

On the Path of Innovation and Development of Intangible Cultural Heritage and Related Cultural Industries

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Abstract: The development of intangible cultural industry is inseparable from innovation. Only by getting rid of the disadvantages of the traditional mode and digging the connotation of intangible cultural heritage can we find the way of innovation. Therefore, this paper takes the path thinking of the innovation and development of intangible cultural heritage and related cultural industries as the research object, expounds the significance and the main problems of the innovation and development of intangible cultural heritage and related cultural industries, and puts forward the innovation and development path of intangible cultural heritage and related cultural industries according to the existing problems, hoping to promote the innovation and development of intangible cultural heritage and related cultural industries.

1. Introduction

Intangible cultural heritage has the value of cultural communication. Promoting positive spread of culture not only helps to protect China's intangible cultural heritage, but also helps to standardize the social order, enrich people's spiritual world, and is of great significance to stabilize the society. In addition, brand building of intangible cultural heritage products can form a cultural brand effect and play an important role in promoting economic development. In view of this, it is of great value to study the path of innovation and development of intangible cultural heritage and related cultural industries.

2. Significance of Innovation and Development of Intangible Cultural Heritage and Related Cultural Industries

Intangible cultural heritage and related culture belong to spiritual ideology, which is the dissemination of spiritual and cultural values. It is of great significance for the protection of cultural industry to spread it widely. However, from the current development of intangible cultural heritage and related cultural industries, firstly, it can't get rid of the traditional transmission path, mainly through the natural ways of inheritance, such as apprenticeship inheritance, family inheritance, inheritance by gathering and making friends. This kind of cultural transmission mode is backward with small scope of communication, and there are no professional personnel to carry out in-depth research, so it is difficult to realize the innovation of cultural industry, which is extremely disadvantageous to the sustainable development of industrial culture. Secondly, under the current social situation, the lack of people's sense of value, especially with the influx of foreign culture, has led to a serious impact on the development of intangible cultural heritage and related cultural industries in China. In view of this, the research on the innovation and development of intangible cultural heritage and related cultural industries can solve the problems encountered in the development of intangible cultural heritage and related cultural industries, and find a path suitable for the current social development, which has important practical significance for the protection of intangible cultural heritage and the promotion of the dissemination of intangible cultural heritage.

3. Main Problems in the Innovation and Development of Intangible Cultural Heritage and Related Cultural Industries

3.1 Insufficient Connotation and Lack of Product Attraction

The dissemination of intangible cultural heritage is mainly to spread its inner spiritual value. If it deviates from the cultural connotation, it will lose the significance of intangible cultural heritage communication. For example, the spread of martial arts culture is not only the spread of martial arts moves, skills and other aspects, but also the profound excavation of the connotation of martial arts. The spiritual connotation of tenacity, fearlessness of hardship and bravery in martial arts can make the intangible cultural inheritance get positive transmission and achieve better communication effect. However, much of the current dissemination of intangible cultural heritage can't meet the connotation of intangible culture, and lack integration and complementarity with modern culture, so that cultural communication has lost its value and significance, just getting superficial communication. For example, in the development process of intangible heritage tourism products, it is easy to have the following problems. First of all, the product connotation can't be deeply excavated, which leads to the product image apparent, let alone the innovation of cultural industry. Secondly, the cultural products lack connections with the current market, and many intangible cultural heritages also have dregs of culture, which even have a negative impact on people's spirit, especially the bloody and violent culture in martial arts culture is not conducive to social stability and the healthy development of teenagers. These problems have seriously affected the innovation and development of intangible cultural heritage and related cultural industries.

3.2 Lack of Good Industry Standard and Backward Communication Mode

At present, intangible cultural heritage needs good market environment support, especially in the control of intangible cultural heritage, it is necessary to strictly observe the quality. However, in the market survey, in order to obtain the maximum benefits, many businesses do not consider the quality of products, constantly reduce product costs, resulting in product quality can't be guaranteed, seriously hindering the spread of cultural products. For example, the manufacturing process of cultural relic utensils is not standardized, and low-quality materials are used for production, resulting in poor gloss of the products and serious deviation from the cultural connotation. Secondly, the development of intangible culture depends on communication. Only through communication can we inherit it better. However, the current mode of cultural communication is single, failing to get rid of the old and traditional cultural communication mode. This communication mode is still mainly from person to person, which has weak effect. In addition, many communication groups have no scientific research ability, and can't innovate according to market changes, keep its essence and remove its dross, seriously hindering the spread of intangible culture. Moreover, the backward way of inheritance leads to the lack of inheritors, especially the young people of the new generation are hard to accept the intangible cultural heritage culture because of the impact of modern culture and foreign culture. These factors hinder the development of intangible cultural heritage.

