Research on the Ways to Protect and Inherit Intangible Cultural Heritage in the Information Age

Qinghui Guo
Shandong Xiehe University, 250100, Jinan, China
Email: 308593932@qq.com

Abstract. Intangible cultural heritage is an important part of Chinese culture. With the development of the times, some problems gradually appear in the process of protecting and inheriting intangible cultural heritage, and the government and society also pay more attention to the protection and inheritance of intangible cultural heritage. In this paper, two ways are proposed to strengthen the protection and inheritance of intangible cultural heritage in the information age, that is, to strengthen the development of intangible cultural heritage tourism based on smart tourism and intangible cultural heritage campus education inheritance based on intelligent education, by expounding the significance of protecting and inheriting intangible cultural heritage and analyzing the methods and existing problems of protecting and inheriting intangible cultural heritage.

1. Related Concepts
The concept of informatization was first put forward by Japanese scholars in 1960s, then spread to western countries, and was widely used in European and American countries in the late 1970s. The so-called informatization refers to using intelligent tools such as network, modern communication technology and database technology to study all elements and then turn them into new productivity to benefit the society. In the information age, people can make full use of information technology and fully share information resources, so that the potential of human intelligence and social material resources can be fully exploited.

Smart tourism, that is, intelligent tourism, is a new proposition generated in the process of continuous development of science and technology. It is an efficient information-based tourism service mode based on cloud computing, the Internet of things and using mobile terminal online devices to actively perceive tourism information so as to realize the real-time interaction between tourists and the network. Smart tourism realizes the efficient integration of tourism resources by using information technology, so as to provide tourists with personalized and appropriate product services.

Smart education can also be called educational informatization, which is a virtual education platform established in the teaching field including teaching, management and scientific research based on computer and network technology and using digital information and network. The traditional concept, content, mode and method of education have been greatly impacted by the change of education and learning methods driven by modern information technology.

In the Convention for the Safeguarding of Intangible Cultural Heritage issued by United Nations Educational, Scientific and Cultural Organization, intangible cultural heritage refers to various practices, performances, forms of expression, knowledge systems and skills as well as related tools, objects, handicrafts and cultural sites that are regarded as their cultural heritage by various groups, teams or individuals. However, in the Law of the People's Republic of China on Intangible Cultural Heritage, intangible cultural heritage refers to various forms of traditional cultural expression that are
passed down from generation to generation and regarded as part of their cultural heritage, as well as physical objects and places related to the forms of traditional cultural expression.

2. Significance and Necessity of Protecting and Inheriting Intangible Cultural Heritage

Intangible cultural heritage, as the expression form and cultural space of various traditional cultures passed down from generation to generation and closely related to people's life, is an important part of Chinese traditional culture. It has witnessed the development of history and is a cultural resource worthy of being treasured and of great value. Intangible cultural heritage, created by people in long-term production and living practice, embodies the wisdom and crystallization of Chinese of all ethnic groups. Protecting and inheriting intangible cultural heritage is of great significance to the great rejuvenation of the Chinese nation. The diversity of world culture can be reflected through intangible cultural heritage. In addition to meeting the national development, protecting and inheriting intangible cultural heritage has also achieved the exchange of international social civilization and the sustainable development of human society. However, the survival of intangible cultural heritage has been greatly impacted by the rapid development of information technology, the strong trend of global integration, the rapid process of modernization and urbanization, as well as the great changes in cultural ecology. Nowadays, some intangible cultural heritages that can be inherited through oral and behavioral means are disappearing, inherited by oral and behavioral means are disappearing, many traditional skills are on the verge of extinction, a large number of precious objects and materials with long history and cultural value are also faced with being destroyed or lost abroad, and the phenomenon of abusing and over exploitation of intangible cultural heritage also occur. Therefore, it is necessary to strengthen the protection and inheritance of intangible cultural heritage.

