

# APP design and research based on Sichuan Intangible Cultural Heritage

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**Abstract.** The market of Sichuan intangible cultural heritage APP and mini program based on mobile terminal is lacking. The “Internet+” mode is used to expand the modern living space of intangible cultural heritage, stimulate the social and economic benefits of intangible cultural heritage resources, and realize their activation and inheritance. By showing the relevant cultural deposits and materials of the intangible cultural heritage, and including the existing intangible cultural heritage resources at all levels in Sichuan province, more people will notice the beauty of Sichuan's intangible cultural heritage resources. This project realizes the digital inheritance of intangible cultural heritage resources through “productive protection” through the Internet platform. In accordance with the law of the market, the appropriate production, use, derived into a rich Sichuan regional characteristics of products. At the same time, the intangible cultural heritage resources of Sichuan Province as the cornerstone, continuous development and ultimately build a national intangible cultural heritage platform.

## 1 Introduction

At present, the human society has entered the high-speed Internet information age, with the promotion and application of digitalization, 5G technology, the development of meta-universe technology, the acceleration of urbanization process, the intangible cultural heritage of our country has been greatly impacted. Some precious intangible cultural heritages are on the verge of extinction. Many intangible cultural heritages are faced with such problems as the destruction and loss of physical objects and materials, lack of successors, excessive development and destruction[1].

We need to bring more cultural relics and cultural heritage to life and create a strong social atmosphere for inheriting the Chinese civilization. Therefore, through field visits, research and literature search, the project team can know that the overall protection and inheritance of intangible cultural heritage is on the rise at present and has a good prospect for development, but the situation of intangible cultural heritage is still severe in the digital Internet+ era. In this regard, based on the premise that Sichuan Province has 3385 district and county intangible cultural heritage items, 1380 city and state intangible cultural heritage items, 800 provincial intangible cultural heritage items, 139 national intangible cultural heritage items, 7 world-class intangible cultural heritage items and the lack of Sichuan intangible cultural heritage APP and mini program market, Designed and developed a small program for the inheritance and development of intangible cultural heritage resources in Sichuan

Province to realize the protection and publicity of intangible cultural heritage in Sichuan Province[2]. At the same time, based on Sichuan intangible cultural heritage, business plan of related projects, semi-finished small program platform, software copyright and award winning projects in several innovation and entrepreneurship competitions, I designed and researched Sichuan intangible cultural heritage APP, analyzed relevant problems and proposed relevant strategies.

## 2 Present situation and analysis of digital Intangible heritage in Sichuan

### 2.1 Development status of Intangible cultural heritage in Sichuan

The concept of intangible cultural heritage refers to a variety of traditional cultural expressions and cultural Spaces that are closely related to people's lives and inherited from generation to generation by all ethnic groups. Sichuan Province currently has 3385 district-and county-level intangible cultural heritage items, 1380 city-and state-level intangible cultural heritage items, 800 provincial-level intangible cultural heritage items, 139 national intangible cultural heritage items and seven world-class intangible cultural heritage items. At the same time, according to Sichuan Province's “14th Five-Year Plan” intangible Cultural Heritage Protection Plan (No.76 of 2021) on November 23, 2021, it can be known that by 2025, the laws and regulations will be

