

Research on the Integration Mechanism of Non-legacy Culture Inheritance and Creative-entrepreneurship Education of Higher Vocational and Technical Schools

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Abstract: The state attaches great importance to the construction of traditional culture and the development of vocational education, emphasizing the need to build a socialist cultural power and improve the national cultural soft power. In terms of vocational education, it is proposed to improve vocational education and deepen the integration of production and education and school-enterprise collaboration. This paper integrates the non-legacy culture into the creative-entrepreneurship education of higher vocational and technical schools. The non-legacy culture is conducive to stimulate the creative-entrepreneurship consciousness of higher vocational college students, cultivate the creative-entrepreneurship quality of college students and the creative-entrepreneurship spirit of college students. The technical advantages of interdisciplinary collaboration of higher vocational and technical schools and the environmental advantages of in-depth collaboration between schools and companies help to inherit the non-legacy culture. Higher vocational and technical schools inherit the non-legacy culture through creative-entrepreneurship environment, creative-entrepreneurship courses, creative-entrepreneurship practice, creative-entrepreneurship platform and creative-entrepreneurship team, so that higher vocational and technical schools can form a sustainable cultural force and realize the inheritance and development of non-legacy culture.

Keywords: Non-Legacy Culture; Cultural Inheritance; Creative Entrepreneurship Education; Higher Vocational and Technical

Schools; Integration

1. Introduction

The state attaches great importance to the construction of traditional culture and the development of vocational education. Culturally, it emphasizes the need to establish cultural self-confidence, build a socialist cultural power, and improve the country's cultural soft power. In terms of vocational education, it is proposed to improve vocational education and deepen the integration of industry and education and school-enterprise collaboration. With the development of science and technology, the large-scale production of modern industry has seriously impacted the survival and development of non-legacy culture, and some intangible cultural heritage is also facing the dilemma of "lost" [1]. Affected by the bad thoughts in the network, many young people lose their enthusiasm for inheriting traditional crafts, resulting in the imbalance between the continuation environment and mechanism of traditional handicraft culture, and the inheritance of traditional handicrafts is worrying [2]. Based on the cultural inheritance and innovation demands of non-legacy culture, we should give full play to the practical advantages of higher vocational and technical schools. The inheritance and innovation of traditional crafts and non-legacy culture of higher vocational and technical schools should be promoted based on market-oriented and characteristic majors. Technical services such as new products and new process development for the actual needs of society should be carried out, what's more, talents related to folk skills should be cultivated to promote the inheritance and development of intangible cultural

heritage^[3-4]. Scholars have put forward many effective strategies in the inheritance of non-legacy culture of higher vocational and technical schools. Wang Xiaolan^[5] pointed out that the ways of non-legacy culture inheritance include cultural research base, classroom, campus characteristic cultural activities, school-enterprise collaboration and other ways. Qian Yuemei^[6] proposed that inheriting the non-legacy culture is conducive to improving the humanistic quality of college students. Colleges and universities should carry out targeted non-legacy culture education for college students in the process of inheriting the non-legacy culture. Cheng Qiming et al.^[7] believes that the inheritance of non-legacy culture is mainly carried out from three aspects which include creating an artistic atmosphere, introducing enterprise projects into schools and strengthening the development of curriculum resources. The paper integrates non-legacy culture into the creative-entrepreneurship education in vocational colleges to realize the deep integration and development of the non-legacy culture heritage and the creative-entrepreneurship education of higher vocational and technical schools. By setting up new majors in vocational colleges and cultivating the inheritors in batches, it opens up new ideas for the development of modern vocational education, so that higher vocational and technical schools can form a sustainable cultural force, which is conducive to enhancing the feelings and role models of students of higher vocational and technical schools. This not only can realize the development of non-legacy culture to enhance cultural soft power, but also can provide new research experience for the implementation of cultural system construction in creative-entrepreneurship education of higher vocational and technical schools.

2. Theoretical Basis

2.1 Definition of Core Concepts

One concept is non-legacy culture. The non-legacy culture is a kind of "living" cultural form, which reflects the comprehensive characteristics of environmental heritage, inheritance carrier and spiritual essence. UNESCO has made a clear definition of the protection of intangible cultural heritage. The

definition points out that intangible cultural heritage refers to various types of forms and knowledge systems and skills displayed by various types of groups and organizations around the world as cultural heritage. At the same time, related tools, crafts, places and so on are also included.

The other concept is creative-entrepreneurship education.

