

Inspiration and Suggestions for the Revitalization and Inheritance of Intangible Cultural Heritage in the Tianjin Section of the Grand Canal National Cultural Park

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Abstract: The Tianjin section of the Grand Canal National Cultural Park, as a national cultural park with unique intangible cultural heritage features in the northern section of the Grand Canal, has attracted much attention both domestically and internationally since its planning. This article is based on the perspective of revitalizing and inheriting intangible cultural heritage. Through case analysis, it explores the inspiration and strategies for revitalizing and inheriting intangible cultural heritage from government planning policies to local response development strategies, and then explores the problems and countermeasures in intangible cultural heritage inheritance. In the form of case inspiration, it provides suggestions for revitalizing and inheriting intangible cultural heritage in the current full cycle construction of the Tianjin section of the Grand Canal National Cultural Park. Research has found that the inheritance and development of intangible cultural heritage require government policy support as the driving force, extensive social participation led by the government as the domestic demand force, cultural industry as the driving force, and modern multi-channel activation and inheritance of intangible cultural heritage as the follow-up force. Multiple levels of mutual driving and promotion of intangible cultural heritage inheritance and development.

1. Introduction

In 2019, the central government and the State Council further issued the "Outline of the Plan for the Protection, Inheritance and Utilization of Grand Canal Culture", which comprehensively plans the inheritance and protection of Grand Canal culture. The construction of the Grand Canal National Cultural Park is the soul project of the inheritance of Chinese national culture, and its planning and construction are essentially the process of reconstructing cultural memories and reproducing spatial culture related to the Grand Canal. Effectively leveraging the role of new transportation arteries, new ecological axes, and new cultural links, effectively promoting the revitalization of rural areas along the route. Tianjin, as an important section of the Northern Grand Canal, is not only the only hub for river sea intermodal transportation, but also a water transportation hub in the "Double Guard Arch of the Capital" pattern, and an important node in building the "Millennium Canal" brand. In the modern development of our country, with the development of urbanization and the influence of politics,

economy, and foreign cultures, traditional intangible cultural heritage activities represented by agricultural culture have gradually faded out of our lives, leading to the transformation of many intangible cultural heritage material cultures into heritage protection oriented development. Many traditional intangible cultural heritage activity scenes and material cultural heritage can only be seen in small areas, becoming a "museum" style viewing and experience. In the process of increasing urbanization and internationalization, the lack and weakening of intangible cultural heritage symbols have led to several problems, such as single development of intangible cultural heritage resources, insufficient promotion efforts, lack of brand awareness and low level of activation and utilization, and insufficient regional characteristics.

2. The current situation and existing problems of intangible cultural heritage inheritance in the Grand Canal National Cultural Park

The current research on the inheritance of intangible cultural heritage in the Grand Canal National Cultural Park mainly focuses on two aspects: inheritance paths and methods. In terms of the inheritance path of intangible cultural heritage in the Grand Canal National Cultural Park, how to fully integrate intangible cultural heritage into modern society's production and life, and reflect the requirements of innovative development of excellent traditional culture, is an important topic for achieving intangible cultural heritage inheritance[1]. Accelerate the integration of culture and tourism, improve the quality of life of residents, explore new mechanisms for the protection, inheritance, and utilization of intangible cultural heritage, and achieve dynamic inheritance and sustainable development[2]. In the first phase of the Yangliuqing Ancient Town renovation project of the Tianjin section of the Grand Canal National Cultural Park, Tianjin has built an intangible cultural heritage tourism area, showcasing the Grand Canal transportation culture, folk belief culture, North China intangible cultural heritage, etc., transforming Yangliuqing Town from a transportation and trade ancient town into a new type of tourism and trade town. In terms of the inheritance methods of intangible cultural heritage in the Grand Canal National Cultural Park, some scholars have proposed conducting research on "local functions" based on regional functions, incorporating intangible cultural heritage into the important capital structure of sustainable development, and further exploring the path of intangible cultural heritage protection and inheritance that is in line with China's national conditions[3]. The activation concept, which is different from the traditional static protection mode, originates from the field of natural sciences and is a new concept of heritage protection and utilization [4-5]. Provide people with the opportunity to truly experience traditional culture and integrate it into modern life from obscurity and obscurity to simplicity and intuitiveness[6]. Incorporating the revitalization and utilization of various cultural heritage resources into the concept of "great protection" has laid the foundation for innovative cultural heritage management systems[7-8]. Some scholars have also pointed out that we should accelerate the construction of the Grand Canal cultural protection, inheritance, and utilization project, expand investment and financing channels, raise construction funds, and strengthen external publicity and promotion[9].

