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Evaluation on the Protection and Development of Intangible Cultural Heritage in She Township, Jingning from the Perspective of Ecological Civilization

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Abstract: At present, intangible cultural heritage (ICH) is seriously threatened by modern civilization, taking Jingning She Township as an example, the existing protection and development model of intangible cultural heritage (ICH) in Jingning She Township is difficult to fully play its role in practice, and the protection and development work of ICH in Jingning She Township has not achieved the desired effect. Therefore, this paper puts forward some strategies for the protection and development of ICH in Jingning Shexiang, and constructs the evaluation system of ICH protection and development indicators in Jingning Shexiang by using the index weight determination method, and calls the ICH protection and development model proposed in this paper the ICH protection development improvement model, and conducts experimental research on the ICH protection development improvement model from several aspects. The study showed that the respondents' evaluation scores on the protection and preservation of ICH in She Township of Jingning were not high. The average feasibility evaluation score of the four experts on the improvement mode of ICH protection and development was 88.54, and the effectiveness evaluation score of the four experts on the improvement mode of ICH protection and development was 91.42. It shows that there is still a great room for improvement in the protection and development of ICH in She township of Jingning, and the improvement mode of ICH protection and development has obvious application demand and certain effectiveness. In the future, the protection and development of ICH in Jingning She Township should focus on the following aspects: enhancing the cultural self-confidence and cultural consciousness of the She people; Continuously implement the overall protection policy; Strengthen ICH education and cultivate appropriate inheritors of ICH; Properly develop ICH tourism.

Keywords: intangible cultural heritage; protection and development; index evaluation system; ecological civilization perspective

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1. Introduction

Ecological civilization is similar to human agricultural civilization and industrial civilization, and they both advocate increasing the level of productivity and thus improving people's material living conditions. However, there are also differences between ecological civilization and the other two civilizations, which is based on the concept of ecological environmental protection and sustainable development, and focuses on achieving high-quality and sustainable development of mankind, highlighting the importance of ecological environment. ICH is a variety of traditional cultural expressions that have been passed down from generation to generation and regarded as part of their cultural heritage. It also includes objects and places related to traditional cultural expressions, including language, oral traditions, customs, traditional handicrafts, etc. ICH is a concept closely related to the nation and the country. The protection of intangible cultural heritage has important strategic significance for cultural development, and the protection of intangible cultural heritage is conducive to the protection of national traditional culture and the diversity of national culture. The conventional ICH protection and development model has been

unable to meet the needs of ICH protection and development. Improving the conventional ICH protection and development model can enhance the efficacy of ICH and improve people's sense of identity with their own culture, so as to help build a harmonious society and promote coordinated economic and social development.

ICH is the inheritance of excellent culture, which has been studied by many scholars. Luo Z X organically integrated standardized technology and cultural management to ensure the authenticity of ICH [1]. Zhang J Q studied the structural adjustment and reconstruction of ICH under the background of urbanization, and established an ecological, organic and diverse ICH structural system [2]. Cao H conducted research on the dance class ICH of ethnic minorities [3]. Liu P used mathematical statistical techniques and literature methods to study Tibetan ICH, and put forward some countermeasures for the problems of Tibetan ICH inheritance [4]. Wang L analyzed the ICH on ethnic traditional sports, and proposed measures such as scientific division of the ICH protection list of ethnic traditional sports and moderate commercial development, so as to promote the healthy development of the ICH of ethnic traditional sports [5]. Long Y M analyzed and studied the ICH protection and development work in Guizhou. The characteristic development mode of Guizhou mode was constructed with the aim of protecting human cultural diversity and the means of activation and utilization [6]. Zhang M W studied the role and importance of ICH in the revitalization of rural culture, and put forward some improvement suggestions according to the current situation and problems of rural ICH protection and development [7]. All of these scholars have studied ICH.

The ecological civilization threshold refers to the concept of ecological civilization based on the harmonious coexistence of man and nature to see and understand things, and many scholars have carried out research work based on the ecological civilization threshold. Zhang X analyzed the geographical distribution and regional, cultural and perceived landscape characteristics of traditional villages in Hainan Province, and discussed the ecological protection of village landscapes and the inheritance of traditional cultural heritage [8]. Based on the concept of ecology, Rong G T proposed measures for intangible cultural heritage, such as establishing a systematic multi-dimensional inheritance mechanism, strengthening the ecological basic environment, and developing ecological inheritance paths [9]. On the basis of cultural integration, Zhang M C conducted research and summary in the field of intangible cultural heritage, and carried out further research and investigation on eco-cultural reserves [10]. Under the background of the construction of cultural ecological zones, Lu H investigated the current situation of intangible cultural heritage inheritance models in southeast Chongqing, and analyzed the sustainability of the tangible cultural heritage market under the five inheritance modes and production line mode under potential inheritance [11]. On the basis of exploring and following the law of ecological and cultural governance, Qiu B K explored the best choice for the construction of eco-cultural reserves to achieve the sustainable development of intangible cultural heritage and ecological culture [12]. Wei D discussed the natural resource value and cultural value of Sanheyuan National Park from the perspective of ecological civilization, which provided support for the ecological civilization construction and resource development of the park [13]. Based on ecological theory, Zheng S conducted research on the protection and management of intangible cultural heritage in urban areas [14]. From the above scholars' research, it can be seen that many scholars have studied intangible cultural heritage from the perspective of ecological civilization.

