

# A Study on the Productive Protection of Intangible Cultural Heritage Against the Background of “the Belt and Road”

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**Abstract**—Productive protection is an active way to create economic effects for intangible cultural heritage. Its main purpose is to promote the living inheritance of intangible cultural heritage and ensure its vitality. "The Belt and Road" has brought platforms for new opportunities and broader development for the internationalization and productive protection of China's intangible cultural heritage. The productive protection of intangible cultural heritages should be based on the authenticity, and great efforts should be made from the aspects of both production and marketing.

**Keywords:** “the Belt and Road”, intangible cultural heritage, productive protection, international communication

## I. INTRODUCTION

Intangible cultural heritage is the essence of the outstanding culture of the Chinese nation. In recent years, people's awareness of the protection of intangible cultural heritage is increasing, and governments around the country have successively introduced corresponding policies and measures for the protection of intangible cultural heritage. For example, the list of intangible cultural heritages at various levels has been published in batches, and the inheritors of intangible cultural heritages have been recognized and given corresponding financial support. However, with the development of science and technology and the change of people's production and life style, the inheritance of intangible cultural heritage is still under great impact, more and more intangible cultural heritage began to fade out of people's attention.

"The Belt and Road" means "Silk road Economic Belt" and "21st Century Maritime Silk Road". Since the "the Belt and Road" initiative was put forward in 2013, China's exchanges and cooperation with countries and regions along the Silk Road in political, economic and cultural fields have been increasingly deepened. This has facilitated the economic and cultural integration of various regions, giving new impetus to the development of countries and regions under the economic radiation of the Silk Road Economic Belt and the 21st Century Maritime Silk Road. Productive protection can stimulate the economic value of intangible cultural heritage and turn it into economic benefits. It is one

of the most direct and effective ways for intangible cultural heritage to integrate into modern production and living practice. "The Belt and Road Initiative" has created new opportunities for the productive protection of intangible cultural heritage.

## II. DIFFICULTIES OFTEN FACED BY THE INHERITANCE OF INTANGIBLE CULTURAL HERITAGE

There are a large number of intangible cultural heritages in China, and it is difficult for the inheritors of intangible cultural heritages to survive only by financial aid from the government. At present, non-genetic inheritance still faces many difficulties:

### A. Market pressure brought by the impact of modern production and lifestyle on intangible cultural heritage

Compared with the relatively static material cultural heritage, the inheritance of intangible cultural heritage is more special, which is usually manifested as dynamic and living inheritance. It is formed on the basis of mutual exchange and accumulation in people's production and life, and is usually an inheritance habit established by blood or geographical relationship. However, in recent decades, people's production and life style has undergone tremendous changes, and the pace of life has been accelerating. Cultural needs and cultural consumption choices are increasingly showing diversified characteristics, and especially life customs and aesthetic habits have changed greatly. With the acceleration of modernization and globalization, intangible cultural heritage is more and more difficult to get the same attention as material cultural heritage. Its living environment is deteriorating, and the degree of damage is accelerating. Some intangible cultural heritages, which mainly depend on oral instruction and behavior inheritance, are disappearing, and many traditional skills are on the verge of extinction. At the same time, the modern production and life style has greatly impacted the relatively stable market relations for a long time, and the consumer groups who appreciate the traditional intangible cultural heritage are also gradually shrinking. Many excellent intangible cultural heritages have

greatly lost the market competitiveness and gradually declined.

*B. The impact of the development of modern civilization on the subject of inheritance*

The basic characteristic of intangible cultural heritage is inheritance. Compared with the material cultural heritage, the intangible cultural heritage is a kind of dynamic inheritance. In the whole process of inheritance, the role of the inheritor as the main body of inheritance is particularly prominent. The intangible cultural heritage is passed on from generation to generation through the oral and psychological teaching of the inheritor. "Inheritors are the main carriers and transmitters of intangible cultural heritage. With extraordinary intelligence and spirituality, they create, master and carry the Intangible Cultural Heritage related categories of cultural traditions and exquisite skills. Intangible cultural heritage can be continued only by their inheritance." [1] The living inheritance of intangible cultural heritage not only requires the inheritors to have exquisite skills, open mind, strong sense of responsibility, but also a certain creative spirit, which can be innovated and developed in the inheritance. However, at present, many inheritors of intangible cultural heritage generally have problems such as old age, low level of culture, low level of education and lack of understanding of modern technology, which hinder them from advancing with the times.

