The Inheritance and Tourism Development of the Intangible Cultural Heritage Protection under the Vision of the Revitalization

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Abstract: Intangible cultural heritage is a record and inheritance of a regional civilization, it is a cultural product created by the history under the vision of rural revitalization that is necessary to develop and utilize the intangible cultural heritage left over from the history to create a good value of rural culture and to promote the rural innovation which is the rapid development of the industry. At present, the protection and development of the intangible cultural heritage faces a certain difficulties in many areas as there are series of problems such as the inheritance of the intangible cultural heritage, the contradiction between protection and utilization. So this paper systematically analyzes the inheritance of the intangible cultural heritage protection, and further explores the effective strategy of the intangible cultural heritage protection of the inheritance and tourism development under the vision of rural revitalization, in order to realize the inheritance of the rural intangible cultural heritage protection and Synergistic development of the tourism development.

1. Introduction

The intangible cultural heritage is an important tourism resource, and it is the cultural heritage of the development and operation of the regional tourism which has a positive effect on the development of innovative industries in the region. In the context of rural revitalization and in order to promote the modernization process in rural areas, we must take the protection and inheritance of immaterial culture as the foothold to develop and utilize the non-material tourism resources, promote the rapid development of the rural cultural industries, and bring the economic benefits to the region in the process of tourism development also to promote the protection and inheritance of the intangible cultural heritage and achieve a win-win situation for the inheritance of intangible cultural heritage protection and tourism development.

2. Analysis of the inheritance of the intangible cultural heritage protection and tourism development.

The rural revitalization is an important national policy of China and an effective way to coordinate the urban and rural development under the perspective of rural revitalization, we must fully affirm the value of rural intangible cultural heritage and rationally develop and utilize the intangible cultural heritage, which is to develop the local characteristic tourism industry to meet with the needs of people's heterogeneous culture and promote the rapid development of the rural cultural industry because, at present, China's intangible cultural heritage protection inheritance and tourism development is facing series of problems. First, the inheritance of the intangible cultural heritage faces faults, with the rapid development of China's economy and technology, the process of globalization has been accelerating and different mainstream of cultural exchanges have collided causing a certain degree of impact on the intangible cultural heritage, some valuable intangible cultural heritage has not been followed and has been lost. For example pipa playing, high lion dance and many other non-material cultures are only supported by the inheritors who are old, and the young people lack the enthusiasm for them and many non-material cultures are lacking behind as such facing loss.

Secondly, the contradiction between the inheritance of the intangible cultural heritage protection
and tourism development is prominent, in the process of the actual development, there are over-development problems which lead to the destruction of the intangible cultural heritage. The intangible cultural heritage provides new ideas for tourism development, it also enriches the connotation of cultural tourism as well as deepens the understanding of the local customs and the creative industry based on the intangible cultural heritage can effectively exert the local cultural characteristics, and can promote the consumption of the cultural and creative industries and realize the rapid development of the new industries under the vision of the rural revitalization which is necessary to dialectically treat the protection of the inheritance and tourism development of the intangible cultural heritage.


In the process of the inheritance and tourism development of the intangible cultural heritage, first of all, we must follow the principle of sustainable development and promote the economic development while maintaining the integrity and ecology of the intangible cultural heritage making it more culturally attractive. For example: “Safari” is a kind of non-material cultural art combined with singing and dancing. In the process of protection of the inheritance and tourism development, we should not intercept the fragments in order to satisfy our personal needs and personal gain or interest but rather to carry out a free transformation and they should pay full attention to its integrity and Ecology. Secondly, it is necessary to follow the principle of authenticity because the uniqueness of the intangible cultural heritage lies in its specific spiritual and cultural values. In the process of the inheritance protection and tourism development, the original ecological atmosphere which is unique to the intangible culture should be emphasized and in addition, we must follow the basic principle of the people-oriented, as the inheritor is the carrier of the intangible cultural heritage, to also master the exquisite intangible cultural memory and knowledge in the process of the inheritance and protection of the intangible cultural heritage and tourism development, we must also establish a sound cultural inheritance system, establish a scientific outlook on development to fully respect the social needs of the inheritance subject, to establish a good inheritance environment for the inheritance subject and to promote the healthy and orderly development of the intangible cultural heritage.

