

# *Research on Digital Inheritance and Promotion of Intangible Cultural Heritage in Ganzi Prefecture ---- A Case Study of Derong Tibetan Folk Model Technique*

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**Abstract:** With the continuous development of information technology, digitalization has become an indispensable way to inherit and promote intangible cultural heritage. This paper analyzes the advantages of digital inheritance and promotion from the perspective of the problems and shortcomings of the intangible cultural heritage in Ganzi Prefecture under the current traditional inheritance mode. Combining excellent works of digital innovative inheritance and promotion of intangible cultural heritage in China and cases of digital cross-border cooperation between intangible cultural heritage and other things, taking Derong Tibetan folk car model technique as an example, this paper explores the digital inheritance and promotion path of Ganzi Prefecture's intangible cultural heritage from the aspects of building digital museums, building intangible cultural heritage brands and building digital online sales platforms. To help the healthy development of Ganzi Prefecture's intangible cultural heritage.

## 1. Introduction

Garze Tibetan Autonomous Prefecture, or Garze Prefecture for short, is located in the western part of Sichuan Province. It has many mountains and valleys and a vast land with few people. It is a multi-ethnic inhabited area with Tibetans as the main body. In January 2017, the General Office of the CPC Central Committee and The General Office of the State Council issued Opinions on the Implementation of the Project of Inheriting and Developing Excellent Traditional Chinese Culture, which also clearly pointed out that “all kinds of enterprises and social organizations should actively participate in the development, protection and utilization of cultural resources, and produce rich and diverse high-quality cultural products with unified social and market values and popular among the people. We will expand the supply of medium and high-end cultural products and services.”The report of the 19th National Congress clearly pointed out that“culture is the soul of a country and a nation. When culture prospers, a country will prosper, and when culture is strong, a nation will prosper.”However, with the social changes, especially under the impact and influence of modern market economy, these traditional outstanding intangible cultural heritage are facing unprecedented

difficulties and challenges, and many of them have disappeared permanently in the long river of history.

## **2. Urgency and necessity of digital inheritance and promotion of Ganzi Prefecture's intangible cultural heritage**

### **2.1. Problems faced by traditional inheritance mode of intangible cultural heritage in Ganzi Prefecture**

In Ganzi, due to its vast territory and small population and relatively backward productivity, various traditional cultures have been passed down by hand and mouth for a long time. Especially for the traditional skills such as handicrafts, which take years to develop, a pattern of inheritance within the family has been formed, which is similar to “inheriting the business of the son from the father”. This model in a long history has greatly reflected its superiority and reliability. But it also laid an irreversible hidden danger for the rapid decline of modern times. On the one hand, with the development of economy, more and more young people choose to go out of the mountains, and are no longer willing to inherit the traditional skills that seem to have fallen out in the modern society. On the other hand, the rapid popularization and application of all kinds of new crafts and materials with more beautiful appearance and advantages has greatly affected the market of traditional crafts, which makes it impossible to rely on traditional skills to have distribution effect, and in turn affects the inheritance intention of handicrafts. Under the pressure of life, more and more craftsmen have to face the reality and give up their craft and choose other ways to make a living. As time goes by, many traditional cultures are gradually forgotten by people imperceptibly. Traditional crafts, which used to be common and well-known in the past, are gradually referred to as "intangible cultural heritage". They have to rely on protection to gain attention, so as to obtain certain recognition and not die out so quickly.

### **2.2. Advantages of digital inheritance and promotion**

Based on AR and VR technology, the biggest advantage of digital inheritance and promotion lies in its unbounded, permanent and comprehensive nature. It can truly break the boundaries of time and space, present relevant materials of intangible cultural heritage more intuitively and comprehensively, realize security, sharing, convenience and interactivity, and is more conducive to inheritance and promotion, which is the need of the development of The Times. For example, in the first season of Ganzi Prefecture in 2019, Making the World -- The Day in the Bowl, it tells the story of Gerong Tsering and his son in Derong Vaka for nearly 6 minutes in the way of micro film recording. How to make an exquisite wooden product, and run in the mountains and forests to find raw materials, hone their skills for decades. This folk skill is continued by the way of father to son. According to the investigation, this is the only digital video documentary of Derong Tibetan folk car model skill.