The inheritance of intangible cultural heritage cannot be separated from the participation of diverse social forces and the formation of a trend of public sharing [10]. We should adopt a "downward looking" perspective and "delve" into the people, their daily lives [11]. However, many traditional intangible cultural heritage activities and material cultural heritage can only be seen in small areas, becoming a "museum" style viewing and experience, leading to the lack and weakening of intangible cultural heritage symbols [12]. How to awaken the cultural consciousness of the people and restore traditions has become the mission and dilemma of current intangible cultural heritage inheritance[13]. Influenced by modern urban culture and the prevalence of trendy imported culture, some villagers are also indifferent to traditional intangible cultural heritage, doubting the long-standing traditional

culture and lacking confidence[14]. Although the cultural and tourism industry has successfully promoted the integration of culture and tourism through the use of canal heritage and intangible cultural resources, and facilitated the transformation and upgrading of regional economy, the current supply and demand sides are not coordinated, and there is a disconnect between the consumption of scenic spot products and cultural connotations[15]. The main problem lies in the low degree of integration of cultural tourism products. The main way of cultural tourism integration is to integrate intangible cultural heritage, stories, cultural creativity, etc. into the tourism industry, which requires professional, systematic, and scientific theoretical guidance to ensure the formation of a complete and high-quality product system for local cultural tourism and promote the inheritance and development of intangible cultural heritage[16].

From existing research, it can be seen that the academic community has conducted detailed discussions on the cultural inheritance policies, paths, and methods of the Grand Canal National Cultural Park. There have also been corresponding discussions on the current situation, paths, and methods of intangible cultural heritage inheritance. However, there is still a lack of cross disciplinary research on integrating intangible cultural heritage revitalization and inheritance into the construction of the Grand Canal Cultural Park, which needs further exploration. This article attempts to explore the inspiration and development suggestions for the revitalization and inheritance of intangible cultural heritage in the Tianjin section of the Grand Canal National Cultural Park as a case study.

3. Case study on the revitalization and inheritance of intangible cultural heritage in the Tianjin section of the Grand Canal National Cultural Park

This study intends to adopt an exploratory case study method based on the relevant development policies and implemented cases of the Tianjin section of the Grand Canal National Cultural Park, a key project in the existing Grand Canal planning and development projects. The case study mainly explores and deeply studies the relevant planning policies and implementation strategies of Tianjin's local response to the Grand Canal National Cultural Park, and summarizes the experience from future planning strategies and construction. It further explores the strategies and experiences of revitalizing and inheriting intangible cultural heritage in the construction of the Grand Canal National Cultural Park, comprehensively developing it, and empowering local revitalization with culture.

