

Research on Innovative Management Mechanisms and Paths in the Revitalization and Utilization of Traditional Cultural Resources

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Keywords: Traditional Culture, Resource Revitalization, Innovative Management Mechanism, Cultural Inheritance, Path Research

Abstract: With the acceleration of globalization, traditional cultural resources are facing increasingly serious problems of protection and inheritance. In order to realize the effective revitalization of traditional cultural resources, the proposal of innovative management mechanism becomes the key to solve this problem. By analyzing the current situation and challenges of the revitalization of traditional cultural resources, this study explores the necessity of the innovative management mechanism in resource revitalization and its characteristics, and further analyzes the implementation path of the innovative management mechanism. The study finds that the revitalization of traditional cultural resources can be effectively promoted through government guidance, social participation and cultural industrialization. Digital technology and cross-border cooperation provide a new path for the innovative development of traditional culture. Community participation and integration of grassroots forces are important guarantees for realizing cultural inheritance and innovation. The article summarizes the application effect of the innovative management mechanism and looks forward to the future trend of traditional cultural resources revitalization.

1. Introduction

Traditional culture is a profound reflection of a nation's history, philosophy, art, customs, and other aspects, serving as a cornerstone for national identity and cultural self-confidence. It carries the collective memory and wisdom of past generations, offering a deep connection to a nation's roots and heritage [1]. However, with the rapid advancement of modernization, traditional cultural resources are increasingly threatened by neglect, degradation, and the pressure of globalization [2]. As a result, these invaluable resources face the risk of being lost or distorted. Protecting and inheriting traditional culture has thus become an urgent issue, not only for preserving the cultural heritage but also for fostering a sense of belonging and pride among the people. The revitalization of traditional cultural resources is essential, as it links the safeguarding of cultural identity with the realization of cultural innovation, promoting sustainable development [3]. The exploration of innovative management mechanisms for this revitalization is of significant theoretical and practical importance, as it can help ensure that traditional culture evolves and adapts to modern contexts while maintaining its core values and significance for future generations [4].

In recent years, the rapid development of the cultural industry, coupled with the growing recognition of the importance of preserving traditional culture, has led to a surge in research on the revitalization of traditional cultural resources [5]. Various sectors have made significant efforts in this area, resulting in valuable progress and some successful examples. However, challenges still remain within the current management mechanisms and pathways [6]. Issues such as ineffective integration of resources, a lack of diversity in the stakeholders involved, and the absence of innovative management models continue to hinder progress. Furthermore, the need to adapt these mechanisms to the ever-changing demands of modern society has become more pressing [7]. How to establish an innovative and adaptive management framework that aligns with the objectives of cultural protection, development, and sustainable utilization is now a central challenge [8]. Addressing these issues will be critical to not only safeguarding traditional cultural heritage but also ensuring its dynamic and thriving future in an increasingly globalized world [9].

This study aims to explore the importance of innovative management mechanism and its specific

path in the process of traditional cultural resources revitalization [10]. By analyzing the current situation of the revitalization of traditional cultural resources, the challenges faced and the implementation path of the innovative management mechanism, the study proposes a practicable management model, with a view to providing theoretical guidance and practical reference for the protection and utilization of traditional cultural resources [11]. This study adopts literature analysis method, case study method and other methods, and strives to comprehensively present the management innovation and development trend in the process of traditional cultural resources revitalization [12].

2. Current Situation and Challenges of Traditional Cultural Resources Revitalization

Traditional cultural resources are facing multiple challenges in the wave of globalization and modernization, especially with the changes in modern lifestyles, many traditional cultures have been gradually marginalized or disappeared. In China, the revitalization of traditional cultural resources has gradually become an important issue for cultural heritage and social development. In recent years, government departments and all sectors of society have gradually increased their attention to traditional cultural resources, and many places have implemented cultural heritage protection policies and cultural innovation programs. Various kinds of cultural heritage, traditional crafts and folk activities are gradually coming to the public's attention, and have been revitalized accordingly through different forms of display and inheritance, and certain progress has been made. Resource Allocation Optimization:

