

The Predicament and Countermeasures of the Protection of World Intangible Cultural Heritage

Haijing Shi

Xi'an University, Xi'an, Shaanxi Province, China

Keywords: World Non-Material, Intangible Culture, Cultural Heritage, Heritage Protection

Abstract: the intangible cultural heritage of the world is a precious spiritual wealth that has been developed and accumulated by mankind for thousands of years. It is a manifestation and symbol of a national culture and has important cultural and historical significance. Therefore, inheriting and developing the world's intangible cultural heritage is crucial for a nation and a country. This paper aims to analyze the dilemma that china has in the process of protecting, inheriting and developing the world's intangible cultural heritage, and propose some countermeasures against the problem.

1. Introduction

Judging from the current situation, some problems of china's intangible cultural heritage protection are the result of long-term accumulation, and at the level of specific disposal, we must make a diversified transformation, in the arrangement and implementation of various tasks. Maintaining a good mix and continuing to follow fixed thinking and methods will easily affect the long-term development of china's intangible cultural heritage protection [1]. Therefore, it is necessary to carry out scientific improvement in the implementation of various aspects in the future work in response to the strengthening of innovation.

2. The Predicament Existing in the Inheritance of the World's Intangible Cultural Heritage

2.1 Deviation in the Focus of the Protection of the World's Intangible Cultural Heritage

The ultimate goal of applying for the world's intangible cultural heritage is to promote the better inheritance and development of culture. Therefore, the early declaration and subsequent protection of the world's intangible cultural heritage are equally important and indispensable. However, the protection of the world's intangible cultural heritage in many parts of China is still not well done. In terms of pre-declaration, the world's intangible cultural heritage culture census, the construction of the directory system, and the application for declarations are not deep enough, not comprehensive enough, and not true. In the case of subsequent protection, there is a declaration of success for the world's intangible cultural heritage. The protection is not strong enough, especially the world intangible cultural heritage at the county and city levels, and the government and the people have invested in energy and insufficient funds [1]. What is more serious is that many areas attach great importance to the early declaration. After the successful application, their subsequent protection and investment are seriously insufficient, which directly led to the loss of many world intangible cultural heritages.

2.2 The Status Quo of the Inheritance of the World's Intangible Cultural Heritage is Poor

The society's awareness of the inheritance and development of the world's intangible cultural heritage is still relatively weak, and all sectors of society have yet to realize its importance. This is also an important reason for the current extinction of the intangible cultural heritage of China. Since the founding of the People's Republic of China, China has experienced a long period of lack of resources and a low level of people's living standards. After the reform and opening up, it was shocked by a large number of foreign cultures. People's exposure to advanced Western science and

technology and culture made people's awareness of the inheritance and protection of their own culture gradually weak [2]. Until the world began to promote respect for cultural diversity and protect its own culture, China realized the importance and necessity of protecting its own excellent traditional culture. In recent years, China has made a lot of efforts to change this situation, and has achieved some initial results.

2.3 Unreasonable Use of Existing Intangible Cultural Heritage in the World

The use of the world's intangible cultural heritage will not only enable it to flourish, inherit and develop, but also bring good economic effects to the region. It will also become a beautiful cultural card in the region, which is very important for enhancing its popularity and image. positive effect. However, some unreasonable phenomena have emerged in the use of the world's intangible cultural heritage [2]. Especially when enterprises are involved in the development and utilization of the world's intangible cultural heritage, it is easy to over-commercialize and over-industrialize. In the development and utilization of the world's intangible cultural heritage, the pursuit of economic growth is likely to ignore the meaning and essence of the world's intangible cultural heritage, and arbitrarily tamper with it, not only a disrespect for the world's intangible cultural heritage. At the same time, it also destroys its authenticity and the meaning of existence, and it is also a kind of deception to the people of the country [3]. This phenomenon is widespread in the world's intangible cultural heritage across the country and should be severely cracked down to prevent it from happening.

2.4 Insufficient Financial Support for the Inheritance of the world's Intangible Cultural Heritage

The development of anything is inseparable from the support of funds, as is the inheritance and development of culture [3]. At present, China's funds for the inheritance of the world's intangible cultural heritage have two major problems: First, the total investment is insufficient, and second, the allocation of funds is tilted. Insufficient overall capital investment is a common phenomenon. In addition, some of the world's intangible cultural heritages with good economic effects are better in their own development, attracting more funds, and some traditional non-material cultural heritage such as folk literature and folk music cannot drive economic growth. Relying on government investment to maintain operations, this has led to uneven distribution of funds, making the relatively insecure world intangible cultural heritage on the verge of extinction.

