

Research on the protection and innovative development of intangible cultural heritage in the context of rural revitalization

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Abstract: With the support of the rural revitalization policy, the cultural revitalization work in rural areas radiates more vitality. The protection and innovation of intangible cultural heritage in rural areas is an important part of the inheritance and development of intangible cultural heritage, which needs to be paid more attention. Therefore, rural areas should strengthen the development of intangible cultural heritage protection projects, train more talents, and promote the development of cultural industry in rural areas.

Key words: Rural revitalization; Intangible cultural heritage protection; Innovative development

I. Intangible cultural heritage protection and rural revitalization

In the new era, the intangible cultural heritage with rural areas as the main carrier is gradually recognized by people, and the implementation of the rural revitalization strategy allows people to explore the value of intangible cultural heritage in a new way. The implementation of intangible cultural heritage and rural revitalization strategy can continue rural culture, shape cultural industry with local flavor, and enhance cultural self-confidence. Corresponding requirements are put forward for the protection of intangible cultural heritage, which requires the full application of rural cultural resources to realize the promotion of the implementation of rural strategy. The Ministry of Culture and Tourism also puts forward certain planning and new requirements for the protection of intangible cultural heritage. It is necessary to give full play to the advantages of rural cultural resources, implement the rural revitalization strategy, and lay a good foundation for future rural development. The rural revitalization strategy is not only a long-term plan, but also an important guide for the development of rural areas in the future, providing important opportunities for the protection of intangible cultural heritage and the development of related industries. In the process of the implementation of the rural revitalization policy, villagers can gradually form a sense of intangible cultural heritage protection, and the rural revitalization strategy can deeply explore the value of intangible cultural heritage, highlight the importance of culture and development potential. Rural culture revitalization provides new impetus for rural development and lays a solid foundation for non-genetic inheritance work.

II. Problems in the protection and innovative development of intangible cultural heritage in the context of rural revitalization

1. Lack of awareness of industrialization of intangible cultural heritage

As a kind of culture with strong folk characteristics, the development of its economic value is easy to be ignored. Due to the difficulty in market input and the obvious aging trend of the audience, many intangible cultural heritage projects are facing difficulties in development. In terms of the understanding of intangible cultural heritage, there are problems of weak innovation consciousness. While supporting the intangible cultural heritage, the government departments also have problems such as unclear cognition and unclear grasp of the core of the cultural industry. Cultural industry belongs to the industry with low marketization, and it is difficult for enterprises to smoothly integrate into the core field of the industry. Compared with manufacturing, retail and other industries with high marketization, the market needs to develop in competition, and the cultural field needs to be further opened up, so as to relax the road of enterprise integration. At present, the supporting policies for the industrialization of intangible cultural heritage need to be strengthened. The reform of the cultural system and the preferential policies of culture-related enterprises need to implement appropriate support strategies based on non-heritage culture.

2. Lack of cultural innovation capability

There is a certain lag in the development of services related to the cultural industry in rural areas, which leads to the inefficient development of the cultural industry. The structure of the cultural industry is not reasonable enough, the industrial agglomeration has not been further improved, the leading function of the industry has not been brought into play, the innovation ability is insufficient, and the industrial scope has not been expanded enough. At the same time, the cultural industry has failed to form a brand effect, the establishment of industrial clusters, the integration of industrial elements, and the construction of industrial chains have been affected, and the overall competitiveness is insufficient. Only when scientific and technological innovation, marketing ability and industrial elements are fully integrated can the core competitiveness of intangible cultural heritage industry be improved.

3. Decrease in the number of inheritors

As the key to the inheritance of intangible cultural heritage, non-genetic inheritors play an important role. However, in the current work of intangible cultural heritage protection and innovation, the number of non-genetic inheritors is relatively rare. Some intangible cultural heritage projects have no inheritors, which leads to the disappearance of most skills and cultures. The decrease in the number of non-genetic inheritors and the problem of discontinuity affect the construction of cultural industry, and make it difficult for intangible cultural heritage to innovate, achieve large-scale industrial construction and reflect its own cultural value. Under the background of rural revitalization, the cultivation of non-genetic inheritors cannot be restricted by the traditional cultivation mode, such as teaching only within the family.

