



# A Research on the Realization Path of "Material and Spiritual Prosperity" in Zhoushan from the Perspective of Intangible Cultural Heritage of the Fishing Rope Knot

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**Abstract.** The fishing rope knot originated from the boat and thrived from fishing. After experiencing a thousand years of inheritance and development, it has been widely used in the production and daily life of Zhoushan fishermen. With the progress of society and the changes in the production tools of island residents, the practical functions of the fishing rope knot in the fishing industry have been continuously weakened, and the knot weaving skills are gradually disappearing. However, with the continuous improvement of the material living standards, the people have also put forward higher requirements for spiritual life. Therefore, there is an urgent need for reform and innovation of the excellent intangible cultural heritage of the fishing rope knot that carries maritime culture and oceanic memories, fully exploring the charm and productivity of the intangible cultural heritage of the fishing rope knot, and promoting the realization of economic common prosperity while promoting cultural common prosperity.

**Keywords:** Fishing Rope Knot; Intangible Cultural Heritage; Material and Spiritual Prosperity; Maritime Culture.

## 1 Introduction

President Xi Jinping pointed out, "Common prosperity means prosperity for all the people, both in material and spiritual terms." <sup>[1]</sup> In terms of material foundation, Zhejiang Province is one of the most balanced city in urban and rural regional development, and one of the provinces with the highest level of prosperity among the masses in China. In terms of spiritual and cultural aspects, Zhejiang Province is committed to creating cultural projects with distinctive Jiangnan characteristics, <sup>[2]</sup> implementing innovative cultural concepts into various cultural industries and cultural undertakings, ultimately forming the most representative cultural symbols of Zhejiang Province. The strategy of common prosperity represents a new starting point in the historical development process of promoting concurrent prosperity in material foundation and spiritual culture.

Zhoushan, a city in Zhejiang Province, actively responds to the call, implementing the strategy of common prosperity by carrying out poverty alleviation by industry,

employment and education. Relying on the regional location and geographical environmental advantages, the city provides technical training and financial support for the development of agriculture, animal husbandry, and fishery industries for impoverished households. At the same time, Zhoushan, with its unique marine landscapes and fishing port culture, has sparked a tourism boom at famous attractions like Zhu Jiajian, driving the development of the cultural tourism industry. However, in terms of cultural heritage inheritance and protection, the traditional handicraft of fishing rope knot, as a provincial-level intangible cultural heritage, is gradually facing the risk of extinction, and its industrial development, social popularity, and international influence have never been comparable to traditional Chinese knot. This article takes the perspective of "intangible cultural heritage" to explore the current challenges faced by the promotion of "common prosperity in material and spiritual aspects" of Zhoushan, analyzing the problems existing in its dissemination, inheritance, and industrial development. By focusing on the transformation of fishing rope knot techniques and deeply exploring their charm, it discusses the universal challenges faced by Zhoushan's intangible cultural heritage in promoting common prosperity and corresponding strategic solutions, continuously meeting the higher spiritual and cultural life demands of the people, and continuously strengthening the construction of socialist spiritual civilization, promoting the continuous improvement of people's spiritual and cultural life.

## 2 The Current Situation of the Fishing Rope Knot

The fishing rope knot is an important part of the intangible cultural heritage of Zhoushan, with rich marine characteristics and cultural crystallization. It originated from the boat and thrived from fishing. Over the generations, Zhoushan fishermen have created more than 100 kinds of fishing rope knots and passed them down through the ages.<sup>[3]</sup> However, with the development of society and changes in the production tools of island residents, the practical function of fishing rope knot in the fishery industry has been continuously weakened, and the knot weaving skills are gradually disappearing, with only around 30 kinds still in circulation. In order to implement the important instructions of the Chinese Party Central Committee and the State Council on the protection of intangible cultural heritage, to continue the excellent traditional cultural genes, and to inject cultural heritage into the high-quality spiritual life of Zhoushan, in June 2007, the "Weaving Technique of the Fishing Rope Knot" was included in the second batch of Zhejiang Province's list of intangible cultural heritage.<sup>[4]</sup> At the same time, various district governments of Zhoushan have provided financial support for the inheritance and development of the intangible cultural heritage fishing rope knot, and the planning and establishment of the "intangible heritage street" in various districts have achieved initial results. Furthermore, in order to increase the publicity of the fishing rope knot, the inheritors regularly carry out public welfare publicity activities. Special venues such as the Zhoushan Museum and the Zhoushan City Urban Exhibition Hall have set up fishing rope knot exhibition halls for citizens and tourists to visit and learn, and some local primary and secondary schools have also incorporated fishing rope knot into the cultural literacy enhancement and aesthetic education courses for students.