$$R = \sum_{i=1}^n \frac{C_i}{T_i} \quad (1)$$

The current situation of revitalizing traditional cultural resources is still riddled with numerous challenges. One of the most pressing issues is the inherent contradiction between the protection and development of these resources. Over-commercialization and excessive development often result in the destruction of the very cultural heritage that needs to be preserved. Many traditional cultural elements, in the process of revitalization, become overly dependent on market-driven approaches, with excessive commercial packaging and exploitation that diminishes their original value and cultural significance. As a result, these resources risk becoming commodified, losing their authentic character. Additionally, the revitalization efforts often lack a comprehensive organization and effective coordination mechanism. The absence of a unified framework means that the cooperation and synergy between various stakeholders—such as government bodies, businesses, cultural organizations, and local communities—are insufficient. This fragmented approach results in a waste of resources and reduces the efficiency of revitalization efforts, ultimately hindering the sustainable development of traditional cultural assets, showed in Figure 1 :

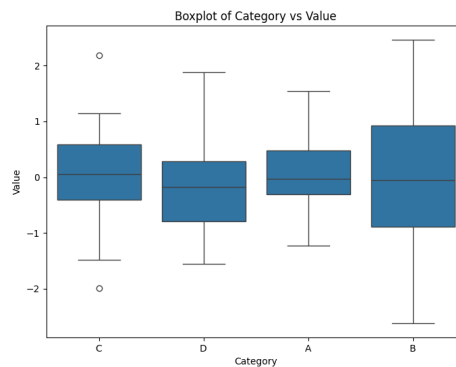


Figure 1 Boxplot of Category vs Value

The protection and inheritance of traditional cultural resources also face significant challenges related to a shortage of skilled professionals. The transmission of traditional culture requires not only profound knowledge but also specialized technical skills, both of which are essential for effectively

managing and safeguarding these cultural assets. Unfortunately, there is a limited pool of experts in this field, and many traditional crafts, rituals, and cultural expressions are at risk of fading away, as skilled practitioners grow older and fewer young people are entering these fields. In many cases, even when traditional skills receive official support, their transmission tends to be overly rigid, often in a standardized form that stifles creativity and innovation. Furthermore, education and public awareness about traditional culture are still underdeveloped. Many people, especially the younger generation, have a limited understanding of their cultural heritage, which diminishes their engagement and interest in preserving it. As a result, ensuring the sustainable inheritance of traditional culture has become a significant challenge, requiring both systemic changes in education and a more innovative approach to transmission. Cultural Value Preservation Function:

$$V = \int_0^T f(t) dt \quad (2)$$

The issue of financial and policy support for the revitalization of traditional cultural resources is also a major challenge. Although some government departments have introduced relevant policies, many outstanding traditional cultural resources have not been fully protected and utilized due to insufficient funding and inadequate policy implementation. Especially in some poor or remote areas, the lack of sufficient funds and policy guarantees has slowed the progress of the protection and revitalization of traditional cultural resources, resulting in the danger of the disappearance of traditional culture in these places. Insufficient participation in social investment, enterprises and social groups often lack long-term and sustainable investment in traditional culture, resulting in a lag in the pace of resource revitalization, shown in Figure 2 :

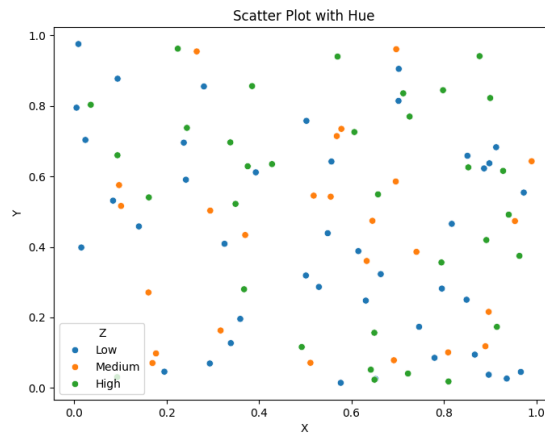


Figure 2 Scatter Plot with Hue

3. The necessity and characteristics of innovative management mechanism

In the process of revitalization of traditional cultural resources, the introduction of innovative management mechanism is particularly important. With the rapid development of social economy, the traditional management mode can no longer effectively cope with the complex needs of cultural protection and inheritance, therefore, the innovative management mechanism is not only a necessary means to promote the revitalization of traditional cultural resources, but also the key to enhance its sustainable development. The implementation of innovative management mechanism can promote the effective collaboration of different subjects, the rational allocation of resources and the smooth progress of cultural innovation. The effectiveness of government guidance and policy support is one of the core contents of the innovation management mechanism, and the government's policy and legal protection can provide financial support for traditional cultural resources, and at the same time coordinate the resource allocation of different subjects to ensure the balance between cultural protection and innovation. The participation of all sectors of society is also extremely important, and the innovative management mechanism can promote the cooperation of enterprises, academic institutions, cultural organizations and local communities to form a synergy and jointly promote the