4. Effective strategies for the inheritance of the intangible cultural heritage protection and tourism development

4.1. To improve on the legal system and regulate on the activities of tourism development

With the rapid development of the social economy, people living in the environment has achieved certain improvement, but the living environment of the intangible cultural heritage has been seriously damaged but through tourism development, the tourism destinations can be fully valued to generate an income for the local residents and provide the necessary financial support for the protection and inheritance of the intangible cultural heritage. However, it is unfavorable for the tourism companies to develop tourism but in order to develop Catering to the consumer, the demand for the tourists will better realize the commercial value of the region which will transform the intangible cultural heritage at all costs, thus losing its authenticity and negatively affecting the protection and inheritance of the intangible culture. Therefore, in the process of inheriting the intangible cultural heritage, it is necessary to establish a sound legal system and use the relevant departments of the government to manage and protect the intangible cultural heritage to prevent the excessive development and abuse of the intangible cultural heritage. For example: a comprehensive cultural heritage protection law that regulates the development behavior of the tourism enterprises and imposes legal sanctions on those who destroy the intangible cultural heritage.
4.2. Adding publicity efforts to improve people's awareness of the inheritance of intangible cultural heritage protection

The huge economic interests will have an impact on the protection and inheritance of the intangible culture. In the process of the intangible cultural tourism development, some of the intangible cultural inheritance subjects and protection have excessively pursued the economic interests and lost their adherence of custom beliefs and cultural memories, but in order to cater for the needs of the tourists, we should not hesitate to artificially transform the long-standing costume etiquette and ritual ceremony and the localized lifestyle has become the object of experience to tourists and the intangible cultural heritage loses its original cultural value and is gradually being swallowed up by the economic interest leaving the inheritance of the intangible cultural heritage with a huge hidden crisis.

Under this circumstance, we must fully recognize the potential crisis behind the opportunity and enhance the awareness of the protection and inheritance of the people's intangible cultural heritage by strengthening its publicity and avoid the destruction of the intangible cultural heritage by pure utilitarian development. For example, through the media propaganda that is to strengthen the public opinion on the intangible cultural heritage into the contemporary higher art education system, etc., and also effectively improve on the sense of protection of the intangible cultural heritage in all sectors of the society. At the same time, to raise the importance of the protection of the intangible cultural heritage, so that the inheritance and protection of the intangible cultural heritage has a broader mass base, thus effectively avoiding the excessive pursuit of the economic value in the development of the intangible cultural heritage projects in order to avoid the excessive development and destruction, and to fully respect the law of the ecological culture development and promote the sustainable development of the intangible cultural heritage.

Constructing on the inheritance of the intangible cultural heritage and improving on the mechanism of the inheritance with the rapid development of China's economy and technology, the process of the urban-rural integration has been accelerated, and the rural economy has also developed rapidly, and this has provided new opportunities for the protection of the inheritance and to the development of the intangible cultural heritage. It also promotes the external dissemination of the intangible cultural heritage. At the same time, the production of the innovation which provides the technical support for the large-scale production of the intangible cultural handicrafts under the perspective of the rural revitalization which is the supply of the intangible cultural heritage he needs will be further expanded because modernization and inheritance are the inevitable trend of the inheritance of the intangible cultural heritage protection and tourism development.

In the process of inheriting and developing on the intangible cultural heritage, it is necessary to improve on the identity and pride of the inheritors in the intangible culture, so that the inheritors can fully recognize the value of the intangible cultural heritage, and stimulate the emotional resonance of the inheritors, and also guide their participation in the non-material Inheritance and development of the cultural heritage, and to construct the inheritance of the intangible cultural heritage, improve on the inheritance mechanism and avoid the inheritance fault of the intangible cultural heritage. For example, the inheritors of the intangible cultural heritage are given some certain protection and financial support, promoting the cultivation of the inherited talents of the intangible cultural heritage, and achieving a virtuous circle of popularization and inheritance of the intangible cultural heritage.

5. Conclusion

The intangible culture has obvious recognition and is the most distinctive part of the rural culture, the protection of the inheritance and tourism development of the intangible cultural heritage helps to build the rural culture and meet with the spiritual needs of people for heterogeneous culture. It is also to promote the development of the rural characteristic of the industries, in the process of the intangible cultural development, we must pay attention to the return of the value of the rural intangible cultural heritage and create a unique cultural character to improve on the legal system,
and standardize development behavior. At the same time, it is necessary to strengthen the publicity and raise the people's awareness of the inheritance of the intangible cultural heritage protection, enhance the people's sense of identity with non-material culture and also construct the inheritance of the non-material cultural inheritance in order to achieve a win-win situation for the protection of the inheritance and tourism development.

References


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