

# Analysis of the Impact of Innovative Development of Non-Traditional Cultural Industry on Regional Economy

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**Abstract:** Intangible cultural heritage is an important part of human culture, which carries a long history and also has a unique and rich connotation, and plays an irreplaceable role in the economy, social development and people's life. With the continuous development of intangible cultural heritage, it has gradually become a cultural resource with very high attention and important value for a country, nation and society, and the region, as the main driver of our economic growth, according to its utilization of intangible cultural heritage resources, this can not only promote the optimization and upgrading of the regional cultural industry structure, improve the comprehensive competitiveness and economic efficiency level. At the same time, this is also an important prerequisite for the protection of China's precious historical relics and humanistic landscapes, the innovative use of intangible cultural heritage resources, which is conducive to improving the overall strength and international influence of China's cultural industry. Based on the analysis of the current situation of intangible cultural heritage resources, this paper proposes to promote the innovation of regional cultural industry development and open up new ways to achieve sustainable development.

**Keywords:** Intangible Cultural Heritage; Regional Economy; Impact Analysis

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## 1. Overview of Non-Foreign Heritage Cultural Industry

### 1.1 Definition of Non-Heritage Cultural Industry

The term "non-heritage" is derived from the English word "decoding", which refers to some material entities, such as traditional handicrafts and cultural relics. At present, there is no uniform definition of NPL in academic circles. Some scholars consider the so-called "cultural industry" or define it as: the production of cultural products and service operation activities with modern science and technology and management methods as the main means, which are centered on cultural creativity and communication services, which have certain economic value and can generate social and ecological benefits. Some others think that NPL is a new form of culture and art and related knowledge research field, including folklore literature and art works, traditional arts and crafts artworks, folklore style performance works, etc. Various artworks, which mainly include drama, dance, etc., as well as cultural products with certain economic value and social benefits in the form of NPL, which can directly or indirectly affect the circulation in the market<sup>[1]</sup>.

### 1.2 Important Tools for Innovation of ICH Cultural Industry

#### 1.2.1 Introducing and Developing Intangible Cultural Heritage.

Due to the limitation of China's economic development level, cultural resources are relatively scarce, and the rational utilization of non-heritage resources is a necessary means to achieve sustainable, healthy and rapid development of ethnic areas. Therefore, we should encourage and support excellent enterprises to cooperate with universities to build national key protection units at national level, and then cultivate a number of excellent folk artists and other projects, so as to drive the construction of innovative mode of related

industrial clusters. Through the development of non-heritage to drive the development of related industries, and form new economic growth points, thus improving the overall regional comprehensive competitiveness.

## **1.2.2 Excavation and Development of Cultural Products with Characteristics and Distinctive Rand Great Potential.**

Intangible cultural heritage accounts for an increasing proportion of our economic growth, and as an important part of our cultural industry, intangible cultural heritage has a great impact on economic growth. Therefore, we should increase the excavation, development and utilization of intangible heritage resources, so as to promote the innovative development of China's intangible cultural heritage industry, while injecting new vitality into economic growth [2].

## **1.2.3 Promoting Regional innovation by Using Modern Scientific and Technological Means**

Through the integration and sharing of resources through Internet technology to achieve cross-regional cooperation and development, the use of cloud computing and other information technology to collect, and then process relevant information to improve the ability to analyze relevant data and decision support, and the establishment of a "virtual space" with the help of a large database platform to solve the problems of intangible cultural heritage protection, development and application, bringing a new round of opportunities for local cultural industries.

### **2. Analysis of the Current Situation of Innovation and Development of Intangible Cultural Heritage Industry**

Intangible cultural heritage is unique in that it does not exist alone, but is developed and formed together with other cultures, mainly from protection and inheritance to promotion and innovation and then dissemination to popularization, and a lot of human and material resources are needed in this process. At present, the development and utilization of intangible cultural heritage in China is still in a kind of exploration stage, and it has not achieved significant results. At the same time, the lack of funds makes it difficult for intangible cultural heritage to be effectively inherited and the economic benefits are not guaranteed, so the government should increase financial support to promote the innovation and development of intangible cultural heritage industry. Through the innovative development of intangible cultural heritage to promote the regional economy, and provide policy support, financial support and technical support for the government, so as to better promote the sustainable, healthy and stable advancement of China's intangible cultural heritage industry [3].

Intangible cultural heritage is an important part of national culture, which is the common creation of wealth and inheritance of valuable spiritual heritage of the people of a country and region. China has a long and colorful history, yet disadvantageous conditions such as few precious and scarce resources have restricted its development. In the context of economic globalization, the protection and inheritance of intangible cultural heritage has become an indispensable topic for economic development. From the current exploitation of China's intangible heritage resources, there are many problems in its industrialization and innovation due to regional and cultural differences, which hinder the effective protection and inheritance of intangible cultural heritage. Therefore, this paper discusses the role of China's regional industrial development on the economic growth of intangible cultural heritage in terms of its protection, inheritance and innovation, and then proposes corresponding countermeasures on the basis of relevant research results at home and abroad.

## **3. Suggestions for Countermeasures to Promote the Innovative Development of NRM Cultural Industry**

### **3.1 Improve Government Functions**

Intangible cultural heritage is an important part of national culture, and it has a very special value of protection, inheritance and development. Therefore, the government must play a leading role in strengthening the national ICH resource management system and improving the existing legal and regulatory system, and the government should fully learn from advanced experiences, increase investment and give certain financial support, conduct special auditing and supervision and reward for national key cultural relics protection units, and establish special management agencies to unify and lead various regions to carry out various types of ICH census work, etc., so as to ensure Local people's governments at all levels actively cooperate with the management of the relevant functional departments to provide strong support, and to promote regional economic and social development<sup>[4]</sup>.

### **3.2 Improving the Professionalism of Innovation in Intangible Cultural Heritage**

#### **Industry**

Intangible cultural heritage is an important part of China's culture, and to a large extent, it also carries the mission of the great rejuvenation of the Chinese nation, the development and progress of the nation and the prosperity of the country. Therefore, we need to strengthen the protection and inheritance of intangible cultural heritage, especially pay attention to the innovative management capacity building in terms of human resources, as well as raise the awareness of the quality training of relevant government personnel and the enhancement of professionalism and other issues. Only in this way can we better combine with the advantages of intangible cultural heritage, and then promote the sustainable development of regional economy and society, thus promoting the restructuring of China's cultural industry and economic transformation, and providing new momentum and new ideas for the construction of socialist modernization in China. Therefore, we can start from two aspects to improve the professional literacy of innovation in non-heritage industry. The first is to strengthen the publicity and education efforts. Let more people understand non-heritage, recognize and learn its unique culture. The second is to increase investment and financial support. Encourage enterprises and people to actively participate in the protection and utilization of intangible cultural heritage. In addition, intangible cultural heritage is an important national intangible asset with great economic value, so we should increase the efforts to protect it<sup>[5]</sup>.

#### **Conclusion**

In summary, intangible cultural heritage is an important part of national culture, it also has a very strong commercial value, so it has a profound impact on regional economic development. However, due to the constraints of China's vast territory, large population and insufficient government policy guidance, this has led to the current development and utilization of intangible cultural heritage projects being at a preliminary stage, and unbalanced development of regional economies. By analyzing the current situation of intangible cultural heritage industry and the relationship existing between it and the national economy, we find that the utilization rate of intangible cultural heritage resources varies greatly among regions in China at present, the utilization rate of intangible cultural heritage varies greatly between regions, and there is an obvious gap between different regions, and then the uneven development status of industrial innovation.

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