

Research on The Digital Protection of Chinese Ancient Town Culture and The Form of Art Communication

-- Taking Wuzhen, Zhejiang as an example

Luhao Cao

Arts Management, Gachon University, Korea, 1342 Seongnamdaero, Sujeong-gu, Seongnam-si, Gyeonggi-do 13120, Korea

Abstract: Cultural soft power and digital construction are increasingly important in international competitiveness. China is also focusing more on digital creation and creative diffusion of ancient town culture. The development of Internet technology and artificial intelligence has also provided digital protection for ancient town culture. More ideas for reference This study chooses Wuzhen, Zhejiang, China, as a research case, using the conceptual structure of ancient town culture, digital protection, and art communication platforms, using cultural capital theory and spatial structure theory to conduct research, and using the SWOT model as an analysis model to identify the advantages, disadvantages, and threats. In order to find a better growth path for the digital protection and art communication of Chinese old towns, opportunities and obstacles are examined from four angles.

Keywords: Ancient town culture; Digital protection; Art communication; Cross-media art.

1. Introduction

Chinese civilization is vast, complex, and all-pervasive, and one of its key components—along with old towns—is this culture. Numerous individuals are drawn to stay for a while by the ancient town's tiny bridges, flowing water, and sunset's afterglow. The old town has had numerous difficulties in its development in recent years as a result of the increase in tourists and the overdevelopment of the government and businesses. Especially in the context of digital development, how to digitally protect the culture of ancient Chinese cities and towns, and how to carry out artistic communication forms, so that ancient cities and towns will remain in the hearts of tourists for a longer time, are urgently needed in the development of ancient cities and towns. Times proposition.

The present trend in global cultural development is openness, and the type of openness defines how we should approach the future of traditional historic towns. From spatial composition to cultural connotation, we must not only inherit the wonderful traditional Chinese culture, but also base ourselves on the cultural features of our own history and location, in order to be consistent with the common advancement of world cultures. According to relevant data, the number of tourists visiting China's ancient cities and picturesque sites has increased dramatically in the last ten years, with about ten million tourists arriving each year. At the same time that the number of tourists grows, the initiation and protection of old communities faces new obstacles, particularly in the context of digital development. Keeping historic towns alive is a big problem for their development. This study employs digital protection for historical cities and art. Using digital communication as a research opportunity, we will investigate digital preservation and creative communication forms for ancient. There are a huge number of ancient towns in China. According to incomplete statistics, there are nearly 500 ancient towns. Among these ancient towns, each ancient town has its own characteristics brought into full play. This article studies the digital protection and artistic communication forms of Wuzhen, starting from the Internet Conference, the Wuzhen Drama Festival, and other

festivals and activities that have had a positive impact on the development of Wuzhen, Tongxiang, Jiaxing City, and Zhejiang Province.

1.1. Research Background

Against the background of digital development, ancient towns are also showing strong momentum in digital protection. Whether it is the development of the ancient town itself or the support of national policies, it is escorting the digital development of the ancient town. In 2021, relevant documents such as the "14th Five-Year Plan for National Economic and Social Development of the People's Republic of China and Outline of Long-Term Objectives for 2035" and "Digital China Development Report (2020)" all show that the development momentum of China's cultural digital industry Rapid, violent, and unpredictable events all play critical roles in economic development. The state strongly supports the digital culture policy. The Party's Nineteenth Central Committee's Fifth Plenary Session also approved a comprehensive plan for digital development. The "Central Committee of the Communist Party of China's Suggestions on Formulating the Fourteenth Five-Year Plan for National Economic and Social Development and the Long-Term Goals for the Second and Third Five Years" also pointed out that we must unswervingly promote the development and expansion of the digital economy. In the context of the vigorous development of digital technology, how to properly handle the relationship between the cultural industry and the integrated development of science and technology and how to digitally protect and artistically disseminate ancient town culture are difficult problems for the cultural industry. Starting from the theory and practical significance of developing digitalization, this researcher explores the digital path of integration with technology in the process of cultural industry development, uses cultural capital theory, spatial structure theory, and other theoretical foundations, and takes the Wuzhen Industrial Development Cluster in Zhejiang as an example to establish a SWOT model. analyze the direction and status quo of the integrated development of culture, industry, and technology and predict future trends.