3.1. Government policy support

The inheritance of intangible cultural heritage is a key means of maintaining tradition and preserving characteristics, and intangible cultural heritage art, as the core part of national culture, its effective inheritance and development are crucial for the current cultural inheritance in China. The Xiqing District Government, Planning Bureau, and Tourism Bureau of Tianjin actively respond to the national cultural park policy, integrate into the construction of the Grand Canal National Cultural Park, deeply explore the cultural heritage of the Tianjin section, and attach importance to the protection, inheritance, and utilization of the Grand Canal culture. Scientifically and reasonably develop the tourism resources of Yangliuqing Ancient Town and along the North South Canal, construct a historical and ecological tourism route for the Wuqing section of the North Canal, and showcase the beauty of the ancient and modern integration of the millennium canal. In the "Action Plan for the Protection, Inheritance and Utilization of the Grand Canal Culture in Tianjin" issued in June 2020, it was proposed that Tianjin should carry out the Yangliuqing Canal Ancient Town Protection Project, including the Grand Canal Cultural Park. The Municipal Planning and Development Bureau actively cooperates with the People's Government of Xiqing District to carry out urban design and protection planning modifications for the core exhibition park of Yuanbao Island in the Tianjin section of the Grand Canal National Cultural Park. In the requirements for historical

and cultural protection, emphasis is placed on the protection and inheritance of intangible cultural heritage[17]. In November 2020, Tianjin Museum collaborated with experts from our city to conduct a demonstration and preliminarily completed the exhibition outline of the Canal Culture Museum. In addition, efforts have been made to promote the construction of specialized museums and exhibition halls in the areas along which the canal flows, and a series of high-quality cultural relic exhibitions have been planned[18].

3.2. Government led social participation

Under the guidance of the government, various sectors of society in Tianjin actively participate in the planning and construction of the intangible cultural heritage of the Tianjin section of the Grand Canal National Cultural Park. Through innovative methods such as master workshops and international competitions, top experts in planning, landscape, architecture, cultural arts, and urban operations from both domestic and international fields are gathered to jointly depict the development vision along the canal, explore its potential value, and make Xiqing District a key hub for the northern section of the Grand Canal[19]. The intangible cultural heritage inheritance of Yangliuqing woodblock New Year paintings takes into account the spontaneous inheritance forms of existing folk inheritors, and combines traditional old brand "Yuchenghao" painting studio and other traditional New Year painting production and sales forms to protect and develop the characteristic craftsmanship of traditional woodblock New Year paintings, such as wooden rigidity and half carving and half painting. People from all walks of life cooperate with universities to establish a talent training base for "Yangliuqing Woodblock New Year Paintings". Carry out creative design of New Year paintings, attempt to develop cultural and creative products, achieve mutual benefit and complementary advantages, strengthen the construction of teaching staff, enhance research and development capabilities, and effectively serve society[20].

3.3. Pay attention to the multiple protection, revitalization and inheritance of the original ecology of intangible cultural heritage

In the planning of the Yangliuqing section of the Grand Canal National Cultural Park, the protection of intangible cultural heritage is one of the key points. The Yangliuqing Woodblock New Year Painting Museum will be relocated back to the park and will showcase and protect intangible cultural relics such as New Year paintings through an open-air museum, recreating its former prosperity. At the same time, Yuanbao Island will expand its collection scope and enrich the content of intangible cultural heritage after relocation. More than 800 historical and cultural old houses in Yangliuqing Ancient Town will be restored using the "revitalization" method, aiming to continue local characteristics and inherit and protect historical architectural culture. The designer accurately locates the historical spatial pattern of the ancient town through historical records and archaeological research, including the range of rivers, the location of ferry crossings, and the layout of streets and alleys. Innovatively introducing the concept of "living museums" to protect and develop some areas of the ancient town. This type of city museum without walls will protect and preserve intangible cultural heritage in situ, highlighting the cultural value and significance of cultural heritage, cultural landscapes, and traditional customs. Tourists can interact and communicate with the indigenous people, experience the authentic customs and intangible cultural heritage of Yangliuqing, and ensure the integrity and authenticity of the neighborhood memory.