Problems such as difficult learning, long teaching cycle and low economic benefits of intangible cultural heritage projects are also important reasons for the decrease in the number of inheritors. Many young people will therefore reduce their awareness and enthusiasm in learning and inheriting, leading to the emergence of the fault of inheritors.

4. Intangible cultural heritage features are not obvious

Under the background of the new era, if the intangible cultural heritage wants to regain its development, it needs to be closely connected with modern society, accept modern consciousness and ideas, and highlight the embodiment of cultural values and appeal to young people. At present, the construction and protection work of intangible cultural heritage is relatively conservative and still focuses on display. For people who have not visited the intangible cultural heritage in person, it is difficult to feel the characteristics of intangible cultural heritage. At the same time, this problem also leads to the homogenization and popularization of intangible cultural heritage products, which is difficult to meet the needs of different groups. Intangible cultural heritage projects originated in rural areas, but they are not closely connected with rural life. More factors of production and life need to be incorporated to develop the characteristics and advantages of intangible cultural heritage and realize innovation and better protection.

III. Analysis of intangible cultural heritage protection and innovative development strategies in the context of rural revitalization

1. Strengthening the awareness of intangible cultural heritage protection

In rural areas, the protection of intangible cultural heritage should pay attention to the promotion of the protection consciousness of multiple subjects, give play to the enthusiasm of rural residents for protection, enhance the advantages and motivation of intangible cultural heritage protection, so that the daily production and life practice can be integrated into the intangible cultural heritage projects. Improving the overall consciousness of rural people plays an important role in the protection of intangible cultural heritage. The enhanced subjective initiative of rural people can effectively advance the protection effect of cultural heritage. Therefore, relevant departments need to actively organize non-inherited cultural activities and cultural industry introduction activities to improve the publicity results of intangible cultural heritage. In rural areas, relevant departments can actively organize intangible cultural heritage protection activities, innovation activities and publicity activities, so that the masses can better understand the intangible cultural heritage, feel the charm of intangible cultural heritage projects and enhance their protection awareness. All kinds of cultural centers and museums can also make use of new media platforms to vigorously publicize intangible cultural heritage to the masses, organize the design work of intangible cultural heritage industry, enhance the enthusiasm of the masses to participate, make the dissemination of intangible cultural heritage projects more extensive, and create a good atmosphere for cultural inheritance and protection.

The protection and innovation of intangible cultural heritage also need to start from educational activities. Universities and primary and secondary schools are important areas for cultivating high-quality talents. Universities should cooperate with non-genetic inheritors to promote intangible cultural heritage projects, so as to establish a correct protection consciousness among college students, mobilize their awareness of intangible cultural heritage innovation, and lay a good foundation for the protection and innovation design of intangible cultural heritage work.

2. Implement the industrialization development of intangible cultural heritage

The industrialization of intangible cultural heritage in rural areas should be rationally developed and utilized, which should not only protect tradition, but also add new elements. In order to form the industrialization development, it is necessary to strengthen the protection of intangible cultural heritage, ensure the basis of its inheritance and protect cultural resources, and take active actions to implement the policy of inheritance and development and establish the correct direction of development. Intangible cultural heritage skills are not only the embodiment of cultural inheritance, but also the witness of history. We need to clarify the attitude towards the inheritance and protection of intangible cultural heritage, and improve the protection awareness and cognitive ability of young people. The protection and industrial development of intangible cultural heritage both need the support of government departments and the cooperation of the masses, which requires the popularization of cultural protection awareness and the integration of the protection and development of intangible cultural heritage into daily life. To be specific, first of all, it is necessary to strengthen the publicity work, which should be mainly propagated through large-scale publicity and education activities of government departments and news media, such as holding cultural heritage-related activities, building learning channels and platforms, allowing young people to enter the countryside to have an in-depth understanding and learning of intangible cultural heritage, and forming the consciousness of protecting intangible cultural heritage and innovation. The cultural department can also organize relevant rural departments to hold themed intangible cultural heritage publicity activities, innovate publicity activities, display and sell cultural creative products, and hold cultural activities, so that more people can understand the intangible cultural heritage. Secondly, intangible cultural heritage can incorporate modern elements, carry out innovative design, and enrich the specific content of intangible cultural heritage. At the same time, it is necessary to reduce the destruction of culture by commercialization, encourage the rapid development and innovation of the industry, and bring more impetus to the cultural market. Intangible cultural heritage should build its own brand, and the brand effect can promote the market competitiveness of enterprises, so that intangible cultural resources can get a stable market, and then build more abundant resources to promote the development of cultural industry. Brand construction can accelerate the cultural industry's attraction to the audience, maintain the stability of the market, and promote the rapid formation of the industrial market. At the same time, it can also form an industrial chain, and do a good job in the industrial chain of design, development, marketing and service.

