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Research on the Path of Enabling Rural Revitalization by Intangible Cultural Heritage Industry: A Case Study of Zhouwang Temple in Haining City (Take the Sericulture Base of Yunlong Village as an Example)

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Abstract

Giving full play to the value of intangible cultural heritage is helpful in solving the pain points and blocking points of rural revitalization in the new era. At present, many scholars have studied the path of non-sericulture enabling rural revitalization, but mainly from a macro perspective, based on exploring the role and significance of sericulture enabling rural revitalization as a whole industry, and lack of exploring its impact on local rural revitalization from a micro perspective. Based on the sericulture base of Yunlong Village, this paper finds the problems existing in the base and analyzes the relevant paths through horizontal comparison of other successful cases. On the premise of realizing local economic development, this paper provides theoretical support for other sericulture bases to improve the development of the whole sericulture industry.

Keywords: Micro, Horizontal Comparison, Path Analysis, Rural Development, Economic Potential

1. Introduction

In the context of global economic integration and cultural pluralism, intangible cultural heritage (hereinafter referred to as "intangible cultural heritage") is not only an important carrier of national historical memory and cultural identity, but also a key force to promote local economic transformation and upgrading and sustainable development. Born in rural areas and developed in rural areas, intangible cultural heritage is closely related to rural areas and is an important boost for China to realize the rural revitalization strategy. Due to China's long history and vast territory, some villages with intangible cultural heritage have not been well developed, and the development of excellent intangible cultural heritage skills and culture has stagnated or even declined. At the same time, enabling villages with intangible cultural heritage not only protects the heritage of culture, but also directly acts on regional economic growth. To some extent, its research has reference significance for the economic revitalization of other villages. However, as the research in this field mostly focuses on the macro perspective, the micro research on specific regions is still in the exploratory stage.

Existing studies mostly understand the nature of intangible cultural heritage empowerment from the perspective of resource-based theory and cultural inheritance, and focus on the result mechanism level, focusing on the research on the impact of intangible cultural heritage and rural cooperation on intangible cultural heritage skills inheritance, rural resource integration and enabling results. However, it has neglected the research on its own realization path, especially the development of theoretical framework for the realization path of some unique Chinese intangible cultural heritage (such as sericulture culture). At the same time, the practice of enabling intangible cultural heritage is faced with many challenges, such as the loss of authenticity in the process of commercialization of intangible cultural heritage, the lack of participation of local communities, the low integration of agriculture, culture and tourism, and the imperfect regional cooperation mechanism, which seriously restrict the full play of the potential of intangible cultural heritage as sustainable tourism resources. Its solutions have changed the current thinking and methods of rural revitalization to a certain extent, and provided a new thinking perspective for exploring the realization path of rural revitalization empowered by intangible cultural heritage.

In view of this, this paper makes a case study of Yunlong sericulture Base in Zhejiang Province. Through horizontal comparison with other sericulture bases in the province, it is found that Yunlong Base is still insufficient in the integration of agriculture, culture and tourism, and faces difficulties such as insufficient passenger flow and single cultural experience, which reflects the extreme tendency of "over-commercialization" and "de-commercialization" in the current development of intangible cultural heritage tourism. As well as the lack of regional cooperation mechanisms.

2. Literature Review

2.1 *Intangible cultural heritage bases drive regional economic development*

In the contemporary economic context, the role of culture has become inseparable from the relationship between cultural activities and economic added value (Sacco et al., 2018). In the context of the new era, the enabling role of culture has become more and more obvious, and an excellent and mature culture is bound to bring about economic development. UNESCO advocates that intangible cultural heritage tourism (ICHT) has dual benefits, that is, it is in line with the economy and encourages sustainable development (Somenathand & Rajesh, 2021). In the process of mutual growth between culture and economy, cultural and educational bases play an important role.

