

# The Cultivation Model of Intangible Cultural Heritage Inheritors and Zhejiang Cases

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## ABSTRACT

This paper analyzes the status quo of sustainable development of Intangible cultural heritage in Zhejiang Province, conducts an in-depth study on the construction of talent system, is committed to promoting sustainable development of intangible cultural heritage in Zhejiang Province, and further meets people's needs for better social development. As for the reform of intangible cultural heritage talents system, the cultivation mode of intangible cultural heritage talents should not only focus on the protection of intangible cultural heritage, but also innovate the sustainable development of intangible cultural heritage with the thinking of the new era and enhance the modern value of intangible cultural heritage. In addition, talents should be utilized in the process of development, and the three aspects of protection, inheritance and utilization should be coupled to realize the sustainable development of intangible culture.

**Keywords:** Sustainable development of intangible cultural heritage; talent training; system construction; utilization

## 1. INTRODUCTION

Strengthening the protection of intangible cultural heritage is conducive to carrying forward the excellent Chinese traditional culture, continuing the historical roots and establishing cultural self-confidence, and is of great significance to the construction of cultural Zhejiang and the construction of cultural highlands in the new era. How to continue to inherit intangible heritage, strengthen talent team and promote the construction of talent system, and how to continue to deepen the construction of Zhejiang intangible talent team, embrace the profound changes of social development, promote the sustainable development of intangible cultural heritage, inheriting the value orientation and national spirit, better service "cultural power", "beautiful China" strategy implementation is an important topic worth discussing. [1]

## 2. SHORTCOMINGS IN BUILDING HUMAN RESOURCES FOR THE SUSTAINABLE DEVELOPMENT OF INTANGIBLE HERITAGE

### 2.1. Low social recognition of Intangible cultural heritage talents and lack of successors

Relevant literature shows that the major crisis facing the survival of intangible cultural heritage. The official website of Zhejiang Province's intangible cultural heritage can also intuitively see that many national intangible cultural heritage successors are rare or even missing. First, because engaged in the inheritance of non-genetic has not been recognized by the community and lack a place to use. Second, the new generation of young people do not want to enter this industry because they think that this work is not the trend of The Times, it is not interesting, and it can not effectively play their self-value, and the work lacks a sense of accomplishment.

## ***2.2. Addicted to modern technology entertainment, lack of interest in non-heritage***

Most young people tend to choose more trendy types of work, as the new and trendy hobbies espoused by modern young people are different from traditional intangible cultural heritage. In addition, they have a poor understanding of intangible cultural heritage and lack emotional empathy for traditional culture.

## ***2.3. Insufficient industrialization and too traditional way of inheritance***

First, the construction of the intangible cultural heritage talent system lacks a professional and industrialization training method, industrialization and systematic system, which will naturally lack financial support, without financial guarantee, the non-genetic inheritance work cannot be implemented in place. Second, the non-genetic inheritance mode is still in a traditional stage, and the transmission mode of relying on the inheritance greatly limits the scope and efficiency of non-inheritance to a non-genetic extent. There is no doubt that the old communication methods have been difficult to effectively inherit and develop the intangible cultural heritage. Therefore, in the new technology period, we must innovate new inheritance models and technologies, and use new training methods to strengthen the talent team. [2]

## **3. MULTI-LAYER AND MULTI-ELEMENT TRAINING: THE MAIN MODE OF TRAINING NON-RELIC TALENTS**

The inheritors are the most precious human resources in the development process of non-genetic transmission process. Without professional, stable and sufficient leaders of non-genetic inheritors, it is difficult to promote the sustainable development of intangible cultural heritage. It is the construction of intangible cultural heritage that is very necessary for the construction of sustainable development to adapt to General Secretary Xi Jinping's talent development concept and can adapt to the problem of rapid social transformation, therefore. In a society with accelerated urbanization, industrialization and rapid social transformation, retaining talents is the best policy. The insufficient ability of intangible cultural heritage to attract, retain and utilize talents is an important factor restricting the sustainable development of intangible cultural heritage. In the new era, we need to be people-oriented, constantly strengthen the cultivation of inheritors of intangible cultural heritage, and realize the sustainable development of intangible cultural heritage. In terms of talent selection, we should choose the new era of quality people, willing to contribute to the cause of intangible cultural heritage, potential people, we should improve the intangible cultural

heritage protection mechanism, innovative training mode, expand the personnel team, in the maintenance of talents, to promote the all-round quality improvement of talents. At the same time, it is found that the shortcomings in the construction of the intangible cultural heritage personnel team should be in parallel with the construction of the talent system, promote the deep development of the talent system, promote the development of the talent system to multi-layer, enhance innovation, encourage cross-border, and improve internationalization. Intangible cultural heritage is the representative of China's cultural confidence, and making the intangible cultural heritage "alive", "pass on" and "going global" has given great significance to cultivating intangible cultural heritage talents.

