

Research on the Innovative Development of Intangible Cultural Heritage in the Context of Globalization

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Abstract: Globalization, as a significant trend in today's world development, is profoundly changing our way of life and cultural landscape. In this context, the protection and inheritance of intangible cultural heritage (ICH), as the essence of national culture, face unprecedented challenges and opportunities. ICH, the precious wealth of a nation, a region, and even all of humanity, carries the history, culture, and traditions of a people. However, with the acceleration of globalization and modernization, many ICHs are at risk of disappearing. Therefore, how to innovatively develop ICH in the context of globalization has become an urgent issue. The innovative development of ICH under globalization is a complex and significant topic, requiring multiple perspectives and various measures and methods to promote its innovative development. Over time, better protection and inheritance of these precious cultural heritages can be achieved, allowing them to rejuvenate in the context of globalization, better adapt to the needs of the times, and provide new impetus for local economic and social development.

Keywords: Globalization Context; Intangible Cultural Heritage; Innovative Development.

1. The Importance of Innovative Development in the Protection of ICH

1.1. Promoting the Inheritance and Development of ICH

Under the broad backdrop of globalization, the inheritance and dissemination of ICH are particularly important. These heritages are not only witnesses of history but also the essence of national culture, embodying rich artistic and scientific value. However, with rapid social development and the advancement of globalization, many ICHs are in danger of disappearing. Therefore, innovative development becomes key to the inheritance and dissemination of ICH. Through innovative development, new vitality can be injected into ICH, making it better adapt to the needs of the era. For instance, using digital technologies, ICH can be preserved and displayed digitally, allowing more people to understand and recognize it. Also, by combining it with the creative industry, culturally characteristic products and services can be developed, making ICH an important part of the cultural industry. Additionally, educational inheritance is an important way to promote the inheritance and dissemination of ICH. By incorporating it into the education system, young people can better understand and recognize their national culture, enhancing cultural confidence and cohesion. Furthermore, social participation is an indispensable part. Encouraging participation from all walks of life in the protection and inheritance of ICH can create a favorable atmosphere of widespread participation, further promoting its inheritance and dissemination.

1.2. Enhancing the Practical Value of ICH

The practical value of ICH is receiving increasing attention today. Traditional intangible heritage projects, such as traditional handicrafts and folk arts, although highly valued historically and culturally, often have limited practical use in modern society. To better integrate into modern society and meet people's needs, the practical value of ICH can be

enhanced through innovative development. Combining intangible heritage with modern technology and design is an effective method [1]. For example, traditional handicrafts can be combined with modern design concepts and techniques to create products that are both traditionally cultural and fashionable, practical. Such products not only have high aesthetic value but also practical functionality, better meeting the needs of modern life. Moreover, through innovative development, more application areas of ICH in contemporary society can be explored. For instance, traditional folk arts can be applied in modern architectural design and interior decoration, injecting unique cultural elements into modern architecture. Through innovative development, more people can understand and appreciate ICH, feeling its unique charm, thereby enhancing national cultural confidence and cohesion.

1.3. Promoting the Economic Development of ICH

ICH, as a precious legacy of national culture, possesses not only historical, artistic, and scientific value but also harbors immense potential for economic development. Through innovative development, ICH can be transformed into cultural products or services, stimulating the growth of related industries and creating new economic growth points for the local economy. Cultural tourism centered on ICH is a significant avenue for promoting its economic development. Many intangible heritage projects, as illustrated in Table 1, such as traditional handicrafts, folk performances, and folk activities, possess distinct regional characteristics and ethnic cultural appeal, attracting numerous tourists for experience and appreciation. The development of cultural tourism based on intangible heritage not only increases local tourism revenue but also drives the growth of related industries, such as catering, accommodation, and transportation, further boosting the local economy[2]. Additionally, the trade of ICH artworks is another vital means of promoting economic development. Many intangible heritage projects, like traditional paintings, sculptures, and handicrafts, have high artistic and collectible value. Establishing a market for the trade of ICH artworks can not only meet the demands of

collectors and art enthusiasts but also bring economic benefits to local artisans, promoting the inheritance and development of ICH. The economic development of ICH under the backdrop of globalization has broad prospects. Through innovative development, transforming ICH into cultural products or services, and integrating them with related industries can bring new growth points to the local economy.

