



Strategies for Protecting and Promoting Intangible Cultural Heritage During New Urbanization

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Abstract. Protecting intangible cultural heritage has become a priority for many countries as urbanization continues to progress. However, compared to developed countries, China has a relatively shorter history of intangible cultural heritage research. Thus, the relationship between heritage protection and new urbanization in China requires further exploration. This paper sees Hefei, China as a valuable case to examine the protection and promotion of intangible cultural heritage within the context of new urbanization. Based on the results of quantitative analysis, this paper proposes the goals for protecting and promoting intangible cultural heritage in developing countries and possible strategies to achieve them.

Keywords: Protecting and Promoting Intangible Cultural Heritage; Urbanization; Strategies

1 Introduction

Intangible cultural heritage refers to the non-material aspects of a culture and is a vital component of a culture's identity. In China, recent years have witnessed increasing government recognition of the importance of preserving intangible cultural heritage. For example, the Central Urbanization Work Conference in 2013 and the National New Urbanization Plan (2014-2020) both highlighted the importance of preserving urban historical context and cultural resources during urban construction ^[1]. In addition, Premier Li Keqiang called for the strengthening of the protection of intangible cultural heritage, which is "the spiritual lifeblood and creative source of a nation," in the 2015 Government Work Report.

However, unsustainable urbanization in some areas of China is leading to the loss and destruction of intangible cultural heritage, which is a concerning issue^[2]. Worse still, limited knowledge among some local-level government officials about intangible cultural heritage can result in a decline in their sense of protection, putting many forms of intangible cultural heritage at risk of extinction^[3]. Therefore, finding a way to balance urbanization and intangible cultural heritage protection is an urgent task that needs to be addressed.

Previous research has explored the protection and promotion of intangible cultural heritage through various forms of media. Jin (2016) suggests that the graphic, vivid,

and intuitive features of films and television programs make them effective tools for popularizing intangible cultural heritage^[4]. Khalid and Chowdhury (2018) analyze the role of social media in encouraging people to take initiatives to protect intangible cultural heritage in Bangladesh^[5]. Seifi and Soltanabadi (2020) point out that public libraries in Iran have played a crucial part in increasing public awareness about intangible cultural heritage promotion^[6]. While the literature above has explored valuable techniques to engage the public in protecting and promoting intangible cultural heritage, there remain uncertainties around the effectiveness of these methods. For example, factors such as the reach and accessibility of the platform, the quality of the content, and the level of engagement of the target audience can significantly impact the success of promoting intangible cultural heritage through digital media. Thus, while these methods hold promise, they may not be sufficient in addressing the complex and diverse needs of protecting and utilizing intangible cultural heritage in urbanization.

To address this gap, this paper examines the challenges and opportunities that arise in protecting intangible cultural heritage, with a specific focus on the city of Hefei, China. Through the case study of Hefei, this paper proposes a protection support system for urban construction that takes into account a city's cultural heritage, which ensures that precious cultural assets are not lost or forgotten in the urbanization process. Moreover, this paper holds important implications for policymakers to build a sustainable and culturally rich urban environment.

2 Protection and Utilization of Intangible Cultural Heritage in Urbanization: The Case of Hefei

2.1 Overview

Hefei is the capital of Anhui Province and a major hub for business, education, science, and transportation in eastern China. With a land area of 114 million square kilometers, the city has a permanent population of 7,696 million, accounting for 12.7% of the provincial population^[7]. In addition, Hefei's urbanization growth rate has steadily increased in recent years, ranking first in the province and second in the entire country. As of 2014, Hefei had an urbanization rate of 69.1%, which was 1.3 percentage points higher than the previous year^[8]. In the meantime, the urban population of the city was 5,318 million, showing an increase of 3.1% than 2013; the rural population was 2,378 million, indicating a decrease of 3.0%.