However, the inheritance and development of the intangible cultural heritage fishing rope knot still faces multiple challenges. Firstly, the risk of the inheritance chain being broken has significantly increased, as a result of waning interest in this traditional skill among many young people, thereby causing a shortage of successors. Secondly, the fishing rope knot is in a disadvantaged position in the market competition, lacking brand influence and market competitiveness. Due to a lack of effective publicity, its dissemination is relatively difficult. How to continuously inherit and innovate fishing rope knot in such an environment, and strive to become a characteristic business card of Zhoushan, has become an urgent problem to be solved.

### **3 Mechanism of Fishing Rope Knot Promoting Material and Spiritual Prosperity**

Economic activities in the fishing industry, economic income of creative cultural products related to fishing rope knot, and the benefits of the island tourism industry have elevated the material living standards of the people. The outstanding fishing rope knot culture, national pride, marine cultural connotations, and other factors have collectively contributed to the improvement of people's spiritual living standards, accelerating the process of material and spiritual prosperity in Zhoushan, opening a new chapter of common prosperity in the region, and further advancing Zhoushan towards a better society.

#### **3.1 Driving Economic Development**

Traditionally, the fishing rope knot originated from the fishing culture of Zhoushan over thousands of years, carrying the unique wisdom and long-term experience of Zhoushan fishermen. Initially, the fishing rope knot played a connecting and consolidating role in fishing activities, widely used in fishing, trawling, and netting operations, specifically in connecting fishing nets and gear, fixing fishing gear, and bundling or tying materials, fully ensuring the stability and reliability of the fishing gear, enhancing the efficiency and success rate of early fishing, and providing a solid guarantee for the fishing economy. As one of the most distinctive industries in Zhoushan, the fishing economy plays an important role in the local economy. The demand for fishing rope knot by fishermen has driven the development of related industrial chains, including production, processing, and sale. These industries have provided a large number of employment opportunities, enabling steady economic growth in Zhoushan.

In subsequent production and life, the fishing rope knot has gradually become more sturdy and refined. Local fishermen have enhanced the tensile strength and adaptability of fishing rope knot to various climates and geographic environments through different knotting methods and techniques. Subsequently, the forms of fishing rope knot available for fishing activities have become more diverse. At the same time, based on the characteristics of fishing rope knot and the demand of their own spiritual culture, people have woven fishing rope knot with initial ornamental and artistic value, giving rise to a variety of creative cultural products related to fishing rope knot and opening up a new path for economic development. Such creative cultural products related to fishing knot

can add new economic elements to Zhoushan's economic and social activities dominated by the fishery industry and prevent insufficient income due to the instability of fishing conditions under natural conditions.

### **3.2 Spreading Cultural Connotations**

As a traditional handicraft, the fishing rope knot carries rich historical and cultural connotations, with strong local characteristics and folk cultural significance. It is often used as decorations, gifts, and souvenirs, promoting the spread of its culture through purchases, gifts, and other forms. Zhoushan also has many traditional festivals and celebrations related to the fishery industry, where the fishing rope knot is often an important element. People showcase and compete in the art of weaving fishing rope knots during these events to promote excellent fishing culture, inspire national pride, and consolidate social consensus. With the changing times and the continuous improvement of people's living standards, the fishing rope knot has evolved into a type of art with high aesthetic value, becoming a part of the tourism resources in Zhoushan. With further development of tourism resources in Zhoushan, many tourists visit the scenic spots to appreciate and purchase fishing rope knot products, experiencing the unique cultural charm of the local area, further driving the transformation and development of the tourism industry, and becoming another growth point for Zhoushan's economy.

As a uniquely local fishing cultural product, the fishing rope knot will further leverage the regional advantages of Zhoushan, connecting with other regions in the form of unique fishing culture to promote cultural exchange and continuously improve the level of Zhoushan's openness to the outside world.

## **4 The Dilemma of "Material and Spiritual Prosperity" in Zhoushan Assisted by the Fishing Rope Knot**

Although the fishing rope knot culture is the most brilliant crystallization of maritime culture, in the context of "intangible cultural heritage +", it will further narrate the story of fishery culture, spread the connotation of marine culture, and advance the collective well-being of the populace in material and spiritual dimensions. However, on the path to realizing the dream of common prosperity, we need to soberly realize that there are some urgent problems in the process of promoting and inheriting the fishing rope knot culture.

