Development Strategy on Cultural Perspective and Innovation of Chinese Traditional Arts and Crafts

Huang Jianbiao
Art College, Guilin University of Technology, Guilin, Guangxi, China

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Abstract: Chinese traditional arts and crafts are an important part of Chinese culture. It is not only the cultural representative of Chinese civilization, but also an important force to enhance the soft power of Chinese culture. Chinese traditional arts and crafts have the characteristics of Oriental culture and artistic beauty, which are loved by more and more people. This article through perspective of the cultural connotation of traditional Chinese arts and crafts. This paper analyses the current situation of the development of Chinese traditional arts and crafts, and puts forward new strategies for innovation and development. Mainly through the integration of tourism industry, digital industry and folk industry to achieve three aspects. Let it promote the vigorous development of Chinese traditional arts and crafts industry.

1. Research background
1.1 Literature review

Yang Xiaoli believed in 2018 that Chinese traditional arts and crafts have developed so far relying on exquisite skills. It is the legacy of ancient Chinese civilization and adds a colorful brush to Chinese traditional culture. However, social development is bound to eliminate the old culture. This requires continuous innovation in traditional Chinese arts and crafts (Yang, 2018). Pan Lusheng believes in 2018 that Chinese traditional arts and crafts contain the creativity of Chinese handicraft workers and the spirit of craftsmen. It is an important manifestation of Chinese cultural self-confidence. How to deal with the protection and inheritance of Chinese traditional culture is the key to the development of Chinese traditional culture. The innovation and development of Chinese traditional arts and crafts is one of the important manifestations (Pan, 2018). Xiao Wei and Liu Xiao studied how to better inherit Chinese traditional arts and crafts in 2018. Traditional culture is the spiritual embodiment of a nation and has the function of preserving and displaying its spiritual life. However, in the new era, proper commercialization of Chinese traditional culture is an important means to enhance the national culture. Inheritance and development of traditional Chinese arts and crafts in commercial operation is an inevitable choice for China's development (Xiao and Liu, 2018). Guo Rui believed in 2018 that Chinese traditional arts and crafts as an important intangible cultural heritage of China. It is a handicraft made by hand. It is also the embodiment of the skills of Chinese culture. However, with the progress of society, the use value of traditional arts and crafts gradually disappears. Therefore, people need to change their thinking and re-integrate traditional Chinese arts and crafts into the modern life style. It is also a kind of inheritance and protection of Chinese traditional culture (Guo, 2018). Xu Hui believed in 2018 that although Chinese traditional arts and crafts have a long history and rich cultural connotations. But with the development of social and economic level. People's understanding of traditional arts and crafts in China is different from that in the past. How to carry forward the traditional arts and crafts representing Chinese culture? This requires integration with other industries. And train more professionals to achieve. To spread Chinese traditional arts and crafts to the whole world (Xu, 2018).
1.2 Purpose of research

Under the current environment, China's economy continues to develop, and the country is becoming increasingly prosperous and powerful. At the same time, some of China's excellent traditional culture is gradually disappearing with the development of the times. Chinese traditional arts and crafts are not only the embodiment of Chinese traditional culture. It is also the representative of the development of China's cultural and economic industries. At the same time, it is an important part of China's cultural soft power needed to move towards the world (Luo, 2018). Therefore, this article mainly through perspective of traditional Chinese arts and crafts. To enable the public to truly understand the cultural value of traditional arts and crafts and its significance to the development of Chinese culture. New strategies are put forward for the development of traditional Chinese arts and crafts. It enables Chinese traditional arts and crafts to merge with other related industries and get out of the new mode of mutual integration and joint development. Let the development prospects of Chinese traditional arts and crafts industry be broader, and give full play to China's cultural soft power.

