

Research on Innovative application of private intangible cultural heritage digitization from the perspective of rural revitalization

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Abstract: In the context of rural revitalization strategy, this study focuses on how folk intangible cultural heritage provides new ideas for rural revitalization, and further discusses the innovative application of digitalization and intangible cultural heritage. This paper first explains the intangible cultural heritage, and reviews the current situation of the protection and inheritance of domestic intangible cultural heritage. Secondly, it analyzes some problems and principles to be adhered to in the integration of digitalization and intangible cultural heritage. Finally, under the concept of meta-universe, the paper breaks through the obstacles of intangible cultural heritage in time and space, and puts forward corresponding schemes to promote the rural revitalization strategy of intangible cultural heritage empowerment.

Keywords: Rural revitalization; Folk intangible cultural heritage; Innovation; Digitization; Innovative application.

1. Introduction

In the report to the Communist Party's 20th National Congress, "We will comprehensively promote rural revitalization and give priority to agricultural and rural development. Adhere to the integration of urban and rural development, smooth the flow of factors of production between urban and rural areas. We will make solid progress in revitalizing rural industries, agriculture, human resources, culture, ecology and organizations. "To rejuvenate the nation, rural areas must be revitalized. As one of the national development strategies, rural revitalization also provides new opportunities for the development of rural culture. With the rapid increase of urbanization coverage, the proportion of rural population is declining. As a large number of rural people flock to cities and towns, the phenomenon of "hollowing out" appears in some traditional villages. In order to change this situation, examples of rural revitalization began to appear with non-traditional intangible cultural heritage as the entry point, to drive industrial development and promote rural economic revitalization.

In 2021, The State Council issued the Opinions on Further Strengthening the Protection of Intangible Cultural Heritage, pointing out that "in the implementation of the strategy of rural revitalization and the construction of new urbanization, intangible cultural heritage should play a role in serving social governance at the grassroots level." We will increase professional support for the protection of intangible cultural heritage in areas out of poverty, and further promote intangible cultural heritage to help rural revitalization. "But at present, the inheritance and development of intangible cultural heritage is facing many problems and challenges. How to make good use of intangible cultural heritage, make it become a new driving force for rural revitalization and promote the new situation of modern rural culture is an inescapable practical problem in the development process of the new era.

2. The development situation of intangible cultural heritage

Intangible cultural heritage is the product of the integration of humanity and nature preserved by people of all nationalities in the long historical evolution. As a huge system, it bears the cultures and thoughts of all nationalities and covers cultures in different fields. It is an intangible and dynamic cultural form. It has always existed as the historical memory of all nationalities and the spiritual connotation among them. In terms of domestic intangible cultural heritage protection, the slow-flowing long river of history precipitates the wisdom crystallization from all ethnic groups, forming the scene of a hundred flowers blooming of China's intangible cultural heritage. Although China has the largest number of intangible cultural heritage in the world, there are still many deficiencies in the protection of intangible cultural heritage, such as the late start and long-term tendency to protect the material cultural heritage caused by imbalance and extremely severe problems of inheritance. From 2006 to 2018, China began to attach great importance to the protection of intangible cultural heritage, and has published five batches of national intangible cultural heritage lists. Relevant authorities have gradually promulgated laws and regulations and established protection organizations, forming a four-tier system of "national + provincial + city + county". Over the past 30 years, important achievements have been made in China's intangible cultural heritage protection. Especially in recent years, the digital construction of intangible cultural heritage has provided protection for the inheritance of intangible cultural heritage by combining the legal system with digital archives, and realized the dynamic inheritance of intangible cultural heritage. [1] For example, the Palace Museum has launched mobile software such as "Daily Palace" and "Palace Museum Ceramic Museum" through digital platforms. Handheld exhibition, VR viewing and exhibition reservation can be made on mobile phones to realize human-computer interaction and immersive experience of intangible cultural heritage.

International protection of intangible Cultural Heritage:

The United Nations began to take measures to protect intangible cultural heritage in the 18th century and promulgated the Convention on the Protection of the World Cultural and Natural Heritage. From the 1990s to the early 21st century, conservation was mainly reflected in the concept, reflection and suggestion research of intangible cultural heritage. This stage was the exploratory period. From 2005 to 2015, with the promulgation and improvement of laws and regulations on intangible cultural heritage in various countries, the protection of intangible cultural heritage entered a period of development. Since 2016, the integration of interdisciplinary, interdisciplinary and multidisciplinary disciplines has been continuously innovative, generating new protection experience. [2] For example, the Gallica project implemented by France aims to protect the history and culture of France. At the same time, a large number of precious illustrations and collections of ancient books are collected for digital protection. [3] South Korea gives the honor title of "National treasure of the world" to the non-genetic inheritors, inheriting and protecting intangible cultural heritage through government grants, assigning personnel to study and other ways.

