



# Research Progress and Enlightenment of China's Intangible Cultural Heritage to Help Rural Revitalization

Xueqin, Lei

Guilin University of Technology College of Tourism and Landscape Architecture, Guilin, China

1814749840@qq.com

**Abstract.** With the further promotion of the rural revitalization strategy, China's intangible cultural heritage has made deeper progress in practice and research. In this paper, CSSCI, SCI and other core journal literatures collected by CNKI database from 2018 to 2022 are used as research samples to visually analyze the overall overview, research hotspots and trends of domestic research on intangible cultural heritage's contribution to rural revitalization, and draw the following conclusions: (1) The core authors formed a certain group, but the link between the groups was not close enough, and the cooperation intensity of research institutions was insufficient; (2) Research hotspots mainly include the protection and living inheritance of intangible cultural heritage, the integration of intangible cultural heritage and tourism, and the contribution of intangible cultural heritage to poverty alleviation and poverty alleviation, etc. The overall research content is relatively broad, but no system has been formed. In the future, interdisciplinary research should be strengthened to expand the perspective of intangible cultural heritage industry integration, pay attention to the creative transformation of intangible cultural heritage, keep up with national policies, and help promote the process of rural revitalization.

**Keywords:** Intangible cultural heritage; Rural revitalization; Cultural revitalization; Visualization analysis

## 1 Introduction

Intangible cultural heritage has a prominent strategic influence on the national culture and social economy of our country at present, and plays an important role in promoting the economic development of rural areas in our country. The economic development of China's rural areas has been relatively backward, but the intangible cultural heritage resources are rich. With the rapid rise of the protection and inheritance of intangible cultural heritage, it will become the pillar industry of rural cultural construction. Therefore, Cite Space software is used to review, summarize and analyze the visual map of domestic researchers in this field on the current status, trends and hot topics of the research on intangible cultural heritage's contribution to rural revitalization, which is conducive to mastering and promoting the theoretical research trends in this

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field and contributing to the high-quality development of intangible cultural heritage industry and the economic development of rural areas. The implementation of the CPC Central Committee's comprehensive development strategy on intangible cultural heritage to help rural revitalization provides reference and reference.

## **2 Data sources and research methods**

### **2.1 Data Sources**

In this paper, the academic journals of CNKI are used as data sources, and the journals are limited to core journals such as CSSCI and Peking University Core. With the theme = "intangible cultural heritage", "intangible cultural heritage" and "rural revitalization" and "industrial revitalization" as the search conditions, a total of 167 literatures were retrieved without limiting the publication time. After manual screening, 101 valid literatures were obtained, and visualized analysis was carried out using Cite Space software.

### **2.2 Research methods**

In recent years, Cite Space has been used in review papers in various fields[1][2]. Based on the quantitative analysis and visualization analysis functions such as author organization, keyword co-occurrence and clustering of Cite Space 6.1.R2, this paper obtains the distribution and cooperation relationship of core authors and team institutions in this field, identifies the research hotspots and frontier evolution trends in this field, and points out the direction for further research.

## **3 Research results and analysis**

### **3.1 Analysis of core authors and institutions**

The number of core author nodes is 131, the number of connections is 92, and the density is 0.0108, indicating that the connection among scholars in this field is not very close. Among them, some cooperative groups have been formed among scholars, such as the representative groups of Zhang Yi, Lin Kaige, Chen Cheng, etc., which have a certain number of people and scale, but have not formed a close academic community among the teams. The number of institutional cooperation nodes is 124, the number of connections is 88, and the density is 0.0115. It can be seen that there is a certain cooperative relationship between institutions, but the cooperation intensity is not enough, and the research institutions are mainly regional universities. In general, the density values of core authors and institutional cooperation maps are lower than the normal level of 0.1. As a small branch of rural revitalization research, the academic community pays less attention to this field, which reflects the need to strengthen academic cooperation among scholars, expand research subjects, and share academic resources and knowledge.

### 3.2 Analysis of research hotspots

Cite Space 6.1 R2 was used to analyze relevant literature, and the keyword co-occurrence network map and keyword clustering knowledge map were sorted out. In the keyword co-occurrence map (Figure 1), the node of "rural revitalization" is the largest and has the most far-reaching influence. While the words "cultural revitalization", "rural aesthetic education", "inheritance" and "protection" have become nodes, they are closely connected with "rural revitalization", forming a research trend around "rural revitalization" as the center. In the later period, the words "cultural and tourism integration" and "innovative development" were important hot words, which closely matched the theme of the era of creative transformation of intangible cultural heritage and reflected the direction of non-genetic inheritance and development under the vision of rural revitalization. In terms of research content, it is closely related to key areas such as living inheritance, innovative development, cultural and tourism integration, and art village construction. At the same time, the term "rural revitalization" belongs to the policy term at the macro level, constituting the basic semantic meaning of the whole field of intangible cultural heritage to help rural revitalization, thus triggering the expansion of the research in the field at the micro level, and being the starting point and landing point of the research.

