

# **Study on the Activation and Integration of "Intangible Cultural Heritage +" From the Perspective of Rural Revitalization -- Taking Foshan as an Example**

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**Abstract:** Foshan is a famous cultural city in China, which has a very important cultural background and keynote in the historical development. It is also a famous hometown of ceramics, martial arts and Cantonese opera. It can be seen that Foshan's own cultural heritage is very rich, and in the process of historical development, it has been continuously inherited and changed, which provides a perfect sample and tone for the current cultural construction. However, with the progress of the times, foreign culture has a certain impact on the traditional culture of Foshan, which is not conducive to the current inheritance and development of Foshan culture. In this paper, the protection and development of Foshan culture in the context of Rural Revitalization will be studied in detail, so as to effectively promote the construction process of Foshan culture.

## **1. Introduction**

At present, in the process of cultural protection in China, funds, systems, policies, implementation and other related factors are not very sound, which to some extent affects the effectiveness and stability of Foshan cultural construction. Foshan culture has been fully developed in the process of history. Once there are problems and limitations at this stage, it will be a great loss of Chinese culture. In the context of rural revitalization, improving the construction and protection mechanism of intangible cultural heritage can give more solid protection to rural development, enhance the construction and play of its "soft power", promote the steady progress of Foshan economic construction, and guide the "win-win" effect of Foshan cultural construction and economic development. Therefore, we should improve the construction and protection mechanism of Foshan culture, and then give Foshan culture full development and inheritance space.

## **2. The Current Situation of Cultural Research Groups in Foshan**

### **2.1. Lack of Funds for Cultural Protection**

In the construction of traditional culture and the establishment of protection mechanism, the government and relevant regional cultural departments need to provide financial and policy support. In the absence of necessary construction funds, the construction of cultural protection institutions will become a tree without foundation. However, at the present stage, Foshan Culture Department has obviously insufficient understanding and protection measures for traditional culture, and the overall capital investment is not obvious, which affects the development of Foshan culture in the process of inheritance and protection, and also increases the operating pressure of local cultural institutions.

### **2.2. Insufficient Cultural Construction Mechanism**

According to the relevant research, Foshan City has gradually shown its own achievements in the heritage and protection of traditional culture, but the means of construction in a macro perspective is not very accurate. Even some local cultural institutions have been able to recognize the importance of cultural heritage, but the manifestation in daily life is very limited. For example, the traditional dragon and lion dance is a cultural phenomenon in people's life, but at present, only

during the festival can we have the opportunity to show it in front of the public.

### **2.3. Foshan People's Poor Understanding of Cultural Construction and Protection**

Due to the development and development of youth in Foshan area, the social education and teaching accepted by the youth group has some advanced nature, which has affected the development of culture in the youth group to a certain extent. Due to the lack of emphasis on culture by young people and the fact that the school education received by the group this year is full of modern elements, different value judgments and value choices have been formed in the process of receiving education. The pursuit of advanced culture by young people is indisputable, but in the game between advanced culture and culture, culture is obviously at a disadvantage, which is not conducive to the construction of culture Design and development.

### **2.4. Foshan Related Departments' Deep Understanding of Culture**

In the context of rural revitalization, the government and relevant departments pay more attention to the economic construction of Foshan than the cultural protection and construction. The pursuit of economic benefits has an important impact on the inheritance and development of Foshan culture. It is not known that cultural construction is the key link of economic construction. Culture can give the people spiritual guidance and help, lay the people's stable thought in economic construction, and provide strong ideological guarantee for the local economic and political development. And cultural construction can play its own function and value in the development of the tertiary industry. It is worth noting that there is a very close relationship between tourism and culture in the tertiary industry. Culture can guide local cultural tourism, intelligent tourism and other diversified construction mechanisms, and it is also one of the important ways to help economic development.

## **3. The Development Strategy of Foshan Cultural Economy**

### **3.1. Reasonable Planning and Establishing Foshan Cultural Brand**

The establishment of cultural brand can lay a solid foundation for cultural development, and the construction of Foshan culture's own brand can ensure that Foshan culture can improve its market identification in the process of construction, and meet the opportunities and challenges in the market economy. Culture should "go out" to seek a broader space for construction and development, rather than develop in its own small environment. In the process of the cultural development of "summer insects can't speak in ice", we should gradually expand our own construction field and communication form to ensure the depth and breadth of development. The following figure shows Foshan TV Tower, the landmark of Foshan City. It can also play its own tourism significance in cultural construction.

