

Inheritance and Development of the Skill of Carved Preserved Fruit in Miao and Dong Ethnic Areas of Western Hunan Province in the Context of "Non-legacy" Protection

——A Case Study of Xia Village in Gengshankou, Jingzhou County, Hunan Province

Pan Chengchen¹, She Mengye², He Chu³, Hu Jin⁴, He Yao⁵

1.School of Design and Art ,Changsha University of Science and Technology,Hunan 410076,China

2.School of Economics and Management,Changsha University of Science and Technology,Hunan 410076,China

3.School of Design and Art ,Changsha University of Science and Technology,Hunan 410076,China

4. School of Chemical Engineering ,Xiangtan University, Hunan, 411105,China

5. Rucheng siyuan Experimental School in Chenzhou City,Hunan,424100,China

ABSTRACT. *The report of the Nineteenth National Congress pointed out that we should dig deeply into the ideological concepts, humanistic spirits and moral norms contained in the excellent traditional Chinese culture. In 2009, the skill of carved preserved fruit of Miao and Dong ethnic groups in Western Hunan Province was listed as the second batch of provincial intangible cultural heritage projects. However, there are still many problems in its inheritance and protection, such as the discontinuity of inheritors, the absence of local measures in government compilation and implementation, the low resonance of cultural audiences to the culture of carved preserves, the impact of foreign cultures and production, the single pattern of production and the worrying current situation of inheritance and protection . Through a thorough investigation and study of non-relics cultural "carved preserved fruit" of the Miao and Dong nationalities in Gengshankou of Xia Village, Jingzhou County, Hunan Province, a new path of creative transformation and innovative development of folk skills of non-relics culture is put forward.*

KEYWORDS: *intangible cultural heritage; folk skills; western Hunan; carved preserved fruit*

1. The geographic environment of xia village

The origin of carved preserved fruit is mainly concentrated in the Xia Village of Gengshan kou, Jingzhou County, Hunan Province. Jingzhou is located in the border area of Southwest Hunan and Guizhou provinces. It covers a total area of 2210 square kilometers with a total population of 270,000 and administers 11 townships as well as one state-owned forest farm . There are 25 ethnic groups such as Miao, Dong and Han .Among them, Miao and Dong ethnic groups account for 74.4% of the total population. In February 1987, the State Council approved the establishment of the solely Miao and Dong autonomous county of Jingzhou which has a long history, with Feishan culture as its core and Miao and Dong ethnic culture as its major achievement. It is the spiritual home of Miao and Dong ethnic groups in the border areas of Hunan, Guizhou, Hubei provinces and Chongqing city. Also,it is "the land of Miao people's songs" and "the land of Chinese folk culture and art". In addition,it is endowed with many national and provincial intangible cultural heritages,which is valuable due to its unique geography and culture that carved preserved fruit has been bred up to now.

2. An overview of carved preserved fruit in Miao and Dong ethnic areas of western Hunan

The carved preserved fruit of Miao and Dong nationalities in Jingzhou of western Hunan, is a kind of ancient carved food with a long history. It originated from the "kaleidoscopic tea" of Miao ethnic and then evolved into the present "carved preserved fruits". The production technology of carved preserved fruits is mostly manual operation .Besides, its process is more complex and the requirements for technique are more delicate, which is also different from other food production characteristics. Carved preserved fruits is created by the wise Miao and Dong ethnic groups , which carries the thoughts of the Miao and Dong ethnic people and is a very precious historical heritage. [1].

Under the current national poverty alleviation work, the relevant departments have put forward five ways to solve the basic problems of people's living and environmental conditions.,including increasing the income of the local residents, carrying out the relocation of local economically disadvantaged people's accommodation ,conducting poverty alleviation through education, creating medical and sanitary measures,guaranteeing a full coverage of minimum basic living standard. This survey mainly focuses on the first measure. Through the advances of local industries, especially the development of characteristic industries in poverty-stricken areas, such as developing industries and increasing income, the problem of a group of people who are under poverty could be solved. [2] As one of the 50 impoverished counties in Hunan Province, Miao and Dong autonomous county of Jingzhou has rich and various minority culture, and carved preserved fruit is one of the products of its national culture. Carved preserved fruit has beautiful appearance,

unique style and eye-catching, which can be developed as a local characteristic industry.

