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Research on the Innovation of Protecting Intangible Cultural Heritage in the "Internet Plus" Era

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Abstract

This article combines the most fierce concept "Internet Plus" in modern era , From the perspective of "Internet Plus", it discusses the protection mode, tries to explore the key points for the new model to construct "Internet + intangible cultural heritage protection", provides reasonable practical guidance, and finally creates innovative ideas and methods for the protection of intangible cultural heritage. Simultaneously it makes academic contributions to the innovation and inheritance of Chinese intangible cultural heritage.

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1. Introduction

1.1 Current situation and trends of domestic "internet plus"

1.1.1 Current situation of "internet plus"

Since the date of submission, the “Internet Plus” concept has been led by policies and guided from the central government to local government. It has already been used in many industries including agriculture and service industries, and has promoted the overall transformation and upgraded of the industry. The relevant industries' innovative markets have effectively helped the country's economic development.

For example, in the industrial sector, the new model of “Internet + Industry” has greatly promoted the rapid development of domestic industries toward a more digital and more intelligent industrial 4.0 direction.

Manufacturing industry's higher efficiency, higher level, and more energy saving has thrift the company's original me and cost, and open up new areas. Leaders of Alibaba and other “Internet+” continue to show Chinese highest creation level to the world, and they have implemented the strategic goals of the new and old kinetic energy transformation proposed by the country.

In the field of agriculture, the new model of “Internet + Agriculture” has innovated traditional agricultural production and sales model, enriched the forms of agricultural development and improved the competitiveness of agricultural economy. The main manifestation is relying on big data analysis, which can provide planters and farmers with more scientific and comprehensive agricultural production programs, in the end achieves the purpose that the quality of agricultural products will be greatly increased and labors'high intensity will be greatly improved.

Meanwhile, with the advantages of the Internet, it effectively integrates the production and marketing channels of agricultural products, which could make the production and sales more concise and efficient, so that both producers and consumers can win each other; In service industry, the new model of “Internet +service industry” effectively stimulates various innovative services, which can enrich consumer styles and experiences, and make services more user-friendly, efficient, and concise.

1.1.2 The trends of "internet plus " in the future

Nowadays, "Internet Plus " continues to exert its advantages, and is deeply integrated with various industrial fields, enhance the innovation and vitality of Chinese economy comprehensively and effectively, the "Internet Plus" will also likely to be developed on platform and well refined. Till then, various platforms will come out involving many aspects such as supply chain, sales channels and resource sharing, which would attract more traditional industries to join in these platforms to accumulate resources, deepen cooperation, and relocate their industries, ultimately achieve scientific upgrading of traditional industries. In addition, there are already basic industries based on “Internet Plus”, which will develop in a professional and in-depth manner, and it will be driven by innovation, integrate traditional enterprises through in-depth integration of resource discovery, program design, operation and training. With the advantages of the combination of conventional company of Internet companies, formulate a more rational implementation plan and ultimately achieve mutual win-win cooperation.

2. The Research on the Innovation Path for "Internet + Intangible Cultural Heritage Protection"

In this section, the author will use the “Internet Plus” as an entry point to carry out the research on innovative protection of intangible cultural heritage. Prior to the study, we must make it clear that "Internet Plus" as an irresistible trend today has brought promising future for many industries, especially for traditional industries, it is a new approach to the integration of "Internet Plus" thought. However, in the view of "Internet Plus" combining nowadays, there are still certain drawbacks, please refer to the following figure.

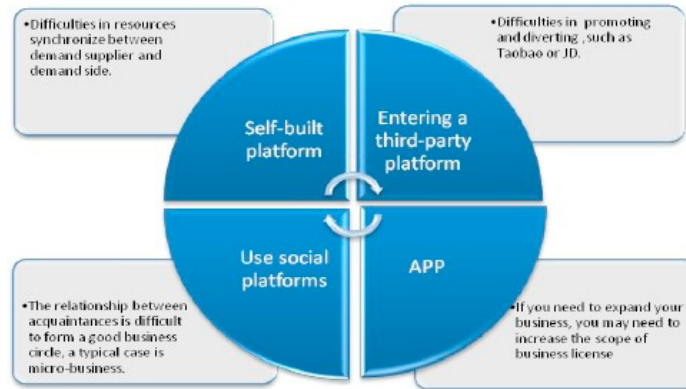


Figure 1 Common routes and drawbacks of using the "Internet+" to upgrade the traditional

Therefore, we need to use the practice to test and improve the new thought of the "Internet Plus" and continue to innovate and improve our work ideas.