Creative-entrepreneurship education focuses on cultivating students' creative and entrepreneurship qualities such as creative and entrepreneurship awareness, creative and entrepreneurship spirit, and creative and entrepreneurship ability. It breaks through the limitations of traditional cramming teaching and high scores and low abilities in examination papers. It cultivates creative and entrepreneurship talents that adapt to the development of the times and social needs from practice. Scholars have different interpretations of the concept of creative-entrepreneurship education, but they all emphasize the cultivation of innovation consciousness and the importance of creative-entrepreneurship education to promote individual development and teaching reform.

2.2 Non-legacy Culture Heritage and College Education

Scholars' research on intangible cultural heritage and college education mainly focuses on primary and secondary schools and undergraduate colleges. It is less on higher vocational education. In the related research on the combination of intangible cultural heritage and vocational colleges, Liu Guiqing^[8] studies the integration and development of non-legacy culture heritage and middle school art education and teaching. Li Qing^[9] proposed to use the way of school-enterprise collaboration to inherit the non-legacy culture. Through the modern apprenticeship system and order class mode of vocational colleges, the non-legacy culture inheritors are trained in a targeted manner, and the traditional handicrafts are continued. Du Wenjuan^[10] investigated the inheritance of traditional handicrafts and believed that the publicity and promotion of non-legacy culture is imminent. In order to highlight the indispensable position of vocational colleges in the inheritance of non-legacy culture, we should make full use of the advantages of vocational colleges in

practice to implement the inheritance of non-legacy culture. Zhou Wei^[11] proposed that it is of great significance to construct a systematic handicraft non-legacy culture heritage education. The government can use its unique advantages and resources to support the non-legacy culture heritage project, opening up a unique track to cultivate students with the intention of non-legacy culture heritage. Wu Lin et al.^[12] expounded the changes of the inheritance mode of traditional porcelain making technology, and put forward some thoughts and suggestions on the inheritance of traditional porcelain making technology based on combining with the actual situation of Jingdezhen Traditional Porcelain Making Technology School.

3. Analysis of the integration Mechanism of Non-legacy Culture and Creative-entrepreneurship Education of Higher Vocational and Technical Schools

3.1 Analysis of the Influence of Non-legacy Culture on creative-entrepreneurship Education of Higher Vocational and Technical Schools

3.1.1 The non-legacy culture stimulates college students' awareness of creative-entrepreneurship

Driven by the national innovation-driven development strategy, the creative-entrepreneurship education of higher vocational and technical schools has been vigorously promoted, and college students have gradually germinated the awareness of improving their creative ability in a strong atmosphere of creative-entrepreneurship. However, on the whole, most college students are afraid of the unknown situation in the changing environment, dare not challenge and try, and are afraid of the risk of failure caused by creative-entrepreneurship. The cultural essence contained in the cultural inheritance of non-legacy culture is rich in the ideological consciousness of encouraging everyone to innovate, which is conducive to encouraging college students who are limited to themselves to break through themselves, have the courage to innovate, and stimulate the awareness of creative-entrepreneurship.

3.1.2 Non-legacy culture cultivates college students' creative-entrepreneurship quality
The quality of creative-entrepreneurship of

college students of higher vocational and technical schools is related to the direction and implementation of creative-entrepreneurship projects. It also affects whether the behavior of college students in the process of practice meets the requirements of social morality. The essence of non-legacy culture contains a large number of traditional virtues and moral behavior norms, which are in line with the core values of socialism. It sets a model of ideology and morality for college students of higher vocational and technical schools, which is conducive to cultivating the quality of creative-entrepreneurship of college students. It regulates their behavior in the practice of creative-entrepreneurship with the quality of integrity and responsibility, which lays a foundation for cultivating the good quality of college students.

3.1.3 The non-legacy culture cultivates college students' creative-entrepreneurship spirit

In the era of rapid development of science and technology, college students of higher vocational and technical schools are deeply influenced by the Internet and big data. Some college students regard creative-entrepreneurship as an important channel to realize financial freedom, ignoring the spirit and feelings of innovative entrepreneurs. The cultural essence of struggle, struggle, development and innovation in the non-legacy culture is conducive to cultivating the spiritual world of college students of higher vocational and technical schools. The essence can help them to break away from the utilitarian ideology and improve the vision and pattern of college students' creative-entrepreneurship to gradually pay attention to the dedication and altruism of serving the society.

