

Research on the Protection and Inheritance Strategies of Intangible Cultural Heritage: The Case of Traditional Tujia Brocade Weaving Technique in China

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Abstracts

Research purpose: This paper analyzes the inheritance dilemma faced by the traditional brocade weaving skills of the Tujia ethnic group in order to explore the specific implementation measures and effective mechanisms for inheritance protection.

Research Methods: The author of this paper organizes relevant data and literature, and with the help of cultural management theory, locates and constructs strategies for the protection and inheritance of intangible cultural heritage in Longshan County of Hunan Province and Laifeng County of Hubei Province, and analyzes the protection and inheritance of traditional brocade weaving skills of the Tujia ethnic group in the following four aspects: originality, wholeness, sustainability, and decidability, by applying the idea of inheritance protection.

Research Findings: The protection and inheritance of traditional and ethnic cultures are undergoing great challenges, and a large number of excellent intangible cultural heritages, including Tujia brocade, have been subjected to unprecedented impacts in this process.

Research application: The conclusions of this study show that specific implementation measures and effective mechanisms for transmission protection are conducive to promoting the protection and transmission of intangible cultural heritage. This paper provides some experiences and ideas for the protection and transmission of the traditional brocade weaving skills of the Tujia ethnic group and discusses the direction and development trend of future research.

Keywords: Tujia brocade; Intangible cultural; Heritage protection; Cultural management

Introduction

China has a long history, and Chinese culture has a long and profound history. In the long history, the industrious and intelligent Chinese people have created a rich intangible cultural heritage. The Tujia Brocade of the Tujia people in the Wuling Mountains of China, as one of the five famous brocades in China, integrates politics, economy, culture, folklore and beliefs of various historical stages, and has had an important position in the field of textile from the ancient times to the present. The Tujia people live in the Wuling Mountains surrounded by mountains all the year round, and the natural ecology of the mountains has given the Tujia people the skill of discovering the beauty of nature, and they have learned the skills of planting raw materials for weaving and dyeing, collecting, processing, spinning, dyeing, weaving, brocade weaving and other skills through the long-term understanding of the pigmentation of the fibers and juices of the crops in the mountainous areas and the practical use of them to weave the textiles with brilliant colors and rich patterns. These textiles were initially used by

the Tujia people as a means of production. These textiles were initially used as necessities for the Tujia people's own use, decorating and beautifying their lives, and at the same time leaving us a valuable traditional cultural heritage that contributed to the development of China's textile industry. However, with the rapid development of the society and the change of people's ideological concepts, the traditional brocade weaving skills of the Tujia ethnic group have encountered multiple realities in the protection and development of the dilemma.

1. Difficulties in the inheritance of the traditional brocade weaving skills of the Tujia people

Destruction of regional cultural ecology

In China, the protection of non-heritage is a government-led work on the inheritance and orderly development of the excellent traditional culture of the Chinese nation, cultural diversity and diversity of cultural expressions. However, the protection of non-heritage cannot be separated from the overall protection of regional cultural ecology, which suggests that we need to pay attention to the connection between the natural environment, natural ecology and cultural heritage and cultural ecology which are closely related to the non-heritage, and through the protection of the related natural and cultural ecology, the protection of non-heritage can be gradually realized, so as to enable its orderly and sustainable development in the future.



The real protection and inheritance should start from the source of the craft, and on the basis of protecting the cultural ecology, ensure that the raw materials of brocade have enough space for survival, and when creating brocade works, the brocade practitioners should be advocated to present the complete craft process, and insist on the implementation of the principles of the protection and inheritance of intangible cultural heritage.

Ideological change of craftsmen

The main body of intangible cultural heritage inheritance is people, therefore, people's views on a traditional handicraft or the degree of recognition of traditional culture play a key role in the inheritance of intangible cultural heritage. The main inheritors of Tujia traditional brocade weaving skills are located in Longshan County, Xiangxi Tujia and Miao Autonomous Prefecture, Hunan Province, and Laifeng County, Enshi Tujia and Miao Autonomous Prefecture, Hubei Province. During the 1980s and 1990s of the reform and opening up, Tujia brocade weaving skills have received widespread attention, and the local residents have spontaneously formed the consciousness of protecting brocade weaving techniques, especially in the decade of 1985-1995, when the development of Tujia brocade weaving brought a lucrative economic growth to the local practitioners. The development of Tujia brocade, especially in the decade from 1985 to 1995, brought local practitioners a rich economic income. However, with the excessive development of Tujia brocade products in the tourism industry, the quality of handicrafts began to decline extensively, and the fast-paced industrial production from raw materials to weaving techniques were trying to replace traditional handmade skills, thus causing a great impact on the protection and development of this traditional skill, brocade weaving factories closed down one after another, and many practitioners lost their jobs and went out to work. In recent years, the state has introduced a