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more scientific and systematic, and the investigation and record system will be basically completed. The list of representative intangible cultural heritage projects has been further optimized, and representative intangible cultural heritage projects with national and provincial priorities have been effectively protected. The age echelons of representative inheritors of intangible cultural heritage are more reasonable, their inheritance practice ability has been greatly improved, and the key records of representative inheritors of intangible cultural heritage at or above provincial level have all been completed. The intangible cultural heritage database has been fully established, and the digital and intelligent level of intangible cultural heritage protection has been further improved[3]. The overall regional protection level of intangible cultural heritage has been substantially improved; We will foster a number of leading brands for transformation and utilization, effectively integrate the protection and inheritance of intangible cultural heritage into the national development strategy, and achieve more prominent results in promoting high-quality economic and social development. The means and methods of publicity and popularization have been constantly innovated, and the influence of intangible cultural heritage at home and abroad has been further enhanced, and the role of intangible cultural heritage in serving contemporary times and benefiting the people has been further played. On May 5, 2022, Sichuan Provincial Department of Culture and Tourism and other 12 departments issued the notice on the Implementation Opinions on Further Strengthening the Protection of Intangible Cultural Heritage (No. 25, 2022). It is known that by 2025, representative items of intangible cultural heritage will be effectively protected, the list system will be further improved, and the investigation and record system will be more scientific. Heritage and experience facilities cover all counties (cities and districts) and central towns in the province. The working system is scientific, standardized and effective. The level of digitalization and wisdom is further improved, and the influence is further enhanced. Build at least 10 provincial cultural and ecological protection (experimental) zones, and strive to create a national intangible cultural heritage museum. The overall protection pattern has taken shape, the role of intangible cultural heritage in serving contemporary times and benefiting the people has been further brought into play, and the protection and utilization of intangible cultural heritage resources has been basically established[4].

By 2035, intangible cultural heritage will be fully and effectively protected, its vitality for inheritance will be significantly enhanced, its working system will be improved, its inheritance system will be more sound, the concept of protection will be more popular, an overall protection pattern will be fully formed, its influence will be significantly increased, and its role in promoting sustainable economic and social development and serving major national strategies will be more prominent. The level and effectiveness of intangible cultural heritage protection in Sichuan Province ranks among the top in China. However, the current situation of intangible

cultural heritage in Sichuan Province is still grim. Most of the intangible cultural heritage is little known, and the knowledge of related intangible cultural heritage products is even less. The traditional inherited intangible cultural heritage relies on the teaching mode of “person to person and hand to hand”, and under the restriction of ideology, region, time and other factors, most inheritors have a relatively obvious phenomenon of fading away. In addition, the vast majority of inheritors change careers and do not rely on their own intangible cultural heritage as the main means to make a living. Meanwhile, more and more small programs appear in the public eye. However, they are developed for individual projects, and the types are too simple, resulting in no relatively perfect APP in the market at present. The most important point is that the income and profit of intangible cultural heritage products are low, and inheritors lack effective means to publicize their intangible cultural heritage works. The annual income of goods relying on intangible cultural heritage handmade products is less than 100,000 yuan, accounting for 98%. Although there is strong support from national government policies, intangible cultural heritage has not enjoyed the benefits of the Internet era. In the current situation, we should seize the time to find breakthrough points, keep up with the pace of The Times, and promote economic development.

## **2.2 The necessity of digital intangible cultural heritage market**

Most intangible cultural heritage inheritors have exquisite skills, but they cannot find target customers or formal sales channels, and cannot establish communication media between consumers and intangible cultural heritage inheritors, which shows the importance of digital intangible cultural heritage.

Due to their own limitations, many traditional technologies cannot bring direct and practical benefits to their inheritors, as well as the impact of market economy and foreign luxury goods, and some of the intangible cultural heritage has no specific and obvious economic benefits. The process of inheriting excellent folk skills becomes a material consumption and living burden, which leads to the life of these inheritors in distress and difficulty. Many people who devote themselves to inheriting excellent folk skills give up the skills and skills they have mastered and mastered under the heavy pressure of life, and then change careers or make a living in other ways. This is also the main reason why young people are reluctant to join in inheriting these intangible cultural heritages[5][6].

According to the survey data, the average annual income obtained by relying on intangible cultural heritage products is theoretically low, which makes it a little difficult to make a living, and digital intangible cultural heritage is even less.

