

# Analysis on Industrialization Development Path of Intangible Cultural Heritages of Jilin Province

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**Abstract**—Productive protection is one of the modern means to inherit intangible cultural heritage, and the development of tourism industry is an important way to protect intangible cultural heritage. The market demand of intangible cultural heritage resources of the three major ethnic minorities in Jilin province is promising. However, in the process of industrialization development, there are problems such as lack of famous brands, shrinking cultural carriers, insufficient cooperation ability of stakeholders and low level of product value exploration. The creative project research and development, the promotion of stakeholder cooperation, the development of two brilliant products in Jilin province, and vigorously development of public welfare based on intangible cultural heritage of commercial tourism project are beneficial for the industrialization development of the intangible cultural heritage in Jilin province.

**Keywords**—Jilin province; intangible cultural heritage; industrialization development; path

## I. INTRODUCTION

Jilin province non-material cultural heritage mainly the Mongolian, Korean, Manchu, three big ethnic heritage is given priority to, in the survey found that except a few high-profile non-material cultural heritage, such as, literature, and the influence of the Chinese Quyi non-material cultural heritage, such as small, often only a few people know, or don't know much, such as the Korean three old man, non-material cultural heritage is slowly forgotten by the public. Some scholars have said that tourism is like a bridge between tourists and intangible cultural heritage, which increases people's chances to know about these cultures and heritage [1]. The development of intangible cultural heritage tourism can make heritage understood and accepted by the public again. Jilin province non-material cultural heritage tourism industrialization development process is in the primary stage, the existing tourism development model including the pavilion of tourism, tourist festivals, scenic spots, performing arts activities, tourism commodities, such as fair, developing the low degree of industrialization, the economic value creation is not sufficient, stakeholder cooperation ability insufficiency, the well-known brands lack and so on. The core of the industrialization process is the product, and the driving force is the cooperation between stakeholders. It is very important for the development of intangible cultural heritage industry in Jilin province to select the heritage with great market demand prospect and development potential for

further development, and put forward specific development countermeasures against the problems existing in the industrialization process.

## II. CURRENT SITUATION OF MARKET DEMAND FOR NATIONAL INTANGIBLE CULTURAL HERITAGE IN JILIN PROVINCE

The premise of tourism development is to meet the market demand, to understand the market trend of Jilin province non-material cultural heritage and development value, the author selected the puppet Palace Museum, the moon lake national forest park, non-material heritage expo site (Shandong, Jinan), network and other places and ways of questionnaire survey questionnaires out of 150, recycling effective questionnaire 141, the recovery rate of 94%. Among the respondents, 20% are under 23 years old, 32% are between 24 and 35 years old, 35% are between 36 and 47 years old, 6% are between 48 and 59 years old, and 7% are over 60 years old. The highest degree for technical secondary school and below 15%, 18% junior college, 51% bachelor's degree, 12% master's degree, 5% doctor's degree and above; Eighty-four percent of the respondents were from Jilin province.

### A. Intangible Cultural Heritage Is of Great Attraction to Consumers

The degree of consumers' interest in the project is of great significance to the development of tourism products. Through investigation, it is found that among the intangible cultural heritage projects related to Changbai Mountain and Manchu, the most concerned ones are paper cutting (58.16%), ginseng gathering custom (46.81%) and ginseng processing (39.01%). Among the intangible cultural heritage projects related to the Korean nationality, kimchi making (68.79%), traditional wedding (56.03%), clothing (54.61%), springboard and swing (51.77%) receive the highest attention. Among the Mongolian intangible cultural heritages, music (54.61%), folk songs (48.94%), marriage customs (47.52%) and Chagannur Erdong police (43.26%) are the ones that receive the highest attention. Among other intangible cultural heritage projects, northeast Errenzhuan (63.83%) and Beishan temple fair (34.75%) received the highest attention. Due to the country's increasing attention to and publicity of intangible cultural heritage, people's understanding of intangible cultural heritage is increasing

day by day, but they prefer relatively well-known projects, such as northeast Errenzhuan, Korean kimchi production, Changbai Mountain Manchu paper cutting.

The reasons for consumers' interest in intangible cultural heritage are mainly their interest in traditional culture, their belief that they have the obligation to inherit culture, their demand for cultural accomplishment, entertainment, as well as appreciation, treatment and collection. It can be seen that intangible cultural heritage is of great attraction to consumers.