number of policies for the protection of intangible cultural heritage, the simultaneous promotion of poverty alleviation through intangible cultural heritage, the improvement of transportation, the comprehensive coverage of radio and television, and the high-speed development of the Internet era have further enhanced the concepts of local residents, especially the new understanding and view of traditional crafts and culture.

Survival Dilemma of Tujia Brocade

With the development of society, the ecological environment in the Tujia settlement area has changed, forming an unprecedented impact and challenge to the survival of the traditional culture of the Tujia people, some excellent traditional culture is gradually talking about out of people's sight, the Tujia brocade culture is one of them. At present, the development of traditional Tujia villages is "hollowing out" and "decentralization" phenomenon, and the continuous development of the society makes the traditional culture of Tujia lose its original functional value and social role. Tujia brocade weaving is an important part of the traditional culture of the Tujia people, and it must have a living environment that is compatible with it in order to continue and develop.

In addition, the survival of the Tujia brocade dilemma is also manifested in the Tujia brocade craft inheritance "protective destruction", which is also a common problem in the process of intangible cultural heritage protection. Although the Tujia brocade handicrafts need to be developed, utilization, and tourism and market economy, to realize the value of conversion. However, if there is no rationalization of the development, excessive commercial development, mechanized production, lack of innovation, etc., and thus



these traditional cultures are interrupted due to our protection, then this is a kind of "protective destruction" of the intangible cultural heritage.

On the surface, it seems to be the prosperity of the safeguarded items, but in reality, it is a fundamental harm to the intangible cultural heritage, violating the "authenticity", "wholeness", "interpretability" and "sustainability" of the intangible cultural heritage. It is contrary to the principles of "authenticity", "wholeness", "interpretability" and "sustainability" of the intangible cultural heritage.

Difficulties in the inheritance of the traditional brocade weaving skills of the Tujia people

Nowadays, the scene of "every footstool has a flower weaver" has disappeared in the current Tujia community, the development of the times, the progress of science and technology has changed the Tujia people's life content and way of life, the change of the living environment has put the survival of Tujia brocade in a difficult situation, and the loss of

this excellent traditional culture is accelerating. Tujia is an ethnic minority without its own writing, so the inheritance of Tujia brocade weaving skills relies on generations of brocade weavers who use their brains to record and output, and then pass them on to their female relatives or apprentices by teaching them by word and example and by teaching them hand in hand. This kind of inheritance is passed down by the limitation of people's own physical function, if the inheritor is old and the physical condition deteriorates, there is the problem of inheritance difficulties. Nowadays, according to the author's understanding of the Tujia brocade masters in Xiangxi and Enshi Prefectures, due to the constraints of the inheritance method, the dependence on the inheritor is very high, so the brocade masters' old age is an unavoidable problem that will make the chain of inheritance of brocade technique broken, thus making the technique on the verge of being lost.

Tujia Brocade Masters in Xiangxi Prefecture, Hunan Province (Part)

Name and surname	Year of Birth	Age	Personal Achievement
Liu Dai'e	1955	67	Representative Inheritor of Tujia Brocade Weaving Technique, a National Intangible Cultural Heritage Item
Ye Shuiyun	1967	1967	Representative Inheritor of the National Intangible Cultural Heritage Program of Tujia Brocade Weaving Technique, Chinese Master of Arts and Crafts
Li Chengfeng	1965	57	Representative Inheritor of Tujia Brocade Weaving Technique, Intangible Cultural Heritage Project of Xiangxi Prefecture, Hunan Province.
Liu Daiying	1960	62	Representative Inheritor of the Intangible Cultural Heritage Program of Tujia Brocade Weaving in Xiangxi Prefecture, Hunan Province

Statistical Table of Information of Tujia Brocade Masters in Enshi Prefecture, Hubei Province (Part)

Name	Year of Birth	Age	Personal Achievement
Tang Hongxiang	1943	79	Hubei Arts and Crafts Master, Jingchu Craftsman
Liu Muxiang	1955	67	Hubei Provincial Arts and Crafts Master, Representative Inheritor of Tujia Brocade Weaving Technique of Hubei Intangible Cultural Heritage Project

