

Research on the Inheritance Status and Countermeasures of Weishan Fisherman Hutou Clothing in Shandong Province

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Abstract: *Weishan Fisherman Hutou clothing is a kind of fabric that spreads around Weishan Lake, which is the inheritance and development of ancient tiger culture. Weishan Fisherman Hutou clothing is a traditional handicraft that integrates folk painting, embroidery, paper-cutting, pasting, digging and mending. Its making technique is complex and has high practical value and artistic value. It has special ideological connotation and shows unique folk art style. In 2009, Weishan fisherman hutou clothing was listed in the upgrading intangible cultural heritage list project by Shandong Provincial People's Government. In this paper, the inheritance status and countermeasures of hutou clothing, a fisherman, are studied, with a view to making beneficial exploration on the inheritance and development of excellent traditional culture.*

Keywords: *Weishan fisherman; Hutou clothing; Inheritances*

1. Inheritance status quo

Wei Fisherman Hutou Clothing is a folk handicraft product which is spread around Weishan Folk Lake and integrates folk paper-cutting, embroidery and manufacturing techniques. It is a tiger ornament product made by grandma's family for the newborn grandson to spend the full one month of birth and to ward off evil spirits. Its origin has a history of more than 300 years.

Weishan fisherman hutou clothing is a hand sewing method mainly using cloth as raw material. Series include: cloth tiger, tiger-head loop, tiger-head shoes, tiger-head hat, tiger-head gloves, double-sided tiger-head handbag, etc., among which, each series can produce hundreds of tiger ornaments with unique shapes and different expressions according to personal hobbies. The manufacturing process mainly adopts the hand sewing method using cloth as raw material. The manufacturing processes are: paper cutting, cloth mounting, adhesive sewing, combined sewing, etc.

Weishan fisherman hutou clothing is a folk fabric product along Weishan Lake. It is rooted in the deep soil of Weishan Fisherman culture and blends with local folk customs, witnessing the local historical changes. But at present, the inheritance of Weishan fisherman hutou clothing is not optimistic because of many problems, which can be summarized as follows:

1.1 The producer is aging seriously

The inheritors of Weishan Fisherman hutou clothing are generally old, but the younger generation didn't participate in learning and inherit the production of the fisherman Hutou clothing too much. At present, the average age of producers engaged in Weishan fisherman hutou clothing production is over 60 years old. Under the strong impact of the modern market economy environment, the living space is slowly shrinking. If we don't train the successors of the younger generation as soon as possible, this skill may be on the verge of disappearing.

1.2 There are limitations in production

There is uncertainty in the production of Wei Fisherman Hutou clothing, which means that it is random in inheritance. First, the time of making tiger ornaments is uncertain. Among the few inheritance producers, there is no special production of fisherman hutou clothing. They only pick up the

needle and thread and sew it for a while after fishing production leisure or housework, or they can only do it if someone customizes it, otherwise they won't do it. That is to say, the time for producers to make tiger ornaments is not guaranteed, very random, very casual but also very flexible. Second, there is uncertainty about the buyers of the fisherman hutou clothing. Generally, some fishermen's grandmother's family, which is still circulating, bought it for the newborn grandson's one-month birthday, and a few fishermen bought it as gifts for children when visiting relatives and friends. Of course, a few tourists who came to Weishan Lake came here to buy tiger ornaments. Third, although the tiger ornaments made by producers have the same hands, they are also random. There are no uniform specifications, fixed styles and prescribed raw materials for making hutou clothing. Because they are handmade, almost every work has its own differences. Fourthly, Weishan fisherman hutou clothing is handmade, and it takes too long to make it. For example, a medium-sized cloth tiger will take at least 10 days to make it.

1.3 Worrying sales prospects

First of all, Weishan fisherman hutou clothing has no special business store, so it can only sell more when there are more tourists in the tourist season.

Secondly, there are not many potential buyers of Weishan fisherman hutou clothing, usually because they believe in local customs, buy some tiger ornaments when the newborn is one month old, or local fishermen buy them as children's toys. Of course, a small number of tourists visiting Weishan Lake buy them as souvenirs.

Finally, Weishan fisherman hutou clothing has no reasonable and accurate pricing method, and the price of the product is completely determined by the producer according to his own judgment. If the price is too high, fewer people will buy it. If the price is too low, the income of producers will not be guaranteed and it will be unsustainable.