2.1.1 Cultural institutions lead regional economic investment

On the international front, some countries have a long history of establishing cultural institutions around the world to promote their language and culture (examples include the Alliance Francaise in France, the Goethe Institute in Germany, and the British Council in the United Kingdom). These cultural institutions seek to establish mutually beneficial international cultural and educational relations and promote friendship. An important feature common to all cultural institutions is that they help promote regional and even international business relations while providing important support and institutional frameworks for groups unfamiliar with the particular culture. By acting as a platform, cultural institutions provide important information to businessmen in the home country and other countries, thereby facilitating trade market access and foreign direct investment opportunities (Lien & Lo, 2017). For those educational institutions with distinctive cultural characteristics, especially intangible cultural characteristics, they are often favored by investors. From an economic point of view, the prosperity of characteristic cultural institutions not only internally solves the employment problem and achieves regional economic growth, but also creates a cultural name card for more people to know such culture. The economic theory of cultural capital holds that investment in cultural institutions yields returns in terms of enhancing social well-being and economic prosperity. In addition, the agency with special cultural value can also be a catalyst for urban development, in attracting investment enterprises, residents and the surrounding areas at the same time, improve the city's reputation (Galluccio & Giambona, 2024).

2.1.2 Intangible cultural heritage can empower the rural economy and generate new income from traditional tourism

The integration and shaping of a cultural industry are bound to drive the overall economic development of a region. Through the process of supervision and standardization, the allocation of resources within the region should be reasonably regulated, and the goal of promoting regional economic and even cultural growth with characteristic intangible cultural heritage technology should be sought. (Rausell-Köster et al., 2022). At present, the mainstream way to empower rural intangible cultural heritage is the integration of agriculture, culture and tourism, which achieves positive economic growth through industrial integration and expansion. Kang Yuqian team of Tongxiang Jiaying silkworm breeding base for research, found that the base operations take "CunDangWei comprehensive guide, the company operating management, the villagers autonomous management" model of rural tourism. The government connects all villages, focusing on creating "Silkworm Flower Scenic spot" intangible cultural heritage themed fine tourism routes, promoting the inheritance and revitalization of sericulture and silk weaving culture, and providing tourists with "diversified + multi-scene" new countryside life experience. In addition to bringing tourists to the local area, it grafted outdoor brands into the countryside to form a sustainable economic ecosystem. Through a harmonious and benign village and enterprise cooperation mode, it led the village collective, the majority of villagers and foreign investment enterprises to jointly benefit and achieve win-win results (Kang & Song, 2024). In addition, the model of enabling villages with culture has adapted to the new trend of tourism consumption. We can see in life that the use of cultural symbolism to promote cities is by no means a new phenomenon, and the utilization of heritage resources is the representation way of "going back to the past" that has been discussed in contemporary society. This way of heritage production also includes saving the past and presenting it as a visitable experience, which complements each other. In this way, the landscape is shaped into a "talking environment," a culture that can be visited and experienced (Fang, 2024). With the diversified and differentiated tourism consumption needs of tourists today, various forms of intangible cultural heritage tourism have become a new business model to meet the diversified and differentiated tourism needs of tourists in the era of experience economy. It is also a new way of creative protection and innovative inheritance and development of intangible cultural heritage. It is also an important measure to practice the work guideline of "clarifying responsibilities and forming synergy" (Wang, 2023). In the industrially developed modern society, some skill-based intangible cultural heritage is in urgent need of transformation to maintain its economic vitality. Research by Soojung Kim's team found that intangible cultural heritage provides a unique selling point for the community in the global competition of tourism. And there is a potential positive symbiotic relationship between the spread of real intangible cultural heritage and the promotion of intangible cultural heritage as a tourism resource (Kim, 2019).

In order to achieve this positive symbiotic relationship, we should not only regard intangible cultural heritage as a static and passive object of protection, but also regard "heritage" as a source that can be activated, and find a way to use intangible cultural heritage as a sustainable tourism resource. At the same time, enhancing local people's awareness of intangible cultural heritage, empowering intangible cultural heritage practitioners, and parallel development between tourism development and non-genetic inheritance provide a means for the revitalization of the region in the economic and cultural fields, economically through external tourists, and culturally through internal memory.

