

Exploration of Business Model of Intangible Cultural Heritage Culture Based on Rural Revitalization Strategy: A Case Study of Fuyang Embroidery

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ABSTRACT

As an intangible cultural heritage of Anhui Province, Fuyang embroidery has strong local characteristics and aesthetic value. However, due to the transformation of modern aesthetic needs, the impact of mechanized large-scale production and other factors, the market-oriented operation of Fuyang embroidery is difficult and declined. With the party and the country's emphasis on intangible cultural heritage and the emphasis on the inheritance and innovation of intangible cultural heritage, it provides new ideas for Fuyang embroidery. Therefore, this paper explores the business model of Fuyang embroidery based on the rural revitalization strategy, from the Internet+ professional platform exhibition, digital promotion, and cultural core connotation. The four aspects of financial support are discussed in order to provide a development path for the commercial operation of Fuyang embroidery and realize the connection between tradition and modernity.

KEYWORDS

Fuyang embroidery; Business model; Rural revitalization.

1. INTRODUCTION

In the context of the acceleration of internationalization, the inheritance and development of traditional culture has gradually become the focus of people's attention, and more and more people are turning their attention to the study of traditional culture. The Party and the state attach great importance to the protection of intangible cultural heritage, the country's economic and social development and cultural undertakings have entered a new development journey and the construction of the Belt and Road Initiative, the return of culture and cultural self-confidence, as well as the public's strong sense of identity with intangible cultural heritage, have promoted the rise of intangible cultural heritage, and more and more consumers are willing to consume for intangible cultural heritage. At the two sessions in 2022, Zhou Shuying, a deputy to the National People's Congress and inheritor of intangible cultural heritage, put forward a proposal to "implement the strategy of intangible cultural heritage into the new socialist countryside and help the country's rural revitalization to a new level". As a provincial intangible cultural heritage, Fuyang embroidery is simple and extraordinary, and has a far-reaching impact on promoting regional economic, cultural and social development and promoting the realization of the strategic goal of rural revitalization. Based on the strategy of rural

revitalization, with the help of the Belt and Road Initiative and Internet+, exploring new business models can not only make Fuyang embroidery full of vitality and vitality. Promote Fuyang embroidery to become an emblem brand, improve the quality of life in local rural areas, promote rural revitalization, inherit and innovate intangible cultural heritage, enhance the cultural identity and cultural self-confidence of the Chinese people, and protect the diversity and creativity of human spirit and culture.

Fuyang embroidery compared with Suzhou embroidery and other embroidery techniques have less influence, there are few targeted studies in China, and there is a lack of literature in HowNet, and Fuyang embroidery is used as a keyword to search in HowNet, and only relevant literature is found, Zhou Ruhao (2020) discusses from the artistic characteristics and inheritance and innovation of Fuyang embroidery, and Ye Yang (2016) discusses from the characteristics of Fuyang embroidery art, not only is the literature less than most of the years in 2020 and before, and the research direction is mostly carried out from the inheritance and innovation of Fuyang embroidery, and the inheritance and development of Fuyang embroidery culture and the exploration of business models from the perspective of rural revitalization are almost not involved, therefore, the research of this project will start from this perspective, explore the business model of Fuyang embroidery, promote rural revitalization and enhance cultural self-confidence.

2. ANALYSIS OF THE DEVELOPMENT STATUS AND PROBLEMS OF FUYANG EMBROIDERY

2.1. The development of modern Fuyang embroidery

Fuyang embroidery has a long history, which can be divided into the start-up period, the rising period and the development period. The initial period can be traced back to the Warring States period, popular among the people, but by the feudal small peasant economy and regional culture of the limitations of the development is slow, to the plain, elegant embroidery-based, most of the shapes are simple and simple; Orange-red embroidery-based, most of the shapes are prominent and full, self-sufficient household-based, lack of market awareness; the development period is mainly after the reform and opening up, by the impact of the market economy, the Fuyang embroidery artists based on Bai Li take the initiative to adapt to the market changes, the theme of the group case is more abundant, and actively integrate into Suzhou embroidery and other skills, there is a trend of industrialization and marketization, but due to the loss of inheritors, the development of the Internet economy, and the impact of mechanized production, Fuyang embroidery urgently needs the operation of a new business model to promote the township village revitalization and development.