In 2014, the National Development and Reform Commission selected Hefei as one of the comprehensive pilot areas for new urbanization. In response to the preferential policy, the Hefei government issued the Pilot Plan for New Urbanization of Hefei shortly afterward to further construct a city with a human touch. The plan emphasizes the protection of intangible cultural heritage as well as historical sites. In addition, the plan seeks to strike a balance between modernity and tradition, embracing both the past and the present.

2.2 Evaluation of Intangible Cultural Heritage Protection and Utilization in Hefei

To evaluate the protection and utilization of intangible cultural heritage in Hefei, this paper develops an index system based on previous literature and documents. Inspired by the Delphi method, the author distributed 300 questionnaires to experts and consultants in the field of intangible cultural heritage protection to obtain information on the cooperation between the government, social organizations (including research and educational institutes), and the public. The recruitment period for this study started on September 1, 2023 and ended on October 30, 2023. All the participants provided written informed consent or verbal. Among the sent questionnaires, 260 of them were valid, representing a response rate of 87%. Then, the author developed the index considering the closeness and effectiveness of cooperation (as shown in Table 1). The indicators of the index focus on two dimensions, namely, the protection and utilization of intangible cultural heritage in Hefei.

Table 1. Indicators of Evaluation Index

First-level index	Second-level index	Third-level index
Effectiveness of intangible cultural heritage protection in new urbanization	B1 Current status of intangible cultural heritage protection	C1 Preservation of intangible heritage
		C2 Number of intangible heritage sites
		C3 Preservation of traditional villages
		C4 Number of intangible heritage items
		C5 Number of certified heirs for intangible cultural heritage
		C6 Variety of intangible cultural heritage
	B2 Social environment (public and social organizations included)	C7 Public awareness of intangible cultural heritage protection
		C8 Public knowledge of intangible cultural heritage protection
		C9 Public participation in intangible cultural heritage protection
		C10 Enthusiasm of public participation
		C11 Number of intangible cultural heritage protection organizations
		C12 Distinctiveness of urban culture
		C13 Public cultural life satisfaction
		C14 Public recognition of local traditional culture
	B3 Government support	C15 Financial aid of intangible cultural heritage
		C16 Soundness of intangible cultural heritage management system

		C17 Laws and policies aimed at intangible cultural heritage protection
		C18 Publicity
		C19 Number of public cultural infrastructure
		C20 Reasonableness of urbanization development
		C21 Existing damage made to intangible cultural heritage

Based on the questionnaire responses, the author calculated the score of intangible cultural heritage protection in Hefei for each indicator. The score details are as follows (Table 2 and Table 3).

Table 2. Scores of each indicator of intangible cultural heritage protection in Hefei

Indicator	Wi	Pi	Pi Wi
Intangible cultural heritage preservation	0.04	6.60	0.26
Reasonableness of inheritance mechanism	0.13	5.13	0.67
Skills of the inheritors	0.03	5.80	0.17
Number of certified inheritors	0.02	4.60	0.09
Variety of intangible cultural heritage	0.01	5.80	0.06
Inheritors' sense of professional identity	0.11	2.87	0.32
Public attention	0.03	2.73	0.08
Public awareness of protection	0.07	3.67	0.26
Number of intangible cultural heritage protection organizations	0.02	2.47	0.05
Distinctiveness of urban cultural	0.01	3.80	0.04
Public satisfaction with cultural life	0.01	4.73	0.05
Public enthusiasm for traditional culture	0.04	3.00	0.12
Number of intangible cultural heritage sites	0.04	6.43	0.26.
Financial support for intangible cultural heritage protection	0.19	4.20	0.80
Soundness of intangible cultural heritage management system	0.06	4.47	0.27.
Laws and policies aimed at intangible cultural heritage protection	0.06	5.80	0.35
Publicity efforts	0.07	4.60	0.32
Reasonableness of urbanization development	0.03	6.50	0.20
Construction of the intangible cultural heritage exhibition facilities	0.02	6.33	0.13

$$E = \sum_{i=1}^n PiWi = 4.53$$

Table 3. Scores of each indicator in intangible cultural heritage utilization in Hefei