innovation and inheritance of cultural resources. At the same time, the expansion of the cultural industrialization path also provides a new direction for the revitalization of traditional cultural resources, through the guidance of the innovative management mechanism, it can promote the marketization of traditional cultural resources, expand its influence, realize the deep integration of culture and industry, and ultimately realize the modern transformation and sustainable development of traditional culture. Together, these features constitute the important role of the innovation management mechanism in the revitalization of traditional cultural resources, helping traditional culture to take on a new vitality in modern society.

3.1 Definition and role of innovative management mechanism

Innovative management mechanism refers to the process of traditional cultural resources protection and revitalization, through the introduction of new concepts, methods and technical means, to break the limitations of the traditional management mode, so as to achieve the efficient use of resources and sustainable development. The core of this mechanism is to make traditional cultural resources revitalized in modern society through policy innovation, technical support and multi-party participation. The innovative management mechanism not only focuses on the protection of cultural resources, but also emphasizes how to adapt these resources to the needs of modern development, and promote their transformation into cultural assets with economic and social value.

The innovative management mechanism can promote the rational allocation and efficient utilization of traditional cultural resources. The uniqueness and scarcity of traditional cultural resources make their protection under great pressure, and how to realize the diversified utilization of resources under the premise of guaranteeing that traditional culture will not be destroyed has become an important topic. Through the introduction of digital technology, virtual reality and other modern means, the innovative management mechanism can break through the time and space limitations of traditional cultural resources, realize the accurate management and display of resources, and then enhance its dissemination and influence. With the help of modern technology, traditional culture can be combined with modern technology to promote cultural innovation and attract the attention of more young groups.

The innovative management mechanism plays a crucial role in fostering the widespread participation of all sectors of society. In the protection and revitalization of traditional cultural resources, the efforts of any single entity are often inadequate to fully implement and sustain the project. The innovative management model encourages the active involvement of various stakeholders, including government bodies, enterprises, cultural institutions, academia, and local communities, by creating an open and collaborative platform for cooperation. This approach not only facilitates the sharing of resources but also ensures the complementarity of each party's strengths. By integrating diverse perspectives and expertise, this multi-party collaboration model significantly enhances the flexibility and adaptability of revitalization efforts. It can optimize resource allocation, reduce inefficiencies, and improve overall management effectiveness. Moreover, the collective effort helps to ensure that traditional culture is disseminated more broadly, reaching diverse audiences, while also encouraging its innovative application across different fields, making it more relevant and accessible in contemporary society.

The innovative management mechanism also plays an important role in enhancing the competitiveness of cultural resources in globalization. With the advancement of globalization, the protection and revitalization of traditional cultural resources is not only limited to the local community, but also how to promote and disseminate traditional culture globally has become an urgent problem. By strengthening international cooperation, transnational cultural exchanges and the construction of digital platforms, the innovative management mechanism can effectively enhance the international influence of traditional culture and provide strong support for its survival and development in the context of globalization. This not only enhances cultural confidence, but also provides brand new opportunities for the global dissemination of traditional cultural resources.

3.2 Implementation Path of Innovation Management Mechanism

The implementation path of the innovative management mechanism needs to be approached from various aspects, combining the needs of modern society and the characteristics of traditional cultural

resources, in order to promote the effective protection and revitalization of traditional culture. The government plays a leading role in this process, and the innovative management mechanism must rely on government policy guidance and financial support. The government can provide financial security and policy support for cultural heritage protection projects by introducing preferential policies and support measures, and ensure the legal status of traditional cultural resources and the implementation of protection measures through legislation. The government should also strengthen cooperation with all sectors of society and actively promote the socialized management of cultural resources in order to achieve rational allocation and effective use of resources.

Innovative management mechanisms need to give full play to the enthusiasm of all social parties and form a partnership between the government and society. The participation of social forces can not only provide more wisdom and resources for the protection and revitalization of traditional cultural resources, but also promote cultural diversity and innovation. Through the establishment of a cultural industrialization platform to attract input from enterprises and cultural institutions, encourage the combination of social capital and traditional cultural resources, promote the commercial development of cultural resources, and enhance their market value and economic benefits. Promoting the active participation of the public, academic institutions, non-governmental organizations and other multi-party subjects can enhance the sense of social responsibility and increase public awareness of and participation in the protection of traditional culture.

