

"Four Modernizations" Model: Innovative Practice of Sustainable Development of Cultural Heritage in Zhejiang Province

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ABSTRACT

Cultural heritage is a primitive ecological culture. How to correctly deal with inheritance and development, protection and development is the top priority for the sustainable development and utilization of cultural heritage. Taking some innovative practices of the sustainable development of cultural heritage in Zhejiang Province as cases, this paper puts forward the systematic framework of the sustainable development of cultural heritage, and focuses on the sustainable utilization and development of cultural heritage, which has certain practical significance for the sustainable development and utilization of cultural heritage.

Keywords: sustainable development, Innovation, Cultural heritage, utilize

1. INTRODUCTION

Zhejiang Province is rich in cultural heritage resources. The inheritance and sustainable development of cultural heritage are the work of all levels of organs. It is also the need of the times to further strengthen the international communication of cultural heritage and shape the image of a national cultural power. In 2021, the general office 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, which made it clear that we should maintain the innovative play and creative transformation of intangible cultural heritage, strengthen the rational inheritance and development of intangible historical and cultural heritage, enhance the vitality of inheritance, improve the working mechanism and improve the inheritance system. Make the concept of protection more deeply rooted in the hearts of the people. Cultural heritage also needs to be alive and modern. By excavating the creativity and transformation of cultural heritage, making use of the mutual emotional value, and using the way of "live" communication to tell the story of Chinese cultural heritage, we can make the sustainable development and utilization of cultural heritage. Zhejiang Province has a large number of cultural heritage. How to protect, inherit and make good use of these cultural wealth also needs to inject more

energy into research and discussion.

2. EXPERIENCING CULTURAL HERITAGE: IMPROVING THE QUALITY OF TOURISM SUPPLY

2.1 Experience thought: provide new guidance for the market basket

In the face of these prominent problems, we need to fundamentally put forward solutions to explore how society and economy can coexist and achieve sustainable development. In this context of material abundance, people's sensibility is better than rationality. Obviously, they are not satisfied with the current life, but try to create an interactive, active and perceptive new experience economic system. This system will meet the spiritual needs of people at a higher level. The needs of consumers will promote social technology to move towards experience production, standing on the senses, emotions, emotions Implement market segmentation in terms of knowledge, intelligence, action and thinking, and create products that satisfy customers.[1]The experience industry will also become an emerging industry after the service industry in the future, providing guidance for market development and boosting social and economic development.

2.2 Experience mode: add humanism to cultural tourism integration

Experience marketing is to create a humanized marketing process through the experience oriented perspective. First, the creative class. American scholar Richard Florida put forward the famous theory of "creative class" in 2002, pointing out that contemporary economic development mainly depends on the "creativity" of producers, which requires producers to have higher professional quality and more innovative ideas. Creative industry and creative class play an important role in economic development, and creative industry is the core lifeline of the experience era.[2] The second is the experience class. As an experience stratum, consumers do not consume actual commodities. They should fully mobilize their senses, emotions and actions to interact and measure whether the activity is "targeted" and "personalized". Only by attracting customers' attention and creating irreplaceable and indelible memories for customers can culture be deeply rooted in the hearts of the people, and the quality of tourism supply will be improved. Experience economy provides a new model for the integrated development of culture and tourism, Cultural heritage tourism is essentially an experience across time and space.

2.3 Experience era: bring industry standards to cultural heritage innovation

Experience tourism has become the mainstream mode of the tourism market. For the protection, development and utilization of cultural heritage, the arrival of the experience era provides a direction for cultural heritage to be better and faster known by the public. In the era of experience economy, marketers should understand the needs of consumers, take the unique heritage culture as the main line, adjust cultural heritage products and services, follow the multi-level and multi category model in project development, strengthen the pertinence and comprehensibility of activities, highlight the characteristics of differentiation and reject similarities; Formulate distinct and specific experiential themes, and carry out product service innovation and link planning around specific themes, so as to meet higher customer needs and increase customer loyalty, so as to turn cultural heritage tourism destination into cultural theme experience destination; Third, experiential communication. The atmosphere created by the sensory stimulation brought by the hardware infrastructure is far from enough. We should strengthen the "soft elements", that is, the interaction between tourists and service personnel, tourists and residents, and tourists and tourists.[3]

3.SCIENTIFIC AND TECHNOLOGICAL TRANSFORMATION OF CULTURAL HERITAGE: INNOVATION OF NON LEGACY CULTURAL AND CREATIVE PRODUCTS