Indicator	Wi	Pi	Pi Wi
Total profits of intangible cultural heritage industry	0.14	5.54	0.78
Abundance of main heritage products	0.01	3.02	0.03
Number of employees in the intangible cultural heritage industry	0.03	4.35	0.13
Firm size	0.09	5.00	0.45
Number of the enterprises in the intangible cultural heritage	0.07	2.76	0.19
Research investment	0.02	2.80	0.06
Development of forms	0.02	4.53	0.09
Influence of intangible cultural heritage transmission	0.01	3.24	0.03
Age structure of intangible cultural heritage inheritors	0.03	2.60	0.08
Inheritance of non-speed skills	0.01	4.96	0.05
Sustainable development of the industry	0.06	4.20	0.25
Economic benefits of enterprises	0.20	5.10	1.02
Contribution to the regional economy	0.16	5.43	0.87
Related industry drive sex	0.06	4.26	0.26
Loss of intangible cultural heritage resources	0.02	5.62	0.11
Consumer satisfaction with products related to intangible cultural heritage	0.02	5.45	0.11
Size of heritage products market	0.03	6.10	0.18
Support from the public	0.004	6.56	0.03
Government policy support	0.001	7.03	0.07

$$E = \sum_{\{k\}}^n PiWi = 4.79$$

In response to the growing emphasis on the census of intangible cultural heritage at the national level, Hefei has made significant strides in protecting and preserving its cultural heritage. One notable initiative took place in 2005 when the “Hefei Intangible Cultural Heritage Protection Project Leading Group” was established^[9]. This group has

played a crucial role in developing a comprehensive four-level directory system for the protection of intangible cultural heritage, which has been integrated into the city's administrative supervision mechanism. By doing so, Hefei has ensured a systematic approach to the safeguarding of its cultural heritage.

The commitment to preserving historical cultural heritage at all levels has been a key focus of the leading group. As a result of these efforts, Hefei has achieved noteworthy success in the recognition and preservation of its intangible cultural heritage. Currently, Hefei boasts five items that have been included in the national intangible cultural heritage list, signifying their exceptional cultural significance. Furthermore, the city has identified and listed 89 additional items on the provincial and city-level intangible cultural heritage lists^[10]. These listings highlight the diverse range of cultural practices and traditions that Hefei has managed to safeguard and promote (as shown in Table 4).

Table 4. The intangible cultural heritage items table in Hefei

Category	Project name	National level	Provincial level	City level
Folklore	Bao Gong story, Liu Mingchuan story, white peony legend, etc	0	3	9
Folk music	Chaohu folk songs, Changfeng Gejia suona, Shuihu flower drum lamp, etc	1	0	3
Folk dance	Head throwing lion, Sanhe land boat, Liang Yuan lion dance, etc	0	1	19
Traditional drama	Luzhou opera	1	0	0
Chinese folk art forms	Door song, Luzhou Dagu, Luzhou Daoqing, etc	1	2	5
Acrobatics and competition	Li's meteor hammer, Han's Yin and Yang double combination boxing, etc	0	0	2
Folk art	Fire brush painting, Wushan iron characters, calabash flipping painting, folk color, etc	0	5	16
Traditional handmade skills	Paper paper processing technology, traditional potassium alum production technology, etc	1	7	26
Traditional medicine	Luyang plum acupuncture	0	0	1
Folk custom	Foreign snake lamp, Purple Mountain temple fair, Wushan temple fair, etc	1	3	10

Hefei has demonstrated commendable dedication to the protection and utilization of its intangible cultural heritage. The city's efforts can be summarized in the following key aspects:

1) Strengthening the protection of traditional villages: Hefei has achieved a balance between urbanization and the preservation of traditional villages. The city government has actively identified and designated traditional villages, implementing development plans that safeguard their unique character. Strict regulations prohibit the demolition or destruction of these villages, ensuring the preservation of their overall appearance. As a result, Hefei currently boasts 17 provincial traditional villages, serving as vibrant cultural assets.