2.1 From the government perspective

From the perspective of the government, the first step is to actively change the working ideas, and the second step is to actively create conditions to fully support the "Internet+ intangible cultural heritage protection." One of the most prominent features of the "Internet Plus" era is innovative thinking. First of all, the government needs to solve the problem like what need or needn't to do, how to do? From the perspective of the traditional government thinking model, in order to promote the benign development of a certain work, the relevant departments should take advantage of their own resources to build a working platform to attract relevant investors in the society to participate. This traditional investment model is not suitable in the era of "Internet+", because the entire Internet is an open platform for entrepreneurship, any individual has his own business opportunity. In this market, there are many outstanding entrepreneurs who already have a lot of activities, if the government attracts these entrepreneurs according to the traditional investment model, it will have little effect. As companies engaged in Internet-related work, they have the most acute insights in the market, and they always pay close attention to the brilliant of entrepreneurship and creating value. They generally have a very mature business start up platform, and also support related completed financing systems. If the government also puts a lot of effort on a similar platform, it may not worth much. In general, if the government operates according to traditional thinking, it is likely that most of the efforts are thankless, then we should change our Ideas. The government will put itself in the perspective of an observer of the "Internet+intangible cultural heritage protection" entrepreneurship market. There is no need to deliberately formulate where intangible cultural heritage should be protected, instead, focus on the results and who will do it. Who can make innovations, and then buy it directly with capital, or use policies to support it, and extend the best model to other aspects of intangible cultural heritage protection. Therefore, in the "Internet Plus" era, the government's thought should change with times.

In addition, as the leader in the "Internet Plus" era, in the process of implementing the intangible cultural heritage protection, the government needs to focus on the following aspects. First of all, strengthen infrastructure of the "Internet + intangible cultural heritage protection". Besides conventional cloud computing, bandwidth, and entrepreneurial support policies, this kind of infrastructure construction also has an important aspect of big data use and integration capabilities. Governments at all levels should have the most up-to-date and authoritative data in their own hands, this requires the government to formulate relevant systems to improve the ability in handling the new data on the protection of intangible cultural heritage. At the same time, the collated data will be combined with the "Internet Plus" in an ingenious way to make data become a link for innovation and guide the protection work to a more healthy way. Secondly, the government should change the traditional management model and pay more attention to the endogenous governance of start-up companies and entrepreneurs. Because the "Internet Plus" era is

doomed to be subversive, in addition to subverting the mode of thinking, there also will be a management model. Many things have come into being, whether it is a company or a government have no reference, everyone is groping and trying. For example, the appearance of network about car trips has raised a great deal of discussion about how to manage it. Judging from the government's past management model, Didi practitioners will inevitably wear "black cars" hats, even if the practitioners want to own the operating qualifications, they must go through many procedures in the government departments and may waste a lot of time. At another level, the emergence of Didi trips has also enriched governance model to the government. The endogenous management of Didi trips on charges, positioning, and evaluation about car driver has provided reference for the governance. Therefore, the government should actively explore integrating endogenous management into the new governance model of "Internet + intangible cultural heritage protection", and rationally transform the business model of the enterprise into the government management model. Finally, in implementing the "Internet+ intangible cultural heritage protection" process, the government should improve the legal support system. The intangible cultural heritage protection process is a kind of protection for culture, in the process it will certainly create benefits, but at the same time it would inevitably lead to intellectual property rights disputes. The government should improve relevant legal systems, on the one hand, it can make the "Internet + intangible cultural heritage protection" model develop healthy, on the other hand, it will further enhance the legal awareness of "Internet + intangible cultural heritage protection", practitioners could effectively promote intangible culture heritage protection.

2.2 From the internet enterprise level

As a main force in the era of "Internet Plus", Internet companies should also have Internet thinking and innovate in all aspects of the old and new markets. In recent years, the traditional industry as the main battlefield of the "Internet Plus" reform is full of opportunities and challenges, for Internet companies, "+" means additional creativity and additional value. The protection of intangible cultural heritage is precisely a very worthwhile area of development. It is recommended that Internet companies participate in the protection work through the following aspects.

