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## Research on the Development of Intangible Cultural Heritage Under the Strategy of Rural Revitalization

——Taking Chaoshan Inlaid Porcelain as an Example

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**Abstract** The inlaid porcelain craft of intangible cultural heritage has a long history and unique cultural value. The implementation of rural revitalization strategy is a powerful initiative for the inheritance and development of intangible cultural heritage. Field surveys and interviews are used to investigate the current situation of the development of inlaid porcelain art in Chaoshan region concluding that the development of inlaid porcelain art in Chaoshan region has problems such as the craft is on the verge of being lost the application market is narrow and the industry is single and the environment for cultural inheritance has not yet been formed and putting forward proposals. It is expected that these strategies will be useful for the inheritance and development of inlaid porcelain art.

**Keywords** rural revitalization intangible cultural heritage inlaid porcelain development strategy