

# Research and Analysis on the Promotion of Rural Economic Development by Intangible Cultural Heritage Culture

## —Taking Jilin Province and Valencia as Examples

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**Abstract:** With the intensification of economic globalization and the continuous advancement of urbanization, rural areas are facing difficulties in economic development. As a unique resource in rural areas, intangible cultural heritage has the potential to drive rural economic development. This article explores the impact of intangible cultural heritage on rural economic development, pointing out that intangible cultural heritage can become an important engine for rural revitalization, bringing new vitality to rural areas, and achieving sustainable development in rural areas.

**Keywords:** Intangible Cultural Heritage; Rural Revitalization; Rural Economy

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## 1. Introduction

### 1.1 Research Background

Traditional intangible cultural heritage has gained attention both domestically and internationally due to its unique artistic form and inheritance value, and is regarded as an important driving force for rural revitalization. The study will take Jilin Province in China and Valencia in Spain as examples to explore the differences and commonalities of intangible cultural heritage in different regional backgrounds through investigation and analysis, providing a theoretical and empirical basis for rural economic development and intangible cultural heritage protection.

### 1.2 Research significance

This article will analyze the role of intangible cultural heritage in the development of rural economy in Jilin Province and Valencia, and summarize the common characteristics and laws of intangible cultural heritage in the development of rural economy. Through comparative analysis, it can provide reference and inspiration for the protection of intangible cultural heritage and rural economic development in various regions, promote the development of rural economy and enhance the inheritance value of intangible cultural heritage, enhance the cultural confidence and pride of rural residents, promote the spirit of community co construction and sharing, and promote the sustainable development of rural revitalization process.

## 2. The current situation and problems faced by intangible cultural heritage

### 2.1 Current Situation and Problems of Intangible Cultural Heritage in Jilin Province

Jilin Province, as one of the important inheritors of China's intangible cultural heritage, has promoted talent flow and industrial transfer through the protection and inheritance of intangible cultural heritage projects. For example, the handmade vermicelli of intangible cultural heritage in Wangqing County has increased the visibility and attractiveness of rural areas, promoted the development of rural industries, driven the employment of local villagers, and injected new vitality into the rural economy.

However, the current level of development and utilization of these intangible cultural heritage projects is still relatively low, and there is a significant gap compared to their potential and value. Firstly, the aging of skilled personnel in many intangible cultural heritage projects

has led to difficulties in the inheritance of intangible cultural heritage projects. Secondly, the market development and promotion of intangible cultural heritage projects are key to industrial development. On the one hand, the promotion and channels of intangible cultural heritage products are limited, lacking widespread awareness and market recognition. On the other hand, the production and sales chain of intangible cultural heritage products is relatively weak, lacking effective supply chains and sales channels. In addition, the lack of overall planning and coordination among relevant departments has led to the fragmentation of the development of the intangible cultural heritage industry in Jilin Province, limiting its healthy development.

In summary, the application of intangible cultural heritage in rural economic development in Jilin Province is relatively mature, but there is still some room for improvement in rural tourism development. In the future formulation and implementation of rural revitalization strategies, it is necessary to continue to strengthen the protection and exploration of intangible cultural heritage, and promote further prosperity of the rural economy.

## **2.2 The current situation and problems faced by Valencia's intangible cultural heritage**

Valencia has a rich intangible cultural heritage that has played an important driving role in the development of rural economy.

Firstly, the intangible cultural heritage of Valencia has received strong support and participation from the government. The government has formulated a series of policies and regulations for the protection of intangible cultural heritage, and organized various intangible cultural festivals and exhibitions, such as Valencia Fire Festival and "Las Formas". Secondly, Valencia's intangible cultural heritage has formed a unique rural cultural industry chain. For example, Valencia's agricultural products such as oranges, cantaloupes, and tomatoes are popular in domestic and international markets, becoming an important pillar of the local rural economy.

However, there are also some problems and challenges in Valencia's intangible cultural heritage and rural economic development. The most severe aspect is the inheritance and protection of intangible cultural heritage: the younger generation lacks interest and recognition in traditional culture, leading to the loss of traditional skills. Secondly, influenced by modern lifestyles and market demand, people's demand for traditional culture gradually weakens, leading to the marginalization and forgetting of intangible cultural heritage. In addition, the local rural economy still faces problems of uneven development and single industrial structure, and it is necessary to increase support for the inheritance of intangible cultural heritage and rural economic development.