Table 1. Innovative Development Approaches of ICH Projects

No.	ICH Projects	Innovative Development Approaches	Economic Development Potential
1	Traditional Handicrafts	Combining with modern design to develop fashionable and practical products	Enhance the added value of products, promoting the development of the handicraft industry
2	Folk Performing Arts	Developing cultural tourism in intangible heritage, organizing performances and experience activities	Promote the development of the tourism industry and increase local economic revenue
3	Folk Activities	Developing ICH experience projects to attract tourists' participation	Drive the growth of related industries such as catering and accommodation, increasing economic benefits
4	Traditional Painting and Sculpture	Integrating with modern design and technology to develop creative products	Expand market share, enhance brand value, and promote innovative development in the cultural industry
5	ICH Artwork Trading	Establishing an art trading market to promote the development of collection and investment markets	Increase the economic income of artisans, promoting the inheritance and development of ICH
6	ICH Educational Experience Courses	Combining with the education industry to offer ICH experience courses and study tours	Meet the needs for learning and experience, fostering the development of intangible heritage inheritance and youth education

2. Strategies for the Innovative Development of ICH in the Context of Globalization

2.1. Absorbing Global Cultural Elements

In the context of globalization, the exchange and integration of various cultures have become a trend. ICH, as a precious cultural legacy, should actively learn from and absorb excellent global cultural elements to promote its innovative development. For example, inspiration can be drawn from internationally popular design concepts to create cultural products with international characteristics by combining these concepts with ICH. Additionally, adopting advanced technological methods, such as digital technology

and virtual reality, can be used to record, preserve, and disseminate ICH. These methods help us better restore the original state of ICH, allowing more people to understand and recognize these precious cultural legacies. In the process of absorbing global cultural elements, it is necessary to maintain the authenticity and traditional characteristics of ICH, and not to damage its original form and core values in pursuit of innovation[3]. It is important to discover and extract commonalities between different cultures, seek opportunities for cultural exchange and integration, and enable ICH to inherit and develop better under globalization. Meanwhile, the government and all sectors of society should also increase support for the protection and innovative development of ICH. Governments can introduce relevant policies and measures to encourage enterprises, institutions, and individuals to participate in the protection and development of ICH, enabling better inheritance and development in the context of globalization.

2.2. Promoting Digital and Networked Development

In the context of contemporary society, the development of digital and networked technologies offers unprecedented opportunities for the protection and dissemination of ICH. Using these modern technological means, we can record, preserve, and disseminate intangible heritage more comprehensively and in-depth, allowing more people to understand and recognize these valuable cultural legacies. Digital technology provides a more lasting and stable means of preserving intangible heritage. Through high-definition photography, video, and other techniques, we can comprehensively record and preserve the skills, performances, and cultural connotations of intangible heritage. This not only allows future generations to better understand and inherit intangible heritage but also prevents its disappearance due to factors such as time and environment. Networked technology makes the dissemination of intangible heritage wider and faster[4]. By establishing digital databases and online exhibitions, we can introduce intangible heritage to a broader audience, breaking geographical limitations and allowing more people to access these cultural heritages. This not only enhances the influence of intangible heritage but also promotes the exchange and integration of different cultures. Utilizing modern technological means, intangible heritage can be better preserved and disseminated, allowing more people to understand and recognize these valuable cultural legacies.

