Research on the Innovative Development of Maonan Traditional Craft from the perspective of cultural Confidence

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Abstract
Cultural confidence is one of the important factors to promote the inheritance and development of excellent national culture. Maonan traditional craft contains excellent national culture, cultural customs and so on, which is a part of carrying forward China's traditional culture confidence. From the perspective of cultural confidence, this paper analyzes the characteristics and advantages of the current Maonan traditional crafts and puts forward suggestions to promote the innovative development of Maonan traditional crafts, which can better promote the inheritance and development of Maonan traditional crafts.

Keywords
Dong villages; plant landscape; creation

1. Introduction

The traditional craftsmanship of ethnic minorities has always been an important part of China's excellent national culture, which contains rich cultural deposits. At present, Maonan traditional craft is affected by geographical environment and other factors. As a result, its transmission route is limited and rarely known by people. Under the impact of the diversification of the world, the Maonan traditional crafts, which have a single development direction and a very low market penetration rate, are facing the risk of extinction and extinction. It also affects the cultural confidence of Maonan people, which is not conducive to the inheritance and innovative development of the Maonan traditional crafts, and it is urgent to change the status quo.

2. The relationship between cultural confidence and Maonan Traditional crafts

In essence, cultural confidence is the full affirmation and active practice of a nation and a country's own cultural value, and it is the important expression of the firm belief in cultural vitality. The traditional craft of Maonan nationality from the perspective of cultural confidence is actually a high affirmation of the value of traditional craft of Maonan nationality. What's more the traditional craft of Maonan nationality with cultural confidence has laid a foundation for the innovative development of traditional craft of Maonan nationality. Consequently, after establishing the correct cultural confidence, the maonan traditional craft can get a broader space for development [1].

Enhancing cultural confidence can enhance the core competitiveness of Maonan traditional craft. Maonan traditional crafts have a long history and various kinds, many of which have been included in the national intangible cultural heritage list. And the traditional craftsmanship of the Maonan contains the historical changes, spiritual culture and other contents of the Maonan, and is the crystallization of the national culture of the Maonan for thousands of years [2]. All these have provided the foundation for the Maonan's cultural confidence and are also the source of the innovative development of Maonan's traditional crafts.

Enhancing cultural confidence can provide spiritual power for the innovative development of Maonan traditional industry. The traditional technology of The Maonan has developed over a long period of time. Each era will add new contents to the traditional technology of the Maonan, which has laid a solid foundation for the traditional technology of the Maonan. At present, the utilization rate of Maonan traditional craft is gradually decreasing, its value potential has not been fully developed, and its commercial value and industrial value have not been fully developed. Therefore, improving the confidence of maonan traditional craft culture can promote the innovative development of Maonan traditional industry.[3]

3. The innovative development of Maonan traditional crafts is in a dilemma

3.1. "Cultural consciousness" has not yet been fully formed

"Cultural consciousness" is indispensable to the protection of Traditional crafts of Maonan Nationality. However, the investigation found that in the inheritance of Maonan handicraft there is still a custom of " passing on male to female, passing on close to the outside ", and there are a lot of restrictions on inheritors, resulting in the situation that the inheritors of Maonan traditional crafts are scarce and aging, which seriously hinders the inheritance and development of traditional crafts. For

example, The successors of Maonan flowers bamboo hat not only need to make the hat, but also need to take the task of receiving students and teaching skills, which greatly increases the burden of the inheritor. However, it takes a lot of time and little income to learn the traditional techniques of bamboo hat. After graduation, it takes a long time to make a bamboo hat. The project is long and the income is low, so it can't be a stable career to support a family. Therefore, most of the inheritors would give up halfway or simply give up, and some apprentices would work to earn their living while studying, lacking time for practice. Lead to unskilled technology, work rough, the formation of a "shoddily produced" situation. When basic food and clothing cannot be solved, cultural consciousness cannot be formed.

Most of the young Maonan generation only know the name of "Maonan Sanbao" traditional craft, but they know little about the specific technological process and cultural connotation. Therefore, Maonan traditional crafts have to face the situation of loss. If "cultural consciousness" is not sufficient, how can we gain cultural confidence? Then the so-called innovative development is just a castle in the air [4].

