

Research on the Training Mode of Intangible Cultural Heritage Talents from the Perspective of Cultural Industry -- Taking Chaozhou City as an Example

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Abstract. Talent is the foundation of non-genetic inheritance and development. The formation and development of Chaozhou's cultural industry is inseparable from the support of intangible cultural heritage talents. Based on the perspective of cultural industry, this paper analyzes the current problems existing in the cultivation of intangible cultural heritage talents in Chaozhou, and further expounds the relationship between the development of cultural industries in Chaozhou and the cultivation of intangible cultural heritage talents, so as to explore and propose three modes of intangible cultural heritage talent training including government-led, college or secondary vocational school acceptance type, industry-enterprise participation.

Keywords: Cultural Industry; Intangible Cultural Heritage Talents; Training Mode.

1. Introduction

Intangible cultural heritage is a symbol of a local excellent traditional culture, as well as the soul and key to the development of the cultural industry. The cultural industry emphasizes people's subjective initiative, with the help of modern technical means, relying on people's wisdom and skills to improve the protection or creative improvement of cultural resources, so as to form high value-added products with intellectual property attributes. [1]It has a narrow sense and a broad sense. In a narrow sense, it mainly refers to specific craft creation or design activities; in a broad sense, it mainly refers to a series of cultural creativity that produces, manages and provides spiritual products to meet people's cultural needs. sum of activities. To sum up, intangible cultural heritage such as folk traditional crafts is the product of the development of human civilization and the crystallization of the collective wisdom of the working people. The rich intangible cultural heritage of Chaozhou is the image representation of the spiritual value of Chaozhou culture, which can lay the foundation for the formation and development of Chaozhou cultural industry and create more economic value. In October 2020, when General Secretary Xi Jinping inspected Chaozhou, he pointed out that Chaozhou culture is an "important branch of Chinese culture", a "treasure of Chinese culture", and "really rare and precious". The high evaluation also pointed out the direction for the prosperity and development of Chaozhou culture. With the progress of the times and economic and social development, the development potential of Chaozhou folk traditional crafts and other intangible cultural heritage is becoming more and more huge, and the market space is expanding, but the demand for outstanding talents is also becoming more and more urgent.

2. At Present, The Dilemma Faced by Chaozhou Intangible Cultural Heritage Personnel Training

This year, Chaozhou has continued to make efforts to dig deep into the value of excellent traditional culture, and launched a series of intangible cultural heritage exhibitions, performances, experiences and other activities. It is reported that the city currently has 17 national intangible cultural heritage projects, 21 provincial intangible cultural heritage projects, 22 national intangible cultural heritage representative inheritors and 55 provincial intangible cultural heritage representative inheritors. [2] However, due to the characteristics of long-term development of intangible cultural heritage, small scale, slow transformation of value, and high labor cost, many young Chaozhou young people love it and stay away from it. Difficulties in inheritance of intangible heritage, talent gap and other phenomena have appeared, all of which have affected the formation and development of intangible heritage industries such as Chaozhou folk traditional crafts. The main issues are summarized as follows:

2.1 The Traditional Intangible Cultural Heritage Talent Training Model is Not Suitable for the Development of the Cultural Industry

With the development of industrialization, informatization, and marketization, the industrialization and large-scale development of the cultural field are becoming more and more obvious. The development of Chaozhou traditional crafts and other intangible cultural heritage is facing huge survival pressure, and the living space is constantly being squeezed by mechanized and intelligent production models. even substitute. It is understood that at present, many intangible cultural heritage projects or industries in Chaozhou are not yet industries. Among them, Chaozhou cuisine, Gongfu tea and other intangible cultural heritage projects have developed on a large scale, but they have not yet formed an industry. Today, Chaozhou Intangibles inherits the traditional family-style and apprentice-style talent training model, and only a small number of them are trained through school-style and online training. These traditional training models have their own limitations and cannot meet the needs of large-scale talent training in the cultural industry. First of all, the skills are taught in a single form and the audience is small; Secondly, the lack of a systematic teaching system limits the speed and scale of theoretical knowledge and skill inheritance; Third, due to the influence of traditional clan concepts, some intangible cultural heritage items have the invisible agreement of "passing inside but not outside" and "passing on males but not females". These limitations will be detrimental to the long-term development of such intangible cultural heritage projects, and are more prone to the embarrassing situation of talent gap or no inheritance.

