

Research on the Protection and Inheritance Path of Intangible Cultural Heritage Dance

Zhixun Zhang *

Department of performing Arts, Ph.D, Chung-Ang university, seoul, 06974, South Korea

* Corresponding author Email: ralon940606@cau.ac.kr

Abstract: This paper discusses the inheritance path of intangible cultural heritage dance, and analyzes and summarizes it from the aspects of education and training, marketing and skill inheritance. Through in-depth research on the present situation and problems of intangible cultural heritage dance, this paper puts forward some feasible inheritance paths, such as strengthening the education and training of intangible cultural heritage dance, innovating marketing methods and strengthening the inheritance of skills. These measures will help to protect and inherit the intangible cultural heritage dance and promote its development and prosperity.

Keywords: Intangible Cultural Heritage Dance; Protection; Inheritance Path.

1. Introduction

Intangible cultural heritage dance is an important part of China traditional culture and the crystallization of Chinese wisdom and creativity, with unique artistic value and cultural connotation. With the development of society and the diversification of culture, the inheritance and development of intangible cultural heritage dance are facing severe challenges. Therefore, this paper aims to explore the inheritance path of intangible cultural heritage dance in order to provide some feasible measures and suggestions for the protection and development of intangible cultural heritage dance.

2. Present Situation and Problems of Intangible Cultural Heritage Dance

Intangible cultural heritage dance is an important part of China traditional culture, which has profound historical origin and cultural connotation. However, with the development of social economy and the trend of cultural diversity, the inheritance and development of intangible cultural heritage dance are facing a series of problems.[1]

With the development of society and the diversification of culture, the inheritance environment of intangible cultural heritage dance has changed greatly. The problems such as the decreasing population, the destruction of the inheritance environment and the limitation of inheritance methods have gradually become prominent, which has brought great difficulties to the inheritance and development of intangible cultural heritage dance. The education and cultivation of intangible cultural heritage dance faces the problems of limited educational resources and less opportunities for cultivating talents; On the other hand, the educational content and methods of intangible cultural heritage dance also need constant innovation and improvement to meet the needs of modern society. The marketing of intangible cultural heritage dance faces the problems of limited market demand and insufficient channels for performance and promotion. On the other hand, the marketing methods of intangible cultural heritage dance also need constant innovation and improvement to improve its market competitiveness and influence. The skill inheritance of intangible cultural heritage

dance also faces the problems of limited talents and damaged environment. On the other hand, the way of inheriting the skills of intangible cultural heritage dance also needs constant innovation and improvement to meet the needs of modern society.

3. Education and Training

The inheritance of intangible dance needs the support of education and training, while modern education provides more possibilities for the inheritance of intangible dance. Therefore, exploring the combination of intangible cultural heritage dance and modern education is of great significance to the inheritance and development of intangible cultural heritage dance.

In order to strengthen the education and training of intangible cultural heritage dance, the government should increase investment in intangible cultural heritage dance education, increase the training and recruitment of intangible cultural heritage dance teachers, and establish and improve intangible cultural heritage dance teaching facilities and resources. The teaching of intangible cultural heritage dance should pay attention to the teaching of non-legacy culture and history, let students know the cultural connotation and value of intangible cultural heritage dance, and also pay attention to cultivating students' innovative ability and aesthetic quality. Teaching methods should also be more diversified, and modern scientific and technological means and interactive teaching methods should be adopted to improve teaching quality and effect. The government should introduce more intangible cultural heritage dance education policies, give more support and preferential policies to intangible cultural heritage dance education, and at the same time, it is necessary to strengthen the publicity and promotion of intangible cultural heritage dance education to improve the society's awareness and attention to intangible cultural heritage dance education.[2]

It is very necessary to combine intangible cultural heritage dance education with modern education. We can integrate the intangible cultural heritage dance education into the curriculum system of primary and secondary schools, so that more students can contact and understand the intangible

cultural heritage dance culture. At the same time, we can also explore the combination of intangible cultural heritage dance education with modern education methods such as internet education and online education, so that more people can learn and understand intangible cultural heritage dance culture conveniently.

