

# Observation on the new Exploration Status of Inheritance, Development and Protection of Traditional Folk Culture

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**Abstract:** At the present stage, the development and protection of traditional ethnic and folk culture has become the focus of the state. The rational allocation of traditional ethnic and folk culture resources, avoiding overexploitation, and striving to achieve the goals of inheritance, development and protection of ethnic and folk culture. Not only that, but also need to fully reflect the advantages of national and folk traditional culture, organic combination with the teaching of colleges and universities, so as to obtain good inheritance and development and protection results, effectively solve the crisis of national and folk traditional culture inheritance and protection. Thus, it can also promote the healthy and sustainable development of ethnic areas. This paper probes into the current situation of the inheritance, development and protection of ethnic and folk traditional culture, and puts forward new exploration measures for the inheritance, development and protection of ethnic and folk traditional culture for the reference of relevant personnel.

**Keywords:** Ethnic and folk traditional culture; Inheritance and development; Protection; New exploration; Measures

## Foreword:

There are a lot of rich cultural resources and traditional cultural heritage in minority areas, which have been widely concerned by people. However, with the wave of reform, many foreign cultures have hindered the inheritance, development and protection of traditional folk culture. As a result, local people of many ethnic groups have lost their self-confidence in their traditional culture, resulting in fewer and fewer inheritors of traditional culture. Therefore, strengthening the inheritance, development and protection of traditional folk culture is an urgent need for the current national development.

## 1. Observation on the status quo of inheritance, development and protection of traditional ethnic and folk culture

### 1.1 Cultural identity crisis

Due to the influence of the global economy, Western developed countries have an exclusive advantage in the economy, thus continuously expanding their own national values, resulting in a huge impact on the inheritance, development and protection of some ethnic traditional cultures in China. Many Chinese young people will blindly worship Western culture, and do not understand the excellent traditional culture of their own ethnic craftsmanship. In some areas, people also reject the sentiment, which has caused serious obstacles to the good inheritance, development and protection of traditional national culture. Many young audiences do not have strong confidence in local ethnic culture, resulting in a crisis<sup>[1]</sup> in the identity of excellent traditional national culture in China.

### 1.2 Excessive commercialization of traditional national culture

As some ethnic minority areas carry out tourism development activities, in order to better occupy the core position of the tourism market and pursue more economic interests, local ethnic minority areas are over-commercialized and arbitrarily transformed, resulting in the destruction of many intangible cultural buildings. Tourism products only meet the single needs of consumers, and do not implement the concept of inheritance, development and protection of traditional ethnic and folk culture. They have lost the connotation of outstanding traditional culture. Moreover, in order to better satisfy the consumer market, some tourism developers have built a large

number of performance stage facilities in many ethnic areas, which have not been combined with the local traditional folk culture, and even destroyed a lot of them. Such over-exploitation has brought adverse effects on the inheritance, development and protection of traditional folk culture, and more people need to pay more attention to it. To strengthen the protection<sup>[2]</sup> of China's ethnic and folk traditional culture.

### 1.3 The breakdown of cultural inheritors

Due to the lack of folk craft inheritors in many ethnic and folk areas, China's excellent ethnic and folk traditional culture is in a crisis of loss, and because the young folk traditional culture is being passed on less and less, coupled with the gradual decline of many old inheritors, China's excellent ethnic and folk traditional culture appears a situation of inheritors fault. The main reason is that the learning cycle of traditional arts and technologies in many ethnic areas is long, which tests the patience of young people, and gradually loses their confidence and enthusiasm in learning folk traditional arts and technologies, which in turn leads to many young people losing interest<sup>[3]</sup> in the inheritance, development and protection of traditional culture.

## 2. The new exploration measures for the inheritance, development and protection of national and folk traditional culture

### 2.1 Strengthening publicity and education of traditional culture

First of all, carry forward the excellent traditional culture of our national folk, strengthen the publicity and education of traditional culture, keep pace with The Times, combine with the development of modern society, innovate the traditional culture with local ethnic folk culture characteristics, fully tap its inheritance value, and dialectic method, retain its essence. To realize the inheritance, development and protection of China's outstanding traditional ethnic and folk culture. In this regard, the relevant departments need to actively explore innovative measures, so as to achieve good protection of local ethnic and folk traditional culture, adopt diversified inheritance and protection methods, so as to obtain the ideal cultural transmission results.