2.2 Inheritance of Intangible Cultural Heritage is Seriously Aging, and Young People's Willingness to Learn Intangible Cultural Heritage Skills is Low

At present, non-genetic inheritors are generally older in various places, and Chaozhou is no exception. According to incomplete statistics, most of the non-genetic inheritors are between the ages of 50 and 70, and few are under the age of 40. The average age of national non-genetic inheritors is over 70 years old. It is true that intangible cultural heritage skills take a long time to work, and it is possible to become the inheritor or leader of the project after decades of continuous learning and accumulation and hard work. The learning cycle of traditional skills is long, the transformation of results is slow, and the return on value is low, which makes more and more young people in Chaozhou unwilling to spend a long time learning complicated traditional crafts, researching and making process, concentrating on hone production skills, more inclined to choose to engage in industries that can quickly obtain higher economic benefits, utilitarian choices are more and more obvious. In addition, for a long time, the society seems to have a stereotype of manual laborers with low social status. At present, this kind of social prejudice is deeply rooted in Chaozhou. People do not pay much attention to intangible cultural heritage skills subconsciously, which will inevitably affect more young people to choose Enthusiasm and enthusiasm for engaging in folk traditional crafts.

2.3 There is a Shortage of Intangible Cultural Heritage Management Talents and Creative Research Talents, and the Promotion Effect of Intangible Cultural Heritage Brands is not Strong

When studying the relationship between talents and cultural industry, Professor Niu Weilin, Dean of the Cultural Industry Research Institute of Renmin University of China, divided cultural industry talents into three categories: management talents, creative talents and professional and technical talents according to their functional types.[3]Drawing on Professor Niu's classification method, the author divides the intangible cultural heritage talents into three categories: management talents, creative research talents, and intangible cultural heritage professional and technical talents according to their functional types. Intangible cultural heritage management talents have the ownership or management rights of intangible cultural heritage assets, have business acumen, are good at capturing business opportunities, and are familiar with the operation rules of the cultural market. Creative research talents rely on their own theoretical knowledge, innovative thinking and cutting-edge skills, and use modern scientific and technological means to engage in the design, creation and academic research of intangible cultural heritage projects. Intangible cultural heritage professional and technical talents refer to the technical talents who are engaged in intangible cultural heritage projects, of which the intangible cultural heritage inheritor is the leader among the intangible cultural heritage professional and technical personnel. But in reality, some intangible cultural heritage inheritors also have the ability of management, cultural creativity, theoretical research, etc. Therefore, we should use systematic thinking to look at all kinds of intangible cultural heritage talents, and cannot simply classify and label them. At present Chaozhou intangible cultural heritage has not really embarked on the road of industrial development, and no one has been engaged in full-time management of intangible cultural heritage, and there are still intangible cultural heritage brand packaging. Insufficient promotion, poor social and economic benefits, and insufficient training of intangible cultural heritage affect the formation and development of Chaozhou's cultural industry.

3. Explore the Convergence between the Development of Chaozhou's Cultural Industry and the Cultivation of Intangible Cultural Heritage Talents

At present, the cultural industry represented by intangible cultural heritage in Chaozhou has not really formed. The intangible cultural heritage industry or inheritors are still in a state of separate efforts and decentralized efforts. The training method is mainly taught by apprentice. Chaozhou can start from the following aspects to find a meeting point.

3.1 The Demand for the Formation and Development of Cultural Industries in Chaozhou is the Starting Point and End Point of Strengthening the Cultivation of Intangible Cultural Heritage Talents

Intangible cultural heritage is formed by the vast working people through long-term practice and exploration. With the market-oriented development of modern industries, the production methods, craft inheritance, cultural aesthetics and business models of intangible cultural heritage items have all changed compared with the traditional ones in the past. Whether carrying out intangible cultural heritage projects or organizing modern production and operation, it is inseparable from the main body of talents. Judging from the current situation of intangible cultural heritage personnel training in Chaozhou, there are still many phenomena that are not suitable for the market-oriented development of modern industries. Therefore, the cultivation of intangible cultural heritage talents in Chaozhou must be based on the formation and development needs of the city's cultural industry, taking into account the operation rules of the cultural market and the rules of talent training, striving to find a balance between the two, continuously optimize the training strategy and innovate the training methods of intangible cultural heritage talents. Firstly, intangible cultural heritage talent training must pay close attention to market orientation, break through the inertia of traditional thinking, build a new concept of intangible cultural heritage talent training, consider factors such as intergenerational

