Strategy research on the inheritance and development of Zhoushan folk culture enabled by digital technology

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Abstract. Nowadays, digital life has become an essential part of people's lives and digital products have gradually occupied almost the whole market owing to the rapid development of digital technology. This article aims to deeply promote the integration between new quality productivity and digital cultural and creative industries, and accelerate the development of new quality productivity in the cultural and creative industry. Thus, we believe that the folk culture will glow with new vitality, the second innovation of Zhoushan characteristic folk culture can be further developed, and the cultural governance concept and governance mode will usher in a new turning point.

Keywords: New quality productivity, Digital technique, Folk culture, Zhoushan

1   Introduction

The development of new quality productive forces is a profound summary of the trend of contemporary productive forces development and a reflection of Marxist theory. The proposal of new quality productive forces is the profound reflection of the development trend of contemporary productive forces, and is the latest achievements of modernization. Since 2023, General Secretary Xi has repeatedly stressed the importance of new quality productive forces.

Culture is the blood and soul of a nation. Folk culture, as an important form of traditional culture, has the characteristics of diversity, vividness, and inclusiveness. Folk customs refer to cultural matters gradually formed and passed down from generation to generation by a nation through long-term social activities, and are popular cultural trends among the people. Folk culture is closely related to people's production and life, and is a cultural life that people identify with and love. Folk culture is an indispensable resource in China, which plays an essential role in enhancing the centripetal force of the Chinese nation and enhancing our cultural soft power. The inheritance of folk culture, which can be seen as an important component of Chinese intangible cultural heritage, is a significant way to protect and utilize our intangible cultural heritage. At the same time, according to the context of General Secretary Xi Jinping's guidance on"Culture going out" , promoting the culture inheritance and developing Chinese folk culture has become the fundamental way to revive excellent traditional Chinese culture .To en-

hance our national cultural confidence and deeply develop Chinese folk culture, we are supposed to enhancing the public's understanding and recognition of folk culture, promote the protection and inheritance of traditional culture from various aspects. Today, these measures are urgent and can not be delayed. For the Chinese people, it has been our bounden duty to tell Chinese stories well and let the voice of China be heard by the whole world. At present, how to make the full use of the new quality productivity to better protect folk culture has become an urgent topic that we want to explore in depth.

The local folk culture of Zhoushan urgently needs a new path of dissemination. Zhoushan, located in the southeastern coastal area of China, is an important coastal port city. Its unique climatic conditions, superior geographical location and beautiful natural scenery have gestated diverse local folk culture and tourism resources of Zhoushan. But regrettably, as an important component of excellent Chinese culture, folk culture currently only has traditional means of dissemination such as offline museum exhibitions, which often lack practicable bridges to the world stage and cannot avoid serious homogenization problems with low cultural vitality. Digital technology is becoming increasingly mature, and its integration with the inheritance and protection of folk culture is deepening.

2   Necessity and Feasibility Analysis

2.1   Necessity

The urgency of cultural inheritance: Zhoushan is a region with rich historical and cultural deposits, and its folk culture is an important part of local society, history and culture. However, with the acceleration of modernization, many traditional folk cultures are facing the risk of gradually disappearing. Digital technology can effectively record and preserve these precious cultural heritages, leaving valuable cultural wealth for future generations.

Improve the efficiency of cultural communication: the traditional way of folk culture communication is limited by time and space, and it is difficult to cover a wider audience. Digital technology has the characteristics of fast transmission speed and wide coverage, which can break the regional restrictions and let more people understand and appreciate the charm of Zhoushan folk culture.[1]

Meet people's diversified needs: With the improvement of people's living standards and cultural literacy, the demand for cultural products is increasingly diversified. Through digital technologies such as virtual reality (VR) and augmented reality (AR), various forms of Zhoushan folk culture can be presented innovatively, so that people can experience folk culture immersive and meet their growing spiritual and cultural needs.

2.2   Feasibility

Technical basis: With the rapid development of digital technology, a series of advanced technologies including big data, cloud computing, artificial intelligence, virtual reality,

etc. have been relatively mature, providing solid technical support for the digital protection and inheritance of Zhoushan folk culture.

National policy support: In recent years, the national and local governments have attached great importance to the protection and inheritance of traditional folk culture, and introduced a series of policy measures to encourage and support the application of digital technology in the field of traditional folk culture. This provides a good policy environment for the digital protection and inheritance of Zhoushan folk culture.

