with cultural inheritance. To help these teams continue regular operations, cultivate young performers and future Ningbo Opera performers, and make sure that the traditional Ningbo Opera abilities can be passed down, the government and many societal sectors provide financial support. Increased performance chances for Ningbo Opera in rural areas may result from venue funding. The growth of Ningbo Opera in the neighborhood is constrained by the frequent absence of venues for professional performances in rural areas. The building of Ningbo Opera performance venues, along with the provision of adequate facilities and stages, by the government can assist draw more Ningbo Opera performance teams and raise the caliber of performances. Rural opera teams' support can aid in the growth of the cultural sector. Ningbo Opera is a traditional cultural and artistic expression with a rich history and legacy. Supporting local opera companies helps to revitalize rural communities' economies by fostering job opportunities, the development of creative and cultural talent, and the growth of adjacent industries. The cultural standing of rural communities can be raised through supporting rural opera teams. An important piece of cultural heritage is Ningbo Opera. By planning performances and training sessions, locals can enhance their knowledge of and appreciation for Ningbo Opera, foster their interest in culture, encourage cultural confidence, and add color to rural cultural life.

3.4 To Hold Intangible Cultural Heritage Ningbo Opera Cultural Industry Training

Residents' knowledge of the cultural industry can be increased with training in the field. The production, management, and marketing of cultural products are only a few of the many facets that make up the complex field known as the cultural industry. Locals' management level in the cultural sector can be raised through Ningbo opera training, increasing their competitiveness. Establishing specialized training institutions or projects, offering systematic training programs, and providing resource support are important for the effective implementation of the Ningbo Opera culture industry training for intangible cultural heritage. The training programs may cover topics including Ningbo Opera performance skills, music performance, stage design, and management of the cultural sector. To cooperatively support the creation of training initiatives, training institutions might work with cultural departments, art colleges, and entertainment corporations. In order to encourage more citizens to take part in training, scholarships or financial schemes might also be made available. This promotes sustainable development and improved market integration for the cultural sector in rural areas. The chances for employment and entrepreneurship among locals can be enhanced via training. Ningbo Opera is a cultural industry that includes a variety of jobs in areas like performance, production, and marketing. Through training, locals can develop the necessary skills to launch their own cultural entrepreneurship ventures or discover work opportunities in the cultural sector, expanding their sources of income. Training in the cultural industries can support cultural innovation and creativity. Training should emphasize developing creativity and innovation as well as traditional skill transfer. This encourages innovative cultural sector development, fosters the production of original Ningbo Opera works, and broadens the range of cultural goods. Additionally,

education promotes locals' knowledge of and passion for Ningbo Opera. Locals are more likely to develop an interest in and passion for Ningbo Opera and actively participate in its promotion and development if they are aware of its history, cultural significance, and artistic value.

3.5 To Develop Rural Tourism Projects

The role of intangible cultural heritage in promoting tourism is underestimated [9]. The construction of suitable venues and facilities is necessary in order to integrate Ningbo Opera into rural tourism initiatives. To accommodate a large audience and provide an excellent viewing experience, construct a dedicated theater or performance space in a remote location. To suit the needs of visitors, additional amenities including parking spaces, food services, cultural exhibition places, etc. must be offered. In addition to enhancing visitor enjoyment, the installation of these facilities fosters local economic growth and job possibilities. The performance of Ningbo Opera demands a professional level, including the acting abilities of the players, the choice of the play's goal, and the stage arrangement, in order to draw tourists. To guarantee the caliber and level of the performance, we can think about inviting professional performance teams or artists to participate. Additionally, Ningbo Opera's local actors and crew can receive training to advance their careers and offer consistent assurance of the caliber of their performances. Ningbo Opera performances can be blended with local natural scenery, rural culture, traditional handicrafts, and other projects to offer a deeper tourism experience. While viewing Ningbo Opera, visitors can explore nearby sights, learn about the history and culture of the area, sample genuine rural cuisine, and engage in cultural experience activities. This diverse array of tourism initiatives has the potential to draw more visitors, keep them longer in rural regions, and boost tourism earnings. Rural homestays can be constructed close to the performance area to provide more convenient and comfortable lodging options. After the performance, visitors can opt to remain in rural homestays to experience rural life, mingle with locals, and more fully immerse themselves in the culture. Along with improving visitor happiness, this can advance the growth of the rural homestay business and raise the income levels of rural inhabitants. ICH can be combined with the tourism industry through appropriate strategies, and moderate commercialization methods are in line with the development of the experience economy [10].