4. Inspiration and suggestions for the inheritance of intangible cultural heritage in the Tianjin section of the National Cultural Park

4.1. Multi level advocacy for the revival of intangible cultural heritage

The core three elements that make up intangible cultural heritage tourism space are intangible cultural heritage charm, environment, and atmosphere[21]. These three are closely connected in specific life scenarios and are key to creating the best atmosphere for intangible cultural heritage. The government advocates for intangible cultural heritage festival activities, providing sufficient rest time and activity atmosphere from intangible cultural heritage activity days to festival activities, mobilizing the enthusiasm of the public to participate in intangible cultural heritage activities from top to bottom, and promoting the comprehensive revitalization of intangible cultural heritage.

(1) Multi level protection and dissemination of intangible cultural heritage. Firstly, through the high-level development of museums, the protection and development of intangible cultural heritage are carried out, and the continuation of intangible cultural heritage is carried out through different themed exhibitions, study tours, and parent-child activities in museums. Secondly, we will increase multi-faceted promotion through integrated media, utilizing media such as film and television dramas, documentaries, and book publishing to publicize the history and formation process of intangible cultural heritage, and enrich the public's understanding of intangible cultural heritage. Finally, we improve the construction of service facilities and shape the image of intangible cultural heritage through media promotion, public art, public facilities and other spiritual and material images[22].

(2) Social organizations actively organize various activities with diverse intangible cultural heritage experiences as the core, aiming to guide the public to participate in and inherit intangible cultural heritage, and thus evoke the "return of intangible cultural heritage memories". To achieve this goal, they have adopted multiple strategies: regularly organizing activities such as New Year's painting production, intangible cultural heritage performances, and canal cruises, emphasizing cultural inheritance and practicality; Collaborate with travel agencies and websites to continuously attract domestic and foreign tourists, showcasing the regional culture and charm of the Grand Canal as an ancient town; By organizing international events and competitions, further activate and disseminate intangible cultural heritage. In addition, the Tianjin section of the Grand Canal National Cultural Park can learn from the successful model of Wuzhen, plan cultural and tourism projects with an international perspective, and promote the prosperous development of economy and culture.

(3) Focus on developing intangible cultural heritage tourism industry. Featuring folk New Year pictures, we will build an intangible cultural heritage tourist area, gather New Year picture businesses, create a street of Yangliuqing youth paintings that integrates production, exhibition and sales, and set up new year pictures, water transport, Paper Cuttings and other characteristic museums [23]. Cities along the canal should join forces to participate in tourism marketing activities and jointly shape the brand of the Grand Canal. In the inheritance of Yangliuqing woodblock New Year paintings, it is necessary to integrate creativity, traditional culture, and international diverse elements, meet the aesthetic needs of the new era through artistic creativity, and use modern technology to give the public a new sensory, interesting, and diverse experience. At the same time, with the help of modern information technology, we will innovate cultural dissemination and communication methods, optimize knowledge storage, organization, and sharing models. In addition, we combine digital technology to achieve the digital migration of the cultural heritage resources of the Grand Canal and stimulate its cultural vitality. Through the dissemination of intangible cultural heritage, further expand market demand and promote regional characteristic development[24].

4.2. The cultural and tourism industry promotes the development of intangible cultural heritage

We should activate the intangible cultural heritage market, form cultural heritage settlements, develop cultural formats related to culture, encourage the emergence of more formats, and create a stable cultural market environment. And improve the cultural market, replicate the "transportation culture" and "rush to camp culture", and enhance economic efficiency. According to the requirements of the new era trend, open up new paths for traditional culture. If a New Year's painting cultural and creative product competition is held with enterprise project investment as the main focus, modern New Year painting cultural and creative points will be widely collected through the competition, young people's needs will be understood, and excellent solutions will be selected and put into the market through market evaluation, achieving full integration of cultural and creative industries with the market and improving economic benefits.

