

## Study on the Interaction between the Protection and Development of Intangible Cultural Heritage in the Perspective of Rural Vitalization in Qiandongnan Prefecture

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**Abstract.** The implementation of the strategy of rural vitalization and the promotion of agricultural rural modernization have opened a new era of rural reform and development in China. By analyzing the current situation of the protection and development of the intangible cultural heritage in Qiandongnan prefecture, this paper explores the main problems of the protection and development of the intangible cultural heritage in the prefecture and put forward the reasonable way to protect and develop the intangible cultural heritage of Qiandongnan prefecture under the background of rural vitalization.

### Introduction

On October 18, 2017, General Secretary Xi Jinping put forward the strategy of rural vitalization in his report to the 19th Congress of the Communist Party of China. It is pointed out in the report that the issue of “agriculture, rural areas and farmers” is a fundamental issue concerning the national economy and the people's livelihood. We must always take these issues as the top priority of the whole party's work, and implement the strategy of rural vitalization. On this basis, the Nineteenth Congress of the Communist Party of China put forward the way to inherit and develop agricultural civilization and take the road of prosperity of rural culture. Our country is a unified country composed of many nationalities, the culture of each nationality is very rich, and it is an important part of Chinese culture. As the wisdom crystallization of human production and labor process for thousands of years, the immaterial culture remains in the relatively backward and closed villages, which is not only the evidence of historical development, but also a precious cultural resource. At this stage, the vast majority of rural areas in southwest ethnic minority areas are still relatively closed. Different from other regions, the intangible cultural heritage of the rural minorities in the southwest minority areas is relatively well preserved, however, with the continuous acceleration of industrialization and the process of urban-rural integration, the phenomenon of rural hollowing in southwest ethnic minority areas has become more and more serious, and even a series of problems have emerged, such as low agricultural production capacity, ecological deterioration, weak local style, and chaotic governance. It is urgent to protect and inherit the intangible cultural heritage in minority areas. The proposal of the strategy of rural vitalization is not only a response to the principal contradictions in the reality of our country, but also the target direction of the next stage of socialist construction. Therefore, to seize the historical opportunity of rural vitalization, to promote the inheritance of intangible cultural heritage in minority areas, to develop research is not only to inherit and carry forward the excellent traditional culture, but also an important way to realize rural vitalization. With the implementation of the rural vitalization strategy, the protection and utilization of intangible cultural heritage should grasp the opportunity of the times, to actively integrate into the “Internet” strategy and make full use of new media to broaden the communication dimension. Strengthen integrity protection, digital protection and intelligent inheritance, to vigorously develop

national culture industry with characteristics and promote regional coordinated development. So as to form a good interactive mechanism for the living protection and efficient utilization of the local intangible cultural heritage, and realize the “double wheel drive” of culture and economy.

As one of the largest multi-ethnic cohabitation regions in southwestern China, Qiandongnan Prefecture of Guizhou Province has rich and colorful intangible cultural heritage resources of ethnic minorities. These “treasures” of national culture not only provide an inexhaustible motive force for maintaining the diversity of the local cultural ecosystem and promoting the harmonious development of the society, but also provide the possibility for the prosperity of rural culture. Taking Qiandongnan Prefecture of Guizhou Province as the object of study, this paper attempts to explore how to effectively protect and reasonably utilize the local intangible cultural heritage in order to promote the development of local society.

**Definition of Intangible Cultural Heritage.** In 2003, the 32nd General Conference of UNESCO adopted the Convention for the Safeguarding of the Intangible Cultural Heritage and defined “intangible cultural heritage” as follows: “Intangible cultural heritage” means all kinds of practices, performances, manifestations, knowledge and skills and related tools, objects, handicrafts and cultural sites that are considered their cultural heritage by groups, groups and sometimes individuals.”<sup>[1]</sup> Two years later, in 2005, the State Council promulgated the interim measures for the Application and Evaluation of National Intangible Cultural Heritage Representatives, and redefined the definition of Intangible Cultural Heritage. In the new definition of intangible cultural heritage, it means the various forms of traditional cultural expression closely related to the life of the masses (such as folklore activities, performing arts, traditional knowledge and skills, and related utensils, objects, etc.) inherited from generation to generation by the people of all nationalities, Handicrafts, etc.) and cultural space.<sup>[2]</sup> Unlike the UNESCO Convention on the Safeguarding of Intangible Cultural Heritage, the definition of intangible cultural heritage in our country can better meet our national conditions, and the actual conditions of our country, and be conducive to protecting the unity of all ethnic groups in our country and develop and protect China's intangible cultural heritage.