The inheritance of Tujia brocade weaving technique is mainly inherited within the family, and family members are the main inheritors. For example, mothers teach their daughters, mothers-in-law teach their daughters-in-law, and sisters pass it on to each other, etc. Because brocade weaving craft originally existed to meet the needs of the family's internal life, learning and passing on this craft is a natural thing, so this way of inheritance has

certain limitations. With the rapid development of society and the influence of foreign cultures, the original mode of life has been broken, and there is a great contrast between the external environment that is advancing with each passing day and the living environment of traditional villages, and there are fewer and fewer occasions to use brocade in daily life environments, and the value of the traditional brocade culture is less and less valued among the young groups. At the same time, the economic value of brocade handicrafts is also difficult to reflect, forced by the reality of poverty in Tujia villages, the living conditions of brocade artists have not been substantially improved, and young groups have chosen to go out to work to maintain their livelihood.

The Inheritance of Tujia brocade skills, on the one hand, depends on the overall environment and audience, on the other hand, depends on the core inheritance of the crowd, especially the younger generation of inheritors, only in the continuous exploration to find practical measures and programs for the protection and inheritance of the Tujia brocade can really make the brocade "live".

2. Tujia traditional brocade heritage protection strategies and recommendations **Specific measures for the protection of inheritance**

Intangible cultural heritage is a place of thick traditional skills or customs, from generation to generation of people's production, life practices, its cultural connotation and value through a complete set of processes to ensure that the production environment requirements. Therefore, we have to implement the traditional brocade weaving skills of the Tujia heritage protection needs to further integrate the ecological environment, the main body of the inheritance of conditions and strength, with modern technology to carry out protection measures, so that the Tujia brocade weaving skills can be better for the "living" inheritance.

Construction of national cultural ecological reserve. The Tujia community is rich in traditional cultural resources, and representative intangible cultural heritage lists include Tujia brocade weaving techniques, Tujia hammock building techniques, Tujia Maugus Dance, Tujia folk songs, etc. The construction of the Cultural Ecological Reserve will provide an ideal environment for the Tujia community. The construction of the Cultural



Ecological Reserve will provide favorable conditions for the holistic protection of the intangible cultural heritage. In 1998, the well-known scholar Fang Lili raised the issue of cultural ecological imbalance in an advanced anthropology seminar hosted by Peking University, and she explained the significance of the "cultural ecology" in her later article: "Every culture created by human beings is a dynamic living organism, and all kinds of cultures gather together to form different cultural communities, cultural circles, and even cultural chains similar to food chains, which are interconnected to form a dynamic network of life, and as an organic part of the human culture as a whole, have their own values and play their own roles in maintaining the integrity of the whole human culture". Playing its own role", the basic meaning of which is to regard human culture itself as an ecosystem, the construction of a national cultural ecological reserve in the traditional cultural gathering place of the Tujia community will provide a basic guarantee for the protection of the inheritance of intangible cultural heritage in the region.

Starting from the fundamental needs of the main body of inheritance, retaining "people". In the protection of intangible cultural heritage, we should change the wrong concept of emphasizing "things" over "people". Tujia traditional brocade weaving skills of the inheritance of the main body is the Tujia young women, want to keep this part of the group should first solve its life problems and employment problems, life and economic security is the most critical, the most urgent need to solve the problem, to solve this part of the problem will be solved in the inheritance chain of the problem, inheritance protection has the significance of the implementation of the significance of the protection. In addition to the young inheritance body, the elderly brocade weaving artist is also a group we need to focus on, in the process of inheritance, they bear the heavy responsibility of passing on the art of apprenticeship. Tujia traditional brocade weaving process contains a complete set of processes from raw material planting, collection, processing, dyeing, spinning, weaving, etc., the protection of the main body of inheritance is the prerequisite for the protection of the Tujia traditional brocade weaving techniques, therefore, one of the measures for the protection of the inheritance of the old brocade weaving artists and the young inheritors still alive to give a certain degree of policy support and financial incentives, from their real needs to demand. Only by giving them reasonable livelihood protection can they implement the inheritance work in an orderly manner with peace of mind.