This paper summarizes the theory of ecological civilization and the intangible cultural heritage of Jingning She Township, analyzes the problems faced by the protection and development of the intangible cultural heritage of Jingning She Township, such as the problems related to the directory system and the problem of inheritors of intangible cultural heritage, and conducts experimental research from the aspects of the protection and preservation of ICH in Jingning She Township, the development and innovation of the transmission of ICH.

2. Theory of Ecological Civilization and the Problems Faced by the Protection and Development of Intangible Cultural Heritage in She Township, Jingning

(1) Theory of ecological civilization

The cognition of ecological civilization theory is divided into two kinds [15]. Ecological civilization in a narrow sense believes that ecological civilization is an aspect of social civilization. Material civilization is responsible for providing material and economic foundations. Political civilization is responsible for creating a harmonious and stable social environment. Spiritual civilization is used to meet people's spiritual and cultural needs. Ecological civilization maintains the close connection between other major civilizations and is an environmental factor for the sustainable development of all civilizations. Ecological civilization in a broad sense believes that ecological civilization is a new form of human civilization development. In the process of ICH protection and development in Shexiang, Jingning, the research work should be carried out using the theory of ecological civilization.

(2) Intangible cultural heritage of She Township, Jingning

Jingning County is the only She nationality autonomous county in China, and the She Nationality is one of the fifty-six ethnic groups in China. The She nationality culture is splendid and magnificent, carrying the unique cultural memory and precious spiritual wealth of the She nationality people. In this paper, through the literature survey method, it is known that the ICH of Jingning Shexiang in the national ICH directory includes She nationality folk songs and the folk customs of the She nationality March 3rd. The ICH of She Township under the provincial directory includes She Nationality sacrificial ceremonies, mushroom folk opera, benches, ribbon weaving skills, She Nationality wedding customs, She nationality costumes, She language, etc. The ICH of She Township under the municipal directory includes the craftsmanship of the She nationality headgear, the craftsmanship of the Daji jar, the She nationality medicine, and the puppet show.

(3) Problems faced in the process of protection and development of intangible cultural heritage in She Township, Jingning

Only by analyzing the problems existing in the event, can effective measures be taken against these problems [16]. This paper studies some problems existing in the protection and development of ICH in She Township, Jingning, as shown in Figure 1. The specific contents include the problem of the registration system, the problem of inheritors, the problem of lack of protection awareness and the problem of lack of professional talents.

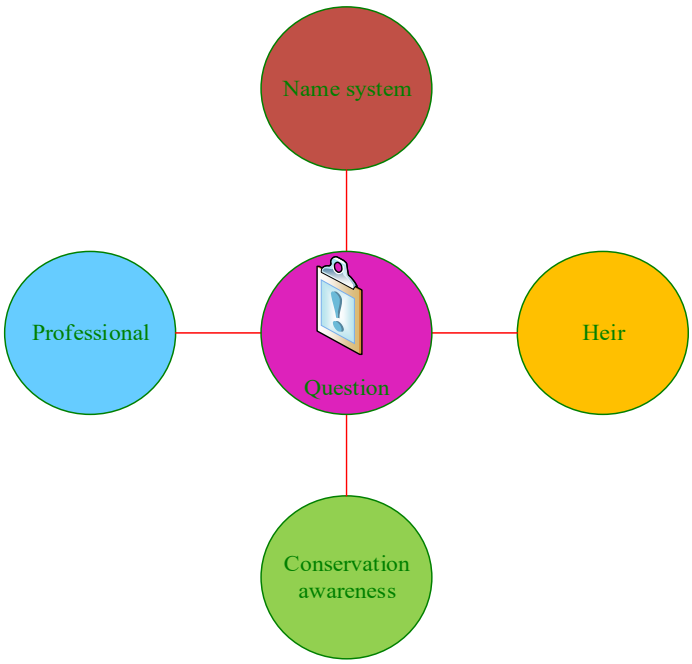


Figure 1. Issues faced in the process of ICH protection and development.

(1) Problems related to the registration system

The registration system can improve the visibility of ICH and enhance the protection of ICH [17]. This paper analyzes the problems existing in the ICH registration system in She Township, Jingning, and the specific content is shown in Figure 2.