#### *B. Consumers Are More Willing to Experience and Participate in the Intangible Cultural Heritage Dynamically*

The survey results show that consumers show great interest in intangible cultural heritage, and they prefer to experience the intangible cultural heritage personally, on-site investigation experience, on-site production and stage performance. It can be seen that consumers are more willing to experience and participate in the intangible cultural heritage dynamically.

#### *C. Consumers Have the Motivation to Consume Intangible Cultural Heritage*

Among the respondents, 51% have purchased performances and other products related to intangible cultural heritage projects, which show that consumers are not unfamiliar with the consumption of intangible cultural heritage tourism projects. 71% of people are willing to choose tourism projects with intangible cultural heritage as the theme, indicating that people are willing to buy more products about intangible cultural heritage projects. In terms of consumption amount, nearly half of people are willing to spend 200-500 yuan.

Through the survey, we found that consumers under the age of 60 are more likely to spend money on featured diet and project experience, and consumers over the age of 60 are more likely to travel on special lines and featured diet. There is no significant difference in consumer preference between different educational backgrounds.

#### *D. Giving Priority to Outstanding Development Projects*

Based on the comprehensive score of experts and market survey results, the items with a comprehensive score greater than 0.7 and a consumer preference greater than 40% in the national intangible cultural heritage of Jilin province are classified into one category. The projects with comprehensive evaluation greater than 0.6 and consumer preference greater than 30% are classified as category ii projects; The comprehensive evaluation greater than 0.5, the consumer preference greater than 20%, or the comprehensive evaluation greater than 0.6 and the consumer preference greater than 18% are classified into three categories, and the rest into the fourth category.

*1) Priority development projects:* A kind of tourism resources can be developed with a good foundation, great market attraction and priority, including ginseng gathering custom in Changbai Mountain, Manchu paper-cutting in

Changbai Mountain, Korean springboard, swing, Changji, traditional wedding, clothing, kimchi production, Mongolian Morin Khuur music, wedding custom, Zhagannuodong catch, and northeast Errenzhuan.

*2) Quality development project:* The second kind of tourism resources can be developed with relatively good foundation and relatively large market attraction, which can be developed, including Changbai Mountain forest Chanzi, ginseng processing, Manchu speaking department, Korean Arirang, Mongolian folk songs, Morin Khuur production, and Jilin Beishan temple fair.

*3) General development project:* Three types of tourism resources can be developed based on the general basis and market attraction, depending on the specific conditions of development, including Changbai Mountain Manchu pillow head embroidery, Korean agriculture dance, crane dance, Huagai ceremony, wedding, Mongolian Chagansa day, northeast drum, big spring source wine traditional brewing technology, Pingshi extract production technology.

*4) Development projects are not recommended:* Don't have four types of tourism resource development base, market attraction is small, no proposal development, including Manchu pearl ball, the Korean three old man, Ye piano art, plate in the rope, wrestling, made by music, ethnic Musical Instruments, Chuseok, Mongolian Mongol four-stringed instrument music, TaoKeTao Hu, Bo dance, pear Errenzhuan, Huanglong drama, Forrester Julla ensign single lift.

### III. MAJOR PROBLEMS FACING THE INDUSTRIALIZATION OF INTANGIBLE CULTURAL HERITAGE IN JILIN PROVINCE

#### *A. Insufficient Integration with the Tourism Industry and Low Degree of Industrialization*

In the process of field survey, we found that most of the respondents to the Jilin province intangible cultural heritage projects all don't understand, don't know what it is, therefore, we must admit that the legacy is out of our life, because gave birth to the culture's way of life has gone, non-material cultural heritage of environment have disappeared or reduced. How to construct the new living environment of heritage under the background of tourism industry is the key of heritage development. Jilin province intangible cultural heritage forms of products mainly in the form of the pavilion, performing arts activities give priority to, form a single, in the survey, the exhibition and performing arts activities of awareness is not high, the modern people even tourists, also for intangible cultural heritage projects are not familiar with, projects can be integrated with the tourism industry and is insufficient, lead to intangible cultural heritage in modern industry environment demand is not large, low economic benefits, low degree of industrialization. The uniqueness of intangible cultural heritage lies in its "intangible" characteristics. How to integrate the intangible culture into the six aspects of tourism, namely, food, accommodation, travel, travel, shopping and entertainment, requires dynamic, active and innovative utilization and development.