Secondly, the local ethnic colleges and universities also need to cultivate young students' identification and self-confidence of the local ethnic traditional culture, so that they can have a multi-dimensional understanding of the folk traditional culture, so that they can recognize the connotation of the local ethnic traditional culture from different perspectives. In this regard, all relevant local departments need to play a leading role, introduce the excellent local ethnic and folk traditional culture into the campus, fully integrate it with the classroom teaching content, enhance students' high recognition of traditional culture, build strong national confidence, enhance their awareness of inheritance, development and protection, and treat the local ethnic and folk traditional culture with an open-minded heart. So as to realize the goal<sup>[4]</sup> of carrying forward and inheriting the excellent traditional culture of our country.

### 2.2 Grasping the "root pulse" of cultural resources development

Relevant departments need to implement the concept of sustainable development, properly develop local ethnic and folk traditional cultural resources, and avoid causing serious damage in light of their own development conditions. In addition, they also need to reduce the damage to local excellent cultural resources and environment, increase the key protection of traditional folk culture in danger of being lost, and clarify the degree of openness of various resource projects. Fully embody the intrinsic value of local folk culture, so as to realize the publicity goal of the advantages of excellent ethnic areas in China. In addition, the natural nature of traditional ethnic and folk cultural resources should be emphasized, and excessive commercial development should not be carried out. Even if the traditional ethnic and folk culture needs to be commercialized, the authenticity of its development process should be guaranteed, and the natural nature of the business operation mode should be guaranteed, so as to achieve the goal of protection and inheritance and retain the original cultural background to the maximum extent. Integrating personalized tourism projects to realize the combination of excellent traditional folk culture and modern commercial tourism projects, so as to reflect the uniqueness of cultural resources in local ethnic areas, so as to play a good role<sup>[5]</sup> in inheritance, development and protection.

### 2.3 Improve the training system for inheritors

Local people need to have a strong sense of protecting traditional folk culture, and improve the training system of inheritors to ensure the coordinated development of fine culture and local national economy. In this regard, relevant local departments need to pay more attention to the training of ethnic and folk inheritors, adopt formal education mode, and cultivate more excellent traditional cultural inheritors, which should also be included in the teaching evaluation of colleges and universities of ethnic minorities, so as to rationally allocate college teaching resources and enable more young students to have a deep understanding of local ethnic and folk traditional culture. Then the goal of inheritance, development and protection can be successfully achieved. In addition, the local government needs to adopt the family inheritor model and give it full support, so that more people can respect the inheritance,

development and protection of local ethnic and folk traditional culture, start from themselves, and will not interfere with the inheritors, so as to enable their inheritors to realize the inheritance of natural trends and ensure the authenticity of their process. In this regard, the local government needs to provide a large amount of financial support, fully implement the protection policy, create a good inheritance and protection environment, strengthen the training of inheritors, and improve the protection mechanism of various traditional cultures, so as to provide support for the protection of traditional culture by the local people. It should be noted that for folk customs activities with cultural characteristics, the local government should actively encourage the relevant inheritors to participate in them, so that more people can realize the importance of inheritance, development and protection of excellent folk traditional culture, so that they can spontaneously participate in various protection and inheritance activities, and then achieve good inheritance, development and protection goals<sup>[6]</sup>.

### **In summary:**

To sum up, due to the influence of many factors, the inheritance, development and protection of traditional folk culture in China have been adversely affected. The local government needs to pay more attention to the training of excellent inheritors, actively cooperate with multiple media platforms, expand the scope of protection and publicity, and make more people realize the important value of inheritance, development and protection of traditional folk culture. To improve people's awareness of protection, improve the construction and cultivation system of inheritors, inject fresh vitality into the inheritance and development of traditional folk culture of all ethnic groups, and then achieve the ideal purpose of inheritance, development and protection.

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