2) Establishing places for inheritance and learning: Hefei has made significant investments in constructing dedicated spaces for the preservation and transmission of intangible cultural heritage. The city is home to three provincial intangible cultural heritage inheritance bases, one provincial intangible cultural heritage training center, twelve municipal intangible cultural heritage inheritance bases, and nine municipal intangible cultural heritage training centers. These facilities provide platforms for practitioners and the public to engage in the learning and dissemination of intangible cultural heritage.

3) Promoting regional and intercity cooperation: Hefei actively engages in collaborative efforts to protect intangible cultural heritage. In November 2015, the city signed the Cooperation Agreement on Strategic Alliance for Intangible Cultural Heritage Protection in Major Cities along the Yangtze River with eleven other cities, including Shanghai and Wuhan. This agreement signifies a commitment to joint initiatives and knowledge sharing. Hefei's participation in the Yangtze River Intangible Cultural Heritage Joint Exhibition held in Wuhan further exemplifies its proactive engagement in cross-regional cooperation.

4) Organizing diverse cultural activities for the public: Hefei fosters public awareness and appreciation of intangible cultural heritage through a range of cultural activities. In 2014, the city hosted the first Hefei Intangible Cultural Heritage Skill Competition, which featured exhibitions, performances, and more, deepening public understanding of intangible cultural heritage. Additionally, successful initiatives such as "Protecting Intangible Cultural Heritage in Beautiful Countryside" and "Intangible Cultural Heritage Protection on Campus" have been implemented, engaging diverse communities.

5) Integrating intangible cultural heritage with tourism: Hefei's notable accomplishment in intangible cultural heritage protection is the establishment of the China Intangible Cultural Heritage Park. As the first of its kind in China, this park seamlessly integrates heritage preservation, tourism product development, and educational activities. Serving as a model for effective utilization, it has become a prominent tourist attraction in Hefei, attracting visitors interested in experiencing and learning about the city's intangible cultural heritage.

Through its comprehensive strategies and initiatives, Hefei has demonstrated a strong commitment to protecting and utilizing its intangible cultural heritage. These efforts contribute to the preservation of cultural diversity, the promotion of tourism, and the enrichment of the city's cultural landscape.

2.3 Results and Analysis of Index Scores

Protection Scores.

The total score for the protection dimension in Hefei is 4.53, indicating that Hefei's intangible cultural heritage has generally been well protected and developed during the process of new urbanization. However, certain indicators such as "Inheritors' sense of professional identity," "Public attention," "Public enthusiasm for traditional culture," and "Number of intangible cultural heritage sites" scored lower than 3, highlighting prominent issues related to these areas. For instance, the low score in "Inheritors' sense of professional identity" reflects the inheritors' low social status and income, which discourages potential individuals from becoming inheritors. Therefore, the government and society must improve the living and working conditions of the inheritors.

Utilization Scores.

The total score for the utilization dimension is 4.79, indicating a relatively favorable utilization of intangible cultural heritage. However, certain indicators such as "Abundance of intangible cultural heritage products," "Number of enterprises," "Research investment," "Influence of intangible cultural heritage transmission," and "Age structure of inheritors" received low scores. These scores suggest areas that require attention and improvement. For example, there is a need to increase investment in local leading enterprises and research initiatives related to intangible cultural heritage.

2.4 Problems Revealed

This section underscores the problems revealed in the results of the score tables, which require the cooperation of scholars, businessmen, inheritors, and other stakeholders in several aspects mentioned below.

Urbanization and Intangible Cultural Heritage Protection.

According to the data presented in Table 2, the score for the index "Reasonableness of urbanization development" is 0.07, indicating a growing issue of rural areas being hollowed out and an increasing urban-rural gap. The continuous migration of rural populations and resources to cities has not only degraded the living environment in cities but has also resulted in the loss of heritage protection in both rural and urban areas.