### *B. The Number of Cultural Carriers Has Shrunk and the Creation of Economic Value Has Been Insufficient*

Intangible cultural heritage of the carrier, including cultural heritage and the audience's two big groups, inheritance person there are both male lineage people and private inheritance, and inheritance people namely, community succession, the local people were included, such as the wedding is a popular folk intangible, private inheritance people both vein system transmission project inheritance, such as ping's concrete production techniques, the audience of intangible cultural heritage to bear. With the older generation of inheritors retiring from the stage of history, both the new public inheritors and the private inheritors often give up the cultural inheritance in the context of economic interests and increasingly rich cultural and recreational conditions. Even if some intangible cultural heritage projects are inherited, the audience is gradually shrinking. Therefore, the shrinking of cultural carriers leads to the worrying vitality of heritage. Tourism development needs in the two aspects of cultural heritage and the audience constantly digging, because the person is the root of the intangible cultural heritage, people will be invisible culture reflected in the form of material, but Jilin province non-material cultural heritage inheritance people often lack of innovation, in the tourism industry, the economic value of intangible project hasn't been fully tap. Taking paper cutting as an example, the paper cutting art of Jilin province is unique in the national paper cutting art circle. Over the years, it has formed its own characteristics and occupies a place in domestic and even international competitions [2]. In addition to Jilin province, many places throughout the country have paper-cut, such as Shaanxi, Shandong, Yunnan, Anhui and other places, our Jilin province's traditional paper-cut works are mainly used for self-entertainment and decoration, the use of the works is narrow, not easy to preserve. But now, there are many paper-cut derivatives in other provinces, such as paper-cut bookmark, paper-cut desk lamp, etc. The works have strong cultural flavor and high grade, which can attract tourists' attention, enhance their desire to buy, and integrate paper-cut into modern daily life with creativity, which is a good innovation of paper-cut art.

### *C. Stakeholders of Intangible Cultural Heritage Are Independent and Lack the Ability to Cooperate*

In fact, the development of intangible cultural heritage tourism is a process of allocating resources (culture, etc.) and interests (society, economy, environment, etc.) among stakeholders, and a game process in which all stakeholders coordinate the transfer of interests and the sharing of responsibilities through transactions [3]. The development of intangible cultural heritage tourism involves multiple stakeholders, including inheritors of intangible cultural heritage, community inheritors, developers and governments. Part of the intangible cultural heritage is passed on within the family, while part of the intangible cultural heritage is the culture inherited by communities in specific regions. They pay more attention to the comfort of their own lives and do not want to add too much commercial elements. Developers are the main source of funds, so economic value is the first consideration for developers. Under the mandatory influence

of commodity value law, the principle of equivalent exchange and the principle of profit maximization are widely penetrated into the production and reproduction process of cultural products [4]. Developers will repackage and design heritage for economic value, and in the process, whoever pays will have greater rights. The government plays a key role in the development of intangible cultural heritage. As the advocate, supervisor and coordinator of heritage protection, the government pays more attention to grasping the development direction of the future macroscopically. Non-material cultural heritage inheritance person, community succession, developers and government stakeholders all over the world all have the respective appeal, in the process of the current tourism development, dominated by the economic interests of developers, heritage inheritance and community inheritance body more in a passive position, the government's administrative power is limited, the true value of the intangible cultural heritage has not been better protection and utilization, the cooperation of all stakeholder.

### *D. There Are Few Products to Meet the Needs of the Modern Market, and Almost No Well-known Brands*

Regional brand appeal and influence is very important in the tourism economy, good project development in Jilin province non-material cultural heritage and no formation of well-known brands, such as the Changbai Mountain mining practice, only on the primary products and trading experience, there are two main ways, one way, follow the old simulation together up the mountain and found a head, digging, experience the ancient mining process, because the old head number is limited, time is limited, can cause the number of people involved is limited. The second way is to collect ginseng garden. Tourists can dig ginseng in the garden by themselves and buy ginseng dug out by them. Ginseng culture does not stop there, ginseng processing culture, food culture, derivative culture are still waiting for us to continue to develop.