**Table 1.** Annual revenue distribution of intangible cultural heritage products

Price (ten thousand yuan)	(-∞, 1]	(1,3]	[4,5]	[6,10]	[11,30]	[30,+∞)
Proportion (%)	30.39	21.57	13.73	13.73	18.63	1.96

The survey results show that the surveyed inheritors' income from the sale of intangible cultural heritage products is generally low, and more than half of the inheritors' annual income is less than 30,000 yuan. With social changes, people's living and consumption levels are gradually improving. Balancing family expenses by relying entirely on the sales revenue of intangible cultural heritage products will make the life of intangible cultural heritage inheritors difficult to sustain, which also shows that the inheritance of intangible cultural heritage projects is limited by economic benefits. Intangible cultural heritage inheritors are unable to treat intangible cultural heritage projects as a single-mindedly and need policy financial support. However, 20% of the surveyed intangible cultural heritage inheritors' average annual income exceeded 100,000 yuan, and about 2% even reached more than 300,000 yuan, bringing hope for the marketization and industrialization of intangible cultural heritage products.

However, with the prosperity brought by the market economy, profit-seeking has become the standard of value of the broad masses. The quality of life of those inheritors of folk traditional skills without economic benefits is declining day by day. In the social environment where profit-seeking is prevalent, they are not paid attention to, and even are despised and increasingly marginalized. Under such a double oppression of economy and self-esteem, the mentality of many folk traditional culture inheritors began to change. The cultural self-identity consciousness of inheritors began to shake, resulting in cultural inferiority, and their enthusiasm for sticking to the post of inheritance was decreasing[7][8].

The traditional inheritance of intangible cultural heritage relies on the teaching mode of "person to person and hand to hand", which is limited by geographical and time factors. Most of the gathering places of inheritors are in remote counties. Compared with the urban information block, inheritors lack effective media to publicize their artistic works.

Digital inheritance of intangible cultural heritage can break away from the original teaching mode, break all kinds of restrictions on intangible cultural heritage, make intangible cultural heritage from "far away in the bbour" to "fly into the ordinary people", so that inheritors can have effective means to publicize their works of art, so that intangible cultural heritage can drive rural revitalization, so that more young people know about intangible cultural heritage and love it. So that the treasures left by our ancestors can be passed on forever.

## 2.3 Sorting and classification of Sichuan intangible cultural heritage

According to the official website of the intangible cultural heritage of Sichuan Province, there are 10 categories of intangible cultural heritage of Sichuan Province, which are folk literature, traditional music, traditional dance, traditional drama, folk art, traditional sports, entertainment and acrobatics, traditional arts, traditional arts, traditional medicine, and folk customs. At the same time, the intangible cultural heritage is divided into practical and non-practical parts according to whether it is useful to people[10].

### 2.3.1 The main characteristics of practical intangible cultural heritage

Practical intangible cultural heritage refers to the patentable inventions and creations based on a variety of traditional cultures closely related to people's lives and inherited from generation to generation by people of various ethnic groups, which can be manufactured or used, and can produce positive effects[9]. As a technical solution of intangible patent, it should not be something in the abstract thinking stage, but should be able to be implemented in industry, with implementability, reproducibility and benefit. In practical intangible cultural heritage, traditional skills and traditional medicine occupy the main position. Traditional skills and medicine have a long cultural and historical background, are closely linked to the ancient social culture of technology and medical practice, and must be mastered after a certain amount of in-depth study, each skill and medicine is branded with the national mark.

### 2.3.2 Main features of non-practical intangible cultural heritage

Non-practical intangible cultural heritage refers to the inventions and creations based on a variety of traditional cultures that are closely related to people's lives and inherited by all ethnic groups from generation to generation, which cannot be patented and cannot be manufactured or used, but can also produce positive effects. As a non-practical intangible cultural heritage technology scheme, it is an abstract thinking stage and cannot be implemented in industry[11]. Among the non-practical intangible cultural heritage, folk literature, traditional music, traditional dance, traditional drama, folk art, traditional sports, entertainment and acrobatics, traditional art and folk custom occupy the main position. Although non-practical intangible cultural heritage cannot be implemented in industry, it is also implementable, reproducible and beneficial, and can still drive local economic and cultural development.

