



"Intangible Cultural Heritage" Thought of Cultural Heritage and Protection- -A Kite on the Cloud, A Bamboo on the Ground

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Abstract. With the improvement of China's comprehensive national strength, the rapid development of economy and science and technology, people's living standards have gradually improved, but there are limitations and simplicity in people's cognition of intangible cultural heritage. Intangible cultural heritage is an important part of the excellent traditional Chinese culture, and is an important basis for connecting national emotion and maintaining national unity. China needs to improve the inheritance, development and protection of intangible cultural heritage. Good protection, inheritance and utilization of intangible cultural heritage is of great significance to the continuation of the historical context, strengthening cultural confidence, promoting exchanges and mutual learning among civilizations, and the building of a strong socialist culture. Article for Luoyang bamboo weaving and kite inheritance and protection and how to make it better with the integration of mass cultural activities, put forward the intangible cultural heritage protection and inheritance platform, real-time update, fully solve the original service website, platform and App information update slowly, scattered, the main problems such as low propaganda results. To provide people with a perfect and effective service platform, so that the masses to obtain information more comprehensive, more convenient, more effective.

Keywords: intangible cultural heritage skills teaching, intangible cultural heritage creation, volunteer travel, intangible cultural heritage inheritance and protection

1 Foreword

Intangible cultural heritage is a "sample" used to show the world's cultural diversity, so as to promote people's protection of intangible culture. ^[2]At present, intangible cultural heritage is attracting more and more people's attention. The trend of "Internet +" is at the right time, accelerating the integration of traditional cultural industries. "Internet + culture" has entered the strategic layer of cultural construction and become an important direction of future cultural development, bringing new opportunities for the inheritance

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and development of intangible cultural heritage. On August 12, 2021, the General Offices of the CPC Central Committee and the General Office of the State Council issued the Opinions on Further Strengthening the Protection of Intangible Cultural Heritage and issued a notice, requiring all regions and departments to earnestly implement the work in light of the actual conditions and vigorously strengthen the inheritance and protection of intangible cultural heritage.

China's intangible cultural heritage contains unique spiritual values, ways of thinking, imagination and cultural consciousness of the Chinese nation, which is the basic basis for safeguarding China's cultural identity and cultural sovereignty.^[4] As early as June 7, 2008, bamboo weaving was approved by the State Council to be included in the second batch of national intangible cultural heritage list; in May 2006, the kite was included in the first batch of national intangible cultural heritage list. But the social attention of Luoyang bamboo weaving and kites is still not high, many people do not even know where kites and bamboo weaving come from. Although the Party and the government have always attached great importance to the protection and inheritance of intangible cultural heritage, "as a traditional living cultural expression of human carrier", non-genetic inheritance that mainly rely on oral teaching are still faced with the practical problem of "lacking successors" and the century problem of "masters and unscrupulous people can teach". At present, the lack of successors to the intangible cultural heritage, such as kites and bamboo weaving, makes them have a serious disconnect with the mass cultural activities.

Intangible cultural heritage is a concept from practice, so we should pay attention to the practical characteristics of the protection and inheritance of intangible cultural heritage.^[3] In recent years, in the face of the problems existing in the intangible cultural heritage and industry development, on the basis of the national series of policy, through the "Internet +" inheritance heritage attempt is increasing, "intangible + live", "intangible + studies", "intangible + gen", "intangible + digital" four kinds of intangible marketing development model to concrete implementation, inspired the netizens learning and inheritance intangible art great interest. Liu Kuili, a member of the Honorary Department of the Chinese Academy of Social Sciences, also believes that "non-genetic inheritance cannot leave digital and network means, and spreading intangible cultural heritage with new technology is a necessary condition for better inheritance of intangible cultural heritage in contemporary times". In addition, the team conducted a detailed survey on the public's understanding and preferences of intangible cultural heritage. According to the data, there are more than 100 people and young people, and most of them are optimistic about the development prospects of intangible cultural heritage. 86% of the masses have a relative cognition of intangible cultural heritage, and most of them have more cognition of intangible cultural heritage from online media. In addition, according to statistics, 49% of the public will participate in the intangible cultural heritage activities, and 38% show that the situation proves that the people still have a certain interest in the intangible cultural heritage. So the team think in the way of young people like strengthening Luoyang bamboo weaving and kite inheritance and spread on the Internet, seize the cultural connotation of Luoyang kite and bamboo weaving, through the service platform science, adhere to high quality content is given priority to, deep excavation behind Luoyang bamboo weaving and kite history stories

and spirit, netizens interest, let young people know it, accept it, fall in love with it and willing to inherit it, is the protection of Luoyang bamboo weaving and kite is worth trying new mode.

