Study on the Dilemma of Inheritance of Non-legacy Culture and Survival Innovation in the New Era--Taking Sichuan Shifang to Dry Tobacco as An Example

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Abstract
Intangible cultural heritage is the intangible cultural heritage of mankind. It is the oldest and most vivid cultural and historical tradition. It is an important resource and arsenal of national and national cultural soft power, and is also the embodiment of world cultural diversity [1][3]. As a historical business card in western Sichuan, Shifang was famous for its history. In August 2011, it was selected as the third batch of non-material cultural heritage in Sichuan Province. With the changes of the times, the attraction of the tobacco drying culture has been greatly reduced, and even the danger of losing the sun-driving skills is facing. How to innovate and innovate in the new era, to activate people's enthusiasm for the tobacco-smelting culture, and to enable the sustainable inheritance and promotion of the tobacco-smelting culture is the key to the discussion and research in this paper.

Keywords
Non-legacy cultural protection; inherited; Promote and innovate research.

1. Introduction
Enjoy the “China Cigar Township”, which has a history of more than 300 years of tobacco planting, and is known both at home and abroad for its unique sun-cured technology. The county’s most prosperous planting area is 14 to 50,000 mu, and the output has reached more than 37 million kilograms [2]. In recent years, with the changes of the times and market demand, the tobacco planting area has fallen below 50,000 mu, and even There is a trend of further deterioration. In response to this serious situation, the state, the local government, the Sichuan-Chongqing Tobacco Company and the non-legacy cultural protection department have attached great importance to it and adopted a number of measures. Although the situation of rapidly deteriorating tobacco planting area has been effectively controlled, However, in the long-term development planning of tobacco planting, the construction of tobacco culture, the technology of tobacco planting, and the innovation of sun-curing technology, it is necessary to continuously research and explore a new model that conforms to the development of the new era of drying tobacco. Culture is carried forward and passed down.

2. What is the History of Drying Tobacco?
As a traditional advantaged industry, drying tobacco can be traced back to the late Ming and early Qing dynasties. Qing Jiaqing "Shifang County" has a record of "light bark" (ie drying tobacco), because it’s unique drying and modulation technology was selected as a tribute during the Qing Guangxu period. In the middle of the last century, from 1964 to 1976, Shifang Tobacco Factory has been rolling out "special cigars" for the older generation of proletarian revolutionaries such as Mao Zedong and He Long. This history is called "132 secret history" [2].
In 1983, Shifang was listed as a tobacco-producing county in the country. When Deng Xiaoping visited Nepal in 1986, he also gave a cigar as a national gift. In 2007, he was awarded the title of “Hometown of Chinese Cigars”. As a raw material for cigars such as “Great Wall”, “I-word” and “Lion”, it is widely sold to more than 20 provinces, municipalities and autonomous regions in the country and exported to Russia, Egypt, Malaysia, Indonesia, the Philippines, Macau and other countries. In the past few years, Shifang has won the awards in the three major cigar series of “Great Wall”, “Working Words” and “Lion Brand”.

3. An Analysis of the Realistic Dilemma of the Development of the Tobacco Culture

3.1. Market Supply and Demand Relationship

As a historical business card in western Sichuan, why is it a popular business card in western Sichuan, and it has been more than 300 years since it was used as a pillar industry in the local rural economy. In the west, there is the Duck River in the west, and the Shiting River in the east. The cultivated land in several ten miles is the tobacco field. The planting area of the county is 14 to 50,000 mu, and the output is more than 37 million kilograms. The quality is good. The so-called "yellow, gray, miso, and fragrant" is the characteristic of the sun-cured tobacco, which is very popular among merchants at home and abroad.

With the changes of the times and changes in market demand, even drying tobacco has fallen into a trough. Because tobacco planting is born out of the small-scale peasant economy, planting by individual or family, planting techniques and management are not standardized, the yield of tobacco planting is low, and the tobacco leaves are more to meet the needs of the civilian market. After entering the new era, first of all, the state’s adjustment of tobacco industry policies, such as: in October 2014, the National Health and Welfare Commission’s draft smoking ban was reported to the State Council, which stipulates that all indoor public places are prohibited from smoking; secondly, the people’s awareness of health, Smoking is harmful to health. As people's living standards improve, people begin to pursue high-quality life. Therefore, many people quit smoking bad habits; once again, local protectionism affects the market, and even tobacco can only be sold to Deyang Chuanxi Tobacco Company. It is forbidden to sell outside the province, and the price is relatively low, which also affects the market supply and demand to a certain extent.