3. Difficulties in the inheritance and development of the skill of carved preserved fruit

3.1 The situation of the inheritors of production skills

The number of inheritors with exquisite sculpture skills is few and the age of inheritors is old , while the number of ordinary inheritors is large. Although a cooperative group has been set up, the number of inheritors with exquisite sculpture skills is very small. Only three inheritors at the municipal level are Luo Xianmei, Feng Yongmei and Chu Jihua. One inheritor at the county level is Yi Minzhen. At present, the production skills of carved preserved fruit are mainly distributed in more than 50 villages around four management committees (Quyang, Feishan, Jiangdong, Genshan Pass) and two townships (Hengjiang Bridge, Pukou), with the old county town of Jingzhou (Original Quyang Town) as the center. Among them, there are 70 people, including 8 males and 30 females in Genshan Pass which is the most centralized, while there are 31 people who are over the age of 30 and under the age of 50 and 29 people who are over the age of 50 and under the age of 70.

But in Jingzhou, many families do not treat carved preserved fruit as a full-time job, but simply for the needs of the family to do, so the appearance is not exquisite and rough craft. And because of the low price, low profit and long production time as well as energy consumption of carved preserved fruit, young people who are in the village have turned to work in the outside of the county to support their families. Over a period of time, the carved skill has gradually become unfamiliar and inexperienced. [3] For carved preserved fruit that need to be handed down orally and repeatedly, there is a lack of a complete chain of inheritance - no master and apprentice, only between mother-in-law and daughter-in-law, and between mother and daughter.

3.2 The carved preserved fruit can not meet the market demand

The raw material of the carved preserved fruit is immature grapefruit. Only in summer can we get good quality grapefruit, and the output of grapefruit can not necessarily meet the market demand. And making a perfect carved preserved fruit requires a total of seven or eight procedures (material selection, sculpture, soft foam, boiling, cleaning, boiling, re-washing, sugar pickling, drying in the oven), the minimum time required is one week. In addition, most people who carved preserved fruit are older, and the number of outcomes per day is limited. For example, the circle type of production could only carve 2-3 kilograms per day, which is far from meeting the market demand.

Jingzhou County is located in the remote mountainous area of Southwest China. Its transportation is not developed enough and its contact with the outside world is weak. The local ethnic tourism industry has been developing slowly but not on a

large scale. [4] Most of the consumers are local tourists, who concentrate on purchasing gifts from specialty stores and then give them to others. Although there used to be many small businesses to sell these characteristic products in Phoenix, since the ancient city of Phoenix sold tickets, due to the lack of profits and financial resources of the merchants themselves, the opportunity to go out is even less.

3.3 Investigation and analysis of the fabrication craft of carved preserved fruit

3.3.1 the Limit of Production due to Season

At present, the production quantity of carved preserved fruit is very limited, and only in a fixed season can the supply be provided, and the quantity of goods is not necessarily able to meet the market demand. In our interview with Grandma Chu Jihua, the successor, we learned that there are seasonal restrictions on making carved preserved fruit, since the main material of that is immature grapefruit, only in early summer can we find the raw materials with good quality. Considering most of the seniors who are able to do such a thing, their eyes are not that good, and the quantity of production a day is very limited. For instance, the circle type of production can only be carved around 2-3 kilograms a day, and the young people tend to carve about 400-500 kilograms a season.

3.3.2 the Long production time of carved preserved fruit

Even if the production process of carved preserved fruit is not complicated, it needs multiple processes and professional and careful craftsman to complete. Chu Jihua told us that it takes seven or eight processes to make a perfect and complete carved preserved fruit, and that it takes a week at least. Its time-consuming, exquisite craftsmanship and meticulous care all show the great value of goods themselves. According to Grandma's description to us, there are the following steps in manufacture:

- ① Material selection: Some are self-grown and some are purchased. In the market, the unit price of grapefruit is 7-8 yuan each. Choose the grapefruit with good growth, uniform color and no scar.
- ② Carry out sculpture.
- ③ Soft foam with clear water (boiling water).
- ④ Blanch with boiling water.
- ⑤ Wash with water the next day.
- ⑥ Cook with water.
- ⑦ Wash with water.
- ⑧ Add sugar and marinate.

