

Research on the Integration and Development of Intangible Cultural Heritage and Cultural Creative Industry in the Context of Rural Revitalization

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Abstract: the Strategy of “Rural Revitalization” Put Forward in the Report of the 19th National Congress Aims to Realize the Integrated Development of Rural Economy, Politics, Culture, Society and Ecology, and Build a Comprehensive and Prosperous Society as Soon as Possible. the Development of Rural Tourism Has Further Promoted the Coordinated Development and Income of Urban and Rural Industries. in Order to Further Promote Rural Tourism, It is Necessary to Gather Regional Cultural Heritage, Integrate Culture and Tourism Industry Thoroughly, and Create Rural Tourism Industry with Cultural Significance.

1. Introduction

The Basic Requirements of Rural Tourism Industry Are Clean Environment, Clean Environment, Convenient Transportation, Safe Diet and Comfortable Accommodation[1]. to Build a High Level of Rural Tourism, We Need to Deeply Explore the Cultural Connotation Elements and Form a Unique and Unique Brand of Rural Tourism. Cultural Connotation Includes Local Traditional Cultural Resources and Cultural Creation Resources. Traditional Culture is the Spirit of Rural Tourism. Each Place Has Its Own Unique Custom, Culture and Landscape Developed in the Past Century or Millennium. Sorting out and Mining the Traditional Cultural Resources Will Help to Improve the Cultural Significance of Rural Tourism[2]. Social Development, Extension of Creative Industries, Integration of Traditional Culture and Creative Industries Activate Traditional Cultural Resources, and the Integration of New Creative Means and Traditional Cultural Resources is Imminent.

2. The Significance of the Integration of Rural Tourism and Cultural and Creative Industries

2.1 Cultural Creative Industry is the Innovation of Cultural Industry in the New Normal

The new normal is to focus on the development of quality and efficiency first, and then have requirements for the development speed. In the context of the new normal, we should increase the output value of cultural industry and optimize the structure, so that cultural creativity, a new business, can flourish in the cultural industry[3]. Cultural and creative industry is a new industry that combines economy and culture to produce huge economic and social benefits under the background of knowledge economy, through high-tech industry, with individual creativity and creativity as the core. According to the international general classification standards, China's cultural and creative industries can be divided into: culture and art, media industry, creative design, software and computer services.

2.2 It is a New Requirement for the Implementation of the Five Development Concepts

New development ideas are the necessary conditions to promote the development of the new era. The main development concept is innovation, coordination, green, opening and sharing. Among them, innovation is the main driving force of development. In order to show the cultural era, various elements of innovation are used in the cultural industry. Regulation, uniqueness and diversity are inherent requirements of sustainable and healthy development. The integration of tourism industry

and cultural industry is conducive to the industrial adjustment of improving the cultural connotation of tourism industry, as well as the cultural industry's more extensive inheritance and promotion through the platform of cultural industry. Green is a necessary condition for sustainable development[4]. Keep the appearance of villages clean and tidy, keep the public toilets clean and tidy, keep the appearance of villages clean and tidy, and develop rural tourism[5]. Opening up is the only way to prosperity and development. The integration of rural tourism and cultural industry needs to learn from successful creative design cases in other regions. At the same time, we should actively cooperate with creative industrial organizations and continue to develop new tourism and cultural integration. Mode sharing is an important requirement of socialism with Chinese characteristics. Comprehensive sharing is the comprehensive development of economy, politics, culture, society, ecology and other aspects. The development of culture, creative industry and tourism is also an important part of sharing development.

2.3 It is the Requirement of Diversified Development of Rural Tourism

In order to break the single mode of rural tourism development based on “agritainment”, we should not only protect the traditional cultural industry, but also improve the exploitation of innovative regional cultural resources. To inject cultural and creative development, on the one hand, integrate traditional rural tourism resources, through innovative ways and methods to rebuild creative bookmarks, hand-painted maps, creative landscape design, etc.; most rural tourism has a single development model and simple development content and other problems.

3. Take the Dyeing and Weaving Skills of Chongming Local Cloth in Shanghai as an Example to Study the Innovative Path of the Integration of Rural Tourism and Cultural and Creative Industries

The textile production of Chongming homespun has a history of more than 500 years. The traditional textile technology of Capsicum mound was derived from the textile technology learned from Li nationality area of Haining Province in the early Yuan Dynasty (1335-1340). Tang Ning, a man, came to zhengminglian County, where his wife introduced the advanced textile technology of Guangxi, further improved the textile technology of zhengminglian, improved the textile quality of zhengminglian, and made the folk textile industry of zhengminglian prosperous since the Ming and Qing Dynasties. Until the beginning of the last century, Chongming's local textile industry reached its peak, fiber industry and 100000 folk weavers reached its peak, almost every family engaged in family fiber production. There are many craftsmanship and fine weaving techniques in the traditional textile technology of the people's Republic of China. There are more than 10 steps from cotton harvest to weaving. The type of fabric texture, thread crossing, and single fabric, especially the type of fabric. Many fancy cloth patterns, mainly reed cloth, ant cloth, rattan cloth, checkered cloth, goose cloth, linen, etc.