3.2 Analysis of the Advantages of Creative-entrepreneurship Education of Higher Vocational and Technical Schools on the Inheritance of Non-legacy Culture

3.2.1 Technical advantages: cross-professional collaboration

The special technical advantages of higher vocational and technical schools lie in their in-depth interdisciplinary collaboration ability. The cross-disciplinary cooperative teaching implemented by higher vocational and technical schools focuses on cultivating students' comprehensive practical ability and

cross-disciplinary comprehensive quality, realizing the infiltration and integration between disciplines. Students can have more opportunities to explore areas of interest. Under the background of interdisciplinary collaboration of higher vocational and technical schools, integrating non-legacy culture into multi-disciplinary creative-entrepreneurship education, and exploring the forms of inheritance and implementation of non-legacy culture more widely are conducive to the inheritance of non-legacy culture.

3.2.2 Environmental advantages: deep collaboration between schools and companies. The unique environmental advantage of higher vocational and technical schools lies in the deep collaboration between schools and companies. This advantage shows that the creative-entrepreneurship education of higher vocational and technical schools not only stays at the level of campus practice, but also has the opportunity to connect with the market directly. On the one hand, the successful non-legacy culture heritage in the market is introduced into the creative-entrepreneurship education of the school to cultivate more non-legacy culture inheritors. On the other hand, the non-legacy culture is integrated into the creative-entrepreneurship education of higher

vocational and technical schools. On the other hand, it also transforms the non-legacy culture in school creative-entrepreneurship education into a project to market and realize marketization.

3.3 Analysis of the Integration Mechanism of Non-legacy Culture and Creative-entrepreneurship Education of Higher Vocational and Technical Schools

Non-legacy culture and creative-entrepreneurship education of higher vocational and technical schools complement each other and promote each other. The non-legacy culture is helpful to stimulate college students' awareness of creative-entrepreneurship, cultivate their quality of creative-entrepreneurship and cultivate their spirit of creative-entrepreneurship in the creative-entrepreneurship education of higher vocational and technical schools. On the contrary, creative-entrepreneurship education of higher vocational and technical schools has the technical advantages of interdisciplinary collaboration and the environmental advantages of in-depth collaboration between schools and companies, which is conducive to the inheritance of non-legacy culture in a wide range of ways. As shown in Figure 1.

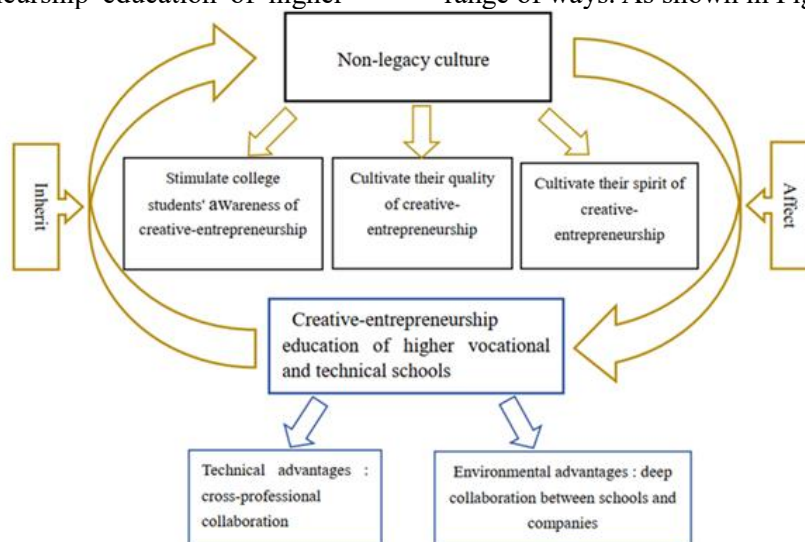


Figure 1. The Integration Mechanism of Non-legacy Culture and Creative-entrepreneurship Education of Higher Vocational and Technical Schools

4. Analysis of the Path of Creative-entrepreneurship Education of Higher Vocational and Technical Schools to Inherit the Non-legacy Culture

4.1 Creative-entrepreneurship Environment

Inherits the Non-legacy Culture

Under the impetus of national policies, the atmosphere of creative-entrepreneurship of higher vocational and technical schools is stronger. The environment of creative-entrepreneurship inherits the

non-legacy culture can enable college students to perceive the non-legacy culture in the concept of consciousness. In the teaching area and living area of higher vocational and technical schools, we set up creative-entrepreneurship non-legacy culture walls and publicity columns, etc. Through the promotion and telling of the non-legacy culture spirit and stories related to creative-entrepreneurship, or the exhibition of college students' creative-entrepreneurship achievements related to non-legacy culture, college students can feel the non-legacy culture in an all-round and three-dimensional way in this environment, which encourages college students to actively participate in the promotion and dissemination of creative-entrepreneurship non-legacy culture.