## IV. JILIN PROVINCE INTANGIBLE CULTURAL HERITAGE INDUSTRY DEVELOPMENT COUNTERMEASURES

### *A. Strengthening the Research and Development of Intangible Cultural Heritage Creative Projects*

The core value of intangible cultural heritage lies in its cultural attribute. It is more conducive to heritage inheritance to integrate intangible cultural heritage into modern lifestyle through innovation. Cultural innovation of intangible cultural heritage is inseparable from the participation of designers and the public. Professional designers should be employed to carry out innovative development of intangible cultural heritage projects, and appropriate conversion of intangible cultural heritage resources should be carried out to integrate them into modern life and conform to the cultural and aesthetic pursuit of the public. In addition, we call on the public to participate in the cultural innovation of intangible cultural heritage. On the one hand, we popularize the intangible cultural heritage and education to the public, and on the other hand, we collect the wisdom of the public to enhance the value of the heritage, so as to make the



intangible cultural heritage close to the public and be used by the public.

Organize exchanges and discussions among inheritors of intangible cultural heritage, museums, experts and small commodity manufacturers, so that inheritors can promote projects, manufacturers can understand intangible cultural heritage, attract enterprises to develop and invest in intangible cultural heritage projects, and promote mutual cooperation. We should encourage and support inheritors of intangible cultural heritage to go global, learn about the development experience of intangible cultural heritage at home and abroad, draw on each other's strengths and expand the scope of exchanges.

#### *B. Exploring New Ways of Cooperation and Achieving Higher Levels of Cooperation*

Internal older part of the intangible cultural heritage is family, although it not conducive to the spread of heritage, but the unique trait of built heritage, heritage inheritance people should pay attention to for their name, logo, trademark, patent protection, make them aware of the true value of culture is priceless, clear core culture is cannot be replaced. Part of the intangible cultural heritage is the culture inherited by the communities in specific areas. The injection of too many commercial elements is bound to have an impact on their lives, and their interests should be taken into account in the development process. Developers have more urgent demands for interests. However, in this process, both the interests of the inheritor and the interests of the developers should be protected. More importantly, the government coordinates leads and supervises the industrial development of intangible cultural heritage. Appeal is not a contradiction between all interests, common goal is to realize the modern value of the intangible cultural heritage, and realize the heritage protection and inheritance, therefore, under the unified goal, the parties strengthen exchanges, explore the new way of cooperation, build a common vision, to achieve the interests of all parties to win more, to achieve a higher level of cooperation.

#### *C. Focusing on Creating Two Outstanding Tourist Products*

The combination of intangible cultural heritage and tourism is bound to be integrated into the six major aspects of tourism: vegetarianism, housing, travel, shopping and entertainment. In the integration process, it is bound to be reformed to meet the aesthetic and living needs of modern people.

*1) Making full use of intangible cultural heritage to build ginseng tourism cultural circle in Changbai Mountain, Jilin province:* First of all, build Jilin Changbai Mountain ginseng processing brand, in 2014 by the Korean ginseng commune wholly owned investment, Han Zheng, Jilin ginseng co., LTD. Production of red ginseng brand "Jane source" on the market in Guangdong Dongguan, Fujian Quanzhou, Nanjing, Jiangsu province, the products in Changbai Mountain ginseng as a raw material, "is Alfred

Chuang" parent company introduced a set of production equipment and the Korean red ginseng processing technology and management experience, the market is very popular in the south. Although Jilin province is the main producing area of ginseng, there is still no well-known ginseng processing brand. We have traditional ginseng processing technology, but compared with the advanced extraction and processing technology of South Korea, we can only become the raw material producing area of ginseng and have no place in the high-end ginseng market. The ginseng products in South Korea are very fine. The planting time, good and bad, and USES of ginseng have been developed very well. The high, medium and low markets have been taken into account. To develop the ginseng culture of Changbai Mountain, Jilin province, as the ginseng of our country is included in the list of the same origin of medicine and food, relying on the unique advantages of ginseng resources, relying on our inheritance of thousands of years of ginseng processing technology, to build the ginseng processing brand of Changbai Mountain, Jilin province, is the top priority in the development of ginseng tourism products in Jilin province.