2.2 Realizing regional cultural revitalization in intangible cultural heritage bases

Intangible cultural heritage is not only an important part of regional culture, but also a key element and external representation of it. It is also the historical witness and contemporary presentation of traditional Chinese farming civilization (Huang & Ren, 2023). With the deepening of the rural revitalization strategy, the role of intangible cultural heritage has become increasingly prominent. There is a coupling and symbiotic cultural mutual relationship between intangible cultural heritage and regional cultural revitalization, which also meets the tradition and modernity of cultural revitalization. At present, the core goal of regional cultural revitalization is to better inherit and carry forward the excellent traditional Chinese culture, and intangible cultural heritage is an important part of it.

2.2.1 Cultural bases are an important force to promote regional cultural revitalization

In foreign countries, the promotion of cultural revitalization by cultural bases is gradually becoming the focus of attention of all countries. From the perspective of regional cultural revitalization, intangible cultural heritage bases play a vital role. By providing professional training services, they not only enhance the cultural literacy and vocational skills of local residents, but also promote the development of cultural industries and inject new vitality into regional economic growth (Amare W et al.,2021). These bases often combine local characteristic cultural resources to develop cultural products and services with unique charm, attracting a large number of tourists and investment, and further promoting the diversification and sustainable development of the local economy. In addition, cultural education and training bases have become highlights of urban development, attracting more enterprises and talents, and enhancing the overall competitiveness and international influence of the city (SATO, 2010). In international studies, several cases have proved the key role of intangible cultural heritage bases in regional cultural revitalization. For example, by teaching traditions and eating skills, the training center of Washoku culture in Japan not only promotes the inheritance and development of Washoku culture, but also drives the growth of related industrial chains, bringing significant benefits to the local economy.

2.2.2 Protection and inheritance of intangible cultural heritage is an important cornerstone of regional cultural revitalization

in China, the protection and inheritance of intangible cultural heritage has received extensive attention from the government and all sectors of society. In recent years, various regions have established intangible cultural heritage bases to promote the inheritance and development of intangible cultural heritage by setting up training courses, holding technical exhibitions and building communication platforms. Based on this discipline, scholars in various fields have discussed the relationship between intangible cultural heritage and cultural revitalization from different dimensions, focusing on two aspects: on the one hand, taking regional cultural revitalization as the background, they have explored the inheritance, protection and sustainable development of intangible cultural heritage. For example, Wang Ruiguang pointed out that the operation mechanism of regional culture has been improved by the integration of intangible cultural heritage, regional culture has been diversified by the elements of intangible cultural heritage and cultural construction has been expanded by the deep cultivation of intangible cultural heritage (Huang, 2019). There are also micro-level discussions. For example, Li Yuxionget al. put the specific ritual with intangible cultural heritage label, "dancing grass and dragon" popular during the Double Ninth Festival in Qingtan Street, Yizhou, Guangxi, into the anthropological perspective, and believed that its functions of social interaction and emotional connection will contribute to cultural revitalization (Li,2021). On the other hand, taking cultural revitalization as the goal, this paper analyzes the multiple values and unique role of intangible cultural heritage in cultural revitalization. There is not only a positive affirmation, but also a view that in the process of regional cultural revitalization, non-heritage relics, as an important part of agricultural traditional culture, have prominent use and obvious value. Based on the suburban area of Beijing, Yang Lihui discussed the role of community-driven intangible cultural heritage development in rural revitalization. How to integrate the protection and development of intangible cultural heritage into the trend of regional cultural revitalization is not only related to the protection, inheritance, innovation and development of intangible cultural heritage, but also related to the realization of the goal of rural revitalization strategy (Yang, 2020).

The road of regional cultural revitalization should adhere to the principle of "protection first, rational use, inheritance and development," constantly explore and practice the deep integration mode of cultural heritage and tourism industry, make intangible cultural heritage become a powerful driving force to promote regional economic and social development, and inject new vitality into the inheritance and development of local culture. The core of regional cultural revitalization is mining and cherished places unique intangible cultural heritage, these valuable cultural resources are not only a symbol of regional identity, but also the important engine to promote the development of cultural tourism. Taking some pioneers of regional cultural revitalization as a mirror, we can see that although some cultural institutions such as bases have achieved certain results in popular science education, it is still necessary to further deepen the exploration of the integration of agriculture, culture and tourism to promote regional cultural communication. These institutions should actively learn from advanced experience at home and abroad, explore the integration of intangible cultural heritage elements into rural tourism, research travel and other forms of business, and build cultural tourism brands with local characteristics.