Cross-border cooperation is an important path for the implementation of innovative management mechanisms. By combining traditional culture with modern science and technology, education, tourism and other fields, the modernization and diversification of cultural resources can be effectively promoted. The application of digital technology, virtual reality, augmented reality and other technical means can provide new ways for the display and dissemination of traditional cultural resources, making the expression of traditional culture richer and more vivid, and thus attracting the attention and participation of more young people groups. The deep integration of culture and tourism industry can also provide broad market space and economic support for the revitalization of traditional cultural resources, thus promoting a win-win situation for the culture and tourism industry.

Grassroots community participation also plays a crucial role in the innovative management mechanism. The inheritance and revitalization of traditional culture is not only the responsibility of the government and enterprises, but also the grassroots communities, especially the birthplace and protected areas of traditional culture, which often carry the richest cultural resources. The innovative management mechanism should stimulate the enthusiasm of community residents to participate by giving grassroots communities more decision-making and management rights. Communities are an important vehicle for the transmission and display of traditional culture, and through the organization of cultural activities and the holding of traditional craft experience courses, they can effectively pass on cultural skills and promote the building of cultural confidence. Community participation can also enhance awareness of the protection of cultural resources and promote the sustainability of cultural revitalization and inheritance.

3.3 Challenges and Countermeasures of Innovative Management Mechanism

In the process of promoting the revitalization of traditional cultural resources, the innovative management mechanism faces many challenges. Insufficient funding and irrational allocation of resources are one of the biggest obstacles at present. Although the government has provided financial support for the protection and revitalization of cultural resources in some areas, on the whole, the financial input is still far from adequate and the use of funds is inefficient. The protection and revitalization of traditional culture often requires long-term, ongoing financial support, while short-term project-based funding cannot ensure the sustainable development of cultural resources. The allocation of funds often lacks systematic and long-term planning, resulting in some traditional cultural resources not being effectively protected and utilized.

The implementation of innovative management mechanisms is hindered by several challenges, including inadequate policy enforcement and insufficient legal protection. While governments at various levels have introduced numerous policies and regulations to support the protection and

revitalization of traditional culture, the effectiveness of these measures is often compromised. In many cases, local governments either fail to prioritize these initiatives or do not fully implement the policies, leading to gaps in protection. Moreover, the safeguarding of traditional culture requires robust legal frameworks, but in many regions, the legal system remains incomplete or underdeveloped. The value of traditional culture is not always adequately recognized or protected by law, leaving many cultural resources vulnerable during the process of development and utilization. As a result, these resources are often exposed to threats such as over-exploitation, neglect, or even destruction, which undermines the long-term preservation and sustainable use of traditional cultural assets. Without stronger policy enforcement and legal protections, the preservation efforts will remain fragile and insufficient.

Insufficient participation of social parties and conflict of interest are also important challenges to the innovative management mechanism. The revitalization of traditional cultural resources does not only rely on the government and cultural enterprises, but also requires the joint participation of academia, civil organizations, local communities and other parties. In practice, due to the lack of effective synergistic mechanisms, there are often differences in the interests and management goals of all parties, leading to difficulties in cooperation. On the one hand, enterprises may pay more attention to short-term economic interests and neglect the long-term protection and inheritance of cultural resources; on the other hand, some local governments rely too much on market-oriented means in the process of cultural resources revitalization, failing to achieve a balance between cultural protection and development. This conflict of interest has constrained the implementation of innovative management mechanisms and made it difficult to form a synergistic synergy between multiple parties.

Shortage of talents and insufficient management capacity is also a major challenge in the implementation of the innovative management mechanism. The revitalization of traditional cultural resources requires a large number of talents with professional knowledge and skills, however, professionals engaged in the management and protection of traditional culture are still scarce, especially in some localities and small-scale projects, and the lack of talents directly affects the promotion of revitalization projects. The existing management mode and system still favors the traditional way and lacks the support of modern management concepts and scientific and technological means. The implementation of the innovative management mechanism requires the introduction of more flexible and modernized management concepts and technological tools, which puts higher requirements on the existing management system and personnel quality, leading to unsatisfactory results in the actual operation of the innovative management mechanism.

