

Inheritance and Protection of Rural Intangible Cultural Heritage from the Perspective of Multiple Co-governance

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Abstract

It is the complex and huge number of intangible cultural heritage types in our country's rural areas that bring severe challenge to the intangible cultural heritage protection. The original single government management mode is difficult to cope with the current complex environment of intangible cultural heritage, so it is urgent for all kinds of social forces to participate in governance, form a new model of government-led and social participation, to better inherit and protect the intangible cultural heritage in our countryside. Under the background of rural revitalization, it is of great value to explore the inheritance and protection of rural intangible cultural heritage from the perspective of multiple co-governance. Firstly, the feasibility and necessity of multi-governance of rural intangible cultural heritage are discussed. Secondly, it points out the practical obstacles in the inheritance and protection of rural intangible cultural heritage by the government, the main body of inheritance, enterprises and rural communities. Finally, according to the existing problems, from the directions of giving full play to the leading role of the government, strengthening the main position of inheritors, giving play to the participation of enterprises, and strengthening the supporting role of rural communities, this paper proposes the necessary way to inherit and protect rural intangible cultural heritage.

Keywords

Intangible Cultural Heritage; Multiple Co-governance; Inheritance and Protection; Rural Revitalization.

1. Introduction

Immaterial culture is the essence of national culture, the important accumulation of wealth of human civilization, and contains the unique wisdom of human beings. Intangible cultural heritage not only reflects the development process of national culture, but also contains rich cultural connotation. Most of our intangible cultural heritage originated from the period of agricultural civilization. With the development of the modernization of cities and towns, intangible cultural heritage has almost been left behind in the relatively closed and backward countryside. The rural revitalization strategy put forward in the report of the 19th National Congress is a major strategic guideline guiding China's rural reform in the new era and ushering in a new era of China's rural reform and development [1]. In August 2021, the "Opinions on Further Strengthening the Protection of Intangible Cultural Heritage" (referred to as the Opinions) proposed that intangible cultural heritage is an important part of excellent traditional Chinese culture, a vivid witness of the continuous inheritance of Chinese civilization, and an important foundation for connecting national feelings and maintaining national unity. Protecting, inheriting and making good use of intangible cultural heritage is of great significance for continuing the historical context, strengthening cultural confidence, promoting

exchanges and mutual learning among civilizations, and building a strong socialist culture [2]. According to the No. 1 Central Document of 2022, we will strengthen the inheritance and protection of agricultural culture, and promote the protection and utilization of intangible cultural heritage and important agricultural cultural heritage. Therefore, seizing the historical opportunity of the rural revitalization strategy, inheriting and protecting the rural intangible cultural heritage is an important spiritual force in the construction of socialist culture with Chinese characteristics. Meanwhile, in the process of comprehensively promoting the rural revitalization strategy, the rural intangible cultural heritage also plays an important role in the spiritual driving force.

On the way of exploring how to protect intangible cultural heritage, scholars at home and abroad have obtained rich research results. However, most of the existing research results only focus on the subject, value and practical difficulties of the inheritance and protection of intangible cultural heritage. To be specific, existing studies mainly include the following aspects: first, the main body of the inheritance and protection of intangible cultural heritage. The main body of inheritance is the folk themselves [3], and the main body of protection is roughly three parties and five main bodies. One is the government, the other is the professional team, and the other is the main body of the intangible cultural heritage, which is subdivided into individuals, groups and communities. These five subjects should all play an active role in the protection of intangible cultural heritage [4]. Second, the cultural value and economic value of the inheritance and protection of the intangible cultural heritage. Non-heritage works are the cultural resources of China, which can promote cultural pride and fight for cultural discourse [5]. Meanwhile, developing intangible heritage protection activities can better implement social and cultural governance [6]. Third, the practical difficulties in the inheritance and protection of intangible cultural heritage. Although China has the largest number of intangible cultural heritage projects in the world, there are still some practical difficulties in the protection of intangible cultural heritage, such as lack of successors, imbalance between protection and development, low participation of the public [7], imperfect legal system for intangible cultural heritage protection [8] and insufficient safeguard measures [9]. The work of intangible cultural heritage in China started late. It was not until 2001 that Kunqu Opera was included in the "Masterpiece of Oral and Intangible Heritage of Mankind" of the United Nations Educational and Scientific Organization that Intangible cultural heritage came into people's view. In just 20 years, scholars in various fields have conducted research on intangible cultural heritage. Although the existing research involves folklore, law, tourism, public management and other fields, it is mostly dominated by a single subject. Few scholars have studied how to guide the government, inheritance subjects, enterprises, rural communities and other multiple subjects to jointly inherit and protect rural intangible cultural heritage from the perspective of multiple co-governance. Therefore, from the perspective of multiple co-governance, this paper discusses how to better inherit and protect rural intangible cultural heritage, which not only expands the research horizon of intangible cultural heritage protection, but also enriches relevant research theories of intangible cultural heritage protection, so as to better promote the realization of rural revitalization strategy.