In order to solve the problem of intangible cultural heritage dance education, a series of measures need to be taken. First of all, strengthen the cultivation of intangible cultural heritage dance inheritors and educators to improve their professional level and teaching ability. Secondly, establish the standards and norms of intangible cultural heritage dance education to ensure the quality and effect of intangible cultural heritage dance education. Furthermore, strengthen the publicity and promotion of intangible cultural heritage dance education, and improve the public's understanding and attention to intangible cultural heritage dance.[3]

The combination of intangible dance and modern education can bring new opportunities for the inheritance and development of intangible dance. First of all, intangible cultural heritage dance can be incorporated into the curriculum system of modern education, so that more people can contact and understand intangible cultural heritage dance. Secondly, we can combine intangible cultural heritage dance with modern science and technology, explore digital teaching and intelligent teaching methods, and improve the effect and quality of intangible cultural heritage dance education. Furthermore, we can combine the intangible cultural heritage dance with the needs of modern society, set up professional courses related to intangible cultural heritage dance, and train more intangible cultural heritage dance talents.

4. Marketing

As an important part of China's traditional culture, intangible cultural heritage dance has unique artistic charm and historical value. However, due to the lack of marketing, the inheritance and development of intangible cultural heritage dance has been limited.

At present, the marketing of intangible cultural heritage dance mainly focuses on cultural tourism, performance, education and other fields. In terms of cultural tourism, some intangible cultural heritage dances have been developed and utilized as tourism resources, such as being displayed and performed in some scenic spots and folk villages, attracting the attention of many tourists. In terms of performances, some intangible cultural heritage dance groups have demonstrated their talents in performances and competitions at home and abroad, which has improved the popularity and influence of intangible cultural heritage dance. In education, some intangible cultural heritage dance groups and schools have set up intangible cultural heritage dance training courses and trained a group of intangible cultural heritage dance talents.

In order to solve the problems existing in the marketing of intangible cultural heritage dance, some innovative marketing methods need to be adopted. Intangible cultural heritage dance groups should strengthen their marketing awareness and formulate marketing strategies that meet market demand; Explore new marketing methods, such as through the Internet, social media and other new media; Establish a professional marketing team to improve the professional level of marketing. The government and society should strengthen the financial support for the intangible cultural heritage dance and provide the necessary financial guarantee for the marketing of the intangible cultural heritage dance.

Intangible cultural heritage dances can be marketed through various channels, such as TV, Internet and social media, so as to improve their popularity and market competitiveness. Improve its market value and competitiveness through brand marketing, such as building brand image and launching brand products. By excavating its cultural connotation and strengthening cultural marketing, it will attract more consumers and market attention. Intangible cultural heritage dance can also be combined with other industries, such as tourism and cultural creativity, so as to expand the market space and influence of intangible cultural heritage dance.

In the marketing of intangible dance, we can also explore the combination of intangible dance and tourism. With the development of tourism, more and more people begin to pay attention to the tourism experience. As a characteristic cultural tourism resource, non-legacy culture has great market potential. As an important part of non-legacy culture, intangible cultural heritage dance can be further promoted and passed down by combining with tourism.

First of all, we can take the intangible cultural heritage dance as a part of tourism projects, and combine it with other tourism resources to enrich tourism products. For example, in some intangible cultural tourist attractions or intangible cultural festivals, intangible dance performances can be arranged to attract tourists to watch and participate. In this way, more people can understand and feel the charm of intangible cultural heritage dance and strengthen the marketing of intangible cultural heritage dance.

Secondly, we can take the intangible cultural heritage dance as a part of tourism cultural products and launch tourism cultural products related to intangible cultural heritage dance. For example, carry out intangible cultural heritage dance training courses, make intangible cultural heritage dance teaching videos, and launch intangible cultural heritage dance theme handicrafts. These products can be sold through tourist attractions, tourist platforms, etc., and provide economic support for the inheritance and development of intangible cultural heritage dances.[4]

Finally, we can promote the development of local tourism through the inheritance and development of intangible cultural heritage dances. For example, in the process of inheriting intangible cultural heritage dance, we can cultivate and introduce intangible cultural heritage dance talents to provide professional performance and teaching services for tourist attractions. At the same time, through the marketing of intangible cultural heritage dance, more tourists can be attracted to watch and experience, and the development and prosperity of local tourism can be promoted.