4.2 Creative-entrepreneurship Curriculum Inherits Non-legacy Culture

Creative-entrepreneurship course is an important way for creative-entrepreneurship education of higher vocational and technical schools to inherit non-legacy culture. The study of creative-entrepreneurship courses is the most direct way for higher vocational college students to understand creative-entrepreneurship. Therefore, the ideas and concepts of non-legacy culture are reflected as much as possible in the outline creation and talent training program of creative-entrepreneurship courses. At the same time, the relationship between non-legacy culture and creative-entrepreneurship education is constantly explored, so that creative-entrepreneurship education of higher vocational and technical schools can vigorously promote non-legacy culture. In addition, in the training and competition of various education and teaching activities and creative-entrepreneurship of higher vocational and technical schools, teachers should actively integrate the cultural concept of non-legacy culture and carry forward the culture of non-legacy culture in multiple dimensions.

4.3 Creative-entrepreneurship Practice Inherits Non-legacy Culture

The specialty of higher vocational education is practice. The education and practice of higher vocational and technical schools are inseparable. Through the practice of creative-entrepreneurship, higher vocational

and technical schools inherit the non-legacy culture, which can enable college students to understand the reality beyond books in practice, experiencing the hardships and difficulties of creative-entrepreneurship. College students can guide their own behavior with the non-legacy culture and make the cultural essence and practical activities highly integrated into themselves to form excellent moral quality and normative behavior. In the practice of creative-entrepreneurship of higher vocational and technical schools, it is appropriate for teachers to guide students to try non-legacy culture projects. College students have a deeper understanding of non-legacy culture in the process of project promotion, so that non-legacy culture can be continuously promoted and inherited.

4.4 Creative-entrepreneurship Platform Inherits Non-legacy Culture

The creative-entrepreneurship platform is an important gathering place for college students to carry out creative-entrepreneurship activities. It includes not only the well-known creative-entrepreneurship incubator, but also the creative-entrepreneurship network platform. In the design and layout of the creative-entrepreneurship incubation park, the non-legacy culture is fully applied, and the non-legacy culture is integrated into the park construction and project implementation. At the same time, when displaying the achievements of college students' creative-entrepreneurship, we should also vigorously present the essence of non-legacy culture. In the construction of the network platform for creative-entrepreneurship, both the creative-entrepreneurship network course platform and the creative-entrepreneurship project management platform should be integrated into the non-legacy culture, so that the non-legacy culture can be spread online and offline at the same time.

4.5 Creative-entrepreneurship Team Inherits Non-legacy Culture

The main force of creative-entrepreneurship education of higher vocational and technical schools is the high-quality double-qualified teaching staff. The influence of teachers' inheritance of non-legacy culture in the process of creative-entrepreneurship education cannot be underestimated. When cultivating

internal creative-entrepreneurship teachers, higher vocational and technical schools should pay attention to the influence and training of teachers' non-legacy culture, and then teachers with non-legacy culture awareness will subtly affect the absorption of college students' non-legacy culture in creative-entrepreneurship education. In addition, when hiring off-campus tutors for creative-entrepreneurship training, higher vocational and technical schools should also actively integrate the elements of non-legacy culture, so that students can feel the power of non-legacy culture when receiving on-campus and off-campus teacher education.

5. Conclusion

Based on the background that the state attaches great importance to the inheritance of non-legacy culture and the development of vocational education, this paper tries to make full use of the influence of non-legacy culture on creative-entrepreneurship education in vocational colleges and the unique advantages of creative-entrepreneurship education in vocational colleges. It integrates non-legacy culture into creative-entrepreneurship education in vocational colleges. The non-legacy culture is conducive to stimulating the awareness of creative-entrepreneurship of college students of higher vocational and technical schools, cultivating the quality of creative-entrepreneurship of college students, and cultivating the spirit of creative-entrepreneurship of college students. The technical advantages of cross-disciplinary collaboration of higher vocational and technical schools and the environmental advantages of deep collaboration between schools and companies are conducive to inheriting the non-legacy culture. On the basis of constructing the integration mechanism of non-legacy culture and creative-entrepreneurship education of higher vocational and technical schools, this paper puts forward that higher vocational and technical schools should inherit the non-legacy culture through creative-entrepreneurship environment, creative-entrepreneurship courses, creative-entrepreneurship practice, creative-entrepreneurship platform and creative-entrepreneurship team, so as to carry forward the non-legacy culture of the Chinese nation.

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