2.2.1 Re-Examining the intangible cultural heritage protection market

When it comes to intangible cultural heritage, many people come up with words like old, traditional and so on, which are not related to fashion. The root lies in the fact that there are few channels for the public to have a deep understanding of intangible cultural heritage. With people's realistic demands for the construction of spiritual civilization, intangible cultural heritage as an important component of our culture, has gained a lot of interest from the general public. We found that the display platform of "Internet Plus" was faster and more convenient than offline disseminate. Internet companies can explore the intangible cultural heritage resources which is systematically listed, disseminate them to the public through various Internet platforms, and actively promote the protection of intangible cultural heritage.

2.2.2 Re-Examining innovations in the protection of intangible cultural heritage

The traditional view that wines are not afraid of deep alley in the early years is obviously outdated in modern era. As an intangible cultural heritage practitioner, they all hope that the things inherited from ancestors can flourish but on the other hand, most of the practitioners do not have strong computer knowledge, which make them suffer from decoupling from the new technology. Furthermore, people who want to understand and even study the protection of intangible cultural heritage are lack the latest authoritative data to support their needs. At this time, the advantages of Internet companies will be highlighted, just like Ma Yun's Alibaba Group, building a third-party platform to solve the actual needs for buyers and sellers, Internet companies can fully protect their work according to the objective needs of both parties, use their own technology, strength and resources to solve this contradiction.

2.3 From the level of inheritors of intangible cultural heritage

Practitioners who related to Intangible cultural heritage are the vanguard of inheriting intangible cultural heritage. Confronted with the trend of “Internet+” era, they are eager to use this power to solve the heritage difficulties. So how should we use this force to achieve the purpose of protecting intangible cultural heritage?

2.3.1 Standing on the shoulders of giants

The protection and inheritance of intangible cultural heritage requires the strong support from the government. In addition to the policies for protection, the most critical is technology. The weakness for the protection of intangible cultural heritage is poor dissemination, dissemination is the productivity, and the practitioners must actively spread, some important digital protection measures require the full support from the government. Recalling the existing forms and methods of digital protection in the nationwide, there are many protected forms, for example, digital museums, animation and related games, intangible cultural heritage databases and so on. Many techniques are used, such as VR and AR technologies, 3D technologies, digital imaging technologies, digital animation technologies, motion capture technologies, thematic map construction and other technologies. These forms and technologies cannot be managed by single practitioner, they should be led by the government, organized by relevant departments and operated by practitioners.

2.3.2 Ingeniously using new media to make "internet + intangible cultural heritage" glorious

With the advent of the “Internet Plus” era, practitioners must work hard to integrate the intangible cultural heritage with the Internet. It is not difficult to see whether it is the comprehensive promotion of the Internet or Internet sales, the essence behind it is the output of cultural values of folk crafts. As has mentioned above, the personnel training model in the intangible cultural heritage protection is obsolete, practitioners cannot obtain more reasonable income from current working environment. In response to this problem, many practitioners are very confused, due to the lack of strong Internet technology, only rely on the government to use digital technology to protect. However, such projects generally have a long cycle and cannot achieve the desired results within a short period of time, can practitioners who are not familiar with Internet technology sit still? of course not. As the Internet technology continues to be mature, especially with the rapid development of new media technologies, even if you do not have excellent technology, you can still use your mobile phone to share the convenience of the Internet in a short period of time. Activists may wish to look for breakthroughs in the protection of intangible cultural heritage from new media platforms such as live broadcast platforms, WeChat, Weibo, and the community. The practitioners should be clearly aware that if the intangible cultural heritage-related products are sold in the market, in addition to the product itself needs innovated design, it also needs a suitable sales model. For a long time, practitioners lack market awareness, and the potential value of intangible cultural heritage has not been developed, the practice of changing this dilemma is to cooperate with Internet companies, to scale and commercialize the products which is related to intangible cultural heritage. In short, the arrival of the "Internet Plus" era has provided new thoughts and methods for the protection and inheritance of intangible cultural heritage. With the aid of the tide of the times, How to carry on the intangible cultural heritage protection scientifically and healthily? The whole society should participate in thinking.

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