

## Measures in Higher Education of Tourism on the Inheritance and Education of Liaoning Manchu Intangible Cultural Heritage

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### Abstract

It becomes a new requirement on the intangible cultural heritage protection in our country to study the inheritance and education of the intangible cultural heritage from the view of higher education. The inheritance and protection of Liaoning Manchu intangible cultural heritage are particularly important in Higher Education of Tourism. The article puts forward some measures of feasibility to protect the Manchu intangible cultural heritage through Higher Education of Tourism.

**Key words:** Tourism education; Manchu; Intangible cultural heritage; Inheritance

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### INTRODUCTION

Liaoning Manchu has rich intangible cultural heritage. The national and regional information has a unique appeal, which not only conveys the cultural characteristics, but also acts as an important resource of Liaoning tourism industry. Manchu intangible cultural

heritage plays a very important part of the tourism resources, and has an attraction on visitors. Manchu intangible cultural heritage's culture makes it possible to develop tourism products with depth. However, the traditional Manchu culture ecosystem is changing, and the Manchu intangible cultural heritage is facing serious threat. As the protection and inheritance consciousness on intangible cultural heritage is gradually strengthened. The education, as an effective method to inherit the intangible cultural heritage, has been gradually appreciated, especially Higher Education of Tourism. It has the responsibility and obligation to undertake the education and protection of Liaoning Manchu intangible cultural heritage.

### 1. HIGHER EDUCATION OF TOURISM'S INHERITANCE OBLIGATION AND CULTURAL MISSION

When using Manchu intangible cultural heritage for the development of tourism and economy, it is prohibited to develop without guidance. For intangible cultural heritage, once disappears, can never be reproduced. Practices have proved that the better the protection of cultural heritage is, the greater its value will be. Then, tourism and other related industries will be further developed. Once the cultural heritage disappears due to excessive development or failing to protect, tourism and other related industries become lost. Therefore, making good use of the cultural heritage plays an important role in tourism development. But in recent years, there are many problems between the intangible cultural heritage protection and tourism development. For example, some precious Manchu intangible cultural heritages are decorated in a cheap way and displayed poorly, leading to the commercialization of ethnic culture, which not only causes ecological destruction to the Manchu

intangible cultural heritage, but also misleads social culture. The author believes that the main factors which cause the problem are the lack of overall value assessment by tourism planning department on Manchu intangible culture and tourism resources, the lack of cultural heritage protection, the lack of technology, and the lack of positive leading participation. Personnel in the tourism industry are lack of understanding on Manchu intangible cultural heritage, leading to the lack of intelligent resources for culture planning. In the Higher Education of Tourism, comes the lack of attention to the Manchu intangible cultural heritage and understanding, and the education are divorced from the protection and inheritance of cultural heritage. In the universities, the subjects related to the intangible cultural heritage are far from enough. The education can't provide the required talents for cultural heritage.

Therefore, the inheritance and research on Manchu intangible cultural heritage are particularly important in modern higher education of tourism. It should be a new request on Manchu intangible cultural heritage's education, heritage and protection, import the higher education to the Manchu intangible cultural heritage protection, and study the Manchu intangible cultural heritage protection from the view of higher education of tourism. The author thinks that, Liaoning higher education of tourism should bear the inheritance of intangible cultural heritage, and perform the professional training on the intangible cultural heritage. We will discuss that colleges and universities of tourism shall actively, with the sense of national cultural integration, study on cultural resources, especially colleges and universities in the region with a rich cultural heritage. Introduce the Manchu cultural heritage to the teaching system, and perform professional training, to connect the protection and inheritance of Manchu intangible cultural heritage with the tourism. Our tourism education shall abandon the single mode, to mobilize the productive gene of traditional culture hidden in students. As long as to inspire them, this group of young people will be the main power for the protection and inheritance of intangible cultural heritage. Instead of making the students appreciate the intangible cultural heritage in the museum, we shall send them into the sites with cultural heritage, for the field investigation, in-depth collection of folk ethnic and folk cultural heritage. Actively participate in social practice, providing high-quality service for the national cultural heritage. In higher education of tourism, introduce local ethnic and folk cultural resources into teaching. It also indicates the implementation of multicultural education in university, which is a major topic of the university education deepening.