(1) Integrating Yangliuqing cultural elements in response to the needs of the times to explore the intangible cultural heritage market: We can regularly hold New Year's painting collections and emerging New Year's painting auctions to open up new areas for New Year's paintings in the art market, enhance their popularity and collection value, and gradually form a stable and standardized New Year's painting market. By collaborating with well-known domestic New Year painting production areas and organizing joint exhibitions in museums and art galleries, we aim to hold New Year painting exhibitions and promote intangible cultural heritage dissemination activities nationwide, further promoting the development and growth of New Year painting culture. We can draw on successful cases of modern brand culture, such as Nike's special project inspired by willow green woodblock prints since 2015. This project cleverly breaks down and reassembles the elements from the representative work of Yangliuqing woodblock New Year paintings, "Years of Surplus", and applies them to shoe design. It not only pays tribute to traditional Chinese intangible cultural heritage, but also provides new ideas for the development of the intangible cultural heritage market[25]. Developing Yangliuqing brand cultural and creative products can extract application elements based on Yangliuqing woodblock New Year paintings to design various lifestyle products, such as desk lamps, tablecloths, dishes and other household items. This not only maintains intangible cultural heritage elements but also decorates modern life and extends the brand's applicability. For example, the traditional custom of pasting New Year paintings during the Chinese New Year has faded out of our lives with the development of urbanization and other characteristics of the times. However, traditional intangible cultural heritage such as pasting lucky characters and couplets during the Chinese New Year are still preserved, and can be combined with the lucky characters and couplets for new era creation, which is more down-to-earth and meets the needs of modern home furnishings.

(2) Integrating technological creativity and experiencing new year paintings. We will build a unified online promotion platform, allowing tourists to conveniently experience the panoramic view of the Grand Canal under a real name system and delve into the online tourism spaces of various cities. In the design process, emphasis is placed on the traditional cultural characteristics of the Yangliuqing Grand Canal, such as drawing on innovative display methods from the opening and closing ceremonies of the 2022 Winter Olympics, combining Chinese cultural heritage and modern technology to showcase the new charm of Chinese traditional culture. In art exhibitions, holographic projection and other technological means are used to superimpose multiple images onto a single form, achieving the integration of history and reality, and deepening the audience's understanding of the auspicious meaning of images and Yangliuqing paintings. At the same time, with the help of 3D imaging technology, the rich color changes of Yangliu Youth Painting can be reproduced, enhancing its ornamental value and festive atmosphere. We can promote the construction of the tourism information system of cities along the line, improve the influence of the canal tourism brand and

make the Grand Canal a world-class tourism destination through TV, radio, Internet and other media, as well as tourism festivals, image advertising and other publicity means and promotion methods.

(3) We can combine intangible cultural heritage activities with the needs of people's lives, keep up with the times, innovate in inheritance, and form intangible cultural heritage with new era characteristics, so that Yangliuqing woodblock New Year paintings can "spread branches and leaves" in the development of the new era. Firstly, based on the inheritance of intangible cultural heritage, new intangible cultural heritage masterpieces should be created in combination with the characteristics of the times. While preserving the traditional craftsmanship of hand dyeing and woodblock printing in traditional New Year paintings, contemporary art elements and techniques should be integrated to continue the New Year's flavor of New Year paintings, reflect the characteristics of the new era, and combine with the needs of the times. This will revitalize the inheritance and gather talents from various aspects of the new era to assist. Secondly, the revitalization of intangible cultural heritage requires scientific and systematic planning and cooperation, new bottles of old wine, combined with the characteristics of the times, incorporating new visuals, new images, and new technologies, and showcasing the unique features of intangible cultural heritage. We explore reasonable methods and paths for the inheritance experience of intangible cultural heritage, produce high-quality products and distinctive features, and meet the needs of contemporary people for a better life. Again, pay attention to the multi-level expression of auspicious intentions. Yangliuqing woodblock New Year paintings, as intangible cultural heritage paintings that mainly express auspicious meanings and festive atmosphere during the Chinese New Year, have auspicious meanings as their greatest representative, such as dolls holding lotus flowers and treasure boxes, symbolizing "harmony and beauty". The symbolism of these New Year paintings has gradually faded away in the cultural evolution of the times. Through the use of light shows, 3D holographic projections, and other forms, while appreciating New Year paintings, various auspicious meanings of character patterns can be displayed through the layered stacking of virtual New Year paintings, allowing audiences to better experience the rich connotations in the paintings. Finally, relevant institutions should use comprehensive media to promote local culture from an international perspective, attract investment in cultural projects at home and abroad, enhance the international influence of New Year paintings, further promote the characteristics of intangible cultural heritage, and shape intangible cultural heritage brands.