2.3. Promoting Cross-Disciplinary Cooperation

Cross-disciplinary cooperation has become an important means of promoting the innovative development of ICH. Collaborating with enterprises and institutions from different fields can bring together various resources to inject new vitality into the protection and inheritance of intangible heritage, as shown in Table 2. Cooperation with designers is a key direction. Designers, with their creative and design capabilities, can provide new visual presentations and product development for intangible heritage projects. By combining intangible heritage elements with modern design concepts, culturally and traditionally rich yet fashionable and practical cultural products can be created. Such products not only have market potential but can also bring economic benefits to intangible heritage inheritors, promoting the sustainable development of intangible heritage. Cooperation with the

media is also an important way to promote the innovative development of intangible heritage. The media, with its extensive channels and influence, can introduce intangible heritage projects to a wider audience. For example, collaborating with TV stations and online platforms to produce documentaries and variety shows about intangible heritage can allow more people to understand the history, skills, and cultural connotations of intangible heritage. By pooling resources from various parties to jointly promote the innovative development of intangible heritage, more people can understand and recognize intangible heritage, feeling its unique charm. This not only enhances national cultural confidence and cohesion but also contributes to the cultural diversity of humanity.

Table 2. Cross-Disciplinary Collaboration Models and Examples

Cooperation Fields	Cooperation Models and Examples
Collaboration with Designers	Collaborate with designers to develop ICH creative products, combining traditional elements with modern design
Cooperation with Media	Partner with television stations and online platforms to produce documentaries, variety shows, and other programs related to ICH
Partnership with Educational Institutions	Incorporate intangible heritage projects into the school education system, conducting cultural experience courses, research trips, and other projects
Collaboration with Scientific Research Institutions	Utilize technological methods to document, preserve, and disseminate ICH, enhancing the efficiency and quality of protection and inheritance

2.4. Cultivating Talent for ICH Inheritance

Cultivating talent for the inheritance of ICH is key to its innovative development. Firstly, emphasis should be placed on training and protecting the inheritors of ICH. These inheritors are crucial bearers and transmitters of ICH, possessing unique skills, knowledge, and experience, playing an irreplaceable role in its protection and transmission. Therefore, efforts should be increased to train these inheritors, enhancing their abilities and cultural literacy, encouraging them to continuously explore and innovate, and injecting new vitality into intangible heritage projects. Secondly, focus should be on attracting talents with innovative ideas and practical abilities. The innovative development of ICH needs talents with innovative thinking and practical skills. Professionals from arts, design, technology, and other fields should be actively introduced, utilizing their expertise and innovative abilities to provide new ideas and solutions for intangible heritage projects[5]. For instance, ICH training courses can be organized, inviting professional artists, designers, and craftsmen to participate, enhancing the skill

levels and innovative capacities of heritage inheritors. Finally, governments and all sectors of society should also increase their support for training talents in ICH. Governments can introduce relevant policies and measures to provide financial, venue, and other support for heritage inheritors, encouraging them to engage in intangible heritage projects. At the same time, organizing cultural festivals and exhibitions can attract more talents to focus on and participate in the protection and inheritance of ICH. By cultivating a team of talents with innovative capabilities and practical experience, a strong talent pool can be provided for the innovative development of ICH.

3. Conclusion

In the context of globalization, the innovative development of ICH is not only a respect for and protection of traditional culture but also a continuation and promotion of human wisdom and creativity. Through innovation, ICH can better integrate into modern society, meet the increasingly diverse cultural needs of people, and inject new vitality into the development of the cultural industry. However, innovative development does not mean the overthrow or severance of tradition, but rather a respectful adjustment and creative transformation of ICH to adapt to contemporary society, maintaining its authenticity and core values. This requires an open mindset, innovative thinking, and the ability to find inspiration from tradition while combining modern technology and design concepts to create works that are both ethnically distinctive and meet modern aesthetic and functional needs. The innovative development of ICH under globalization is a complex and challenging task. It requires an open mindset, innovative thinking, and practical actions to jointly promote the innovative development of ICH, making a positive contribution to the diversity and prosperity of human culture.

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