Building a digital platform for traditional Tujia brocade weaving techniques. First, a comprehensive survey and records should be carried out to complete the basic work of database construction. Set up a research team, in-depth Tujia community on the survival of the Tujia brocade skills of the real record, including the cultivation of raw materials, weaving tools, process, process characteristics, patterns, product use, folk characteristics and other aspects of the detailed text, picture records; Second, the Tujia brocade skills to digital documentary filming. The filming of the film needs to be supported and assisted by all levels of government and relevant departments, in the form of images, comprehensive and true record of the complete process of traditional Tujia brocade weaving, and stored in the archives; Third, the Tujia brocade technique national non-genetic heritage, provincial heritage holders of the skills of digital filming, inviting them to create and demonstration, do a good job of interview records, and the Tujia brocade heritage holders over the years on behalf of the work of the Tujia brocade, and the Tujia brocade heritage holders. Tujia brocade inheritors over the years on behalf of the work to read and explain the complete data stored in the database for scientific classification and management, through the above work as soon as possible to build up a digital management mode, in order to slow down the disappearance of the traditional Tujia brocade skills.

Constructing an effective mechanism for the protection of inheritance

In addition to building a good ecological environment, paying attention to the needs of the main body of inheritance, digital technology protection and other specific measures for the inheritance protection of the traditional brocade weaving skills of the Tujia ethnic group, it is also necessary to build up a management mechanism that adapts to the progress of the times, training bases, formulate an effective mechanism for the cultivation of the inheritors and carry out the rational development and utilization of the traditional culture on the basis of respecting the traditional culture, strengthen the cooperation with the schools and scientific research institutions, and carry out international exchanges and cooperation. international exchanges and cooperation.

The establishment of management mechanism is the important foundation for the protection of the traditional brocade weaving skills of the Tujia people. Tujia brocade has a wide distribution range, mainly in Hunan and Hubei provinces, with a wide geographical range and dense ethnic groups, and the responsibility of protection and inheritance is great, involving many functional departments, such as the competent cultural department, cultural relics departments at all levels, and ethnic work departments. According to Article 7 of the Intangible Cultural Heritage Law of the People's Republic of China, "The competent cultural department of the State Council is responsible for the protection and preservation of the intangible cultural heritage of the whole country; the competent cultural department of the local people's government at or above the county level is responsible for the protection and preservation of the intangible cultural heritage in the administrative area." The people's governments at or above the county level and their relevant departments are responsible for the protection and preservation of the intangible cultural heritage concerned within the scope of their respective duties. First of all, it is necessary to clarify the scope of work of each functional department, so as to avoid the problems arising from the overlapping and intersection of management, such as the increase of manpower and capital costs, the decrease of efficiency, the unclear implementation of responsibilities, and the difficulty of landing the work of protection and inheritance.

Tujia traditional brocade weaving techniques are mainly distributed in Longshan County, Xiangxi Prefecture, Hunan Province, and Laifeng County, Enshi Prefecture, Hubei Province, for the county-level people's government cultural administrative department is responsible for the protection of intangible cultural heritage in the administrative area, the duties of which are:

First, to publicize and implement the laws, regulations, guidelines and policies for the protection of intangible cultural heritage;

Secondly, to formulate and organize the implementation of plans for the safeguarding of intangible cultural heritage;

Third, to organize and carry out investigation, identification, recording and establishment of archives of intangible cultural heritage;

(d) To organize the evaluation and recommendation of intangible cultural heritage safeguarding projects and the identification of representative bearers;

Fifth, to organize and carry out publicity activities for the safeguarding of intangible cultural heritage;

Sixth, to manage special funds for the safeguarding of intangible cultural heritage and supervise their use;

Seven is to penalize acts in violation of these regulations;

(viii) to carry out other work related to the safeguarding of intangible cultural heritage.

Through the implementation of the relevant laws and regulations in the Law of the People's Republic of China on Intangible Cultural Heritage by the competent department of cultural administration of the people's government at the county level, the policy of rational utilization of protection and inheritance of development needs to pay attention to its authenticity, wholeness and inheritance when coordinating the various protection measures. Activities involving the management, development, utilization and operation of intangible cultural heritage items should fully respect the forms and connotations of the intangible cultural heritage, and it is prohibited to use the intangible cultural heritage in a way that distorts or degrades it. Therefore, the cultural administrative departments and leading cadres

of the people's governments at the county level, while fully recognizing the necessity and importance of rescuing, protecting and inheriting the traditional brocade weaving skills of the Tujia ethnic group, should look at the value behind the cultural resources of the Tujia brocade with a developmental perspective, and adhere to the concept of "protection promotes development and development promotes protection" in the commercial development and economic activities of the Tujia brocade, and not use the "protection promotes development and development promotes protection" as the basis for their activities. In the commercial development and economic activities of Tujia brocade, we should adhere to the concept of "protection promotes development, development promotes protection", and we should not use the practice of sacrificing national cultural resources for short-term economic benefits, not to mention the Tujia brocade cultural resources should not be exploited in an inordinate manner, resulting in the destruction of protection. It is through careful planning, organization and implementation that we can gradually promote the inherited protection of the traditional brocade weaving skills of the Tujia people.