⑨ Lastly, they are baked in the oven for five days.

3.3.3 Too short storage time

The preservation time of carved preserved fruit is short as a handicraft product. The edible value of that in round and canned form is not high. Therefore, they are generally sold as art works with high appreciation value. However, such products can only be preserved for about 2 years. Two years later, the skin of carved preserved fruit begins to yellowish, losing its original ornamental value. Moreover, as a kind of preserved food, they are fragile because of their high fragility. No light handling or bumping is fatal for carved preserved fruit. Based on the above two points, its time value as a work of art is greatly discounted. If consumers buy it as a handicraft, the length of storage time is an important criterion to measure whether they buy it. Sugar-cured products face problems such as moisture-proof, insect-proof, air isolation and so on, which are also more likely to get a headache and give up purchasing for consumers.

3.3.4 Simple taste and inconsistent with most people's taste

The taste of carved preserved fruit is single and not in line with the taste of most people. The taste of that made by different skilled people is much the same, while the taste of sweet goods will deter some consumers after eating too much. During our two-day visit to communicate with the local people, we found that the taste of carved preserved fruit limited people's preferences, and even in conversations with skilled people, she mentioned the helplessness of its taste. The data statistics of the questionnaire also showed that 38.3% of the reasons for refusing to buy were not in accordance with the taste.

3.3.5 Patterns are not innovative enough

Due to the fact that the skilled people are older, the patterns of carved preserved fruit in Jingzhou are mainly traditional patterns and even single, lacking of innovation. The artistry of patterns is the real attraction, which is also proved by the results of the survey report. As high as 97.37% of people are willing to make a buy decision because of their beautiful appearance. In order to meet the aesthetic needs of more consumers, pattern innovation is an important breakthrough, and most of the patterns of carved preserved fruit still have no new features and bright spots in the original style, which largely limits its market and reduces its possible market space. The innovative design needs to incorporate more fresh ideas, which requires more young people to invest in and needs to be led by more fashionable ideas.

3.4 Investigation and analysis of product market

3.4.1 There is no complete sales system.

Considering the small area, slow economic development and backward economy of Jingzhou County, carved preserved fruit has not been fully developed, and there is no complete sales system, so many merchants' purchasing channels are to buy directly in the village or the skilled people will send carved candied fruit to dealers

for sale. But in the agricultural market, the merchants tend to stock a small amount of scattered goods. Besides, when the products are broken, the value is greatly discounted. Thus, in order to reduce the losses caused by the transportation process to ensure profits, the price should be increased partly. Retailers generally earn a few money. For example, the purchase price is generally 18-20 yuan/ Jin according to the quality.

3.4.2 Most of the consumers are tourists

Most of the people who come to buy goods are tourists as a group such as a range of tour groups, and there are fewer scattered buyers. In specialty stores, tourists come to buy more, and the merchants point out that most of them buy gifts for others. In the past, many small businesses went to Phoenix to sell carved preserved fruit. Nevertheless, since the ancient city of Phoenix asked for tickets, there have been several reasons accounting for small target groups and small potential consumer market such as small profits of the merchants themselves, poor financial resources and less opportunities to go out.

3.4.3 Sales are affected by seasonal fluctuations

Through field research, the merchants in the farmers' market told us that carved preserved fruit have seasonal restrictions and can only be purchased in summer. After the Spring Festival, the production of that is almost zero. Considering the fact that it is usually produced in August, some businessmen will choose to stock up to extend the sale period of carved preserved fruit until winter, but obviously, the quality of products will decline in this way.

3.4.4 Wholesale is the main way to purchase carved preserved fruit

Due to a wholesale form of acquisition and large volume of each acquisition, so the price is even cheaper. The purchase price is generally 15 yuan to 18 yuan per kilogram and the price of goods in gift boxes is about 10 yuan per kilogram, which is even lower than the purchase price in the agricultural market. The owner of the wholesale market said that their purchasing channels were basically for themselves to go directly to the village to buy from the families producing carved preserved fruit. One of them said that they tended to go to the place named Hengjiang Bridge for acquisition.