1.2. Research purposes

In order to find a path for digital development and create a platform for the protection and diffusion of Wuzhen culture, this study focuses on the industrialization and development of Wuzhen, Zhejiang, using case studies and numerous field investigations. We can comprehend the new development concepts for Wuzhen under digitalization by analyzing the Internet Conference and the Wuzhen Theater Festival. These concepts aim to comprehensively address the issues raised by Wuzhen's digital development, do away with the factors that impede it, and raise Wuzhen's overall digital level. The growth of other historic towns serves as a guide.

1.3. Research Content

The study will use the SWOT model to consider the development of Wuzhen from all aspects and multiple perspectives and analyze the current industries of Wuzhen so as to explore the road of digital protection and art dissemination suitable for Wuzhen. The use of digital technology to employ data and digital products as corresponding protection carriers and to maintain these contents in digital form using new intelligent technologies such as blockchain and the metaverse is referred to as digital protection. The practice of obtaining matching artistic pieces from historical towns and then performing secondary processing for distribution so that these originally single contents are annotated in rich layers and can be disseminated in the market is referred to as art dissemination.

1.4. Significance

Ancient town culture is an important part of Chinese traditional culture, and the ancient town culture that has been alive for thousands of years has a higher research value. In addition to the ornamental value of the ancient town itself, such a culture is even more worthy of inheritance by scholars. The methods of inheritance are constantly changing and diverse. Digital protection is an effective way of passing on an inheritance in the context of digitalization. However, in the process of development, Wuzhen is relatively weak in digital protection, and it is still making its own traditional industries. In response to the above problems, this study takes Wuzhen, Zhejiang, as an example. By studying Wuzhen's industries, it builds a cultural digital protection and dissemination platform for Wuzhen, makes innovative digital experience games, and makes the charm of traditional ancient town culture shine. Wuzhen cultural digital protection and art research In the process of cultural dissemination, it is also expected to provide reference ideas for the development of other ancient towns, so as to promote Chinese culture and shine brightly. When analyzing previous studies, it is not difficult to find that ancient towns have always been the focus of research in the field of cultural industries. Search through CNKI with ancient towns as keywords. As can be seen from Figure 1, there are 725 articles related to the study of ancient towns, among which the research is mainly divided into case studies of ancient towns, such as Wuzhen, Nanxun, Huanglongxi, and other ancient towns. The research of the whole project accounts for one-seventh of the overall research, and the second type of research mainly focuses on the cultural protection and development of ancient towns. The research on cultural protection and development is the main foothold, followed by the research on the tourism industry. Because tourism has the highest value radiation of ancient towns, the first research focuses on the industry itself, and there are few

literatures on the digital protection and artistic communication of ancient towns. The current research focuses more on the protection of the resources of the ancient town itself. The article chooses Wuzhen as the research case, starting from the digital protection and the dissemination of artistic forms, which have high research significance. At present, although the research type of ancient towns is the focus and focus of cultural industry research, it can be seen from Figure 2 that in the past five years, many scholars have also focused their research on ancient towns. However, analyzing the key words of research in the past five years, ancient towns are the most popular. Looking at these previous studies, the research perspective is relatively broad. Most studies with macro significance basically focus on the development and protection of ancient towns. It is less necessary to conduct a better demonstration of the inheritance of the ancient town, and among the keywords in the top of the article, few of them involve digital protection and artistic dissemination in the past five years. Based on previous studies, there have been relatively solid studies on the history and development of ancient towns. Along these lines of development, researchers focus on the digital protection and artistic dissemination of ancient towns, which not only meets the needs of the development of the current era, but also contributes to the development of ancient towns. The development of the ancient town, to explore a better way out.

2. Literature Review

2.1. Ancient town culture

An ancient town refers to a special cultural landscape formed in space through the accumulation of a certain period of time. Ancient town culture refers to the spiritual and cultural connotations formed in this special landscape space, such as intangible cultural heritage, folk activities, various festival celebrations, and various competitions. With the ancient town as the core, it drives the development of related cultural products. As an important carrier of historical and cultural transmission, ancient town culture also needs to constantly adapt to the development of the times in terms of inheritance and protection.