3. Research Design

3.1 Research method

Research on the path of enabling rural revitalization by intangible cultural heritage industry is a multi-dimensional and interdisciplinary research field, involving cultural inheritance, economic development, social governance and other aspects. Therefore, this case adopts semi-structured interview method and case study method to explore the path research of enabling rural revitalization of intangible cultural heritage industry -- taking the sericulture base of Yunlong Village, Zhouwangmiao, Haining City as an example.

3.1.1 Semi-structured interview method

Through the semi-structured interview method, in-depth dialogue was conducted with the responsible person for silkworm mulberry base in Yunlong Village of Zhouwangmiao, Haining city. Centering on the development process, operation mode, and its role and effect in rural revitalization and other core issues, the development status of silkworm mulberry base in Yunlong Village of Zhouwangmiao, Haining City was analyzed. In addition, we also had a conversation with the villagers of Yunlong Village and the tourists in the base to understand some public opinions.

3.1.2 Case study method

Select some representative sericulture intangible cultural heritage projects in Hangzhou, Tongxiang and other places to understand their development process and development mode, compare the role and effect of these sericulture bases in rural revitalization, analyze the advantages and disadvantages of different modes, and provide more effective strategies for promoting the development of Xiaoyunlong Sericulture Park for reference.

3.2 Object of Study

Main case object of this study is called Haining Zhouwangmiao Yunlong village silkworm base, the base was established in 2018, and is located in Jiaxing City, Zhejiang Province, Haining ZhouWangMiao Yunlong village, is a collection of silkworm culture display, parent-child education, rural tourism and the small and medium-sized and research learning function in a body's comprehensive park. The base covers an area of 500 mu, with profound silkworm culture and modern agricultural technology support, is one of the important silkworm culture Haining in Zhejiang Province and even the display window. Over the years, the base has won many honors such as "Top Ten Cases of Cultural heritage Research" and "Demonstration Base of Rural Revitalization Science and Technology of Zhejiang Academy of Agricultural Sciences". The rest of the specific information is shown in Table 1.

Table 1: Information of sericulture base in Yunlong Village, Zhouwangmiao, Haining City

Name of research base	Honors received
Sericulture base, Yunlong Village, Zhouwangmiao, Haining city	2024 Best popular intangible Cultural heritage research and learning experience point
	Top 10 cases of cultural heritage research
	Zhejiang Academy of Agricultural Sciences Rural revitalization Science and Technology Action Demonstration base

Data source: collated according to interview materials and public information of enterprises, the same below.

In addition, this study based on the principles of theoretical sampling choice to satisfy the typical cases of theory construction, selection principle of other related cases has the following four points: (a) in view of the research area of silkworm culture goes back to ancient times, the selection of silkworm education class non-matter cultural heritage culture to have profound historical culture, and culture are closely linked. From a theoretical perspective, non-material cultural heritage itself is the bright pearl, history cultural heritage with rich historical memory and

cultural essence. Embarks from the practical level, any region to realize development by means of intangible culture, first, based on their unique and profound historical culture soil, rather than a simple copy his model. (b) the establishment of the selected base fixed number of year to be between 2 and a half years to six years, the time is suitable for tracking the dynamic evolution process, ensure that in the cycle can continue to get the data coherence and in-depth, so as to ensure the timeliness and depth of research. (c) encourage and acceptance of silkworm class papers teaching based on cultural inheritance, the diversification of education popularization and the innovation and development to explore and open attitude, a move aimed at rich case the diversity of samples, and by multi-angle and multi-level data collection, strengthening research triangle validation, boosts reliability of the conclusion. (d) this research base is no top level in all aspects, but need to be in a specific field show industry-leading achievements or unique advantages. This standard ensures that the uniqueness and the representative for the selected case, help to dig deeper into its successful experience or challenge. Following the above principles, this study finally locked three silkworm non-legacy teaching bases located in Hangzhou, Tongxiang and other places as the research focus. At the same time, in view of the interaction and cooperation of multiple subjects involved in the development of the bases, this study also conducted in-depth interviews with the representatives of relevant subjects, so as to fully grasp the multi-dimensional perspective of the development of the bases. Case description in table 2.