Fig.1 Tissue Box Made of Homespun

For this reason, the use of Chongming local cloth production, although not through Taobao, weidian and other online channels for communication, but are oral communication. Handmade club members carefully produce the results of skirts, satchels and roller coasters[6]. The handicraft club receives orders from 1 or 200 people or thousands of people according to the “big book”. The

members choose to reduce the number of big orders[7]. Many designs of the earth fabric are relatively simple, and it is difficult for the earth born to reflect the charm of the land.

When the people's Republic of China at the bottom of the box came to the market in a customized way, this cultural heritage helped women on the island in another way. Part of the agency's members are local people with disabilities or separate mothers. They improved their working skills and got financial subsidies, so they learned the knowledge of Chongming local cloth and customized technology. In their opinion, they are more capable of making customized maids. In order to create a better life, please be independent.

4. Put Forward Countermeasures for the Integration of Rural Tourism and Cultural and Creative Industries

4.1 Strengthen the Leading Role of the Government

First of all, the government has coordinated the contacts and cooperation between various administrative departments. The comprehensive development of rural tourism and cultural and creative industries is not the responsibility of an administrative department, but the cooperation between various administrative departments. Communicate on time, meet regularly, and work out the overall planning and overall planning of rural planning. Second, standardize the development planning of rural tourism. In order to develop rural tourism well, there must be standard development plans such as laws and regulations, rural customs, rural tourism service standards, cultural and creative industrial service standards. Local tourism service quality management standards mainly refer to 2000 versions of GB / T 19001 - ISO 9001 series standards. The service specification of culture and creative industry is centered on the "medium and long term development plan of cultural Standardization (2007-2020)" issued by the Department of culture. Third, the government has been working with tourism companies and university tourism research institutions. The enhancement of multi party cooperation is helpful to the update and convergence of information channels. The Tourism Department of the university can carry out research, planning, and suggestions on the development of regional tourism resources. Universities can also promote personnel training and accumulate experience[8]. Talents at all levels, including education, education, university education and continuing education. Tourism operators can establish the development mode of rural tourism for the government and provide new ideas for the development of rural tourism.

4.2 Encourage Social Capital to Enter the Field of Rural Tourism

In order to expand the financing mode of rural tourism, social capital should be encouraged to enter the field of rural tourism, and private capital and foreign investment should be encouraged. For example, PPP mode, which introduces the cooperation mode of government and social capital, is mainly used in the field of infrastructure, and can also be extended to the operation, operation and investment of rural tourism. PPP model helps to reduce government burden and enterprise risk. In addition, the establishment of tourism investment fund can try to introduce angel investment projects of rural tourism. Therefore, rural tourism, culture and creative industries are unified, and more loan channels can be introduced[9].

4.3 Building a Rural Tourism Product System with Cultural Connotation

Rural tourism needs a new rural tourism product system, which relies on more creative culture, culture and tourism integration, such as the integration of natural resources and cultural landscape. For example, deep excavation of regional cultural resources and collection of a series of historical materials with historical significance, such as Su Dongo's footprints, can make "Su East settlement culture" into a unique "Su East settlement culture". The tourism of ancient architecture, ancient villages and modern villages has established a unique cultural brand as a carrier in the three dimensions of ancient villages and scholars. First of all, it reflects the style of "scholars and literati" in landscape design, the design style of the village, and the simple and simple style in the internal

and external environment of the village, with respect for civilization, elegance, knowledge and culture. It is consistent with the design style of ancient buildings in Ming and Qing Dynasties. The village also needs to add relevant cultural elements, such as related statues, theme parks, East Phoenix memorial activities, etc. The village campus has also set up special learning courses such as Ci of Dongfeng Song Dynasty, calligraphy of Dongfeng, Dongfeng Culture Festival, etc. to better practice the core socialist values with Wen Huiwu's youth spirit. Secondly, in order to improve the cultural significance of Dongdong, various methods are used, for example, the excavation of life story renamed Dongdong, noble character, hardware learning attitude, honest government style, and various activities are the factors that combine the great achievements of literature, calligraphy, painting, etc. "Suzhou literati Museum" is set up to hold Dongbao Cultural Festival, Dongfeng calligraphy appreciation meeting, etc. in order to improve the interest of tourists, an experience area can also be set up. Through online and offline publicity, create unique culture, improve awareness and attract tourists. Finally, develop creative tourism products. Tourism product is not only the carrier for tourists to know tourism resources after experiencing, but also an important driving force for tourism destination consumption. Such tourism products are innovative, experienced and interactive. The traditional intuitive tourism products are too simple. More sightseeing tours must be designed for tourists to experience. For example, food culture festival. Dongbao meat, Oriental elbow, Oriental squid, other famous cuisines, Oriental food culture is the starting point, the link of eating cuisines, and the experience of competition, Dongbao reading ancient poetry and food, introduction of regional dishes and other activities. The creative integration of experienced rural tourism culture can make tourists at any time.

5. Conclusion

China is a developing country, its overall national strength needs to be further improved, and cultural soft power is a very important part of it. Cultural and creative industries not only play an important role in promoting China's economy, but also in enhancing cultural soft power. The combination of rural tourism and cultural and creative industries, as an innovative form of tourism development, has given new vitality and vitality. Under the environment of new market economy, the combination of rural tourism and cultural industry, in a variety of ways of development, it is necessary to take a unique new countryside, establish a new spirit with the prediction of rural tourism development, in order to tap more rural resources, allocate better rural resources, and inherit culture.

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