2. Cultural Perspective of Chinese Traditional Arts and Crafts

Chinese traditional arts and crafts have their own unique and strong regional cultural characteristics. Under the influence of this regional culture for a long time, it took root and sprouted in China. It forms a unique cultural form with obvious regional characteristics. China has a long history, in which a very representative Oriental civilization has been formed. In the course of thousands of years' development, Chinese traditional arts and crafts have gathered the excellent elements of Chinese culture, Chinese painting skills and unique aesthetics of the East. Eventually formed a distinctive and skilled art form of Chinese bad friends. And it has strong regional characteristics of the Chinese nation. Chinese traditional arts and crafts fall into many categories. The subjects involved include all aspects of social life, and the content is very rich. Therefore, through the traditional Chinese arts and crafts, we can have a good understanding of Chinese culture. At the same time, it also plays a role in promoting Chinese culture to the world (Liu, 2018).

Chinese traditional arts and crafts are the material form of Chinese traditional cultural consciousness. As a part of Chinese traditional culture, it plays a great role in cultural value and attraction. At the same time, it is also the basis to enhance the soft power of Chinese culture. The Chinese nation has a long history. Chinese traditional arts and crafts bear the excellent traditional content of Chinese civilization. Especially in today's high-speed development of China's social economy, Chinese traditional arts and crafts have undergone constant innovation. It not only plays its artistic value, but also plays an economic role to a certain extent. And it is constantly improving the influence of Chinese traditional culture. With the help of modern science and technology and innovative ideas, Chinese traditional arts and crafts have developed traditional industries into a new means of economic growth. And in the new situation, continue to play its advantages. It helps the further development of China's economy, and it is also an important weapon of the special students' soft power of Chinese culture (Qin, 2018).

3. Advantages of Innovation and Development of Chinese Traditional Arts and Crafts in the New Period

3.1 Favorable to promote the development of tourism products

China has abundant tourism resources and numerous famous scenic spots. Such as the most representative of the Great Wall, the Forbidden City, the Temple of Heaven, Longmen Grottoes, Huangshan, Taishan and so on. These are world famous tourist attractions. Taking China's abundant tourism resources as the entry point of tourism product development is also an important support of Chinese traditional arts and crafts resources. This also constitutes the basis for the integration and development of tourism industry and Chinese traditional arts and crafts industry. By digging and sorting out the existing tourism resources in China, we can develop tourism handicraft with Chinese
characteristics. For example, Tiantan sculptures, embroidery works of Chinese paintings, bronze products of Yinxu and other tourist souvenirs with Chinese regional cultural characteristics. This is also the unique handicraft in the world (Jia, 2018).

3.2 Favorable to form industrial cluster of arts and crafts

At present, China's famous traditional arts and crafts cluster has formed. Quanzhou, a representative city, has formed “five industrial clusters” of carving technology, ceramic products, rattan iron technology, fragrance products and resin crafts. Twelve industrial parks of Arts and crafts have been formed. Henan has formed four traditional arts and crafts clusters, which are mainly composed of jade carving industry, Jun porcelain industry, New Year painting industry and Tang tri-color industry. Western Hunan has established a group of traditional arts and crafts clusters with strong Western Hunan flavor by embroidery, weaving, printing and dyeing and other traditional techniques. In addition, various provinces and municipalities are also building traditional arts and Crafts Industrial Clusters in oysters. Some of them have been formed, but not with the basic prototype. With the continuous expansion of the scale of these clusters, the Chinese traditional arts and crafts industry will become another beautiful cultural card in China (Li and Zhou, 2018).

3.3 Promoting the development of national economy by constructing the platform of arts and crafts culture tourism

In recent years, through the promulgation and implementation of some policies, China has continuously strengthened its propaganda efforts, taking the Chinese traditional arts and Crafts Association as the central position, and introducing Chinese traditional culture into the world. Among them, the innovative development of traditional arts and crafts can continuously expand the influence of traditional arts and crafts by building various large-scale exhibitions or developing tourism and cultural festivals. Such as Mulan Cultural Tourism Festival, Harbin International Ice and Snow Festival, you have never been to Nadam Convention, Chinese Arts and Crafts Design Competition, etc. The construction of these platforms has greatly improved the level of Chinese arts and crafts, and has also excavated some outstanding talents. At the same time, such a platform can also attract foreign investment, in order to promote the rapid development of China's economy.