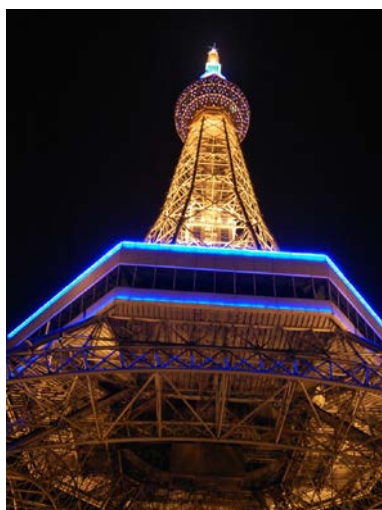


Figure 1 Foshan TV tower

Foshan area has a unique geographical location and diversified culture, which is the unique condition for cultural industry brand construction. Therefore, in the process of cultural development, we should establish collective awareness and brand awareness, and master the effectiveness and scientificity of cultural development. Inheriting the fine tradition of history and culture, we should take the cultural integration of its essence and its dross, take the unique culture of every region as an important opportunity for development, and help each other to form a unique cultural phenomenon in Foshan. Take the characteristics of Foshan culture as an important link of development, so as to effectively attract tourists and improve the cultural development process of Foshan.

### **3.2. Enhance Cultural Facilities and Participation in Cultural Development**

In the process of urbanization and modernization, we should realize the modernization of cultural facilities in Foshan and improve the related derivative products. We should integrate the developed cultural spots and perfect and reform the cultural positions which are relatively backward and lack of their own characteristics. In the process of protecting and inheriting Foshan culture, we should give up and avoid, carry forward and develop the excellent culture, give up the culture with limitation and backwardness, guarantee to show the excellent part of culture in front of people in the new era, and realize the culture in the new era with the help of advanced technology and equipment of multimedia informatization Second development. In the process of cultural development, we should start from the overall situation, set an example of cultural regions, improve cultural facilities, enhance the development of cultural characteristics, combine traditional culture with modern cultural facilities, and promote culture into a sound development path.



Figure 2 Urban construction of Foshan city

At the same time, in the construction of cultural projects, we should effectively mobilize the enthusiasm of tourists to participate, and attract tourists to experience and experience culture. In the process of cultural development, two-way interaction with tourists is realized to satisfy tourists' curiosity about Foshan culture. Based on the more in-depth visual experience and sensory experience of tourists, enhance the cultural perception of Foshan culture and meet the cultural needs of tourists at different stages.

### **3.3. Increase Investment and Boost the Economy of Foshan**

An important obstacle to Foshan's cultural construction is the imbalance of information level, which is also an important problem in Foshan's cultural construction in many areas. The lack of effective information integration and processing platform in the construction process of Foshan culture, the inability of good publicity of its own cultural resources, the inability to occupy an effective market share in the construction and development of the market, has affected its own development process. The establishment of a benign information publicity platform can promote the overall process of Foshan culture construction, also help to establish its own brand effect, accelerate the pace of Foshan culture construction, and promote regional economic development. The construction of information platform should start from the construction of talents. First of all, it should ensure that talents have the awareness and professional knowledge of cultural direction, and can ensure that talents have the ability and level of proficient application of network, and then can carry out information integration and maintenance while carrying out network publicity, and

strengthen the information maintenance in network publicity. In response to this change, the government strengthened the investment and level, established and improved the network assistance and investment, and promoted the network infrastructure construction in the process of Foshan cultural undertakings.



Figure 3 Famous landscape of Foshan Sanshui

### **3.4. Combination of Development and Protection to Enhance the Connotation of Folk Culture**

The government should carry out the correct education and guidance of cultural values in Foshan, help the relevant enterprises and leaders in rural areas realize that the current cultural construction in Foshan can effectively change the development prospects of rural economy, and accelerate the effective operation and development of local economy. Hold corresponding political education and lectures, etc., and make clear that the construction of Foshan cultural cause is a good opportunity for rural economic development. Establish a complete incentive system, promote the return of talents with professional knowledge and modern management ability to rural construction, strengthen the publicity of Foshan culture, and help villagers realize the positive role of Foshan culture in rural economic construction.

## **4. Conclusion**

In the process of protecting and inheriting Foshan culture, we should give up and avoid, carry forward and develop the excellent culture, give up the culture with limitation and backwardness, guarantee to show the excellent part of culture in front of people in the new era, and realize the culture in the new era with the help of advanced technology and equipment of multimedia informatization Second development. In the context of rural revitalization, improving the construction and protection mechanism of intangible cultural heritage can give more solid protection to rural development, enhance the construction and play of its "soft power", promote the steady progress of Foshan economic construction, and guide the "win-win" effect of Foshan cultural construction and economic development.

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