### **3 Problems existing in the development of Sichuan digital media technology intangible heritage**

#### **3.1 Problems existing in the offline development of Sichuan digital media intangible cultural heritage**

##### *3.1.1 Not inherited by heredity*

Due to the relative limitations of many traditional technologies, they cannot bring direct and practical benefits to their inheritors. In addition, due to the impact of market economy, some of the intangible cultural heritages carried by them have no specific and obvious economic benefits, which makes them a material consumption and living burden in the process of their inheritance. These inheritors are living in distress and struggling. Under the heavy pressure of life, many people who devote themselves to inheriting excellent folk skills give up the skills and skills they have mastered and mastered, and change careers or make a living in other ways. It also discourages young people from taking part in the inheritance of intangible cultural heritage.

While the market economy has brought prosperity, profit-seeking has become the standard of value of the broad masses. The quality of life of those inheritors of folk traditional skills without economic benefits has been declining day by day. In the social environment where profit-seeking is prevalent, they are not paid attention to, and even are despised and increasingly marginalized. Under such a double oppression of economy and self-esteem, the mentality of many folk traditional culture inheritors began to change. The cultural self-identity consciousness of inheritors began to shake, resulting in cultural inferiority, and their enthusiasm for sticking to the post of inheritance was decreasing.

The traditional inheritance of intangible cultural heritage relies on the teaching mode of “person to person and hand to hand”, which is limited by geographical and time factors. Most of the gathering places of inheritors are in remote counties. Compared with the urban information block, inheritors lack effective media to publicize their artistic works.

##### *3.1.2 The market size of intangible cultural heritage industry is small*

In fact, what we protect is not only the material form, but also the traditional culture. In addition to the visible and tangible, there are many abstract things, which are intangible cultural heritage projects. However, these things are difficult to be used as the marketing point of an industry, or cultural enabling for products and local cultural business cards, but they cannot become a commodity in themselves.

The intangible cultural heritage that can be industrialized faces great problems in the process of industrialization, such as the traditional diet of some Sichuan and Sichuan areas. Such intangible cultural

heritage itself is a commodity, but it is highly regional, difficult to scale, and there will be the loss of elements after mass production. For example, the face-changing of Sichuan Opera in the process of industrialization retains more parts of mask production. Become a work of art, a decoration, and the performance of the part is difficult to synchronize the spread[12][13].

In the process of industrialization of intangible cultural heritage, even though most of the non-inherited inheritors have exquisite skills, it is difficult to industrialization due to the restriction of intangible cultural heritage attributes and inheritance system, not to mention the establishment of communication media between consumers and intangible cultural heritage to accurately locate customers.

##### *3.1.3 Technical support is not in place*

With the development of the Internet, the Internet of Things, cloud computing and the integration of the three networks, many museums, libraries and intangible cultural heritage protection organizations and departments are carrying out the digitization of various historical and cultural resources in different ways and for different application purposes. But because these digital resources are scattered in different units and departments, there is basically no unified format standard, forming a series of new “information islands”, it is difficult to give full play to their due role.

#### **3.2 Existing problems in the online development of Sichuan digital media intangible cultural heritage**

##### *3.2.1 Inadequate design and software development*

At present, the mini program is in the preliminary development stage. Due to the long development cycle of the APP program project, our team is not enough time and energy to study it. The practice of “Sichuan Intangible cultural Heritage” mini program described in this paper only stays on the simple interface to see the design and development process, and there is no online operation of the APP, which is a great pity. It is hoped that the next research of the same type of researchers can realize the final results, can carry forward the excellent traditional culture of Sichuan intangible cultural heritage, and have a long history[14].