1.4 Brand effect is not enough

Weishan fisherman hutou clothing has been rated as the second batch of provincial intangible cultural heritage list in Shandong Province, but its popularity in China is not high, far inferior to the four famous embroidery such as Shu embroidery and Su embroidery. Brand communication is not strong enough, and consumers don't know much about this traditional skill, which is limited to local consumers. If the sales volume is not high, producers' income will not be guaranteed, which will directly affect their inheritance. It is for this reason that no enterprise is willing to invest and develop it.

2. Research on inheritance countermeasures

As a masterpiece of folk art, Weishan fisherman hutou clothing has a certain development potential. In order to protect this precious intangible cultural heritage project, and to make Weishan fisherman hutou clothing get rid of the current inheritance predicament as soon as possible and realize leap-forward development, combined with the efforts made by the state, local governments, enterprises and universities to protect its inheritance and development, the following suggestions are put forward:

2.1 Government level

In recent years, the relevant state departments have vigorously advocated the protection of intangible cultural heritage, and conducted a general survey and registration of many intangible cultural heritage projects, but most of the recorded information is relatively simple. In order to effectively guarantee the inheritance of Weishan fisherman hutou clothing, the relevant state departments can cooperate with local cultural departments to conduct research in Shenren Weishan area, record the relevant information and inheritance deeds of producers in a more detailed way, and formulate some special assistance policies according to the inheritance of Weishan fisherman hutou clothing.

2.2 Local government

With the development of economy, people's leisure and holiday life is becoming more and more diverse. Everyone goes out of their homes, gets close to nature, enjoys the special customs of different regions and adds fun to life. In order to meet the spiritual and cultural needs of the masses, "cultural

cards" and "ecological cards" are put up in various places to attract foreign tourists and promote local development. The red brand and water culture brand owned by Weishan County have also appeared one after another, which has a great influence on the development of local tourism. Facing the increasingly fierce tourism competition, Weishan has taken advantage of the situation, and the local government should build the brand of Weishan fisherman hutou clothing. First, it should actively cooperate with the relevant state departments in the inheritance and research of Weishan fisherman hutou clothing. Second, we should actively guide the young people who are interested in fishing hutou clothing production and try to establish contacts in order to develop them into new inheritors and expand the inheritance team of Weishan fisherman hutou clothing; Third, we should actively take the lead in promoting the combination with local tourism, and hold a series of large-scale exhibitions of Fisherman hutou clothing in scenic spots where tourists are concentrated in the tourist season, so as to seek the new development of Weishan fisherman hutou clothing; Fourth, set up a folk art training center and hold training courses, and ask the inheritors to explain the production process; Fifth, we can properly allocate funds and collect and archive Weishan fisherman hutou clothing products in the form of purchase, and hold exhibitions regularly, so as to enhance the folk culture awareness of the masses.

2.3 Enterprise level

Enterprises should combine market demand, invest by signing contracts with inheritors, and do a good job in the research and development of Weishan fisherman hutou clothing boutique series. At the same time of inheritance, it should be properly upgraded to make its products closer to life and people, and gradually form a cultural industry chain.

2.4 Colleges and universities

As a new force in the protection of intangible cultural heritage in colleges and universities, special personnel can be sent to the field to investigate and inquire about the production process of the old producers of Weishan fisherman hutou clothing in detail, especially the production methods they learned from their ancestors. At the same time, we should actively contact the producers to help sort out the Weishan Fishman Hutou clothing series products, study and classify the tiger ornaments of each inherited artist, distinguish and summarize the hand-made features of the producers, refine the production process, production methods and use of related materials of each inherited artist, and then pass on the Weishan Fishman Hutou clothing through classroom teaching or writing books.

2.5 Channels of communication

The rise and popularity of the Internet has brought great changes to people's life, shopping style and business mode in the field of industry. With the rapid development of market economy, traditional handicrafts can be promoted by means of Weibo Daren, WeChat official account, live broadcast platform and other emerging media, and the culture and technology of handicrafts can be publicized. At the same time, video documentaries can be made to tell about the ancient history and production skills of handicraft culture, which can arouse the attention of society and young groups to traditional handicraft culture. With the help of live broadcast platform, the production process of traditional handicrafts can be displayed, so that consumers can more intuitively understand its production process. Make full use of the diversified business model of the Internet and the way of new media operation.

3. Conclusions

Weishan Fishman hutou clothing is not only a traditional handicraft skill deeply hidden in the folk, but also should not be limited to the slow spread in a small range among the folk. Instead, it is necessary to let the fisherman hutou clothing, an intangible item, go out of the folk and face the urban groups, show the fisherman Hutou clothing in people's sight, arouse people's perceptual knowledge of intangible cultural heritage, and let people know about it from numerous modern articles and really like it. In particular, it is necessary to make this non-legacy project succeed through publicity.

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