
RESEARCH ARTICLE

Exploring the Digital Development Path of Intangible Cultural Heritage under the Background of Rural Revitalization: Taking Chi Shui Bamboo Weaving in Guizhou Province as an example

Mengfei Pan^{1 a}, Yuqing He^{1 b} and Jingshu Li^{1 c} ✉

^a*School of Culture and Communication, Yantai University of Science and Technology, Yantai, 265600, China*

^b*Sichuan Film and Television Academy, Film and Television Photography and Production Department of Photography, Changchun, Jilin, 130000, China*

^c*Harbin Institute of Petroleum, School of Mechanical Engineering, Department of Mechanical Engineering, Harbin 154899, China*

Corresponding Author: Jingshu Li, **E-mail:** 18249164657@163.com

ABSTRACT

With the continuous promotion of the current rural revitalization strategy and the continuous development of the digital economy, some intangible cultural heritage from rural areas have ushered in new development opportunities. This article takes the intangible cultural heritage of "Chi Shui Bamboo Weaving" as a case study, analyzes its digital development status, as well as its impact and significance on the development of rural revitalization strategy after digitization, and summarizes some strategies for the digital development of rural intangible cultural heritage. Research has shown that the digital economy is feasible in driving the development of cultural heritage and can also better promote rural revitalization. It is expected that this study will have a certain role in the development of rural revitalization strategies.

KEYWORDS

Rural revitalization, intangible cultural heritage, digital economy.

ARTICLE INFORMATION

ACCEPTED: 20 April 2023

PUBLISHED: 29 April 2023

DOI: 10.32996/jhsss.2023.5.5.3

1. Introduction

Since the report of the 19th National Congress of the Communist Party of China, China has been vigorously promoting the development of a rural revitalization strategy. Cultural revitalization is an important part of the comprehensive implementation of the rural revitalization strategy. With the rapid development of today's digital economy, intangible cultural heritage can seize the great opportunity of digital economy development, enabling the digital economy to empower intangible cultural heritage and achieve rural revitalization. In the Ethnic Village of Datong Town, Chishui City, Guizhou Province, there are many cultural industries, among which the intangible cultural heritage "bamboo weaving" is particularly prominent. Yang Changqin, the inheritor of the intangible cultural heritage of "bamboo weaving", seized the opportunity of the booming digital economy today, allowing the intangible cultural heritage of "bamboo weaving" to better develop and also leading villagers to achieve rural revitalization.

1.1 Background of the Study

At the 20th National Congress of the Communist Party of China in October 2022, it was proposed to develop rural characteristic industries and expand channels for farmers to increase their income and become rich. In most rural areas of our country, there is a unique cultural industry that, after a long period of development, has ultimately become an intangible cultural heritage that embodies civilization and wisdom. The development of a rural revitalization strategy requires the support of rural characteristic industries. Cultural heritage in rural areas is a treasure nurtured through a long history and the best representative of rural characteristic industries. The digital economy is a new driving force for the development of China's economy today, which can

Copyright: © 2023 the Author(s). This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC-BY) 4.0 license (<https://creativecommons.org/licenses/by/4.0/>). Published by Al-Kindi Centre for Research and Development, London, United Kingdom.

bring new vitality to intangible cultural heritage and further develop rural revitalization strategies. Currently, according to surveys, most intangible cultural heritage originating from rural areas has seized the opportunities created by the digital economy and successfully developed rural revitalization strategies.

The Ethnic Village in Datong Town, Chishui City, Guizhou Province, studied in this article, is currently a successful rural revitalization strategy. The village is located in Chishui City, the "hometown of bamboo in China". Local villagers not only grow a large area of bamboo but also have bamboo weaving skills. As early as 2014, "Chishui Bamboo Weaving" was listed as a provincial-level intangible cultural heritage in Guizhou Province. Yang Changqin, the inheritor of "Chishui Bamboo Weaving", used digital sales channels to promote this intangible cultural heritage. She effectively combined the digital economy with intangible cultural heritage to develop rural revitalization strategies.

1.2 Purpose and Significance of the Study

In recent years, China has vigorously advocated the implementation of the rural revitalization strategy and promoted the development of rural related industries. Insisting on the implementation of the rural revitalization strategy and deeply studying the way to implement the rural revitalization strategy are conducive to solving the major contradictions in our society at this stage, as well as an important basis for building a modern economic system, promoting our economic development and achieving common prosperity for all mankind. The combination of intangible cultural heritage and digital economy is the main way to promote the development of rural revitalization strategy today. Intangible cultural heritage brings together the great wisdom of the Chinese nation. The inheritance of intangible cultural heritage is conducive to the development of rural cultural industries, enhances national identity, and is of great significance for the progress of Chinese civilization.