Establish a perfect training base. The construction of the base is conducive to the teaching, exchange and further research of the traditional brocade weaving skills of the Tujia people, as well as the promotion, application and popularization of this traditional skill.

Special training bases should be established in Longshan County, Xiangxi Prefecture, Hunan Province, and Laifeng County, Enshi Prefecture, Hubei Province, from the county level to each village community, inviting representative inheritors of national intangible cultural heritage and representative inheritors of provincial intangible cultural heritage to give lectures on a regular basis, as well as inviting relevant experts and scholars to give theoretical guidance.

Each county should choose the village community with representative culture, good inheritance foundation and many brocade weavers for the construction of training base. For example, Longshan County of Hunan Province has a better training base (training center) in Rao Chehe Village, and apprentices from other neighboring villages need to go to Rao Chehe Village to learn Tujia brocade weaving skills, therefore, we will take Rao Chehe Village as the center, and take the neighboring villages with a better inheritance foundation to make statistics and comparisons. Therefore, we will take Liao Che He Village as the center, count and compare the neighboring villages with a better inheritance base, and choose two or three villages to build a training base for Tujia traditional brocade weaving skills. Similarly, the construction of training bases in Laifeng County, Hubei Province should be centered on the existing training bases in Laifeng County, and the village communities with better inheritance bases should be selected to build training bases for Tujia brocade weaving skills. The construction of the base provides a guarantee for the inheritance of the traditional brocade weaving skills of the Tujia people, and the establishment of more representative inheritance bases will help spread and promote the brocade weaving skills.





Establishing the training mechanism for inheritors.

The carrier of intangible cultural heritage is "people", which is created by human beings in long-term practice, and is the "living history" handed down from generation to generation, and is an indispensable part of cultural heritage. Tujia traditional brocade weaving skills is a real life of the Tujia people in the production of a handmade skill, the public social life is the Tujia traditional brocade weaving culture depends on the soil, but also its occurrence, development of the "data bank" and power source.

With the rapid development of social economy, the Tujia traditional brocade skills inheritance crisis, the inheritance of handicrafts is a dynamic process, is a kind of Tujia people's real-life environment generated by the living culture, its existence, development, evolution are in the nature, history,

reality of the interaction to be able to get the long-term effective protection, in order to reshape the past on the Tujia brocade enthusiasm, we must establish a set of practical and feasible mechanism to train the inheritors. Practical and feasible training mechanism for the inheritors.

First of all, we should break the traditional family inheritance mode. Tujia traditional brocade weaving skills are usually inherited within the family, mother to daughter and sister to sister is the most common way of inheritance. Nowadays, the brocade artists who can master the full set of brocade weaving skills are often older, and some of them are in poor physical condition and weak, so we need to pay attention to two points, one is to care and help the elderly brocade weavers, and provide protection in life and economy, so that they can teach their skills without worrying about them; the second one is to encourage the young women of the Tujia ethnic group to learn brocade weaving skills with the old brocade weavers, so as to pass on the brocade skills to them. Secondly, we should encourage young women of the Tujia ethnic group to learn brocade weaving skills from the old brocade weavers, break the inherited family teaching mode, and broaden the inheritance paths, so as to avoid the situation that the old generation of brocade weavers would rather keep all their masterpieces than accepting apprentices, or that the young women would like to learn the skills but there is no one who is willing to teach the skills. Government agencies should support and emphasize the protection of this group of brocade artists. In addition, the inheritors should utilize the existing resources to actively display the traditional brocade weaving techniques and achievements mastered by individuals, so that more people can understand and like Tujia brocade, and also absorb more young people to join the inheritance echelon to cultivate more qualified brocade weaving inheritors.