To sum up, the team learned from the investigation of Luoyang bamboo weaving and kite weaving, such as low social attention, scattered information, low publicity results, and serious disconnection with mass cultural activities. The team designs an effective service platform integrating "authoritative" popular science popularization, "public welfare" commodity trading, "popular" teaching video and "experiential" volunteer travel, so that the public can obtain information more comprehensive, more convenient and more effective. The team hopes to seize the new opportunities brought by the popularity of the Internet to bring more possibilities for the protection and inheritance of bamboo weaving and kites in Luoyang, and realize the virtuous cycle of dissemination, profit and protection of bamboo weaving and kites in Luoyang.

2 Introduction

Intangible cultural heritage is an important part of the excellent traditional culture of the Chinese nation, is a precious and valuable cultural information resource, and is also a true witness of history. China's intangible cultural heritage is the sum of intangible cultural forms of national values, spiritual concepts and production practices produced and developed by people of all ethnic groups in the long history and in their self-cultural space. It is not only the crystallization of national culture but also a name card, and is the basic basis for safeguarding China's cultural identity and cultural sovereignty. Protecting and making good use of intangible cultural heritage is of great importance to achieving sustainable comprehensive and coordinated development of economy and culture. Luoyang kite, as a unique folk craft, has also formed a unique artistic style and cultural value in the long historical development. Luoyang bamboo weaving is also a reputation, its diverse texture effect reflects the traditional craftsmanship and unique aesthetic, shows the historical evolution of bamboo weaving texture, aesthetic significance and artistic value, and it will also be practical value, embodies the Chinese traditional creation concept of "harmony" emphasizes the harmony of thought and cultural connotation.

In this regard, the team has developed a web service platform integrating popular science, handicrafts, tourism industry and other functions of Luoyang bamboo weaving and kite, To provide a high-quality network environment for the public: set up Luoyang bamboo weaving and kite knowledge science page, Can timely release the comprehensive and correct popular science, Make people more clearly understanding of Luoyang kite and bamboo weaving, It also stimulates public interest while popularizing science, Then to promote and realize the inheritance and protection of the kite industry and the bamboo weaving industry; Set up the trading page of cultural and creative products, Let the intangible cultural heritage enter into life and promote the economic development of the kite and bamboo weaving industry, To realize a virtuous cycle of production and consumption; Set up the cultural tourism recommendation function, Drive the development of the local tourism market and economic development in Luoyang, Can

solve the employment problem of local young people to a certain extent; Set up the video teaching page of intangible cultural heritage skills, Non-genetic inheritors enter the online market to expand the market, Teach your skills by posting videos or live streaming, Give full play to the function of network platforms in rescuing and protecting intangible cultural heritage, To inherit the folk skills, Development of non-estate industry, Give netizens a close understanding of Luoyang bamboo weaving and kite skills and the stories behind them, Also meet the needs of amateurs interested in the intangible cultural heritage, It is of great significance for inheriting civilization and building advanced culture; Set up the user community page, Netizens share information with each other, Establish new relationship channels, Better supervision of the platform, Let the "Intangible Cultural Heritage + Internet" promote the high-quality development of intangible cultural heritage.

3 Project Innovation Place

3.1 Efficient Information Management

The platform integrates Luoyang bamboo weaving and kite, two intangible cultural heritage networks, regional travel platform, intangible cultural heritage inheritance teaching mini program and intangible cultural heritage official website, integrates and concentrates the information, and fully solves the main problems of the original service website, platform and App, such as slow update, scattered information and low publicity results. To provide a perfect and effective service platform for the masses, so that the masses to obtain information more comprehensive, more convenient, more effective.