3.2. Cultural distance leads to existential crisis

Cultural lag is the product of social and cultural evolution, which mainly shows the phenomenon of cultural backwardness and lag. In today's global integration era of fast consumption environment, the Maonan traditional craft living environment is becoming more and more complex, and the competitiveness of modern culture and products is becoming less and less. In addition, the limitation of the protection and inheritance of the Maonan traditional crafts, the excellent traditional crafts of the Maonan are on the verge of extinction, loss and extinction. Under the double blow of inside and outside, it caused the survival crisis of Maonan people and traditional craft.

The flower and bamboo hat, as a must-have for maonan's marriage, has long been an important symbol of Maonan's traditional culture. However, under the impact of cultural gap, the internal driving force and external environment of the flower bamboo hat weaving have changed, resulting in the demand for bamboo hat plummeting, and the survival of the flower bamboo hat has to rely on organizational support and customized by museums and the government to continue.

3.3. Traditional technology innovation ability is insufficient

Although the traditional crafts of Maonan have been revived in the market of rural tourism scenic spots, the low popularity, lack of innovation and lack of practical of Maonan traditional crafts will make shopping less pleasant. Therefore, it is urgent to improve the innovative ability of maonan traditional handicraft inheritors. First, we need to develop innovative thinking. Inheritors of handicraft

should, on the basis of traditional solutions, fully integrate innovative thinking -- working methods of investigation, analysis, demonstration, experiment and reanalysis, as well as problem-solving methods of seeking common ground, seeking differences and seeking peace. Second, we will enhance our capacity for innovative research. Mainly from process innovation, material innovation, technical innovation and other aspects of condensing and sublimation. Third, we will improve innovation mechanisms. We should not only strengthen local regulation and technical guidance, but also stimulate the innovation consciousness and ability of the main body. Fourth, to build excellent inheritors. Open information channels so that inheritors can strengthen their ability to learn and integrate knowledge. [5]

4. Innovative development strategy of Maonan traditional craft

Xu Wen believes that if creative transformation can make Chinese traditional culture move from the past to the present, then innovative development can make Chinese traditional culture move from the present to the future [6]. From the perspective of cultural confidence, it is the only way for the innovative development of Maonan traditional crafts to create innovative development of Maonan traditional crafts from the perspectives of innovative ideas, human resources and technical ability, and finally achieve the promotion of cultural confidence and cultural connotation to drive the increase of production capacity.

4.1. Build cultural confidence

The traditional crafts of Maonan not only contain the labor wisdom of artisans, but also contain the unique national culture of Maonan people in each era. Therefore, to promote the innovative development of Maonan traditional crafts, the public should be guided to establish correct cultural confidence, so as to ensure the public's correct cognition of Maonan traditional crafts [7]. Through multiple channels such as paper media and digital media, the public can publicize the characteristic culture of the Maonan under the premise of understanding the traditional techniques of the Maonan. It can stimulate people's awareness of learning and inheriting Maonan traditional crafts, help Maonan residents to establish correct cultural confidence, and attract new "active" inheritors. It lays a foundation for the innovative development of Maonan traditional craft.

4.2. Cultivate outstanding talents

Only by cultivating high-quality talents can we effectively realize the cultural confidence of Maonan traditional craft. So, the government and relevant departments should work together, combine the contemporary market demand and various factors, formulate a scientific talent training program. In addition, craft talents need to continuously study and improve themselves, actively learn knowl-

edge related to cultural confidence, study the traditional craft and culture of Maonan nationality, and improve their professional quality. In order to Maonan traditional technology innovative development into the source of vitality [8].

