

Exploring the Cultural Inheritance and Innovation of "Intangible Cultural Heritage +" in the Perspective of the Experience Economy

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Abstract. The experience economy is the fourth economy generated during the current social evolution process. Numerous industries in the perspective of the experience economy have undergone innovative changes in consumer forms. This article explores the cultural inheritance and innovation of "intangible cultural heritage+" in the new era from the perspective of the experience economy. The analysis is conducted from four aspects: the basic connotation of "intangible cultural heritage+", why "intangible cultural heritage+" should be viewed from the perspective of the experience economy, the innovation of "intangible cultural heritage+" in the era of the experience economy, and the future development path of "intangible cultural heritage+" in the experience economy.

Keywords: experience economy; communication; intangible cultural heritage +; digital technology; cultural heritage.

1. Introduction

Intangible cultural heritage is an important part of traditional Chinese culture and the crystallization of the wisdom of the Chinese people over the past five thousand years. Protecting, inheriting, and utilizing intangible cultural heritage is an important way to implement General Secretary Xi Jinping's instructions on protecting, inheriting, and utilizing Chinese culture. With the rapid development of technology, "intangible cultural heritage" has also been transformed into a new form of dissemination, "intangible cultural heritage+," with the help of technological innovation. The emerging economy of the experience economy, which is based on the growing demand for material culture, provides a new stage for the cultural inheritance and innovation of "intangible cultural heritage+" in China.

2. The Experience Economy

With the continuous development of the economy and society, people's material living standards have been steadily improving. As a result, the consumer demand of the public has evolved from traditional material consumption to spiritual consumption, seeking more satisfaction on the spiritual level. Therefore, after the service economy, the experience economy has emerged as a new concept of economic development in recent years. The experience economy is based on creating sensory experiences and cognitive identification from life situations, capturing customers' attention, changing consumption behavior, and finding new value and space for goods. It is a social evolution stage where services are the stage and goods are the props to make customers participate in the experience. In 1998, economists Joseph Pine and James Gilmore created a new and memorable form of economy in their article "Welcome to the Experience Economy." [5] In essence, the experience economy is an extension of the service economy, providing consumers with personalized, immersive experiences, and possessing features such as terminality, differentiation, sensory experience, knowledge, extension, participation, compensation, economic efficiency, memorability, and relationality.

3. The Experience Economy and "Intangible Cultural Heritage +"

3.1 The Basic Connotation and Origin of "Intangible Cultural Heritage +"

Intangible cultural heritage, or "non-material cultural heritage," refers to traditional cultural expressions that exist in various non-material forms and are closely related to people's daily lives, passed down from generation to generation. Anthropologist Franz Boas emphasized the special significance of understanding culture in terms of totality and situationality. The concept of "intangible cultural heritage+" is a new concept that combines with other industries in the background of the new media era, emphasizing the dynamic inheritance of intangible cultural heritage and promoting multi-track win-win development. [6]As China continues to promote the protection of intangible cultural heritage, the identity of intangible cultural heritage is gradually transforming from a "heritage" to a "dynamic resource." With the strong support of national policies, various fields and industries are actively promoting the integration of intangible cultural heritage, deriving distinctive products and services based on cultural resources, and transforming cultural power into economic power to benefit society. Therefore, the cross-border integration of intangible cultural heritage has been promoted by internal and external factors, giving rise to the "intangible cultural heritage+" innovation model. In the new era, "intangible cultural heritage+" is a new concept that can collaborate with any field, such as "intangible cultural heritage+ technology," "intangible cultural heritage+ education," and even the popular "intangible cultural heritage+ poverty alleviation" in recent years, all leveraging the power of culture. The dynamic inheritance of various "intangible cultural heritage+" adds new elements to its development, covering both the cultural characteristics of "intangible cultural heritage+" in historical contexts and extending to new forms of expression and social significance.

3.2 The Dilemma of "Intangible Cultural Heritage" Inheritance

As a brilliant cultural heritage left by our ancestors in history, the key to the inheritance of intangible cultural heritage lies in how to keep it forever young and infused with the new blood of the times. Although in the context of "Internet +", intangible cultural heritage projects can be seen by more people through the internet, relevant data shows that nearly 60% of intangible cultural heritage inheritors are over 70 years old, indicating a gap in the inheritance of intangible cultural heritage due to aging. At the same time, the impact of urbanization and modernization has changed the media environment, leading to a more serious idea of prioritizing economy over culture, and people's appreciation level gradually becoming secularized, with their focus often concentrated on modernized stage performances.[8] Although the rise of new media can help intangible cultural heritage appear in a more "fast and easy" form in the public eye, simply using the internet to "see" cannot truly bring people closer to intangible cultural heritage, and can only allow them to roughly experience the cultural charm. The internet has spawned various forms of dissemination, but whether as a transmitter or receiver, it is impossible to feel the "warmth" of intangible cultural heritage through the short-lived and intangible electronic screen. This has led to a situation where although intangible cultural heritage can "fly into ordinary people's homes", it is difficult to truly integrate the public into it, and the cultural heritage behind intangible cultural heritage can only be understood without being truly felt, making it difficult to appreciate the beauty of China and to truly root intangible cultural heritage inheritance and protection in people's hearts. Therefore, based on various difficulties, in the era of the rise of experience economy, various industries have seized opportunities and created the new concept of "intangible cultural heritage+", in order to truly break down the communication barrier between intangible cultural heritage and the public by leveraging the power of culture.

