

Intangible Cultural Heritage Boosts Rural Revitalization: Dilemma and Way out

-- Take Guier Opera in Qiaotou Town, Huaiji County as an Example

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Abstract: The dilemma of intangible cultural heritage has become a short board of rural revitalization, but it can be alleviated by the favorable policies of rural revitalization. The sustainable development of intangible cultural heritage is an important part of rural revitalization and an effective driver of rural revitalization. The two help each other. Huaiji county Qiaotou town provincial intangible cultural heritage Guier Opera popular in the middle of the 20th century, after entering the 21st century Guier Opera facing times change, inheritance, insufficient funding, insufficient publicity, lack of research, in the national protection and development of intangible and rural revitalization of the policy gradually under the good, from three aspects of culture, talent, governance power Qiaotou town rural revitalization. Studies have shown, build a digital information platform for Guier Opera, create forms and contents that are popular with young people, and integrate sound and photoelectric technology into the performance, which can meet the diverse spiritual and cultural needs of the local people and promote the revitalization of rural culture. The government can strengthen the support for Guier opera troupe and the inheritors, and the inheritors can constantly improve their performing arts quality, cooperate between schools and counties, and strengthen the support of talents, which can promote the revitalization of rural talents. By performing and publicizing national policies, laws and regulations, and showing the new look of the countryside, the repertoire can strengthen the villagers' sense of ownership and enhance the ability of rural autonomy.

Keywords: Intangible Cultural Heritage; Rural Revitalization; Guier Opera.

1. Introduction

Guier Opera in Qiaotou Town, Huaiji County is a provincial intangible cultural heritage project of Guangdong province. It is a characteristic small opera formed on the basis of local folk dance and folk rap music. It was popular in the middle of the 20th century. In the 21st century, the society into the era of high-tech information development, urban culture quickly affect the countryside, the villagers in fully accept urban culture at the same time, gradually abandoned the local traditional folk culture, the folk tunes and singing and dancing performances of your son play with strong local flavor, be abandon and replace, performance sharply reduced, the development difficulties[1]. At the same time of losing the demand of the audience, the inheritors of Guier Opera are also losing. The older generation of inheritors are old, and the rural youth flow to the cities. There are few successors in Guier Opera, so there is a crisis of inheritance fault. As Xu Dewei, a municipal inheritor, said, he is in his 60s, and the average age of the actors is over 50, so it is difficult to find young and middle-aged people aged around 40. Moreover, the troupe has no salary, only the meager income of the performance. Guier Opera can not maintain the basic living needs of the family, and the actors have to seek other careers to ensure the family expenses. This shows that Guier Opera is not enough. In some popular sites and APP such as TikTok, WeChat video number, weibo and Bi li bi li, search "Guier Opera", found the video number, up to dozens, at least a no, and video production is not professional exquisite, no subtitles, the audience cannot understand play content, thumb up number, unable to attract the attention of young people and interest. Similarly, the

professional research on Guier Opera is not enough. In the CNKI and Duxiu knowledge base search, the number of research papers and monographs is only in the single digits.

The dilemma of intangible cultural heritage has become a short board of rural revitalization, but it can be alleviated with the favorable policies of rural revitalization. The sustainable development of intangible cultural heritage is an important part of rural revitalization, and an effective driver of rural revitalization. The two help each other. As the intangible cultural heritage, Guier Opera is also the same. It gradually gets out of the predicament under the favorable policy of national protection and development of intangible cultural heritage and rural revitalization. At the same time, it also helps the rural revitalization of Qiaotou Town in Huaiji County from the three aspects of culture, talent and governance.