Secondly, the thousand-year ginseng culture should be integrated into the food, housing, transportation, travel, shopping and entertainment of tourism activities, such as the development of ginseng cuisine. Put the lovely ginseng dolls in the lobby of the hotel where the tourists stay for taking photos. Visit and experience the whole process from sowing to digging and production of ginseng; Enrich ginseng products; Carry out all kinds of entertainment activities related to ginseng. Ginseng has been closely associated with Changbai Mountain for thousands of years. We should make full use of these intangible cultural heritages to build a ginseng tourism cultural circle in Changbai Mountain of Jilin province.

*2) Making full use of intangible cultural heritage to build Yanbian Korean tourism cultural circle:* As one from the Korean peninsula move in northeast China into national, Chinese Korean in the kernel quality of culture, inherit ever synchronization combined with cultural characteristics on the basis of continuous innovation and development in northeast China, especially in combination with traditional rice production and daily life, religious ritual and cultural entertainment activities mutually promote communion, formed a series of intangible cultural heritage with the characteristic of Chinese Korean culture [5]. Yanbian Korean autonomous prefecture of Jilin province is located at the border of China, Russia and the DPRK, with superior geographical position. It is the largest gathering place of the Korean nationality in China. It has unique cultural resources of the Korean nationality and is close to the Changbai Mountain cultural circle. According to the survey, kimchi production, clothing and traditional weddings of the Korean ethnic group are very popular among the public. These projects will be developed into tourism projects integrating experience, presentation and characteristics, and create

several project promotion units with strong brands and high visibility. At the same time, let the masses participate in the projects of this ethnic group and this region, let the masses become the main body of culture, create the unique local cultural atmosphere, rely on these brands and cultural atmosphere, create a very influential Yanbian Korean tourism and cultural circle.

At the same time, we should learn from and draw lessons from the experience of regions or countries with better development and utilization of intangible cultural heritage to achieve inclusiveness. South Korea and Japan, for example, are very pay attention to the protection and utilization of intangible cultural heritage, especially South Korea, pickled vegetables, for example, we have been very proficient in Jilin Yanbian Korean and Korean kimchi, but our pickle only on diet characteristics, while South Korea by making tourists wear Hanbok personally, making and tasting kimchi, organization make kimchi for collective, the family will also spontaneously gathered together to make kimchi, kimchi culture into a regional identity, community spirit, family cohesion, and even the national essence.

3) *Cultivating key tourism festivals and realizing the development of non-commercial tourism public welfare tourism projects*: Grandparents non-material cultural heritage is the tradition way of life, from all aspects of life, therefore, the public is the real owner and user of culture, the development of intangible cultural heritage, need the public's broad participation, only people were involved in the non-material cultural heritage is really "living state" passed down. Intangible cultural heritage exists on the basis of people themselves, and lies in the "activation" cultural carrier of the subject of inheritance, whose participation is the key to maintaining the vitality of life in its generations of inheritance [6]. If intangible cultural heritage is to enter the public's vision, entertain the public, and involve all people, it cannot be measured by goods. Consumers are very disgusted with what is sold. It is originally their culture, and the public should understand and appreciate it. Therefore, in the process of tourism development, we should also pay attention to the development of non-commercial public welfare tourism projects, so that the intangible cultural heritage can truly become everyone's culture. For example, the China intangible cultural heritage expo continuously held by Shandong province allows the public to visit it free of charge without admission fee. The expo makes the intangible cultural heritage popular, and the public also receives education. The response is very good.

Jilin province has two major festivals with prominent foundation: Beishan temple fair and Songyuan Chagannao Erdong catch have good development advantages. According to the questionnaire survey, people are very interested in Beishan temple fair and Songyuan Chagannuolong catch in Jilin City. Although the two festivals have a long history, the content of each year is single and repeated, and the scope of influence is mainly within the province. The government needs to make great efforts to build these two major festival

activities, enrich the content of festival activities, widely publicize them, and strive to do better than each other.

## V. CONCLUSION

The core of industrial development is the product. Firstly, we should start from the research and development of creative projects, hire professional designers or invite the public to participate in enriching the product connotation. Secondly, explore new ways of cooperation, build a common vision, achieve multi-win of all parties' interests, and achieve a higher level of cooperation. Third, rely on the key intangible cultural heritage to create Jilin province's second largest tourist cultural boutique: Changbai Mountain ginseng cultural circle, Yanbian Korean cultural circle. Finally, we should vigorously develop non-profit tourism projects based on intangible cultural heritage.

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