Secondly, the government needs to develop a complete set of evaluation and recognition system. Tujia traditional brocade weaving skills inheritance protection can not be separated from all levels of government on the inheritance of the main body of the rescue protection and guidance training. In the assessment and recognition should grasp the standard, such as Enshi Prefecture, Hubei Province, Laifeng County should be clear to the county (city), province, the national bottom-up three levels, to build a real and effective directory system, and categorization management. In the Tujia traditional brocade weaving technique inheritor identification, should be identified by the village brocade weaving artists in the county and

municipal level inheritors, and then identified by the county and municipal level inheritors in the provincial level inheritors, and finally identified in the provincial level inheritors in the national level inheritors. The identification of inheritors can refer to the Interim Measures for the Identification and Management of Representative Inheritors of National Intangible Cultural Heritage Items (Decree No. 45 of the Ministry of Culture of the People's Republic of China), of which Article 4 points out that citizens who meet the following conditions can apply for or be recommended as representative inheritors of national intangible cultural heritage items: (1) mastering and continuing a national intangible cultural heritage; (2) being recognized as the representative inheritors of national intangible cultural heritage items within a certain region or field. region or field is recognized as representative and influential; (iii) actively carries out inheritance activities and cultivates successor talents. The establishment of a directory of inheritors of the traditional brocade weaving skills of the Tujia people further realizes the target objects that need to be rescued and protected, and helps to carry out the protection and cultivation of the traditional brocade weaving skills of the Tujia people at a later stage. After the establishment of the directory, government departments at all levels should actively carry out the rescue and protection of the target objects, take into account the actual situation of the Tujia region, provide financial support to the inheritors, and help the inheritors to carry out the organization and implementation of propaganda, training and other activities. In addition to the allowances regularly issued by the state to the inheritors, the relevant departments of the province and the city should increase the financial input and regularly issue special funds for the construction of publicity and inheritance training and other programs. Through the establishment of a scientific and reasonable mechanism for the inheritance of traditional Tujia brocade weaving skills, mobilize the enthusiasm of the inheritors, not only to give them a livelihood security but also to achieve self-worth, so that they can be free of worries to concentrate on teaching.

Finally, the leading cadres in charge of the management of Tujia brocade culture need to strengthen the study of intangible cultural heritage cultural policy. Their degree of attention to the Tujia brocade culture is directly related to the development of the culture and economy of the region covered by the Tujia region's economic development is backward, is still one of the special hardship contiguous area, many villagers are still poor households, life security and community culture and economic development are the main work of the region's leading cadres. Leading cadres at all levels should implement the government's cultural policy, strengthen the change of ideological concepts, correctly recognize the necessity of the development of the traditional brocade culture of the Tujia ethnic group, improve their own cultural heritage and development of theoretical literacy, consciously and spontaneously pay attention to the issue of cultural heritage of the region, to develop a practical and effective mechanism for the training of talents, leading cadres should be a good traditional brocade culture of the Tujia ethnic group of the leader and the disseminator.

Inheritance protection and rational development and utilization. Inheritance protection and rational development and utilization is to respect the traditional culture as the premise, on the basis of maintaining the originality of the intangible cultural heritage Tujia brocade weaving techniques, to carry out the research and development and utilization of the Tujia traditional brocade weaving techniques, which is an important measure for the protection and inheritance of the traditional brocade weaving techniques of the Tujia ethnic group.

The productive protection of intangible cultural heritage adheres to the guidance of the scientific outlook on development, in accordance with the provisions of the Law of the People's Republic of China on Intangible Cultural Heritage, and conscientiously carries out the guideline of "protection as the mainstay, salvage as the first priority, rational utilization, and inheritance and development". The productive protection of the traditional brocade weaving skills of the Tujia people should correctly deal with the relationship between protection and utilization, without destroying its authenticity as a prerequisite for the development and utilization of the protection and inheritance of the need to follow the needs of the work, can not be blindly developed. For the development and utilization of the traditional brocade weaving skills of the Tujia people, the following suggestions are made:

First of all, the use of "new forms" show "old craft". Collection of art trend play is now the most popular form of consumption of young consumer groups, with traditional handicraft design art "trend play" is a new way to renew the "old craft", the purpose is to break the boundaries of traditional handicrafts and trends, so that the two are fused in an interconnected way into the public's field of vision. The aim is to break the boundaries between traditional handicrafts and trends, so that the two can be integrated and interconnected in a way that brings them into the public eye. To show the old crafts in new forms, create works in line with contemporary life, interpret the stories of non-heritage from the perspective of youth, tell the stories of non-heritage in the words of youth, and carry out innovative development of non-heritage on the basis of full study of traditions, for example, to create an IP (Intellectual Property) with the theme of Tujia brocade, and to pay attention to the expression of the connotation of traditional culture in the process of development, and to pay attention to the connotation of traditional culture in the process of penetrating into the market. In the process of penetrating into the market, it is necessary to pay attention to the ideas of the audience, and in the process of creation and dissemination, it is necessary to establish the topic and precise placement.