3.3 "Intangible Cultural Heritage +" Based on the Perspective of Experience Economy

The rise of the experience economy has not only changed the current economic development pattern but also opened up a broader development space for the dissemination of intangible cultural heritage, giving rise to a new form - "intangible cultural heritage +". Understanding the relationship between the experience economy and "intangible cultural heritage +" can help us better explore the

cultural connotations behind intangible cultural heritage and achieve better inheritance and development. The essence of the experience economy is to focus on sensory experience, where producers create "experiences" and consumers pay for them. Meanwhile, the main way for intangible cultural heritage to be disseminated in modern times is through carriers, allowing people to experience culture and participate in intangible cultural heritage activities up close. With the rapid rise of the cultural industry, the growing material cultural demands of consumers have become the main driving force of cultural consumption. Therefore, the common attributes between the two make it possible for intangible cultural heritage to ride the "fast train" of the experience economy and accelerate its integration with other industries. The "intangible cultural heritage +" under the background of the experience economy should follow the three principles of purpose, interaction, and emotion. Firstly, the purpose refers to the integration of intangible cultural heritage should always adhere to the basic connotation of cultural inheritance, grasp the core theme, and develop products and design activities targeted at different target audiences. Secondly, interaction and emotion should always embody the basic principles of the experience economy, emphasizing the audience's sense of participation and experience, consciously injecting emotional factors into the integration process, enhancing the audience's psychological resonance, and achieving cultural inheritance through more immersive experiences.

4. Research on "Intangible Cultural Heritage +" Innovation in the Experience Economy Era

4.1 Cultural and creative products activate the value implication of cultural inheritance

Innovation and creativity have become the core driving force of cultural practices in China. On January 25, 2017, the General Office of the Communist Party of China Central Committee and the General Office of the State Council issued the Opinions on Implementing the Project for Inheriting and Developing Chinese Excellent Traditional Culture (referred to as the "Opinions"), which proposed to "implement the development project of intangible cultural heritage and further improve the protection system of intangible cultural heritage." One of the manifestations of the creative transformation and innovative development of intangible cultural heritage is the commercial application of cultural and creative products. Firstly, the creative core of cultural and creative products comes from the extension of the connotation of intangible cultural heritage. Under the immersion of cultural connotation and the externalization of cultural concepts, the existence of cultural and creative products becomes an important medium for the external dissemination of intangible cultural heritage. For example, the Grand Canal, as one of China's oldest and largest intangible cultural heritage projects, has a unique presence for the audience, highlighting the singularity of cultural symbols. Based on this, cultural and creative products can integrate the meaning, connotation, and concept of intangible cultural heritage elements, while combining innovative mechanisms and platforms to achieve wide dissemination, constantly innovating, and attracting young consumers' attention to intangible cultural heritage. Secondly, cultural and creative products empower the inheritance and development of intangible cultural heritage. The various formats of the cultural and creative industry can activate the core values contained in intangible cultural heritage and maximize them through modern innovative integration. By shaping the intangible cultural heritage brand through the operation of the industrial chain, consumers can experience the historical background, cultural characteristics, or unique implications represented by cultural and creative products when purchasing them. This enhances their value recognition and creates the most distinctive cultural symbols with Chinese characteristics, achieving the modern dissemination of intangible cultural heritage.

4.2 Cultural and tourism integration involves the exploration and extraction of distinctive regional cultural elements.

With the arrival of the post-pandemic era, the growing cultural demands of people have increasingly clashed with economic development. Leveraging intangible cultural heritage can activate distinctive regional tourism resources and drive industry development. In addition, the emergence of the "intangible cultural heritage + tourism" model can not only fully showcase regional tourism resources but also promote the transformation and upgrading of traditional tourism industries. With the assistance of the three concepts of "protecting while promoting," "integrating intangible cultural heritage into modern life," and "integrating intangible cultural heritage into people's daily lives" from the Ministry of Culture and Tourism, in recent years, the development of intangible cultural heritage tourism has been continuously explored, and classic cases of integration with tourism exhibitions and transmission have emerged. Taking the Dunhuang Virtual Reality Museum as an example, through virtual roaming of typical caves, as well as digital displays, it reproduces the artistic and cultural preservation achievements of Dunhuang, not only depicting historical truth but also compensating for missing colors and partial damage.