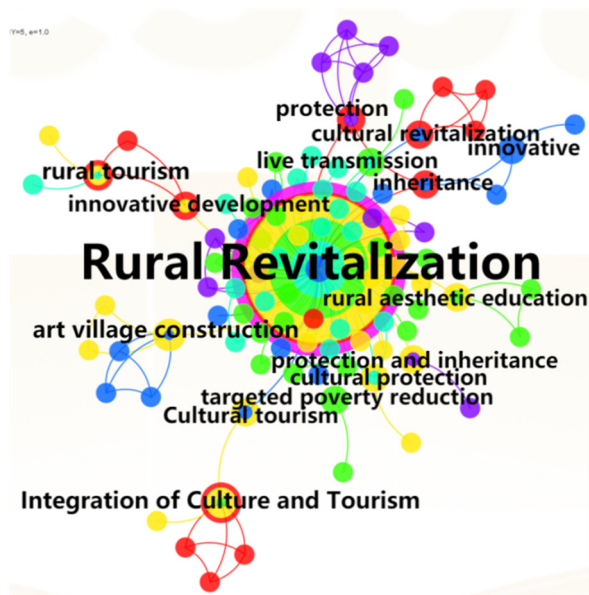


Fig. 1. Keyword co-occurrence map

Note: The image is from Cite Space

The log-likelihood rate algorithm (LLR) was used to perform cluster analysis on the keyword map. After selecting the clusters of small groups, Figure 2 was obtained. The evaluation index of network Modularity is 0.74, which is greater than 0.3, which means

that the clustering structure is significant. The mean value of network homogeneity is 0.9948, which is above 0.5, indicating that clustering is reasonable and persuasive. The research mainly formed 5 significant clusters of Rural revitalization, Governance demand, Jiangzhou Cloud sculpture, Fusion of culture and tourism, Rural tourism. Reflecting that the forefront of the field of intangible cultural heritage to help rural revitalization is mainly concentrated in the integration of culture and tourism, governance needs, rural tourism and other content. It can be found that scholars focus on rural revitalization (#0 Rural revitalization) as the general direction, focusing on the content of intangible cultural heritage's contribution to rural revitalization (#1 Governance demand, #3Jiangzhou cloud sculpture,#5Rural tourism) and methods and means (#2 Innovation strategy, #4Fusion of culture and tourism). Each cluster is spread outward around the research theme, such as " Fusion of culture and tourism " spread to characteristic towns, art villages, and Danzhai Wanda town; "Jiangzhou Cloud Sculpture" spreads to art system, innovation system, non-genetic inheritance and other aspects, but the spread of each cluster is less affected by other clusters. In general, the research content and theme of China's intangible cultural heritage assisting rural revitalization have limitations. Due to the short research time, no systematic knowledge framework has been formed, and the depth and breadth of the research still need to be expanded in the future.



Fig. 2. Keyword clustering diagram

Note: The image is from Cite Space

### 3.3 Analysis of the main contents of the study

Based on the review of the research literature on intangible cultural heritage's contribution to rural revitalization, combined with the contents of the Atlas, the current research topics in this field are classified into three categories, namely, the protection and living inheritance of intangible cultural heritage in the perspective of rural revitalization, its effects, and industrial integration.

### **3.3.1. Protection and living inheritance of intangible cultural heritage.**

The protection and inheritance of intangible cultural heritage has always been a hot topic, and the rural revitalization strategy makes it closely related to rural economy, culture and rural construction. The researches of scholars focus on the path and development model, etc. For example, Xia He et al believe that the image is an effective path for the protection of intangible heritage [3]. At the same time, to effectively inherit intangible cultural heritage and retain the "root" of culture, it is necessary to form a model of intangible cultural heritage archive development. In general, the research of scholars involves different aspects of intangible cultural heritage protection, which plays a great role in promoting the economic development of rural areas.

### **3.3.2. Effects of intangible cultural heritage on poverty alleviation and eradication.**

At present, the research of Chinese academic circles is concentrated in the two fields of traditional crafts and traditional arts. For example, Xu Yingjie believes that Miao embroidery industry in western Hunan should launch cultural and creative products that adapt to the aesthetic fashion of The Times, which is of great significance for consolidating the achievements of poverty alleviation[4]. The research involves poverty alleviation models and influencing factors, among which the "Xijiang Model" and other models have formed a positive effect on the transformation of poverty alleviation from external promotion to self-development. It can be seen that scholars' research emphasizes adaptation to local conditions, focusing on the micro perspective.

### **3.3.3 Integration of intangible cultural heritage and tourism.**

Relevant studies mainly focus on the development model and countermeasures of integrating intangible cultural heritage into tourism. Based on the perspective of global tourism. Li Siying proposed countermeasures for the integration of Buluotuo cultural resources with other industries[5]. Tian Lei et al. put forward countermeasures such as innovative top-level design for the integration of rural intangible cultural heritage and tourism[6]. Most studies focus on qualitative analysis, while a few scholars use quantitative analysis. For example, Yang Qingyuan et al. used nuclear density analysis to study the spatial pattern and tourism development model of intangible cultural heritage in Chongqing [7].

## **4 Conclusion and prospect**

In general, relevant studies have the following characteristics: (1) From the perspective of research authors and institutions, this field has not formed a close academic cooperation team, and the research intensity and depth are not enough. Some research institutions pay more attention to the protection and development of intangible cultural heritage resources and intangible cultural heritage tourism, but they do not pay enough attention to the research from the economic perspective of intangible cultural heritage's contribution to rural revitalization, and the cooperation network among institutions is

sparse. The overall research is still in the initial stage. (2) From the perspective of research content, Chinese scholars pay more attention to the protection and living inheritance of intangible cultural heritage, the assistance of intangible cultural heritage in poverty alleviation and poverty alleviation, the integration of intangible cultural heritage and tourism, and other aspects, with a wide range of research. The existing research has practical guiding significance, but the depth of theoretical guidance and interdisciplinary research is still relatively short, and the research system has not been fully formed.

In the future, interdisciplinary and close ties between scholars and institutions should be strengthened, the perspective of intangible cultural heritage industry integration should be expanded, the creative transformation of intangible cultural heritage should be emphasized, and the economic and cultural value of intangible cultural heritage should be fully demonstrated in combination with scientific and technological mean.

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