##### *3.2.2 Insufficient publicity*

Small program has achieved initial results, but there is no complete propaganda system and mature propaganda framework, resulting in small program influence is small, few people know. “Good wine needs no bush” no longer fully applies today. When a huge amount of information is flooded in the network, the space of intangible cultural heritage is naturally squeezed. With the change of times and the diversity of people’s aesthetic appreciation,

people know little about Sichuan intangible cultural heritage and its surrounding industrial products.

### 3.2.3 Lack of funds

Under the Internet environment, the influx of cultures and arts from various countries has led to the squeeze of traditional intangible cultural heritage industry. In addition, due to the shortcomings of traditional intangible cultural heritage products such as slow updating speed, complex operation, low efficiency, poor practicability and lack of innovation, our small procedures are still not persuasive in the face of emerging cultural industries, and it is difficult to cooperate with cultural enterprises and attract sponsorship.

### 3.3 Analysis of digital media intangible cultural heritage Apps in the current market

At present, a very small number of apps related to intangible cultural heritage have been launched in the mainstream mobile application market, and the downloads of these apps are all less than 10,000 times. At the same time, the relevant APP content is not perfect and low popularity, no relevant profit generation, lack of self-hematopoietic function[15].

## 4 Development optimization strategy of Sichuan digital media intangible cultural heritage

### 4.1 Offline optimization strategy of Sichuan digital media intangible cultural heritage development

**Table 2.** Current intangible cultural heritage Apps in the market

	Advantages	Disadvantages
<b>The APP of Anhui intangible cultural heritage</b>	a)It is an intangible cultural heritage AR display platform developed based on augmented reality;b)Imaging recognition technology, and provides guided tour services	a)The publicity was not good enough;b)The APP was downloaded too little;c)It has been removed from the app store
<b>The APP of Time memory</b>	a)Gathering non-genetic inheritors from all over the country; b) Integrating local intangible cultural heritage data; c)locating peripheral intangible cultural heritage projects	a)The number of downloads and installations is less than 10,000 times;b)the specific content is updated slowly and incomplete
<b>The APP of Inner Mongolia intangible heritage</b>	a)Sponsored by the Inner Mongolia Intangible Cultural Heritage Protection Center;b) It has the characteristics of classified exhibition, diversified situation, illustrated	a)Too few downloads and a small usage base
<b>The taobao sales shop about Sichuan Intangible Cultural Heritage Museum</b>	a)It has gathered intangible cultural heritage stores in some parts of Sichuan Province to settle in and realized some commodity profits	a)Too few people know about the museum, with only 50 fans and only 22 people paying for popular products

#### 4.1.1 Raise awareness further

The government should take the lead to form a semi-commercial intangible cultural heritage model, and at the same time reduce taxes or provide assistance policies for intangible cultural heritage-related enterprises and individuals, so that the intangible cultural heritage industry can form a systematic and complete industrial chain, rather than the current form of scattered.

#### 4.1.2 Rectify the industry form

The establishment of relevant associations for relevant categories of intangible cultural heritage can help further innovation and development of intangible cultural heritage while strengthening the training of inheritors.

#### 4.1.3 Letting intangible cultural heritage enter the campus

Cooperate with colleges and universities to set up associations, improve the cognition of college students, cultivate their interests and hobbies at the same time, increase publicity. College students are a good target customers, but also the most receptive customers.

#### 4.1.4 Cooperating with major scenic spots

Settled in the scenic spot, let the intangible cultural heritage and scenic spot characteristics complement each other, to create a net celebrity punch the drainage, but also improve the income of the scenic spot. And set up relevant training courses to enhance students' interests.

#### 4.1.5 Intangible cultural heritage has coordinated development with universities and enterprises

Intangible cultural heritage is the excellent culture left to us by our ancestors. How can we give it up? Learn from Jingdezhen Ceramic University and form relevant majors of intangible cultural heritage. The rating of related non-inherited inheritors can improve the income, and the non-inherited inheritors can be included in the career establishment. At the same time, it can help rural revitalization, establish more related intangible cultural heritage enterprises, cooperate with government, university and enterprise, and increase employment opportunities, so that students can rest assured in learning and people can rest assured in using.

