

## Research on the path of traditional handicraft inheritance and innovation education under the background of mass entrepreneurship and innovation

Yadan Xu and Zhibin Li

Guangdong Mechanical & Electrical Polytechnic, Guangzhou, Guangdong Mechanical & Electrical Polytechnic, China

**Abstract.** The state calls for "mass entrepreneurship and innovation", which marks that China has entered the era of mass entrepreneurship and innovation. Under the background of the era of mass entrepreneurship and innovation, the inheritance and innovation of traditional handicrafts also ushered in opportunities and challenges. This paper first expounds the current situation of the development of mass entrepreneurship and innovation education in the era of mass entrepreneurship and innovation, and points out the reasons for the poor effect of mass entrepreneurship and innovation education. Then it analyzes the development characteristics of the traditional handicraft, points out the shortcomings of the former methods in the production mode, production cost and work values, and puts forward a new mode of inheritance and innovation education combining big data, artificial intelligence, new materials, etc. At last, the paper compares the scores, cost and material loss rate of traditional handicrafts under the new and old modes. The results show that under the new mode of inheritance and innovation education, traditional handicrafts are more popular with the public, and the production cost is significantly reduced. This shows that the new path has obvious advantages, in order to provide reference for related research.

**Keywords:** The Era of Mass Entrepreneurship and Innovation, Traditional Handicraft, Inheritance and Innovation Path, Evaluation System

### 1. Introduction

"Mass entrepreneurship and innovation" came from the speech of Premier Li Keqiang at the summer Davos Forum in September 2014. Li Keqiang proposed that a new wave of "mass entrepreneurship" and "grassroots entrepreneurship" should be launched on 9.6 million square kilometers of land, forming a new trend of "mass innovation" and "everyone innovation" [1-2]. "Mass entrepreneurship and innovation" is based on innovation driven. In the environment of technological innovation, accompanied by the rise of "Internet +" and entrepreneurial activities, it is the product of coupling the innovation of national strategy and the characteristics of economic and social development, with the characteristics of the times and progressiveness [3]. Traditional handicraft refers to the manufacturing process and related products with historical heritage, national or regional characteristics, close relationship with daily life, and mainly using manual labor. It is a creative manual labor and personalized production of material based construction technology, with the characteristics that industrial production cannot replace [4]. In the era of mass entrepreneurship and innovation, the inheritance and innovation of traditional handicrafts has become one of the hot spots of research.

Traditional handicraft, which embodies two meanings, one is manual, but traditional. Manual refers to work done by hand. In the traditional handicraft, the function of hand is irreplaceable. It contacts materials through its own hands. After continuous training day by day, it makes the feeling of hand very sensitive [5]. Of course, craftsmen will also complete the production of handicrafts with the help of some tools. Through the cooperation of hands and tools, it shows the creativity of people as the

main body. The craftsman's production techniques when using tools are also unique, and different styles of techniques lead to the diversification of handicrafts [6]. For example, when making the traditional Qingtian stone carving, one way is to hold the handle of the thorn bar with your right hand, press the head of the handle with your thumb firmly, and slide up and down with your thumb. Another way is to take a pen and put the stick handle on the tiger's mouth. In the process of production, the unique technique combined with the hand feeling makes the work full of manual spirit. Tradition usually refers to a long history, handed down from generation to generation, as opposed to the word "modern" [7]. The tradition here should have two meanings: one is long time of inheritance, the other is the gradual formation in history. No matter what it means, it's the crystallization of the wisdom of craftsmen from generation to generation.

"Mass entrepreneurship and innovation" is the inevitable choice to realize innovation driven development, is the internal driving force to release the innovation and entrepreneurship vitality of the whole people, and promotes profound changes in the field of thought and production [8-9]. A large part of the era of mass entrepreneurship and innovation refers to the spirit of innovation. In the inheritance of traditional handicraft, we should first try to maintain the original characteristics of traditional handicraft as much as possible. "Mass entrepreneurship and innovation" and traditional crafts seem to be a pair of contradictions, but in fact they are not. Therefore, this paper actively explores the inheritance and innovation path of traditional handicrafts in the era of mass entrepreneurship and innovation, in order to provide reference for the inheritance and innovation of traditional handicrafts.