*C. The inheritance pressure brought by the rapid economic development and modern fast pace of life*

With the development of modern civilization, intangible cultural heritage has gradually lost its original fertile land for survival. Especially for the intangible cultural heritage of handicrafts, the way of inheritance is relatively single. The traditional way of inheritance is oral transmission. Young people are not willing to learn, resulting in many intangible cultural heritage is facing the embarrassment of no one to inherit and unsustainable. The key reason is that the payoff is not directly proportional to the payoff. As we all know, it takes a lot of time and energy to study and study the intangible cultural heritage of handicrafts. In the long learning cycle, the economic income of inheritors is limited. Even if the government provides corresponding financial support, the pressure of high consumption, housing loan and car loan makes it difficult for young people to devote themselves to the inheritance of intangible cultural heritage. Another reality is that even if young people are willing to devote themselves to learning, even if they succeed in learning arts, intangible cultural heritage products are often called "good or bad", and the return is difficult to guarantee the material life. Therefore, the brain drain and the marginalization of intangible cultural heritage are inevitable. Some intangible cultural heritages are even extinct, which are on the verge of being lost.

*D. The marketing efforts are not enough, and the popularity of intangible cultural heritage needs to be improved*

On the whole, the social and economic value of many intangible cultural heritage resources has not been fully developed, and the reputation and popularity are not high. Many intangible cultural heritages, such as Nanyin opera, Liyuan opera and Gaojia opera in Quanzhou, Fujian Province, are listed in the first batch of national intangible cultural heritages, but they are not well-known outside the province. Many local governments also pay more attention to the promotion of the physical and cultural heritage of heritage sites, while the promotion of the intangible cultural heritage is not enough.

III. OPPORTUNITIES BROUGHT ABOUT BY "THE BELT AND ROAD" FOR PRODUCTIVE PROTECTION OF INTANGIBLE CULTURAL HERITAGE

The inheritance of intangible cultural heritage needs not only the careful protection of generations, but also the courage to innovate in accordance with the changes of the times. Productive protection refers to the protection method of transforming intangible cultural heritage and its resources into cultural products by means of production, circulation, sales and other means, with the core of maintaining the authenticity, integrity and inheritance of intangible cultural heritage, and the premise of effectively inheriting intangible cultural heritage technology. [2] Productive protection is an active way to create economic effects for intangible cultural heritage. Its main purpose is to promote the living inheritance of intangible cultural heritage and ensure the vitality of intangible cultural heritage. The "the Belt and Road" strategy has brought new opportunities and broad development platforms for the productive protection of China's intangible cultural heritage.

*A. "The Belt and Road Initiative" has created favorable conditions for the international spread of China's intangible cultural heritage*

The initiative of "the Belt and Road" aims at developing economic and cultural cooperation with the countries along the Silk Road with the help of the ancient Silk Road. As soon as the initiative is put forward, countries and regions along the line respond in succession, with closer ties and frequent cultural exchanges. Up to now, it has already surpassed the simple East-West commercial trade route and developed into an important platform for countries to carry out bilateral mechanisms and create regional cooperation. As the essence of Chinese traditional culture, intangible cultural heritage embodies the diversity and richness of culture, which is very precious in today's global economic integration and cultural homogeneity. To protect intangible cultural heritage is to protect the diversity of human culture. With the implementation of the "the Belt and Road" initiative, Chinese traditional culture has been widely recognized by the countries along the route, providing a broader development platform for the internationalization of China's intangible cultural heritage.

*B. The strategy of "the Belt and Road" has provided new vitality and development opportunities for the productive protection of china's intangible cultural heritage*

The proposal of "the Belt and Road Initiative" has broadened the field of dissemination of China's intangible cultural heritage and created favorable conditions for dissemination. Before the "the Belt and Road" strategy was put forward, China mainly exported to Europe and other developed countries. Influenced by the inherent cultural preference and other factors, China's cultural communication to European and American countries is relatively weak. Along the Belt and Road, it covers more than 60 countries, and most of them are developing countries. Under the initiative of "the Belt and Road", the cultural exchanges between the countries along the border have increased significantly. China's intangible cultural heritage has gained more recognition, promotion and dissemination in these countries and regions, and has effectively promoted the development of non-heritage products from their own production and marketing to international development.

#### IV. MEASURES

The productive protection of intangible cultural heritage can be carried out from two aspects: the first is the development and production of intangible cultural heritage products and derivatives and the second is the marketing and dissemination of intangible cultural heritage products and derivatives.

*A. Increasing financial and technical supports to ensure the actual needs of inheritors*

In the process of productive protection of intangible cultural heritage, inheritors are very important. Protecting inheritors and training successors are important measures related to the survival of intangible cultural heritage. In view of the economic pressure of the inheritors, the government can increase the financial support to the inheritors, or encourage the investment of private capital to fully protect their basic rights and interests, so as to reduce their life pressure and enable them to concentrate on the inheritance of intangible cultural heritage; the inheritance of intangible cultural heritage is linked with colleges and universities to provide the inheritors with opportunities for study and study and improve the inheritors' culture Improve the quality and increase the training of modern technology.