### ***3.1. The mode of "Master-apprentice inheritance" in the cultivation of non-bequeathed talents***

"Master and apprentice inheritance" is the most primitive non-inheritance mode, in which masters of Intangible cultural heritage recruit apprentices and teach their skills. This mode is the most direct and effective, and can ensure the integrity of intangible cultural heritage to the greatest extent and retain its purest content and essence. The construction and development of non-hereditary inheritors is the most important part of inheritance work. "Fewer apprentices" and "less use for learning" have become the biggest problems for the inheritance and development of masters and apprentices. In order to solve these two problems, Wenzhou City, Zhejiang Province launched the "paid apprenticeship" project in 2016. The project is set up by Wenzhou cultural relics protection center. While supporting the apprentice's study and living expenses, it evaluates the apprentice training of enterprises, and gives subsidies to those who pass the examination. The implementation of "Paid apprentice" has found an effective breakthrough for non-genetic inheritance in Wenzhou, which has greatly alleviated the problem of non-genetic apprenticeship and maintained the stability of non-genetic inheritance system. [3]

### ***3.2. The "school-enterprise cooperation" model for the cultivation of non-traditional talents***

Through the deepening cooperation between the school and intangible cultural heritage management enterprises, the school integrates teaching into the production of enterprises, sets enterprise post skills as teaching contents, trains urgently needed intangible cultural heritage skilled talents for enterprises from a deeper level and a wider range, and trains more intangible cultural heritage successors with professional skills, Lay a solid foundation for the sustainable development of intangible cultural heritage. In the school

set up the corresponding curriculum teaching, from a deeper level, a larger range of training society and enterprises urgently needed skilled personnel. In this way, more non-hereditary inheritors with professional skills will be trained to lay a solid foundation for the sustainable development of intangible cultural heritage. December 2020, the Zhejiang University of Science and Technology team, Nanjing emphasized Culture Communication Co., Ltd. and the Moon Hometown Culture and creative center of Rongjiang County held an online "Cloud-based" discussion on the intangible cultural and creative products of Rongjiang County. Through the efforts of the non-heritage creative team of our school, to complete the design of related products, for the enterprise to plan, come up with ideas, to help promote the non-heritage of the enterprise products landing, to complete the inheritance of non-heritage, and help the rural revitalization. [4]

### ***3.3. The mode of "promoting training by competition" of intangible cultural heritage talent training***

This model refers to through the organization of relevant events, through the competition to attract non-legacy teams to participate in the development of non-legacy talent team. In the course of participating in the competition, it is possible to attract people's attention through the ICH itself, using a soft method to promote the sustainable development of the ICH. In June 2019, Jiaxing, Zhejiang held a series of performances and evaluations of Zhejiang traditional dance, which promoted the participation of traditional dance teams from all over the province and promoted the development and promotion of the traditional dance teams. At the same time, to promote the development of "ICH + tourism", to provide more visitors with the experience of ICH, so that the culture of ICH will be more consciously deeply rooted in the hearts of the people, is also a good way to train the inheritors.

### ***3.4. Base mode of intangible cultural heritage talent training***

Unlike schools, special training bases for non-traditional talents are open to a broader group of people, not only limited to school students, but also more inclusive of social groups. This model can fully explore local resources and carry out field training, which is more targeted and efficient. From 2010, Zhejiang Taichung has successively established provincial-level modern apprenticeship pilot in vocational schools in Zhejiang Province, gradually forming innovative cultivation base points for Taichung stone carving to help cultivate talents. There are also initiatives such as the establishment of the Cultural Heritage Discipline Development Alliance of Zhejiang University in 2017;

some other vocational colleges and universities have also specifically set up subject specialties in non-hereditary inheritance, introducing teachers and training professionals in this area. All these are the results of strengthening the construction of talent cultivation bases for intangible cultural heritage in Zhejiang Province over the years.

## **4. SUGGESTIONS ON SPEEDING UP TALENTS OF INTANGIBLE CULTURAL INHERITANCE IN ZHEJIANG PROVINCE**

### ***4.1. The team construction of non-genetic inheritors***

The inheritance of intangible cultural heritage must have sufficient reserve and training of successor talents. According to the 14th Five-year Plan for the development of Intangible cultural heritage, Zhejiang province plans to be basically built into a strong province of intangible cultural heritage in 2025, which will improve the overall level of intangible cultural heritage work, give full play to the contemporary value of intangible cultural heritage, provide more powerful service guarantee and support for the construction of Cultural Zhejiang, and create a series of "important window" landmark achievements of intangible cultural heritage protection. [5]

First of all, we should improve the protection and inheritance system of intangible cultural heritage, with the goal of building a team of intangible cultural heritage protection talents with sufficient quantity, reasonable structure, good quality, patriotism and dedication, gradually strengthen the allocation of inheritors, improve the inheritance system, and meet the development needs of social needs.