### **4.1 Lack of Effective Publicity Makes Dissemination Difficult**

The value of promoting intangible cultural heritage is of great significance for its protection and inheritance. With the strong support of the government, the craft of fishing rope knot has been included in the second batch of Zhejiang Province's intangible cultural heritage list, and gradually entered the public's field of vision. However, although the forms of cultural promotion are increasing, the publicity of the fishing rope knot culture is mostly superficial, providing only a shallow introduction to the types and

basic uses of the fishing rope knot, without truly helping the public understand the value of intangible cultural heritage. As a result, most people only know its wide application in the fishery sector, overlooking its common use in everyday life, such as first aid for stopping bleeding, fire escape, and so on. Additionally, the promotion mainly relies on text, pictures, and videos, lacking innovation and failing to provide the public with the opportunity to experience and learn the craft of fishing rope knot. This leaves their understanding of intangible cultural heritage only at a visual level, without a deep experiential or spiritual connection. Furthermore, some forms of promotion focus solely on superficial skills display, neglecting the history and connotation behind them, which may lead to misunderstandings and loss of intangible cultural heritage. Consequently, the fishing rope knot culture lacks truly effective publicity, making dissemination relatively difficult.

#### **4.2 Low Return on Complex Craftsmanship Presents New Challenges for the Inheritance**

The fishing rope knot intangible cultural heritage has a long history, and in the process of inheritance and development, it has accumulated extensive knowledge and unique techniques. However, its complexity demands prolonged learning and continuous practice. This has led to a shortage of professional talents and the loss of intangible cultural heritage skills. Moreover, fishing rope knot products cannot be mass-produced by machines and can only be made by hand, each requiring a lot of time and effort, with little return. Thus, many people are not willing to stick to this "profession" for a long time. Furthermore, evolving perspectives let contemporary youth prioritize high-paying jobs and diverse career opportunities, leading to a waning interest in traditional handicrafts, contributing to a gap in the inheritance of fishing rope knot skills. Consequently, the inheritance of fishing rope knot in the new era faces substantial challenges.

#### **4.3 Exploring New Models for Industrial Development Let Market Sales Face Tests**

The cultural industry is a crucial component of the national economy with vast development prospects. In recent years, new models such as the integration of culture and tourism, the integration of culture and technology have emerged successively. However, during field research, most of the integrated models are still in the exploration stage and have not clearly defined the needs of the public. For example, the Puto District Luxiayu intangible heritage market is still in the initial stage of exploration and has not yet formed a comprehensive cultural and tourism project. Moreover, today's consumers have higher expectations for the most common derivative products -- cultural and creative products. They hope that while emphasizing the quality and practicality of cultural and creative products, consideration can also be given to their diverse forms. Many fishing rope knot cultural and creative products on the market are less practical, relatively expensive, slow to innovate, lack uniqueness, and have weak market competitiveness. Furthermore, in the process of selling products, due to the lack of in-depth understanding of the fishing rope knot culture, some salespersons are unable

to introduce the connotation and meaning of each type of fishing rope knot, resulting in loss of sales. In addition, due to the age gap of the inheritors of the fishing rope knot, they face great challenges in learning network sales, which has resulted in relatively limited channels for the dissemination and promotion of the fishing rope knot cultural and creative products. These products can only be sold through physical channels such as exhibitions, markets, and craft stores, with a relatively small market coverage.

## **5 The Assistance of the Fishing Rope Knot in Realizing the Path to the "Material and Spiritual Prosperity" of Zhoushan**

To better leverage the positive effects of the intangible cultural heritage of the fishing rope knot for the common prosperity of Zhoushan, it is necessary to innovate communication methods, reform educational approaches, extensively explore the industrial model, and achieve the organic combination of economic development and cultural preservation, thereby significantly enhancing the relevance and efficacy of the fishing rope knot inheritance to assist Zhoushan in attaining "material and spiritual prosperity".

### **5.1 Innovative Communication Methods to Highlight Intangible Cultural Heritage Value**

The fishing rope knot is the crystallization of the islanders' wisdom, with significant value in offshore fishing and daily life. At the same time, it serves a crucial role in spreading fishing culture and promoting the essence of marine culture. Therefore, in the process of disseminating and inheriting the intangible cultural heritage of the fishing rope knot, it is essential to fully showcase and embody these crucial values and cultural connotation. Firstly, the government must play a leading role, actively guiding relevant departments and inheritors to conduct in-depth sorting and research on the fishing rope knot, fully excavating the connotation of the fishing rope knot culture and the practical value of the technique. Secondly, relevant departments should use innovative methods and popular forms to comprehensively introduce and widely disseminate the pivotal value of the fishing rope knot culture. For example, integrate virtual reality technology and augmented reality technology into the dissemination, allowing users to observe, learn, and participate in the process of making the fishing rope knot, so as to gain a deeper experience and spiritual pleasure. Additionally, establishing a dedicated online community and forming a professional team to regularly impart fishing rope knot techniques, share experiences, showcase works, and exchange ideas with the public, allowing the fishing rope knot culture to emerge with new vitality in the trend of the times.

