Vol.1 No.11 2020
https://doi.org/10.37420/j.cer.2020.104

Research on Digital Protection of Traditional Craft of Zhuang Nationality in Guangxi based on "OMO" Mode

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Abstract: *"Online and offline integration" has become the development trend of various digital fields in the network era. "OMO" mode is an upgraded version of "O2O" mode, which helps to provide an overall optimization scheme for online and offline integration of Guangxi Zhuang traditional technology digital protection line. Based on the OMO mode, we should construct the innovation path of Guangxi Zhuang traditional crafts digital protection, optimize the integration of resources, enhance the two-way experience interaction, and promote the emergence of new applications, new models and new formats of Guangxi Zhuang traditional crafts digital protection. According to the technical conditions, environmental protection, channel barriers, intellectual property rights and other specific issues, this paper puts forward some strategic suggestions to promote the online and offline revenue sharing and value chain coordination of Guangxi Zhuang traditional crafts digital protection.*

Keywords: *Traditional Crafts of Guangxi Zhuang Nationality; Digital protection; OMO mode; Online and offline integration; Value chain*

Introduction

"online and offline integration" has become the development trend of digital technology in the network era, such as the occurrence of public health events highlights its value. At present, e-commerce and online education have developed corresponding models, which are called "OMO" mode in the industry, namely "online merge offline". OMO is the upgraded version of o2o before, "o2o" refers to the development of online to offline entities, while "OMO" is further upgraded to the mode of "Online + offline integration, two-way integration, online, mobile and offline three in one full value chain". The traditional intangible cultural heritage digital protection of ethnic minorities has also appeared the trend of online and offline penetration, but there are some problems, such as insufficient integration of two-way integration, single audience experience, separation between platforms and so on. OMO mode is helpful to provide an overall optimization scheme. Therefore, this paper will focus on the digital protection of Guangxi Zhuang traditional crafts, learn from OMO mode and value chain theory to explore the integration of online and offline integration.

The Value and Significance of the Development of "OMO" Mode of Digital Protection of Guangxi Zhuang Traditional Crafts

The digital protection of traditional intangible cultural heritage of ethnic minorities has undergone essential

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changes and leaps in the network era, and there are totally different new changes in the protection means and inheritance concept. On the one hand, the development of digital technology provides technical means for the protection and display of cultural heritage, on the other hand, it also changes the protection mode of traditional cultural heritage, and promotes the public to participate in and enjoy the digital protection of traditional intangible cultural heritage of ethnic minorities.Based on OMO mode, the traditional protection of Guangxi Zhuang traditional technology is extended to the offline line, offline to the online, and the data, resources and channels are shared under the line and online. This will further enhance the Internet plus thinking of Guangxi Zhuang's traditional process digitalization protection. To construct the innovation development path of Guangxi Zhuang traditional crafts digital protection based on OMO mode, improve the disconnection between digital protection and entity inheritance, provide more high-quality experience and value-added services for cultural audiences, improve the popularity and interest of Guangxi Zhuang traditional crafts digital protection, and attract more cultural audiences to inherit the common national cultural memory.In the network era, online and offline integration can optimize the integration of resources, enhance the two-way experience interaction, and promote the emergence of new applications, new models and new formats of Guangxi Zhuang traditional crafts digital protection. The online and offline integration architecture based on OMO mode helps to form a complete value chain and Pareto optimization. At the same time, based on the framework of OMO mode, this paper explores the theoretical logic of virtual and reality, core and boundary, online and offline of Guangxi Zhuang traditional crafts digital protection network era, and expands the analysis perspective of digital protection of ethnic minority clothing.

The Principle of the Development of "OMO" Mode for the Digital Protection of Guangxi Zhuang Traditional Crafts

Synergy Principle

In the network era, more and more cultural audiences choose to experience intangible cultural heritage online and offline, which puts forward higher requirements for online and offline coordination of Guangxi Zhuang traditional crafts digital protection. For example, it starts to carry out online display, offline experience and feedback evaluation, in-depth understanding of the needs of Guangxi Zhuang traditional arts and crafts audience, and carrying out digital protection chain coordination mode construction.Only when the online and offline channels and even the nodes of the whole protection chain strengthen cooperation with each other, it is possible to realize the integration of display, promotion, dissemination, experience and service, reduce asymmetric information, and improve the integration and synergy of Guangxi Zhuang traditional technology digital protection. We should build a protection chain community based on the "OMO" model, deeply share multiple resources, and truly realize the strategic alliance of "you have me, I have you".Through online and offline collaboration, it can promote the comprehensive opening and free flow of data, and create more value-added for the digital protection of Guangxi Zhuang traditional crafts. With the continuous development and update of the practice of digital protection of national intangible cultural heritage, online and offline integration and innovation are constantly emerging. Therefore, it is necessary to correctly understand the diversified needs of cultural audiences in the network era, avoid the passive situation that the construction of digital protection system of Guangxi Zhuang traditional crafts lags behind, and improve the supply quality of cultural products and services.Online and offline collaboration attracts the participation and resource

