Research on Integration of Intangible Cultural Heritage and Rural Tourism in Jilin Province under the Background of Rural Revitalization

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Keywords: rural revitalization, rural tourism, intangible cultural heritage, cultural tourism integration

Abstract. Rural culture is the main component of traditional Chinese culture, while non-material cultural heritage is the traditional cultural expression form which people of all nationalities pass on from generation to generation and regard as the spiritual treasure house. The research on the integration of rural tourism and intangible cultural heritage from the perspective of rural revitalization provides a cultural support for the development of new rural tourism and contributes to the realization of rural revitalization strategy. From the perspective of cultural and tourism integration, the intangible cultural heritage will inject soul into rural revitalization and rural tourism industry development and provide new channels for rural residents to get rich.

1. Introduction

At the 18th National Congress of the Communist Party of China (CPC), the concept of beautiful countryside construction was first put forward to accelerate the construction of beautiful countryside. The 19th National Congress of the Communist Party of China (CPC) put forward the rural revitalization strategy. We need to give priority to the development of agriculture and rural areas. In line with the general requirements of thriving industries, livable ecosystems, civilized rural practices, effective governance, and prosperous lives, we need to establish and improve systems, mechanisms, and policy systems for integrated urban and rural development, and accelerate the modernization of agriculture and rural areas.

On January 2, 2018, the State Council released the No. 1 Document of the Central Committee of the Communist Party of China (CPC) and the State Council on Implementing the Rural Revitalization Strategy. China would vigorously implement the rural revitalization strategy, premier Li Keqiang said in his government work report on March 5.

On September 26, 2018, the CPC Central Committee and the State Council issued the "Strategic Plan for Rural Revitalization", which pointed out that the historical and cultural protection lines for rural construction should be delimited, and the heritage of cultural relics and historic sites, traditional villages, ethnic villages, traditional buildings, agricultural relics and irrigation projects should be well protected. Inheriting traditional architectural culture, integrating historical memory, regional characteristics and ethnic characteristics into rural construction and maintenance. We will support the inheritance and development of outstanding traditional Chinese opera, ethnic minority culture, and folk culture in rural areas. We will improve the system for protecting intangible cultural heritage, and carry out programs to carry forward and develop intangible cultural heritage. We will implement the project of collecting material evidence of rural economic and social changes, and encourage the revision of rural historical records.

2. Literature Review

2.1 Rural tourism research from the perspective of rural revitalization

Zhao Lili elaborated on the existing problems of rural tourism: traditional rural tourism exists in...
small scale and single varieties; strong commercial atmosphere, lack of experience; tourist attractions are intermingled, the management is not standardized; in order to increase the attraction of some rural tourist spots, the overall planning is not enough, and changing the original folk culture makes tourism boring [5].

Liu Jianping thought the important significance of rural tourism development under the strategy of rural revitalization and the countermeasures to the existing problems were given. It is pointed out that rural revitalization pays attention to the integrated development of rural society, and tourism development should realize the harmony between man and nature, economic society and ecological environment. We will strengthen exchanges between rural and urban civilizations, change rural residents’ lifestyles and value orientations, improve rural ecology, optimize the structure of agricultural production, build beautiful villages, and promote the integration of urban and rural development.

2.2 Research on the protection of intangible cultural heritage from the perspective of rural revitalization

Lin Qing studied the inheritance and development of foreign intangible cultural heritage and the countermeasures for the inheritance and development of intangible cultural heritage from the perspective of rural revitalization strategy, making intangible cultural heritage assume the modern mission of rural revitalization. First, we need to creatively develop and transform intangible cultural heritage, pay attention to the effective integration of the excellent culture of the Chinese nation with modern culture, and transform ancient cultural resources into contemporary spiritual wealth. Second, we need to tell new stories of intangible cultural heritage, spread the Chinese culture across time and space, and constantly enhance cultural soft power. As Peng Ying reported: while the strategy of rural revitalization gives intangible cultural heritage protection opportunities, it also hides a crisis [2]. The main difficulties facing the protection of rural intangible cultural heritage are deviation from the value of rural culture, loss of subject identity and weak spatial construction.

2.3 Research on the integration of intangible cultural heritage and rural tourism

The long-term development and connotation development of rural tourism cannot be separated from cultural construction, while the combination of the protection of non-material cultural heritage and rural tourism meets the requirements of rural tourism connotation development. As Li-li Zhao mentioned in her research: after people material life level, to the pursuit of spiritual life, rural tourism has transformed from "beer and skittles" into "beer and skittles" study, more and more people begin to pursue the traditional art culture, and countries also thrive in protecting the traditional culture, which means that rural tourism should go to the full excavation of the local traditional culture and art, it can not only improve the cultural connotation of rural tourism [5]. The inheritance and protection of intangible cultural heritage cannot exist independently from rural tourism.