Secondly, the government should form a situation in which everyone participates, protects, inherits and uses intangible cultural heritage in the whole society, so as to enhance the youth vitality of non genetic inheritors; Setting up intangible cultural heritage courses in primary and secondary schools starts with the young generation; Innovate talent selection methods, broaden talent training channels and establish talent echelons.

Therefore, it should continue to improve the reward system for inheriting talents to mobilize the enthusiasm of everyone to inherit the intangible cultural heritage, explore and create the needs of talents according to the actual work characteristics, improve the use, flow, evaluation and incentive system of talents, and give commendation and promotion to non-genetic inheritors. At the same time, promote the intangible cultural heritage on campus, promote the combination of inheritance and education, and improve students' sense of cultural identity with intangible cultural heritage. Every year, no less than 1 million yuan will be invested

to increase the reward and support for the protection units and inheritors of intangible cultural heritage projects, and the non-genetic inheritors will be encouraged to conduct the construction of non-genetic learning bases, as well as the intangible cultural heritage performance, dissemination, display, publicity and teaching of intangible cultural heritage. From the perspective of communication, relevant stars can create "star" effect or "brand effect to speak for intangible cultural heritage"; train intangible cultural heritage anchors, and use the form of live broadcast for intangible cultural heritage publicity, to attract more people's attention and promote young people to stand out.

#### ***4.2. Improve the ability and quality of the intangible cultural heritage protection teams***

First, we should set up majors in non-heritage in colleges and universities, firstly, to consolidate the theoretical foundation of people related to non-heritage and improve the overall cultural quality of non-heritage bearers. At the same time, we should vigorously cultivate application-oriented and skillful talents who directly dovetail with the heritage industry and improve the practical ability of non-hereditary bearers. Second, enterprises should be mobilized in an all-round way to strengthen the training of talents in communication, curation, creativity and management of INTANGIBLE cultural heritage, so that intangible cultural heritage talents can be put to use and the quality of talents should be improved. Third, it is necessary to strengthen international cooperation, promote intangible cultural heritage to the world, enhance its international influence, and vigorously introduce and train international high-end talents to enhance innovation level.

#### ***4.3. Gather the joint social efforts to protect the intangible cultural heritage***

First, speed up the construction of think tanks for intangible cultural heritage, train excellent experts on intangible cultural heritage with new technologies, establish non-inheritance teams, and give play to the constructive role of experts. Strengthen the construction of intangible cultural heritage social organizations, give full play to official strength, implement and promote the construction of provincial intangible cultural heritage protection associations and special committees, improve the working mechanism of intangible cultural heritage protection, and build a community of intangible cultural heritage protection. [6] Secondly, it is necessary to gather private forces to organize top-down non-genetic volunteer teams, including government volunteer teams composed of official forces, and promote the construction of non-genetic volunteer teams with official financial resources and human resources. And the intangible cultural heritage expert volunteer service

group, with its professional knowledge and strong professional ability to play a guiding role on the grassroots level. At the same time, we will attract grassroots forces, further improve the service level, and give full play to the important role of the people in inheriting, spreading and transmitting intangible cultural civilization.

## **5. CONCLUSION**

Talent cultivation is the key work in the new stage of Chinese history in the 21st century. Non-inherited work and talent team construction will run through our social history. Intangible cultural heritage needs to be inherited, so it cannot exist independently without the inheritor. Inheritors are important inheritors and transmitters of intangible cultural heritage, who master and carry the knowledge and superb skills of intangible cultural heritage. At present, the construction of non-inherited teams is still not specific enough, and we still need to continue to find and solve problems. Protection, inheritance and sustainable utilization are inseparable. The construction of talent system is the protection and inheritance of intangible cultural heritage. How to make good use of the value of intangible cultural heritage is a profound issue that we should continue to explore. It is not the goal to find potential inheritors, but the ultimate goal is to play their relay role and make the intangible cultural heritage alive and passed on. At any time, intangible cultural heritage will be a great wealth. Only by establishing a good harmonious symbiotic relationship with the people can intangible cultural heritage obtain its due vitality. In short, the construction of talents for the sustainable development of intangible cultural heritage can never be stopped.

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