## **An Overview of the Experimental Area of National Culture and Ecological Protection in Qiandongnan Prefecture**

As early as 1992, the Miao and Dong Autonomous Prefecture of Southeast Guizhou was listed as one of the top ten scenic spots in the world. Subsequently, it was listed as the world minority cultural protection circle by the United Nations Foundation for the Protection of World Indigenous Culture, known as “the largest folklore museum in the world”.<sup>[3]</sup> Qiandongnan is located in the southeast of Guizhou Province, Kaili City as the capital and jurisdiction over Leishan, Danzhai, Shi Bing, Liping, Rong River, Taijiang, Jianhe and other 15 counties. According to official statistics in 2014, there are 32 ethnic minorities, such as Miao, Dong, Buyi, Shui and Yao, and the proportion of ethnic minorities in the permanent population is close to 80%, making Qiandongnan the largest autonomous prefecture in China. In Qiandongnan Prefecture, whether it is a civilized minority village such as the Miao village of thousands of households in the West River of Leishan and the Zhaoxing Dong village in Liping, or it is the Miao Flying Song and the Dong nationality Song, the colorful national culture and the cultural customs of the original ecology are attracting the attention of the whole world all the time.

**Introduction of Intangible Cultural Heritage Resources in Experimental Area.** The 2013 meeting of the Ministry of Culture approved and formally agreed to establish Qiandongnan Prefecture as the “experimental area for the protection of national culture and ecology”, which is also the first region in Guizhou province to be included in the national experimental area of cultural ecological protection. As the first batch of “experimental areas for the protection of national culture and ecology”, the local intangible cultural heritage has a wide variety of types and rich contents, including folklore, folk music, traditional fine arts, traditional handicrafts and other eight major categories of intangible cultural heritage. In Qiandongnan Prefecture, 53 major and 72 minor items were selected into the national intangible cultural heritage list, ranking the forefront of national administrative units at the same level. The Miao and Dong cultures are the main parts of

Qiandongnan Prefecture, and the multi-national cultures, such as the Shui, Buyi, Tujia, she, Mulao, Zhuang and Yao nationalities together form the local national cultural ecosystem. The intangible cultural heritage of the ethnic minorities develops together in the historical process and is passed on from generation to generation.

Table 1 List of the first national intangible cultural heritage in Qiandongnan prefecture

Batch	Category	Items	Area
The first batch	Folklore	I -1 Ancient folk song of Miao	Taijiang County
		I -5 Toast song of Miao(KeDao)	Shibing County
	Folk music	II -28 Kam grand choirs of Dong	Liping County
		II -29 Pipa song of Dong	Liping County, Rongjiang County
	Folk dance	III-23 Lusheng dance of Miao	Danzhai County
		III-25 Miao' s dance with a wooden drum	Taijiang County
	Traditional drama	IV-83 Drama of Dong	Liping County
	Traditional art	VII-22 Embroidery of Miao	Leishan County, Jianhe County
	Traditional handicraft	VIII-25 Batik of Miao	Danzhai County
		VIII-33 Manufacture of Lusheng of Miao	Leishan County
		VIII-34 Forge of Silver ornaments of Miao	Leishan County
	Folk custom	X-19 Gu Zang Festival of Miao	Leishan County
		X-25 Sa Ma Festival of Dong	Rongjiang County
		X-22 Zi Mei Festival of Miao	Taijiang County

Table 2 List Of The Second National Intangible Cultural Heritage In Qiandongnan Prefecture

Batch	Category	Items	Area
The second batch	Folklore	I -61 The Beautiful Gods in the Legend of Miao(Yangasha.)	Jianhe County
		I -73 Folk love story of Dong(Zhu Lang Niangmei)	Rongjiang County
		I -76 Philosophic theory of Miao(Jia Li)	Qiandongnan Prefecture
	Folk music	II -109 Folk song of Miao	Leishan County
		II -129 Music of Lusheng	Danzhai County
	Traditional handicraft	VIII-105 Brocade technique of Miao	Leishan County
	Traditional medicine	IX-15 Medicine and pharmacy of Miao	Leishan County
		IX-16 Medicine and pharmacy of Dong	Qiandongnan Prefecture
	Folk custom	X -75 Dragon boat of dugout canoe Festival of Miao	Taijiang County
		X -83 New Year of Miao	Danzhai County Leishan County