## **3. Cases of innovative digital inheritance and promotion of domestic intangible cultural heritage**

Since the Chinese intangible cultural heritage database project of the Chinese National Academy of Arts was approved and started in 2005, Huang Yonglin and Tan Guoxin proposed in 2012 that “the digitalization of intangible cultural heritage refers to the use of digital collection, digital storage, digital processing, digital display, digital communication and other digital technologies to transform, reproduce and restore the intangible cultural heritage into a digital form that can be

shared and renewable, and to interpret it from a new perspective. New ways to add to preserve, new needs to add to use”<sup>[1]</sup>. At the same time, with the continuous development of information technology, successful cases of innovative inheritance and promotion of digital intangible cultural heritage in China have emerged in an endless stream in recent years. Digital documentaries on intangible cultural heritage, such as A Bite of China, If a National Treasure Could Talk, and I Repaired Cultural Relics in the Forbidden City, have been well received by people. Intangible cultural heritage digital themed APP, such as the Daily Palace Museum Calendar APP, integrates the cultural relics of the Forbidden City into each day's calendar in the form of a theme. When viewing the calendar, it is also an opportunity to be popular science popularization, so as to let more people know about the cultural relics of the Palace. Intangible cultural heritage digital theme websites, such as “V Forbidden City”, “Panoramic Forbidden City”, the elegant background music of the websites allows people to visit the Forbidden City immersive, you can choose the location to visit, and each page has the corresponding copy introduction of the Forbidden City.

The digital cross-border cooperation between intangible cultural heritage and other things is also worth learning and reference. For example, the interactive puzzle game book "Enigma Palace Ruyi Beautiful Picture Book" published by the Forbidden City, open the Yellow Book page, the ink pen small characters, exquisite illustrations, strange symbols in the book are hiding the secrets of the Forbidden City, there are 18 pieces of hidden mysteries with the book attachment, more unique physical books + mobile phone gaming interactive reading experience. In 2004, Samsung Electronics of Korea cooperated with the United Nations Educational, Scientific and Cultural Organization on the digital preservation of intangible cultural heritage. In addition, the United Nations Educational, Scientific and Cultural Organization launched the digital preservation project of the Silk Road in 2004. The main purpose of the project is to use Azerbaijan's history, culture and carpet museum, Digital inheritance and protection of cultural resources and intangible cultural heritage<sup>[2]</sup>.

## **4. Digital inheritance and promotion of intangible cultural heritage in Ganzi Prefecture: A case study of Derong Tibetan folk car model technique**

### **4.1. Create a digital Museum**

To establish digitization Museum of Derong Tibetan folk model art. Through research and collection of basic information of Derong Tibetan folk model skills, such as model tools, raw materials, inheritors, model products, production process, etc., it is produced into a digital image of basic introduction. At the same time, virtual simulation and other technologies are used to create a digital immersive embodiment area, to achieve multi-directional three-dimensional realistic display and experience effect. Therefore, more efforts should be made to digitally record the stories of non-inheritors.

### **4.2. Build a digital brand of intangible cultural heritage**

First of all, build the intangible cultural heritage brand of Derong Tibetan folk car model technology, and do a good job in brand image design, including IP image, packaging, advertising and brand extension design. At the same time, pay attention to the design and development of intangible cultural heritage brand theme APP or website, such as the intangible cultural heritage theme website "Memory Sichuan" sponsored by Sichuan News Media Group and Sichuan Intangible Cultural Heritage Protection Center. It has played a positive role in promoting and spreading the intangible cultural heritage of Sichuan Province and its inheritors through the website. Secondly, we should consider cross-border cooperation between intangible cultural heritage brands

and other well-known brands to build joint brands and achieve win-win results. Finally, in cooperation with local governments and universities, themed animations, short films or propaganda films will be created according to the characteristics of intangible cultural heritage brand and the cultural connotation of Derong Tibetan folk model skills, so as to better inherit and promote the intangible cultural heritage brand and finally realize the steady improvement of economic value.

### 4.3. Create digital network sales platform

The inheritance and development of Derong Tibetan folk model skills cannot be separated from the improvement of its economic benefits. While keeping the previous offline sales model unchanged, we should vigorously develop its digital network sales platform, in order to break its remote location, small target consumer groups and other unknown and unvisited predicament. Today, with the rapid development of information technology, sales platforms such as Taobao, Jingdong, wechat business, video account, wechat official account, Douyin and Kuaishou should be added to complement offline sales platforms, so as to maximize target consumer groups. Digital online sales platform should think from the perspective of customers, customers' needs or preferred shopping experience, and pay attention to customer interaction, such as inviting Tibetan Internet celebrity Ding Zhen and other live to bring goods, Derong Tibetan folk model skills can be tried.

## 5. Conclusions

The digital inheritance and promotion of intangible cultural heritage is a supplement to the protection of traditional intangible cultural heritage, and does not exist independently. The two complement each other in order to achieve the effect of complementing each other. The digital inheritance and promotion of intangible cultural heritage cannot be completed independently by enterprises or individual non-inheritors, and cannot be separated from the all-round support of government policies, funds and talent introduction. Only with the multi-directional deep integration, innovation and cooperation of enterprises, inheritors, governments, schools and associations, can the digital inheritance and promotion of intangible cultural heritage be better promoted.

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