In the past, rural tourism lacked the pure natural rural experience, which is often the commercial activities after the false packaging of developers. The research on the integration of rural tourism and intangible cultural heritage from the perspective of rural revitalization provides a cultural support for the development of new rural tourism and contributes to the realization of rural revitalization strategy.

2.4 Research status abroad

Since modern times, China's development has begun to lag behind western capitalist countries. For a long time, we have been aiming to learn from and eventually surpass western developed countries. The industrialized and urbanized development path of western developed countries provides a model for China’s development.

But different from industrialization and urbanization, rural revitalization model cannot imitate,
although western developed countries has realized rapid urbanization caused the depressed in the countryside, and make some policies to promote the development of countryside; but so far, there is no successful experience can follow, western developed country's moribund trend is not reversed, declining rural society; some countries and regions in east Asia have also implemented a series of programs to revitalize rural areas in the past decades.

Although these programs have played a certain role in solving rural problems, except for a few typical villages, most villages are still dying out inevitably. To achieve the goal of rural revitalization, there is no successful model that can be imitated. China has to explore the unique path of rural revitalization based on its own practice. (wang xiaoyi 2018.2)

3. Case Analysis and Explanation

3.1 Overview of the intangible cultural heritage of the Manchu Town of Wula Street

Manchu Town of Wula Street is rich in Manchu folk customs, such as food customs: Wula Street Manchu hot pot, Wula Manchu catering; local customs: Hantun Manchu Folk Village, falconry culture; folk festivals: traditional Manchu festivals such as the gold festival; folk performing arts: yangko dance, shaman dance, Wula chenhanshan encouragement; handicraft: manchu paper-cut; sports: pearl ball and other well-known provincial and foreign customs.

Currently Wula Street Manchu Town has developed Rime Island and Hantun Manchu Folk Village, Aradhi Korean Folk Village, especially Hantun, known as "China's first atomization village". Atomization island atomization wonders in winter attracted a large number of photography enthusiasts gathered here. Driven by atomization island tourism, hantun manchu folk village's "agritourism" is gradually maturing, and there is also a tourist service center, manchu cultural theater, etc., which basically has the basis of tourism reception, and the development of tourism has begun.

3.2 Problems existing in the development of tourism in the manchu town of wula street

First, there is a lack of common scientific outlook on development. The manchu town of wula street has the resource advantage, location advantage and policy advantage of developing tourism, but the actual development. In the process, the spontaneity of tourism development is strong, but there is no unified understanding of the development. Second, tourism resources development is at the primary stage, with small scale and single tourism products. No competitive tourism products have been formed. Third, tourism reception facilities are not perfect, and the advantages of tourism resources are hindered. Fourth, tourism resources lack of protective development. Wula street manchu town alone relying on the most tourism resources is the rime spectacle, the second is the ancient city and beat animal wula history and culture. But in the actual development process, the atomization island development is relatively extensive, the protection work is basically blank. However, the historical and cultural resources, such as the ruins of wula ancient city, wula ancient city street, lanfu and yakou of the chief official of beating animals, are not well protected, which could have been used as good characteristic resources, but are now in a decadent trend. Characteristic dwellings with archaeological, ornamental and cultural experience values can neither serve the living needs of residents nor play their due role in the development of tourism.

3.3 Development programmes

First, the "new drivers" of rural revitalization—"intangible cultural heritage +" tourism. "Intangible cultural heritage +" intangible cultural heritage products. Industrial revitalization is the material basis of rural revitalization. In order for intangible cultural heritage to be colorful in the new era, it is necessary to create its own brand of the era so as to achieve growth in the market-oriented economy. Mining intangible cultural characteristics, therefore, the development of national intangible cultural show, folk art, seasonal folk customs, festival activities, folk song and dance show, such as tourism activities, foster new intangible industrialization, promote the
"intangible + tourism" cross-border integration development, bring tourists on the vision, the rich sensory experience, increase the cultural connotation of rural tourism. And create cultural products and cultural packaging that can have temperature, to truly realize the "memory that can be taken away", and jointly create the model of rural revitalization "jilin wula town". Relying on existing natural and human resources, vigorously develop modern service industry. We will focus on developing characteristic tourism, cultural creativity and exhibition. We will give full play to the region's unique tourism resource advantages, highlight the renovation and upgrading of tourism facilities, and create internationally renowned tourism destinations and domestic tourism activities. Taking advantage of the long history and culture of the manchu town of wula street, it promotes the protection and display of historical and cultural relics, and builds a cultural and creative industrial base integrating cultural research, exhibition, art creation and other functions.