utilization of various social forces. Collaborative innovation is used to activate the cultural innovation of Guangxi Zhuang traditional crafts, which stimulates the popularity and flow, and turns into continuous attraction and influence.

Interactivity Principle

As a technical means, interactivity is to give the initiative to the cultural audience, so that they can freely choose according to their own needs, present the content together in communication, and realize the sharing of meaning. The new technology is likely to cut and reorganize the existing information and provide cultural audiences with multi-dimensional thinking and experience. It is known as the biggest advantage of the Internet because of its strong interactivity.In network communication, the characteristic that the receiver can communicate with the system or other receivers directly and in a certain extent through a variety of input and output modes is called network interaction. The digital protection of Guangxi Zhuang traditional crafts based on "OMO" mode should make full use of this platform and adopt a hybrid mode of cross space, all-round, online and offline interaction. The human-computer interaction function of operating system is an important factor to determine the friendliness of computer system.The forms of interaction are also diversified, constantly adapt to the development of intangible cultural heritage digital protection, multi-channel, multi-media intelligent human-computer interaction stage. Online and offline integration shortens the distance between cultural audiences and traditional crafts of Zhuang Nationality in Guangxi, reduces the cost of absorbing traditional national intangible cultural heritage culture, realizes the equal cultural rights and interests of different regions and types of audience groups in learning and experiencing traditional national intangible cultural heritage culture, and directly promotes the equalization of public cultural services in the field of digital protection of Guangxi Zhuang traditional crafts to change.For example, the popularity of cloud exhibition, live education activities and Museum data platform by the majority of cultural audiences during the new crown epidemic in 2020 shows the cultural audience's desire and expectation for traditional national intangible cultural heritage digital cultural resources. The extensive interaction between online and offline, rich interpersonal interaction, further shaping a dynamic network ecology, online and offline complement each other and nourish each other.

Efficiency Principle

The efficiency of the Internet is far higher than that of other fields. All the advantages of the Internet are efficiency advantages. In terms of structure design, function realization and technical operation of Guangxi Zhuang traditional crafts digital protection based on "OMO" mode, we should constantly innovate various protection and inheritance methods, improve cultural added value and audience satisfaction, and push and provide Guangxi Zhuang traditional crafts all kinds of information in real time.The general office of the CPC Central Committee and the general office of the State Council issued the opinions on the implementation of the project of inheriting and developing the excellent traditional Chinese culture, which clearly states: "build an accurate, authoritative, open and shared public data platform for Chinese cultural resources." The digital protection of Guangxi Zhuang traditional crafts based on "OMO" mode should follow the principle of "unified standard and overall construction" according to relevant requirements, build a one-stop protection and open platform integrating data query, classified retrieval, data download, development and utilization,

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exchange and interaction, etc., and integrate the scattered digital cultural resources to ensure the authority and integrity of the data Credibility, and comprehensively improve the efficiency of Guangxi Zhuang traditional technology digital protection.In the future of rapid development of informatization, big data, cloud computing, especially artificial intelligence and 5g technology have made new breakthroughs, which will have a more profound impact on social life. Online and offline integration has become the "new normal" of future social development. Driven by the demand, the rapid development of bandwidth rate, storage capacity and computing performance makes the massive data successfully complete the life cycle from collection, transmission, storage to computing.The digital protection of Guangxi Zhuang Traditional Technology Based on "OMO" mode should pay more attention to the drainage and information feedback of online channels at each node of the digital protection chain, constantly promote the organic integration of online and offline, trigger a chemical reaction, activate various resources and energy efficiency, bring multi win-win polymerization effect, and promote the high-quality development of Guangxi Zhuang traditional technology digital protection.