3.6 Digital Promotion

Digital marketing contributes to the growth of Ningbo Opera's popularity. The speed at which information is disseminated in the Internet age is extremely quick, and people may quickly access many media platforms to get various types of information. Videos, audio, and other resources from Ningbo Opera can be shared on social media to reach a broad audience rapidly. This increases both the audience for Ningbo Opera and the number of people who can understand it. Since the younger generation is more sensitive than older generations to the allure of digital media, digital promotion can help draw in more youthful audiences and foster the growth of new Ningbo Opera fans. The Ningbo Opera can gain more exposure through digital promotion. It is possible to increase the visibility of Ningbo Opera by publishing material about it on various digital media platforms. This implies that more people will be aware of Ningbo Opera and could be inclined to take an interest in it. Additionally, technical methods like search engine optimization (SEO) can be used for digital promotion to raise the ranking of Ningbo Opera-related content in search results, boost its online visibility, and draw in prospective viewers. Digital promotion may offer a variety of Ningbo Opera experiences. Digital media can also offer more Ningbo Opera content in addition to typical performances, like as behind-the-scenes videos, director interviews, stage set design, etc. The audience's sense of involvement and intimacy can be increased by giving them a more thorough

grasp of the creative process and the background of Ningbo Opera. Additionally, digital promotion can offer spectators the chance to watch Ningbo Opera online, enabling them to take in top-notch performances wherever they are. The Ningbo Opera industry can grow with the use of digital promotion. Digital media channels can be used to advertise Ningbo Opera as well as offer the Ningbo Opera sector business chances. The revenue of the Ningbo Opera sector can be boosted, for instance, by selling Ningbo Opera-related products online, such as music albums, performance tickets, and ancillary goods. Digital media can also be utilized in partnership with possible sponsors and partners to raise additional money for Ningbo Opera's production and promotion. Professional strategy and execution are required for digital promotion. A committed team or partner with expertise in digital media promotion and marketing must be established in order to undertake digital promotion. These teams may be in charge of coming up with marketing plans, producing top-notch content, running social media pages, interacting with partners, and more. In order to retain audience interest and involvement, digital promotion also necessitates ongoing investment in updating and maintaining Ningbo Opera's online material.

4. Conclusions

This article discusses the significance of traditional Chinese opera intangible cultural heritage in rural revitalization and the value of intangible cultural heritage Ningbo Opera in empowering rural revitalization, and proposes implementation paths. Through the analysis of the value of intangible cultural heritage Ningbo Opera at the cultural, economic, and social levels, we can conclude that intangible cultural heritage Ningbo Opera plays an important role in rural revitalization and has irreplaceable value. The revitalization of rural areas is closely related to the intangible cultural heritage of traditional opera. Empowering rural revitalization with the intangible cultural heritage of traditional opera, Ningbo Opera, not only has the call of national policies, but also has social, cultural and economic value. In the process of rural revitalization, intangible cultural heritage Ningbo Opera not only enriches the connotation of rural culture, enhances the soft power of rural development, but also helps shape rural characteristics, promote economic prosperity and social progress. The path to achieving the empowerment of rural revitalization by intangible cultural heritage Ningbo Opera includes organizing intangible cultural heritage Ningbo Opera art festivals, integrating intangible cultural heritage Ningbo Opera with other cultures, supporting rural intangible cultural heritage Ningbo Opera opera teams, organizing intangible cultural heritage Ningbo Opera cultural industry training, and developing rural tourism projects. These paths will help to enhance the role and influence of intangible cultural heritage Ningbo Opera in rural revitalization, and achieve multiple goals of cultural inheritance, economic development, and social cohesion.

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