

Study on the strategy of building meeting room of intangible cultural heritage city in county

Zhuangzhi Zhang¹, Bing Li²

1. Shandong University of Technology, Zibo 255000, China

2. Zibo Yuanyin Animation Technology Co., LTD., Zibo 255000, Shandong, China

Abstract: The county intangible cultural heritage is an important part of the county culture, but also an important part of the city meeting room. Through the analysis of the types and characteristics of the intangible cultural heritage in the county, this paper puts forward the necessity and importance of the construction of the intangible cultural heritage urban meeting room, and puts forward the principles and strategies of the construction of the intangible cultural heritage urban meeting room in the county. This paper takes Zhangdian District, Zibo City, Shandong Province as an example to discuss and study the construction of intangible cultural heritage urban living room in the county, in order to provide some useful references for the construction of intangible cultural heritage urban living room in other counties.

Key words: intangible cultural heritage; Urban meeting room; Construction strategy

With the development of economy and society and the accelerating process of urbanization, the urban space has undergone great changes, while the rural space has gradually shrunk or even disappeared. In this process, intangible cultural heritage is also declining day by day, especially traditional arts and crafts, music and art, which are facing the danger of disappearing.

Intangible cultural heritage urban meeting room refers to a platform for the protection and inheritance of intangible cultural heritage that combines the protection, inheritance and utilization of intangible cultural heritage with the urban meeting room as the carrier in cities with abundant intangible cultural heritage resources and conditions, and integrates the functions of display, experience and leisure. It is a form of cultural tourism industry with intangible cultural heritage as the core resource, the city as the stage, the cultural industry as the carrier, and the spirit of the city as the soul. The urban meeting room of intangible cultural heritage is the centralized display place of intangible cultural heritage in the city, and also the combination point of intangible cultural heritage and urban development, representing the local cultural image and social style.

From April 17 to 19, 2019, under the guidance of the Intangible Cultural Heritage Department of the Ministry of Culture and Tourism, the first China (Suzhou) Intangible Cultural Heritage Expo was held in Suzhou, Jiangsu Province; The first Tianfu Culture · Chengdu Intangible Cultural Heritage Expo was held in Chengdu, Sichuan Province from August 28 to 31, 2019; The first Beijing Intangible Cultural Heritage Expo was held in Shunyi District of Beijing from March 20 to 27, 2020. In addition, Ningbo in Zhejiang province and Qingdao in Shandong province are also trying to build urban intangible cultural heritage reception rooms. At present, there are relatively few researches on the construction of intangible cultural heritage urban living rooms in counties.

1. Overview of intangible cultural heritage in the county

Intangible cultural heritage (“intangible cultural heritage” for short) refers to various traditional cultural expressions passed down from generation to generation by people of all ethnic groups and regarded as part of their cultural heritage, as well as objects and places related to traditional cultural expressions. It includes oral traditions and forms of expression, folk dance, music, drama, folk art, acrobatics, as well as traditional sports, entertainment and acrobatics related to the above traditional cultural expressions, and is an important part of the intangible cultural heritage. The intangible cultural heritage within the county refers to the various intangible cultural heritage created by the people of various ethnic groups in the long-term production and life practice within the county, with oral legends and forms of expression as the basic form, and traditional crafts as the main content, and widely spread among the folk. County intangible cultural heritage resources are rich and diverse, but affected by the process of urbanization, the intangible cultural heritage in some areas is facing the danger of no successor and on the verge of disappearing. Therefore, how to protect and inherit the intangible cultural heritage within the county has become an urgent problem to be solved. The construction of urban meeting rooms of intangible cultural heritage in counties is an effective way to solve this problem. In recent years, many places in China have begun to try to build urban meeting rooms of intangible cultural heritage.

Since China started the national intangible cultural heritage protection work in 2008, through a comprehensive survey, comprehensive protection, scientific identification and rational utilization, China’s intangible cultural heritage work has made remarkable achievements, and initially established a national, provincial, city and county four-level listing system. From the distribution of counties, the eastern region accounts for more than 70 percent, the central region for more than 20 percent, and the western region for more than 10 percent. County intangible cultural heritage resources are rich and numerous. At present, there are 96,000 representative intangible cultural heritage projects at or above the county level, including 1,274 at the national level and 58,000 at the provincial level. There are 373 representative inheritors at the national level and 3,331 at the provincial level. By the end of 2019, there were 588 national and 10,800 provincial representative intangible cultural heritage projects. Among the numerous intangible cultural heritages, traditional sports and traditional medicine have the largest number of intangible cultural heritages and the highest value.