2. The Generation Logic of Multi-Governance in the Inheritance and Protection of Rural Intangible Cultural Heritage

2.1. The Inevitable Logic of Multiple Co-Governance in the Inheritance and Protection of Rural Intangible Cultural Heritage

2.1.1. The Single Governance Model of Government Subject has Shortcomings

Social governance is a practical activity involving multiple social subjects, aiming at maintaining social order, promoting social equity, coordinating social relations, stimulating social vitality

and promoting social progress. Over the past four decades of reform and opening up, with the continuous progress of social and economic transformation, the contradiction between high-level economic growth and unbalanced and inadequate social development has become increasingly acute. In the process of traditional social governance, the government's "all-embracing" social management model has been difficult to cope with various public problems in the society. However, with the continuous acceleration of the democratic process in modern society, the continuous development of modern governance concepts, and the continuous innovation of industrialization, network technology, we media and other modern communication methods, social governance will inevitably turn to diversification. In the process of social governance, the government is only one of the main body, where it cannot reach, the market and social forces need to cooperate. Because our country the protection of intangible cultural heritage work start is late, about the protection of the intangible policy there belong to the stage, so in the protection work of prophase are basically things personally by the government alone, ignoring the importance of genetic bearing and other main body in the protection of, leading to excessive loss, non-material cultural heritage protection is inefficient. Therefore, in the face of many current problems, it is necessary to reform the existing governance mode of rural intangible cultural heritage, promote the innovation of intangible cultural heritage governance system, and pluralistic and co-governance.

2.1.2. The Inheritance and Protection of Rural Intangible Cultural Heritage Involve the Interests of Multiple Subjects

Intangible cultural heritage is a cultural treasure precipitated by a nation in the long history of thousands of years, and is the imprint of a nation's civilization. Inheriting and protecting intangible cultural heritage is an important foundation for building national cultural confidence. In order to inherit and carry forward the excellent traditional culture of the Chinese nation, strengthen the protection of intangible cultural heritage, in 2011 China's 11th National People's Congress enacted the intangible cultural heritage of the People's Republic of China law, for the first time will clear for the laws and regulations to protect intangible cultural heritage, let the intangible cultural heritage all over the country to get a better protection and inheritance. China's Intangible Cultural Heritage Law stipulates that the government is responsible for the protection of intangible cultural heritage, and encourages farmers, social organizations, enterprises, rural communities and inheritors to participate in the protection of intangible cultural heritage together, so as to form the intangible cultural heritage protection mode with Chinese characteristics of diversified co-governance.

2.1.3. The Inheritance and Protection of Rural Intangible Cultural Heritage is an Important Part of Rural Cultural Revitalization

With the progress of The Times and the innovation of information technology, people's way of life has already undergone earth-changing changes. People rely more on Internet technology, and traditional intangible culture is no longer popular, even some folk activities, traditional handicraft skills, performing arts and other projects are on the verge of disappearing. Therefore, it is urgent to inherit and protect intangible cultural heritage. It is not feasible to only rely on the leading power of the government. It is necessary to improve the protection consciousness of all citizens and mobilize the power of the whole society to jointly govern.

2.2. The Possible Logic of Multiple Co-Governance in the Inheritance and Protection of Rural Intangible Cultural Heritage

2.2.1. Multiple Co-Governance Can Give Full Play to the Respective Advantages of Multiple Subjects

The inheritance and protection of rural intangible cultural heritage mainly includes two aspects, namely the subject of inheritance and the subject of protection. The subject of inheritance is the

inheritor. The inheritor is an important inheriting force to master the intangible cultural heritage, shoulder the mission of inheritance and development of intangible cultural heritage, and is the key to the protection of intangible cultural heritage. The main body of protection is the external protection force, which mainly includes the government, social organizations, enterprises and rural communities. These subjects in the process of protecting the rural intangible cultural heritage have contributed their own strength, but in their respective fields can not play a plus one is greater than two effect, resulting in the fragmentation of our intangible cultural heritage protection. Therefore, the protection of rural intangible cultural heritage should not rely on the power of the government alone, but mobilize all forces to participate in the joint cooperation, form a joint force, and create a new mode of multi-governance.