3. Methods and Problems of Protecting and Inheriting Intangible Cultural Heritage

3.1. Methods of Protecting and Inheriting Intangible Cultural Heritage

3.1.1. Protection methods of archives management

It refers to strengthening the protection and inheritance of intangible cultural heritage by means of archives management in libraries and museums, that is, recording the application and approval process, relevant skills, performance props, inheritance status, inheritor information, inheritance process and achievements of intangible cultural heritage projects by means of materialized archives, so that even a certain intangible cultural heritage project extincts unfortunately, its existing imprints will be kept in the archives, and the world can know that it has existed and know its specific information.

3.1.2. Digital protection method

The technology of protecting and inheriting intangible cultural heritage is changing from traditional technology to modern digital technology. As the most practical and ideal technology in the world, digital technology is the most urgent and effective way to protect and inherit intangible cultural heritage. That is to say, various technical means, including multimedia, digital photography, virtual simulation, broadband network, three-dimensional information, are used to build a comprehensive digital system based on computer network, so as to achieve the purpose of protecting, inheriting and promoting intangible cultural heritage. Inheriting intangible cultural heritage using digital methods not only breaks through the limitation of time and space, but also realizes the effective utilization and sharing of intangible cultural heritage resources.

3.2. Problems Existing in the Protection and Inheritance of Intangible Cultural Heritage

The protection and inheritance of intangible cultural heritage are highly valued by the state. Some ways and methods are adopted and corresponding effects are obtained. However, the scope of intangible cultural heritage protection and inheritance is very large, and foreign culture and rapid development of market economy have a strong impact on Chinese traditional culture, so there are still some problems in the protection and inheritance of intangible cultural heritage.
3.2.1. Problems existing in the protection of intangible cultural heritage

Although the archives management method with library and Museum as the main body and the information digital technology can be used to protect the intangible cultural heritage, the government departments are more inclined to apply for the intangible cultural heritage in the actual operation of the intangible cultural heritage project, which pays more attention to the economic value of the intangible cultural heritage and ignores the cultural value of intangible cultural heritage. The inadequate and in-depth understanding of the value of intangible cultural heritage and the impact of foreign culture make the society less aware of the protection of intangible cultural heritage.

Although digital technology is the most effective way to protect intangible cultural heritage, it is not very mature, has a serious trend of assimilation and lack of innovation. At the same time, not all intangible cultural heritage projects are suitable for the use of digital technology. The protection of intangible cultural heritage faces the risk caused by improper use of digital and network communication technologies.

3.2.2. Problems existing in the inheritance of intangible cultural heritage

Inheritor is the most important carrier of inheriting intangible cultural heritage. However, the rapid development of information technology makes all kinds of cultures exchange and permeate each other. Many young people are more interested in elite culture but ignore traditional Chinese culture. Their interest in intangible cultural heritage is not high, let alone their willingness to inherit intangible cultural heritage. Moreover, many inheritors of intangible cultural heritage are so old that the inheritance of intangible cultural heritage is faced with a shortage of successors.

Many intangible cultural heritage projects are considered to be popular literature and art that are difficult to ascend the hall of elegance because intangible cultural heritage is produced in people's long-term production and life practice, so that many inheritors of intangible cultural heritage have a certain inferiority mentality. Influenced by the increasing age of the inheritors and their inherent conservative ideas, they stick to the conventions, dare not innovate and can not integrate new ideas and technologies when inheriting intangible cultural heritage, so that many intangible cultural heritage projects can not be well inherited and developed.

4. Ways to Protect and Inherit Intangible Cultural Heritage in the Information Age

Nowadays, in the context of the rapid development of Internet technology, it is necessary to study information technology and make full use of digital means to realize the archive management of intangible cultural heritage in order to protect and inherit intangible cultural heritage. The protection and inheritance of intangible cultural heritage should not only strengthen the application for intangible cultural heritage protection, but also need to do the following two aspects.