Secondly, the temperature of the craft is transmitted through the young generation of non-heritage bearers. The inheritance and protection of non-heritage should be integrated into modern life and reflect the value of the times. In the development and utilization of the traditional brocade weaving skills of the Tujia people should be more to encourage the younger generation of non-hereditary heritage bearers into the development of non-hereditary heritage, through the perception of the sensitivity of the trend of the times and the grasp of the consumption of cultural trends, based on the present, pioneering and innovative, and do a good job in the story of the inheritance of non-hereditary heritage, the brand building and the development of the planning work.

Finally, to create a new form of non-heritage culture. As a non-genetic heritage bearers, on the one hand, we should take the research and understanding of tradition as the fundamental innovation, on the basis of which to create a brand business with uniqueness and differentiation, to find the brand positioning, to cultivate the market competitiveness and consumer attraction, to be able to obtain the recognition of more young consumer groups. On the other hand, it is necessary to make full use of its own growth and learning experience into a unique brand culture, to create a unique brand development strategy. Yuan Bo, director and doctoral supervisor of Tsinghua University's Academy of Fine Arts, suggests, "For non-genetic inheritors, how to transform the inheritor's label and halo into brand assets, transform their own growth experience into a brand story, and form a unique brand culture, so as to differentiate themselves from other inheritors of the same type of project to form a

differentiated branding strategy, is to build a brand based on their own resources realistic ideas for branding."

Adhering to the unique development concept and brand spirit, the non-heritage inheritors should pay attention to the ideas of the target group on the basis of doing a good job of inheritance, so that the products can reach the consumer groups more accurately. So that when consumers come into contact with non-heritage products, they get a sense of psychological satisfaction, thus increasing their sense of identification with traditional cultural values.

Strengthen cooperation with universities and scientific research institutions. The teaching of traditional Tujia brocade weaving skills is one of the effective mechanisms for the inherited protection of Tujia brocade culture. In the process of cooperation with colleges and universities and scientific research institutions, the focus is on improving the practical education system with the non-heritage as the carrier, and expanding the new channels for the hereditary protection of non-hereditary heritage through the path of practical education.

First, the cooperation between non-heritage and colleges and universities. On the one hand, cooperating colleges and universities should build practical training bases, move the non-genetic inheritance workshops into the teaching environment of colleges and universities, build practical training centers with the theme of teaching non-heritage skills, and constantly explore the width and dimensions of teaching in the process of teaching and practice, and explore the diversity of non-genetic inheritance. Combining on-campus practical training with off-campus practice, students are organized to go to the Tujia Brocade Training Center during the summer and winter vacations to follow the masters of non-heritage to carry out on-site teaching practice, and go to the school-enterprise cooperation units for internship practice on a regular basis, so as to fully explore the path of non-heritage inheritance and carry forward the traditional culture. On the other hand, cooperating universities can regularly carry out social practice activities themed on traditional Tujia brocade weaving techniques, set up activity groups or societies themed on "non-heritage", and college teachers do a good job in guiding and organizing the groups or societies, and organize students to jointly assume the responsibility of maintaining its development. Using major holidays and festivals and ceremonies to carry out group or club activities, through various forms of brocade weaving experience and works of art exhibition to make the traditional brocade weaving skills of the Tujia people into the campus, into the community, into more groups, and further inheritance of the culture of intangible cultural heritage through cooperation with colleges and universities.