2.2.2. Multiple Co-governance Can Overcome the Drawbacks of Single Subject Inheritance and Protection of Intangible Cultural Heritage

In the process of intangible cultural heritage protection, although the top-down management mechanism led by the government plays an active and important role, the government blindly blood transfusion mode has brought about the serious shortage of intangible cultural heritage development. [10] Along with China's economic and social development and cultural transformation, the rural ecological environment, community-level governance has been mentioned many times in the rural revitalization strategy to build a new pattern of multi-cogovernance, and constantly promote the modernization of our governance system and governance ability. Therefore, in the non-material cultural heritage protection introduced multivariate work mode, promote common social forces to participate in the protection of the government, can effectively promote the social supervision, to overcome the disadvantages of traditional management of the government of a single management, reduce government corruption of non-material cultural heritage protection work, improve the efficiency of public services. Through the participation of multiple subjects, the competition mechanism is introduced to reduce the pressure of the government, stimulate the enthusiasm of social members to protect, and promote the creative transformation and innovative development of intangible cultural heritage.

3. The Realistic Obstacle of Multi-Governance in the Inheritance and Protection of Rural Intangible Cultural Heritage

In the late 20th century, the rapid development of global industrialization and urbanization seriously damaged the rural system structure, and the rural cultural ecology was seriously unbalanced. As a result, there are some problems in the process of intangible cultural heritage protection such as specimen type, fragmentation, destructiveness and pseudo-folk type protection [11]. Therefore, the protection of intangible cultural heritage cannot be separated from the participation of the government, inheritors, enterprises, rural communities and other diverse subjects. However, in practice, the government is still an important starting point for the protection of intangible cultural heritage, and the participation of other forces is relatively passive, and the situation of diversified co-governance has not yet been formed.

3.1. The Focus of Government Protection is Unbalanced

The inheritance and protection of intangible cultural heritage still mainly rely on the power of the government, but the government departments still have the problem of unbalanced focus of protection. It is mainly manifested in three aspects: first, insufficient capital supply and unreasonable project distribution. The financial input of intangible cultural heritage determines the effectiveness of the protection work. At present, the main source of funds for protecting rural intangible cultural heritage is government financial allocation, which is single

and insufficient to support the development and inheritance of local intangible cultural heritage projects. Grassroots governments have not paid much attention to intangible cultural heritage, and intangible cultural heritage funds account for a very low proportion in fiscal expenditure, which cannot meet the development needs of intangible cultural heritage. And most of the funds are invested in national key projects, and some rural projects are seriously underfunded. Second, the quality of government cultural department personnel is not high. Rural areas of the intangible cultural heritage is managed by the department of the local culture, but the current rural cultural departments of intangible related professional background are few and far between, and these different levels of staff culture cognition, the lack of corresponding intangible theoretical basis, some even don't know what is intangible, to protect the work pressure and the lack of a sense of urgency, As a result, some intangible cultural heritage protection projects are in the situation of no interest. Thirdly, the current legal system of intangible cultural heritage protection is not perfect. In recent years, although the intangible cultural heritage protection legal system has been established with "intangible cultural Heritage Law" as the core, the existing laws and regulations are difficult to meet the multi-reality needs of intangible cultural heritage protection, and the intangible cultural heritage protection legal liability is fuzzy and other problems.