Reference of successful cases: There are many successful cases at home and abroad that show that digital technology has remarkable effects in the protection and inheritance of folk culture. For example, the "Shilin · Garden Universe" project in Suzhou uses 5G network technology, drones and 360° panoramic HD VR glasses to combine traditional gardens with modern science and technology, so that tourists can feel the charm of traditional gardens in the virtual world, breaking the restrictions of time and space, and greatly improving the tourism experience and cultural communication effect. These successful cases provide referential experience and model for the digital protection and inheritance of Zhoushan folk culture.

Increased social awareness: With the advent of the digital age, people's awareness and acceptance of digital technology continue to improve. This has laid a good social foundation for Zhoushan folk culture to spread and popularize through digital technology.[2]

3   Zhoushan Folk Culture Development Status

3.1   Serious Homogenization of Digital Cultural Protection

Among the relevant conservation projects, some projects may have similar contents due to the lack of differentiation. For example, many projects may focus on Zhoushan's historical sites, traditional art or folk customs, and lack the exploration and application of new technologies and new means. Zhoushan is a region with unique Marine culture and historical heritage, and its digital cultural protection project should fully show this local characteristics, and deeply explore and show the uniqueness and difference of Zhoushan culture, so as to make it more recognizable and unique attractive.

3.2   Insufficient use of Modern Media

The transmission form of folk culture is single and the channel is narrow. Taking Dinghai District of Zhoushan City as an example, Zhoushan Library, museum and various folk culture sites in Dinghai have abundant materials to introduce Dinghai folk culture. However, through field investigation, it is found that the traditional cultural propaganda mode is still adopted in various folk culture transmission points.[3] Even a small number of people have initial contact with digital media and integration with digital products. However, there are still some problems, such as low degree of integration and traditional forms of integration, which lead to the relatively limited visibility and influence of Zhoushan folk culture.

3.3   The Involvement of Digital Media in the Combination of Culture and Tourism has Become an International Hotspot

In 2015, China passed the "Regulations on Museums", which clarified the development and development orientation of Chinese museums in the new era. With the continuous development of the integration of culture and tourism, the digital development speed of museums has increased significantly. At home and abroad, there have been many successful cases of digital media involvement in cultural tourism. For example, through digital means, the Palace Museum has realized the functions of online display and virtual tour of cultural relics, so that global audiences can enjoy precious cultural relics without leaving their homes, and enhance the communication power and influence of culture. [4]At the same time, museums around Zhoushan have also begun to carry out audio-visual explanation, three-dimensional display, real scene simulation and other projects.

4   Specific Strategies for Empowering the Inheritance of Folk Culture in Zhoushan Through Digital Technology

4.1   Digitally Restore and Protect the Folk Culture of Zhoushan

Utilize rapidly developing digital technology to comprehensively organize and record the folk customs of Zhoushan. A large amount of sensory media such as text, images, audio and video can be used to systematically classify and summarize the local folk culture. Nowadays, digital technology is vigorously developing. We are supposed to seize the wave of digital technology, make full use of its efficiency, break away from the old cultural preservation model. Focus on expanding the medium and connotation of cultural preservation can be a brook no delay problem. As for Zhoushan, there has been many scattered cultural data except for a complete cultural database. A developed folk culture database can help the city of Zhoushan to achieve the visualization and digitization of cultural resources, so as to better preserve and share them. It should be emphasized that it is imperative to constantly increase the protection of Zhoushan folk culture through digital technology, in which way can folk culture continue to survive in the new area.

4.2   Establish Digital Museums

In terms of the process, applying cutting-edge technologies, innovating on the basis of traditional museums, and building a number of truly implementable digital museums are some typical methods. In other words, we could use digital means to restore cultural relics. [5]Meanwhile, when it comes to some key folk culture projects, we cannot ignore the issue of technical support. The stronger the technical support, the better the protection of Zhoushan folk culture will be promoted. allowing for better communication between Zhoushan folk culture and people. As for display platform, which is quite important due to its function as the final process of Zhoushan folk cultural presentation. We need to focus on building a display platform that combines online and offline,

which will bring better communication between Zhoushan folk culture and the people. Only by involving more and more people in digital museums can we better promote the integration and development of people and culture, and carry forward local folk culture.