2.2. Digital Protection

Digital protection is the use of digital technology, 3D virtual technology, 5G, cloud technology, big data, the Internet of Things, and other means, such as computers, communication equipment, and so on, to store cultural contents in the form of sound and video for long-term dissemination, promotion, and inheritance. The technology of digital security is based on strong encryption, which is a better carrier for protection in today's culture. Digital security is a modern security strategy that is based on scientific and technology innovation and progress. The propagation of historic town culture has become more extensive, diverse, and thorough as a result of the protection afforded by digital technology. Digital security has evolved beyond simple audio and video transmission to interactivity, perceptual diversity, and interest.

2.3. Art communication platform

The process of promoting activities that incorporate culture and art is known as art dissemination. It is vital to use appropriate means and carriers in this distribution process. Art diffusion is a significant technique to revitalize ancient

communities while also meeting the demands of the general public. Art communication focuses on the interaction between the art activity and the many life scenarios of the audience, and it places a greater emphasis on the input of audience members who participate in the activity. The communication platform is linked to cutting-edge intelligent communication technologies such as virtual reality, big data, the Internet of Things, and Metaverse.

2.4. Cultural Capital Theory

The theory of cultural capital imposes corresponding requirements on the spiritual dimension of the audience, including education and cultural level, as well as a corresponding summary of cultural output forms, such as some audio-visual new media means and new media products for dissemination, and so on. The theory also emphasizes the cultural importance of urban growth. The study of the value of ancient town culture in urban development culture is the study of ancient town digital protection and creative diffusion. To investigate the digital protection and creative transmission of ancient cities is to discover the best approach for ancient towns to develop. This, combined with the theory of cultural capital, can activate the culture of ancient towns so as to carry out better development and inheritance, break the existing industrial development model, and break through the symbolic value of culture.

2.5. Theory of Spatial Structure

The ancient town is a unique cultural landscape generated in space, and the theory of spatial structure is used to reflect the interplay of many sorts of combinations in space. Tourism, media communication, and ontological businesses all interacted in space during the growth of the old town to form a closed-loop interaction. Using spatial structure theory to investigate Wuzhen's digital protection and creative communication forms can better connect different industrial chains in series, allowing the most value of culture to be extracted.

3. Methods

case analysis

3.1. Advantages.

Local benefit Wuzhen has a more than 6,000-year history. As a result of this extensive era of cultural accumulation, it has developed its own special regional advantages. A strong foundation for Wuzhen's cultural development and the creation of its own distinctive cultural brand and cultural imprint was created by the localized cultural diffusion of the distinctive memories of water towns, such as little bridges and flowing water, awning boats, and scull boats. Wuzhen has a distinct edge over many other historic towns in that it exports more cultural goods while practicing digital protection because of its own local advantages. Through the years, this unique cultural connotation has persisted. Regional Benefit. Tongxiang City, Zhejiang Province is home to Wuzhen. In Zhejiang Province's urban economic structure, Tongxiang City dominates. Because of its proximity to significant cities like Hangzhou, Shanghai, Nanjing, etc., Wuzhen has clear benefits in the region. One of the latest beneficiaries of the Yangtze River Delta's regional integration has been Wuzhen. Additionally, Wuzhen has some of the best tourism resources of all the country's historic towns. Outstanding individuals have lived in Wuzhen since antiquity. Wuzhen itself has a