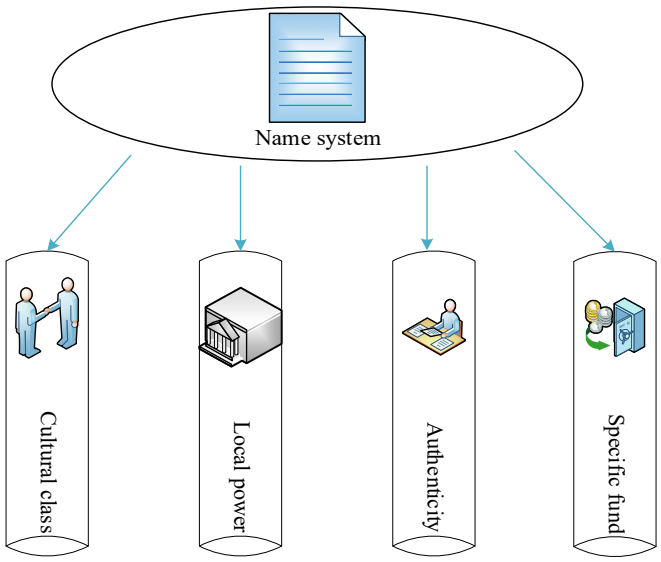


Figure 2. Issues related to registration system.

As shown in Figure 2, the issue of the registration system in She Township, Jingning is mainly reflected in four aspects: the issue of cultural class, the impact of local power on the ICH directory, the authenticity of the ICH directory, and the issue of special funds. The issue of cultural class in the ICH list declaration system would cause inequality between different cultures or between cultures of the same species. If the She nationality and the Tujia nationality also apply for the ICH list, but only a certain cultural practice of the She nationality is selected into the ICH list, it would psychologically create a cultural gap between the local She nationality culture and the Tujia culture. Similarly, Jingning County has 18 She townships under its jurisdiction. If only the characteristic customs of a certain township are selected into the ICH list, it would also strengthen the inequality within the same She nationality culture. The impact of local powers on the ICH list is reflected in the fact that the evaluation of the ICH list is basically decided by local governments and academia, ignoring the role of inheritors in the evaluation of the ICH list. The problem of special funds is reflected in the fact that most of the ICH protection and development funds come from financial support. There is a single funding channel, and financial resources also need to be used in other fields, not only for ICH protection and development, and financial support for ICH protection and development is limited.

(2) The issue of inheritors of intangible cultural heritage

Inheritors are the key to passing down folk culture from generation to generation [18]. This paper analyzes the problem of inheritors of ICH in She Township, Jingning, and the specific content is shown in Figure 3.

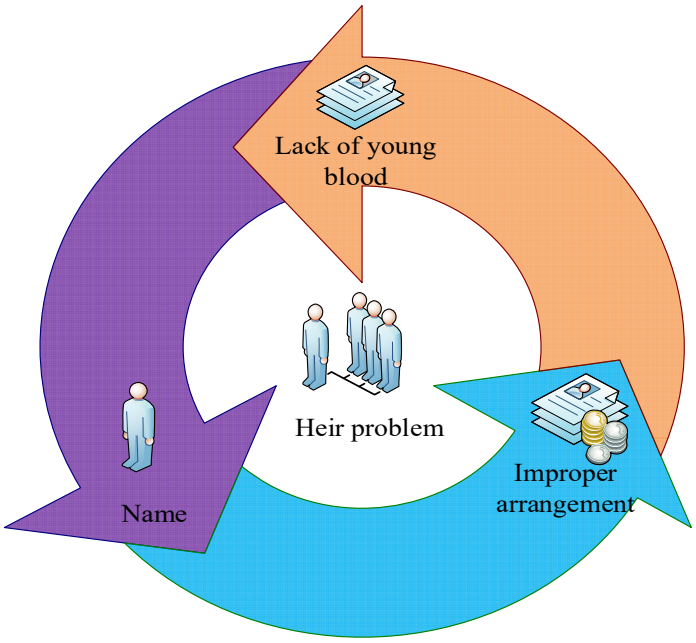


Figure 3. ICH inheritor problem.

As shown in Figure 3, the problems of inheritors in She Township, Jingning are reflected in the naming of the inheritors, the improper arrangement of the inheritors, and the lack of young blood of the inheritors. The problem of inheritor naming is reflected in the fact that the inheritor named as the representative inheritor of ICH may be excluded from the peers and unable to maintain a good interpersonal relationship. The living conditions and mental health of the inheritors would be affected. The lack of young blood of the inheritors is reflected in the fact that the inheritors are basically older. Due to the insufficient development of ICH, it is not attractive to young people, and young people prefer to live and work in big cities. Most of the inheritors of intangible cultural heritage in Jingning She Township are passed on in the form of mentors and apprentices, fathers and sons, and mothers and daughters, and the aging phenomenon of She's inheritors is serious.

(3) Lack of awareness of protection

The lack of protection awareness is reflected in two aspects. On the one hand, people in She Township have weak awareness of ICH protection; the weak awareness of protection is reflected in the fact that some people in She Township do not pay attention to the protection of ICH. The incorrect concept is reflected in the fact that some people in She Township have only a superficial concept of ICH protection work, but they have not raised this awareness to a conscious awareness of ICH protection. In real life, ICH is only used as an entertainment, and there is no appreciation of the cultural characteristics and humanistic spirit of ICH contained in it.