inheritance and promotion prospects in the long-term, rationally plan and deploy industrial development, and strengthen the promotion and application of traditional skills. Secondly, in the cultivation of intangible cultural heritage talents, the law of growth of quasi-talents must be fully consider the regional actual and cultural market demand for talents. It is necessary to strengthen investigation and research, find out what kind of talents the market needs, and conduct in-depth analysis and research.

3.2 Strengthening the Cultivation of Intangible Cultural Heritage Talents is an Important Way to Promote the Development of Chaozhou's Cultural Industry

Intangible cultural heritage talents and the cultural industry are the relationship between the subject and the space, and the two should have a positive interactive relationship. The cultivation of intangible cultural heritage talents is a process of improving the quality and skills of the main body of the cultural industry, which is conducive to better expanding the space for cultural development and providing more high-quality human resources guarantee for the development of the cultural industry. The cultivation of intangible cultural heritage talents must follow the rules of talent development and growth characteristics, practice new development concepts, vigorously promote the spirit of craftsmen, and cultivate in a targeted manner. In recent years, Chaozhou has strengthened the excavation and protection of intangible cultural heritage, built and promoted Chaozhou cultural brand, and made great efforts to promote the integrated development of the city's economy, culture and society, achieved certain results. The author believes that the following two aspects should be paid attention to. From the perspective of the vertical development of intangible cultural heritage talents, it takes a long time to go through the four stages of "apprentices-handicraftsman-craftsmen-intangible heritage inheritors". It takes years or even a lifetime to hone. Therefore, Chaozhou City should carry out targeted learning and training according to the growth laws of intangible cultural heritage talents in various industries, formulate and apply preferential policies, focus on promoting the quality development of intangible cultural heritage talents' own skills. From the perspective of optimizing the structure of intangible cultural heritage talents, the development of Chaozhou's intangible heritage industry is not a simple superposition of one or several intangible cultural heritage projects, but should be a multi-point, blooming, patchwork development.

3.3 Achieving the Effective Integration of Intangible Cultural Heritage Talent Training and Cultural Industry Development in Chaozhou is a Vivid Practice of Implementing the Spirit of General Secretary Xi Jinping's Important Speeches and Instructions on His Inspection of Guangdong and Chaozhou

In October 2020, when General Secretary Xi Jinping inspected the ancient city of Chaozhou, he emphasized that Chaozhou embroidery, Chaozhou sculpture, Chaozhou opera, Chaozhou Congou tea and Chaozhou cuisine are all treasures of Chinese culture. This is the general secretary's high evaluation of Chaozhou culture and Chaozhou's most representative intangible cultural heritage projects. In this regard, the author believes that the key to implementing the spirit of General Secretary Xi Jinping's important instructions to inspect Chaozhou is to do a good job in protecting Chaozhou culture. The best protection is to promote the prosperity and development of Chaozhou culture. Chaozhou City should effectively integrate the cultivation of intangible cultural heritage talents with the formation and development of cultural industries, realize the organic unity of economic value, social value and spiritual value, and continuously enhance the soft power of local cultural industry competition. In addition, it is also necessary to consider the construction of intangible cultural heritage talents in terms of training, use, evaluation, and incentive systems; consider how to further adjust and optimize the layout and structure of intangible cultural heritage majors in combination with the development needs of characteristic cultural industries; consider how to pay attention to the hotspots and trends of cultural consumption, creatively carry out the cultivation of intangible cultural heritage talents, etc.