3.2 Integrate Into the Life, Improve the Enthusiasm

Now under the background of active globalization, due to the time development and market demand for the limitation of intangible cultural heritage viability to heritage protection subject and inheritance between the lack of effective communication and interaction, so to solve this main problem, platform will timely release some about "bamboo weaving festival, kite festival" campaign, explain the intangible story, the media plan and discussion, functional feedback services. Improve the interest and enthusiasm of the masses in kites and bamboo weaving from the diversified forms of activities. Secondly, the platform launches the "experiential" volunteer travel, which enables participants to learn and feel the "intangible cultural heritage" on site, exercise their personal abilities, and understand different cultural concepts. Then let every citizen realize the guiding value of intangible protection and inheritance of cultural heritage.

3.3 Deep Economic and Social Benefits

In the working environment of living inheritance of intangible cultural heritage, through market-oriented commercial mechanism, cultural and creative products with the atmosphere of life, skills and connotation can be developed, which can show the cultural value of intangible cultural heritage in a novel form on the basis of protection and inheritance, and restore the protection of intangible cultural heritage with economic and social benefits. Promote its sustainable development. [1]Kite was invented in the Spring and Autumn Period of the Eastern Zhou Dynasty with a history of two thousand years. Lucky meaning and auspicious patterns can be seen everywhere on the traditional Chinese kites. Luoyang bamboo weaving appeared in the Liangzhu cultural heritage in the Neolithic period. The exquisite production and diverse styles are widely used in daily necessities, forming a long river of bamboo weaving culture integrating natural beauty and artificial beauty. The creative design of intangible cultural heritage products are practical and practical, making Luoyang bamboo weaving and kites reenter people's life. Therefore, the platform has the "popular" teaching video function of intangible cultural heritage to inherit the intangible cultural heritage to the new media, so as to better spread the national culture, encourage the masses to innovate and design, which is conducive to the training of creative talents, and greatly promote the development of cultural undertakings. At the same time, the platform obtains economic benefits for the government and promotes economic development through cultural and creative industry, cultural tourism, intangible cultural heritage gifts, offline activities, intangible cultural heritage exhibitions and other channels.

4 Website Program Analysis

"Kite on the clouds, Bamboo on the ground " website platform can use the current perfect and mature SSM framework, Java language using cross-platform exploitable large-scale commercial websites, And the Mysql database of one of the most popular RDBMS applications for program development, The main advantage of using JAVA program is that it can run on different operating systems and computers, with a high degree of portability, as shown in Fig. 1. Procedure chart, self-drawn; The JAVA has its own security mechanism, Many common security vulnerabilities and attacks can be avoided; besides, JAVA also provides a security mechanism called sandbox, Can run the unknown code without affecting the system security; JAVA provides rich class libraries and API, Can greatly improve the efficiency of programmers. When we need to implement the user registration and login functions, this involves the collection and storage of user information, as well as user authentication. We can use Java's Servlet and JSP technologies to implement these functions. With Servlet, we can handle the user's requests and return the corresponding response, while JSP can be used to generate dynamic web content. Ensure that the website maintains a stable server, a stable website structure, a stable external chain, and a stable website content to the maximum extent possible.[6]

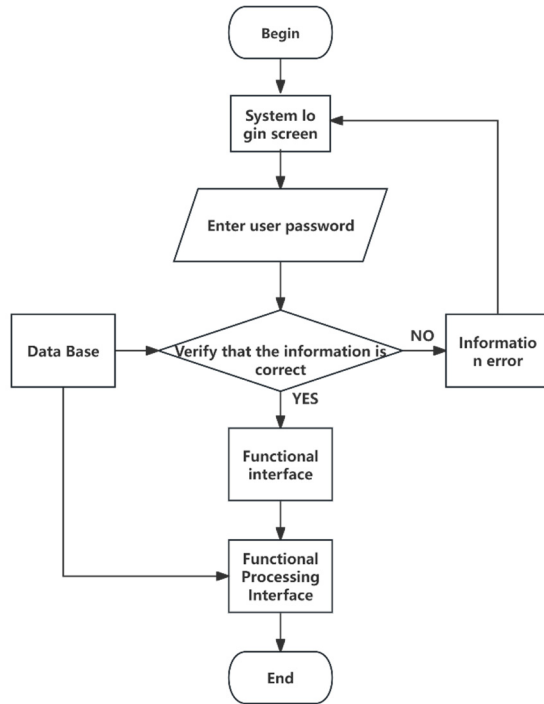


Fig. 1. Procedure chart, self-drawn

The page design of the "kite on the cloud, bamboo on the ground" website platform is also very distinctive. We use popular colors, graphics, and typesetting to make website pages look attractive; ensure each page has only one primary focus to avoid distraction and enhance the visual experience with quality pictures and videos. In the functional module layout is consistent with the same type of website and innovative, the program in the implementation of the basic requirements of the functions, but also provides some practical solutions for the security problems faced by data information.