(4) Lack of professional talents

On the one hand, the protection of ICH requires the extensive participation of various forces and personnel in the society, and on the other hand, it also requires a professional team of talents and institutions to promote the development of specific work [19]. She Township, Jingning has insufficient efforts to introduce highly educated and high-quality talents. Insufficient understanding of ICH by non-professionals would affect the protection, inheritance and development of ICH.

3. Strategies for the Protection and Development of Intangible Cultural Heritage

(1) Enhancement of cultural self-confidence and cultural awareness of the She people

The She people are the fundamental force to inherit and protect the She culture. The She people should rationally view the cultural differences between their own culture and external cultures and properly handle the relationship between traditional national

culture and modern culture, and accelerate the establishment of cultural self-confidence and cultural awareness. Only by continuously cultivating and enhancing cultural awareness, can the enthusiasm of the She people for ICH protection work be increased.

(2) Strengthening of non-genetic inheritance and protection mechanism

Strengthening the ICH inheritance protection mechanism can be carried out from two aspects. On the one hand, it is to formulate a long-term plan for the protection of the She nationality ICH. This aspect emphasizes the long-term nature of the She nationality ICH protection plan; on the other hand, the emphasis is to establish and improve a feasible inheritance protection mechanism. In this regard, the emphasis is on the scientificity, rationality and effectiveness of the She Nationality ICH protection plan. In formulating the long-term plan for the protection of the She nationality ICH, the law of development of the She nationality culture should be consciously followed, and the ICH protection working mechanism led by the government and widely participated by the society should be continuously optimized.

(3) Strengthening of the modern non-genetic inheritance model

Strengthening the modern non-genetic inheritance model starts from two aspects. On the one hand, by improving the facilities of the She nationality ICH center and enriching the cultural products of the She nationality museums, cultural centers and libraries, the She nationality ICH center can better show the She nationality culture to people. It can also strengthen the She nationality's own sense of identity with the She nationality culture, and enhance the understanding of the She nationality culture by other ethnic groups; on the other hand, the database of the She nationality culture is continuously optimized and improved by using computer technology and information technology.

(4) Handling of the relationship between development and protection

The protection and development of ICH are not completely antithetical [20]. Based on the concept of ecological civilization, this paper studies how to deal with the relationship between ICH development and protection. The specific content is shown in Figure 4.

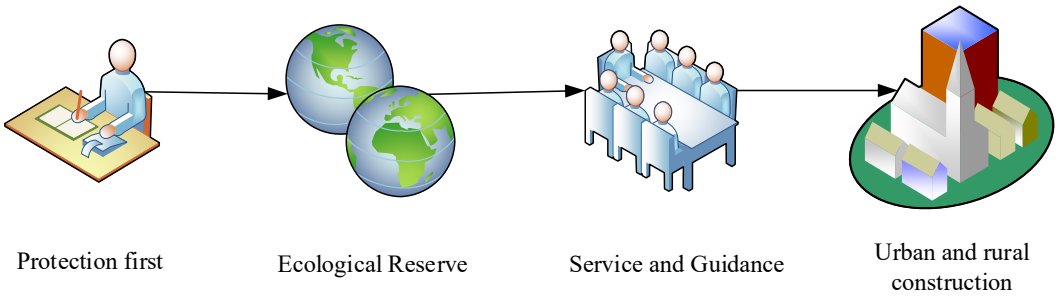


Figure 4. The relationship between development and protection.

As shown in Figure 4, to properly handle the relationship between development and protection, it is necessary to adhere to the priority of protection, and strengthen the construction of ICH ecological protection areas and the service and guidance of folk She cultural groups, and pay attention to ICH cultural protection in urban development and rural construction. Strengthening the construction of the She nationality ICH ecological reserve is conducive to strengthening the overall protection of the ICH, and is conducive to the inheritance and development of the She nationality ICH. Strengthening the service and guidance for the folk She ICH groups means that the cultural department should provide service support for the She ICH groups and provide them with more performance opportunities, thereby expanding the influence of the She ICH groups. The cultural department should also guide the content of the performance of the She nationality ICH group to prevent the She nationality ICH group from spreading fake and unhealthy culture.

(5) Establishment of the evaluation system for the development of intangible cultural heritage protection

The construction of ICH protection and development evaluation system is a requirement under the background of the digital era, which is of great practical significance. The construction of the evaluation system is conducive to managers better understand the current situation of ICH protection and development, compare the advantages and disadvantages of ICH protection and development between regions, help to clarify the responsibility for protection, and better understand the shortcomings of ICH protection and development, It is also conducive to providing a basis for ICH protection and development supervision of the supervision subject. In this paper, the ICH protection development index evaluation system of the She nationality was established, and the specific content is shown in Figure 5.