rather strong cultural heritage, despite still being in the process of developing its own culture. Additionally, a number of well-known local figures and artists foster natural competition for the advancement of the region's culture. Industrial benefits Wuzhen is known around the world for its wool sweater business. Another factor in the digitization of Wuzhen is the e-commerce sector that relies on wool sweaters. The two significant industrial events in Wuzhen are given further consideration in this study. The Wuzhen Theater Festival, which began in 2013, is still going strong today. The theatrical festival is aiding in cultural exchange in the midst of the epidemic. The Wuzhen Theater Festival has established a solid foundation for the growth of forms. The Wuzhen Drama Festival began one year before the World Internet Conference. Since it opened in 2014, Wuzhen has also served as the World Internet Conference's primary location. Wuzhen was altered when the Internet Conference arrived, it also changed Wuzhen. It also means that Wuzhen has emerged as a new hotspot for the advancement of Internet technology and the digital economy. The development of digital industries in Wuzhen is not limited to its own ancient town; it will also have implications for its historical mission, digital protection, and artistic dissemination. Several Internet conferences have been held, and more than 10,000 technological achievements in the frontier field of the Internet have been unveiled in Wuzhen. With the help of the World Internet Conference, Wuzhen also carried out the construction of Wuzhen's Internet source and Cloud Share Wuzhen's smart city brain, all of which are paving the way for Wuzhen's digital protection. The Asian Digital Art Exhibition: Global Digital Civilization and Digital Dunhuang, both published by the Beijing Tangying Final Line Culture Communication Co., Ltd. and the Dunhuang Research Institute, respectively, were two of the twelve outstanding examples of "jointly building a community of shared futures in cyberspace" that were presented at the 2022 World Internet Conference. Wuzhen's digital protection and creative distribution have been influenced by significant construction professionals and a number of cases, including the Energy Connection Global published by the Global Energy Internet Development and Cooperation Organization. Due to the economic advantages of the Wuzhen Drama Festival and Internet Conference, as well as Wuzhen's own local and regional advantages, the formerly quiet town not only sees a lot of visitors come and go, but also attracts notable figures from all spheres of life, making Wuzhen a destination for big names. Bricks and tiles are being added by the development of digitization and the manner of artistic transmission.

3.2. Disadvantages

Single format. In the process of Wuzhen's development, in addition to its own strong cultural heritage, the city also brought a huge industrial scale to its development. Wuzhen Theater Festival, World Internet Conference, etc. have all filled the gap in Wuzhen's industry. Except for the cultural symbol carrier of the water town, the memory of Wuzhen has remained in the two relatively long-term industrial formats of the Wuzhen Drama Festival and the World Internet Conference in the last ten years. However, the Wuzhen Theater Festival and the World Internet Conference have brought short-lived industries to Wuzhen. The duration of these events is about one week, and after one week, Wuzhen's spatial body has entered a state of stagnation again. The injection of cultural capital did not lead to sustainable

development and did not form an industrial cluster effect in Wuzhen. It is challenging for Wuzhen's business model to become the growth of Wuzhen's regional economy because of Wuzhen's unique business model. It pushed the original tourism aesthetic to alter, and it also significantly reduced its commercial value. Wuzhen developed a business model based on the original homes, and as the city's commercial district developed, many of the original occupants were moved and displaced, slowly erasing the original cultural form. Wuzhen lacked a sense of place, and the bustling economy overtook the sleepy, historic settlement. Other than fortourism, the old town's industry find it challenging to create other cultural qualities due to the carrier's centralized management. Every individual is the creator of cultural value, and after these individuals are separated, the value function of culture is gradually weakened. It is difficult for Wuzhen, which has been replaced by a business model, to maintain its attractiveness to tourists for a long time. The resources are insufficient. The traditional qualities of the ancient town have been preserved during Wuzhen's growth. Aside from the incorporation of inherent occurrences, other modes of communication and digital technology are relatively scarce in Wuzhen's development. At the moment, new concepts such as smart media, big data, and the metaverse are popular, yet these aspects are still out of sync in Wuzhen's development. Traditional cultural capital and spatial structure are still based on the original format and do not allow for multi-angle production. lack of endurance Wuzhen has a lengthy past. There hasn't been much innovation in the building of infrastructure or the creation of art derivatives, in addition to retaining the water town's original aspect. The infrastructure's construction is not flawless. The growth of the historic town has been under pressure due to the excessively concentrated tourism wave, and the original infrastructure is unable to completely accommodate the rising tourist demand. This has also grown to be a sizable barrier to the growth of Wuzhen's tourism industry. Wuzhen has not created new cultural formats outside of ideas like "Utopia, the home of the soul." One development paradigm cannot, in the long run, satisfy the needs of the majority. The movement of goods, which is more crucial in the aesthetic transmission of historic town culture, is considerably hampered by repeated tourist visits. Additionally, Wuzhen's development has been driven towards uniformity by the unsatisfactory tourism service system. No more thought has been put into the long-term development of Wuzhen's distinctive culture, which has led to a gradual loss of Wuzhen's distinctive features. Wuzhen's other picturesque locations divide tourists due to the fierce competition. Retaining people is just as crucial to the cultural preservation of historic communities as culture. People are the ones who propagate culture, and the decline in tourism slows this process down. Wuzhen's cultural legacy is more negatively impacted by the absence of development of Wuzhen's own tourism potential. Despite the fact that Wuzhen's culture lends the city power in and of itself, Wuzhen lacks the power necessary to develop its industry. With the exception of the recent World Internet Conference and the Wuzhen Theater Festival, there aren't really any other enterprises that can establish themselves over the long term in this hot locale.