3.4.5 Simple gift boxes for product packaging

In the investigation of the wholesale market, we found that gift boxes are packaged by the merchants themselves, and no factory is responsible for the packaging. That is to say, the merchants will find cheaper packaging factories outside Zhejiang Province or directly in Hunan Province to make customized packaging paper, and then directly sell it after they have packed it by themselves. It can be easily noted that the whole industry has different production standards and prices, so it is in a chaotic situation. No prominent manufacturer can represent a unified standard. Moreover, the packaging has no food safety certification pattern,

and its production date and shelf life are not fully in line with the national standard annotations, so that the purchasers have doubts.

3.4.6 Imperfect market supervision

There is no uniform standard for price and quality in a chaotic market. The chaos of price and quality have obvious problems in the wholesale market of the agricultural market. It is understandable that some merchants disclosed that they would mix two or so defective products into the packaged gifts, so some buyers choose to buy scattered goods and use their own packaging boxes alternatively. This also reflects the loopholes of imperfect market management supervision system in the county.

3.4.7 inadequate product publicity

Product publicity is the best bridge to communicate with consumers, which could be beneficial to promote sales and improve competitiveness. Propaganda and promotion of products are even related to the survival, development and growth of enterprises. However, the propaganda of carved preserved fruit is far from enough, which hinders people's recognition for that and inhibits their desire to buy it considerably. Although "wine is not afraid of the depth of the lane", the best thing that is not known is that there is no foothold of this product in the increasingly competitive market. The essential propaganda work is the key point when making a breakthrough in practice.

According to the figures of online questionnaire, only 21.95% of 123 people know about carved preserved fruit, 78.05% of them have no basic knowledge about that. This result shows to some extent the lack of propaganda work of carved candied fruit. It is imaginable that how low the possibility of purchasing something if they did not know what would be.

3.5 Analysis of Consumer Experience

3.5.1 Low visibility

At present, the propaganda work of carved preserved fruit is not in place, and it is not true for broadening horizons. In terms of the degree of understanding carved preserved fruit, 78.05% of people said they did not know about the products at all, accounting for the vast majority of the total number, and 81.3% of those said they had never bought carved preserved fruit, only 23 of them had the experience of purchasing carved preserved fruit.

3.5.2 Beautiful appearance but poor practicability

In the questionnaire survey of people who are willing to make a buy decision, it indicates that beauty is the main influential factor. According to the figures, 74 out of 76 people choose this as one of the reasons for purchase, followed by taste and efficacy of health as the second influential factor, and finally for low

price. Meanwhile, in the questionnaire survey of people who would not like to buy, it shows that 61.7% of those think that carved preserved fruit is not practical and 38.3% of those think that the products are too sweet and can not meet their requirements. As a result, the public do not choose to buy them.

3.5.3 Fewer people buy carved preserved fruit in reality

In the view of local people about carved preserved fruit, the majority of people think that the characteristic goods are representative of local culture, but few people choose to buy them.

We found that 71.6% and 46.6% of the respondents reckon that the most attractive part of carved preserved fruit is its unique flavor and its representative. Nearly half of the respondents would choose to buy them according to the situation.

3.5.4 Single purchasing channel

According to the results of interviews and questionnaires, the lack of purchasing channels for carved preserved fruit is also a major bottleneck in its sales. In the whole large-scale agricultural market, only 6-7 stores are selling carved preserved fruit, while only 1 is searched by Taobao according to the online e-commerce. To a certain extent, a single purchasing channel restricts consumption and recognition from the outside world.

3.5.5 There are more substitutes compared with carved preserved fruit

As a convenient and simple substitute (sugar bean tea) appears, the demand for carved preserved fruit is reduced to some extent. Substitute products are those that meet the same needs as those produced in the industry. If there are alternative products or potential alternative products in a subdivision market, the subdivision market will lose its attraction to some extent. Although the emergence of alternative soybean tea affects the local demand for carved preserved fruit, the artistic and ornamental nature of carved preserved fruit will guarantee a part of its market.

3.5.6 Non-relics cultural products have little practicability in daily life

With the acceleration of modernization and the impact of foreign culture, people's production and lifestyle as well as cultural ecology have undergone tremendous changes. [5] Some intangible cultural heritage projects are carried out less frequently in daily production, life and social activities. The ecological environment for the survival and development of intangible cultural heritage has changed dramatically. A large number of intangible cultural heritage with historical, cultural and scientific values are gradually losing, and even are on the verge of extinction due to the passing of the inheritors. In the process of investigation, it is found that some traditional Miao and Dong customs are gradually losing their survival soil. For instance, most of the traditional handicraft skills are gradually disappearing, and traditional competitions such as dragon dance, lion dance, dragon boat racing are gradually being forgotten.