4.3   Applying Digital Assets and Metaverse to Inject New Momentum into Zhoushan Folk Culture

Through the universe CAVE space, naked eye 3D virtual space, scenic XR roaming and other forms, we can realistically reproduce the natural scenery, unique historical culture, and folk customs of Zhoushan. The perfect combination of digital technology and cultural tourism can immersive new experiences in visual, auditory, and even more aspects to the public. Endless possibility of integrating Zhoushan folk customs into the metaverse and creating unique cultural and emotional experiences are waiting for people to discover. In addition, digitizing the interesting and aesthetically pleasing parts of folk culture into digital assets is also a feasible measure. By developing advanced productive forces in folk culture through the above methods, we can better achieve the dissemination of Zhoushan folk culture, create greater economic and social benefits, and give new vitality to local culture.[6]

4.4   Expand the Dissemination Methods and Channels of Zhoushan Folk Culture

Nowadays, the dissemination of Zhoushan folk culture has a single form and narrow channels. Dinghai District is a case in point in Zhoushan, which has a large number of folk cultures and cultural venues such as the library, museums and so on. Dinghai City, one of the most representative ones among them,is famous for its unique cultural atmosphere and historical traditions. However, traditional cultural promotion methods are still used in various folk culture dissemination points. Even though a small number of them have initially been exposed to digital media and integrated with digital products, there are still problems such as shallow integration and traditional forms.[7]Therefore, efforts should be made to innovate dissemination pathways. We should make full use of modern and diversified social media to widely spread Zhoushan folk culture. For instance, it is recommended to publish short videos related to folk culture, which can receive widespread attention from the public. Besides, we need to use innovation as the engine, strengthen the output of original and disruptive technological innovation achievements, and apply them to specific industries and industrial chains. Another inevitable method to promote the development of new quality productivity in the field of folk culture is to develop cross-border integration of modern business methods, which has a series of examples such as e-commerce and marketing. We also regard the use of new quality productivity to inherit folk culture a beneficial process of cultivating a group of strategic emerging industries and future industries, and it can improve the modern industrial system. Undoubtedly, we need to expand the channels for Zhoushan folk cultural dissemination, develop cultural and creative products, and develop cultural industries.[9]

4.5   Integrate the Development of Zhoushan Folk Culture and Tourism Industry

The new quality productive forces integrate multiple technological innovations, which can greatly enrich the production factors of the cultural and tourism industry, and effectively promote the improvement and efficiency enhancement of the cultural and tourism industry. At present, there is a lack of connection between Zhoushan folk culture projects, and there is a serious phenomenon of homogenization.[8]Common problems include low adhesion between related folk customs, showing a trend of scattered development, and homogenization and single fixation of tourism IP and cultural tourism products. On this basis, we should actively respond to the latest strategies and develop new quality productivity. Considering the local characteristics of Zhoushan, a unique cultural tourism project featured with island style can be achieved. Based on the cultural and tourism industry, it can be Combined with the abundant tourism resources in Zhoushan. We can conduct a public opinion survey on the digital communication of museums in Zhoushan area under the background of cultural and tourism integration.[10]By summarizing the opinions of the interviewees, we can gain a deep understanding of the public's demand for cultural and tourism products, and better create products that meet market demands and cultural values. In addition, a commendable approach is to establish cultural squares and other cultural gathering places. In summary, we need to utilize new quality productivity to enhance the cultural experience and satisfaction of the public.

5   Conclusion and Outlook

5.1   Conclusion

Under the broad vision of new quality productivity, digital technology, with its unique advantages, promotes the protection, dissemination and innovation of Zhoushan folk culture. Through the construction of digital resource library, not only the centralized management and sharing of resources are realized, but also the utilization efficiency of resources is greatly improved, so that the folk culture of Zhoushan can be spread more widely. On the other hand, the rise of new media platforms has made Zhoushan folk culture break the restrictions of time and space and present it to the world in a more vivid form. The rise of new communication methods such as short video and live broadcast has made Zhoushan folk culture have a strong resonance among young people, and inspired the young generation's interest and love for traditional culture. In general, it is a great measure to enable the inheritance and development of Zhoushan folk culture by digital technology, which opens up a new road and injects new vitality and creativity into the development of Zhoushan folk culture.

5.2   Outlook

Looking forward to the future, the government, enterprises, society and other parties should go hand in hand, under the continuous promotion of new quality productivity,

the pace of digital technology enabling Zhoushan folk culture will continue to accelerate. Through deep integration with other fields of technology, such as the Internet of things, blockchain, etc., it provides more possibilities for the protection, dissemination and innovation of Zhoushan folk culture. It is believed that with the empowerment of digital technology, the folk culture of Zhoushan will enter the world stage more quickly and realize the deep exchange and integration with international culture, so as to further enhance its international visibility and influence, and make the folk culture of Zhoushan glow more brilliant.

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