3.3. Opportunity

Under the background of China's accession to the WTO, China's tourism industry has also entered the international market, which provides a good opportunity for the

development of Wuzhen. In the process of internationalising the tourism market, Wuzhen has also received more financial and talent support, and some high-quality projects have come in, such as the World Internet Conference. Since the World Internet Conference has been held, Wuzhen has attracted some excellent digital protection solutions every year. For the dissemination of these intelligent media, Wuzhen has more opportunities than other scenic spots to implement these digital projects for the digital protection and artistic transformation of ancient towns. spread. In the digital age, Hangzhou, Shanghai, and Suzhou, which are close to Wuzhen, are the commanding heights of the development of the Internet and the digital economy. The digital development of these cities can better provide reference ideas for the digitalization process in Wuzhen and open up a good development path. Along with Hangzhou, Wuzhen has benefited from the digital payment system. The

transformation of the payment process supported by Internet technology has provided a more private and stable environment for the digital protection process of Wuzhen's tourism industry.

3.4. Challenge

The cycle is longer. The establishment of digital protection and art communication platforms requires a long period of time. Whether it is the early research and post-production, as well as market promotion and replication, it takes a long period of time. At the same time, with the support of the government, more additional funds are needed for the construction of the platform to support the smooth implementation of the project. Time and funds have become the biggest challenges in the process of digital protection and artistic dissemination in Wuzhen. Rapid development. In the context of digital development, how to speed up the digital development of Wuzhen and resist the rapid development of other ancient towns of the same type has become the biggest challenge in the development process. In the context of rural revitalization, the majority of regions are strengthening support for the development of ancient towns and are constantly innovating. However, how Wuzhen can maintain its own advantages and continue to lead has become the biggest problem in its development. At present, the world-renowned Wuzhen Theater Festival and the World Internet Conference in Wuzhen have brought limited vitality to the development of Wuzhen. Apart from its own industry personnel, it is also difficult for Wuzhen to develop in terms of communication.

4. Conclusion

In the process of development, Wuzhen has a relatively deep cultural foundation and is gradually introducing industries, but the road of digital protection and artistic dissemination, relatively speaking, has insufficient development stamina. How to integrate advantages, make up for shortcomings, and keep the ancient town full of vitality is an urgent problem that Wuzhen needs to solve against the background of digitalization.

1). Build an artistic dissemination platform: With the prevalence of digitalization, Wuzhen should closely follow digitalization and develop more artistic dissemination platforms. For example, VR, virtual roaming, artificial intelligence, and other technologies can be used to digitally produce the features of these ancient towns in the context of the epidemic and disseminate them through network

platforms. Create an online virtual museum and use mobile tools such as AR smart glasses to carry out interactive experiences; the use of VR technology can give tourists a more real-life experience, and the use of virtual roaming and artificial intelligence technology cannot make up for the current difficulty of going out. Bureau, so that more tourists can be satisfied. The integration of virtual and real AR technology and a real-time interactive experience can help the audience better understand the culture of the ancient town and can also better record the culture of the ancient town so as to achieve digital protection and artistic dissemination. The immersive sense of participation is also an important means of continuing the cultural vitality of the ancient town. Let the ancient town's online, offline, and downstream operations be carried out simultaneously, making the communication of the ancient town more artistic.