3.6 Investigation and Analysis of Local Government Support

3.6.1 The propaganda function of all kinds of media has not been paid attention to

Through acquaintance, it is noted that most local people know about carved preserved fruit through the introduction and recommendation of relatives and friends, but it is less known through other media channels. For example, in the questionnaire statistics, nearly two thirds of the people, 319 people, know about carved preserved fruit through relatives and friends, and a small number of people know that through the supermarket promotion site and advertising leaflets. It can be seen that the government does not give more emphasis on propaganda, and not take advantage of the characteristics of fast publicity of a range of social and network media.

3.6.2 Implementing inadequate protection policies for non-heritage projects

According to reports, the provincial government has ever allocated funds to the county government for the establishment of carved preserved fruit cooperatives, but for various reasons, the implementation of the policy is relatively difficult. Apart from the government, there is no single organization, willing to help set up cooperatives. Villagers have a strong enthusiasm to set up cooperatives and have not been able to get a solution. Five years ago, some people put forward this idea to promote collective benefit without further follow-up.

3.6.3 Insufficient Support for Carved Preserved Fruit

In the survey, it was found that the government still did not give enough support for the management of carved preserved fruit. In fact, the County Cultural Bureau declared it as a provincial intangible cultural heritage early in 2009. At that time, the government formulated a "five-year plan" for that, which was to investigate and protect old artists in 2007, to train follow-up talents of carved preserved fruit skills in 2008, to establish a complete raw material production base in 2009, and to set up traditional carved preserved fruit workshop in 2010 as well as to build an ecological culture park of that in 2011. However, this plan has not been successfully realized.

4 Countermeasures and suggestions on the inheritance and development of "carved preserved fruit"

4.1 Social dimension: strengthen the publicity and education to enhance the Identity of Non-Heritage culture

4.1.1 Deeply excavate cultural details and raise public awareness of protection

Deeply excavating the history of carved preserved fruit skills and enriching their spiritual connotation is rather significant. Leading groups of counties' intangible cultural heritage protection work dig deeply and collect valuable cultural materials, further improve and create cultural reference libraries. The government invests in

the creation of the History Museum of carved preserved fruit, and engages relevant technical personnel to make brochures and to draw story walls about the origin of seven version of carved preserved fruit in order to enrich the content of that itself and to show tourists the history of carved preserved fruit development. What's more, as a saying goes "Behaviors lie on mentality".It is such fundamental to stimulate the public's understanding and enthusiasm for carved preserved fruit in order to enhance the public's awareness of protection.

4.1.2 Organizing social groups to foster public learning and inheritance abilities

The government can set up carved preserved fruit skills experience galleries in conjunction with social organizations. Through personal experience, the experienter can appreciate the difficulty of that, better feel the exquisite skills and the charm of minority culture. Local public welfare organizations can invest in training courses and recruit successors to teach their main skills as teachers. In addition, the government can also launch carved candied fruit contests from time to time to attract the masses to participate. While protecting and inheriting the craft of carved candied fruit, let people deeply participate in the competition of carved candied fruit in the way of competition, and improve the understanding and identity of carved candied fruit.

4.1.3 Integrating school education, focusing on the cultivation of adolescent culture

The government should vigorously promote the intangible cultural heritage, so that students become the chain of inheritance and protection. The teaching of non-heritage projects needs the corresponding venues, facilities and equipment to provide financial support. Vigorously preach the importance of inheritance of intangible cultural heritage, and cultivate the traditional cultural literacy of young people. The government encourages adolescents and children to learn traditional crafts by experiencing, adopting the form of public welfare classes, inviting the inheritors of intangible culture carved preserves to open the second class of carved preserves, organizing and convening adolescents to learn, and cultivating the design and hands-on ability of the next generation.

