



# Intangible Cultural Heritage Contributes Rural Revitalization: A Case Study of Yicheng Flower Drum

Zhen Li<sup>1,\*</sup>

<sup>1</sup> College of Public Administration, Shanxi Agricultural University, ShanXi, 030801, China

*\*Corresponding author. Email: 2135355844@qq.com*

**Abstract.** In the process of promoting rural revitalization in an all-round way, intangible cultural heritage, as a unique element of rural culture, can provide strong support for rural revitalization. In this study, Yicheng Huagu Intangible Heritage Project is selected as a case, and the key path of intangible cultural heritage to help rural revitalization is deeply summarized through field interviews. The results show that intangible cultural heritage protection can promote the four major revitalization of culture, industry, talents and organization by reshaping the connotation of rural culture, promoting industrial integration, cultivating all kinds of talents and improving rural governance, so as to realize the comprehensive revitalization of rural areas.

**Keywords:** intangible cultural heritage; rural revitalization; Yicheng Flower Drum

## 1 Introduction

Since the 18th National Congress, the CPC Central Committee with Comrade Xi Jinping at its core has paid great attention to the protection of intangible cultural heritage (hereinafter referred to as "intangible cultural heritage"), and made a series of major decisions from the macro and strategic perspectives of adhering to cultural self-esteem and realizing the Chinese dream of great rejuvenation, which has made unprecedented progress in the protection of intangible cultural heritage. General Secretary Xi Jinping has visited intangible cultural heritage projects many times in local investigations and major state affairs activities, and made important instructions on the protection and inheritance of intangible cultural heritage, emphasizing that "we should adhere to the socialist core values as the guide, adhere to creative transformation and innovative development, find the connection point between traditional culture and modern life, and constantly meet the people's growing needs for a better life". The spirit of General Secretary Xi Jinping's important instructions on the protection and inheritance of intangible heritage has pointed out the direction for the protection of intangible heritage and provided fundamental follow-up.

Non-legacy comes from the daily work and life experience of the broad masses of people, and they represent our intelligence and wisdom and civilized achievements. It

is estimated that more than 73% of non-legacy projects in China have been retained in rural areas. Intangible heritage is closely related to the countryside in history and reality. As an important part of the rural production and living system, intangible heritage elements can provide an endogenous power for rural revitalization and realize the coupling development with rural revitalization with its unique value. In recent years, scholars have explained the role of intangible cultural heritage in rural revitalization from many aspects.

The first is to explore the inheritance, protection and sustainable development of intangible cultural heritage in the context of rural cultural revitalization. Peng Tingting started with the ancient village of Dayuwan in Huangpi, analyzed the current situation of cultural heritage tourism development in Dayuwan from the aspects of architectural layout, decoration and painting, and explored the path analysis of using Dayuwan to implement the rural revitalization strategy [1]. Huang Chaobin and Gu Chen helped the inheritors of Nuo carving craft get out of the realistic predicament, helped the traditional crafts in China to achieve creative transformation and innovative development, and played the due value of intangible culture, thus helping rural revitalization [2]. Based on the field investigation, Guo Jia comprehensively interprets the artistic production of the tie-dyeing technique of the Bai nationality in Zhoucheng, Dali, in a multi-dimensional perspective of diachronic and synchronic, so as to explore the survival and development space of this intangible skill which has been passed down for thousands of years, and the exploration road of traditional art intervening in rural revitalization. [3] Bercigli M. studied the tomb of Zachariah in Jerusalem, Israel by using the "motion structure" investigation technology, and then expressed it through two-dimensional (2D) and three-dimensional (3D) drawings of the tomb, and compared it with the drawings and watercolors of several painters in the past. The purpose is to reconstruct a three-dimensional model through photos, so as to spread the Israeli cultural heritage[4].

The second is to analyze the protection path of intangible cultural heritage in the context of rural revitalization. Yang Lihui, based on the suburbs of Beijing, proposed that intangible cultural heritage should be brought into the community, and the subjectivity and initiative of the community should be fully respected, so that intangible cultural heritage can truly achieve sustainable development and promote rural revitalization[5]. Kuang Hui and others focus on the construction of demonstration villages in beautiful countryside in Jiangsu, Zhejiang and Anhui, and find that there are differences between the interpreters and holders of intangible cultural heritage in rural areas. Excessive commercialization has caused serious delocalization, and the extensive participation of media technology has led to the decline of the authenticity of rural culture[6].