2. Intangible Cultural Heritage Boosts the Revitalization of Rural Culture

Cultural revitalization is one of the rural revitalization strategies proposed by Comrade Xi Jinping in his report to the 19th CPC National Congress on October 18, 2017. The Law of the People's Republic of China on the Promotion of Rural Revitalization, which came into force on June 1, 2021, is the first law directly named after "rural revitalization", and is also a law that comprehensively guides and promotes rural revitalization. In Article 32 of Chapter IV of Cultural Prosperity, it states that people's governments at all levels shall take measures to protect agricultural cultural heritage and intangible cultural heritage, explore the profound connotation of fine agricultural culture, carry forward red

culture, and inherit and develop fine traditional culture. This regulation explains from the legal level that the necessary cultural prosperity to promote rural revitalization, while the prosperity of rural culture requires the people's governments at all levels to take active measures to protect agricultural cultural heritage and intangible cultural heritage, and inherit and develop excellent traditional agricultural culture. Why intangible cultural heritage is so important for the revitalization of rural culture, the country first proposed by the party's report, and then from the legal level. Because the countryside is the fertile soil for the survival and prosperity of the Chinese traditional farming culture, and the intangible cultural heritage comes from this fertile soil. It is an important cultural resource of the countryside, the spiritual treasure of the countryside, and the source of the cultural identity and cultural confidence of the rural masses. Intangible with rural cultural characteristics, with rural historical background, embodies the rural hundreds of years of social cultural changes, represents the historical memory of agricultural society, is the construction of rural common cultural home and spiritual dependence, and improve the level of villagers' cultural knowledge and quality accomplishment, dissemination and popularization of the important carrier of national policy. Therefore, the intangible cultural heritage is of great significance to the rural cultural revitalization.

Guier Opera was formed in the late Qing Dynasty and rooted in Qiaotou Town, Huaiji County. It is a comprehensive local opera that combines local folk songs and dances and excellent plots of Cantonese opera. It is a living fossil for studying the formation and origin of small local folk opera[2]. Guier opera was born and grew up in Huaiji County and passed down to here, which is an important product of farming culture in Huailing area. Its singing music, singing language, performance forms and occasions, and performance customs all have the brand of rural culture, showing the local folk customs and folk customs, and is the crystallization of the collective wisdom of the local villagers and the concentrated embodiment of the aesthetic taste. Therefore, promoting the protection and inheritance of Guier opera, as an intangible cultural heritage, also strengthens the protection and inheritance of agricultural culture, which is in line with the policy of "The Law on the Promotion of Rural Revitalization and promoting the protection and utilization of intangible cultural heritage and important agricultural industrial heritage". At the same time, Guier Opera is also a good communication carrier for the rural culture of Qiaotou Town. It is helpful to promote its excavation, protection, inheritance and development to the prosperity of the cultural market of Qiaotou Town, enhance the spiritual outlook of the town people, expand the cultural industry of the town, and promote the development and construction of rural culture, which is an important energy to revitalize the rural culture of Qiaotou Town.

Today's society with the rapid development of intelligent technology, digital information is everywhere, network become to maintain the relationship between people, display and publicity window, therefore, build for Guier Opera digital platform is very necessary, in the current popular website regularly update Guier Opera information and play, expand the influence of Guier Opera. Of course, while preserving your traditional repertoire of Guier Opera, also necessary to encourage and stimulate Guier Opera fans and professional art personnel actively create new play, new play around social hot topic, the content which young people enjoy, also

necessary to recompose some current popular music elements, new wine in an old bottle, can keep up with the trend of The Times, cause more people pay attention to Guier Opera, and creat it. The inheritors, troupe and fans of Guier Opera should make full use of various short video platforms to upload performance videos or teaching videos to show themselves. In order to remove comprehension barriers, Mandarin subtitles and plot outline can be added to the video to facilitate the audience to understand. In order to enhance the modern sense of Guier Opera, we will actively use the technical advantages of new media, add modern technology to the performance of Guier Opera, and clearly record it in the professional recording studio before releasing it on the network. This not only publicizes the expensive Guier Opera, but also allows the inheritors and fans to enjoy the flow dividend, killing two birds with one stone. Inspired by the popular short video traffic, the inheritors and fans will be able to create works that can not only cater to the public taste, but also reflect the essence of Guier opera. At the scene of Guier opera can also join the modern technology, such as June 6 play rock festival Guier opera performance, can increase the sound and light technology and interactive experience, enhance the sensory impact of the scene, bring the audience hearing, visual new feeling, let the audience feel among them, among them, fully understand the connotation of Guier opera, to attract more tourists, promote the local text brigade. The innovative content and performance form of Guier Opera will certainly attract more people's love and attention, and expand the audience range, which is conducive to the wider dissemination and sustainable development of Guier Opera, and plays an important role in meeting the diverse spiritual and cultural needs of local people and promoting the revitalization of rural culture. To promote the rural industry, the popular live with goods can also be used in Guier opera performance, in the form of live webcast, in Guier opera classic performances clever insert Huaiji county specialty, live sales, using the network now cluster effect, can boost Huaiji county economic development, also can effectively promote Guier opera, give it more social function.