## **2. Current situation of the development of entrepreneurship and innovation education in the era of entrepreneurship and innovation**

The innovation and entrepreneurship education in the era of innovation and entrepreneurship is very important, which has a guiding role in the inheritance and innovation of traditional crafts [10]. However, contrary to our wishes, at this stage, the mass entrepreneurship and innovation education in our country is full of holes because of many reasons, and has not achieved the expected effect. Based on the analysis of the current situation of the development of entrepreneurship and innovation education in the era of entrepreneurship and innovation, it is found that the main reasons are as follows:

### **(1) Unclear orientation of school's entrepreneurship and innovation curriculum**

Although the slogan of "mass entrepreneurship and innovation" is very loud in universities and other fields of society, it is not integrated into specific professional courses. Most of the time, innovation and entrepreneurship courses are treated as elective courses. Then turn to the aspect of handicraft. If the teaching of handicraft only relies on the mouth and the ears every day, it can be imagined that the effect will be unsatisfactory, and even students will be tired of learning, because it is too boring.

### **(2) The number of E & M teachers is not enough, their level is limited, and they lack teaching materials**

In terms of the teacher resources of E & M education, many teachers are not professional teachers of E & M courses, and most of them lack the experience of innovation and entrepreneurship. Moreover, there is little training for teachers in this field. It is difficult to raise students' thinking to a strategic level by analyzing other students' existing cases in class.

### **(3) Inadequate understanding of entrepreneurship and innovation and lack of practical experience of students**

The change of thought is the basis of doing things. If the ideological understanding has not been in

place, nothing can be done. In the process of mass entrepreneurship and innovation education, we should have a detailed understanding of the national policies. The lack of practice opportunity is also one of the reasons why the effect of innovation and entrepreneurship education can't be improved.

### **3. Traditional handicraft inheritance and innovation education path under the background of mass entrepreneurship and innovation**

Traditional handicraft is an important part of the national cultural system. It is of great significance to inherit, protect and further innovate the handicraft of rivals. Because of the long history of handicraft and its economic and cultural characteristics, it has developed well for quite a long time. But now, with the changes of the times, traditional handicraft inheritance needs to make changes, especially in the context of mass entrepreneurship and innovation, it needs to keep pace with the times.

#### **(1) Characteristics of traditional crafts at this stage**

The development of traditional handicrafts in recent years is not as rapid as it was earlier. Through further analysis, it is found that the main reasons are as follows. First of all, the production of traditional crafts at this stage is basically done by manpower, and works are produced under the hands of craftsmen. It's time-consuming and expensive. The quality of the work completed in a unit time and the number of completed works largely depend on the craftsman's production experience. This situation is contrary to the current concept of large output and low price. Secondly, the lack of inheritance and innovation of handicrafts is due to the fact that quite a number of craftsmen have no higher education and lack of consideration on the value of crafts. They only rely on the previous teaching or personal preferences to engage in handicrafts.

#### **(2) New development direction under the background of mass entrepreneurship and innovation**

Under the background of mass entrepreneurship and innovation, it provides new development ideas for the inheritance and innovation education of traditional handicraft. Nowadays, big data analysis, artificial intelligence and new materials all point out the direction for the inheritance and innovation of traditional handicrafts. Now it is also the Internet era. Through the application of big data analysis technology, we can find out the views and preferences of people in the new era, such as the handicrafts, so that we can know what our handicrafts should be made, so as to obtain higher market value and reputation. In view of the low efficiency of traditional manual production, artificial intelligence technology can be applied to change the traditional production process to achieve fine design and production. In addition, the rarity of materials has always been a roadblock for the development of traditional handicrafts. To solve this problem, new synthetic materials can be used instead. For example, the price of natural jade is high, it is not easy to obtain, and it is likely to cause huge losses due to mistakes in the carving process. At this time, it can be made of synthetic jade with lower price, and its beauty is also very high.

#### **(3) Inherit and develop "craftsman spirit"**

In addition to their own talents, the reason why traditional craftsmen can make excellent works is largely due to their "craftsman spirit". "Craftsman spirit" is a very important cultural connotation in traditional handicraft, which refers to a kind of unremitting spirit and meticulous attitude towards the things they are engaged in. Every handicraft practitioner should deeply understand the meaning of it, and complete every handicraft with high professional quality, so that people are full of expectation for every work. In this way, we can make the future of traditional handicraft more brilliant.