## **2. HIGHER EDUCATION OF TOURISM PROMOTES THE MEASURES OF FEASIBILITY ON THE INHERITANCE OF MANCHU INTANGIBLE CULTURAL HERITAGE**

### **2.1 Set the Major of Intangible Cultural Heritage**

The reform in higher education of tourism is important in the current education circle. Reform of higher education of tourism requires new ideas and new measures. These measures can behave in many ways, among which, setting the major of intangible cultural heritage deserves attention. The purpose is to break the major setting mode, mobilize the enthusiasm of local institutions and schools to participate in and promote the curriculum reform, strengthen the students' connection to the social reality and development, making the students understand the folk, touch and pay attention to the society, learn to be responsible to society, care about the society, and enhance the students' social responsibility. Through setting new major in the education of tourism, protect intangible cultural heritage and develop tourism education. We can learn about cultural heritage in the university, explore the scientific research concept of production, research and folk, combining tourism education and national modernization development, developing talents in the area of intangible cultural heritage with professional knowledge, who can adapt to the social development and have cultural creativity.

### **2.2 Write Teaching Material of Tourism Related to Liaoning Manchu Intangible Cultural Heritage**

Select and arrange the intangible cultural heritage and put it into the curriculum system. It is important to realize intangible cultural heritage education in China's higher education of tourism. Therefore, we must collect, arrange a lot of Manchu folk intangible cultural heritage as content in the teaching material system. It mainly includes folk literature, folk music, folk dance, folk art, traditional craftsmanship and the custom project. Folk literature mainly includes Fushun Manchu folktales, Benxi Manchu folktales, Liaodong Manchu folktales, Shenyang Dongling Manchu folktales. Folk art includes Xiuyan paper cutting, Yiwulushan Manchu paper cutting, Xiuyan Manchu paper cutting, Xiuyan Manchu folk embroidery, Xinbin Manchu paper cutting, Jinzhou Manchu folk embroidery, Xifeng Manchu paper cutting, Chu Chunzhi Manchu paper cutting, Fengcheng Manchu pouch. Folk music includes Xiuyan single drum, Xiuyan Manchu folk songs, Xingcheng Manchu yangko, Benxi county Taiping yangko, Fushun yangko, Manchu yangko, etc.; folk sports includes Fengcheng Manchu pearl ball;

traditional craftsmanship includes Benxi Yonglong spring's traditional brewing process.

### **2.3 Actively Explore the Curriculum Reform, Develop and Build Intangible Cultural Heritage Courses**

Set courses related to Manchu intangible cultural heritage. Introduce the content of intangible cultural heritage into tourism teaching, making higher education of tourism bear corresponding responsibility in the inheritance of cultural heritage. On the course and development of the intangible cultural heritage, we should constantly absorb new curriculum idea, reconstruct the knowledge structure, and inspire the potential of teachers and students, leading to "three win": comprehensive curriculum development, learning style changing and the inheritance of cultural heritage. According to the requirements of students and teachers, open elective courses related to the intangible cultural heritage. Manchu intangible cultural heritage courses can not only make up the insufficient regional culture in the curriculum system, but also take excellent folk culture for education. It is more likely to get the students' approval and acceptance. The effective use of intangible cultural resources can improve the discipline, introduce the folk cultural resources into teaching, and integrate relevant discipline knowledge. The compatibility of knowledge in different subjects is beneficial to the improvement of students' comprehensive ability. As for the application and teaching, and the achievement of the ideal effect, it still needs further research. The schools can, through field investigation, expert evaluation and some other measures, gradually explore the new ideas, new methods of curriculum development, and adopt various forms to penetrate excellent cultural heritage in the teaching content. Students are encouraged to on-site interviews, to enjoy folk performances, etc. Maximize teaching effect, enhance the students' love to folk culture and art emotion, and improve the consciousness of cultural inheritance and aesthetic ability.