3.2. The Faulting of Inheritance Subjects

Inheritors of intangible cultural heritage are the most important subjects in non-inheritance and protection. It is the important responsibility of inheritors to revitalize intangible cultural heritage in the new era. In the fifth batch of the national Intangible cultural Heritage representative inheritors List in 2018, 107 inheritors were over 80 years old, with an average age of 63.29. It can be seen that most of the representative items of intangible cultural heritage are facing the inheritance crisis of their inheritors getting older [12], and the "fault" phenomenon of inheritors has become a major bottleneck in the current development of intangible cultural heritage. Since reform and opening-up, a large number of rural population transferred to cities, rural non-material cultural heritage of the survival and development space is smaller and smaller, at the same time as people lifestyle changes and the diversification of entertainment, makes people no longer interested in intangible cultural heritages have, lack of nourishing the survival soil of heritage development, non-material cultural heritage the finances of adaptation. Due to the influence of funds, physical condition and environment, some inheritors fail to assume their due responsibilities in the protection of intangible cultural heritage. Some inheritors have a low level of culture and education, and are passive in the dissemination of intangible cultural heritage projects, or even unwilling to recruit and train subsequent talents, which leads to the loss of some intangible cultural heritage contents and the inability to achieve sustainable development. Some intangible cultural heritage projects are even endangered. At present, many places have not issued normative documents on the protection of intangible cultural heritage, especially the identification and management of inheritors, inheritors and protection units. In addition, the human and financial security system of many inheritors and inheritance bases is not perfect, and the basic life and legal rights of many inheritors cannot be guaranteed, so they have to give up the development of intangible cultural heritage in order to make a living, which leads to the difficulty of sustaining non-inheritance work and the problem of "lack of successors".

3.3. Enterprises have Lack of Motivation to Participate

Enterprises play an important role in the inheritance and protection of intangible cultural heritage, including vigorously developing the derivative industrial chain of intangible cultural heritage and actively carrying out the publicity and communication activities of intangible cultural heritage, but the current motivation of enterprise participation is insufficient. First of all, the utilization development intensity is different. The purpose of enterprises is to pursue

profit. Intangible cultural heritage projects, as a kind of public goods, have high development cost, huge investment and slow return, and there is a big difference between input and output, so many cultural enterprises are reluctant to participate. At the same time, when cultural enterprises develop intangible cultural heritage projects, in order to pursue the maximization of economic benefits, it is easy to make unreasonable use and development of intangible cultural heritage projects, resulting in the destruction of intangible cultural heritage.

3.4. Rural Community Awareness of Protection is Weak

Since the reform and opening up, China's urbanization process has seriously limited the development of rural areas, a large number of villages appear hollowing out, aging problems, village cultural ecology serious imbalance. Rural areas are the core areas of intangible cultural heritages, and about 70% of Chinese intangible cultural heritages are scattered in rural areas [13]. Rural communities are the direct inheritors and inheritors of cultural heritage. However, fewer and fewer people in rural areas are engaged in the inheritance and protection of intangible cultural heritage, which is rooted in the weak protection consciousness of rural communities, and the farmers and members of the village committee and committee have not fully realized the important role of intangible cultural heritage. On the one hand, the community village two committee cadres propaganda protection responsibility failed to implement. Some cadres of the village two committees blindly pursue economic growth in rural areas, and develop and destroy ancient buildings and ancient sites in the area. Some cadres still believe that intangible cultural heritage is dross left over and backward culture hindering rural construction, and that these "old" cultures should be left to fend for themselves. On the other hand, the subject consciousness of the peasant masses is weak. With the development of Internet technology, the diversification of entertainment lifestyle has brought a huge impact on Chinese traditional culture. Traditional folk activities and classic operas are difficult to attract young people's interest. Theoretically, farmers should be the main force in the inheritance and protection of rural intangible cultural heritage. However, in the actual protection activities, because of the low level of education and weak awareness of protection, most farmers believe that the protection of intangible cultural heritage is the government's business, have not yet realized their own responsibility to protect the intangible cultural heritage, lack of active awareness of protection and support.

4. Under the Perspective of Diversified Governance of Rural Intangible Cultural Heritage Inheritance and Protection of Rural Intangible Cultural Heritage should be Oriented

By analyzing the responsibilities of multiple subjects, it is not difficult to find that many problems in the inheritance and protection of rural intangible cultural heritage are intertwined, and the governance paradigm of single subject such as government, enterprises, rural communities and inheritors is bound to have a certain degree of "failure". Multiple work theory emphasizes the diversification of the governance body, the diverse work mode, the government as the main force of rural non-material cultural heritage protection, by perfecting the mechanism, system construction, guide and coordinate the society, enterprise and expressing people's participation and interaction, multiple subject also should strengthen own construction, give play to the role of advantage, do their job, It will inject strong resultant force into the protection of intangible cultural heritage, so as to promote the sustainable and long-term development of intangible cultural heritage.