5 Business Model

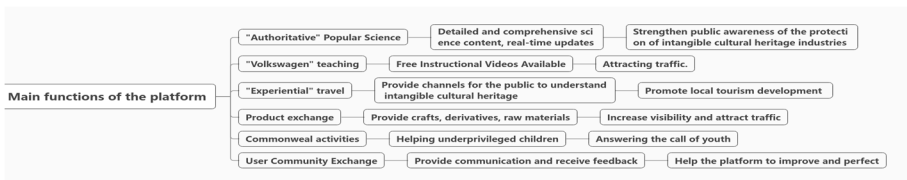


Fig. 2. business model flow chart, self-drawn

We look for bloggers on TikTok, Xiaohongshu and other platforms for promotion, and publish advertisements on the web page, so as to attract the flow of people into the service platform. The platform functions are shown in Fig. 2. business model flow chart, self-drawn. In terms of the profit of the platform, the platform will charge entry fee and transaction fee for non-genetic inheritors and merchants selling non-heritage creative products; our platform will charge certain interest on the reward function of live broadcasting. Our platform has certain public welfare characteristics. In addition to the cost of maintaining the operation of the platform, we will donate a part of it to children in poor areas to purchase books and daily necessities for them, and actively respond to the call of The Times for the responsibility of youth. Due to the public welfare nature of the platform, it can also be favored by more young people, the flow of people will increase accordingly, and the non-heritage and creative products will also flow faster.

6 Specific Functional Analysis

Intangible cultural heritage is a reflection of the humanistic belief of a nation and even a country. China's intangible cultural heritage is not only an important carrier to carry the spirit and emotion of the Chinese nation, but also a precious resource. Its protection and inheritance have always been our focus. Based on "protection, rescue first, rational utilization, inheritance development" of the heritage protection guidelines and the demand for the protection of inheritance, the team do a set of "authoritative" science, "public welfare" commodity trading, "popular" teaching video, "experiential" volunteer travel in the integration of Luoyang bamboo weaving and kite protection and inheritance platform is very scientific.

(1). **Build a website as a platform for the protection and inheritance of intangible cultural heritage.** The Internet has become an indispensable part of people's lives. More and more people have been used to communicating and obtaining information through the Internet, which has also become the trend of social development. Building a website can make full use of network resources for cultural communication, and the prospect of market development has a high value of cultural communication value.

(2). **Set up the "authoritative" popular science popularization page.** The team mainly focuses on Luoyang bamboo weaving and kite objects. We will use beautiful text and videos to popularize a comprehensive and detailed science, and conduct real-time updates.(For details, you can refer to the page setting of China Intangible Cultural Heritage Network) To show the charm of Luoyang bamboo weaving and kite, we will provide the public with "authoritative" literature and strengthen the public's awareness of the protection of the non-heritage industry.

(3). **Set up the "public welfare" product trading page.** Provide the public with a trading platform for handicrafts, derivatives and raw materials of Luoyang bamboo weaving and kite, increase the popularity of Luoyang bamboo weaving and kite projects, and promote the realization of "intangible cultural heritage" to feed the protection and development of intangible cultural heritage. The platform will also make a profit

on the order price and quantity. Some of the profits will be donated to public welfare activities to call on the young people to increase their attention.

(4). **Set up the "popular" teaching video page.** The teaching videos provided on this page are divided into two kinds: popular free videos and paid videos with one-to-one guidance. Through three-dimensional communication channels, expand the extension of intangible cultural heritage and public life. [5]

(5). **Set up the experiential "volunteer travel page.** This page contains an introduction and precautions of volunteer travel, an introduction to the birthplace of Luoyang bamboo weaving and kite, an introduction to the learning process of the two research projects, registration methods, and customer service questions. To provide the public with in-depth understanding and learning of "intangible cultural heritage", release themselves and contribute love, reduce the pressure on the protection and inheritance of intangible cultural heritage, promote the development of local tourism in Luoyang, and bring more possibilities for the protection and inheritance of other intangible cultural heritage.