To address these challenges, it is recommended to establish a working group on intangible cultural heritage protection with the support of the government. This group should consist of government officials, cultural heritage protection scholars and researchers, citizen representatives, and other stakeholders. Furthermore, it is essential to develop a comprehensive protection plan for intangible cultural heritage, set clear goals and action plans for future protection, and promote the establishment of a scientific and reasonable protection system within the new urbanization context.

Inheritance Methods of Intangible Cultural Heritage.

The index “Reasonableness of inheritance mechanism” scored significantly low at 0.37, emphasizing the importance of building a scientifically sound inheritance mechanism. This necessitates addressing issues related to the inheritors’ sense of identity and the age structure of inheritors, which scored 2.87 and 2.6, respectively, indicating significant challenges in these areas.

To address these challenges, it is recommended to improve the living conditions of inheritors by providing reasonable financial support to those living in poverty and acknowledging their contributions through spiritual rewards. Additionally, the government can encourage the growth of creative industries based on intangible cultural heritage. It is also crucial for the government to facilitate collaborations between educational and research institutes and intangible cultural heritage protection staff, establishing research and protection centers in universities and colleges^[11].

Protection Funds and Investment.

The index “Financial support for intangible cultural heritage protection” has a score of 0.40, indicating the need for increased funding in the area. Thus, it is crucial to clarify the responsibilities of relevant competent departments and individuals in charge and implement strict reward and punishment measures to ensure effective allocation and utilization of the funds.

Social Environment.

The evaluation systems for the protection and utilization of intangible cultural heritage highlight the importance of the social environment. The scores for “Public attention” and “Enthusiasm for traditional culture” in the empirical analysis of Hefei are relatively low. These findings emphasize the significance of fostering a deep appreciation for traditional culture and promoting public participation in protection efforts.

Therefore, it is urgent to raise general awareness and interest in traditional culture among the public through various means such as cultural events, exhibitions, workshops, and educational programs. Encouraging community engagement and establishing platforms for cultural exchange and interaction can help create a positive social environment that values and supports the protection of intangible cultural heritage.

Participation of NGOs.

Hefei scored relatively low in “Number of community organizations” and “Number of intangible cultural heritage community organizations.” This indicates a relatively serious issue with the scarcity of community organizations dedicated to intangible cultural heritage. To address this, it is important for the country to actively involve and leverage the power of social organizations, such as NGOs, in promoting national participation in the protection of intangible cultural heritage. NGOs, being rooted in local communities and comprising members who have a genuine interest in intangible cultural heritage, possess unique advantages in protection efforts. They are often more flexible, operational, and capable of mobilizing the masses. Additionally, some NGO

members may even become direct inheritors of intangible cultural heritage, enabling them to safeguard it more effectively.

To encourage the establishment and growth of relevant intangible cultural heritage NGOs, the government should consider relaxing regulations and providing guidance and support. Financial assistance, liaison, promotion, and professional training can be offered to NGOs in their early stages when operating funds and talent may be insufficient.

Legal Policy and Management System.

The evaluation scores of “Complete laws and policies” and “Implementation and management” are relatively low in the case of Hefei. Therefore, it is crucial to fully utilize the legislative, coordinating, and institutional roles of the state in the context of new urbanization. To achieve this, it is essential to formulate laws and policies that are tailored to local conditions and establish a scientific and reasonable management system for intangible cultural heritage protection. This long-term and arduous task requires a solid legal protection shield that encompasses regulations, guidelines, and mechanisms to effectively safeguard intangible cultural heritage. Coordinated efforts between governmental bodies, cultural organizations, and relevant stakeholders are vital to ensure the comprehensive implementation and management of protective measures.

3 Measures for Protecting and Utilizing Intangible Cultural Heritage

This section proposes possible measures for protecting and utilizing intangible cultural heritage, with a particular focus on the market’s role in creating and disseminating relevant products. The score tables above highlight that the index “Market development” obtained a score of 0.37, indicating a significant potential for market development in the field of intangible cultural heritage. In general, the market can effectively combine government intervention and public services to allocate resources for intangible cultural heritage protection and utilization from four aspects: tourism, creative industries, urban construction, and social investments.