3.1 Digital operation: the inevitable path of marketization of non legacy cultural and creative products

The Central Committee deliberated and adopted the decision on several major issues concerning deepening the reform of the cultural system and promoting the great development and prosperity of socialist culture, and proposed that "scientific and technological innovation is an important engine for cultural development", which requires accelerating the two-way integration of culture and science and technology, and the digitization of cultural heritage has become an important step to promote the "active" development of cultural heritage. At present, the digital technology integrated into the cultural heritage protection methods allows the audience to touch the screen to browse virtual products, increase the interaction between the audience and cultural products, and bring technical support for the protection and sustainable utilization of cultural heritage. In the social environment of modern market economy, the market is a powerful means to benefit the most. The market can not only provide living space for cultural heritage, but also the carrier of innovative development of cultural heritage. For example, after years of market-oriented development and combined with digital means, the ancient city of Lijiang has explored a suitable Lijiang model for development, which not only brings economic benefits, but also strengthens the protection and repair of cultural relics to achieve a win-win situation.[4]

3.2 Digital intelligence empowerment: shaping the new ecology of intangible cultural heritage

The innovation of digital technology provides technical support for the development of cultural heritage, so that cultural heritage products no longer stay in the superficial development and renewal, but promote the emergence of new business forms of cultural heritage through technological innovation. In terms of cultural heritage, the relevant cultural products spawned by it are like general products in the market, with the change of time and time value, Aging and death in a certain life cycle will eventually be replaced by another new cultural product, [5] we must constantly make use of technological innovation, apply scientific and technological innovation to all links of developing cultural heritage products, and improve the core competitiveness. The real goal of "Internet plus cultural heritage" is to enable people to better understand

cultural heritage through personalized, interactive and new design, so that they can consciously arouse strong resonance in the process of participation, create an immersive experience, and integrate the past and present of cultural heritage, so that people can feel the artistic and cultural charm of the time and space in the new experience.

3.3 Digital platform: creating cultural heritage culture

To enhance the competitiveness of cultural heritage products is to realize the networking of cultural heritage communication channels, build a new communication system and improve the efficiency of cultural heritage communication and protection. First, build a data resource database to enrich the communication content. Establish a digital resource database of Intangible Cultural Heritage Archives and create a deep cloud data resource database. In digital communication, we should make good use of the resource base, integrate resources, connect reality, and realize the transformation of traditional culture into the ordinary class. The second is to build a theme platform and build a brand IP. Use digital means to spread cultural heritage, build network platforms related to cultural heritage such as information, e-government and website construction based on the integration of various resources, refine and innovate them, collect deep and connotative cultural elements, highlight the historical and cultural connotation and spiritual world of cultural heritage, and build brand IP.[6]

4.CULTURAL HERITAGE ARTISTRY: BUILDING CULTURAL MEMORY SPACE

4.1 Collaborative management: overall cognition of cultural memory space

The protection of cultural heritage space should emphasize the overall protection with the environment. The environment includes not only the natural landscape with cultural heritage, but also human related practical activities Production and lifestyle, various cultures, etc. Taking the Grand Canal as an example, it is listed in the world heritage list, mainly the remains of ancient water conservancy projects. However, the grand canal passes through Beijing, Tianjin, Zhejiang and other provinces, involving multi regional cultural routes and unique historical and natural landscapes. The Grand Canal is not only a cultural region, but also an ecological and tourism destination, To construct the cultural space of the Grand Canal, we must integrate various cultural and ecological landscape resources along the Grand Canal. Cultural heritage space has its inherent reason for development. Therefore, when establishing the protection of regional cultural heritage space, we should not separate various cultural heritage forms, but fully

retain the integrity and interaction of various forms of cultural heritage, protect the space of the heritage itself, and promote the overall protection and spatial planning of regional heritage with obvious regional cultural characteristics, Strengthen relevant collaborative construction and management among various elements of heritage to promote the overall protection and development of cultural heritage.

4.2 Active carrier: tourism provides a carrier for space construction

Cultural space is a dynamic way of cultural protection integrating resources. Its operation needs the help of a specific platform, that is, tourism to promote the protection and utilization of cultural heritage. Tourism, as a strong industry in modern society, plays an important role in cultural communication and development. Cultural space attracts tourism to take root here." Tourism survival" was first proposed by Professor Wang Degang of the school of management of Shandong University. He believes that tourism survival is to promote the development and inheritance of cultural heritage through tourism. It is to effectively process and utilize intangible cultural heritage as a tourism resource and develop it into a tourism product for tourists to visit, experience, learn and buy, It is the mode of intangible cultural heritage's survival and development with new means in modern life to realize its own value. It is the most basic means to expand the vitality and competitiveness of cultural heritage space. Liveliness is the basic feature of tourism cultural space. Culture is the core content of tourism development. Tourism provides a carrier for space construction. The interactive relationship among culture, space and tourism is the basic element of active protection of cultural heritage.