2.5 Professionals Lacking the Inheritance of the World's Intangible Cultural Heritage

What is indispensable in any industry is talents, especially the inheritance and protection of the world's intangible cultural heritage is a job with very high professional requirements. The requirements for talents are more stringent, and China is currently engaged in world intangible culture. The level of heritage inheritance and protection is still uneven and needs to be improved. At present, there are still very few professionals in the Chinese intangible cultural heritage protection team at the provincial level. A large part of them are relying on the cadres of the cultural halls. They are not prepared and have no specialization. The qualifications and experience of the staff are still lacking. The number of staff with no professional knowledge in the ranks of county and city-level staff is very large, which brings great difficulties and obstacles to the inheritance and development of the world's intangible cultural heritage [4]. Therefore, it is imperative to solve the problem of talent shortage in the inheritance team of the world's intangible cultural heritage, and it must be highly valued.

3. Strategic Research on Inheriting and Developing World Intangible Cultural Heritage

The protection of the world's intangible cultural heritage is an important task. To promote the effective development of this work, the government and relevant departments should start from multiple angles and work to increase the promotion of the protection of intangible cultural heritage in the world. Pay attention to the repair of the world's intangible cultural heritage, implement relevant work responsibilities, and better protect the existing intangible cultural heritage of the world.

3.1 Raise Awareness of Protection

From a subjective point of view, the protection of China's intangible cultural heritage is not an easy task. Many jobs must be carried out from a long-term perspective to ensure maximum protection and efficiency and quality. A substantial increase has been achieved, so that in the process of solving the series of problems, we will continue to deal with it from the root [4]. First, the initial stage of China's intangible cultural heritage protection must be a good increase in regional research efforts. Not all intangible cultures can enter the ranks of "heritage". It is necessary to carry out in-depth excavation and understanding. In particular, the phenomenon of indiscriminate filling should be properly solved so that more progress can be made in the future work. Support and recognition. Second, in the process of protecting China's intangible cultural heritage, we must persist in our own work team and continue to grow. Individual excellent staff, for complex protection tasks, cannot adequately respond, and some negative impacts. More, this is difficult to provide more support and affirmation for future development, and the negative impact will be very strong [5]. Under such circumstances, it is necessary to scientifically consolidate the team's ability to protect China's intangible cultural heritage.

3.2 Improve and Innovate Related Legal Protection Mechanisms

The relevant departments of the world's intangible cultural heritage should give full play to their leading role and timely improve relevant legal protection mechanisms. After fully learning and understanding the relevant laws and regulations of the world's intangible cultural heritage in advanced countries, they should continue to improve and integrate China's own characteristics [5]. Develop and enrich China's laws and protection mechanisms, formulate relevant trademarks and patents, improve the declaration and assessment process of the world's intangible cultural heritage, streamline processes, improve efficiency, and enable China's intangible cultural heritage and related work in the world to be Law can be based on law, law enforcement must be strict, the protection of the world's intangible cultural heritage will be put in place, and the excellent traditional culture that has been passed down for thousands of years will continue to develop better and can be enacted.

3.3 Strengthen the Protection System

As far as China's intangible cultural heritage protection itself is concerned, the implementation of many tasks is not an easy task. Only with proper control of various aspects can we achieve a significant degree of work efficiency and quality of work. Upgrade. This paper believes that China's intangible cultural heritage protection system must make a good transformation, adhere to a multi-faceted work, and carry out a good consolidation, so as to make up for better results in the compensation of relevant deficiencies [6]. First, in the process of protecting China's intangible cultural heritage, it must be continuously improved in relevant laws and regulations. It should adhere to the rigorous verification and analysis of different work objects or regional declaration contents. A satisfactory account of the society, but also to ensure that the national cultural system, is well-rich, can not always be implemented in accordance with a single line and standards, this will not achieve outstanding results, but also cause long-term challenges and loopholes. Second, the strengthening of the protection system requires effective coordination in the arrangement of various tasks.

3.4 Improve the Capital Investment Mechanism for the Inheritance and Development of the World's Intangible Cultural Heritage

To build a sound capital investment mechanism, on the one hand, it needs the support of the government and the state. On the other hand, it needs more open source, develop more sources of funds, widely absorb social funds, and form a multi-source financial mechanism. Government support requires detailed planning and analysis by the staff of the World Intangible Cultural Heritage, explaining to the government the importance of the world's intangible cultural heritage and the benefits of developing the world's intangible cultural heritage, and urging the government to increase funding [6]. In addition, the world's intangible cultural heritage can choose to cooperate with civil society or enterprises to provide a platform for cultural enthusiasts to exchange and discuss, absorb

funds from the private sector, not only get the capital investment, but also improve their own popularity and popularity.