3.1 Tourism

In the context of China’s booming tourism industry, which has emerged as a significant economic driver, there is a great opportunity to integrate tourism with the protection and utilization of intangible cultural heritage. This synergy can lead to mutually beneficial outcomes for both the tourism sector and the preservation of cultural heritage.

Building museums stands out as a noteworthy approach in this regard. Museums, particularly folk museums, are a common and effective static development mode for intangible cultural heritage. These institutions play a crucial role in safeguarding intangible cultural heritage by documenting and rescuing elements that are at risk of extinc-

tion. Successful examples of intangible cultural heritage museums can be found worldwide, serving as inspiration for leveraging museums as platforms for various programs, activities, facilities, and equipment that encourage strong public participation in the protection and promotion of intangible cultural heritage.

Moreover, tourism catalyzes the better utilization of intangible cultural heritage. Hefei, for instance, has made notable efforts to combine tourism with the utilization of heritage. The establishment of the Intangible Cultural Heritage Park has become a driving force for local tourism, attracting visitors interested in experiencing and learning about intangible cultural heritage. Additionally, the creation of cultural-ecological reserves in areas where intangible cultural heritage is concentrated enhances its utilization by providing a well-preserved environment for immersive cultural experiences.

By capitalizing on the tourism sector and its potential, the protection and utilization of intangible cultural heritage can be significantly enhanced. Through the establishment of museums, the preservation of endangered heritage can be prioritized, while tourism initiatives can help create immersive experiences that showcase the richness and diversity of intangible cultural heritage. Such endeavors, as seen in Hefei and other successful examples, contribute not only to economic growth but also to the preservation, appreciation, and sustainable development of intangible cultural heritage.

3.2 Creative Industries

The creative industry associated with intangible cultural heritage holds immense potential for economic growth, cultural preservation, and social development. While Chinese cultural consumption has been witnessing rapid growth on a global scale, the creative industries specifically focused on intangible cultural heritage are yet to fully capitalize on this trend.

Upon reviewing the score table above, several indices related to the creative industries of intangible cultural heritage, such as “Market for intangible cultural heritage products,” “Variety of intangible cultural heritage products,” and “Research investment,” have received relatively low scores, indicating that there is still much progress to be made in these domains.

To bridge this gap and realize the untapped opportunities, concerted efforts are needed from various stakeholders. It is crucial to foster an environment that encourages creativity, innovation, and entrepreneurship within the realm of intangible cultural heritage. This entails promoting research and development initiatives to generate a diverse range of high-quality intangible cultural heritage products and their derivatives. By expanding the market for such products and enhancing their accessibility, the creative industry can thrive, providing economic opportunities for artisans, creators, and cultural practitioners.

Besides, investments in research and development are pivotal for the growth of the creative industry associated with intangible cultural heritage. Robust funding and resources dedicated to exploring new techniques, materials, and processes can lead to breakthroughs in product design, production efficiency, and market competitiveness.

By encouraging research investment, new possibilities can emerge, enabling the creative industry to offer innovative and contemporary interpretations of intangible cultural heritage that appeal to a wider audience.

Furthermore, collaboration and knowledge-sharing between creative professionals, cultural heritage experts, and business entities are crucial for the development of a vibrant and sustainable creative industry. By fostering partnerships and networks, expertise can be leveraged to drive the growth of the industry. This collaboration can also facilitate the development of marketing strategies, distribution channels, and effective branding techniques, enabling the creative industry to reach a broader consumer base and create demand for intangible cultural heritage products.

3.3 Integration of Intangible Cultural Heritage into Urban Construction

The strategic task of “building a traditional culture inheritance system and promoting China’s traditional culture” was put forward during the 18th National Congress of the Communist Party of China. Since then, urban planners and researchers have been actively working on integrating intangible cultural heritage into city construction through various means such as urban sculptures, cultural theme parks, bus and train stations, and so on. Constructing city landmarks based on local intangible cultural heritage not only enhances the city’s aesthetic appeal but also encourages the public to integrate their folk activities and life scenes into their urban lifestyles.