In summary, through a comparative analysis of Valencia's intangible cultural heritage and rural economy, some insights and experiences can be drawn. Strengthening the protection and inheritance of intangible cultural heritage, promoting the development of rural economy, can achieve the inheritance of intangible cultural heritage and the prosperity and win-win situation of rural economy.

## **2.3 Solutions and suggestions for the above issues**

In response to the above issues, this study proposes corresponding countermeasures and suggestions:

Firstly, the protection and inheritance of intangible cultural heritage should be strengthened, with a focus on cultivating and inheriting skilled personnel in intangible cultural heritage projects. Secondly, it is necessary to strengthen market development and promotion, as well as the promotion and market expansion of intangible cultural heritage projects. In addition, it is necessary to strengthen the combination of rural tourism and intangible cultural heritage, and drive the development of the intangible cultural heritage industry through tourism. Finally, it is necessary to strengthen cooperation and exchange, and jointly promote the protection, inheritance, and development of intangible cultural heritage.

# **3. The Differences and Similarities between Intangible Cultural Heritage and the Development of Rural Economy in China and the West**

## **3.1 Development Differences**

The intangible cultural heritage of China and Spain have both played a positive role in promoting rural economic development, but

there are certain differences in their methods and effects. China pays more attention to the protection and excavation of intangible cultural heritage, while Spain's rural economic development focuses more on tourism and commercializes intangible cultural heritage.

### 3.2 Common characteristics and patterns

Intangible cultural heritage has had a positive impact on the economic development of rural areas in both China and the West. However, they also face some common problems in their development process. Firstly, the aging and succession issues of inheritors of intangible cultural heritage are becoming increasingly prominent. The second challenge is the industrialization and commercialization of intangible cultural heritage. How to protect intangible cultural heritage while transforming it into an economic growth point requires the joint support and participation of the government, society, and the market.

In summary, intangible cultural heritage has common characteristics and laws for the development of rural economy, including enhancing the attractiveness and competitiveness of rural economy, promoting farmers' income increase, promoting rural revitalization, and requiring joint support from the government, society, and market.

### 3.3 Inspiration from the Rural Revitalization Driven by Spanish Intangible Cultural Heritage to China

Spain is a country with rich intangible cultural heritage, and its development experience provides valuable reference and inspiration for promoting rural economic development in China. Spanish intangible cultural heritage has received strong support from the government and participation of the whole people, and the public has a high awareness and attention to it; Spanish intangible cultural heritage has formed a complete industrial chain. By integrating intangible cultural heritage into tourist attractions and products, it has driven the rapid development of rural economy and provided new economic growth points for local farmers.

In order to promote the development of China's intangible cultural heritage and the improvement of rural economy, we can learn from the development experience of Spanish intangible cultural heritage by increasing support for intangible cultural heritage and strengthening the inheritance and education of intangible cultural heritage. Actively innovate the dissemination methods of intangible cultural heritage, utilizing the Internet and modern technological means. Integrating intangible cultural heritage with the tourism industry, exploring the tourism potential of intangible cultural heritage, creating characteristic rural tourism products, and promoting the development of rural economy.

## 4. Conclusion

In summary, intangible cultural heritage, as a unique cultural resource, plays a role in stimulating rural innovation vitality, attracting tourists and funds, and promoting the development of rural characteristic industries. By exploring and protecting intangible cultural heritage, it can inject new development momentum into the rural economy, change the traditional agricultural economic model, improve the income level of rural residents, and promote comprehensive poverty alleviation. This study believes that intangible cultural heritage has rich industrialization potential and can become an important force in promoting rural revitalization and rural economic development, achieving the goal of intangible cultural heritage culture driving rural revitalization and rural economic development.

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## Fund project:

2022 Jilin International Studies University College Student Innovation and Entrepreneurship Training Program Project“Feasibility Study on Promoting Rural Revitalization through Intangible Cultural Heritage in Jilin Province”□S202210964003)

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