

Research on the Inheritance and Protection of Non-material Cultural Heritage under the Background of Rural Revitalization

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Abstract: The report of the 19th National Congress of the CPC proposed the rural revitalization strategy, considering it as an important part of building a socialist modernization strong country. The revitalization of rural culture is bound to become the key to rural revitalization. non-material cultural heritage is the driving force for the development of rural culture, containing rich rural culture and possessing diverse values. However, current non-material cultural heritage encounters many difficulties in inheritance and development, such as the discontinuity of inheritance and improper protection and utilization, which seriously hinder the pace of rural revitalization. In order to solve these problems, this paper deeply analyzes the current situation of inheritance and protection of China's non-material cultural heritage, and proposes a series of practical solutions. The paper explores the important value of the inheritance and protection of non-material cultural heritage under the background of rural revitalization, points out the realistic difficulties in the inheritance and protection of non-material cultural heritage, such as insufficient infrastructure, lack of inheritors, and the impact of commercialization and modernization, and proposes targeted optimization strategies for the inheritance and protection of non-material cultural heritage, injecting new vitality into rural cultural revitalization and promoting comprehensive rural revitalization.

Keywords: Rural Revitalization; Non-material Cultural Heritage; Inheritance and Protection.

1. Introduction

In the great cause of socialism with Chinese characteristics in the new era, the rural revitalization strategy is an important part, and the core goal is to comprehensively improve the economic situation in rural areas and enhance the quality of life and happiness of farmers. Under this grand strategic background, as an important carrier and component of Chinese traditional culture, the unique value and significance of non-material cultural heritage cannot be ignored. non-material cultural heritage refers to various traditional cultural expressions passed down from generation to generation by the people of all ethnic groups and regarded as part of their cultural heritage, as well as the physical objects and places related to these traditional cultural expressions. These cultural heritages contain rich historical information and cultural connotations, representing the wisdom and creativity of the local people, and have extremely high historical, cultural, and economic value. However, in the process of rural revitalization, the inheritance and protection of non-material cultural heritage face many practical difficulties[1-4], and these issues not only threaten the survival of non-material cultural heritage but also hinder the smooth implementation of the rural revitalization strategy. Therefore, strengthening the inheritance and protection of non-material cultural heritage is of great significance for promoting rural revitalization.

2. The Value of Non-material Cultural Heritage under the Background of Rural Revitalization

2.1. Inheriting Cultural Traditions

non-material cultural heritage is a treasure of national spirit, carrying the historical memory and cultural roots of a country

and a nation. Under the background of rural revitalization, these heritages are the cornerstone of rural cultural revitalization. Inheriting these skills, customs, and rituals is a tribute to history and also a protection of the uniqueness of rural culture. Through inheritance and protection, more people can appreciate the charm of these cultural traditions, feel the profound cultural heritage of rural areas, thereby enhancing the confidence in rural culture and injecting continuous cultural vitality into rural revitalization. The inheritance of non-material cultural heritage also helps to enhance social cohesion and identity. When residents participate in and cherish these traditions together, their connections become closer, and shared values and cultural identity enhance the cohesion of the community. The inheritance of this cultural tradition helps to unite the community, promote unity and cooperation within the community, and provide intrinsic motivation for rural revitalization.

2.2. Promoting Cultural Diversity

The diversity of non-material cultural heritage is a treasure of Chinese civilization, showcasing the profoundness of Chinese culture. With vast geographical territory and numerous ethnic groups, different regions and ethnic groups in China possess unique non-material cultural heritage[5-6]. These heritages are cultural calling cards of various regions and spiritual symbols of various ethnic groups. Under the background of rural revitalization, protecting and inheriting these diversified cultural heritages is not only a respect for history but also a cherishment of cultural diversity. Strengthening cultural exchanges and cooperation between different regions and ethnic groups can rejuvenate these cultural heritages, enrich rural cultural connotations, and enhance social inclusiveness and diversity, injecting more vitality into rural revitalization. Cultural diversity is not only

reflected in the forms of non-material cultural heritage but also in the lifestyles, values, and social organizations of different communities. Protecting and inheriting non-material cultural heritage can promote cultural dialogue among communities, deepen mutual understanding and respect, thereby reducing cultural barriers and conflicts, laying a solid foundation for social harmony and stability, and jointly creating a beautiful future of diversity and integration.

2.3. Promoting Tourism Development

As a unique symbol of rural culture, non-material cultural heritage has great appeal to tourists. The handicrafts in rural areas showcase exquisite traditional skills, and folk songs, dances, and festival activities are full of rich folk customs. These cultural elements not only enrich the tourists' travel experiences but also provide them with opportunities to understand and learn about rural culture. Therefore, protecting and inheriting non-material cultural heritage is of great significance for promoting the development of rural tourism, which can assist rural revitalization, achieve win-win economic benefits and cultural inheritance (Table 1). Developing tourism related to non-material cultural heritage can directly bring considerable economic benefits to rural areas, promote local economic prosperity, create a large number of job opportunities, enabling rural residents to find stable jobs locally and improve their living standards. In addition, the development of tourism also helps to inherit non-material cultural heritage because the interests and needs of tourists will motivate local communities to actively inherit and protect traditional culture. This bidirectional mechanism of economic and cultural promotion contributes to the sustainable development of non-material cultural heritage and provides a practical path for rural revitalization.