Figure 1. Start-up works



Figure 2. Up-to-date works

2.2. Fuyang embroidery development problems and dilemmas

2.2.1. The public has a low level of understanding

Because Fuyang embroidery is only a local embroidery, compared with Suzhou embroidery, the public is less well-known, although the history is very long, but it is rarely mentioned and known at

the moment. The team released a questionnaire in various universities in Anhui, as shown in Figure 3, the results of the questionnaire showed that more than 50% of people did not know about Fuyang embroidery, while more than 40% of people had a basic understanding of Fuyang embroidery, and only a very few people knew very much about Fuyang embroidery.

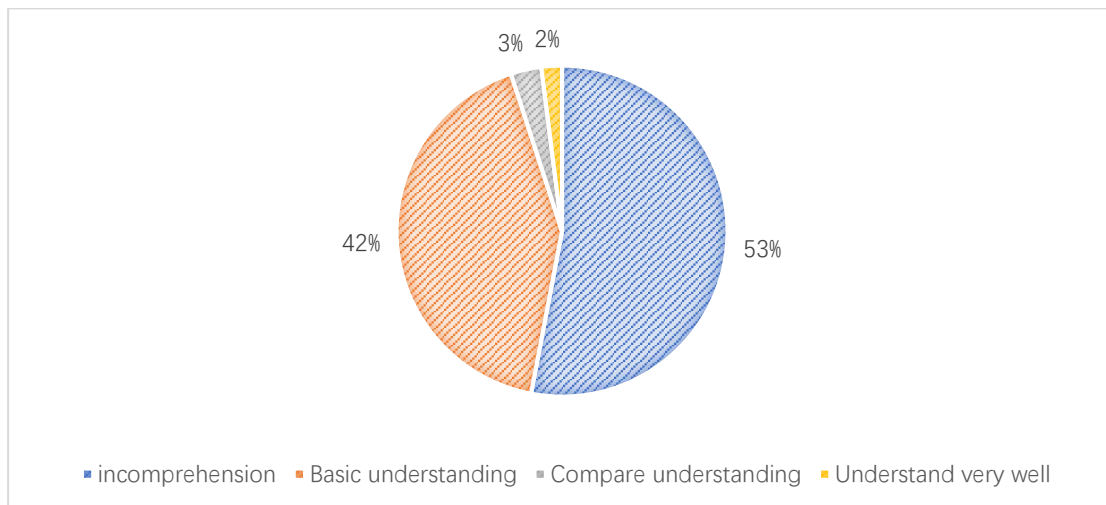


Figure 3. The degree of understanding of Fuyang embroidery

2.2.2. There are few inheritors and the awareness of inheritance is weak

Due to the low visibility and the single way of inheritance, the risk of loss of Fuyang embroidery is greater, and the time cost cycle of learning Fuyang embroidery is very long, for young people with fast pace Xi of life and high cost of living, the willingness to inherit and carry forward Fuyang embroidery is low, and it is easy to break the generation and not adapt to the market.

2.2.3. The degree of matching between supply and demand is low and the competitiveness is weak

There are serious deficiencies in the variety and quantity of yang embroidery and the form of works, mainly imitating famous paintings, the subject matter is monotonous and boring, unable to meet people's needs, lack of competitiveness, lack of innovation, and can not adapt to the survival requirements under the conditions of market economy. And because some private workshops need to invest a lot of time in handmade production in order to survive, the impact of modern fashion and the high cost of hand embroidery, the current situation of high prices has emerged. Under the fast-paced society and mechanized mass production, the dilemma of Fuyang embroidery has been further deepened.

2.2.4. Lack of publicity and promotion

Fuyang embroidery as a local embroidery, propaganda is limited to Anhui Province and intangible cultural heritage circles, mainly traditional media publicity, government tweets more, but the government can not open a special column for Fuyang embroidery publicity, which also leads to the public contact Fuyang embroidery channels less, in the current Internet prevailing era, should be more than new media propaganda combined, through various channels of publicity and promotion.