Table 2: Basic information of case study base

Name of research base and Main business	Specific measures	Key Conclusions
Fengming silkworm and farming culture studies base (Tongxiang City youth quality Education practice)	Innovation: The base has a hundred mulberry gardens integrated with local culture, enzyme manual soap classroom, plant knock and expanded dyeing classroom for students to experience; Cooperation: Tongxiang City directly with youth quality education practice base of school cooperation, works together to explore the traditional culture of learning through propaganda;	Determine customer positioning and Strengthen cooperation with Surrounding schools
To silkworm mulberry field studies base (rural labor practice education base)	Innovation: through social media, and local festivals, travel fairs promotion parent-child activities, citing the tourists evaluation and feedback, with the real user experience to prove that the attraction of the activity and the education effect.	Strengthen local Multimedia team building and carry out featured activities
Thousand island lake silkworm culture studies the base theme (studies) of a home stay facility	Innovation: Relying on Shuangxi Sericulture Science Museum and taking sericulture culture as the theme, the research base with characteristic themes is created. Base, there were 500 m ² in silkworm experience area, 2000 m ² silkworm fort kingdom theme scene experience area, let the children feel the traditional sericultural advantages, the fusion of modern technology and aesthetic life.	The local culture is integrated with the base

Data source: collated according to interview materials and public information of enterprises, the same below.

This study focused on Hangzhou and Tongxiang and other typical regions, as exploring the situation of samples. Primary level, given the Hangzhou and Tongxiang domestic significant position in the field of silkworms, Hangzhou, with its excellent research and development of mulberry varieties and promotion ability, leading the domestic silkworm industry innovation and upgrade of technology and contribute significantly to leap promotion of the technical level of the industry as a whole. And Tongxiang, enjoy "silk house" reputation, the silkworm culture has a long history, especially in the continent springs area as the bright pearl, mulberry silk production in the region accounts for about twenty percent of the country's total, highlights the Tongxiang unchallenged in mulberry silk production landscape in the country's central position. What is more remarkable, Tongxiang in stick to traditional silkworm industry at the same time, had the courage to blaze new trails, chemical fiber, textile, and

other emerging industry booming, have injected new vitality into the local economy, building a diversified, modern industrial ecological system. Another important dimension, from historical trace, the Ming and qing dynasties in Lake Taihu basin CanSangYe extremely prosperous, Hangjiahu area, including Hangzhou, is then sericulture of the country's leaders, this glorious history until now, for the Hangzhou sustained prosperity in Tongxiang in modern silkworm industry has laid a solid foundation, make both still stands in the forefront of silkworm industry in China. To sum up, this study carefully selected three cultural and educational bases in Hangzhou, Tongxiang and other places, bearing the intangible cultural heritage of silkworm as data sources, aiming to accurately and effectively answer the key questions raised by the research through these precious materials.

3.3 Collection of data

This study in a semi-structured interview the firsthand material combination of second-hand data, such as the enterprise public information and media reports for data collection, data collection time is from May 2024 to August 2024.

3.3.1 Semi-structured interview data

It is for this study Zhouwangmiao Yunlong village silkworm base important data sources, research questions focus on the sea kauniainen Zhouwangmiao Yunlong village silkworm base development and patterns. Since a sericulture base will have a full range of contact and interaction with relevant stakeholders in the process of operation and development, the interviewees mainly include the leaders of the enterprise entrepreneurship team, tourists and local residents. Basic information interview objects are shown in table 3.