Table 3 List of the third national intangible cultural heritage in Qiandongnan prefecture

Batch	Category	Items	Area
The third batch	Traditional art	VII-107 Embroidery of Dong	Jinping County
	Folk custom	X -130 New Year of Dong	Rongjiang County
		X -138 Social custom of Dong (Yue Ye)	Liping County
		X -142 Public deliberations and legislative activities of Miao(Zai YAN)	Rongjiang County

(note: the list does not include extended categories, the above list is compiled by the author.)

Significance of Intangible Cultural Heritage Protection in Qiandongnan Prefecture. As an important element in the process of human development and social progress, the intangible cultural heritage is not only the “label” of the difference between different peoples and communities. The

intangible cultural heritage resources formed under some special time and space are the important spiritual sustenance for the development of human society. In recent years, with the development of “beautiful countryside” in Guizhou Province, Guizhou’s traditional national culture has been gradually unfolded from no one to the world. All kinds of intangible cultural heritage in Qiandongnan prefecture not only have important cultural value and economic value, but also have the social function which can not be ignored to some extent.

The first point is historical heritage. The intangible cultural heritage is the continuation of the traditional culture of the minority compatriots for thousands of years, and the historical heritage has kept the local cultural ecosystem in a relatively stable state. The second point is social harmony. The pluralistic minority culture can improve the people's identity to the ethnic group and strengthen the national cohesion, and contribute to the harmonious and stable development of the society, while spreading it to the outside world. The third point is artistic aesthetics. The traditional intangible cultural heritage has its own unique artistic expression form. These elements with national characteristics provide endless source and creativity for literary and artistic creation. The fourth point is economic development. These traditional national cultural resources are also indispensable and valuable resources in the development of characteristic national culture industry, and the rational use of these resources is conducive to the sustainable development of local economy.

### **Difficulties in the Protection and Development of Intangible Cultural Heritage in Qiandongnan Prefecture**

As we all know, as the precious cultural heritage of mankind, the protection and inheritance of intangible cultural heritage is the ultimate goal and the most fundamental problem in the study of intangible cultural heritage.<sup>[4]</sup> There are many kinds of intangible cultural heritage in the experimental area of ecological protection of national culture in Qiandongnan Prefecture, and there are still some problems to be solved in the process of protection and utilization.

Contradictions in the interaction between Protection and Utilization. Due to the complexity of the subject system of intangible cultural heritage itself, it involves folklore, history, literature, sociology, anthropology and so on. So When the subjects from different subject backgrounds enter the field of intangible cultural heritage, they will pay different attention due to their own differences. In the process of utilization of intangible cultural heritage, inheritor is the main body that directly participates in the dissemination of intangible cultural heritage and makes the intangible cultural heritage continued from generation to generation. With the rise of Intangible Cultural Heritage and Folk Custom, the enthusiasm for intangible cultural heritage has been rising all over the country.<sup>[5]</sup> However, the existing problems in protection and utilization are increasingly prominent, such as the destruction of authenticity, the protection of intellectual property rights in development and innovation, machine making and manual making and so on. So far, in the process of tourism development, it is easy to ignore the principles of sustainable development rooted in the culture, tradition, history, customs and so on. Therefore, the author believes that in the process of productive protection of intangible cultural heritage, we should insist on inheriting people as the core; the government should provide policy, funding, and legal and regulatory guarantees and support; the tourism developers should develop with the aim of protecting; the tourists should also consciously maintain the local traditional cultural ecosystem; the experts, scholars and media should also make effective use of modern technology for diversification. Finally, a complete system of protection will be formed.<sup>[6]</sup>