#### 4.1.6 Establishing a unified standard system

The government should strengthen the organization and leadership of the protection and preservation of the intangible cultural heritage, improve the system, mechanism and policy guarantee, and the inheritors should obtain the certificates and ratings of the intangible cultural heritage recognized by the relevant countries, and incorporate the intangible cultural heritage into the national education system.

#### 4.1.7 Unify and integrate information technology

At present, China's awareness of the integrity of the protection and inheritance of intangible cultural heritage is weak, and there are a lot of "islands" for the resource and systematic work of intangible cultural heritage and its culture, which have not been effectively integrated. First, the work of intangible cultural heritage protection

is spatially isolated and dispersed. At present, many regional organizations or institutions in China only protect the intangible cultural heritage and resources in their own regions, ignoring the connection between the intangible cultural heritage in other regions and the intangible cultural heritage in their own regions. As a result, traditional Chinese culture can only be presented in a fragmented way. Secondly, the conservation work ignores the evolution of intangible cultural heritage in time dimension. Chinese traditional culture is not a static existence, but a dynamic development process, which means that the same culture will constantly change and develop over time. At present, many protection works of intangible cultural heritage only focus on protecting the intangible cultural heritage in its current form, instead of focusing on the source and complete protection from the time line. As a result, many intangible cultural heritage cannot find the root cause and destroy the integrity of the content and form of cultural heritage. Finally, lack of protection of intangible cultural heritage ecological environment.

Therefore, it is necessary to integrate development, especially with the integration of new technology, to better meet the different needs of people, sharing consumption and intelligent consumption become the future trend of non-inheritance and development. The protection of intangible cultural heritage should not only protect the intangible cultural heritage resources and their tangible appearance, but also pay attention to the structural environment on which they depend, improve the integrity of the protection and inheritance of intangible cultural heritage, and enhance the integration of intangible cultural heritage resources with regional comprehensive development.

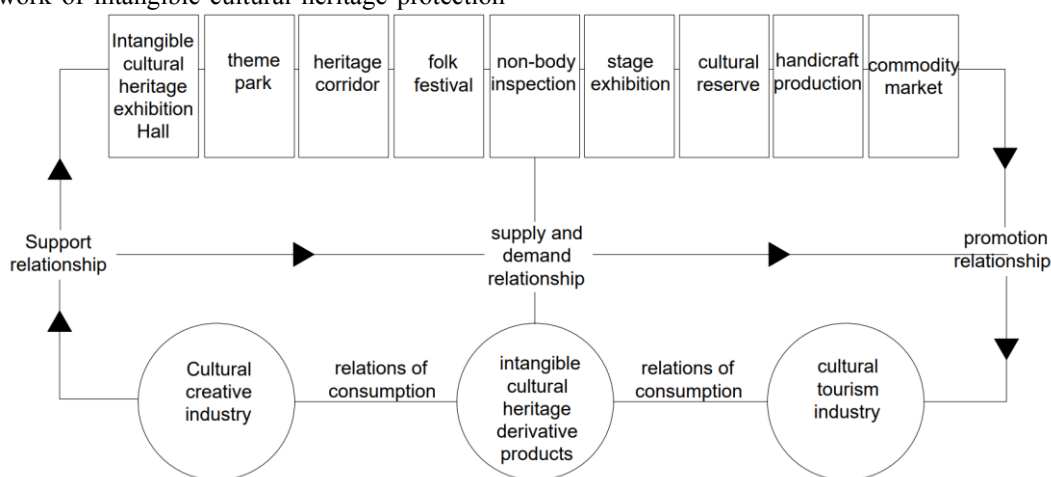


Fig 1. Offline intangible cultural heritage integration diagram

## 4.2 Online optimization strategy of Sichuan digital media intangible cultural heritage development

### 4.2.1 Looking for investors to raise money

Increasing investment in software facilities to form a complete, feasible, strong hematopoietic function of a whole.