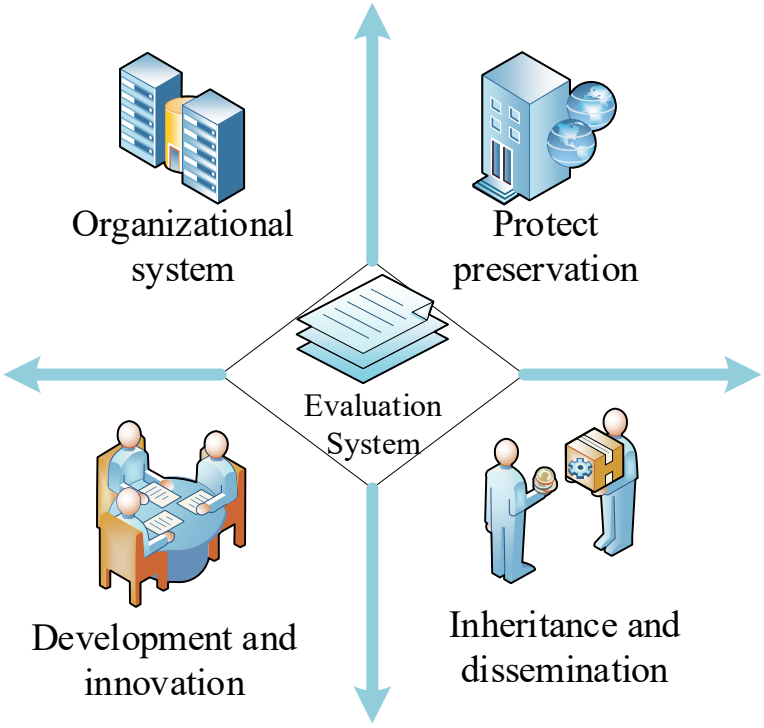


Figure 5. An index evaluation system.

As shown in Figure 5, the ICH protection and development index evaluation system established in this paper includes four modules: ICH protection and preservation, inheritance and dissemination, development and innovation, and organizational system [21]. ICH protection and preservation evaluation refers to the evaluation of the protection status, protection measures and protection strength of ICH. It is the central link of ICH protection. The evaluation contents include the construction rate of the ICH protection base, the digital preservation rate and accuracy rate of the project, and the implementation rate of the successor's rescue record. Inheritance and dissemination is the fundamental way of ICH protection. The evaluation content of inheritance and dissemination specifically includes the proportion of representative inheritors, the number of times that inheritors have participated in training, the situation of inheritors holding or participating in ICH activities, and the rate of inheritors leading apprentices to teach skills. The evaluation of development and innovation mainly depends on whether the ICH protection organization has put forward effective innovative ideas or innovative methods in the ICH protection work. The evaluation content of the organizational system includes the number of ICH administrative staff, the number of ICH non-administrative staff, the status of intangible cultural heritage protection related groups, and the training rate of intangible cultural heritage protection management personnel. Compared with other ICH protection and development strategies, the ICH protection and development strategy proposed in this

paper takes into account the She, and puts forward suggestions for using the evaluation system to monitor and promote ICH protection and development [22].

4. Application of Index Weight Determination Method in the Evaluation System of Intangible Cultural Heritage Protection and Development Index

In this paper, the weights of ICH protection and development indicators are studied by using four methods to determine the weights of the indicators, namely, the dimensionless method, the regression analysis method, the entropy method and the coefficient of variation method.

(1) Dimensionless method

The normalization method is:

$$i'_{pq} = \frac{i_{pq} - \overline{i_q}}{t_q} \tag{1}$$

Among them, i_{pq} represents the index value of the q index on the p sample; $\bar{i}_q$ is the average value of the q index; t_q is the standard deviation of the q indicator. Its calculation formula is:

$$t_q = \sqrt{\frac{1}{\beta - 1}\sum_{p=1}^{\beta}\left(i_{pq} - \bar{i}_q\right)^2} \tag{2}$$

The averaging method is:

$$i'_{pq} = \frac{i_{pq}}{\bar{i}_q} \tag{3}$$

The extreme difference method is:

$$i'_{pq} = \frac{i_{pq} - i_{\alpha q}}{i_{Aq} - i_{\alpha q}} \tag{4}$$

Among them, i_{Aq} is the observed maximum value of the q indicator, and $i_{\alpha q}$ is the observed minimum value of the q indicator.

The minimization method is:

$$i'_{pq} = \frac{i_{pq}}{i_{Aq}} \tag{5}$$

(2) Regression analysis method

If the line connecting the points representing the ICH protection development index is close to the curve, the curve regression model can be derived:

$$\lambda_s = f(s, \kappa) + \eta_s \tag{6}$$

where, λ_s is the prediction index and η_s is the prediction error. Set that the given error term is subject to the normal distribution of zero mean and constant variance [23–25].