3. Digital dissemination of Intangible cultural heritage

The combination of the wide application of digital technology and the protection of intangible cultural heritage has given birth to a new model of digital and cultural industry. This cross-border integration has enabled intangible cultural heritage to find a new path of inheritance. However, there are also many problems in the development process, which are mainly manifested in the following aspects: First, the application of digitalization is not deep and only superficial. For example: only the use of digital image and picture mode, the form is relatively simple, and digital media technology has begun to develop towards immersive scene. Second, homogenization and "de-regionalization" appear in the process of communication. As a highly regional intangible cultural heritage, systematic digital processing cannot perceive the source, historical background and other deep meaning of the culture. Third, there is a lag in the means of communication. The inheritance of intangible cultural heritage can be combined with online lectures, short video platforms and other learning channels. Fourth, digitalization has brought the drawback of catering to the market, resulting in changes in the content of inheritance. In the face of different cultural connotations of intangible cultural heritage, blindly apply templates without theoretical support, leading to the tendency of "entertainment" and "vulgarization". The blind pursuit of new digital technology leads to the loss of the original significance of intangible cultural heritage. [4] Such intangible cultural heritage lacks human emotion and historical charm, and cannot achieve the real sense of "user experience". In the digital process of intangible cultural heritage, we need to clarify the historical background, special regional cultural environment, evolution process and the thoughts and feelings contained in the intangible cultural heritage. Simple grafting is never advisable.

Principles of Intangible cultural heritage protection under Rural revitalization

Inherit the authenticity and strive for the original flavor

The disadvantages of the fast consumption era will certainly bring about the practical problem of people

indulging in the rapid acquisition of emotional value, so that the public aesthetic tends to be "secular" or even "vulgar", the pursuit of entertainment effect. As a result, if intangible cultural heritage only caters to the market, it will be further away from the tradition and lose the original intention of inheritance and protection. Therefore, when inheriting, we should pay attention to the authenticity and do not excessively seek novelty. As the repository of cultural symbols, digital space determines that the essence of people's communication in this kind of virtual repository is the conversion of symbols, which will also lead to intangible cultural heritage is just a series of coded combination of cultural symbols. [5] This form separates intangible cultural heritage from reality, making non-cultural heritage lose its original contextual relationship. No culture exists in isolation. As a complex and special culture, non-heritage works are intangible and fragile in terms of inheritance.

3.1. Clear division of labor and clear positioning of primary and secondary relationships

The inheritance of non-legacy works is of humanistic nature, which cannot be separated from the participation of the inheritors, and the digitalization should not be dominated by technical personnel. In the primary and secondary order, it is necessary to recognize that digitalization is only a means of protection, and inheritors are the protagonists of the protection of non-heritage. Inheritors are responsible for explaining the production process and historical origin of the intangible cultural heritage. As people who have lived with the intangible cultural heritage for a long time, their language can easily make people feel their sincere feelings for the intangible cultural heritage, while technicians are responsible for technical support. At the same time, it is not allowed to arbitrarily change the inheriting content of the intangible cultural heritage to the preference of the viewer. As a form of protection of intangible cultural heritage, the core of digital protection of intangible cultural heritage is to put people first and fully consider the demands of inheritors for the protection of intangible cultural heritage. [6] In order to make clear the primary and secondary relationship of digital protection, we should not put the cart before the horse and put economic development in the first place.

4. Protection and development of folk Intangible cultural heritage

4.1. Characteristic Towns of intangible cultural heritage under "Internet Plus"

Since the Notice on Cultivating Characteristic Towns was issued in 2016, characteristic towns, as a new development mode, have become one of the important ways to realize rural revitalization. The construction of characteristic towns promotes the development of new countryside and provides a new way for poverty alleviation.

To build a characteristic town, intangible cultural heritage is the core of the town. As the "soul" behind the word "characteristic", we should integrate and upgrade intangible cultural heritage. Traditional characteristic towns protect and inherit the unique local intangible cultural heritage as the highlight of tourism. With the arrival of metauniverse technology, the deep integration of characteristic towns and digitalization can be promoted, the digital platform of

characteristic towns can be built, social resources can be integrated, and a new form of industrial chain can be realized. Also, can use AR technology to simulate the "realistic" virtual scene, so that visitors directly understand the name of the commodity, price, history, production process and so on. Through the user analysis of the characteristic town, the point that tourists are interested in is deeply mined to improve the sense of user experience, make up for the deficiency of the entity operation of the characteristic town, and optimize the industrial structure. At the same time, the digital editing of intangible cultural heritage makes the storage more convenient and the production process records more comprehensive, which provides a good search basis for the future combing and is more efficient.