Table 3: Basic information of interview object

Categories	source	Characters	Age	Education
Research base	Xiaoyunlong Sericulture Base, Wangmiao Town, Zhou	Person in charge	37	Undergraduate degree
		Head of Operations	30	Undergraduate
Tourists	A primary school in Hangzhou	Ordinary tourist	9	Primary school reading
		Regular visitors	9	Primary school reading
Local residents	ZhouWangMiao Town Yunlong village	Ordinary residents	45	Junior high school
Surrounding enterprises and public institutions	Colleges and universities	Students	20	Undergraduate study

In order to deeply understand the development process and mode of the sericulture base in Yunlong Village of Zhouwangmiao, the person in charge of the sericulture base in Yunlong Village of Zhouwangmiao was selected for interview. The interview questions mainly focused on the development process and mode of the sericulture base in Yunlong Village of Zhouwangmiao, and asked them to explain in detail the actual development problems they hoped to solve and the degree of realization in the dynamic process. At the same time, it will also ask about the communication and cooperation with other local enterprises, government and local residents in the process of the overall construction and development of the sericulture base in Yunlong Village of Zhouwangmiao.

In the process of preparation of interview questions, and related researchers and practice fully communication and discussion, in order to ensure the understandability and the accuracy of the problem. During the interview, the interviewers were requested to avoid personal bias and disclose specific research intentions. At the same time, respondents are encouraged to give detailed descriptions of the details. In the process of sorting out the data after

the interview, the relevant details were confirmed through online communication. Finally, the interview materials were submitted to the respondents for review to ensure the validity of the study.

3.3.2 Case study data

Case study data is mainly composed of the silkworm base public information and authoritative media coverage is given priority to, on the one hand, used in addition to the firsthand material, on the other hand for case transverse comparison. The case data collection is shown in Table 4.

Table 4: Case data collection

Data type	Specific data source	Form	Time	Data purpose
Primary data	Research base	Interviews	June 2024 August 2024	Analyze the situation
		Online interviews	Throughout the research	
	Tourists	Interviews	June 2024 August 2024	
	Local residents	interview	June 2024 August 2024	
	Colleges and universities	interview	June 2024	
Second hand data	Corporate official website State media reported	Companies and information search	Throughout the study	Case Study

3.4 Data Analysis

Table 5: Existing problem coding of Yunlong

Level of coding	Secondary coding	Tertiary coding
In addition to picking mulberry season and there are several schools of what people more advance booking, few people come at ordinary times.	Few visitors with frequency	Customers quality is low
The culture is good, but the same students don't need to go a second time, after all, there is only so much stuff (knowledge). [The person in charge] wants to try to develop individual tourists, but it is not easy to achieve.		
(head) afraid of organized reception is not cost-effective. At ordinary times the hotel is closed, home stay in the village.	The individual number of less	
It feels like the silkworm culture center I've been to elsewhere. The biggest one in the Silkworm Culture center is about brand.	The layout of the exhibition hall is conventional	High degree of cultural
Silk round fan seen in many places, no feeling. Want to experience the weaving, seems to be no.	Intangible cultural heritage activities are rare and common	Convergence
Few places in regard to the activities of the silkworm intangible characteristics.		And lack of innovation
Where is Xiaoyunlong Silkworm Base? What is inside the small Yunlong silkworm base? Do you raise silkworms? The number of followers on the official account is very small. The data of several platforms in Xiaoyunlong Base are very general.	Many people in the neighborhood don't know Social media interaction is low	Low brand awareness

What brand, I haven't heard of.	Word of mouth is
This is the first time we've been here in all our years.	limited

This study summarized the data coding and subject analysis, extract relevant concepts and themes, aggregate to form the corresponding theoretical dimension. This method is rigorous and effective, and has been applied in Chinese scenario studies. Based on this method, we hope to explore the specific problems existing in Xiaoyunlong sericulture Base.

Research process, first of all, integrates all the raw data, comparison and verification, and discusses the research background and the correction according to the reality. Second, to open coding further abstraction and refining, to find the connection between the coding, inductive formation 16 level coding. Again, according to the theory, the level of coding by a higher level of abstract concepts forms 7 secondary coding. Secondary coding helps to describe and explain the research object in the scene, to help understand small Yunlong silkworm base in various aspects of the specific problems. Finally, through rigorous concept development, the secondary codes were aggregated into three codes, namely, low quality of customer group, high cultural convergence and lack of innovation, and low brand awareness. Thus, the data structure of this study was constructed. It details the raw data gradually refined into theoretical dimensions of the overall process. Based on this, this study will show the process of data induction in detail and explain the interaction between data and theory in combination with the research question and research background.