### 4.2.2 Form a non-heritage plus Internet model

Connecting with major Internet platforms, and advertise on major video network platforms such as Douyin and Kuaishou. At the same time, establish their own online intangible cultural heritage platform for drainage.

#### 4.2.3 Inviting celebrity endorsements

On the premise of sufficient funds, popular stars will be invited to endorse, and relevant advertisements will be implanted to expand the efforts and influence of intangible cultural heritage publicity.

#### 4.2.4 Learn marketing models of various platforms

Learning Pinduoduo related publicity mode in publicity, increase investment, and make Sichuan intangible cultural heritage APP deeply rooted in people's hearts. Learning Jingdong marketing mode in terms of quality, intangible heritage only exists official certified genuine products.

#### 4.2.5 Carry out online teaching

Online video of teaching and visiting teachers of intangible cultural heritage are carried out to break the crisis of inheritors, so that the inheritance of intangible cultural heritage will no longer rely on the teaching mode of "person to person and hand to hand" alone.

#### 4.2.6 Forming e-commerce intangible cultural heritage

In the current era of e-commerce, we cooperate with video officials and famous anchors to launch live streaming, deepen people's impression of us by starting with well-known intangible cultural heritage, and expand our hematopoietic function by focusing on niche intangible cultural heritage.

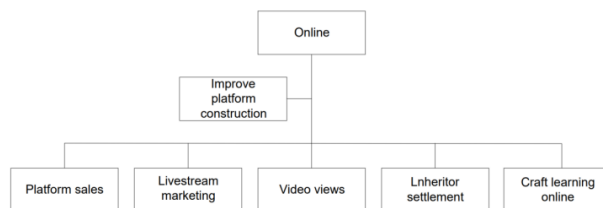


Fig 2. Online Intangible cultural heritage platform model

## 5 APP design of Sichuan Intangible Cultural Heritage

### 5.1 Concept of digital resource platform for overall big data analysis

With the development of the Internet, the Internet of Things, cloud computing and the integration of the three networks, many museums, libraries and intangible cultural heritage protection organizations and departments are carrying out the digitization of various historical and cultural resources in different ways and for different application purposes. But because these digital resources are scattered in different units and departments, there is basically no unified format standard, forming a series of new "information islands", it is difficult to give full play to their due role[16].

According to the characteristics of diversified data information sources and structures, main application fields, methods and users of intangible cultural heritage resources, the big data analysis system for intangible cultural heritage resource management should be a data management platform that is open to data sources and users, and can provide relevant subjects and users with co-construction and sharing of data. Its frame structure is shown in the figure.