At the same time, due to the particularity of the geographical environment of intangible cultural heritage in remote mountainous areas, the sales channels of intangible cultural heritage handicrafts produced are often narrow due to traffic problems, and the profits are not high. With the popularization of the Internet and e-commerce business model, as well as the rapid development of China's logistics industry, "fundamentally broadens the spatial scope of the inheritance and dissemination of traditional handicraft industry, and accelerates the development of consumption from consumption quantity to consumption quality and quality of life." [7] "Internet plus" platform provides a new way to protect intangible cultural heritage that is on the verge of being lost and helps a lot. This year, local governments are attaching more and more importance to intangible cultural heritage. As the first professional online mall of intangible cultural heritage, the e-commerce platform "Intangible Cultural Heritage" set up by Weifang City has gathered more than 400 non-genetic inheritors after its establishment, with an annual transaction of 5.2 million times and an annual income of 4.2 million. In September 2022, Guangzhou Liwan District intangible cultural Heritage Platform was launched to protect and inherit intangible cultural heritage in the form of "intangible cultural heritage" plus "copyright". The establishment of these e-commerce platforms not only provides a communication channel for the re-emergence of intangible cultural heritage, but also contributes its own strength to rural revitalization.

4.2. Build a research base and digitized intangible cultural heritage into the classroom

Education, as an important way to promote cultural inheritance, can more directly export the awareness of inheritance and protection. The heritage site of intangible cultural heritage should be built into a research base, so that intangible cultural heritage can be introduced into the classroom and young people can understand the splendid culture of the Chinese nation. As the future of the motherland, young people should take on the important national tasks that are not inherited. They can cultivate their interest through class, and imperceptible intangible cultural heritage rooted in their hearts, spreading the idea of inheriting intangible cultural heritage.

In 2016, the Ministry of Education issued the Opinions on Promoting Research Trips in Primary and Secondary Schools, requiring all localities to place research trips in a more important position. [8] Young people, as the main force of non-inheritance, can feel the charm of intangible cultural heritage research through lively learning and implement

quality education more effectively. In the process of studying intangible cultural heritage, more people will pay attention to it, help the dissemination of intangible cultural heritage, and also play a certain role in helping rural revitalization. As a new economic growth point, the study of intangible cultural heritage is more acceptable than a simple business model.

Under the background of the rapid development of the Internet, talent training has adopted a new learning mode. The application of VR technology has upgraded from virtual "online" to "present", allowing non-genetic inheritance to break through the boundary of time and space. The immersive experience makes the intangible cultural heritage far away from daily life more authentic and stronger sense of physical experience.

Integration of intangible cultural heritage digital industry based on the meta-universe

With the introduction of the concept of metauniverse in 2021, the inheritance and development of intangible cultural heritage digitalization has entered a new stage. In addition to physical maintenance in reality, it also needs to carry out technical transformation with the help of digitalization. [9] Relying on the basic technologies of the meta-universe, industrial integration is carried out to build a new generation of "meta-universe plus". The decentralized and nodal trading platform established by blockchain technology is very popular in recent years. First of all, non-genetic inheritors can edit on the blockchain, and the created intangible cultural heritage products have a specific number, namely the serial number of the product, which cannot be modified or replaced, so as to provide copyright tracking for the digital intangible heritage. Secondly, with the help of interaction and brain-computer interface technology, VR, AR and other technologies can be used to build scenes, which can be generated in highly similar Spaces in the real world to achieve the effect of virtual reality scenes. Finally, it relies on extended reality technology to simulate immersive learning scenes, breaks through the limitations of time and space in the industry chain of education and teaching, and restores the intangible cultural heritage learning scenes, so that students can be immersed in them. 5G and cloud computing technologies, as the basic technologies of the meta-universe, have the characteristics of ultra-high speed, low power consumption, low delay and ubiquity on the network. [10] And these technologies can realize multi-terminal collaborative processing, so that the intangible cultural heritage industry communication fluency, and provide a basic guarantee in terms of data storage. At the same time, digital twin technology makes content production realistic, more efficient in practice, and solves the problems such as time-consuming consumables. At this point, the meta-universe has broken through the relationship between things, people and landscape, and reached the connection between people and things, things and things, and people and landscape, which is to realize the maximization of intangible cultural heritage value.

5. Epilogue

Non-posthumous works are the treasure of national cultural memory and a kind of culture with historical meaning. Digital technology has made the dissemination of intangible cultural heritage no longer limited by time and space. In particular, the proposal of the meta-universe, the interconnection of all things, has provided more technical support for the protection of intangible cultural heritage. However, no matter what form

of protection, it is necessary to ensure the primacy of non-inheritors in inheritance. On this basis, the role of intangible cultural heritage as a driving force in rural revitalization should be brought into play. As an important cultural resource for rural revitalization, folk non-heritage works play a promoting role in promoting cultural revitalization through continuous integration and excavation of good rural stories.

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