Table 6: Coding for case analysis

Level of coding	Secondary coding	Tertiary coding
There are 4 sericulture core courses and 43 activity courses independently developed by (person in charge)	Unique intangible cultural heritage experience	Carry out characteristic activities
The mulberry paper and silk handmade soap, fun		
May can do it with children pick mulberry notes, mulberry wine	Parent-child experience activities and sericulture combined	
Outdoor activities, a lot of, can take children pick mulberry leaves, mulberry		
It attracts thousands of students to experience the culture of sericulture farming	Have a large number of customers	Identify customer positioning
Launched 65 research courses		
Tongxiang City, the only small silkworm breeding base	Teenagers as a customer group	
Tongxiang City youth quality education practice base component		
Relying on Shuangxi Sericulture Science Museum	Based on the local culture	Cultural characteristics
Thousand island lake silkworm culture has a long history		
It has cultural lectures and practical activities	Silkworm culture communication	
Participated in many international sericulture exhibitions		

4. The path to study

4.1 Future customers

First of all, to expand the base of the target customer group. Team through the interview to understand that the Yunlong silkworm base current clients are group is mainly for the surrounding areas of primary and middle school students group, shows the management effect is not ideal. For this team is put forward: to expand the target group directivity. Scientific analysis is used to contrast the best target customer group and the portraits of Yunlong customers before t the nuances of the, or compared with other base of customer orientation, lock with high potential and high value of customer group. For example, in the sericulant research base in Fengming Street, Tongxiang City, the team found that the target customers of the base include not only primary and secondary school students, youth groups, family tourists, but also educators, researchers and so on. Second, the innovation drives base to

attract customers. Today all kinds of cultural education class bases emerge in endlessly, but there are more business problems such as lack of innovation, patterns similar, many customers in such cultural and educational base will be taken to nearby principle, lead to base declining competitiveness, customer churn. So this team proposed: on the basis of improving the quality of the original advertising copywriter, journey in intangible cultural heritages, farmers and other related professional seminars, or related education institutions to establish cooperative partnership. Joint activities, improve base influence at the same time expand the customer base. And then through the channel resources to expand the new group of customer partners, such as with industry associations, Chambers of commerce to establish cooperative relations in order to get more potential customers. Finally, big data optimization strategy is used to strengthen links. Use of big data and artificial intelligence technology to analyze customer behavior, market trends and predict, provide data support for the marketing strategy formulation. Take A/B tests on different marketing channels, advertising ideas, product pricing, etc., select the best plan based on the data and continue to optimize. Such as Lanzhou TaiPingGu protection education practice base on collecting the feedback, tourists and students to understand their opinions of course, experience, and other products and satisfaction, as an indirect index of the effect of A/B testing for feasibility of judgment, and optimization strategy. In addition, you can by telephone, email, social media on a regular basis to keep in touch with customers, timely understanding of customer needs change and provide the corresponding support and help.

4.2 Enrich cultural connotation

As an intangible cultural heritage, sericulture has rich cultural connotation. How to tap its inner to attract tourists is an important part of its enabling rural revitalization. The result of the sericulture Creative Center in Dongchi Village is the integration of modern image and traditional culture in the design of the whole pavilion, so that tourists can experience the elegance of sericulture culture while feeling the local rural atmosphere. There is an exhibition hall inside the center of the exhibition hall, which displays the growth process of silkworms, production tools such as reeling machines and weaving machines, as well as products related to sericulture such as mulberry fruit and mulberry tea, showing the silkworm culture of its old base. It is very important to set up the experience activities of sericulture culture. Picking mulberry buds, starting mulberry leaf dyeing, experiencing old objects of sericulture, and watching tea making can all make the experiencers feel the strong connotation of sericulture culture. It is also possible to build a fine line called "Silkworm Research and Learning Road," with nodes along the line to highlight the characteristics of sericulture culture and realize the integrated development of learning, tourism and shopping, which can provide tourists with rich research experience. Small dragon silkworm base studies project experience too little, can broaden appropriately can let visitors experience the silkworm culture connotation in many aspects. East village has plenty of silkworm custom pool and silkworm common activities, traditional folk culture has a silk, silkworm legend ballads, proverbs, etc., and to carry out the silkworm silk weaving skills contest, burn of cocoon silk of ancient ancient skill. These activities are popular for the development of local sericulture, and the skills of local residents can continue to progress. Yunlong Village needs to carry out more sericulture activities with local characteristics, excavate the historical characteristics of local sericulture, and make the sericulture base famous.