4.3 Multi participation: social attribute of cultural heritage space

As a "cultural region", cultural heritage memory space is not only a traditional physical cultural region, but also an experience space for human participation and creative activities. From the perspective of spatial function, the evolution of tourism cultural space is an evolution process for local residents to meet the cultural needs of tourists and enhance the cultural connotation of the tourist destination after meeting their basic physical needs. As the most important spatial form of cultural heritage, cultural space is the integration of times and space, and the real reality of personalized production, life, services and social activities in the tourist destination, It is created and shared by the people, so cultural space must be related to people, people's social practice, cultural activities, production and life. Only with the joint participation of these elements can space produce culture.

5.CULTURAL HERITAGE LIVING: LOCAL INTEGRATION OF TOURIST ATTRACTIONS

5.1 Foundation of cultural innovation: integration of cultural heritage into modern life

The integration of cultural heritage into modern life requires the planning and guidance of government departments, leadership and mobilization of all parties. It also requires the society and residents to have good self-organization ability and awareness of taking the initiative to receive cultural heritage. How to make relevant groups Knowing the important value of cultural heritage in modern life and evolving into lifestyle and habits is the key to the inheritance of cultural heritage. Integrating into modern life is also the significance of cultural protection. In the new era environment, we should develop cultural heritage related products from the perspective of experience, participation, study and high-end leisure. Life oriented protection is a process of making cultural heritage exist naturally in public life and changing the lifestyle and content of more people. The appropriate and rational utilization of cultural heritage is actually a process of cultural re creation. Only with the culture needed for modern life can cultural heritage achieve sustainable utilization and development and be transformed into a culture in line with the main value of the times, In order to achieve sustainable development.

5.2 Local attachment: enhance the competitiveness of cultural heritage scenic spots

It is the unity of individual and place. Local attachment is the memory and emotion of interaction between people and environment, and it is also a new perspective for the study of the competitiveness of scenic spots. The closer the relationship between local residents and tourists and the scenic spot, the deeper their dependence on the place will be, and may produce unprecedented special emotions, which is undoubtedly an invisible thrust for the scenic spot. From the perspective of local dependence theory, the competitiveness of the scenic spot depends not only on the traditional cultural heritage, but also on whether the cultural heritage is integrated into the local residents and society, In addition to having perfect infrastructure and local scenery, a good tourist attraction also needs to integrate culture into the tourist attraction and local characteristics into the tourist attraction, seek unity in diversity in combination with people's production and life, deeply integrate cultural heritage with the local, and create a cultural heritage industry that can resonate with tourists, secondary tourism, popularity and grounding.

5.3 Transformation of development mode: cultural heritage community tourism mode

Community tourism is a mode of living development of cultural heritage, which not only protects the cultural heritage itself, but also repairs the environment on which they live. When developing community tourism, we should consider the inheritance, utilization and development of cultural heritage from the perspective of the whole human civilization. We should not sacrifice the pursuit of modern life of residents in traditional communities, but let them enjoy modern material civilization. Weifang Yangjiabu woodblock New Year Painting Folk Tourism is a typical case. Woodblock painting began in the farming society. As a symbolic art of auspiciousness and evil spirits, it lost its vitality with the passage of time. In the 1980s, with the support of Shandong Provincial Tourism Bureau, Yangjiabu changed its development mode, and tourists began to enter the workshop, engraving and printing in person, making broken string kites Visit and study folk artists, so that the traditional workshops that have been silent for many years can be restored again, creating new works that meet the needs of the times and the public, and the art of woodblock painting has also been revived with the help of tourism.

6.CONCLUSION

Cultural heritage is the crystallization of wisdom from generation to generation and an important witness to the development of human society. It has indelible and irreplaceable value. Cultural heritage is a non renewable resource. With economic globalization and modernization, the key to the protection and inheritance of cultural heritage is to "live", dialogue with reality and pay attention to the overall protection. It is not only the heritage itself, but also the protection of the whole environmental space for survival. We should actively look for the intersection between cultural heritage and modern society, closely follow the pulse of the times, digital construction, revive history, create new cultural heritage products, and integrate culture into public life.

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