The combination of intangible cultural heritage dance and tourism can provide new ideas and channels for the marketing of intangible cultural heritage dance. Intangible cultural heritage dance can be integrated into the tourism industry through intangible cultural heritage dance performances and intangible cultural heritage dance training, so as to attract more tourists and market attention.

5. Inheritance of Skills

Intangible cultural heritage dance is an important part of China traditional culture, which has rich historical, cultural and artistic values. However, with the changes of the times and the development of society, the inheritance of intangible dance is facing severe challenges, among which the problem of skill inheritance is particularly prominent.

On the one hand, due to the strong artistry and skill of intangible dance, its inheritance needs to have certain professionalism and inheritance experience, but in reality, the lack of inheritors and inheritance experience leads to difficulties in the inheritance of intangible dance skills. On the other hand, the change of lifestyle and cultural environment in modern society makes the inheritance of intangible cultural heritage dance face new challenges. For example, the changes in young people's cultural consumption patterns and aesthetic tastes have led to a gradual decline in interest in traditional dances. At the same time, the development of modern science and technology and the globalization of cultural exchanges have also brought new opportunities and challenges to the spread and inheritance of intangible cultural heritage dances.

In order to solve the problem of the inheritance of intangible cultural heritage dance skills, a series of measures need to be taken. First of all, we should strengthen the training and selection of intangible cultural heritage dance inheritors, and encourage old masters with the will and experience to pass on their skills to more young people. Secondly, we should strengthen the education and training of intangible cultural heritage dance, improve young people's understanding and interest in intangible cultural heritage dance through school education and social training, and cultivate talents who can inherit intangible cultural heritage dance. In addition, we can also explore the digital inheritance and protection of intangible cultural heritage dances. Through the application of digital technology, the inheritance and protection of intangible cultural heritage dances will be brought into the track of modernization, so that it can better meet the development needs of modern society.

The inheritance of the skills of the intangible cultural heritage dance is a key link, because the skills are the soul and core of the intangible cultural heritage dance, and it is also one of the important factors that can be passed down. However, due to various reasons, the technical inheritance of intangible cultural heritage dance faces many problems and challenges. Therefore, it is very necessary to strengthen the skills inheritance measures of intangible cultural heritage dance.

Digital inheritance and protection are a very important means, which can effectively record and inherit the skills of intangible cultural heritage dance. Modern technology can be used to digitally record and inherit the skills of intangible cultural heritage dance, such as video, audio and images. At the same time, it is also necessary to establish a corresponding digital protection mechanism to ensure the effective protection and inheritance of intangible cultural heritage dance skills.[5]

Digital inheritance and protection are an important direction of intangible cultural heritage dance inheritance at present. The application of digital technology can help the protection, inheritance and promotion of intangible cultural heritage dance. Digital technology can help the protection of intangible cultural heritage dances. Through digital technology, the performance, teaching and skills of intangible cultural heritage dances can be recorded and preserved. For example, the video, audio, pictures and other materials of the intangible cultural heritage dance can be digitized and stored in the network cloud for emergencies. This can effectively protect the historical and cultural value of intangible cultural heritage dance and avoid the loss of intangible cultural heritage dance due to human factors or natural disasters. Through digital technology, the teaching and skills of

intangible cultural heritage dance can be passed on. For example, the teaching video of intangible cultural heritage dance can be digitized and spread through the network, so that more people can understand and learn intangible cultural heritage dance. In addition, digital technology can also help the inheritance of intangible cultural heritage dance skills. For example, through digital technology, the skills of intangible cultural heritage dance can be decomposed and reorganized, so that more people can understand the technical characteristics and essence of intangible cultural heritage dance. Through digital technology, the performance and teaching of intangible cultural heritage dance can be popularized. For example, we can digitize the performance video of the intangible cultural heritage dance and spread it through the network, so that more people can understand and appreciate the intangible cultural heritage dance. In addition, digital technology can also help the marketing of intangible cultural heritage dance. For example, through digital technology, we can develop games, apps and other products related to intangible cultural heritage dance to attract more people to understand and pay attention to intangible cultural heritage dance.