4.3. Exploring ways to inherit intangible cultural heritage

(1) We explore new paths and perspectives for inheritance, using modern life as the creative theme, protecting and inheriting craftsmanship as the means of development, developing in protection, and seeking novelty and uniqueness as the development goal. By increasing the traditional channels of intangible cultural heritage, taking intangible cultural heritage into the classroom and community as the foundation of inheritance, we aim to "rediscover" intangible cultural heritage from the classroom, "reproduce" intangible cultural heritage in the community, continuously nourish and continue the "soil" of intangible cultural heritage, and inherit and carry forward intangible cultural heritage. The inheritance and development of Yangliu Youth Painting can be achieved through the integration of cultural studies town, universities, artists, curators, tourists, lovers, and other parties to innovate in inheritance methods, paths, and techniques.

(2) Develop a study tour route with art as the main theme, and negotiate overall operational matters with well-known operators such as China Youth Travel Service. We can develop different themed study tours based on the needs of different levels of people, such as summer camps, winter camps, various themed study tours, parent-child handicraft tours, and other cultural tourism activity routes. And gradually form an aesthetic form, popularize the knowledge of New Year pictures and inherit the

essence of New Year pictures. By relying on cultural tourism to promote the dissemination and development of intangible cultural heritage, we can "learn" in "travel", "learn" in "travel", and stimulate each other through interactive experiences with intangible cultural heritage, thus promoting the generation of intangible cultural heritage in the new era.

(3) Through the joint university industry university research activities of Yangliuqing Cultural Studies Town, we will further promote creative New Year painting products, constantly innovate, and develop related cultural and creative products that combine the characteristics of Yangliuqing Youth Painting with the needs of the times. We can develop cultural and creative products of New Year paintings that meet market demand, and develop cultural products that increase the added value of Yangliuqing woodblock New Year paintings according to market demand, in order to enhance the educational and inheritance value of cultural and creative products. We can also expand the influence of Yangliuqing intangible cultural heritage through commercial consumption. For example, in 2022, Liufu Jewelry launched Yangliuqing intangible cultural heritage themed jewelry, with Yangliuqing intangible cultural heritage element jewelry as the highlight of the jewelry festival, promoting Yangliuqing intangible cultural heritage and expanding Yangliuqing's cultural influence. In addition, we will revitalize and inherit the unique intangible cultural heritage of Yangliuqing, highlight the cultural dissemination function of Yangliuqing National Cultural Park, and promote regional development through cultural industries.

5. Conclusion

At present, the Tianjin section of the Grand Canal National Cultural Park is in a critical stage of construction planning, and there is an urgent need for all parties to deeply explore theories and try new strategies. The aim is to promote the revitalization and prosperity of ethnic culture more effectively through the construction of the Grand Canal Cultural Park, meet people's aspirations for a better life, and leverage the regional radiation effect of linear culture to achieve a development pattern of "river city interdependence, line bead connection". The country has launched a series of policies aimed at promoting excellent traditional culture of the nation and establishing a new model for the protection of intangible cultural heritage and the development of social construction. We will integrate intangible cultural heritage into the modern diversified tourism market, continuously explore the dynamic value of traditional culture, and explore new paths for the development of intangible cultural heritage under the concept of "cultural leadership and economic win-win".

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