In addition to the curve regression model, regression analysis has several trend models for indicator prediction:

The polynomial trend model is:

$$\lambda_s = \chi_0 s + \chi_1 s + \ldots + \chi_c s^c \tag{7}$$

The logarithmic trend model is:

$$\lambda_s = \chi + \gamma \ln s \tag{8}$$

The power function trend model is:

$$\lambda_s = \chi s^{\gamma} \tag{9}$$

The exponential trend model is:

$$\lambda_s = \chi\varepsilon^{\gamma s} \tag{10}$$

The hyperbolic trend model is:

$$\lambda_s = \chi + \gamma/s \tag{11}$$

The modified exponential model is:

$$\lambda_s = G - \chi\varepsilon^{\gamma s} \tag{12}$$

The logistic model is:

$$\lambda_s = \frac{H}{1 + \sigma\varepsilon_{-\gamma s}} \tag{13}$$

(3) Entropy value method

According to the entropy value method, the actual value of the ICH protection development index is converted into the evaluation value according to the proportion method, and there are:

$$i_{pq} = \frac{\omega_{pq}}{\sum\limits_{p=1}^{j} \omega_{pq}} \tag{14}$$

The entropy value of the q index is:

$$\ell_q = -c\sum_{p=1}^{j} i_{pq} \ln i_{pq} \tag{15}$$

The formula for calculating the index difference coefficient is:

$$\mu_q = 1 - \ell_q \tag{16}$$

The formula for determining the indicator weight is:

$$\rho_q = \frac{\mu_p}{\sum\limits_{q=1}^{m} \mu_q} \tag{17}$$

Among them, m is the number of evaluation indicators.

(4) Coefficient of variation method

The formula for determining the coefficient of variation is:

$$\kappa_q = t_q/\bar{i}_q \tag{18}$$

The formula for determining the indicator weight is:

$$\rho_q = \frac{\kappa_q}{\sum\limits_{q=1}^{m} \kappa_q} \tag{19}$$

5. Application Requirements and Effect Evaluation of ICH Protection Development and Improvement Mode

This paper firstly investigated the problems existing in the protection and development of ICH in the She township of Jingning in the form of questionnaire. The survey was carried out twice. In the first survey, 19 people engaged in or used to be engaged in the protection and development of ICH in the She township of Jingning were invited, and in the second survey, 23 people were invited. The surveyed subjects were invited to evaluate the status

quo of ICH protection and development in Jingning She Township from the aspects of protection and preservation, inheritance and communication, development and innovation, and organizational system. After that, four experts were invited to evaluate the feasibility and effectiveness of the ICH protection development and improvement model proposed in this paper. These four experts were named Expert Q, expert W, expert E and expert S respectively.

(1) Problems in the protection and development of ICH in Jingning She Township considered by relevant staff

Ask relevant staff to fill in the problems they think exist in the protection and development of ICH in Jingning She Township. Each person can only fill in one question, as shown in Figure 6.