#### 4. Comparison of inheritance and innovation effects of traditional handicrafts

In order to compare the effect of traditional handicrafts and previous works under the background of mass entrepreneurship and innovation, the changed production process is compared with the previous one. The evaluation criteria are divided into four grades: excellent, good, qualified and unqualified. The values are:  $80 \leq \text{excellent} < 100$ ,  $70 \leq \text{good} < 80$ ,  $60 \leq \text{qualified} < 70$ ,  $\text{unqualified} < 60$ . By selecting 300 people of different ages, genders and occupations to score the handicrafts under the new and old modes respectively, the comparison results are shown in Table 1.

Table 1 Comparison of handicraft effects between the new and old modes

|                             | Excellent | Good  | Qualified | Unqualified |
|-----------------------------|-----------|-------|-----------|-------------|
| Handicrafts in the old mode | 25.4%     | 23.5% | 25.0%     | 26.1%       |
| Handicrafts in the new mode | 51.8%     | 30.7% | 8.1%      | 9.4%        |

It can be seen from table 1 that under the background of mass entrepreneurship and innovation, through the use of big data analysis technology, artificial intelligence, new materials and other technologies, the high praise of handicrafts produced is obviously more than that of previous handicrafts. This shows that the handicrafts under the new mode are more loved by people and conform to people's value trend. In this way by people's preferences, the inheritance and innovation of traditional handicraft can continue to develop.

In order to further compare the advantages and disadvantages of the two modes, the production cost and material loss rate of handicrafts under the two modes are compared, and the results are shown in Figure 1. The highest production cost is 1, and the higher the value is, the higher the cost is. As can be seen from Figure 1, the traditional handicraft of the new mode in the context of mass entrepreneurship and innovation shows obvious advantages in both production cost and material loss rate.

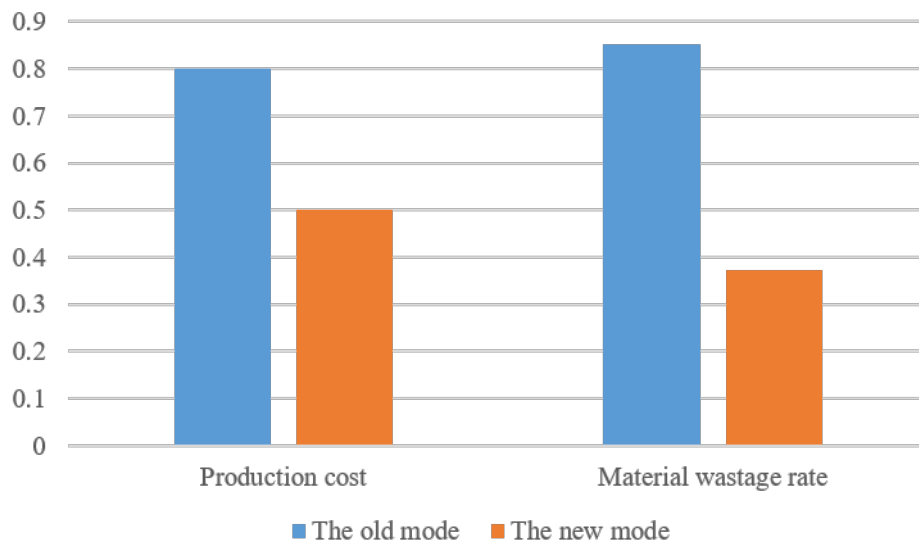


Figure 1 Comparison of production cost and material loss rate between new and old modes

#### 5. Conclusion

The era of mass entrepreneurship and innovation embodies the requirements of innovation driven development, and shows the activeness of people in it. Traditional handicraft is the crystallization of

the wisdom of our ancestors. We must inherit and develop these cultural heritages. Under the background of mass entrepreneurship and innovation, this paper puts forward the development path of inheritance and innovation of traditional handicrafts, hoping to provide reference for the development of traditional handicrafts.

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