4.2. Government dimension: optimizing government service regulation policy and perfecting non-hereditary inheritance protection management mechanism

4.2.1 Improving the mechanism of protecting public financial input for non-heritage

The government needs to improve the establishment of the mechanism of public financial investment for the protection of intangible cultural heritage, because intangible cultural heritage is common to society and has public attributes. It should be included in the scope of public service-oriented financial expenditure, improve the mechanism of investment, ensure timely and efficient use of funds, and further

clarify the nature and nature of government investment. Responsibility, improve the government's investment consciousness and enthusiasm.

4.2.2 Establishing a strict market supervision system

The government should formulate and improve relevant laws and regulations, and regulate reasonably the production system of carved preserves. To formulate the corresponding production process standards, ensure the quality of carved preserves, regularly spot check sales shops, resolutely resist the unqualified products flowing into the market, and use the network media to open and transparent its production process, to solve the problem of integrity of the main business, while avoiding the current social sales chaos and maintaining the brand image of carved preserves.

4.2.3 Establishment of multi-input mechanism

At the same time, the government actively encourages the integration and participation of social forces and broadens financing channels and channels. Civil society organizations can be encouraged to create non-heritage protection funds. The government explores ways to increase the enthusiasm of social and non-governmental capital participation through taxation, preferential policies and income sharing, so as to provide more substantial and timely financial guarantee for protection work. Chinese style.

4.3 Industry Dimension: Innovating Industry Model and Enriching Product Diversity

4.3.1 Establishing production cooperatives to enhance endogenous motive force for development

Establish production cooperatives, unify production, unify pricing, create brand, and create unique products. We will vigorously support the development of cultural enterprises and handicraft products enterprises with local characteristics, encourage the combination of traditional handicraft and characteristic culture, introduce intangible culture into the market mechanism, and realize the industrialization development. Make use of brand effect, let carved preserve skills go out of Jingzhou and go to the whole country.

4.3.2 Multi-party linkage to solve product taste and safety problems

Aluminum is added to the traditional carved preserve technology to make the structure of grapefruit compact. Long-term intake of alum will endanger human health. Therefore, in cooperation with Chemistry and Biology College of Changsha University of Technology, our team replaced copper and alum with calcium chloride and citric acid, which met the national standards, and improved its hard taste and made it soft and waxy. At the same time, the influence of aluminium element in traditional process is removed, which makes the product more in line with the concept of green health. The government should work with relevant universities and research institutes to solve the problems of green food safety and taste improvement

Published by Francis Academic Press, UK

of traditional crafts and break through the bottleneck of the development of carved preserves.

4.3.3 Creative carved and Preserving Cultural Material Carrier

Firstly, we should innovate the material carrier of carved preserves, create cultural symbols and symbols, and visualize cultural connotations. Using the characteristic patterns of animals and plants in carved preserves and combining with modern process design, the technology and process innovation of products are carried out.

Secondly, the product packaging design should be reformed, and the local elements of Jingzhou minority nationalities should be added to the packaging design so as to enhance the cultural implication of carved preserves. Starting from the connotation of Miao and Dong culture, this paper expounds the cultural characteristics of carved preserves, and embodies the value and significance of regional culture in the packaging design of tourist souvenirs. In the process of cultural dissemination, the cultural connotation of the intangible cultural heritage of carved candied fruit is more directly displayed to the public.

Thirdly, we will combine Jingzhou's carved preserves with cultural and creative industries to create a series of cultural and creative products with local theme characteristics. Combined with the characteristics of the times and trends, attract the attention of consumers.

Fourthly, carved preserved tea can be developed with the help of tea culture, which can effectively spread the traditional crafts of carved preserved tea. It not only enriches the diversity of carved preserved tea products, but also further promotes the development of carved preserved tea industry, prolongs the industrial chain and brings considerable economic benefits.

4.3.4 Build diversified non-heritage products sales platform to enhance economic efficiency

With the introduction of "Internet +", the marketing of commodities has been more efficient and concise. Carved candied fruit can also catch up with the Internet's tail, show its origin, inheritance to protection and development, and integrate research, creation, production and exhibition. On the one hand, the government can provide knowledge lectures and training for producers of e-commerce logistics, and cultivate their network sales ability. Make all investors and sellers should increase the use of marketing channel resources to maximize the use of network resources, such as opening Taobao Store. On the other hand, the government supports the integration of non-legacy creative products with new Internet media. Promote the popularity of carved preserves in the Internet and create brand effect. In addition, the government can also cooperate with local hotels with ethnic characteristics and special stores in Western Hunan to expand the booths, stores and sales points of off-line tourist attractions, and sell non-heritage products through multiple channels, so as to form a win-win pattern of poverty alleviation, employment, industrial

development and cultural revitalization. Finally, the government should also increase the propaganda of carved preserve skills, actively display excellent non-heritage products to the market and win orders at home and abroad on various platforms of activities such as non-heritage festivals, exhibitions and World Expos launched at home and abroad.