3. Intangible Cultural Heritage Boosts the Revitalization of Rural Talents

Country for rural talent revitalization attaches great importance to, issued and promulgated such as "The central committee of the communist party of China under the State Council on the implementation of the strategy of rejuvenating the country", "About accelerating the opinions of the rural talent revitalization", "The rural revitalization of the People's Republic of China promotion law", and other documents to ensure and accelerate the rural talent revitalization, these documents are pointed out that to Xi Jinping, the new era of socialism with Chinese characteristics as guidance, the rural priority in the human capital development, vigorously cultivate local talents, promote professional talent service in the country. In the construction of rural local talents and professional talents have also mentioned the opinions of accelerating the training of non-genetic inheritors. It can be seen that non-genetic inheritors are an important part of rural talents and an effective force for boosting rural revitalization. The inheritor is also the talent support for the protection and development of the intangible cultural heritage. As the inheritor of the intangible cultural heritage, he must be a respected "able person" in the countryside. He has a wide

popularity and a good mass base, and is able to maintain and inherit the excellent rural culture. As the national and provincial “representative intangible cultural heritage inheritance recognition and the management method” pointed out that the genetic bearing talent should be “to undertake the intangible cultural heritage project inheritance task, representative in specific areas, and has great influence in a certain area, the culture and tourism (hall) that the inheritance.....In the inheritance of this intangible cultural heritage, it plays the core, lead and demonstration, and actively carries out inheritance activities to cultivate successor talents.”

According to the declaration of Qiaotou Town Cultural Station for the provincial intangible cultural heritage project and the inheritance population, Guier Opera has been passed down by five generations and 19 people in the village. Xu Dewei, the only municipal inheritor, at present, is from Libu Village, Xufeng Village Committee, Qiaotou Town, Huaiji County, and was born in June 1960. At the age of 12, he began to learn acting from the old artists in the village. Xu Dewei can perform the most difficult clown in Guier Opera incisively and vividly, and he is also the only one in the troupe who is proficient in each role. His troupe is “Heguitang”, which is the most active troupe at present. It was founded in 2007 and founded by Kong Fanying, the principal of Lianfeng Primary School in Qiaotou Town, and established. Zhou Rukun, the old director of the county Bureau of Culture, named the class for the troupe, and received financial support from the government and the people. In the past six years, the troupe members can basically keep at about 15 [3]people. Heguitang performs in February, March and slack season, and has sporadic performances in other months, with an average of 30 performances a year[4].The performances during the day were organized by the government, and the evening performances were invited by the villagers for Qiaotou Town villages and scenic spots. The performance was loved and welcomed by the local people, and some villagers showed their willingness to study and perform in the hall. In addition, according to the performance tradition of Guier Opera, the troupe should write part of the lyrics according to the performance reasons, the venue and the actual situation of the invited object, such as village characteristics, local celebrities, fine traditions and other content will be adapted, which shows the high literary accomplishment of the troupe members. The performance of Heguitang strengthens the inheritance and development of Guier Opera, enriches the cultural life of the people in Qiaotou Town, and activates the local cultural atmosphere. Guier Opera in Qiaotou town Huaiji county performance together and cultivate a batch of local professional performance talents, theatre in the inheritance of the inheritance is Qiaotou town opera excellent talents, they in Qiaotou town Guier Opera in the protection and inheritance of self affirmation, self renewal, self transformation, to power for Qiaotou town talent revitalization and sustainable development, for Qiaotou town Huaiji county cultivate grassroots cultural talents, make contributions to strengthen the construction of folk culture team.