3.2. Tobacco Planting and Management Factors

In the early days, tobacco planting was a decentralized individual economy. The production practice was carried out on a household basis. It was an extensive planting. Due to poor planting techniques and irregular management, the quality and yield of tobacco were low, so the tobacco planted was more satisfied. The demand for the civilian market is difficult to meet the quality standards of the cigar manufacturing industry, and the income of the farmers cannot be guaranteed, which seriously affects the enthusiasm of the farmers. In response to this situation, in recent years, the local government and tobacco companies have been supervising from the following aspects: unified selection, and the selection of high-quality and high-yield Shifang No.1, Dexue series, GW-3 and other varieties; The unified floating seedling technology ensures the uniform planting time and harvesting time of tobacco; the technical guidance of field transplanting and daily field pest control; the technical guidance of tobacco drying; the technical guidance of tobacco preparation, etc. After the above measures, the tobacco planting both the yield and the quality of tobacco have been greatly improved, and the income of tobacco farmers has also been significantly improved, stimulating the enthusiasm of tobacco farmers for growing tobacco.
3.3. The Impact of Population Aging on Rural Labor Force in China

Since 1999, China has entered an aging society, and the number of aging population is increasing year by year. The aging of the population has become an irreversible world trend in the 21st century. On the one hand, China is a large agricultural country, and the proportion of rural labor force is large, which has greatly affected agricultural production. Due to the rapid development of China’s economy, rural middle-aged and strong laborers have poured into cities and become urban builders. As a result, there are only left-behind children and the elderly in the countryside. The vast fields are ridiculous and unmanned, which has aggravated the shortage of rural labor. On the other hand: the increase in production materials and productivity costs, due to the rapid development of the economy, the prices of production materials have also increased accordingly, mainly including seeds, pesticides, fertilizers and related auxiliary materials. The shortage of rural labor and the corresponding increase in labor costs have resulted in the cultivation of tobacco farmers. In the mu tobacco fields, the total income is removed from the production materials and the cost of productivity. There is not much left, which is far less than the income of farming in the city. Although the local government and tobacco companies give certain production cost compensation, the water and wages cannot solve the fundamental problem.

3.4. Factors Influencing People’s Perception of Sun-Baked Culture Psychology

As a traditional Chinese cultural skill, from the late Ming Dynasty to the present, with the changes of the times, people’s psychological cognition is also constantly changing. At first, the older generation used tobacco cultivation as the pillar industry of the rural economy, and it was also the main source of family economic income. The whole family was surrounded by tobacco cultivation in this season, intensive cultivation in the field, and the hardworking and intelligent people through continuous research and innovation. The techniques of tobacco planting, drying, and preparation are passed down. In recent years, with the downturn in the tobacco market, the younger generation’s ideology has changed. They are more willing to choose crops with short cycle and fast benefits. Tobacco planting has gradually been abandoned. As a traditional culture in our country, it has encountered unprecedented difficulties and even disappeared. Danger, in response to this situation, the local government, the tobacco protection department, etc. must increase publicity, carry out subtle influences from a cultural perspective, change people's psychological cognition of the sun-smoke culture, and revitalize the traditional culture of sun-smoke.

4. Inheritance and Innovation Are the Basis for Rejuvenation and Vitality

4.1. Improve Infrastructure Construction and Develop Long-Term Tobacco Planting Plans

The early tobacco planting was based on households and was freely and independently planted. With the rapid development of the cigar industry, traditional planting methods seriously affected the development of tobacco, and it was necessary to build a dry tobacco into a high-quality raw material for domestic and international cigar enterprises. Base, this is the fundamental way out for the development of drying tobacco, and it is also an inevitable choice for economic development.

4.1.1. Improve Tobacco Field Infrastructure Conditions

In order to promote the leaping of the name to the sun-cured tobacco base, in 2008, Shifang has built the core demonstration bases of Daquankeng Village, Hongdou Village, Nanquan Town Liuquan Village and Hexing Village of Shigu Town, and increased the drying tobacco production base. Facility investment, comprehensive management of water, land and road, continuous development of tobacco and water project construction, land leveling and renovation,
construction of tobacco roads, construction of drying facilities, construction of agricultural machinery facilities, acquisition of outlets and storage facilities, and development of the foundation for drying tobacco. Further improve the quality and yield of tobacco leaves.

### 4.1.2. Long-Term Planning for Drying Tobacco

Continuously optimize the development of high-quality tobacco leaves, promote the high concentration of tobacco planting to the dominant production areas, and make the production of air-cured tobacco to large-scale, intensive and scientific development [2]. Promote the drying of tobacco from the independent operation to the cigar characteristic tobacco industry, from decentralized operation to industrial agglomeration, promote the supply base of raw materials, the characteristics of tobacco leaves, modernize production methods, and focus on building a high-quality drying tobacco production belt to form a unique Industrial base, industrial style, industrial culture, industrial mode [5], in the history of Shizhan drying tobacco, a long history, unique quality, deep-rooted drying tobacco base is gradually taking shape.