Secondly, cooperation between intangible cultural heritage and scientific research institutions. Intangible cultural heritage is an important part of Chinese excellent traditional culture, strengthening the cooperation between intangible heritage and scientific research institutions can provide theoretical basis and technical support for the inheritance of intangible heritage. Academic research on intangible cultural heritage is an important part of the inheritance of Chinese excellent traditional culture, and plays an important role in improving the inheritance and development of intangible cultural heritage. In the cooperation between non-heritage and scientific research institutions, we should follow the following requirements: firstly, before the non-heritage research, we should carry out in-depth field investigation, fully understand the non-heritage items at present the real survival and inheritance situation, and pay close attention to the living conditions and needs of the inherited people, and do a good job of writing records, and use the research results as a non-hereditary inheritance protection practice for the inherited people. Secondly, in the research of non-heritage should fully respect

the traditional culture as a prerequisite, the researcher should stand on the principle of truthfulness and pragmatism to carry out academic research work. Finally, in the non-legacy research, we should do more historical research and comparative research, make use of the excellent development experience at home and abroad, study the protection and inheritance of Chinese excellent traditional culture under the perspective of the excellent traditional culture of the global mankind, and promote the representative Chinese traditional culture to the international community.

Strengthen international exchanges and cooperation. Intangible cultural heritage is an important part of China's outstanding traditional culture, and innovating the path of non-genetic inheritance is one of the important ways to enhance cultural confidence. We should actively explore effective mechanisms for the protection of non-hereditary inheritance at home and abroad, fully explore the lessons learned from the protection and inheritance of non-hereditary heritage in the international arena, cultivate both inside and outside the country, and advocate the participation of all people in exploring the path of non-hereditary heritage protection and inheritance.

Strengthening international exchanges and cooperation is an important part of non-genetic conservation. Tujia traditional brocade culture is an important part of China's traditional culture, the protection and promotion of this traditional culture in addition to the above mentioned domestic inheritance path, we also need to strengthen international exchanges and cooperation, combined with the developed countries for the study of non-heritage and national cultural diversity of the practical experience, the following strategies and recommendations:

First, strengthen international academic exchanges. Civilization exchanges and mutual understanding is a powerful driving force for civilization development, the research on the traditional brocade culture of the Tujia people can not only be limited to individual Tujia people's living places, nor can it be limited to Hunan and Hubei provinces, we should carry out comparative research from a wider perspective on the basis of local research. Scholars from different countries have their own unique insights into the intangible cultural heritage of their own countries and the world, so it is very necessary to strengthen academic exchanges and information sharing, which will help us to explore the cultural characteristics of our own people from the perspective of the overall development of mankind.

Secondly, international project cooperation should be strengthened. As cultural workers, we need to broaden communication channels and innovate communication methods by enhancing the exchange and mutual understanding of different cultures around the world. Some of China's outstanding traditional cultures have not only received attention from domestic scholars, but also from foreign scholars. Then, the research work of this non-heritage project can start from both local and international directions, which can lead to the cooperation of international projects, and at the same time, we can also strive for the injection of funds and technical inputs from the international community, which can play a positive role in promoting the work of non-heritage project rescue, protection and inheritance.

Thirdly, international education cooperation. In the protection of the inheritance of non-heritage, we should actively explore the crossroads of China's non-heritage cultural exchanges, strengthen education and cultural exchanges, and follow the national initiative of "The Belt and Road" to carry out cultural exchanges with the countries and regions along the Belt and Road, and promote cultural exchanges with the countries and regions along the Belt and Road. Following the national "Belt and Road" (The Belt and Road) initiative, we will

carry out cultural exchanges with countries and regions along the "Belt and Road", promote educational cooperation among the countries along the route, and let China's excellent traditional culture go out.

Finally, the use of modern technology to empower the dissemination of non-heritage. In order to enhance international exchanges and cooperation of non-legacy, and explore the creative transformation and innovative development of non-legacy, we should change the way of international exchanges and dissemination of non-legacy in the past, and reasonably utilize the modern means to integrate culture, science and technology, and digitalization, to create non-legacy cultural IPs with Chinese characteristics, to give new vitality to non-legacy culture, and to give full play to the dissemination advantages of the digital media convergence platform, so that more audiences at home and abroad can experience Chinese non-legacy culture in this way. Through this way, we can feel the profoundness of Chinese non-heritage culture and promote the influence of Chinese non-heritage cultural value in foreign communication.

To sum up, in the practice of inherited protection of the traditional brocade weaving skills of the Tujia people, we should learn from the experience of the development of domestic and foreign non-heritage industry, effectively integrate representative and replicable methods and paths, and do a good job of cultural protection and inheritance. Rescuing, protecting and inheriting the traditional brocade weaving skills of the Tujia ethnic group is an arduous task, and we have gradually constructed a more complete inheritance protection strategy and suggestions by learning from the experience of the protection and inheritance of developed countries' non-heritage and exploring the specific measures and effective mechanisms, so as to make the protection and inheritance of the non-heritage come to fruition.

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