4. Optimization and innovation of the activation path of traditional cultural resources

The activation path of traditional cultural resources needs to seek innovation and optimization on the basis of maintaining its core values to meet the development needs of modern society. Optimization of the revitalization path of traditional cultural resources needs to rely on modern technology, especially the support of digital technology. Through digitalization, virtual reality, augmented reality and other modern technologies, the essence of traditional culture can be effectively protected and reproduced, breaking the time and space limitations in the transmission of traditional culture. Through digital archiving, traditional crafts, folk art, and historical sites can be accurately recorded and displayed, which not only provides technical support for the protection of cultural resources, but also offers the public a more interactive and immersive experience. Such technological applications not only extend the life of traditional culture, but also enable it to integrate into society in a more modernized form, especially appealing to the younger generation.

The revitalization path of traditional cultural resources needs to be innovated under the framework of cultural industrialization. By combining traditional cultural resources with modern industries, the commercial transformation of cultural resources can be realized and their industrialization promoted. Traditional crafts and folk arts can create cultural products with market competitiveness through cross-border cooperation with fashion, design, tourism and other industries. This can not only bring more economic support for the revitalization of traditional culture, but also stimulate the development of the local economy and promote the extension of traditional cultural resources to all links of the industrial chain, thus realizing a win-win situation for both culture and economy. The promotion of cultural

industrialization can make traditional cultural resources spread and identify in a wider range, and enhance their social value.

The key to optimizing the path of traditional cultural resources revitalization lies in the construction of multi-party cooperation mechanism. The revitalization of traditional culture does not only rely on the promotion of government departments, but also the participation of enterprises, academics, social organizations and local communities. In this process, it is necessary to establish a synergistic mechanism of government guidance, market operation and social participation, and to form a synergy through cross-border cooperation. The government should provide the necessary guarantees through policy guidance and financial support, while enterprises can provide commercialization support through investment and technological innovation, and academics and cultural institutions provide expertise and cultural planning. As the root of culture, the role of local communities in the protection and inheritance of traditional culture cannot be ignored. By stimulating the enthusiasm and sense of responsibility of community residents to participate, a broader social mobilization can be formed to promote the in-depth excavation and innovative transformation of traditional cultural resources.

The path of revitalization of traditional cultural resources needs to focus on the combination and inheritance of cultural education. The revitalization of traditional culture is not only the development of material cultural resources, but also needs to pay attention to the inheritance and innovation of intangible cultural heritage. In this process, the role of the education system is especially crucial. By incorporating traditional culture education into the school and social education system, more people, especially the younger generation, can understand and learn about traditional culture, which can provide a steady stream of inheritance power. Through innovative teaching methods, such as interactive learning, cultural experiences and practical activities, traditional culture can take root among the younger generation. Local cultural festivals, traditional skills demonstrations and other activities can also become important carriers for the dissemination of traditional culture, enhancing the sense of identity and participation in traditional culture in society.

5. Conclusion

In the process of revitalization of traditional cultural resources, the introduction of innovative management mechanisms provides new ideas and paths for their protection, inheritance and development. By combining modern science and technology, promoting cultural industrialization, multi-party collaboration and strengthening education and inheritance, traditional culture can not only be effectively protected, but also find new vitality in modern society. The revitalization of traditional cultural resources is not a quick fix; it requires continuous optimization and innovation in terms of policy support, financial guarantee, cross-border cooperation and other aspects. With technological progress and the joint efforts of all sectors of society, traditional culture will be able to be more widely disseminated and recognized in the context of globalization, forming a virtuous cycle of sustainable development. Only under the guidance of innovative management mechanisms can we ensure that traditional cultural resources maintain their unique value and vitality in the process of modernization, and realize the harmonious coexistence of tradition and modernity.

Acknowledgements

2023 Shaanxi Undergraduate and Continuing Education Teaching Reform Research Project-"Research on the Integration of Excellent Traditional Chinese Culture into the Provincial First Class Curriculum Construction of Management "(Project number:23ZY029);2023 Education and Teaching Reform Plan Project of The Commerce Economy Association of China-"Research on the Integration of Traditional Culture into Curriculum Construction under the Background of New Liberal Arts -- Taking the Construction of Provincial First Class Curriculum in Management as an Example"(Project number:20241015)

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