China's intangible cultural heritage has strong historical value and can also promote the revitalization of the cultural industry. Yang Changqin, from Ethnic Village in Datong Town, Chishui City, Guizhou Province, has made many contributions to the development of rural revitalization strategies. This inheritor who successfully integrated the digital economy with intangible cultural heritage is a typical case in the implementation of rural revitalization strategy development. Yang Changqin's method of inheriting the intangible cultural heritage of "Chishui Bamboo Weaving" is also worth learning from more inheritors of intangible cultural heritage so that more inheritors can inherit intangible cultural heritage and drive the implementation of rural revitalization strategy. Allowing more intangible cultural heritage from rural areas to be passed down, enabling the vigorous development of intangible cultural heritage while also promoting economic development.

1.3 Research Status

The rural revitalization strategy has been a hot topic since it was proposed in the report of the 19th National Congress of the Communist Party of China. At present, there are a large number of academic reports related to the research on rural revitalization, and the research is divided into multiple directions. As for the research on the direction of intangible cultural heritage in rural revitalization, as of the publication of this paper, there were relatively few papers available on various platforms. Most intangible cultural heritage in rural areas still needs to explore better ways of inheritance. At the same time, there is a gap in the research literature on the combination of the digital economy and intangible cultural heritage in rural areas. Perhaps in today's social environment, Many rural areas are also abandoning their local cultural heritage. From this, it can be seen that there is a relatively lack of research on the direction of intangible cultural heritage in the current major issue of rural revitalization.

The Ethnic Village in Datong Town, Chishui City, is located in the northwest of Guizhou. The history of the local "Chishui Bamboo Weaving" intangible cultural heritage project can be traced back to the late Ming and early Qing dynasties, and it is a landmark culture of the ethnic village. There is little academic research on "Chishui Bamboo Weaving", and most of these academic studies focus on the cultural value of "Chishui Bamboo Weaving". At the same time, there are relatively few relevant literatures on rural revitalization research listed as intangible cultural heritage in Guizhou Province, and more scholars choose to list ethnic minorities in Guizhou as cases. The selected cases in this article are representative of the current implementation of rural revitalization strategy and the favorable development environment of the digital economy.

2. The Current Situation and Development Process of New Media Assisting the Development of Intangible Cultural Heritage

2.1 Development Status of Datong Town in Chishui City

Yang Changqin explores various bamboo weaving techniques and develops them into fine bamboo weaving techniques. Exquisite bamboo woven products are integrated with daily tools. As of the end of October 2020, the Cooperative Bamboo Art Development Co., Ltd., established by Yang Changqin, has received over 40 million yuan in orders for bamboo woven tea set series products. Nowadays, the "Chishui Bamboo Weaving" industry is still thriving, which not only drives the development of local cultural and creative industries in Chishui but also promotes the improvement of the bamboo industry chain. The per capita bamboo forest

area in Chishui, the “Chinese Bamboo Township”, ranks among the highest in county-level administrative regions in China, with almost every registered household in rural areas planting bamboo. In Chishui, the current situation of the bamboo industry chain is as follows: bamboo farmers harvest bamboo shoots, produce them into delicious food in the production workshop of Guizhou Hongchishui Group Co., Ltd. “Hongchishui Group”, and then label them with trademarks such as “Hongchishui” and “Alsophila spinulosa sister” and sell them nationwide. Chitianhua Paper Industry is now the world's largest single series production enterprise of bamboo pulp, Its main industrial backfeeding agricultural project, the 200000 ton/year bamboo pulp forest paper integration project in northern Guizhou, is also a demonstration project approved by the National Development and Reform Commission for forest pulp paper integration. Chishui Hand in Hand Bamboo Art Development Co., Ltd. now has 8 invention patents and 27 authorized trademarks. The company's bamboo weaving products have obtained barcode certification from the China Coding Center and national poverty alleviation product certification.