Table 1. Expected Effects of Promoting Tourism Development

Enablers	Expected effect
Economic benefits	Increase tourism income in rural areas and promote economic development
Job opportunities	We will raise people's incomes and improve their living standards
Inheritance of cultural heritage	We will strengthen the inheritance and protection of non-material cultural heritage and promote cultural prosperity
Social benefits	Enhance rural image, enhance community cohesion

3. Difficulties in the Inheritance and Protection of Non-material Cultural Heritage under the Background of Rural Revitalization

3.1. Inadequate Infrastructure

Rural areas often face severe challenges of inadequate infrastructure in the inheritance and protection of non-material cultural heritage. This challenge is reflected not only in material facilities, such as the lack of workshops required for traditional crafts and the absence of cultural activity venues but also affects the improvement of facilities such as cultural exhibition facilities. The lack of material facilities restricts the inheritance and display of non-material cultural heritage, making many traditional skills and cultural activities difficult to promote effectively. For example, some traditional handicrafts require special workshops and tools, and the lack

of these basic facilities hinders the inheritance of skills. In addition, many non-material cultural heritages require suitable venues and equipment for cultural performances and traditional ceremonies. However, in the case of inadequate infrastructure, these activities cannot be smoothly carried out. Therefore, improving rural infrastructure construction is of great significance for the inheritance and protection of non-material cultural heritage, providing necessary material support and display platforms for the inheritance of traditional culture[7-8].

3.2. Lack of Inheritors

The shortage of inheritors is a major challenge faced by rural areas in the inheritance and protection of non-material cultural heritage. The fast-paced life of modern society and the popularity of digital media make young people more attracted to popular culture and modern technology, resulting in relatively less attention and understanding of traditional culture and non-material cultural heritage. This trend leads to a sharp decline in the number of young inheritors willing to invest time and effort in learning and inheriting traditional skills. Secondly, inheriting non-material cultural heritage itself requires long-term investment and continuous efforts, including long-term learning, practice, and apprenticeship, requiring inheritors to have firm will and perseverance. However, multiple pressures of modern society, such as academic pressure, job competition, and life stress, make it difficult for young people to devote enough time and energy to participate in the inheritance of non-material cultural heritage. At the same time, some traditional skills and knowledge require years of learning and practice to master, which increases the difficulty for the younger generation to inherit.

3.3. Commercialization and Transformation

The impact of commercialization and modernization poses severe challenges to the inheritance and protection of non-material cultural heritage in rural areas. Commercialization often turns non-material cultural heritage into tools for economic gain, neglecting the core values of traditional culture and even distorting and falsifying them. Some traditional skills and cultural customs are excessively commercialized under the pressure of the market economy, and their cultural connotations and pure inheritance are threatened. At the same time, the modern lifestyle gradually erodes traditional culture. With the advancement of urbanization and the popularity of modern technology, many young people are gradually moving away from traditional lifestyles and cultural customs, preferring to accept modern values and lifestyles. This cultural conflict poses a risk of loss for non-material cultural heritage because the younger generation may no longer be willing to accept or continue to promote these traditional cultures. For example, traditional festive activities may gradually be replaced by modern entertainment methods, and traditional handicrafts may disappear due to competition from industrial production.

4. Strategies for the Optimization of Non-material Cultural Heritage Inheritance and Protection in the Context of Rural Revitalization

4.1. Enhancing Policy Support

Strengthening policy support is a crucial strategy for addressing issues related to the inheritance and protection of non-material cultural heritage (ICH). Government policies provide a solid legal and economic foundation for the inheritance and protection of ICH, helping to address practical challenges and promote sustainable development. Firstly, governments should formulate more detailed and comprehensive policy frameworks, clarifying the protection standards and guiding principles for ICH and providing directions for inheritance work. Policies can also stipulate the responsibilities and procedures for various stages of cultural heritage investigation, protection, and inheritance, ensuring that all levels of government and relevant departments have clear tasks and responsibilities. Through clear policy frameworks, governments can provide norms and guidance for the protection of non-material cultural heritage and legal basis for related work. Secondly, governments should provide strong financial and resource support. The inheritance of non-material cultural heritage often requires significant investment. Governments can provide necessary financial support for relevant projects through the establishment of special funds, incentive mechanisms, or cultural funds. Additionally, governments can provide practical resources such as venues and facilities to help improve inheritance conditions and enhance inheritance efficiency. Lastly, strengthening legal protection is an indispensable aspect. Governments should formulate and improve relevant laws and regulations, clarify the intellectual property rights, trademark rights, and other legal rights of non-material cultural heritage, and crack down on plagiarism and infringement. Furthermore, establishing legal mechanisms to

encourage communities and inheritors to actively defend their own rights ensures the purity and independence of traditional culture[9]. Strengthening legal protection will provide a solid legal backing for the inheritance and protection of non-material cultural heritage.