4.3. Develop market brands

Under the condition of market economy, it is difficult to sustain the behavior without economic benefits. At present, the craftsmen who have survived so far have largely relied on government protection. The only way to attract more young people to engage in traditional crafts is to expand the market of traditional Crafts of Maonan nationality, enhance their value and make them have certain benefits. And then, the craftsman also has the motivation to continue. In order to promote the development of the industrialization of traditional Maonan crafts, the staff of relevant departments should help the inheritors of traditional Maonan crafts to actively explore the market of traditional Maonan crafts. According to the needs of the development of The Times, the Maonan traditional craft products are innovated in product style, product use, etc., to produce high-quality, exquisite, and with the characteristics of The Times and national culture of Maonan products. In this process, we should take the cultural confidence as the cornerstone, and create a Maonan craft brand in line with the characteristics of The Times. For example, silk products have established independent brands, which not only break through the original limitations, but also integrate modern culture and traditional Chinese culture into modern characteristic silk garments, which is conducive to creating a world market and unique brand for silk products. In the process of the creation, production and brand establishment of Maonan traditional craft, the current multi-culture and Maonan traditional culture can be integrated together. Based on traditional Maonan handicraft, excellent designers are invited to participate in the design planning to create traditional Maonan handicraft suitable for modern use. It provides a broader space for the development of traditional handicrafts of ethnic minorities in China and promotes the innovative development of traditional handicrafts of Maonan nationality. At the same time, it stimulates the people's cultural confidence in the traditional Maonan craft, and enhances the influence of the traditional Maonan craft in the traditional minority craft and even in the world.

4.4. Immersive travel and experience

Nowadays, it is an irresistible trend to develop tourism to drive rural development. Maonan tourism will be combined with the protection and development of Maonan traditional crafts. The concept of "immersion" is applied to Maonan traditional craft tourism. It allows visitors to touch artifacts, listen to explanations, and even engage in immersive experiences themselves. In order to have a deeper understanding of Maonan culture and traditional crafts. Therefore, it is suggested that Maonan consider rural cooperatives as the main carrier to encourage workers with manual skills to fully par-

ticipate, improve the supporting facilities of experiential tourism, and avoid going it alone. At the same time, it can provide more employment opportunities for traditional craftsmen, increase their income and solve real life problems. Through the experience of the Maonan traditional craft activities, let the outsiders more understand the Maonan's unique cultural heritage and unique production technology, but also accelerate the spread of the Maonan traditional craft.

In addition, the folk culture of Maonan can also be combined with the construction of various universities, voluntary service activities, social practice and other work, and the research topic can be combined with social practice and campus culture construction. Let students participate in the experience of the cultural charm of Maonan traditional crafts, realize humanistic education, carry out study Tours, and establish a cultural research and practice team. Through in-depth understanding of the excellent Maonan traditional technology and traditional fine virtue, to achieve the real integration of production, learning and research.

4.5. Digital protection and dissemination

At present, digitalization has become an important way for people to obtain information, communicate and integrate into their daily life. The digital protection and creative communication of Maonan traditional craft are also the trend of The Times. Make full use of mobile media to publicize and protect Maonan traditional craft, the most convenient way is to open the public WeChat ID. Publish all kinds of content about Maonan traditional craft in WeChat official account, using words, photos, videos and other forms of expression; or through the initiation of various voting, solicitation and other activities, to expand the coverage and influence of the Maonan WeChat public number ; it is also possible to develop mobile apps by collecting digital data of traditional Maonan processes. An APP about the integration of Maonan tourism will be formed, and a publicity and display system with clear classification and rich content will be formed. And then, though timely release and update Maonan content information to increase users' dependence on and stickiness to Maonan APP. In addition, to develop mobile media games for the traditional Maonan arts and crafts, so that users can understand the traditional arts and crafts of the Maonan arts and crafts in the games and even learn relevant knowledge of the traditional arts and crafts of the Maonan arts and crafts. Then, in mobile games, e-commerce modules can be built to enable users to purchase relevant products on the basis of understanding the traditional Maonan craft, so to promote the productive protection and creative dissemination of the traditional Maonan craft [10].

5. conclusion

From the perspective of cultural confidence, we should have a scientific understanding of Maonan traditional crafts and enhance the sense of responsibility and mission of reviving Maonan traditional crafts. The creative and sustainable development of traditional crafts of Maonan nationality is

promoted by means of establishing cultural confidence consciousness, cultivating excellent talents and innovating design concepts. It will certainly make the Maonan traditional craft coruscating new life.

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