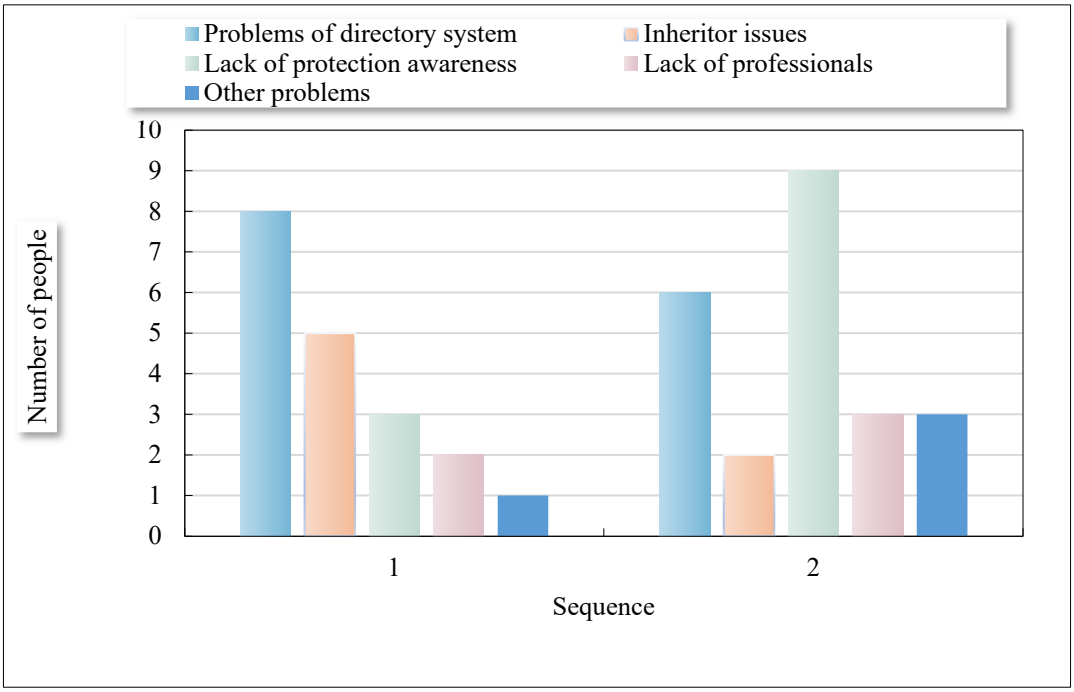


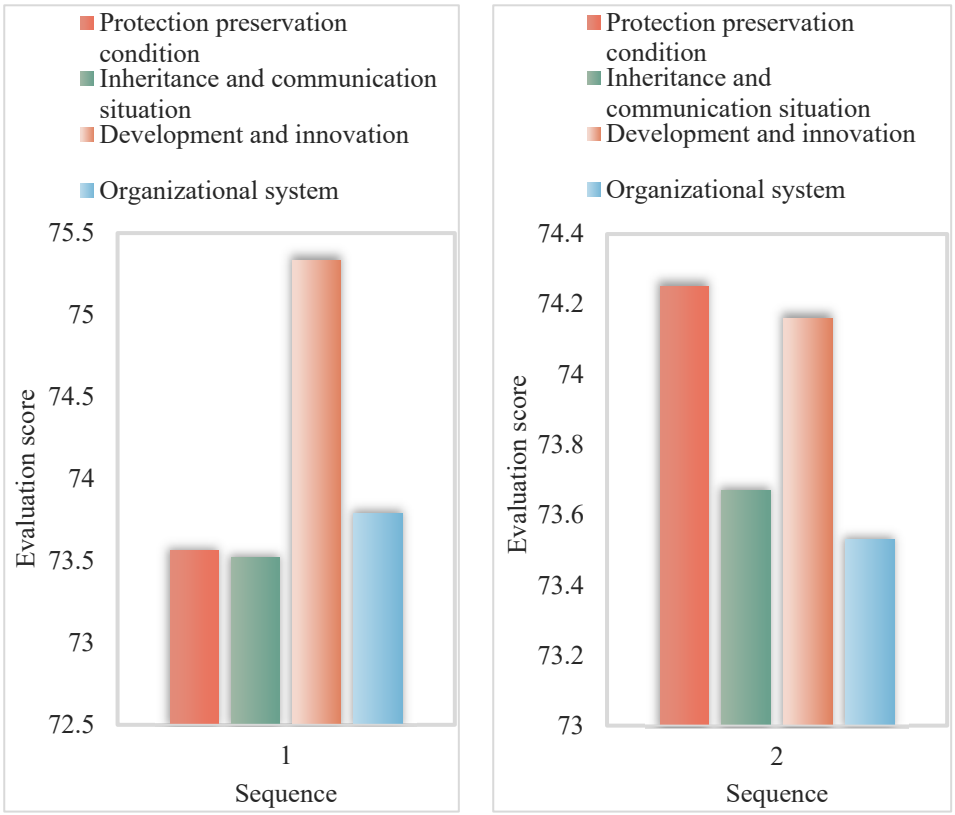
Figure 6. Related staff think the problems in the protection and development of ICH in Jingning She Township. "1" and "2" refer to the first and second surveys respectively.

As shown in Figure 6, in the first survey, 8 relevant staff believed that there was a problem of listing system in the protection and development of ICH in Jingning She Township; 5 believed that there was a problem of inheritors in the protection and development of ICH in Jingning She Township; 3 believed that there was a problem of lack of protection awareness in the protection and development of ICH in Jingning She Township. There are 2 relevant staff believe that there is a lack of professional talents in the protection and development of ICH in Jingning She township, there is a related staff filled in other questions, the relevant staff believe that there is insufficient financial support in the protection and development of ICH in Jingning She Township. In the second survey, 6 relevant staff believed that there was a problem of list system in the protection and development of ICH in Jingning She Township; 2 believed that there was a problem of inheritors in the protection and development of ICH in Jingning She Township; 9 believed that there was a problem of lack of protection awareness in the protection and development of ICH in Jingning She Township. 3 relevant staff believed that there was a lack of professional talents in the protection and development of ICH in Jingning She Township, and 3 related staff filled in other questions. Two of them believed that the government management was insufficient, and one believed that there was a conflict between economic development and ICH protection. It can be seen that the problems of list system, inheritors, lack of protection consciousness and lack of

professional talents are all existing problems in the protection and development of ICH in Jingning She Township.

(2) The survey respondents' evaluation on the status quo of ICH protection and development in Jingning She Township

The surveyed subjects are invited to evaluate the status quo of ICH protection and development in She Township of Jingning. The evaluation scores range from 1 to 100, and the specific results are shown in Figure 7.



(**a**) The first survey evaluation. (**b**) The second survey and evaluation.

Figure 7. The survey object's evaluation on the status quo of ICH protection and development in Jingning She Township.