4.4 Individual dimension: emphasizing the inheritance of Human resources and enhancing the initiative of cultural communication

4.4.1 Avoiding the homogeneity of national culture and defining the subject of protection

The protection of the inheritance subject is the core of the protection of non-relics. The handicraft inheritance of carved candied fruit has little economic income and teenagers' inheritance enthusiasm is not high, which makes it a major bottleneck in the inheritance and development of carved candied fruit. Firstly, the government should subsidize the activities of apprenticeship or education and training to provide necessary venues for their skills. Secondly, we should take necessary measures to ensure their lives and encourage social organizations and individuals to provide financial assistance to ensure their basic living needs. In addition, the government needs to create a reasonable price protection mechanism, which not only guarantees the rights of folklore skilled people, promotes the enthusiasm of craftsmen in cultural dissemination, but also recognizes and protects minority cultures.

4.4.2 Establishment of non-legacy poverty alleviation and employment workshops

Cultural administrative departments at all levels should vigorously publicize non-heritage to poor local households, help them understand non-heritage, and let local residents pay attention to the economic benefits of non-material culture. The government can set up special non-survivor poverty alleviation and employment workshops, encourage and support successors to set up study studios, etc. Focusing on training, the local non-hereditary inheritors or non-survivors will teach them in person, and regularly train the people of Jingzhou who are willing and have basic qualities so as to help more people master non-legacy skills and improve the local residents' involvement in the inheritance of carved preserves. The government has allocated funds and sent special personnel to establish cooperatives, which can encourage local youth to participate in planting management on the cultivation of grapefruit, the main material of carved preserves.

4.4.3 Helping disabled people to find jobs by means of non-legacy skills

Through the leadership of the local government, the non-legacy of the local cultural departments, and the local Disabled Persons' Federation, the eligible disabled people learn and master the non-legacy skills from the carved preserves successors, so as to promote the employment of disabled people in such areas as skills and related information collation. The products and services of the disabled can be recognized and used by the society. Achieving precise poverty alleviation,

Published by Francis Academic Press, UK

social welfare and cultural inheritance are three-pronged approaches. The government regularly evaluates the disabled people's mastery of non-legacy skills and their employment status in the pilot areas, and evaluates the actual effects of local disabled people's employment, traditional cultural protection and precise cultural poverty alleviation.

5. Conclusion

With the gradual increase of social attention to the protection of intangible cultural heritage, the government's increasing investment in the protection of intangible cultural heritage, the importance of non-heritage cultural skills, the cultural value of carved candied fruit will be fully tapped is the general trend. At present, carved preserves are facing the problem of inheritance of intangible culture, which reflects the loss of national culture. Through analyzing the inheritance of intangible cultural heritage from various angles and putting forward pertinent suggestions, this paper also has certain reference significance for the inheritance and protection of intangible cultural heritage of other folk skills..

References

- [1] Zhou Shaozuo. Research on Miao and Dong Candied carved Art in Jingzhou, Western Hunan [D]. Hunan University of Technology, 2016.
- [2] From the webpage: State Council Office for Poverty Alleviation: 70 million people living in poverty will be lifted out of poverty within six years [K].
- [3] Zhao Zhe. Study on brewing techniques of Xiecun yellow rice wine and integral protection of its architectural space environment [D]. Xi'an University of Architectural Science and Technology, 2009.
- [4] Shuluyao. Study on the Cultural Change of Carved Candied Tea in Miao and Dong Areas of Southwest Hunan [D]. Nanjing University of Aeronautics and Astronautics, 2011.
- [5] Cheng Ming. Development Strategy of Traditional Local Drama from the Perspective of Cultural Industry [J]. Northern Literature: Part II, 2017:176.