4.1. Give Full Play to the Leading Role of the Government

On the one hand, we should increase the capital input of rural intangible cultural heritage and tilt resources to rural areas. Funds are the basic guarantee to support the protection of

intangible cultural heritage. Governments at all levels should increase the budget for rural intangible cultural heritage protection funds, set up special funds for rural intangible cultural heritage protection, and carry out inheritors' learning activities and intangible cultural heritage museum construction projects. For cash-strapped areas, higher governments should give preferential policies and help as much as possible, and local governments should also actively guide enterprises and the public to help and support intangible cultural heritage protection, so as to ensure normal work at all levels. On the other hand, we should strengthen the management of cultural departments and inheritors. The assessment and evaluation mechanism of intangible cultural heritage protection should be established to evaluate the protection situation of intangible cultural heritage projects in various places. A series of data indicators should be used to measure the protection work, and departments and individuals with good performance should be rewarded to a certain extent, so as to guide more social subjects to better protect and inherit intangible cultural heritage. In addition, the work of non-genetic inheritors should be evaluated, and corresponding methods of inheritor evaluation should be introduced to urge inheritors to fulfill their inheritance responsibilities. The inheritors shall be assessed regularly on their talent training, inheritance activities, and the innovation and development of intangible cultural heritage. If the inheritors fail in the assessment, they shall be warned and required to make rectification. If the inheritors fail in the assessment, the title of inheritor will be cancelled directly, or even the legal liability will be investigated. Finally, further improve the relevant policies and regulations. Relevant laws, regulations and documents on the protection of intangible cultural heritage provide institutional guarantee for the protection of intangible cultural heritage. Therefore, it is necessary to implement the requirements of the Intangible Cultural Heritage Law of the People's Republic of China, accelerate the promulgation of relevant local supporting policies, and make clear regulations on the organization, financial expenditure, team construction and industrialization of intangible cultural heritage. In the process of intangible cultural heritage protection, we should not only constantly improve the corresponding laws and regulations, but also mobilize the initiative of rural subjects and guide the public to jointly develop and protect intangible cultural heritage. To establish a multi-governance and protection mechanism, form a joint effort to jointly manage the protection of intangible cultural heritage, and build a bridge for social forces to participate in the protection of intangible cultural heritage.

4.2. Strengthen the Principal Position of Inheritors

Protecting inheritors is the core of protecting intangible cultural heritage. Therefore, we should strengthen the main position of inheritors and continue the active development of intangible cultural heritage. First, strengthen the sense of responsibility of inheritors. By means of intangible cultural heritage training, inheritors are organized to regularly train relevant personnel engaged in the protection and inheritance of heritage projects, promote the implementation of the task of inheritors' teaching and apprenticeship, and cultivate new forces for non-inheritable protection. At the same time, intangible cultural heritage inheritors are encouraged to open intangible cultural heritage lecture halls during holidays to publicize and educate returning farmers and teenagers to make them realize the importance of intangible cultural heritage. Non-inheritors should actively study, demonstrate and innovate, promote the effective inheritance of intangible heritage culture, expand the influence of intangible heritage culture, and realize the win-win situation of intangible heritage protection and their own development. Second, we need to strengthen conditions for inheritance. Rural grassroots governments and intangible cultural heritage management functional departments should take targeted measures, provide necessary policy support, economic support and site support, solve the worries of inheritors, provide a good inheritance environment for inheritors, and ensure that inheritors can carry out their work with full attention. Third, we will launch research and training programs for rural intangible cultural heritage inheritors. The Ministry of Culture and

Tourism, the Ministry of Education, and the Ministry of Human Resources and Social Security jointly issued the Implementation Plan for the Research and Training Program for Inheritors of China's Intangible Cultural Heritage (2021-2025) in 2021. With the help of university resources and modern professional training for inheritors and their disciples, the inheritors will be strengthened to master the fine traditional Chinese cultural skills, help inheritors improve their cultural and artistic accomplishment, broaden their horizon and knowledge, improve their practical ability of inheritance, and solve development problems. Fourth, to ensure the life and inheritance of the inheritors. For non-genetic inheritors, the subsidy policy should be implemented, and certain subsidies should be given to each inheritor, so as to ensure their basic living and increase their work enthusiasm. We will further guarantee the investment and implementation of intangible cultural heritage funds, the legal status and basic rights of non-genetic inheritors, and improve corresponding local policies to make intangible cultural heritage-related work have laws to follow and rules to follow.