The third is the "two-way" empowerment of rural areas and intangible cultural heritage. The greater feature of intangible cultural heritage is dynamic and dynamic. In the process of continuously promoting the development of intangible cultural heritage, rural revitalization is also being realized[7]. Chen Yingjiao takes the case of "Zherong Paper-cut" in the scene creation of public space art in Boottail Ridge as an example, and studies live transmission, an intangible cultural heritage, from various aspects, discusses how to create a public space art scene with a unique regional

cultural identity based on the heritage connotation of intangible culture, and explores an effective path of scene design and operation based on the two-way empowerment of intangible culture live transmission and common space art under the rural revitalization strategy. [8] Grobar, L.M. Through investigation and research, the data show that the handicraft sector is still a means to maintain and promote cultural heritage, and the existence of cultural heritage has further promoted the development of handicraft industry in history[9].

On the whole, most of the existing studies focus on the issue of non-legacy ontology, and most of them put forward scattered suggestions for rural revitalization of non-legacy empowerment, lacking systematic and in-depth scientific excavation at the micro level, and not fully coupled with rural revitalization research from a systematic perspective. In order to make intangible cultural heritage play a full role in rural revitalization, it is necessary to deeply analyze the mechanism of intangible cultural heritage empowering rural revitalization through cases.

Yicheng Flower Drum Intangible Cultural Heritage Project is an intangible cultural heritage project that originated in rural areas of Yicheng, Shanxi Province, and faces the arduous challenge of protection and inheritance. At the same time, Yicheng still has a development dilemma with a heavy task of rural revitalization. How to promote rural revitalization through the inheritance and development of Yicheng Huagu intangible cultural heritage project is not only related to the protection, inheritance and innovation of intangible cultural heritage, but also affects the realization of the goal of rural revitalization strategy, which is a prominent problem for practitioners and researchers.

## 2 Methods and Data

Case study is considered to be one of the best ways to explain the rule of China and the rule of China. It is more appropriate to choose a single case study when analyzing longitudinal cases that are unusual and change with time. The practice of intangible cultural heritage protection and inheritance has experienced nearly 20 years of development and changes, which is consistent with the scope of application of single case study.

In case selection, this study mainly considers the typical problems that case studies need to focus on. First, the intangible cultural heritage project of Yicheng Flower Drum is deeply rooted in the hearts of the people. The land of Yicheng is covered with the footprints of Emperor Yao, which has developed and passed on excellent Tang Yao culture and accumulated rich cultural heritage during the historical changes. Playing tiger on the high platform is thrilling; Baozi mussel, dancing charming and funny; Xiyao folk songs, strong mountain nostalgia; The flower drum in Yicheng stands out among many non-legacy projects and is unique. After thousands of years of spread and infiltration, it has a very high position in the hearts of Yicheng people and is well known to all ages. Two pairs of Yicheng actively explored the practice of flower drum project to help rural revitalization. Rural revitalization has entered a new stage of development, so we should keep thinking

and try our best to explore a feasible way to coordinate the construction of material civilization and spiritual civilization and adapt to contemporary development. As the "dance context" of Yicheng County, the national intangible dance Yicheng Flower Drum spreads and develops in the rural context, highlighting the "original" cultural form. From the perspective of intangible cultural heritage protection, the inheritance of intangible cultural heritage dance is the guarantee of cultural diversity, and its ultimate goal is to awaken cultural consciousness and carry forward Chinese excellent traditional culture. Yicheng Flower Drum has been passed down among rural people and in primary and secondary schools in villages and towns, and has formed a profound cultural understanding and recognition in rural circles. The participation of the people makes the non-legacy dance culture no longer "suspended" from the people, but closely connected with it, so as to gain a sense of belonging and cultural identity.

In terms of data collection, this study adopts the method of combining primary data with secondary data. First-hand data are mainly field interviews with non-legacy stakeholders; Second-hand data include statistics of Yicheng County, news reports related to Huagu and other materials. Following the logic of "insider" which is suitable for the study of situational public management in China, the author conducted field research in Yicheng County for many times during October 2023, and interviewed more than 10 people including non-genetic inheritors, cultural center leaders, members of the Huagu team, and village cadres, and collected news reports of Yicheng Huagu since it became an intangible project. Multi-dimensional and multi-source data can form triangle mutual proof, ensuring the reliability of research conclusions.