### **5.2 Reforming Educational Forms to Cultivate Professional Talents**

In 2014, the Ministry of Education formulated and improved the "Outline of Education on Chinese Excellent Traditional Culture", aiming to further strengthen education on Chinese excellent traditional culture in the new era, construct the inheritance system and promote cultural inheritance and innovation. <sup>[5]</sup> In 2022, President Xi emphasized

in the report to the 20th National Congress of the Communist Party of China, "enhance cultural confidence to uphold socialism, rally public support, foster a new generation of people with sound values and ethics, develop Chinese culture, and build a good image of China".<sup>[6]</sup> It can be seen that cultural education is of great significance to cultural inheritance and personal development. At the school level, local primary and secondary schools are encouraged to implement local characteristic courses of "intangible cultural heritage entering the campus", inviting cultural inheritors to conduct lectures at schools.<sup>[7]</sup> Universities and colleges can actively guide students to carry out social practice activities, communicate with inheritors, visit representative streets and venues, conduct in-depth investigations into the difficulties faced in the dissemination and inheritance of fishing rope knot culture, contributing youthful energy on telling fishing culture stories. At the societal level, through organizing fishing rope knot exhibitions, community presentations, weaving activities, and showcasing techniques, the connotations of different types of fishing rope knots, and the stories of inheritors, to increase public awareness and interest in intangible cultural heritage. Moreover, the government should provide policy and financial support to the inheritors, conducting in-depth training for interested individuals, and encourage young people to join the ranks of intangible cultural heritage inheritance, so as to inject new vitality into the protection and inheritance of it, forming a multi-point force model in which the government leads, the youth participates, and society is widely involved.

### **5.3 In-Depth Exploration of the Industrial Mode to Expand the Cultural and Tourism Market**

The report to the 20th National Congress of the Communist Party of China pointed out, "Encourage positive interplay between culture and tourism and advance deeper integration of the two sectors". This is not only a highly summarized experience of the integrating culture and tourism in China, but also points out direction for their deep integration and development in the new era.<sup>[8]</sup> Currently, the cultural and tourism integration mode of Zhoushan is still in the exploration stage, lacking accurate positioning and clear understanding of tourists' consumption preferences. To promote deeper integration and development, it is necessary to actively promote the integration of formats, products, markets, and services. At the level of format integration, draw on the experience of the "List of Excellent Projects for the Integration of Intangible Heritage and Tourism Development in China", as well as the successful case of the "Intangible Heritage Street" in Daishan Ancient Town, to develop comprehensive cultural and tourism projects, organically integrate into the "eating, accommodation, transportation, tourism, shopping, and entertainment" elements of tourism, making it visible, accessible, experiential, and souvenir-worthy for tourists<sup>[9]</sup>, and let the fishing rope knot become a new business card for Zhoushan to showcase externally. At the level of product integration, it's necessary to continuously integrate and innovate cultural and creative products. This is done to clarify consumer purchasing tendencies and design high-quality, practical, content-rich, and reasonably priced cultural and creative products in order to meet the diverse and multi-level needs of the people. In terms of market integration, the tourism market and the cultural market can expand market coverage through cooperation

and sharing of resources They can explore online sales platforms such as TikTok, Taobao, Xiaohongshu etc., and enrich sales and promotion channels through new forms such as live streaming with goods. In terms of service integration, enrich the connotation of marine culture in scenic spots, and arrange professional personnel to provide explanations and weaving experience activities for tourists. Through in-depth exploration of the industrial mode of "cultural and tourism integration", while protecting and disseminating the fishing rope knot, it enhances the public's sense of identity and pride in marine culture. However, in the process of industrial development, the authenticity of "intangible cultural heritage" should be preserved, allowing productive protection to serve as a means of promoting intangible cultural heritage and enabling material wealth and spiritual prosperity to mutually reinforce and benefit each other. <sup>[10]</sup>

## 6 Conclusions

The fishing rope knot, as a provincial intangible cultural heritage, holds a significant position in preserving cultural heritage, recounting fishery cultural stories, and spreading the connotation of marine culture. Safeguarding and passing on the intangible cultural heritage of the fishing rope knot, along with promoting mutual advancement in material and spiritual aspects, is a lengthy process that demands continual exploration and enhancement. To accomplish this objective, it is essential to improve and innovate in communication methods, educational approaches, industrial models, allowing the fishing rope knot culture to exude renewed vigor in the new era, and propel intangible cultural heritage to become a new focal point in Zhoushan's economy. Furthermore, it is crucial to further explore pathways and methods suited to the economic and cultural development of Zhoushan, progressively realizing collective prosperity in both material and spiritual well-being for all the people.

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