4.3. Give Full Play to the Participation Role of Enterprises

First, encourage enterprises to develop intangible cultural heritage industry. Industrialization is an important path for the protection of intangible cultural heritage, which can help improve its self-hematopoietic ability and realize the living development of intangible cultural heritage. In 2021, The State Council issued a number of measures to further promote the development of cultural and creative products of cultural relics institutions [14], pointing out that the non-genetic inheritance and utilization path should be broadened to promote the inheritance and sustainable development of cultural heritage in combination with industry and market. Local governments cooperate with relevant enterprises to create multi-industry integration development paths such as "intangible cultural heritage + tourism", "intangible cultural heritage + home accommodation" and "intangible cultural heritage + creativity". Only when the social value of intangible cultural heritage is recognized by the public can it develop better. It is necessary to give full play to the advantages of intangible cultural heritage projects, make reasonable planning, build a comprehensive industrial chain with characteristic cultural industries as the center, develop its commercial value, promote the self-hematopoiesis ability of the project, and make the project sustainable development. In addition, in the process of development and utilization, it is necessary to enhance the enthusiasm of enterprises to protect the production of projects. Secondly, news media enterprises should continue to increase the publicity of intangible cultural heritage. Media journalists should pay more attention to rural intangible cultural heritage, advocate recording and reporting intangible cultural heritage projects with rural characteristics, spread cultural thoughts and build people's cultural confidence. New media companies such as various network platform and social platform will use its own mass media advantage, introduce rural field of intangible cultural heritage protection, mobilizing more people records show rural art of non-material cultural heritage, to promote the intangible cultural heritage, rural intangible voice transmission, to improve the social visibility. Carry out all kinds of folk heritage inheritance activities, through the effective combination of network publicity and reality, deepen people's understanding of intangible cultural heritage, narrow the distance between people and intangible cultural heritage, and create a good social atmosphere for the whole people to participate in the protection of intangible cultural heritage.

4.4. Strengthening the Support Role of Rural Communities

The ownership and use right of intangible cultural heritage lies in the community to which it belongs, and the owners of "intangible cultural heritage" are community people [15]. Therefore, the protection of intangible cultural heritage needs the support of rural communities. On the one hand, want to strengthen the protection consciousness of village two committee cadre. The cadres of the two committees of the village should have a correct consciousness of protecting

the intangible cultural heritage in the village, and should not blindly pursue economic growth while ignoring cultural development. Village cadres should develop relevant industrial products and cultural festivals according to local conditions in accordance with the local characteristics of cultural heritage, and form a distinctive intangible cultural heritage industrial chain to attract more local villagers to participate in the protection of intangible cultural heritage. On the other hand, the protection consciousness and cultural accomplishment of farmers should be improved. Intangible cultural heritage is a part of the daily production and life of rural residents. In order to protect and utilize it reasonably, it should not be separated from the daily production and living conditions of villagers. It is necessary to give full play to the publicity and education functions of all kinds of media and make villagers realize that it is their responsibility to protect intangible cultural heritage through daily science popularization in the intangible cultural heritage lecture hall in the community, and rural culture is closely related to their living environment. Villagers should actively participate in intangible cultural heritage festivals, temple fairs and other activities held in their own village, and support the inheritance and protection of local intangible cultural heritage with their own actions. In addition, we should give full play to the role of new local talents in the protection of rural intangible cultural heritage. As the representative of the rural elite, the new villagers are familiar with and love the local culture, and have rich social resources, economic ability, influence and appeal. Their participation plays a positive role in promoting the protection of rural intangible cultural heritage.

5. Conclusion

The revitalization of rural culture is the soul of the rural revitalization strategy, the endogenous driving force to promote the overall revitalization of rural areas, and a great measure to realize the revitalization of China's excellent traditional culture. Rural intangible cultural heritage, as the center of rural culture, should focus on inheritance and protection. Therefore, by introducing the theory of pluralistic co-governance, the pluralistic co-governance mechanism of rural intangible cultural heritage should be established, so that more subjects can participate in its inheritance and protection, so as to enhance the cultural identity of the whole people, improve the cultural confidence of the nation, and build a strong socialist cultural country.

Acknowledgments

This article is the phased research results of Anhui University of Finance and Economics Graduate Research Innovation Fund Project "Inheritance and protection of rural intangible cultural heritage from the perspective of multiple co-governance" (ACYC2021058).

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