4. Path Exploration of Chaozhou City's Intangible Cultural Heritage Talent Training Mode

As far as the current situation of intangible cultural heritage talent training in Chaozhou is concerned, there are still some shortcomings, such as the traditional and single training mode, the small training scale, the weak cultural creativity concept, and the low level of intangible cultural heritage industrialization. It is difficult to keep up with the pace of cultural marketization in the new era. In this regard, the author believes that it is necessary to conduct in-depth research on the content, focus, and mode of intangible cultural heritage talent training, focusing on the introduction and training of three types of talents, including intangible cultural heritage professional and technical personnel, business management talents, and creative research talents, to find more reasonable orderly intangible cultural heritage talent training system, lay a solid talent foundation for the formation and development of Chaozhou's cultural industry. At present, the general training mode of intangible cultural heritage skills in Chaozhou is mainly based on master-apprentice inheritance and family inheritance. In recent years, a new model for intangible cultural heritage talents has emerged, in which intangible cultural heritage talents are cultivated by recruiting students from famous teacher studios and holding online training courses. This paper believes that the training mode of intangible cultural heritage refers to the adoption of modern educational theories and educational ideas, following the characteristics of intangible cultural heritage and the law of talent growth, and in accordance with the established training objectives, the training practitioners take the relatively fixed curriculum system and practical operation procedures as the teaching content, and use the orderly and efficient management system and evaluation methods to implement the education process for the intangible cultural heritage project training objects. In terms of training purposes, the characteristics of the training mode of intangible cultural heritage talents are mainly inclusive and professional. Among them, inclusiveness refers to the cultivation of intangible cultural heritage skills and other projects for the public, such as the popularization of traditional cultural knowledge and skills of intangible cultural heritage by sending courses to institutions, enterprises, campuses, and communities; professionalism refers to teaching intangible cultural heritage skills and other project knowledge and skills to specific people or groups, such as apprenticeship, training courses, secondary vocational education and other forms. The author believes that no matter what training mode is adopted, we must adhere to the principle of paying equal attention to cultural protection and inheritance, let the intangible cultural heritage be passed on from generation to generation, and promote the prosperity and development of Chaozhou culture.

4.1 Government-led Intangible Cultural Heritage Talent Training Model

The government-led training mode refers to the training mode in which the government, as the training implementer or leader, plays the role of guiding and promoting, leading the needle, setting the stage and singing, and exerting influence on the intangible cultural heritage talents with strong plans and policies. The specific methods of this model mainly include financial support, the formulation of standard systems, and the establishment and improvement of professional title evaluation mechanisms. At present, the protection and inheritance of intangible cultural heritage is a systematic project to accelerate the construction of cultural Chaozhou, which requires government departments to play a leading role, and also requires a lot of human, material and financial resources to support. In recent years, Chaozhou has established and improved relevant policies and measures for the protection of intangible cultural heritage, strengthened the protection and inheritance of intangible cultural heritage, and achieved phased results. However, there is still a certain distance between these and the development requirements of the cultural industry. The focus should be on the following points.

4.1.1 Establish and Improve the Intangible Inheritance Certification System by Classification

At present, Chaozhou has many types of intangible inheritance representative items such as Chaozhou embroidery, Chaozhou woodcarving, Gongfu tea art, Chaozhou opera, clay sculpture,

Chaozhou cuisine cooking skills, puppet show, paper-cutting, Chaozhou music, song albums, lanterns, inlaid porcelain, pottery firing skills, colorful porcelain firing skills, artex etc. Chaozhou city can set up a research team led by the cultural and tourism department, with the participation of organizations, human resources and social organizations, conduct a thorough investigation of various intangible cultural heritage projects in the city, record the technological process, widely solicit public opinions and suggestions, invite experts to demonstrate and review, connect with superior evaluation norms, form evaluation standards by category, and finally establish a reasonable intangible inheritance certification system. The society will announce it in a timely manner. It is necessary to pay attention to the quality of the evaluation process, appropriately increase the number and time of on-site demonstration of skills by the evaluators, simplify the written review process, insist on being open, fair, and impartial, and put an end to the bias of emphasizing seniority over ability.

4.1.2. Increase Financial Support for the Cultivation of Intangible Cultural Heritage Talents

At present, the inheritance of representative intangible cultural heritage projects such as Chaozhou paper-cutting, clay sculpture, and puppet shows still has the dilemma of craftsmen changing careers and lack of successors, due to the bleak market prospects and poor income generation. If the rate of return is low and life is not guaranteed, there will be a brain drain or no one to learn the arts, and the inheritance will be difficult to continue. Therefore, Chaozhou city should fully consider the survival of trainers and trainees in the cultivation of intangible cultural heritage talents, help them solve their worries, and provide appropriate financial support. Increase the inclination of special funds for the protection of intangible cultural heritage, gradually improve the treatment of intangible heritage inheritors, appropriately increase the level of living allowances for artists, ensure their most basic living conditions, and allow more young people to participate in intangible heritage inheritance. At the same time, increase financial support for intangible training units. According to the scale of enrollment, support will be given in a certain proportion to ensure the economic benefits of intangible cultural heritage training units and the market benefits of intangible cultural heritage products.