4.2. Strengthening Education and Training

Enhancing education and training is a key factor in ensuring the continuous inheritance and protection of non-material cultural heritage (Figure 1). Firstly, providing extensive and in-depth learning opportunities for the younger generation on non-material cultural heritage, integrating traditional culture into the school education system, and establishing specialized institutions for the education and training of non-material cultural heritage are crucial. Through these channels, young people can deeply understand and learn traditional skills, rituals, and historical culture, thereby stimulating their interest and enthusiasm for cultural inheritance. Secondly, education and training are essential for improving the skill levels and inheritance capabilities of inheritors. Through systematic training courses, inheritors can continuously improve their professional skills and master more traditional knowledge and techniques. Additionally, training can help inheritors acquire effective teaching methods and communication skills, enabling them to better impart skills and ensure the continuity and integrity of cultural inheritance. Lastly, strengthening education and training also contributes to the establishment of a professional team for the inheritance and protection of non-material cultural heritage. This team includes cultural conservation experts, researchers, educators, etc., providing comprehensive professional support for the inheritance and protection of non-material cultural heritage. These professionals not only promote the research and documentation of non-material cultural heritage but also design and implement relevant education projects and inheritance plans, promoting the sustainable development of non-material cultural heritage.

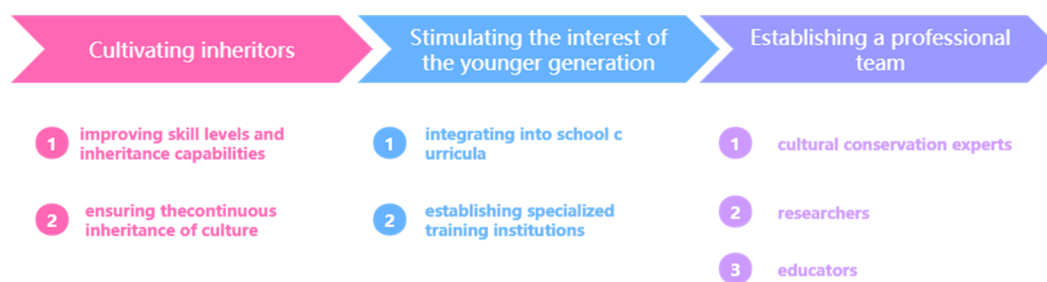


Figure 1. The Importance of Education and Training

4.3. Encouraging Community Participation

As a treasure of human civilization, non-material cultural heritage carries rich historical memories and cultural values. In the process of protecting and inheriting this precious heritage, community participation is particularly important. Non-material cultural heritage is deeply rooted in rural communities, reflecting the lifestyle, values, and historical traditions of local residents. Community members are the key force in protecting and inheriting these heritages, and their active participation not only forms community consensus but also provides valuable resources and support for inheritance and protection. Furthermore, community participation helps strengthen community cohesion and identity. When residents

collectively dedicate themselves to the inheritance and protection of non-material cultural heritage, they are not only inheriting culture but also strengthening internal connections and cooperation within the community. This participation enhances mutual trust and understanding among residents, providing strong community support for inheritance work. Lastly, community participation improves the sustainability of non-material cultural heritage inheritance[10-11]. By organizing cultural festivals, traditional ceremonies, skills training, and other activities, communities can attract more young people to participate, ensuring the continuous inheritance of traditional culture. Community participation also promotes the integration of traditional culture with

modern society, revitalizing non-material cultural heritage in contemporary society.

5. Conclusion

In the great journey of rural revitalization, the inheritance and protection of non-material cultural heritage possess immeasurable cultural, economic, and social value. These precious cultural heritages bear witness to rural history and culture and are the crystallization of rural people's wisdom and creativity. From a cultural perspective, non-material cultural heritage is the soul of rural culture, carrying the historical memories, folk customs, and moral concepts of rural areas, serving as the spiritual home for rural people. From an economic perspective, non-material cultural heritage contains enormous market potential and commercial value. From a social perspective, the inheritance and protection of non-material cultural heritage contribute to enhancing the cohesion and centripetal force of rural society. Therefore, governments, society, and individuals need to make joint efforts and take comprehensive measures to protect and inherit non-material cultural heritage. Through strengthening policy guidance, increasing financial investment, cultivating inheritors, and promoting social participation, the effective protection of these precious cultural heritages will contribute to the comprehensive success of the rural revitalization strategy.

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