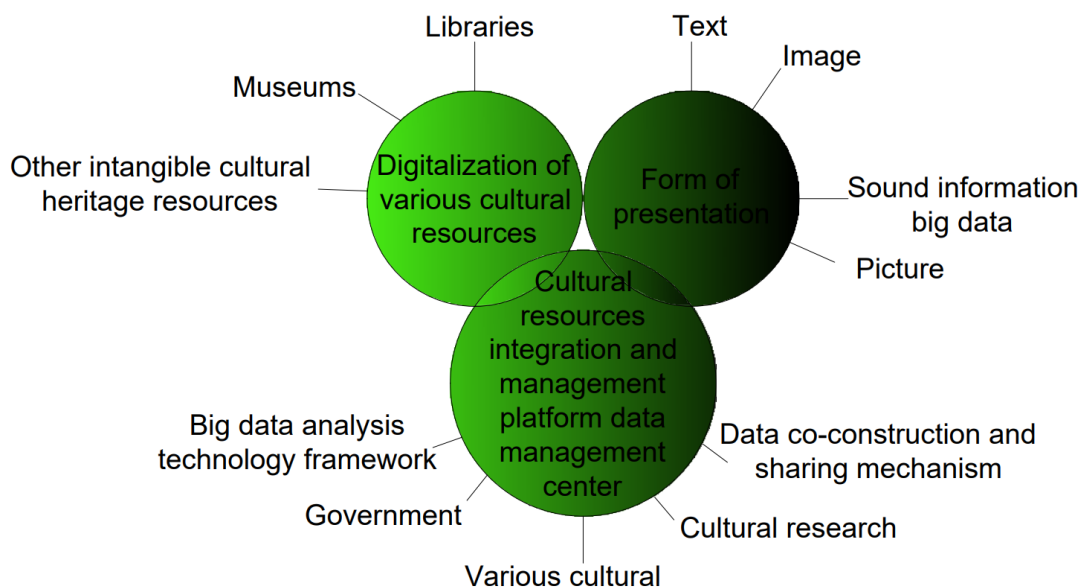


Fig 3. Schematic diagram of digital resource platform framework based on big data analysis

## 5.2 Home small program main structure

“Sichuan Intangible Cultural Heritage” gathers Sichuan folk literature, traditional opera, traditional art, folk art, traditional music, traditional sports, folk literature, traditional dance, traditional handicrafts, traditional sports and entertainment, acrobatics and other intangible cultural heritage projects. Online cultural short videos, live broadcasting channels, e-commerce platforms, sales of intangible cultural heritage products and derivatives, and mini games of intangible cultural heritage are provided; Offline intangible cultural heritage experience museum, intangible cultural heritage teaching and other characteristic services.

The mini program will also provide featured services - quality recommendation, such as: for culture lovers to recommend the intangible cultural heritage related knowledge of the cities and counties in Sichuan province,



Fig 4. Small program frame diagram

## 6.conclusion

In today’s era of rapid development of the Internet, APP smart mobile terminal and other third-party applications in people’s life account for an increasing proportion, mobile phones have become a necessity for people. At this time, if the social industry does not strive to keep up with the pace of the Internet era, it will be ready to be abandoned by the Internet era. Under the background of digital Internet+ era, the situation of intangible cultural heritage is more serious. Under such conditions, based on the support and demand of non-genetic inheritors, users and the government for intangible cultural heritage, this project conducted an in-depth interview and investigation on the inheritors and users of intangible cultural heritage in Sichuan province and built, designed and created a small program for the inheritance and development of intangible cultural heritage resources in Sichuan Province to realize the protection and publicity of intangible cultural heritage in Sichuan province. Let us become a major team of intangible cultural heritage protection that plays an obvious role in promoting inheritance, has a reasonable age structure, performs its duties well, and takes representative inheritors as its core. “Sichuan Intangible cultural Heritage” APP aims to protect and publicize the intangible cultural heritage of Sichuan Province by means of applet digitalization, so that the intangible cultural heritage on the verge of extinction can be succeeded and the intangible cultural

for consumers who like to shop recommend popular intangible cultural heritage products, handmade artworks, etc.

And for all the intangible cultural heritage products and product derivatives of “Sichuan Intangible cultural heritage” applet, there are comments on intangible cultural heritage inheritors, including popular products, protection demonstration bases, news consultation, local traditional food, fine courses, personal experience museum, work weaving, audio-visual channels, etc.

In addition, activities and games related to intangible cultural heritage are regularly launched, and active users have the opportunity to obtain intangible cultural heritage gifts and red envelopes. This small program content design is mainly divided into seven modules, including intangible cultural heritage, craftsman spirit, small games, watching intangible cultural heritage, popular products, protection demonstration bases, news information.

heritage artisans can eat with their own skills, so as to further our intangible cultural heritage. In the future, I will continue to update the APP after it is built and released, and track and collect statistics on users, making a strong data contribution to the intangible cultural heritage research in Sichuan Province.

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