4.1.3 Referring to the Formulation of the Intangible Cultural Heritage Professional Technical Title Evaluation and Subsidy Mechanism

Chaozhou city can refer to the evaluation methods of professional titles such as teachers and doctors, and creatively research and introduce the professional title evaluation method for the representative projects of the intangible cultural heritage in Chaozhou. According to the intangible inheritor's technical level, working hours, inheritance status, etc., the title of the corresponding level will be given, and the corresponding salary will be applied.[4] At the same time, according to the situation of apprenticeship, inheritance, economic and social benefits, certain performance will be given to drive more young people to devote themselves to intangible inheritance, and to provide more intangible cultural heritage talents for the formation and development of Chaozhou cultural industry

4.2 Undertaking Training Mode of Colleges or Secondary Vocational Schools

Universities or secondary vocational schools undertake the training model refers to under the existing education system, under the authorization of the government to run schools, colleges and secondary vocational schools combine the development needs of the cultural industry, adhere to the principle of unifying economic and social benefits, determine the purpose of training and formulate training. The plan is to apply educational models such as cultural theoretical knowledge and intangible cultural heritage skills to the intangible cultural heritage training objects by setting up a teaching class system, teaching courses, and organizing social practice activities. In recent years, Chaozhou city has carried out the cultivation of intangible cultural heritage talents by relying on Hanshan Normal University, Municipal Advanced Technical School, Municipal Vocational Technical School and other colleges and secondary vocational schools, creating a good atmosphere for the inheritance and protection of intangible cultural heritage in the whole society. It is understood that at present, Chaozhou city continues to promote the activities of intangible cultural heritage techniques into primary and secondary schools, and has achieved good social effects. Hanshan

Normal University, Municipal Advanced Technical School and other schools mainly train them by setting up elective courses, practical experience courses, and setting up amateur interest classes. However, such methods are more traditional, and they only focus on cultivating the interests of the younger generation. Not to mention the systematic development of intangible cultural heritage talent training, let alone the cultivation of intangible cultural heritage talents for the development of the cultural industry. In this regard, we should focus on the following points.

4.2.1 Better Play the Role of Local Government in Promoting

Chaozhou should guide, encourage and support the universities and secondary vocational schools within its jurisdiction to innovate methods, cultivate intangible cultural heritage talents for the region. It is necessary to adhere to the principle of government leadership and classified inheritance by universities and vocational secondary schools, and organize the training of intangible cultural heritage talents in a targeted manner.

4.2.2 Give Full Play to the Role of Local Colleges and Universities in Training Highlands

Hanshan Normal University takes the College of Ceramics as its training position, makes full use of the resources of local colleges and universities to serve the teaching in the region, strengthens the cooperation and construction with the Provincial Ceramic Vocational and Technical School, the Municipal Technical School, and the Municipal Vocational and Technical School, demonstrate and lead the pilot majors of national and provincial intangible cultural heritage projects such as ceramic firing skills, woodcarving, Chaozhou embroidery, Chaozhou cuisine cooking skills, etc., build a "3+2+2" training system that connects secondary vocational, higher vocational and undergraduate, and cultivate more intangible cultural heritage majors for Chaozhou technical talents.[5] At the same time, Chaozhou should also focus on taking advantage of the situation, relying on the theoretical research platform of Hanshan Normal University, to create a training and upgrading project for Chaozhou intangible inheritors, and to strengthen the management concepts and cultural creative concepts of Chaozhou's existing intangible inheritors. It focuses on cultivating management talents and creative research talents in intangible cultural heritage projects, and injects the backbone for the development of Chaozhou's cultural industry.