Furthermore, by incorporating landscape cultural characteristics, the space for intangible cultural heritage activities can be carefully shaped, providing a conducive environment for organizing events related to intangible cultural heritage. Each designated spot can become a unique thread within the fabric of people’s cultural life, contributing to the vibrant tapestry of the city.

To promote the integration of intangible cultural heritage and urbanization, one effective approach is to build theme parks related to the heritage. This kind of park primarily brings together companies and organizations related to creative design, high technology, and urban planning. By leveraging their collective strengths in design, production, sales, and technical support, these parks actively relocate intangible cultural heritage projects with relatively simple processes and remote locations into the park. Additionally, they facilitate the establishment of intangible cultural heritage research institutes and exhibition centers, thereby creating a maker space for intangible cultural heritage. This collaborative environment brings together product designers, inheritors, business operators, marketing and sales personnel, as well as high-tech and technical experts, fostering creative synergy and driving innovative design and optimization of intangible cultural heritage products.

3.4 Government and Social Investment

In a market economy, economic activities heavily rely on the support and services provided by the financial industry. During the initial stages of industrial development re-

lated to intangible cultural heritage, investors often face risks associated with large capital inputs and relatively small returns on investment. Consequently, social capital participation in this process can be hesitant. In such circumstances, it becomes crucial for the government to continue providing financial aid and subsidies for creative industries. Moreover, the government needs to encourage banks and other financial institutions to support the intangible cultural heritage industry and explore scientifically and reasonably structured investment models. These efforts will help mitigate the challenges faced by investors, stimulate social capital inflow, and foster sustainable growth within the intangible cultural heritage sector.

Overall, by addressing these key aspects, including the development of creative industries, integration into urban construction, and facilitating government and social investment, it is possible to create a conducive environment for the protection, utilization, and sustainable development of intangible cultural heritage during the new urbanization process. These measures will contribute to the preservation of cultural diversity, enhance cultural vitality, and promote the harmonious coexistence of tradition and modernity in the rapidly evolving urban landscape.

4 Conclusion

This paper highlights the growing significance of the protection and utilization of intangible cultural heritage in the new urbanization process. Through a comprehensive analysis of intangible cultural heritage protection and evaluation in the case of Hefei, the author has shed light on the complexities and implications of this evolving relationship.

The findings of this research demonstrate that new urbanization brings both opportunities and challenges for the safeguarding and promotion of intangible cultural heritage. On the positive side, there is increasing recognition and support from the government towards the preservation and utilization of traditional cultural heritage. This acknowledgment has paved the way for policy initiatives and resource allocation to facilitate the protection and promotion of intangible cultural heritage.

However, alongside these positive developments, the study also reveals concerning trends. The process of urbanization often encroaches upon the living space of intangible cultural heritage in cities and poses a threat to the preservation of heritage in vast rural areas. This destruction and loss of heritage is a pressing issue that requires immediate attention and strategic interventions.

Additionally, the research points out specific areas that demand further attention and improvement. The assessment index developed through the Delphi method and the analytic hierarchy process reveals that aspects such as the reasonableness of the inheritance mechanism, public protection awareness, and the sustainable development of intangible cultural heritage score relatively low in the case of Hefei. These findings indicate the need for targeted efforts to enhance these aspects and strengthen the overall protection and utilization of intangible cultural heritage.

In conclusion, this study provides valuable insights and policy implications for professionals working in the field of intangible cultural heritage. It underscores the importance of prioritizing the preservation, promotion, and sustainable development of intangible cultural heritage in the face of new urbanization. By addressing the identified challenges and leveraging the opportunities presented by urbanization, it is possible to strike a balance that ensures the vitality and longevity of intangible cultural heritage in the rapidly changing urban landscape.

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