3. EXPLORATION AND COUNTERMEASURES OF FUYANG EMBROIDERY BUSINESS MODEL UNDER THE INTERNET ECONOMY

3.1. Adhere to the "Internet+" as the core to promote the docking of supply and demand

In the environment of Internet +, the development of Fuyang embroidery can be combined with the professional sales platform of the PC wireless mobile terminal, well-known domestic social media software such as Weibo, Douyin, etc., and the urban cultural and creative collection point with clear market positioning, to create a combination of 'traffic' business model and professional exhibition and sales platform. In addition, Fuyang embroidery can be themed, and the interactivity of the Internet can be used to hold competitions and activities from the city to the province and then to the whole country, so as to obtain new ideas, get public feedback, and expand the experience of creators and audiences.

3.2. Strengthen digital promotion and highlight the cultural nature of embroidery

In terms of digital promotion, we can enrich the variety of varieties and give innovation vitality through technological innovation and cross-border cooperation in art forms. Embroidery can be combined with fashion week, haute couture, traditional Chinese medicine, art painting techniques to create a new national fashion. And through the data pattern processing software, such as Photoshop, Corel Draw to draw plane vector drawing, with modeling to render 3D effect, so as to establish an embroidery pattern database, and through digital interactive design to show the embroidery effect, saving cost and time. Establish a digital promotion platform in the later stage of development. In terms of the core connotation of culture, we can start from the demand, balance the practicality and product design, highlight the core 'culture' of Fuyang embroidery, and create some life peripherals, tourism products, textiles and apparel through the integration of unique Fuyang regional characteristics. Finally, the competitiveness of Fuyang embroidery can be enhanced by creating IP and brand. In order to convert cultural resources into economic benefits, it is necessary to create a precise brand image and IP concept. Due to factors such as the regionality of Fuyang, the characteristics of Fuyang embroidery and the audience, the status of Fuyang embroidery is mid-end consumption, with young people as the breakthrough point, and the brand image is more lively and close

3.3. Promote Internet financial support and activate the vitality of market development

In terms of financial support, the development of Fuyang embroidery cultural and creative industry gives full play to the leverage of financial funds and the vitality of the market. The early stage of capital mainly comes from financial allocation, fiscal and tax incentives, project subsidies or the adoption of PPP model, so as to reduce the pressure on enterprises, improve market competitiveness, optimize the allocation of economic resources, and can improve the ability of enterprises to resist risks, and the later stage mainly comes from the market, through bank credit, private equity funds. In addition, you can also protect the development of Fuyang embroidery by purchasing cultural insurance with local cultural characteristics, share risks, share dividends, and promote its steady development.

3.4. Explore business models and promote rural revitalization

The development of the new business model of Fuyang embroidery has virtually visualized the countryside and formed a unique rural IP, which not only changed the traditional sales method of embroidery, but also turned the act of embroidery into scene-based marketing, realized online

transactions, reduced transaction costs, brought economic benefits, and promoted the development of rural economy. In addition, it provides employment opportunities for some embroidery or unemployed rural personnel, alleviates the structural contradiction of talents, and slows down the rate of rural brain drain. And with the advancement of the commercialization of Fuyang embroidery, it has brought capital to the Fuyang area, injected new vitality and capital flow, and also improved a better environment for rural tourism entrepreneurs and leisure agricultural operators, and played a prominent role in rural revitalization.

4. CONCLUSION

As an intangible cultural heritage of Anhui Province, Fuyang embroidery has low visibility and low degree of commercialization due to the difficulty of inheritance and remote geographical location, and the lack of support for provincial intangible cultural heritage compared with national intangible cultural heritage, resulting in the gradual decline of Fuyang embroidery. Therefore, from the perspective of business model exploration, this paper will discuss the commercial operation of Fuyang embroidery based on the rural revitalization strategy and the use of Internet+, financial support, etc., promote the inheritance and innovation of intangible cultural heritage and the construction of Hui-style brand, enhance cultural self-confidence, improve the quality of life of local rural areas, promote rural revitalization, inherit and innovate intangible cultural heritage, and enhance the cultural identity and cultural self-confidence of Chinese people.

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