6. Look Forward to the Future Development Trend of Intangible Cultural Heritage Dance

With the development of the times and the progress of society, intangible cultural heritage dance also needs constant development and innovation to meet the needs of the times and people's aesthetic needs. In the future development, intangible cultural heritage dance will usher in a new development trend.

With the continuous development of science and technology, digitalization and technology have become an important way to inherit modern culture. Intangible cultural heritage dances also need to be passed down and protected by digital means. For example, through video, internet and other means to spread the intangible cultural heritage dance, through virtual reality technology to present the performance of the intangible cultural heritage dance, through intelligent equipment to record and inherit the skills of the intangible cultural heritage dance.

Intangible cultural heritage dance needs constant innovation and change to meet the needs of the times and people's aesthetic needs. Intangible cultural heritage dance can be integrated with modern dance, music, drama and other artistic forms to create more contemporary and artistic works. At the same time, intangible cultural heritage dance can also attract more audiences through diversified forms of expression, such as street dance and national dance.

The inheritance and protection of intangible dance is not only a matter for a country, but also an important part of global cultural heritage. Intangible cultural heritage dance needs international exchanges and cooperation to promote understanding and exchanges between different cultures. At the same time, intangible cultural heritage dance can also create more international dance works through cross-cultural integration.

The inheritance and protection of intangible dance needs the support and attention of the society. Intangible cultural heritage dances need to be protected and passed down through sustainable development, and at the same time, they need to undertake social responsibilities, such as paying attention to

vulnerable groups and promoting cultural education.

7. Conclusion

This paper discusses the cultural inheritance, education and training, market promotion and skill inheritance of intangible cultural heritage dance, and puts forward some feasible inheritance paths. First of all, the inheritance of intangible cultural heritage dance must start with cultural inheritance, strengthen the research on the historical origin and cultural background of intangible cultural heritage dance, carry forward the cultural connotation of intangible cultural heritage dance, and let more people know and understand intangible cultural heritage dance. Secondly, education and training is an important link in the inheritance of intangible cultural heritage dance. We must strengthen the education and training of intangible cultural heritage dance, cultivate more intangible cultural heritage dance talents, and promote the inheritance and development of intangible cultural heritage dance. Marketing is an important means to inherit intangible dance. It is necessary to innovate the marketing methods of intangible dance, so that more people can understand and like intangible dance and promote its market-oriented development. Finally, the inheritance of skills is the core link

of the inheritance of intangible dance, so it is necessary to strengthen the inheritance of skills of intangible dance, inherit the essence and skills of intangible dance, and protect the uniqueness and inheritance of intangible dance.

References

- [1] Zhang Ting. Research on the inheritance path of intangible cultural heritage dance [J]. Hebei Pictorial, 2021,(8): 17-18.
- [2] Zhao Chunji. Exploration of the inheritance and development path of intangible cultural heritage dance: based on the thinking concept of "internet plus" [J]. Art Evaluation, 2019,(12): 67-69.
- [3] Chen Ruican. Contemporary value and inheritance of intangible cultural heritage dance [J]. Art Education, 2022,(7): 105-108.
- [4] Luo Yanqing. Research on the Path of Heritage Dance in the New Media Era [J]. Art Grand View, 2021,(18): 100-101.
- [5] Liu Lijun, Li Zhibo, Tan Zhuang. Dance "non-legacy" of "modernity creation" and the research on the inheritance path of aesthetic education in colleges and universities-taking the traditional dance art in Baoding area as an example [J]. Chinese Science and Technology Journal Database (full text) Social Sciences, 2022,(8): 99-104.