

# Live Inheritance and Innovative Development of Handicraft Intangible Cultural Heritage from The Perspective of Cultural and Tourism Integration

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**Abstract:** With the acceleration of the modernization process, the intangible cultural heritage of traditional handicrafts is facing the problem of talent gap, and colleges and universities try to adopt the modern apprenticeship system to solve the mode problem of the integration of the modern education system and the inheritance of traditional handicrafts. Analyze the status quo of the inheritance of traditional residential building skills, and reform the form of teaching based on the applicability of the modern apprenticeship system; give full play to the advantages of the Internet, the market, and the government in promotion and dissemination; rationally use new technologies to inherit the superb skills of the predecessors and inspire future generations youth emerges from blue; constantly strengthen exchanges and cooperation, learn from the experience of domestic and foreign counterparts, and open up a new development pattern. In addition, to further ensure the healthy development of folk traditional handicrafts, basic measures for building a good "big industry" ecology have also been sorted out.

**Keywords:** Live inheritance, innovative development, handicraft intangible, cultural heritage, cultural and tourism integration

## 1. INTRODUCTION

"Intangible cultural heritage" refers to intangible cultural heritage, which is widely distributed in various countries around the world, and is colorful due to differences in nationality, geography, history, humanities, and times. In recent years, my country has made great efforts to inherit and protect intangible cultural heritage. Especially since the 18th National Congress of the Communist Party of China, the country has frequently emphasized "China's excellent traditional culture" and "cultural confidence" at multiple levels, further clarifying the importance of intangible cultural heritage to the country's future development. The important value and significance of "intangible cultural heritage", thus creating a widely cherished era context for the contemporary inheritance of "intangible cultural heritage". However, folk traditional handicrafts have their own self-consistent systems and laws, and colleges and universities are faced with the problem of how to integrate the modern education system with the inheritance of traditional handicrafts, such as how to adjust the balance between modernity tension and traditional confinement, how to coordinate Labor market issues of interest to all parties, etc.

Based on these complex issues, this article will take the inheritance of ancient building construction skills in southern Fujian as an example and explore the living inheritance path of traditional handicraft intangible cultural heritage items based on the modern apprenticeship system. Since ancient times, the Jiangnan area has been rich in products and developed in economy. At the intersection of the north and the south, Jiangsu has maintained an important position in the national arts and crafts since the Ming and Qing Dynasties. Suzhou's Kesi, Suzhou embroidery, and Ming-style furniture are among the most important handicrafts. legacy, often synonymous with high standards.

Yangzhou is located at the intersection of the Beijing-Hangzhou Canal and the Maritime Silk Road. Its unique geographical location has given it a pivotal economic position in history. Scholars gathered here and created brilliant achievements in arts and crafts and intangible cultural heritage. Inheritance of intangible cultural heritage through innovation has always been a practical problem. Combining intangible cultural heritage with popular science education and studying the living inheritance path and method of intangible cultural heritage in the development of cultural and creative products is the basic research to be carried out in this project one of the ideas. At present, our country has entered a brand-new information age. The introduction of intangible cultural heritage into the campus has allowed traditional culture to be popularized among college students, and has achieved phased results, but the continuous effect is insufficient.

Today, information technology and new media social platforms have brought changes to the study and lifestyle of urban college students. Static ones such as information posters, newspapers, graphic brochures, etc. have begun to be replaced by dynamic networks and live broadcast platforms, and traditional handicrafts have revived. The only way is to effectively enter contemporary society. The purpose of the United Nations to protect intangible cultural heritage is "the combination of intangible cultural heritage and social life". Intangible cultural heritage is a kind of skill that starts from the needs of people's life in different periods and cultures, and gradually changes from common to professional. Intangible cultural heritage handicrafts have a quiet cultural power, which has greater value in balancing the spiritual life of modern urbanites in modern society.

The teaching of handicrafts has been an important and mysterious topic since ancient times. Throughout the past and present, there are many stories about the learning and teaching of folk traditional handicrafts. These traditional stories all

reveal a widespread "bad habit" in traditional society, that is, handicrafts are "passed on to men but not to women" or "not passed on to people with foreign surnames". "Hang Embroidery" with a long history has a "rule" of passing males but not females. This rule severely restricts its contemporary development. Today, only 69-year-old Zhao Yijun is left as the inheritor. It is said that he began to learn the art of Hang Embroidery. At that time, his master was already 70 years old. The traditional apprenticeship system has two deficiencies. First, the modernization and transformation of the successor team is not enough.

## 2. THE PROPOSED METHODOLOGY

### 2.1 The basic idea and implementation path of living inheritance and innovation

The inheritors stay at the stage of traditional consciousness of "passing on the inside and not on the outside". The protection method of the family's art school is relatively conservative, and the concept of sharing skills cannot be accepted yet, and there are few exchanges and cooperation with the outside world, let alone cooperation with universities. On the other hand, some inheritors stick to the traditional handicraft beliefs, pay attention to the subjective experience of skills and product quality, and are more repulsive to the modernization of skills. Only by entering the lives of the people can the vitality of intangible cultural heritage be maintained. Many intangible cultural heritage items were created based on the needs of the people at that time. Intangible cultural heritage items such as Suzhou Ming-style furniture production techniques, Yixing purple sand pottery production techniques, and Nantong blue calico printing and dyeing techniques have changed with the times, but their core techniques have remained unchanged, while aesthetic levels and application scenarios have changed, so they are still in contemporary times. Can stay alive.