Absence of Communication Subject and the Imbalance of Inheritance Mechanism. For thousands of years, the local ethnic minority compatriots in Qiandongnan Prefecture have formed a colorful national cultural ecosystem and ethnic minority villages of different styles by virtue of their common customs and beliefs and kinship and clan relations. It is in this environment that intangible cultural heritage is conceived and passed on from generation to generation. In the land where the minority compatriots live, everyone is the “guardian” of the traditional culture. They share the same faith and inherit these precious cultural resources from generation to generation. As Professor Fei Xiaotong said, the structure of traditional village interpersonal relationship is a concentric circle organization

based on blood. However, with the rapid development of urbanization, villagers in various areas are flocking into the trend of urban employment. The main force of production and life in traditional villages has become the elderly and women and children. In the past, the close interpersonal relationship appeared desalination, the social network among clan members was gradually loosened, and the inheritance of village culture was faced with the awkward situation that no one had succeeded. In addition, with the development of transportation and communication, a large number of tourists and television appeared in the traditional village society. It not only changes the symbol of rural traditional culture rapidly, but also brings new cultural symbol, new aesthetic, new fashion and new cultural significance. Although China has now completed the four-level representative heritage protection system, the protection of intangible cultural heritage inheritors is still facing a great crisis. The phenomenon of no one is still serious and the absence of communication subject leads to the imbalance of the inheritance mechanism.

**Deficiency of Traditional Intangible Cultural Heritage Education.** Traditional intangible cultural heritage is introduced into “classroom”, and the teaching of intangible cultural heritage is carried out in local schools, so that children can accept the intangible cultural heritage from an early age. This is one of the effective means to protect intangible cultural heritage, and this new way of inheritance has the dual significance of combining practice and theory. In April 2015, the Miao nationality singing group “Miao three Sisters”, a famous Miao singing group in Guizhou, was invited to the No. 2 Middle School of Jiaozhou County to teach “Intangible Cultural Heritage into the Campus”. The arrival of the singer was warmly welcomed by the teachers and students of the school. As we all know, because of the lack of writing, the cultural heritage of Miao can only be transmitted through the traditional way of word of mouth for thousands of years. What is recorded in the Miao song is not only the life of the Miao people, but also the witness of the historical development of the Miao. Through the “Intangible Cultural Heritage into Campus” activities, not only can children have a deeper understanding of the Miao culture, but also they can cultivate enthusiasm for the intangible cultural heritage from an early age and enhance their awareness of the protection of intangible cultural heritage. However, due to the limitation of inheritance system of intangible cultural heritage, many of the older generation of artisans are still very resistant to public “teaching”, which requires the correct guidance of the government. The author thinks that the effective protection of intangible cultural heritage can never be solved by “carry out one’s idea irrespective of external circumstances”. Only under the premise of ensuring its authenticity, can it be effective to strengthen external communication and popular education.

**Diversification of Protection Subject Leads to Weakening of Holistic Protection effect.** At present, the main body of the protection of traditional intangible cultural heritage in the experimental area of national culture ecological protection in Qiandongnan includes museums, government, developers, communities, experts, scholars, and intangible cultural heritage protection centers and so on. Due to the diversity of the protected subjects, the overall protection of the local intangible cultural heritage is still facing great challenges. The original intention of the experimental area itself is to strengthen the integrity of the protection of local intangible cultural heritage and on this basis expand the dissemination dimension to promote the inheritance and development of intangible cultural heritage. According to the actual situation at present, in the process of protection and development of intangible cultural heritage, the government or developer is often able to occupy a relatively strong position, in order to pursue economic benefits, they often ignore the authenticity of intangible cultural heritage. It affects the sustainable development of intangible cultural heritage. In addition, with the lack of the status of the community masses and experts and scholars, the effect of overall protection of intangible cultural heritage will be greatly reduced. The author thinks that the government should give full play to the advantages of its own administrative power and make use of the enthusiasm of experts to protect traditional culture and combine with the actual situation in various places, to establish a set of scientific and perfect protection measures to promote the deep integration of the integrated protection of intangible cultural heritage in the experimental area.