4.3 "Intangible cultural heritage + new media" empowers traditional culture to break the circle

British scholar Dennis McGuire believes: "Probably the most general and basic feature of culture is communication, because culture cannot develop, survive, extend and succeed without communication ." [2]The arrival of the 5G era has opened a new chapter in communication. The rise of new media has changed the traditional communication path of culture. The strong rise of visual culture makes the attention economy quickly occupy the market, and the attempt of "intangible cultural heritage + new media" has realized the breaking circle of traditional culture . Douyin has launched many cultural-related hot topics, such as: # The difference between Bronze and King ranks# invited 20 non-heritage inheritors to participate in the activity challenge, ranging from precious gold and silver porcelain, silk brocade, to common food and clothing in daily life There are everything from cakes to pastries to umbrellas. Among them, a video showing Chinese wedding dress released by @Zhou Shuangxi, a master of Yunjin embroidery.received the most likes, exceeding 2.3 million. The video first showed the production process of brocade, and then a model wearing a Chinese-style brocade wedding dress walked onto the runway, whose elegant, dignified and atmospheric aura was shocking. Many netizens were impressed by the majestic and graceful elegance of Yunjin. When intangible cultural heritage and new media technology meet in a special communication context, a unique media landscape of local society is formed, a visible scene displayed, a subjective and conscious performance and show , and this is the result of the collusion of various factors such as capital, media, power, commodities and technology.[7]

5. The future development path of "intangible cultural heritage +" from the perspective of experience economy

5.1 Based on Audience Experience

The protection, inheritance, innovation, and development of intangible cultural heritage require equal attention, and the advantages of the Internet and digital technology further broaden the development space of intangible cultural heritage. In the new media-audience relationship, the audience occupies a more active and central position. During the dissemination of intangible cultural heritage, the audience pays more attention to the mutual compatibility and convenient switching of various communication media. The audience desires more diverse and personalized information enjoyment, and their needs have surpassed traditional communication and become a comprehensive digital communication system of intangible cultural heritage that integrates media functions.

Therefore, the focus should be more on the construction of a three-dimensional digital communication system for intangible cultural heritage based on the Internet. The construction ideas should be based on the advantages of digital communication interactivity, integration, and diversity, taking into account the five communication elements of communicators, information, media, audience, and effect. It is necessary to fully leverage the main role of social network media, and enrich and expand various forms of digital communication of intangible cultural heritage.

Intangible cultural heritage not only represents the cultural essence accumulated by the laboring people for thousands of years but also has unique market value. From the demand side, economic development will inevitably bring about an improvement in people's spiritual level, and the demand for culture is increasing day by day. People are increasingly accepting and loving consumer goods with cultural connotations. Therefore, "intangible cultural heritage +" should be based on the background of audience experience, and use the advantages of technological development to achieve cross-cultural communication online and offline, in a new language and posture to find new living space in the modern consumption environment.

5.2 Broaden the "intangible cultural heritage + industry" track

There are numerous mass consumer groups for intangible cultural heritage, which provides it with greater development potential. Currently, there are several mature "intangible cultural heritage+" industrial tracks, such as "intangible cultural heritage + tourism," "intangible cultural heritage + live streaming," "intangible cultural heritage + poverty alleviation," and "intangible cultural heritage + cultural and creative industries." [3] However, there are still many gaps in the emerging industry chain that combines digital technology, represented by VR and AR, with intangible cultural heritage. The "fun immersion" effect of digital technology in the digital preservation of intangible cultural heritage can present its intricate and complex craftsmanship in multiple perspectives and dimensions, using interests as an entry point, from observation to participation. [2] This will open up a new perspective for the dissemination of intangible cultural heritage.

5.3 Strengthen international cultural exchanges and dissemination

During the opening ceremony of the 2019 Asian Civilizations Dialogue Conference, President Xi Jinping put forward the "Chinese solution" to strengthen civilizational exchanges and mutual learning, highlighting the importance of cultural confidence and civilizational exchanges and mutual learning to enhance the international influence of Chinese culture. [1] To achieve cultural confidence and mutual learning of intangible cultural heritage, priority should be given to addressing issues related to which intangible cultural heritage should be prioritized for mutual learning. Intangible cultural heritage for international exchange should be representative and innovative, capable of resonating with different audiences from diverse cultural backgrounds and conveying the charm of Chinese culture. Secondly, it is necessary to overcome the problem of language and cognitive differences by developing a multimodal information fusion language intelligence cognitive system that provides accurate, fast, and reliable multilingual translation services for cross-language communication. Finally, a diversified display system and a three-dimensional dissemination format are also needed to maintain the effective and high-quality transmission of culture and to form a comprehensive illustration of intangible cultural heritage exchange and mutual learning.

6. Conclusion

In summary, the experience economy provides a new stage for the cultural inheritance and innovation of "intangible cultural heritage+". The integration of intangible cultural heritage with digital technology and other industries can bring new vitality to its innovation and promote its dissemination and inheritance. However, the protection and inheritance of intangible cultural heritage should be the top priority, and the innovation of intangible cultural heritage should be carried out in accordance with the law and in a sustainable manner. The future development path of "intangible

cultural heritage+" should focus on the integration of cultural power and economic power, promoting the inheritance and innovation of intangible cultural heritage in various forms.

Through the exploration of the cultural inheritance and innovation of "intangible cultural heritage+" from the perspective of the experience economy, we hope to raise people's awareness and attention to the protection and inheritance of intangible cultural heritage, promote the innovative development of intangible cultural heritage, and contribute to the building of a harmonious and prosperous society.

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