2.2 Development Process of New Media Sales Channels for Chishui Bamboo Weaving in Datong Town

Since 2012, the training population for local bamboo weaving skills has covered surrounding left behind women, relocated households, disabled people, and school students, with an annual training population of over 10000 people. More and more young people are returning home to the intangible cultural heritage of bamboo weaving production and research base founded by Yang Changqin. In the Chishui Bamboo Weaving Intangible Cultural Heritage Experience Center, founded by Yang Changqin, there are over 300 types of bamboo weaving handicrafts. In 2018, Yang Changqin was successfully elected as a representative of the 13th National People's Congress. She made her first appearance at the two sessions and introduced and promoted the traditional bamboo weaving culture of her hometown through a representative channel. In 2020, with the help of live streaming of agricultural products, Yang Changqin led a team to sell bamboo weaving handicrafts through live streaming, bringing them to e-commerce platforms. They were fiercely sought after by domestic and foreign users, making bamboo weaving a popular intangible cultural heritage product. After Yang Changqin had his first successful experience of creating bamboo weaving under the guidance of his employees, he took advantage of the hot iron and led his employees to quickly transport the bamboo weaving products from the factory to major e-commerce platforms in China for sale. Through the sales channels of new media e-commerce, he helped the local economy develop. Every year, the sales of this e-commerce platform, which only sells goods from Guizhou, can reach millions of yuan. Yang Changqin sold bamboo weaving products through e-commerce platforms, helping more than 60 impoverished local people find employment. At the same time, he collaborated with the Municipal Human Resources and Social Security Bureau to establish nearly 10 bamboo weaving technology training courses, providing free technical guidance and training for local bamboo weaving enthusiasts and imparting his bamboo weaving skills to nearly a thousand people. In 2021, the long-standing Chinese bamboo weaving culture suddenly attracted huge attention on TikTok, attracting 70 million online viewers. The Chinese “bamboo weaving kung fu” showcased the charm of traditional Chinese culture to the world and received unprecedented attention from overseas netizens. The products were even exported to France and the United Kingdom. In the same year, Yang Changqin's company's output value had also approached 20 million yuan, with 34 registered trademarks and 12 invention patents. The company has also driven more than 100 local villagers to find employment, helped 177 households and 570 people increase their income, and successfully launched a happy model of rural revitalization in the local area.

2.3 Research on the Development and Communication Path of the Bamboo Industry in Datong Town Assisted by New Media

Exploring the diversified dissemination paths of Chishui bamboo weaving in Datong Town, appropriately using new media platforms as a springboard for promoting bamboo weaving culture, and correctly developing e-commerce channels to support the rapid development of the local economy, Datong Town undoubtedly provides a good idea for other areas in the country that need to be developed. In fact, our traditional intangible cultural heritage culture should not be offered to us as a “living fossil”. It should be fresh, full of vitality, and should adapt to changes to integrate with the times. In today's society, it has actually become a past tense that wine is not afraid of the deep alley. The fast pace of life and the eruption of multiculturalism make people see countless good things every day. If the communication mode is single, Even if something is good, it is difficult for others to notice or notice it. The rise of new media technology, fully utilizing the enormous advantages of new media dissemination and fully combining new media and traditional culture, has once again given these cultural treasures that have been neglected by ourselves an opportunity for the world to pick up and remember. In fact, we do not lack good culture and good inheritance. On the contrary, we have a lot of intangible cultural heritage like Chishui Bamboo Weaving, which is polished by our generation after generation and extracted from the treasure and essence of the Chinese nation alone. They are only limited by the obstacles caused by a single underdeveloped sales channel, and the use of new media to promote intangible cultural heritage culture and drive rural revitalization is undoubtedly a promising trend in the future.

3. The Impact and Significance of Digitalization of Intangible Cultural Heritage on Rural Revitalization

3.1 Survival of Local Knowledge Memory: Rebuilding a “Cloud Museum” on Digital Platforms

The Universal Declaration on Cultural Diversity states that culture has its own forms of expression in different eras and places. As the essence and representative of local historical culture and folk tradition, the inheritance and protection of intangible cultural

heritage not only involves the preservation and promotion of local historical culture but also affects the future planning and the construction of local sense.^[1]In modern society, under the dual pressure of urbanization and population loss, the preservation and development of rural culture also face great challenges. The development and innovation of digital technology provide strong support for the inheritance of rural intangible cultural heritage. Building a database using digital technology, recording intangible cultural heritage technology and processes through images, and building a cloud museum using digital platforms are important ways for intangible cultural heritage to break through spatial limitations and be understood by more people in the Internet era.^[2]