3 The Path Analysis of Yicheng Flower Drum to Help Rural Revitalization

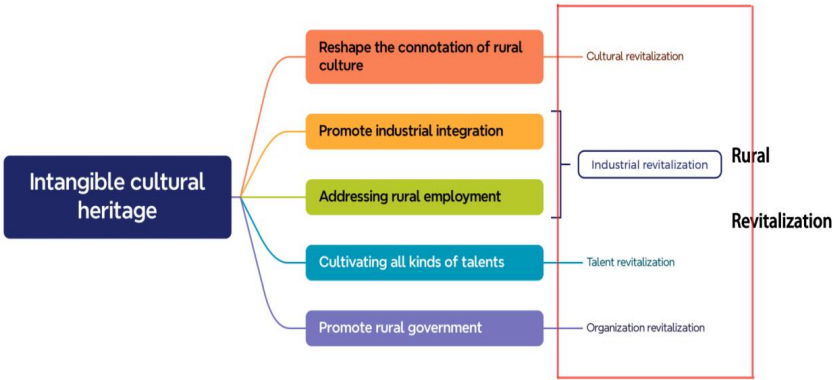


Fig. 1. Paths of Yicheng Flower Drum Contributing Rural Revitalization

### **3.1 Reshaping the Connotation of Rural Culture Through Intangible Cultural Heritage, and to Support Cultural Revitalization**

First, remould rural customs and habits with non-genetic inheritance and development. On October 25, 2018, the County Cultural Center conducted a 10-day public welfare training for 58 teachers in the Youth Activity Center, actively promoted the popularization of Yicheng Huagu in primary and secondary schools in the county, and organized professionals to go to Xin 'an Village in Wangzhuang Township and Beichang Village in Nanliang Town for free professional training, and combined village education and training, book reading, entertainment and leisure activities. Organize a three-year Flower Drum Competition with the county as the unit, and introduce preferential policies to encourage the people to form a performance team from people of insight to go to the market; On the one hand, we will popularize the teaching of flower drums in schools, on the other hand, we will establish more than 20 flower drum cultural and ecological protection villages in rural areas, and incorporate the flower drum protection work into the assessment of cadres in townships, towns, villages, schools and other units, and implement the accountability system.

Second, create a good atmosphere for the development of cultural industries with intangible development. Actively build a platform for exchange and learning, organize and participate in various expositions, exchange meetings and cultural and creative industries, and create a good environment for industrial development. National Committee member of China Packaging Federation Design Committee, Secretary-General of Shanxi Graphic Design Association, distinguished professor of Shanxi Media College, and teachers of Cultural Tourism Industry Innovation Center of National University Science Park of Shanxi University were invited to give training lectures, which provided strong support for promoting the great development and prosperity of cultural industry in Yicheng County.

### **3.2 Promoting the Integration of Intangible Cultural Heritage With Other Industries, Effectively Solving Rural Employment Problems, and to Assist in Industrial Revitalization**

A non-genetic inheritance and the integrated development of the tertiary industry. To further deepen the development of cultural tourism industry, the inheritors of Yicheng Flower Drum Heritage Demonstration Base were publicized and reported by provincial and municipal stations, and invited to participate in a series of large-scale activities such as the 2008 Spring Festival Gala and the "Shanxi Activity Week" of the 2010 Shanghai World Expo. "Yicheng Flower Drum" registered the trademark of "Gujin", and Yicheng Caishengyu Culture Co., Ltd. has successfully landed in Shanxi Stock Exchange Center "Jinxingban" and achieved good social benefits. Vigorously develop cultural tourism products that are intangible cultural heritage+tourism, design and produce three series of handmade flower drum craft products with more than 60 colors, such as "inlaid gold thread" and "push lacquer", which not only improved the performance level, but also became a landmark product of local culture, and was

invited to participate in international and national cultural and creative fairs held in China many times, such as Beijing International Cultural and Creative Industry Expo in 2012 and cultural industries such as Shenzhen and Shanxi in 2013-2017.

Second, non-genetic inheritance helps solve the employment problem in villages and towns. The company recruits 20 apprentices in rural labor absorption technology every year. The company absorbs the surrounding people to do cleaning and security work. Effectively solve the employment problem of nearby villages and towns centered on Tangxing Town.

### **3.3 Improving the Effectiveness of Talent Cultivation for Inheritors, E-Commerce, Entrepreneurs, and Other Types of Talents, and to Assist in Talent Revitalization**

Non-genetic inheritance protection promotes the cultivation of inheritors. Children's Flower Drum Art Troupe was established in Beiguan Primary School in Yicheng County. In April 2006, the County Cultural Center established the Flower Drum Art Teaching and Research Training Base and the Star Culture and Art Training Center Flower Drum Base to recruit students. With the method of "going out, please come in", they joined forces with the Central Conservatory of Music and the Conservatory of Music of Shanxi University, and invited Zhao Ji, a professor from the Central Conservatory of Music, and Chen Huaqiang, a professor from Shanxi Conservatory of Music, to come to the base for research and guidance.