4. Innovative Development Strategies of Chinese Traditional Arts and Crafts in the New Period

Through the analysis of the advantages of innovative development of traditional Chinese arts and crafts in the new era, it is found that innovative development of traditional arts and crafts should be carried out. This is conducive to achieving innovative development in the field of Chinese art and accelerating the speed of national economic development. On this basis, combined with the current development of Arts and crafts, and the characteristics of China's new era. Further put forward the innovative development strategy of Chinese traditional arts and crafts in the new era.

4.1 Integration and development of Chinese traditional arts and crafts and tourism industry

In the new era, with the continuous improvement of people's living standards, people's spiritual needs are getting higher and higher. People's consumption of tourism is no longer the traditional consumption mode of scenic spots. Tourism Crafts City with local characteristics is the main consumption demand of people's tourism consumption. Especially the consumption of traditional Chinese arts and crafts. Therefore, the integration of Chinese traditional arts and crafts industry and tourism industry is the inevitable choice of the times. And the industrial characteristics of the two are relatively close, and the integration is relatively easy. The production and sale of traditional arts and crafts has become an important part of the development of tourism industry. It is also another growth point of China's tourism economy. In the past, the tourism industry mainly used to collect tickets, catering and accommodation to drive consumption. On this basis, tourism now increases entertainment consumption and shopping consumption in tourism. Therefore, the consumption of traditional arts and crafts is one of the most important parts of the tourism consumption market in
the future. We need to pay more attention to this aspect and tap its potential. In the development of tourism industry, the traditional Chinese arts and crafts continue to carry forward.

4.2 Integration of Chinese traditional arts and crafts and digital industry

At present, information technology is highly developed. With the help of modern technology, Chinese traditional arts and crafts should develop some new works of art through innovation and integration. Perfect integration of traditional Chinese arts and crafts and information digital industry. This is also an innovation of Chinese traditional arts and crafts resources. At the same time, it is also the need of the development of the times. Traditional arts and crafts can only bring people a pure sense of artistic beauty, but lack of interaction and participation with viewers. And the use of digital media technology, is to use these high-tech, so that viewers can personally experience the creative process of traditional arts and crafts, feel the unique artistic charm of traditional Chinese arts and crafts. Therefore, this requires the traditional arts and crafts creators to use digital technology to record the creation process, and then to disseminate to people in a new audio and video way, so that people can more fully understand the production process and cultural connotation of traditional Chinese arts and crafts. At the same time, the integration of Chinese traditional arts and crafts into the animation industry can not only enrich the resources of China's animation industry, but also promote the birth of new industrial projects.

4.3 Integration of Chinese traditional arts and crafts and folk culture

Chinese folk culture is the representative of Chinese excellent traditional culture. It not only contains rich cultural consciousness and survival philosophy. It also edifies and edifies the Chinese people with its unique spiritual features. It also forges the honest and kind quality of the Chinese people and the broad mind of carrying material with great virtue. Chinese folk culture is mainly manifested through some traditional festivals and habits with regional characteristics. It has a deadly appeal to outsiders. We should seize this historical opportunity. To excavate and sort out some excellent traditional folk culture in China. The representative traditional Chinese arts and crafts have been developed. As far as commerciality is concerned, traditional Chinese arts and crafts are made into commodities suitable for mass consumption or viewing. This is not only to carry forward and glorify these excellent traditional Chinese cultures which are about to disappear, but also to create a cultural card of “characteristic China”.

5. Conclusion

To sum up, Chinese traditional arts and crafts have a strong cultural connotation. With the development of China's social economy, people are consuming more and more traditional arts and crafts. Now is the right time to develop its industrial integration. Perspective of the cultural value of traditional Chinese arts and crafts, explore its innovative development path. In the process of industrial integration, we should dig deep into resources and make them produce economic benefits while continually developing and glorifying China's traditional culture.

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