The Innovation Path of "OMO" Mode of Guangxi Zhuang Traditional Crafts Digital Protection

Investigation on the Current Situation of Digital Protection Technology and Platform for Traditional Crafts of Zhuang Nationality in Guangxi

Based on field investigation, questionnaire interview and operation experience, the Museum (including digital virtual museum), digital cultural and creative enterprises and network communication platform related to Guangxi Zhuang traditional crafts are explored and experienced, including VR (virtual reality), AR (augmented reality) and HCI (Human-Computer Interaction). The platform involves resource database, digital museum exhibition hall, intangible cultural heritage website, mobile terminal of intangible cultural heritage, etc. it can grasp the characteristics of digital protection type, technical framework and development environment of Guangxi Zhuang traditional crafts.

Analysis of Guangxi Zhuang Traditional Crafts Digital Protection Mechanism Based on OMO Mode

According to the data and data of the previous research, the value chain analysis method is used for reference In this paper, the vertical value chain of Guangxi Zhuang traditional technology digital protection online and offline is determined and decomposed according to the vertical node of OMO mode "Online + mobile + offline", and then the cost sharing, asset return and marginal benefit distribution among online and offline institutions, platforms, ports and audiences are analyzed, and the value chain of each link is clarified Coupling relationship.

Digital Protection Path Construction of Guangxi Zhuang Traditional Crafts Based on OMO Mode

Referring to the mature formats of OMO models such as e-commerce and online education, we should

integrate and optimize their existing online and offline business categories, and build an omni channel integration path with higher integration and different emphases: online and offline two-way experience mode, based on the carriers of museums, teaching bases, cultural tourism space, etc., to build online and offline interactive, virtual and realistic two-way experience scene, It focuses on the inheritance experience of Guangxi Zhuang traditional crafts "craft skills".Based on mobile terminals, intangible cultural heritage websites, teaching bases and other carriers, the online and offline global research and learning mode is satisfied with the teaching of Arts and crafts, public cultural teaching, parent-child research and public appreciation and dissemination, highlighting the characteristics of high participation, strong interest and good time and space, and focusing on the research and dissemination of Guangxi Zhuang traditional Arts and crafts "culture and art". Based on the field of Arts and crafts design, derivative product development, interactive game production and other fields, the online and offline cross-border development mode is to build customized, personalized and package business forms that extend each other online and offline, focusing on the "innovative development" of Guangxi Zhuang traditional crafts.

Optimization of Guangxi Zhuang Traditional Process Digital Protection Mode based on OMO Mode

First of all, questionnaire survey, network crawling and analytic hierarchy process were used to investigate the awareness and experience of cultural audiences on the digital protection of Guangxi Zhuang traditional crafts. Then, the conceptual framework of the three innovation models was operationally transformed. Based on this, a questionnaire was designed to conduct large sample interviews with cultural audiences, protection institutions and staff of digital enterprises, and multi factor evaluation was adopted Method, induction and deduction method, comparative research method and so on to verify the practical acceptance of the three innovation models, absorb the views obtained and optimize the model.

Research on Digital Protection Strategy of Guangxi Zhuang Traditional Crafts Based on OMO Mode

According to the framework of OMO mode and collaborative innovation theory, the case is integrated and expert consultation is conducted in stages and at different levels. The collaborative protection mechanism of Guangxi Zhuang traditional crafts digital protection based on OMO mode is discussed. The strategic suggestions are put forward for specific problems such as technical conditions, environmental protection, channel barriers, intellectual property rights, etc., so as to promote the benefit sharing and value chain coordination for the transmission of Guangxi Zhuang nationality the digital protection management department, relevant organizations and enterprises reference.

Conclusion

In the network era, "online and offline integration" is the development trend and there are also difficulties. The online and offline development of Guangxi Zhuang traditional crafts digital protection should form a complete value chain and Pareto optimization through integration and integration. Learn from the framework of OMO mode, use advanced network technology to explore the path and strategy of innovation and

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development, enhance the marginal effect and collaborative mechanism, and enhance the audience experience And the Internet thinking of intangible cultural heritage digital protection. Through the "online and offline integration", we will promote the coordination of different protection institutions and platforms of Guangxi Zhuang traditional crafts, enhance the accuracy and participation of cultural communication, information push and knowledge service, enhance the experience and viscosity of cultural audiences, and enhance the cultural influence and communication appeal of Guangxi Zhuang traditional crafts.

Funding

This paper was supported by the Humanities and Social Sciences Project of the Thousands of Young and Middle-aged Backbone Teachers in Guangxi Colleges and Universities "Research on Digital Inheritance and Dissemination of Guangxi Folk Art" [No. 2020QGRW037].

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