3.5 Strengthen the Protection and Cultivation of Professionals in the World's Intangible Cultural Heritage

Since the protection, inheritance and development of the world's intangible cultural heritage are very demanding on talents, in order for the world's intangible cultural heritage to develop better, it is necessary to form a team of composite talents with both theoretical knowledge and practical operations. There is also a need to equip talent with the appropriate facilities and instruments. When recruiting talents, we need to choose people with professional knowledge background and love Chinese traditional culture, and organize regular training, gradually establish a scientific and perfect talent recruitment and training mechanism, and continuously inject fresh blood into the development of the world's intangible cultural heritage [7]. We will develop the world's intangible cultural heritage talents in a professional and professional manner, and carry out targeted inheritance, development and utilization of each of the world's intangible cultural heritage through the formation of a world-class intangible cultural heritage “expert group”.

3.6 Guide the Proper Industrialization and Utilization of the World's Intangible Cultural Heritage

In the process of using the intangible cultural heritage of the world, it is mentioned that many enterprises are prone to excessive commercialization and excessive industrialization in pursuit of temporary interests, but this does not mean that the world intangible cultural heritage should be completely isolated from enterprises and civil society. Come and cooperate properly, and proper commercialization and industrialization is actually a win-win strategy. With the promotion of funds and funds from enterprises and organizations, the world's intangible cultural heritage not only enhances its own popularity, but also achieves better development opportunities [8]. It also brings economic benefits to enterprises and groups, and it is also easy to inspire the broad masses of the people. The interest in the world's intangible cultural heritage has also contributed to the inheritance of Chinese culture. Therefore, guiding the proper industrialization and utilization of the world's intangible cultural heritage can effectively promote multi-party development, and is one of the important methods for developing the world's intangible cultural heritage. .

3.7 Attach Importance to and Strengthen the Promotion and Protection of the World's Intangible Cultural Heritage

In today's information age, people's eyes are attracted by the vast variety of news. In order to attract people's attention to the world's intangible cultural heritage and further understanding, it is necessary to use new tools and means to promote, for example, through the Internet and other platforms. Establish a website for the world's intangible cultural heritage, open Weibo, WeChat public account, etc., directly transmit information and information to the masses of the people, update the latest developments and developments of the world's intangible cultural heritage, and attach importance to and strengthen the non-materials of the world [8]. The propaganda and protection of cultural heritage will gain more attention, and only then will it be possible to usher in better development.

4. Summary

The world's intangible cultural heritage is an indispensable part of Chinese traditional culture. It represents the traditional culture of China for thousands of years. After the inheritance and development of generations, the Chinese intangible cultural heritage has deeply branded the Chinese nation. China's intangible cultural heritage protection can be completed with correct measures and methods. Many problems can be solved with good results, and various shortcomings can be actively compensated. In the future, we should continue to conduct in-depth discussions and research on the

protection of China's intangible cultural heritage, persist in properly solving different tasks, and promote future work development, which will continue to create higher value.

Acknowledgement

Fund Project: This paper is the achievement of the study, Research on the Singing Performance in Xi'an Drum Music from the Perspective of Modern Aesthetics, which is supported by the Foundation for Projects of the Education Department of Shaanxi Provincial Government. The Project Number is 18JK1144.

References

- [1] R.Q. Zhang, The Protection of Intangible Cultural Heritage in the World, Analysis of Inheritance and Development, Popular Literature, vol.22, pp.19-22, 2016.
- [2] Sh.H. Zhan, China's "World Intangible Cultural Heritage" Identification and Inheritor Protection Issues and Countermeasures, Journal of Shantou University, vol.6, pp.82-86, 2015.
- [3] Y.Q. Zhang and W. Ding, Inheritance of the Intangible Cultural Heritage of Higher Education and Its Legalization, Heilongjiang Higher Education Research, vol.3, pp.15-19, 2016.
- [4] J.H. Song and Y.M. Wang, Analysis of the Status Quo and Problems of Digital Protection of Intangible Cultural Heritage in China, Cultural Heritage, vol.6, pp.7-9, 2015.
- [5] Ch.M. Sun and Q.F. Cheng, Analysis on the Status Quo and Countermeasures of Digital Protection of Intangible Cultural Heritage of Minority Nationalities, Guangxi Ethnic Studies, vol.3, pp.124-126, 2017.
- [6] D.D. Qi, Research on the Protection and Inheritance Strategy of Intangible Cultural Heritage from the Perspective of Cultural Industry, New West, vol.14, pp.77-78, 2018.
- [7] W.Q. Li, Research on the Dilemma of World Intangible Cultural Heritage, Strategic Opportunities and Development Countermeasures, Fujian Forum (Humanities and Social Sciences Edition), vol.12, pp.78-80, 2016.
- [8] J.M. Chen, A Review of the Studies on the Inheritors of China's Intangible Cultural Heritage, Journal of Guizhou Normal University, vol.4, pp.77-80, 2018.
- [9] B.Q. Yin, Issues and Countermeasures for the Development of Mass Culture under the Vision of the Intangible Cultural Heritage of the World, Cultural Heritage, vol.22, pp.118-119, 2017.