The application of blue calico in different themes of clothing, luggage, and jewelry design, the combination of synchronic research and diachronic research: the research should not only pay attention to the longitudinal historical research of "intangible cultural heritage" cultural documents, but also pay attention to the combination of modern design and traditional culture. The situation of the comparative study of the development of the paper, and the combination of the two studies, make the topic more in-depth and comprehensive. In the Bamboo Art Seminar held by the Ministry of Culture this year, 20 bamboo art non-heritage inheritors from all over the country received systematic professional training in art, design, and marketing in colleges and universities. More importantly, they tried to cross-border with designers. Cooperation, using bamboo as a medium, re-creation around traditional techniques such as "bamboo weaving, bamboo carving, and bamboo carving" in China's intangible cultural heritage. At the same time, focusing on the inheritance of bamboo art, we have been planning a series of "one bamboo, one world" intangible cultural heritage research activities since a year ago. The promotion of each type of culture and art needs to be disseminated.

There is an essential difference between the cultural communication of contemporary society and traditional society. Especially with the rapid development of information technology, contemporary communication has the characteristics of faster speed, wider audience, and higher efficiency. Therefore, making full use of contemporary diverse cultural communication media can promote better dissemination of folk traditional handicrafts. An important

starting point of the modern apprenticeship system is the "double tutor" system. School teachers and enterprise masters jointly teach, and the teaching content is composed of "three modernized curriculum systems" (the third part will be described in detail below), and jointly improve the vocational learning system of students. In addition to IP development, the protection and inheritance of intangible cultural heritage should also explore more application space, carry out cross-border cooperation with other industries, and break through the existing development boundaries.

### 2.2 The innovative application and practical value of intangible cultural heritage in cultural and tourism integration products

In the past two years, the Ministry of Culture of China has vigorously promoted the training plan and inheritance and innovation of intangible cultural heritage groups. 57 art colleges and universities in China have joined the team, and the national intangible cultural heritage groups and intangible cultural heritage skills have received high attention and attention. At the same time, the "artisan spirit" is widely recognized and disseminated by the public. This cultural power comes from the cultural self-confidence when the economy of a big country rises. Many civil organizations, public welfare organizations, corporate brands, and design agencies have begun to join the team of intangible cultural heritage innovation. Craftsmen Individual creativity is highly stimulated. Local governments at all levels should pay attention to the contemporary inheritance of excellent traditional culture in the region. The government should not only provide policy and financial support, but also focus on broadening channels and fully disseminating it.

This dissemination generally includes relevant cultural exchange activities of government agencies, regeneration applications in urban environments, traditional handicraft competitions or seminars organized by the government, and project cooperation, etc. In addition, the important advantage of the modern apprenticeship system is to standardize the entry threshold of practitioners with the help of scientific and systematic talent training programs, high-level teaching quality monitoring processes and assessment mechanisms in colleges and universities. Compared with the traditional apprenticeship system, the scientific curriculum system not only grants apprentices skills, but also enhances apprentices' knowledge, craftsman spirit, and aesthetic taste, laying a foundation for knowledge reserves for the modernization of traditional skills. The door of the cabinet is in the form of a fan. The door is opened and closed by turning the folding fan. The synaesthesia response is triggered during the operation, creating a poetic sense of "still holding the pipa and half covering the face".

The black walnut panel and the folding fan are connected by metal parts, and the sight line can also be switched by turning the black walnut panel. First, it is necessary to take popular science education in colleges and universities as the research base, focus on the living inheritance strategy of intangible cultural heritage, and carry out research on the path of innovative products in combination with the deep integration of production and education between schools and enterprises. In the process of product development, rely on the foundation of popular science education and cultural research in universities, rely on high-quality school-enterprise resources and in-depth cooperation with cultural design companies and other platforms.

Secondly, for intangible cultural heritage projects involved in popular science bases in colleges and universities, it is necessary to focus on combining the integration advantages of the art creation team, including refining, and optimizing the characteristic process of traditional skills of intangible cultural heritage, and comprehensively improving the cultural accomplishment and aesthetic ability of intangible cultural heritage inheritors. Eighth century Chinese artists and designers in the 1990s were mostly lost in the Western aesthetic consciousness and value judgment system. The contemporary art system itself originated from the context of the western social context, and contemporary design also originated from the western art Nouveau and Bauhaus style systems. While China is rapidly entering the globalization system, the discourse power of contemporary Chinese culture and aesthetics has not yet been established. Fortunately, after the stage of economic construction and infrastructure construction, the government has made cultural construction an important goal of national construction in recent years.

### 3. CONCLUSION

Carrying out research on the living inheritance and innovation of intangible cultural heritage in the integration of cultural and tourism products is to endow the research results with the cultural communication characteristics of scientific education, which has the value of unifying the theory and practice of innovative research, and the wide application of its results is also, it will definitely drive regional and cross-regional cultural exchanges and emotional dissemination, provide a new platform and approach for more groups eager to understand intangible cultural heritage, and provide more comprehensive protection and support for serving the regional economy.

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