(6). **Set up the discussion page.** This page is for users to discuss and for the platform to receive feedback and suggestions. Provide a platform for the public to communicate, and help the platform to better improve and improve in the future.

The service platform page mainly includes: ①Intangible cultural heritage popular science page, through the service platform, and seize the cultural connotation of Luoyang kite and bamboo weaving, adhere to the high-quality content, deeply explore the historical story and craftsman spirit behind Luoyang bamboo weaving and kite, arouse the interest of netizens.②Trading page of intangible cultural creation products, invite non-genetic inheritors to enter the platform, selling Luoyang bamboo weaving and kite products, derivatives, raw materials, etc. The platform will charge a certain entry fee and transaction fee.③The intangible cultural heritage tourism recommendation page, which promotes the integrated development of local tourism in Luoyang through the intangible cultural heritage, can attract more tourists for the local tourism industry and promote the better development of tourism. The platform charges a certain advertising fee.④On the video teaching page of intangible cultural heritage, non-genetic inheritors teach users to create by sending videos or live broadcasts. Users can watch teaching videos or live broadcasts according to their preferences, so that netizens can understand the intangible cultural heritage skills and non-genetic inheritors from a close perspective, and cultivate the inheritors into "web celebrity".⑤User community page, users can express their attitudes and opinions through likes, forwarding, comments and other ways, to increase the communication and learning between users.

7 Research Content and Key Problems to Be Solved

Through the establishment of a convenient service platform that truly brings the intangible cultural heritage into life, maximizes the value imperceptibly, and promotes the development of the local cultural industry, tourism industry and economic industry. While the service platform conducts popular science, Seizing the cultural connotation of Luoyang kite and bamboo weaving, Dig deep into the historical stories and craftsman

spirit behind Luoyang bamboo weaving and kites, With real-time updates, Strengthen the public's awareness of the protection of the intangible cultural heritage industry; Non-genetic inheritors teach users how to create by sending videos or live streaming, Users can watch teaching videos or live broadcasts according to their own preferences, Let netizens understand the intangible cultural heritage skills and the non-genetic inheritors, Let the intangible cultural heritage find the inheritors; Invite non-genetic inheritors to enter the platform, Selling Luoyang bamboo weaving and kite products, derivatives, raw materials, etc., While increasing the popularity of bamboo weaving and kites in Luoyang, Promote the realization of "intangible cultural heritage" to feed back the protection and development of intangible cultural heritage; Attract college students through volunteer travel, Learn and feel the "intangible cultural heritage", exercise personal ability, and understand different cultural concepts, Promote the local tourism development in Luoyang, And to attract more tourists to the local tourism industry, Promoting local economic development; The platform is of public welfare, Some of the profits will be donated to public welfare activities, To call on the majority of young people to increase the attention.

The key is that the social attention of bamboo weaving and kite in Luoyang is not high. Many people do not even know where the origin of kites and bamboo weaving is. Secondly, the traditional skills cannot be inherited, which is faced with the problem of being lost. With the rapid development of the information age, people have become more and more impetuous, and the intangible cultural heritage skills can not be learned overnight, so they have to calm down and practice them over a long period of time. However, people are not willing to calm down to learn traditional skills. They think that mastering an intangible cultural heritage skill can not be learned quickly, and the less they cannot support their families, they will not invest energy in this aspect. Although some regions attach great importance to the protection of intangible cultural heritage, the protection concepts and measures for intangible cultural heritage have not been updated and improved in time.

8 Conclusions

To sum up, the website platform of "Kite on the cloud, bamboo on the ground" can make full use of network resources to integrate and spread Luoyang bamboo weaving and kite culture, and improve the virtuous cycle of culture and economy. The integration of "authoritative" science popularization, "public welfare" commodity trading, "popular" teaching video and "experiential" volunteer travel not only solves the problem of disconnection between bamboo weaving and kite culture and mass cultural activities, but also promotes the development of "intangible cultural heritage + research", "intangible cultural heritage + cultural creation" and "intangible cultural heritage + digitalization". This platform is characterized by comprehensive, effective and diversified, which is of great significance to further enhance the comprehensive competitiveness of Luoyang's cultural industry and enhance the cultural soft power and cultural confi-

dence! At the same time, it can also write a new chapter for the high-quality development of Luoyang bamboo weaving and kite! The development of the website platform of "Kite on the cloud, bamboo on the ground" has a bright future.

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