4.2.3 Pay Attention to the Professional Training Role of Local Secondary Vocational Schools

In recent years, Chaozhou has vigorously carried out intangible cultural heritage activities on campus, aiming to arouse the younger generation's interest in intangible cultural heritage culture. However, in order to cultivate real intangible cultural heritage talents, we cannot stop at simple experience. [6] It is also necessary to establish a professional vocational education system for intangible cultural heritage projects, and innovate teaching methods, and provide a new way of professional development for the younger generation to engage in intangible inheritance, protection and development. Chaozhou city should explore the establishment of a specialized vocational education system for intangible cultural heritage projects, relying on secondary vocational schools such as municipal technical schools and municipal vocational and technical schools, to increase intangible cultural heritage-related majors, and to achieve consistent training between higher education institutions and secondary vocational schools; For the intangible cultural heritage-related majors opened by secondary vocational schools, implement preferential policies such as tuition reduction and exemption and appropriate increase of training funding subsidies according to the number of students; Support the cooperation between the inheritors of intangible cultural heritage representative projects and secondary vocational schools, and encourage the representative inheritors to teach part-time in schools and establish famous teacher studios.

4.3 Industry-enterprise Participatory Training Model

The industry-enterprise participatory training model refers to the sum of a series of processes in which industry associations or enterprises, as the main body of the school, carry out knowledge, skills inheritance and education for the trainees with purpose and plan. Industry enterprises should comply

with the laws of industrial development, break the constraints of traditional training thinking, deepen the integration of vocational education and industrial development. At present, there are many industry associations for intangible cultural heritage projects in Chaozhou, such as Chaozhou Arts and Crafts Association, Chaozhou Ceramics Industry Association, Chaozhou Wedding and Evening Dress Association, Chaozhou Tea Industry Promotion Association, Chaozhou Congou Tea Culture Research Association, etc. There are very few associations for the purpose of running schools and cultivating inheritors of intangible cultural heritage, and more rely on the experience activities of intangible cultural heritage, so that the younger generation can understand, inherit and love intangible cultural heritage skills. For industry enterprises to participate in the cultivation of intangible cultural heritage talents, we must seize the following focus points.

4.3.1 Participate in the Development of Intangible Inheritance Courses

The intangible cultural heritage industry associations in Chaozhou should take the initiative to connect with the government, colleges and universities or secondary vocational schools, coordinate the multi-party relationships between enterprises, studios or intangible heritage inheritors in various industries, and integrate scattered resources and forces to form unified and efficient teaching resources. Do a good job in the design and development of non-genetic inheritance courses, such as the development of Chaozhou cuisine cooking skills, Chaozhou colored porcelain firing skills, Chaozhou tea making skills, Chaozhou wedding evening dress design and production and other teaching courses, pay more attention to innovation and practicability, and form Chaozhou city intangible cultural heritage talent training plan, curriculum system, training methods, guarantee mechanism and other systems. At the same time, adhere to the dynamic update of the curriculum, actively promote the connection between the content of the curriculum and the inheritance and development of skills, the connection between the teaching design and the production process.

4.3.2 To Build an Intangible Cultural Heritage Professional Practice Training Base

The intangible cultural heritage practice training base is the main place for students to undertake practical education tasks, is also an important channel for the establishment of a new mechanism for the government, universities, scientific research institutes, secondary vocational schools and industrial enterprises to jointly cultivate intangible cultural heritage talents. The intangible cultural heritage industry associations in Chaozhou should coordinate various practical teaching resources, make full use of carriers science and technology industrial parks, intangible cultural heritage professional practice training bases; Based on the products, skills and production processes of enterprises or inheritors in the intangible cultural heritage industry, a practical teaching and practice training environment for the development and innovation needs of the cultural industry will be constructed.

4.3.3 Build an Integrated Service Platform for Non-Heritage Studies, Research and Sales

It carries the heritage and collective memory of Chaozhou people and has irreplaceable cultural value. The intangible cultural heritage industry associations in Chaozhou coordinate the multi-party relations between the government, industry enterprises, research institutions and schools, and create intangible cultural heritage research, development, production, sales and cultural show integrated service platform. Actively explore the integration of science and education, production and education, and school-local integration, guide research institutions and enterprises to introduce intangible cultural heritage research results into the teaching process in a timely manner, promote active interaction between cultural creativity, intangible cultural heritage management and intangible cultural heritage talent training, and maximize the demonstration effect of the integration of production, education, research and sales, cultivate more intangible cultural heritage management talents, creative research talents.

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