Combined with the current new rural construction, "village one product one landscape" thought to guide the renovation of rural village appearance. Make full use of the unique folk customs, traditional architecture, custom culture and other resources in the countryside, and carry out scientific planning and development to build the countryside into a scenic spot with beautiful environment and social harmony. Realize the goal of tourism industrialization, rural scenic spot and ecological scenic spot.

Second, the decisive force of rural revitalization. A good play depends on the performer. In order to prevent rural areas from becoming deserted, left-behind and remembered, the revitalization and prosperity of rural areas should be first and foremost characterized by human spirit. In order to reproduce the green mountains and rivers, reshape the ancient style and charm, and build a new rural home with beautiful, livable and industrial characteristics that is not only a "natural landscape painting", but also a "cultural landscape map", the excavation and protection of village talents and artists is an important mission project of rural revitalization. Because xiang xian is the "gene" inheritance of human social development from ancient times, the experts who record the "gene code" of the countryside are the decisive force of rural revitalization. In the process of construction, the research objects in the countryside, a brick and cultural legacy in the history of the regeneration presentation, maximum retention and reduction of natural and historical style and features, whether to retain or restore the soul of the traditional village, all need to "spirit" as the new follow villager to decide, they are great wealth to the country revitalization. Therefore, the reasonable statistics should be carried out for xiang xian artists to attract xiang xian artists to return to the countryside. Even overseas Chinese who have traveled across oceans in various continents can participate in the co-construction of "homesickness" through the Internet, which is both a responsibility and an honor. We will sort out the roster and archives of local celebrities, help them play their role in the excavation and protection of intangible cultural heritage, respect and support them to continue the inheritance of intangible cultural heritage, provide a value platform for them in the industrial model of intangible cultural heritage development, and give play to their role in the publicity, education and innovation of folk culture.

Third, the driving force of rural revitalization. The villagers are the protagonists of local life. Even if we achieve 70% urbanization in the future, there will still be 400 to 500 million people living in rural areas. Therefore, the revitalization of the countryside is for the sake of the farmers, but also depends on the farmers, and the people who can stay in the countryside should be the villagers. Therefore, we need to activate farmers' enthusiasm for participation, so that farmers can have more sense of gain and happiness in the process of co-governance, co-construction and sharing, and let farmers' enthusiasm, initiative and creativity become the internal driving force of rural revitalization. In the plan to rejuvenate rural talents, we should give more autonomy to farmers and the grassroots, fully release farmers' hands, and mobilize their enthusiasm for bold practice and innovation. Only in this way can we find effective measures suitable for local conditions, form the driving force for rural revitalization, and make farmers attractive careers.

Fourth, the guarantee of rural revitalization. Government policy support and guidance. In order
to play the role of rural revitalization, intangible cultural heritage culture, under the banner of protection, inheritance and promotion, cannot be separated from the policy guidance and support of the government. On the one hand, the government should formulate the general plan for the development of intangible cultural heritage and protection as soon as possible, attach importance to the education and inheritance of intangible cultural heritage, collect and collect intangible cultural heritage, establish a folk culture database, and guide and publicize the positive role of intangible cultural heritage in rural revitalization. On the other hand, increase policy support for the development of the national intangible cultural funds, encouraging the development of national intangible cultural industry, guide the social main body creative cultural industry development, increase financial support, and even make local intangible cultural protection and intangible process development of relevant laws and regulations, improve the recognition and support of national intangible cultural heritages, perfect follow villager artists that work, to realize rural revitalization of the benefit sharing mechanism.

Use of financial leverage to adjust, set up special support fund, used in research funding, technology platform using subsidies (such as building "Internet +" mechanism, expand the rural handicraft product sales space, will participate in online and offline service at an organic whole, forming experience "taobao village", etc.), original, in the effective link to carry out government support.

4. Conclusion

The revitalization of village is to make full use of the characteristic of national intangible cultural resources with modern industry development, only to follow the "intangible cultural +" this "combination", the revitalization of rural can only succeed into is operational, for-profit cultural industry, and build a set of with era characteristics, regional culture characteristics of modernization of national intangible cultural industry system. Explore a new road for the development of intangible cultural heritage brand, make a "benchmark" template for the development of cultural products industry in other provinces and cities, and contribute "jilin wula town plan" to the country with the vivid practice of intangible cultural heritage development.

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