### 4.2. Drying Tobacco Culture Brand Building and Strategic Promotion

As the saying goes, "the wine is not afraid of the deep alley" is not suitable in the new era, the brand needs to be constantly shaped and promoted. Since the introduction of cigars into China, Shifang relied on local drying tobacco as raw materials, and quickly moved from manual cigar workshops to industrial production. The varieties of cultivation were also updated from traditional low-yield cigarettes and willows. Now, what is the quality of tobacco cultivation? No.1, Dexue No.1, GW-3 and other imported varieties, Shifang is striving to establish a national cigar high-quality raw material base, and strive to turn resource advantages into industrial advantages and economic advantages, and promote the drying of Yanqiang City to the whole country. Change.

Paying close attention to brand building, the “Great Wall”, “I-Word” and “Lion” cigars produced by Shifang Tobacco Factory are widely sold in more than 20 provinces, municipalities and autonomous regions in the country, and exported to Russia, Egypt, Malaysia, Indonesia, the Philippines, Macao and other countries and regions have won numerous awards at domestic and international fairs.

In terms of brand promotion of sun-smoke culture, what is the traditional model, make full use of new media communication means, use 4G network technology, use the Internet +, micro cloud service platform to carry out global network coverage, realize point-to-point sales service, wait for the time to mature Afterwards, visual agricultural pilots can be used to scientifically, standardize, and visualize tobacco planting using high-tech sensing technology. Data on tobacco growth can be obtained in real time through sensors and large screens. Fertilization, weeding, pests and diseases of tobacco are applied. The prevention and control can be monitored in real time, which makes more use of tobacco growth, improves the quality of tobacco, and also saves labor shortage.

### 4.3. Pay Close Attention to Scientific and Technological Innovation in Tobacco Planting and Research and Development

#### 4.3.1. Strengthen Tobacco Planting Innovation

Traditional tobacco cultivation is a large-scale family production, which seriously affects the production and quality of tobacco. The government and tobacco companies attach great importance to this backward production method. After years of continuous exploration and innovation, from early breeding to the drying of the later stages was innovated.

1. **Tobacco variety improvement**

   In 2011, we have cooperated with CDF, the world’s largest cigar tobacco planting distributor, and introduced 8 new cigar tobacco varieties to be planted in Shifang.

2. **Promote the transformation of scientific and technological achievements**
Adopt unified advanced floating seedling technology [10]; realize unified planning of tobacco seedling field transplanting, unified management of tobacco fields, pest control and technical guidance; optimize tobacco drying environment, color, temperature and humidity of tobacco drying [9] Conducting feasibility control; sales orders are signed by tobacco companies and tobacco farmers; at the same time, soil improvement, balanced fertilization, tobacco leaf modulation, etc. are increased, so as to achieve one-stop services such as unified seed supply, unified seedling, unified acquisition, and unified settlement. In addition, the government also issued production subsidies for farmers who signed orders, according to the performance of the contract. These positive measures and innovations greatly stimulated the enthusiasm of farmers.

(3) Strengthen production technology training
Tobacco companies and agricultural departments actively carry out sun-smoker production skills training and related business knowledge training, continuously improve the quality of tobacco farmers, and cultivate a group of high-quality, skilled and stable professional farmers.

4.3.2. Strengthen the Development and Research of Tobacco Projects
Since 2007, Shifang has focused on strengthening the development and research of scientific research projects on the basis of historical inheritance, laying a technical and resource base for the development of drying tobacco. The company signed a cooperation agreement with the world's largest cigar tobacco plantation and distributor CDF, and carried out a series of experiments around the introduction and cultivation of new varieties and application of technology, which further improved the quality of tobacco leaves and enriched the resources of tobacco leaves. Cooperate with industrial enterprises such as Sichuan-Chongqing Zhongyan, Anhui Zhongyan, Shandong Zhongyan, and Hubei Zhongyan to jointly formulate technical plans, clarify planting areas and supporting measures, and vigorously promote new planting techniques. After years of painstaking research and innovation, Shifang Tobacco has built a unique style of Chinese cigars with its typical aroma characteristics.

5. Conclusion
The non-legacy culture is the jewel of Chinese traditional culture [5]. Through the above introduction to the history of Shifang drying tobacco, and analyzing the dilemma encountered in the development of Shifang drying tobacco culture from various angles, it proposes a feasible solution and explores through scientific and technological innovation. It conforms to the new model of tobacco inheritance and development, thus promoting the sustainable and healthy development of tobacco.

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