4.1. Intangible Cultural Heritage Tourism Based on Smart Tourism Needs to be Strengthened and the Value of Intangible Cultural Heritage Needs to be Fully Exploited

Intangible cultural heritage is diverse, and different kinds of intangible cultural heritage need different protection methods. All the methods used to protect the intangible cultural heritage need a lot of money, which is certainly not enough if only relying on the government's special funds. The integration development of culture and tourism is the current trend. The combination development of intangible cultural heritage and tourism is the inevitable choice to realize the effective protection and inheritance of intangible cultural heritage. In this context, the historical value, commercial value and cultural value of intangible cultural heritage need to be fully recognized, intangible cultural heritage resources need to be moderately developed, and intangible cultural heritage tourism needs to be vigorously developed, so that the commercial value of intangible cultural heritage is realized and its cultural heritage can be fully understood by people. Smart tourism, an important change of tourism industry, is the product of the high combination of tourism industry and modern information technology industry. Based on the further development of smart tourism and the important role of digital technology in the protection of intangible cultural heritage, the development and protection of intangible cultural heritage tourism based on smart tourism will be an important way to effectively realize the protection and inheritance of intangible cultural heritage. Modern information technology
should be fully used to collect information about intangible cultural heritage, and the digital resource
base of intangible cultural heritage tourism should be established. The information network and
information database of intangible cultural heritage tourism can be constructed while using the tourism
digital resource database to effectively manage and utilize the intangible cultural heritage tourism
resources, so that the information of food, housing, transportation, tourism, shopping and
entertainment are integrated into the digital archives, and the convenience of intangible cultural
heritage tourism can be improved through digital intelligent matching. In addition to excavating rich
intangible cultural heritage resources, inheriting, protecting and promoting intangible cultural heritage,
vigorously developing intangible cultural heritage tourism based on smart tourism can also provide
financial support for the protection of intangible cultural heritage and explore an effective operation
mode for the protection of intangible cultural heritage.

4.2. The Inheritance of Intangible Cultural Heritage Based on Smart Tourism in Campus Education
Should be Strengthened, and the Strength of Training Inheritors of Intangible Cultural Heritage
Should be Strengthened

Certain talent support is necessary to realize the continuous inheritance of intangible cultural heritage,
so as to cultivate inheritors who can inherit skills. Training qualified inheritors also needs to be
combined with the most popular intelligent teaching methods. It should not only strengthen the
targeted training and guidance for the existing inheritors, but also strengthen the publicity of intangible
cultural heritage among the young people, so as to attract the interest of the young generation in
intangible cultural heritage, make them realize the importance of intangible cultural heritage, and
enhance their awareness of protection and inheritance. In addition, the digital classroom of intangible
cultural heritage should be constructed to promote the innovative development of intangible cultural
heritage campus education by using mixed reality technology, and to realize the mixed teaching of
intangible cultural heritage campus education by flexibly using digital teaching methods. In addition to
improving the comprehensive cultural quality of young people and realizing the digital protection of
intangible cultural heritage, using modern intelligent teaching methods such as multimedia and virtual
reality to carry out the campus education of intangible cultural heritage can also cultivate a group of
young inheritors with new ideas and new thoughts.

5. Conclusion

The purpose of developing intangible cultural heritage tourism and strengthening intangible cultural
heritage campus education is to realize the effective protection and inheritance of intangible cultural
heritage. Because realizing the brilliant vitality of intangible cultural heritage is the purpose of
protecting intangible cultural heritage, rather than putting it on the shelf, intangible cultural heritage
should be used and developed reasonably, so as to enrich people's spiritual culture and realize the
innovative inheritance of intangible cultural heritage on the basis of protection.

6. References

[1] Dong Hongxia. Analysis of the Archival Protection Method of Intangible Cultural Heritage [J].
Inside and Outside Lantai, 2017 (05): 15-16.
[2] Huang Yaobin. Study on the Protection and Utilization of Intangible Cultural Heritage in the
Digital Context [J]. Comparative Study on Cultural Innovation, March 15, 2019: 169-170.
[3] Li Yunyun. Wisdom Inheritance and Development of "Internet +" Intangible Cultural Heritage
Tourism -- Taking Hefei Baogong Garden based on Bao Zheng's story as an example [J].
Journal of Jilin Engineering Normal University, 2019.35 (06): 54-56.
[4] Fu Yao. Research on the application of mixed reality in the inheritance of intangible cultural
heritage education in Colleges and universities [J]. China Journal of Multimedia & Network
Teaching (Mid-term Publication), 2019 (07): 222-224.