### **2.4 Found Student Union for the Inheritance and Protection of Manchu Intangible Cultural Heritage, to Develop Distinctive Campus Culture Activities**

Overall, students in the major of tourism are very active. They like to participate in various activities, with organization ability and the ability to promote. We can make use of this advantage, and guide students to form communities related to intangible cultural heritage protection. Make use of the moral education function, service function, training function, demonstration function, and introduce a variety of excellent intangible cultural heritages into the community activities, adding the campus cultural activities with national culture characteristics. Make the folk culture enrich the students of tourism, and promote the healthy development. Make the folk culture have strong impact on the campus, and

then become a distinctive feature of students' activities in the major of tourism. Campus cultural activities are the effective carrier of Manchu intangible cultural heritage in campus. It also is the main form of active folk culture. Make full use of the effective carrier of campus cultural activities, widely publicize the folk culture, and actively organize rich and colorful campus cultural activities. Through large-scale theatrical performances, special reports, series of activities such as social practice, constantly improve the consciousness of Manchu intangible cultural heritage protection among students in the major of tourism. It also let more and more students in other majors to have strong ethnic cultural atmosphere.

### **2.5 Strengthen the Teacher Construction for the Education of Tourism Related to Manchu Intangible Cultural Heritage**

For the implementation of tourism education related to intangible cultural heritage, first of all, put forward some new requirements to teachers. Require teachers to enrich the historical and cultural knowledge of intangible cultural heritage, pay attention to the attitude toward folk culture and art from different ethnic, use different methods to spread the cultural characteristics of intangible cultural heritage, actively introduce intangible cultural heritage into the teaching strategies, curriculums, teaching methods, teaching materials, examinations and organization modes, and so on. Second, strengthen the on-the-job training of current teachers of tourism, improve teachers' cultural quality related to intangible cultural heritage, try to achieve the systematic and scientific teacher training; Again, hire the folk artists, the national art talents such as old actors, as honor teachers, on the one hand, to perform the implementation of the intangible cultural heritage education in school, on the other hand, perform on-the-job training for teachers. Fourth, give full play to the role of the modern science and technology in the field of special education, use the advantage of network to realize remote teacher training, so as to improve the level of teacher training.

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## **CONCLUSION**

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Education is the important method for the inheritance of memory. In higher education of tourism, we need to strengthen the cognition of the cultural gene of Manchu local intangible cultural heritage, take the responsibility given by the history, and give full play to the tourism education in education and inheritance of Liaoning Manchu intangible cultural heritage. It is worth trying, and has a far-reaching significance. In a sense, these ideas and measures are also methods of feasibility to pursue curriculum reform in higher education of tourism. Now, in the scope of Liaoning province, only a few colleges and universities have the education of tourism, which takes the protection and inheritance of intangible cultural heritage seriously as a discipline construction. To make education

of tourism a bridge, to promote the protection and the sustainable development of the Manchu intangible cultural heritage, it takes a while to cultivate and develop. Once the high level professionals developed by professional education and scientific research enter the area of protection and development of intangible cultural heritage, they will design the Manchu intangible cultural tourism products with respect, and provide necessary theoretical guidance for the development of Manchu intangible cultural heritage. As far as possible, reduce the negative effects of tourism on the intangible cultural heritage, and try their best to get the win-win in the heritage protection and tourism development. From this perspective, through higher education of tourism, popularizing the knowledge and protection concept of intangible cultural heritage and training specialists in the field of tourism are necessary and feasible. They are the cornerstones of intangible cultural heritage protection and tourism development.

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