The inheritors and troupe of Guier Opera should actively establish close contact with the schools near Huaiji County, build a cooperation mechanism between the school and the league, and introduce Guier Opera into the school's art classroom. In primary and secondary schools, the second class of Guier opera, combining performance and training, to stimulate students' interest and lay a talent reserve foundation

for the training of inheritance artists. In colleges and universities, the response to the national rural revitalization bureau “hundred school county xing thousand village” action, school county pairing, cooperation, build teaching, learning, research integration platform, using community, radio, lectures, concert, give full play to college art specialty, let students enjoy and participate in the performance and research of Guier opera in their spare time, feel the connotation of our excellent traditional culture, osmosis by the intangible culture, build intangible campus cultural atmosphere, to enhance the intangible heritage force and rural cultural soft power. Colleges and universities can study the performance and study of Guier opera to serve the rural cultural life, formulate long-term cooperation plans, and determine the depth, breadth and characteristics of cooperation. Such as in the scenic area and village show Guier opera, visit inheritance, research cultural center, museums, etc.. Through performances, visits and research to strengthen students 'perceptual understanding, truly understanding as the highlights of intangible project Guier opera, using professional knowledge of intangible culture, summary, research, in order to improve the students' ability to solve the problem. Such two-way in-depth cooperation can not only meet the requirements of talent training in universities, but also provide a talent base for the inheritance of Guier opera. At the same time, colleges and universities should also give full play to their advantages of innovative research and transformation, and integrate the creation techniques and performance means of Guier opera on the basis of the traditional tunes and performances, so as to realize the modern transformation and regenerative value creation of the audio-visual effect of Guier opera. New creation of Guier opera works back to the country performance, driving the rural culture construction of Guier opera, and the innovation of the social value and commercial value, to save — innovation — inspection — save good cycle, truly achieve “what the county needs and the university can do”, realize the school county complementary advantages, mutual benefit and win-win, to better promote rural talent strong base project, strengthen talent support.

4. Intangible Cultural Heritage's Ability to Improve Rural Governance

The General Office of the CPC Central Committee and General Office of the State Council issued the Guiding Opinions “On Strengthening and Improving Rural Governance”, pointing out that “Realizing effective rural governance is an important part of rural revitalization.” Put forward the seventeen main tasks, which actively cultivate and practice the socialist core values, the implementation of local custom civilization cultivation action, play a role of moral models, strengthen the rural culture lead the four tasks, is to the rural masses abide by the state laws and regulations, village, carry forward Chinese excellent traditional culture, love party patriotic, up to good, filial piety, loyal and trustworthy, thrifty, strengthen the soft power of rural development. To accomplish these tasks, we can make full use of the help of intangible cultural heritage, improve the capacity of rural governance, and realize rural revitalization. Because the foundation of the heritage in the countryside, directly embodies the rural folk customs and customs, show the villagers life, emotion, habits and beliefs, its value is in its

relationship with human beings, after a long history of development, condensed the local villagers cultural provenance and spiritual sustenance, is the rural community thought consensus cultivation center of gravity. The protection and development of intangible cultural heritage has enhanced the collective sense of honor, autonomy and happiness of rural people, stimulated the vitality of rural governance, and promoted the achievement of public will in consultation on rural public affairs, participation in rural cultural life, maintenance of rural emotional identity and cultivation of rural community relations.