As shown in Figure 7a, the evaluation scores of the surveyed on the protection and preservation of ICH in She Township of Jingning were 73.56, that of the inheritance and dissemination was 73.52, that of the development and innovation was 75.33, and that of the organizational system was 73.79. In Figure 7b, the evaluation scores of the surveyed on the protection and preservation of ICH in the She township of Jingning are 74.25, that of inheritance and dissemination is 73.67, that of development and innovation is 74.16, and that of organizational system is 73.53. From the average data of the two surveys, the evaluation scores of the respondents on the protection and preservation of ICH in Jingning She Township were 73.91, 73.6 on the inheritance and dissemination, 74.75 on the development and innovation, and 73.66 on the organizational system. As can be seen from the above data, the evaluation scores of the surveyed on the protection and preservation of ICH in Jingning She Township are not high, indicating that the protection and development work of ICH in Jingning She Township still has great room for improvement, and the improvement mode of ICH protection and development has certain application needs.

(3) Experts' evaluation of ICH conservation development improvement model

Evaluate the feasibility and effectiveness of ICH protection development improvement model by experts, as shown in Figure 8.

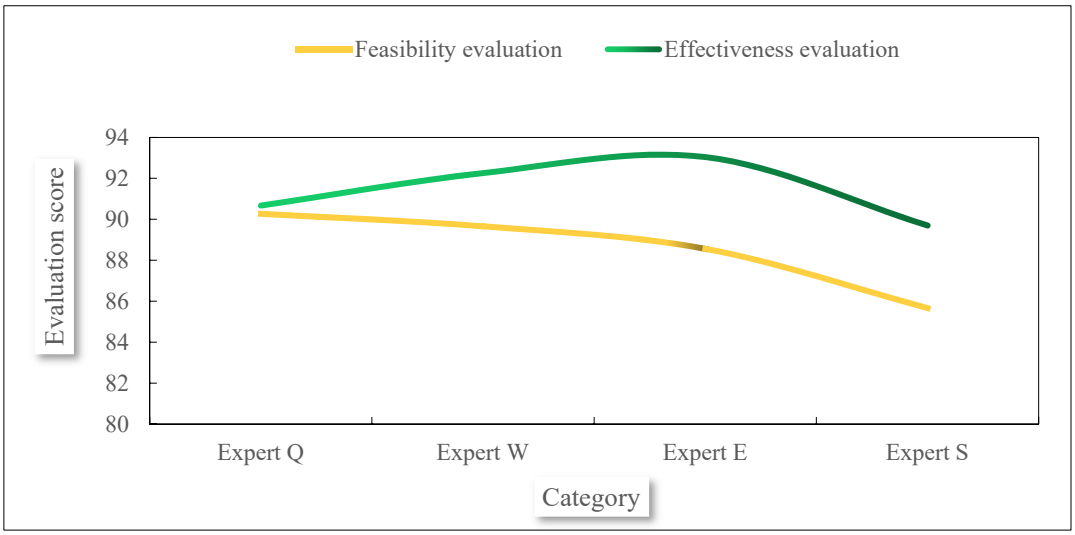


Figure 8. Expert evaluation of an improved model of ICH conservation development.

As shown in Figure 8, the feasibility evaluation score of expert Q on the ICH protection development improvement model is 90.27, and the effectiveness evaluation score of Expert Q on the ICH protection development improvement model is 90.67. The feasibility evaluation score of expert W on the ICH protection development improvement mode is 89.66, and the effectiveness evaluation score of expert W on the ICH protection development improvement mode is 92.26. The score of expert E's feasibility evaluation on the ICH protection development improvement mode is 88.56, and the score of expert E's effectiveness evaluation on the ICH protection development improvement mode is 93.04. The feasibility evaluation score of experts S for the ICH protection development improvement model was 85.67, and the effectiveness evaluation score of experts S for the ICH protection development improvement model was 89.7. Based on the analysis of average data, the average feasibility evaluation score of the four experts on the ICH protection development improvement mode is 88.54, and the average effectiveness evaluation score of the four experts on the ICH protection development improvement mode is 91.42. As can be seen from the above data, the feasibility evaluation scores and effectiveness evaluation scores of the ICH protection development and improvement mode are high, and the ICH protection development and improvement mode has certain application feasibility and effect.

6. Conclusions

At present, there are some problems in the protection and development of ICH in Jingning She township, such as lack of protection consciousness, imperfect list system and lack of young blood of inheritors. Therefore, this paper studies the protection and development of ICH. In view of the protection and development of ICH in Jingning She Township, the improvement mode of ICH protection and development was proposed, and the protection and development of ICH in Jingning She Township was evaluated from the aspects of protection and preservation, inheritance and transmission, development and innovation, and organization system through questionnaire survey. Then, four experts were invited to evaluate the feasibility and effectiveness of the ICH protection development and improvement mode proposed in this paper, and the conclusion was drawn that the ICH protection and development and improvement mode has obvious application needs and certain effectiveness. However, due to the limited academic quality, the research work of this paper still has shortcomings. When proposing the strategies for the protection and development of intangible cultural heritage in Jingning She Township, it only provides a directional idea, and the proposed strategies are not specific enough; The sample data selected in the experimental study is less. I hope to have the opportunity to make up for

these limitations in future research to enhance the reliability and persuasiveness of the article.

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Data Availability Statement: Data is contained within the article.

Conflicts of Interest: The author declares no conflict of interest.

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