*B. Establishing a talent training mechanism combining production, learning and research to provide continuous follow-up talents and intellectual support for the productive protection of intangible cultural heritage*

Intangible cultural heritage enters the campus, plays the role of campus culture inheritance, sows the seeds of traditional culture in childhood, promotes the social promotion of intangible cultural heritage through education inheritance; intangible cultural heritage enters the enterprise, attracts social capital and folk capital to enter intangible cultural heritage, and introduces living water for the living

inheritance of intangible cultural heritage; intangible cultural heritage enters scientific research institutions, so as to make the inheritance of intangible cultural heritage into a special field The road of industrialization. In cooperation with enterprises, universities and scientific research institutions, intangible cultural heritage inheritors have jointly built Intangible Cultural Heritage Inheritance base, which not only improves the knowledge level of inheritors, but also widens the road for the dissemination, talent training and social promotion of intangible cultural heritage, and solves the problem of brain drain of intangible cultural heritage.

*C. Producing practical intangible cultural heritage products with both modern sense and local characteristics to meet the market demand*

If any product is to win the market, it must keep pace with the times and meet the people's demand for social and cultural products. Traditional intangible cultural products often have some problems, such as high artistic value and low practical value, which are difficult to meet the consumption demand of modern society. [3] For intangible cultural heritage products, it is important to stick to the tradition, but sticking to the tradition is not invariable. Instead, we should be good at using modern production methods, technical means and design concepts to integrate traditional cultural resources. We should not only retain the essence of intangible cultural heritage technology, but also meet the needs of public consumption and real life. We should improve intangible cultural heritage products according to the actual needs of life Produce practical products that everyone can afford and use, which have the connotation of intangible cultural heritage and meet the needs of the contemporary public. Traditional culture is the soul of intangible cultural heritage. In the process of productive protection, enterprises should avoid borrowing the name of intangible cultural heritage, only seeking private interests, but actually destroying intangible cultural heritage.

*D. Extracting intangible cultural elements for the development of intangible cultural products and derivatives*

The production of intangible cultural heritage mainly depends on the subjective initiative of inheritors. In the process of productive protection, modern technology can play an important role in the core links of design and production, organically connect intangible cultural heritage products with market demand, integrate traditional cultural resources with modern technology, and make intangible cultural heritage products glow again. It can also extract intangible cultural heritage elements, combine them with the movies, animation and games that young people like, make full use of intangible cultural heritage elements in content arrangement, clothing design, scene arrangement, etc., design derivatives that young people like, pay attention to the development of cultural and creative products, so as to meet the market demand and development, expand the application space of traditional intangible cultural heritage and breadth of communication.

*E. Establishing excellent marketing team and building the brand of intangible cultural heritage*

As the saying goes, "good wine needs no bush." But in the product height rich today, the good wine is also afraid of the alley deep. Intangible cultural heritage products and their derivatives are known, accepted and loved by consumers, which cannot be separated from corresponding publicity and dissemination. Good marketing methods are necessary for the promotion and publicity of intangible cultural heritage. A good marketing team can drive and develop the market, and can well feedback the market demand and product trend of products to product creators and producers. [4] In order to protect intangible cultural heritage productively, brand awareness must be established. The professional marketing team is good at using modern marketing methods to enhance the reputation and brand awareness of intangible cultural heritage and arouse people's feelings for traditional culture.

*F. Building a three-dimensional communication channel and increasing the publicity of intangible cultural heritage*

The protection and inheritance of intangible cultural heritage is also inseparable from commercial speculation and operation. The promotion of intangible cultural heritage brands and products can be everywhere. For example, the promotion of intangible cultural heritage can be closely integrated with the local tourism industry, and the promotion of intangible cultural heritage products can be reflected in the packaging of local specialties, the design of tourism products, and the promotion of tourist attractions. To hold on to the window of the city, to the intangible product of publicity can also appear in the station and the airport, can be in railway stations, airports, terminals, such as road lined with people more populated urban public posting humorous, has the visual impact of heritage propaganda, can make between tourists and citizens everywhere to receive local intangible cultural heritage knowledge, set foot on this city was attracted by the glamour of the intangible cultural heritage. With the wide spread of "Internet plus", of course, we should give full play to the role of online media, so that people can get in touch with, get familiar with and appreciate local intangible cultural heritage in a fragmented time. Anyhow, want to take the opportunity of "the Belt and Road" initiative , to explore various forms of promotion, with the help of radio, television, movies, Internet and other media, use a variety of language, to introduce "neighborhood" all the way along the route of countries and regions to China's intangible cultural heritage, promote the internationalization of China's intangible cultural heritage.

## V. CONCLUSION

The introduction and implementation of the "the Belt and Road Initiative" brings good opportunities for the productive protection of intangible cultural heritage in China. Therefore, we should make full use of the opportunity of "the Belt and Road" strategy, maintain the authenticity of intangible cultural heritage, cultivate inheritors, restore productivity, create brands, increase publicity, enable intangible cultural

heritage to participate in market competition, go abroad to the world, and achieve the living heritage and sustainable development at the same time, become a "Chinese culture" and the important carrier of "go out". [5]

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