Second, non-genetic inheritance protection attracts entrepreneurial leaders to invest and start businesses. In December, 2018, the promotion meeting of the investment promotion project with the theme of "Tang Yao's Hometown, Xingye has You" was held, which was hosted by the CPC Yicheng County Committee and Yicheng County People's Government. At the promotion meeting, the main leaders and leaders in charge of the county party committee and government signed 10 projects with enterprise representatives, including north university of china-Industry-University-Research cooperation project, lithium battery project, Yellow River innovative tire industry project, integral forged alloy steel frog project, coal underground guided gasification development and clean energy equipment industry project, Yellow River Sinology ecological industry project, Dendrobium candidum industry project, Yellow River donkey industry high-tech industry project, comprehensive utilization of agricultural waste project and standardized beef cattle breeding project, with a total investment of nearly 10 billion yuan. The implementation of these projects will inject new vitality into the transformation and development of Yicheng and the mutual benefit and win-win situation between enterprises and land.

### **3.4 Promoting Rural Governance Through the Inheritance of Intangible Cultural Heritage, and to Support Organizational Revitalization**

As a national intangible cultural heritage project, Yicheng Flower Drum has been included in the socio-economic development plan of Yicheng County and has become

an important part of the strategy of rejuvenating the county through culture. In the work report of the county government, the idea of branding, industrialization and marketization of Yicheng Flower Drum was clearly put forward. Guided by Party building, towns and villages gather their advantages, lead villagers to actively participate in the construction of village economy, culture, environment and other aspects, and share the fruits of comprehensive rural revitalization. For example, in order to reshape the civilized rural style, strengthen the moral education function, guide the masses to establish a good family, promote mass autonomy, promote neighborhood harmony, and realize the modernization of rural governance, Tangxing Town conducts ritual education with the intangible cultural heritage of Yicheng Huagu culture three times a month.

## 4 Conclusions

The protection of intangible cultural heritage is of great significance to the realization of rural revitalization, and practical exploration has been carried out in China one after another. In this paper, the practice of intangible cultural heritage in Yicheng Flower Drum is selected as a case, and the effective path of intangible cultural heritage to rural revitalization is discussed through in-depth interviews. It is found that tapping the value of intangible cultural heritage projects can effectively promote the revitalization of rural culture, industry, talents and organization, and then realize the comprehensive revitalization of rural areas. The practice of Yicheng Flower Drum provides a successful model for rural non-genetic inheritance protection, and provides empirical support for comprehensively promoting rural revitalization and realizing the modernization of rural governance system and governance capacity.

## References

1. Peng Tingting. Study on the logical path of the strategy of rural revitalization through cultural heritage tourism-taking the ancient village of Dayuwan in Huangpi as an example [J]. *Manlv*, 2023,10(11):91-93.
2. Huang Chaobin, Gu Chen. Rural revitalization and creative transformation of intangible cultural heritage-taking Nuo carving as an example [J]. *Journal of South-Central University for Nationalities (Humanities and Social Sciences Edition)*, 2019,39(06):50-54.
3. Guo Jia. Between Tradition and Modernity — — An artistic anthropological investigation on the present situation of Bai tie-dyeing in Zhoucheng Village, Dali, Yunnan [J]. *National Art Research*, 2019,32(05):140-150.
4. Bercigli M. Dissemination strategies for cultural heritage: the case of the tomb of Zechariah in Jerusalem Israel. *Heritage*. 2019; 2(20):1-8.
5. Yang Lihui. "Bringing the voice of the community to the forefront": Multiple practice modes of intangible cultural heritage protection and community participation [J]. *Journal of Yunnan Normal University (Philosophy and Social Sciences Edition)*, 2023,55(06):45-55.

6. Kuang Hui, Zheng Xin. Non-legacy strategy in rural cultural construction and its communication phenomenon [J]. china rural survey, 2021,(01):40-50.
7. Zeng Bowei, Li Baiwen. Policy options and measures for rural revitalization of non-legacy empowerment [J]. Journal of Yunnan University for Nationalities (Philosophy and Social Sciences Edition), 2023,40(05):52-54.
8. Chen Yingjiao. Research on live transmission and Two-way Empowerment of Public Space Art by Zherong Paper-cut [J]. Sculpture, 2022,(02):44-45.
9. Grobar, L.M. Policies to promote employment and preserve cultural heritage in the handicraft sector. Int. J. Cult. Policy 2019, 25, 515–527.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