In recent years, China has made remarkable achievements in the protection of intangible cultural heritage, which has gradually shifted from “salvage protection” to “overall protection”, paying more attention to integrity, systematism and relevance. Against this background,

in August 2020, the Intangible Cultural Heritage Law of the People's Republic of China (hereinafter referred to as the Intangible Cultural Heritage Law) was officially implemented, clarifying the working mechanism of intangible cultural heritage protection at the national, provincial, city and county levels, and promoting the standardization and institutionalization of intangible cultural heritage protection. At present, China has announced two batches of national intangible cultural heritage representative projects, with a total of 679 items (including some items that have been included in the National Intangible Cultural Heritage Representative Projects List). At the same time, many provinces have also issued provincial and municipal lists, and some localities have set up corresponding protection agencies. However, in addition to the national and provincial lists, county-level intangible cultural heritage projects still occupy a large proportion, and their protection status is not optimistic. The urban meeting room of intangible cultural heritage refers to a cultural front in the city, and it is also an important platform to display the cultural image of the city, develop the cultural industry with urban characteristics, and promote the development of regional economy. Through the construction of urban intangible cultural heritage living room, the inheritance and dissemination of intangible cultural heritage can be strengthened, and its attraction and influence can be increased. At the same time, it is of great significance for displaying local cultural image and promoting local economic development.

2. The necessity and importance of building urban meeting rooms

In essence, urban meeting room is a landmark building, landmark space and landmark landscape of a city. It has the functions of displaying city image, spreading city culture, condensing citizens' spirit and enriching citizens' life, and is an important window to display city image. Zibo has a long history. From 8,000 to 4,000 years ago, Neolithic cultures such as Post-Li culture, Beixin culture, Dawenkou culture and Longshan culture emerged in Zibo. As the center of politics, economy and culture, the city meeting room undertakes the important mission of displaying the image and culture of the city. Therefore, under the background of the new era, it is of great significance to construct the urban meeting room of intangible cultural heritage in the county to display the connotation and image of the county culture. With the accelerating process of urbanization, material Spaces such as traditional villages and traditional houses in counties are gradually shrinking or even disappearing. At the same time, people's awareness of the protection of intangible cultural heritage continues to improve, and the construction of urban meeting rooms of intangible cultural heritage in counties is also in line with the development of The Times and the need to improve people's awareness of protection and inheritance.

3. The construction content

According to the existing research, the contents of building "intangible cultural heritage" urban meeting rooms in counties can be carried out from the four aspects of "intangible cultural heritage" into communities, schools, enterprises and villages, as follows:

1. Intangible cultural heritage into communities: Organize people to display, perform and experience intangible cultural heritage projects in various forms by taking advantage of local traditional festivals and other opportunities. Regularly organize non-genetic inheritors and folk artists to display intangible cultural heritage projects in the community, and publicize and promote excellent traditional culture. Establish a non-genetic learning base, and use modern media means to carry out online and offline transmission activities.

2. Intangible cultural heritage into schools: give full play to the talent advantages of colleges and universities, introduce intangible cultural heritage projects into campuses, and regularly hold lectures, training and exhibitions to enhance the aesthetic taste and humanistic quality of young people.

3. Intangible cultural Heritage enterprises: relying on local industrial advantages, excavating, sorting out and upgrading intangible cultural heritage projects with strong local characteristics to build distinctive brands. Make use of local cultural industry parks or economic parks to build a cultural industry base integrating traditional culture display, inheritance and innovation.

4. Intangible cultural heritage into rural areas: give full play to local advantages, and combine "intangible cultural heritage" projects with strong regional characteristics with rural tourism resources. Guide farmers to use traditional skills, traditional festivals and other traditional festivals to carry out folk activities and promote the development of rural tourism industry.

4. Construction principles and strategies

1. Give play to the leading role of the government and strengthen overall planning and coordination

The government plays a leading role in the construction of urban intangible cultural heritage living rooms. It is necessary to adhere to the government's leadership, strengthen overall planning and coordination, further straighten out the system and mechanism, and promote the construction of urban intangible cultural heritage living rooms as a whole.