2). Build a digital protection chain; in the path of digital protection and artistic dissemination, Wuzhen needs to design a large number of cultural and creative products combined with local culture so that the culture of the ancient town can be alive during the circulation of these cultural and creative products, creating more memory points. The design of cultural and creative products conforms to the artistic transmission path, which also conforms to the characteristics of digital protection and can build a relatively complete digital protection chain. In the digital protection chain of cultural and creative products, Wuzhen can use digital platforms, cloud big data, etc. to conceptualize, productize, and digitise the abstract and obscure ancient town culture. At the same time, it can also be customised and matched according to the cultural industry to open up the digital protection chain of cultural communication in ancient towns.

3). Let the industry go global; in addition to introducing some high-quality projects, we need to strengthen our own construction and create batches of excellent digital projects, such as 5G smart parks, 5G smart life, and a series of digital projects. These excellent digital projects Go out and learn from other ancient town cultures so that ancient town culture can be better protected digitally.

4). Change the current management model; at present, Wuzhen's intensive management makes it an innovative complement. Instead of changing the traditional enterprise management model, use digital methods such as collaborative offices, mobile offices, and online offices to realise digital protection and management of the ancient town's cultural industry. Cloud visits and the construction of virtual cultural scenes can also change the traditional management model. The traditional management mode requires a lot of labour costs, and the management efficiency is relatively low. The digital management mode can increase the speed and improve efficiency. More funds are used for the construction and development of the ancient town platform, and it can also be better. adapt to the development needs of digitalization and art, establish the brand effect of Wuzhen culture, and enhance the social influence of Wuzhen cultural products and the ancient town itself. Using virtual reality technology and

intelligent media communication to create an artistic communication platform to carry out the digital protection of ancient town culture is not only to promote the digital development of ancient town culture and museums but also to focus on batches of high-quality, excellent traditional cultures to continue on the fertile cultural soil of China. Using digital technology to recreate the culture of these small bridges, flowing water, and peaceful ancient towns can not only effectively promote the cultural and artistic dissemination of ancient towns, as well as the localization and localization of artistic creation and cultural expression, but it can also help the society's innovation elements. full dissemination. The inevitable element of inheriting the excellent traditional Chinese culture in the new era is to take the road of digital protection, and the cultural industry in ancient towns should actively promote the digitization of cultural and creative products, the digitization of cultural exhibitions in ancient towns, and the digitization of industrial entry and exit in ancient towns. China, with its huge clusters of ancient towns, is on the road to digital protection, and through artistic forms of communication, the culture of ancient towns has a long history and shines brightly. Scholars from all walks of life should also dig out more new ideas for the development of ancient towns, do more pioneering research on the development of ancient towns, combine the advantages and disadvantages of ancient towns, grasp the opportunities and challenges of ancient towns, and offer suggestions for digital protection and artistic dissemination of ancient towns to promote the cultural industry's better development.

References

- [1] Xue Hui. (2022). Research on the Integration and Development of Cultural Industry and Technology Driven by Digitalization--Taking Shijiazhuang as an Example. *City* (03), 48-60.
- [2] (2021). Wuzhen People's Park Smart New Infrastructure. *Design* (24), 12. Xu Yiming. (2020). "Heterotopia" and Locality: Wuzhen Theater Festival and Wuzhen's Spatial Aesthetic Structure. *Research on Marxist Aesthetics* (01), 526-541+756-757.
- [3] Zhu Lei & Liu Shiqi. (2022). Research on the Cultural Revival Strategy of Traditional Towns Catalyzed by Festivals--Taking Wuzhen and Wuzhen Theater Festival as Examples. *Construction of Small Towns* (01), 69-75.
- [4] Huang Yonglin & Yu Zhaochen. (2022). The development dimension and innovative expression of intangible cultural heritage from the perspective of technology. *Ningxia Social Sciences* (03), 198-206.
- [5] Lin Xiaofeng, Li Jingxiong. Improvement of Tourism Service Quality and Development Strategies in Ancient Towns--Taking Wuzhen Tourism as an Example[J]. *Marketing World*.2019(52):144-145.
- [6] Gong Li. Research on the Development Problems and Countermeasures of Cultural Tourism in Ancient Towns in Minority Areas [D]. Chongqing Normal University, 2020. DOI: 10.27672 / d.kink. gcsfc. 2020. 000071.