Chishui Bamboo Weaving uses the live streaming platform as a window for external dissemination. On the one hand, it takes advantage of the traffic from the internet platform to expand the popularity of Chishui Bamboo Weaving. On the other hand, it also utilizes the visual and three-dimensional dissemination characteristics of the internet to vividly showcase more exquisite bamboo weaving technology in front of the audience, allowing them to see intangible cultural heritage technology thousands of miles away and feel the charm of intangible cultural heritage without leaving their homes. This also inspires relevant departments to carry out the inheritance and protection of intangible cultural heritage while also preserving and showcasing the uniqueness of rural culture. Therefore, relevant departments should attach importance to the construction of rural cultural spaces, encourage social groups and organizations to participate in the protection of local cultural heritage, and also use images spontaneously uploaded by rural residents for secondary creation.^[3] In addition, county-level governments can play a role in integrating media, producing professional works from^[4]

3.2 Boosting Rural Cultural Industry: Expanding Sales Channels for Rural E-commerce

In the era of the digital economy, achieving industrialization and branding development is an important development strategy for intangible cultural heritage to transform its cultural value into economic value. In the era of new media, due to the innovation of business models and the expansion of marketing channels, more and more intangible cultural heritages like Chishui bamboo weaving are leaving the mountains and flying towards ordinary people's homes. The production and marketing models of "Intangible Cultural Heritage+Live Broadcasting" and "Intangible Cultural Heritage+E-commerce" have gradually become mainstream. With the support of the policy of assisting agriculture through live broadcasting, Chishui Bamboo Weaving has begun to use e-commerce to achieve faster development. This not only drives the development of rural cultural industry but also greatly increases the income of local residents, retaining the labor force for the countryside. With the increasing participation of indigenous people, intangible cultural heritage technology has become a unique cultural project in the local area; It has driven the development of the economy, culture, and tourism, thereby achieving a virtuous cycle of local industrial development.

The application of digital technology in the field of intangible cultural heritage enables enterprises or inheritors of intangible cultural heritage to carry out differentiated production or provide customized services, making intangible culture regain its charm in the new media era. Yang Changqin innovates bamboo weaving technology based on modern people's aesthetics, making bamboo weaving more suitable for the needs of modern life, which is the embodiment of this customized thinking. The success of Chishui bamboo weaving has provided inspiration to rural areas with the same or similar conditions, digitizing traditional technologies to enhance their economic added value and utilizing local support policies for rural e-commerce to develop local cultural industries and local economies. By utilizing e-commerce promotion, not only can economic benefits be increased, but also local product brand effects can be formed. Therefore, local governments should deeply explore cultural heritage, promote the deep integration of local industries, rural e-commerce, and intangible cultural heritage, expand sales channels, and expand the audience. At the same time, joint promotion with other platforms or brands can also be used to increase voice volume.

3.3 Enriching Farmers' Spiritual Homestead: Network Media Performance and Spreading Ethnic Culture

Intangible cultural heritage, as a representative of local culture, often relies on unique local contexts to showcase its cultural and historical value. However, this also creates a situation of "difficulty in inheritance" and "difficulty in dissemination". With the rise of short video platforms, the popularity of intelligent devices has lowered the threshold for intangible cultural heritage inheritors to have media access. Farmers have opened their own media accounts to produce short videos, which not only ensures the national character of the "original" intangible cultural heritage performance Locality enriches the spiritual culture of farmers and enhances

^[1] Research on the Digital Survival and Development of Intangible Cultural Heritage: A Case Study of Huizhou Region-Qin Feng[J]

^[2] Ma Xiaona, Tula, & Xu Yingqing. (2019). Status of digital development of intangible cultural heritage. Science in China:Information Science (2), 22.

^[3] Research on the Digital Protection and Inheritance of Intangible Cultural Heritage Items of Traditional Drama in Guangxi-Gu Xuqiang[J]

^[4] JIANG Ying. (2022). The Multiple Values of Exploring Historical and Cultural Heritage from the Perspective of "Cloud Live". Cultural Industries(16), 3.

the sense of identification of rural residents with local culture. On the one hand, due to the invasion of external culture in the past, local residents lacked interest and motivation to learn the intangible culture, and the increase in migrant workers in cities further increased the crisis of the lack of inheritance subjects. However, the rise of self media, it has to some extent, bridged the information gap between urban and rural areas, increased the exposure of rural areas on media platforms, promoted the development of local tourism and cultural industries, and attracted the return of talent. On the other hand, online media provides a more cost-effective and efficient exhibition space for intangible cultural heritage. Taking the example of the Chishui Bamboo Drift, the popularity of short video platforms not only attracts more people's attention to this traditional skill but also enables Chishui to achieve cultural dissemination abroad.