Guier opera is a characteristic opera of Qiaotou Town, which has fixed performance customs and procedures, which all reflect the social function of Guier opera to celebrate the harvest and entertain people and god. At the same time, the content of the repertoire performance is the true embodiment of the cultural psychological needs and aesthetic orientation of the villagers in Qiaotou Town. The traditional customs and performance modes and contents that the villagers are happy to see, can effectively publicize the major policies, laws and regulations of the country, strengthen the sense of ownership, enhance the aesthetic taste, enhance the cultural confidence of the villagers, and thus enhance the autonomy ability of the countryside. Rural autonomy is not only an important form of village-level organization power, but also the main driving force of the current rural social and economic development and grass-roots democratic progress[5]. Back in the fifties and sixties when Guier opera was popular, they performed excellent plays to publicize national policies, promote democratic progress at the grassroots level, and cultivate rural civilization. For example, in 1950, the country implemented the land reform policy, Lanxi Village (today's Hongguang Village) Guier class adapted the "White Haired Girl", this play touched the hearts of thousands of audiences, and promoted the movement of rent reduction and withdrawal and anti-hegemon division[6]. In the autumn and winter of 1965, in order to cooperate with the memory to carry out class education movement, Xuxian village Guier class staged the modern drama "mountain village blood tears", has in the brigade and the commune location of many performance, the audience nearly 20,000 people, each performance to the sad place, crying everywhere, the scene for the performance of Guier opera rare[6]. This play has improved the villagers' sense of community and enriched the rural endogenous governance resources.

Guier opera become provincial intangible project, still to boost rural revitalization, promote rural governance, such as in 2015, Heguitang Guier opera troupe cooperated with the relevant departments of the county and the town government to declare the stone goat as a national Geographic indication, rehearsal performances "The Shepherd's Son-in-law", for the project declaration success played a power effect, condensed a positive rural revitalization of the atmosphere[7]. In 2023, the modern new drama "Giving Spring Festival couplets", written by Xu Zhaohan and performed with Heguitang, shows the achievements of the construction of rural customs and civilization under the guidance of the rural revitalization policy. All these show that Guier opera has become an important means to effectively promote various policies in rural revitalization in Qiaotou Town Huaiji County, and also a powerful source of the driving force of rural autonomy.

5. Conclusion

Since the 1980s, the governments of Zhaoqing city and

Huaiji County began to protect and support Guier opera, and took a series of measures. Although some results have been achieved, they are still not enough. In 2018, the CPC Central Committee and The State Council issued "The Strategic Plan for Rural Revitalization (2018-2022)", stating that "we will improve the intangible cultural heritage protection system and implement the inheritance and development project of intangible cultural heritage". In 2021, the General Office of the CPC Central Committee and The General Office of the State Council issued "The Opinions on Further Strengthening the Protection of Intangible Cultural Heritage (2021)", pointed out that "to increase professional support for the protection of intangible cultural heritage in poverty-stricken areas, and further promote the intangible cultural heritage to help rural revitalization". The two documents issued by the state clarify the support and assistance attitude of the government for the protection of intangible cultural heritage and the promotion of rural revitalization. In such an environment, governments at all levels of provinces, cities, counties and towns should continue to improve the intangible cultural heritage protection system, increase the intensity of intangible cultural heritage protection, increase investment, and promote rural revitalization. Governments at all levels should increase financial support to form a continuous and fixed amount, and the funds should be used by special persons to avoid unfairness and waste. Build Guier opera as the characteristic cultural name card of Qiaotou Town in Huaiji County, create or guide a variety of protection methods, train inheritors and troupes through multiple channels, and establish archives of Guier opera art talents in the county and town, and constantly supplemented and updated. Using various festivals for Guier opera into rural activities, guide the inheritance and troupe combined with modern social life, current issues and create new works, the art and political and economic interests, adapted the new work arrangement into the scenic area, into the community, enrich the county town rural cultural life, and can realize Guier opera a new era of "rebirth" and sustainable development. Outside counties and towns, establish contact with other local governments, cultural departments and schools of similar intangible cultural heritage to strengthen exchanges of intangible cultural heritage activities. Participation or launched adjacent areas intangible performance and research activities, through the intangible workshops, performance concert, expert lectures, academic exchanges, such as a variety of ways, contribute to how to protect and development of intangible cultural heritage discussion and communication, get more effective feasibility protection measures, to boost Qiaotou town Huaiji county rural revitalization.

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