## **Exploration on the Protection and Development of the Intangible Cultural Heritage in Qiandongnan Prefecture in the New Period.**

The intangible cultural heritage has two attributes: one is the cultural attribute, which covers the core elements of history, art, science, faith and research; the other is the economic attribute, which can greatly enhance the added value of cultural products. Therefore, it can be said that the cultural attribute is its fundamental, the economic attribute is its manifestation form. Therefore, scientific and rational planning is an important part of protecting the cultural heritage of all ethnic groups. The UNESCO Convention for the safeguarding of the Intangible Cultural Heritage points that encourage scientific, technical and artistic research for the effective protection of intangible cultural heritage, in particular the endangered intangible cultural heritage. Therefore, in order to save the intangible cultural heritage that has been lost or not preserved, so as to restore the original style and appearance of traditional culture, the scientific research personnel must be organized to carry out scientific research and to find scientific and effective protection techniques and methods. Otherwise, the intangible cultural heritage will suffer losses as a result of inadequate protection. The protection of the intangible cultural heritage in Qiandongnan Prefecture can not only stay on the surface. In view of this, the author puts forward the following suggestions:

Grasp the opportunity of the Times and actively integrate into the “Internet+” Strategy. At present, as an important development strategy of our country's social economy, “Internet+” has been brought into the top level design. With the wide use of Internet in social life, big data, cloud computing, and the growing maturity of Internet of things technology, “Internet + intangible cultural heritage” protection and utilization model will be an effective, feasible and necessary new way.<sup>[7]</sup> As far as Qiandongnan prefecture is concerned, the colorful traditional intangible cultural heritage is the witness of the civilization development of the local minority compatriots for thousands of years, and seize the opportunity of the times. It is a new way to effectively protect and utilize intangible cultural heritage by actively integrating the strategy of “Internet+” with the pace of social development.

Making full use of New Media Power to widen the Dimension of Intangible Cultural Heritage Communication. From the point of view of communication, media is the material entity that carries information in the process of communication, and it is “the tool of inserting into the process of communication to expand and extend the transmission of information”.<sup>[8]</sup> In recent years, the new media based on the mobile Internet technology has been accepted by the broad audience, and digital terminals such as tablet computers and mobile phones have a tendency to replace the traditional PC machines. Under this situation, new media will inject fresh blood into the dissemination of traditional intangible cultural heritage with its wide audience and high transmission rate. Integrating the new media platform into the dissemination of traditional intangible cultural heritage can not only break through the limitation of time and space, but also help the broad audience to interpret the unique message symbols contained in the traditional intangible cultural heritage. Therefore, the dissemination of intangible cultural heritage in Qiandongnan Prefecture should also conform to the trend of the times, making full use of the advantages of new media communication, integrating culture with science and technology and innovate, so as to broaden the dimensions of the dissemination of intangible cultural heritage and let more audiences understand these excellent cultural genes as well as civilization achievements.

Vigorously develop Cultural Industry of minority and promote the Sustainable Development of Intangible Cultural Heritage. The development of culture industry of minority and the protection of the traditional intangible cultural heritage of ethnic minorities have Endogenous interaction. The National Guiding Opinion on Promoting the Development of Characteristic Culture Industry will not only point out the direction of the characteristic cultural industry of minority in minority areas, but also bring great opportunities.<sup>[9]</sup> Qiandongnan prefecture has rich and colorful minority cultural resources, but the development of local ethnic cultural tourism, minority folk crafts, minority folk festivals, minority performing arts and other industries started relatively slowly, and the level of development is relatively low. From the perspective of rural vitalization, we should break the

traditional concept and backward thinking, set up a new concept of industrial development, so as to promote the positive interaction between the development of national cultural industry with local characteristics and the protection of the intangible cultural heritage of traditional ethnic minorities. To achieve the “economy”, “culture” of the two-wheel drive.

First of all, in the development of cultural products of minority, we should dig deeply into the connotation of traditional culture of minority, and show the cultural factors that really attract tourists through different cultures.<sup>[10]</sup> In the process of utilization of intangible cultural heritage, some people often attach the label “intangible cultural heritage” to cultural products in order to pursue higher interests. However, those cultural products which do not have profound cultural connotation can not achieve the purpose of education, they belong to the category of rapid consumption and lose the cultural value of intangible cultural heritage. Secondly, attention should be paid to strengthening the participation of local people in the process of developing cultural products of minority. Qiandongnan Prefecture has rich minority culture and numerous festivals of minorities, so local governments should rely on these precious resources to develop tourism. Finally, we should actively build leading brand of local tourism of minority and promote regional coordinated development.

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