3.3 Serious Product Industrialization and Lose the Cultural Connotation of Intangible Cultural Heritage and Related Culture

In the process of innovation of intangible cultural heritage, combined with the current social development and people's aesthetic concept, this innovation can play the significance and value of innovation based on the connotation of intangible cultural heritage. However, due to the lack of control over intangible cultural heritage, cultural products often lose their original value. Firstly, over mechanization, a symbol of modernization, plays an important role in improving work efficiency, but it does not apply to the development of cultural industry. Many cultural relics need to retain their authenticity and defects. After industrialization, many cultural products are difficult to reflect their original cultural value. For example, in the production process of Mianyang paper-cut cultural products, mechanized and mass production mode is adopted, while the traditional cultural elements in paper-cut are ignored, making it only become an ornament of people's daily life, and lose the cultural connotation of Mianyang paper-cut. Secondly, many designers mainly serve for

businesses and pursue the maximization of interests. Therefore, the design of cultural products is mainly based on market orientation and people's aesthetic needs, which totally deviates from the connotation of intangible cultural heritage. In addition, improper introduction also makes the intangible cultural heritage lose its cultural value. For example, martial art contains different factions. The wrong infiltration and introduction of these factions makes the intangible cultural heritage lose its original connotation.

4. Innovation and Development Path of Intangible Cultural Heritage and Related Cultural Industries

4.1 Pay Attention to Cultural Heritage and Create Products with Personality and Cultural Connotation

Under the mode of market economy, the development of intangible cultural heritage depends on high-quality and characteristic products. Only the products that touch people's hearts can win the favor of users and realize the spread of culture. In view of this, first of all, it is necessary to establish a high-quality inheritance team, improve the overall quality of inheritors, especially the promotion of professional quality, so that they can realize the unique transmission mode of intangible cultural heritage. Secondly, in the production process of cultural products, we should get rid of the modern production mode, adopt the original way of production to retain the authenticity of products. For example, Mianyang paper-cut culture reflects the local customs, culture and people's ideology, so producers should use manual methods to preserve the authenticity, especially many elements should be retained when they are produced, rather than abandoned. Innovation can promote development and bring new development opportunities for intangible cultural heritage. Innovation based on intangible cultural heritage is not easy, which needs to deeply consider various elements contained in intangible cultural heritage, such as symbols, patterns, etc., and connect with the modern life on this basis, so as to realize the efficient dissemination of intangible culture. Therefore, we should pay attention to innovating intangible culture and create personalized cultural products that adapt to the market.

4.2 Follow the Development of Media of the Times and Use the Current Mainstream Media for Communication

The development of intangible cultural heritage needs to change the traditional way of communication, increase the scope of communication, especially for the audience groups, so that more people can know the intangible heritage culture. Through the above analysis, it is found that the traditional cultural communication mode is backward, which is hard to achieve good communication effect and is not conducive to finding suitable inheritors. In view of this, it is necessary to study and analyze the current mainstream media to achieve the culture communication. For example, the tiktok video platform, the headline platform, the little red book platform, which are the new media platform with the most users, have a large number of users and they are highly active. Therefore, the dissemination of intangible cultural heritage can be achieved through the mainstream media platforms, and dedicated video accounts can be established to introduce video of a specific culture to let the audience group watch videos and understand a certain culture, so as to achieve the purpose of intangible cultural communication.

4.3 Innovate Based on Intangible Cultural Heritage and Related Cultural Connotation to Create Brand Cultural Industry

Branding can deepen people's understanding of things and form positive recognition, which is of great significance to promote the development of intangible cultural heritage. Brand building is inseparable from the intangible cultural heritage itself. Therefore, in the case of brand innovation, the connotation of intangible cultural heritage should be retained. Based on this, innovation can be

carried out according to the local intangible cultural heritage to realize the characteristic local cultural brand. For example, the creation of tourism culture in Shaanxi Province can take the terracotta warriors as cultural products to innovate around the culture, vision, characteristics of terracotta warriors, so as to form a brand image of tourism. In addition, we can create IP brand with cultural products, which can not only promote the resource integration of surrounding culture and realize the personalized creation of intangible cultural heritage, but also activate the surrounding culture and realize the purpose of common development of intangible cultural heritage.

5. Conclusion

At present, intangible cultural heritage is in a state of sluggish and barbaric development. There are some problems in the intangible cultural heritage, such as the lack of in-depth connotation excavation, the lack of good industry standards, the backward mode of communication, and the serious industrialization of cultural products. If these problems can't be solved reasonably, they will seriously restrict the innovation and development of intangible cultural heritage. Therefore, it is necessary to innovate based on intangible cultural heritage and related cultural connotation and the current market mode, use the current mainstream media to spread, create personalized and characteristic cultural connotation products, realize the branding of intangible cultural heritage, and provide favorable conditions for the dissemination of intangible cultural heritage.

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