3. Strengthen guidance and supervision

The planning and development of intangible cultural heritage protection and innovation requires the participation and support of government departments. First of all, government departments need to conduct in-depth investigation activities on intangible cultural heritage projects, evaluate them according to factors such as their content, endangered degree, inheritance degree, historical value, artistic value, economic income expectation and development prospect, and implement classification and management. The government departments should integrate the factors with modern value and in line with market demand, create the core propaganda focus of combining rural revitalization work with intangible cultural heritage, and form a certain industrial cluster effect. In order to solve the relevant problems of enterprises, it is necessary to use administrative means to communicate and cooperate with social investors. The newly started intangible cultural heritage enterprises need the support and guidance of the government, carry out diversified exploration and industrial development, carry out some small-range investment and common sense, and optimize and adjust according to the market situation. At the same time, the government should vigorously protect the intangible cultural heritage through digital protection and other means, establish special funds, hold various cultural activities, and synchronize with cultural industrialization. At the same time, the government should also strengthen the supervision of intellectual property rights, establish industry norms and working standards for the intangible cultural heritage industry, build a good reward and punishment system while conducting supervision, and strengthen publicity to effectively expand the influence of the industrialization of intangible cultural heritage. In addition, government departments should also cooperate with various departments, news media, marketing, non-genetic inheritors and other social forces to enhance the awareness and enthusiasm of innovation, encourage the participation of diverse social forces, and provide strong support for the expansion of the influence of rural intangible cultural heritage and the enhancement of cultural value.

4. Cultivating culture-related talents

Talent is an important resource in the process of the development of cultural industry. Facing the problem of the small number of non-genetic inheritors in rural areas, it is necessary to put the cultivation of talents in an important position. Rural areas should pay attention to the training of non-genetic inheritors, improve the training system, strengthen the comprehensive quality of non-genetic inheritors, and strengthen the number of inheritors as a whole. Under the background of rural revitalization, the cultivation of talents needs more support, and attention should be paid to the cultivation of leading figures of inheritors to promote the development of intangible cultural heritage projects in rural areas. Specifically, in the practice of talent cultivation, various training activities should be held regularly to strengthen the abilities of inheritors. Non-inheritors need to master the specific situation of rural intangible cultural heritage projects, master intangible cultural heritage skills, maintain love for intangible cultural heritage, organize or actively participate in various training activities, innovate rural intangible cultural activities, and accelerate the industrialization of rural intangible cultural heritage. Therefore, in the training process, attention should be paid to the explanation of technology and concept to realize the cultural revitalization in the rural revitalization work.

At the same time, the lack of talents in cultural industry also needs to be paid attention to. The cultivation of high-quality cultural talents is the key element, and the introduction of cultural talents is the focus of the construction of cultural talents. We can establish a mechanism and standard for the cultivation of talents, and establish a special fund for the protection of cultural heritage. In the process of cultivating cultural talents, it is also necessary to strengthen exchanges and cooperation, learn from the experience of other regions and cultivate high-quality cultural talents. Rural areas can also learn from the experience of cultural industry construction in other regions, carry out cultural exchanges, learn from the experience of talent training, and set up incentive and guarantee systems for young talents, so that cultural talents are willing to stay and protect and inherit intangible cultural heritage. The cultivation of high-quality cultural talents needs an incentive mechanism, and high-quality cultural funds should be formulated to encourage the development of outstanding talents, so as to improve the quality of talents.

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