Technology can more vividly showcase the simplicity and nature of traditional intangible cultural heritage technology and also comprehensively showcase the new style of intangible cultural heritage technology in the new era. Farmers present real-life scenes, produce intangible cultural heritage products, and showcase intangible cultural heritage skills on online platforms, allowing local cultures that have already lost their aesthetic space and audience to regain their audience. At the same time, the digital dissemination method has also reshaped the development form of intangible cultural heritage. Chishui has taken advantage of the situation, leveraging and leveraging its strengths, and personalized, customized products that conform to modern aesthetics are also worth learning from in other rural areas

4. Conclusion

In the era of new media, the digital economy has brought new development opportunities to intangible cultural heritage and injected new vitality into rural revitalization. Good policies, technological innovation and industrial iteration are all important driving forces for the digitalization of intangible cultural heritage. Achieving Digital transformation is an inevitable move to adapt to the development of the times and also an important measure to determine the rural non heritage and inheritance of rural civilization.

Although the local intangible cultural heritage culture represented by Chishui bamboo weaving is reborn through Digital transformation, which has also driven the development of the economy and culture, the current rural intangible cultural heritage digitization in China still has problems such as insufficient infrastructure construction, excessive reliance on the initiative of inheritors and serious homogenization of industrial models. Therefore, in the future, local governments should increase investment, consolidate the technical foundation, attract digital talents to return, and expand production benefits through the composite pattern of "technical talents+intangible heritage inheritors". Villages and towns that also possess intangible cultural heritage technology should actively learn from demonstration cases and drive local intangible cultural heritage culture towards digitization and industrialization through visiting and learning. In the era of new media, taking the path of digitalization, utilizing the power of the Internet to bridge the gap between urban and rural economic development, and doing a good job in modernizing the survival and development of traditional intangible cultural heritage technologies are still opportunities and challenges that governments at all levels and inheritors of intangible cultural heritage need to face.

Funding: This research received no external funding.

Conflicts of Interest: The authors declare no conflict of interest.

Publisher's Note: All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers.

References

- [1] Chen, Q. R. (2022). The value of digital live streaming in the protection of intangible cultural heritage. *Cultural Industries*, (23), 121-123.
- [2] Han, M. Q., & Zhou, X. Q. (2022). A review and prospect of the digital inheritance of intangible cultural heritage in the past two decades. *Journal of South-Central University for Nationalities (Humanities and Social Sciences)*, 42(1), 65-74+184. <https://doi.org/10.19898/j.cnki.42-1704/C.2022.0109>
- [3] Huang, Y. L. (2015). Protection and utilization of intangible cultural heritage in the context of digitization. *Cultural Heritage*, (1), 1-10+157.
- [4] Jiang, Y. (2022). The multiple values of exploring historical and cultural heritage in the era of "cloud live streaming". *Cultural Industries*, (16), 134-136.
- [5] Ma, X. N., Tu, L., & Xu, Y. Q. (2019). Current status of the digital development of intangible cultural heritage. *Scientia Sinica Information*, 49(2), 121-142.
- [6] Qin, F. (2017). *Research on the digital survival and development of intangible cultural heritage* [Doctoral dissertation, University of Science and Technology of China]. CNKI. Hefei. <https://kns.cnki.net/kcms2/article/abstract?v=3uoqlhG8C447WN1SO36whLpCgh0R0Z-ifB1L3ks338rpyhinzvy7K5zsXb80SA9rZUF2YoRGregeCJVgGullU8a3j5wygc0&uniplatform=NZKPT>
- [7] Tan, G. X., & He, Q. M. (2021). Research on the current situation, practical difficulties and development path of the digital dissemination of China's intangible cultural heritage. *Theoretical Monthly*, (9), 87-94. <https://doi.org/10.14180/j.cnki.1004-0544.2021.09.010>
- [8] Ye, D., & Dai, Y. (2020). Research on the dissemination of intangible cultural heritage through network live streaming. *Journal of Huangshan University*, 22(2), 80-83.
- [9] Zeng, J. F., Cao, X. Y., & Feng, D. L. (2021). Exploring innovative paths for the inheritance of intangible cultural heritage from the perspective of new media. *Communication and Society*, 4(20), 38-39.
- [10] Zhang, L., & Lei, Y. Q. (2021). The dissemination and inheritance of intangible cultural heritage in the context of digitization. *China Television*, (10), 72-76.