2. Highlight the cultural characteristics of the city and clarify the theme positioning

The intangible cultural heritage urban meeting room is a cultural card of a city, representing the spiritual outlook and cultural connotation of the city. Therefore, the construction of intangible cultural heritage urban living room should fully reflect its own characteristics, highlight the cultural characteristics of the city and highlight the charm of the city. The construction of urban living room of intangible cultural heritage should be guided by a specific theme, through the display, inheritance, protection and utilization of intangible cultural heritage, to build a distinctive urban cultural brand, and give full play to the role of intangible cultural heritage in promoting economic and social development. Therefore, the construction of intangible cultural heritage urban living room should adhere to the principle of "highlighting the theme and highlighting the characteristics", and choose the theme that conforms to the local reality according to local conditions, so as to provide an important place for local residents, tourists and relevant practitioners to feel the local culture and

experience the intangible cultural heritage.

3. Innovate display methods and enrich display content

The display of intangible cultural heritage urban living room is its core function, and the display method is an important standard to measure the function of urban living room. At present, China's intangible cultural heritage urban meeting room display methods mainly include text, pictures, physical objects, images and other ways. However, with the development of technology and social economy, the display ways of urban intangible cultural heritage living rooms should also be constantly innovated to meet the needs of the development of The Times.

4. Strengthen the development of cultural industries and build characteristic brands

In the construction of urban meeting rooms, it is necessary to make full use of local intangible cultural heritage resources, build distinctive cultural brands, and promote the development of urban meeting rooms in depth. Beijing, Tianjin, Shanghai, Suzhou and other places are rich in intangible cultural heritage resources. Through in-depth exploration, development and utilization of these resources, a number of distinctive cultural brands have been created, such as the Palace Museum in Beijing and the Beijing Siheyuan; Baodi New Year painting in Tianjin; Nanxiang Xiaolong in Shanghai, etc. The summary and promotion of successful experience in these places will help the construction of intangible cultural heritage urban meeting rooms develop in depth. Intangible cultural heritage urban living room should further strengthen the development of cultural industry, with cultural industry as the carrier, cultural consumption as the means, with characteristic brands as the starting point, to promote the construction of intangible cultural heritage urban living room to develop in depth.

5. Conclusion

The construction of urban meeting rooms of intangible cultural heritage is one of the important ways to protect and inherit China's intangible cultural heritage, and it is also an important measure to promote the work of "double creation" in urban construction. In the future, the construction of urban intangible cultural heritage living rooms in China should be based on the local basis, fully draw on the international advanced experience, pay attention to the leading role of the government, the main role of enterprises and the auxiliary role of social organizations, and promote the high-quality development of urban intangible cultural heritage living rooms through innovative operation mode, optimization of service facilities and improvement of service quality. Make it become a new engine to promote urban economic and social development.

We should not only increase support for the construction of intangible cultural heritage urban living rooms, but also respect and protect the creativity of local governments and the masses, and provide more Spaces and platforms for their participation. At the same time, we should strengthen the construction of intangible cultural heritage research institutions and personnel training to provide intellectual support for the protection of intangible cultural heritage. Finally, the integrated development of cultural tourism should be further strengthened to promote the combination of tourism industry and intangible cultural heritage protection. In the context of the Internet era, urban meeting rooms, as a new platform, new carrier, new model and new channel for traditional cultural communication and exchange, are a new growth point for the development of cultural industries. It will inject new vitality into urban development, stimulate new impetus, shape a new image, and enhance urban influence and competitiveness.

References:

- [1] Wen Wang. The significance and strategy of Intangible cultural heritage protection and development for cultural city construction [J]. Shandong Youth, 2019(11):2.
- [2] Ying Peng. Research on inheritance of intangible cultural heritage and Mutual assistance in urban cultural construction [J]. Journal of Hanshan Normal University, 2019, 40(1):7.
- [3] Sisi Feng, Qinglou Cao. Research on urban cultural image from the perspective of intangible cultural heritage [J]. Guangdong Sericulture, 2018, 52(7):3.
- [4] Xiaoliao Chen, Changdi Li. Research on development strategy of intangible cultural heritage protection in small and medium-sized cities [J]. Market Weekly: Business Marketing, 2019, 000(061):P.1-2.

This paper is the result of Zhangdian District Intangible Cultural Heritage Meeting Room (Project No. 2021PT002), the school-city integrated development plan project of Zhangdian District in 2021.