4.3 Step up brand publicity

Sericulture intangible heritage culture has played a certain role in rural revitalization, not only promoting cultural inheritance and industrial development, but also driving economic growth and social progress, becoming an important force to promote the comprehensive revitalization of rural areas. By enhancing the brand publicity of sericulture base, its cultural value and economic potential can be further stimulated. In order to promote the development of Xiaoyunlong sericulture Base to enable rural revitalization, it is necessary to increase the brand publicity of Yunlong sericulture Base. First of all, expand the brand influence related to sericulture research, promote the effective combination of traditional media and new media to promote the sericulture base, and realize the diversification of publicity channels. Pingyao Sericulture Culture Center in Qiantang District of Hangzhou carries out publicity and reporting through various media platforms, such as China Youth Network, People's Daily Online, wechat public account, Weibo, etc. To introduce the transformation process, exhibition content and cultural significance of the cultural center, so as to enhance the public's sense of participation and identity. Xiaoyunlong Sericulture Base can release authoritative and detailed content through traditional media, such as the historical

background and service information of sericulture Base; At the same time, new media platforms such as wechat official account, Weibo and Douyin can be used to quickly spread the daily activities of the base and attract more attention and interaction. Secondly, the combined online and offline publicity strategy was adopted to attract the attention of potential participants through the extensive tentacle of online media publicity and network marketing, while the in-depth participation in offline activities, exhibitions and experiences was utilized to provide opportunities for real feelings. Online, through social media, fascinating stories and event previews were released to stimulate the interest of the public, and online live broadcasting, interactive Q&A and other forms were used to increase participation in the event. Offline, through well-planned research trips, exhibitions and workshops, participants will be able to experience the unique charm of sericulture culture in person to enhance the sense of experience and engagement. The interactive and complementary online and offline not only expanded the publicity effect, but also deepened the participants' awareness and emotional connection to the brand, realizing the organic combination of publicity and experience. Thirdly, launch UGC activities to encourage users to share their experiences and stories, increase the visibility and interaction rate of the brand, and let other potential customers see the real user feedback, thus generating a sense of trust. The sericular-themed ecological park in Sangyuandi Village, Xihu District, Hangzhou provides a variety of parent-child experience activities, such as: farming experience, DIY experiences and picking experiences, to attract family participation. Meanwhile, participants' sharing on social platforms rapidly expands their exposure and brand influence. At the same time, user-generated content activities can also be used to allow users to share their experiences and stories to further enhance the affinity of the brand. Through UGC activities, Xiaoyunlong Sericulture Base can show real user feedback, thus building a sense of trust among potential customers, which is crucial for the long-term development of the brand.

5. Conclusions and prospects of the research

5.1 Research Conclusions

Based on the characteristics of silkworm culture in Zhejiang Province, this paper takes Yunlong silkworm Base as the research object, analyzes the current situation and challenges of the integration of agriculture, culture and tourism in Yunlong silkworm Base through horizontal comparison with other silkworm bases in the province. The research finds that although Yunlong silkworm base has rich silkworm culture resources, It is found that although Yunlong Silkorm Base has rich cultural resources, it has shortcomings in attracting customer flow, providing diversified cultural experience and brand publicity. Through the case study, it is found that other sericulture bases are worth learning from in the following aspects: first, innovate tourism products and experience activities to attract different customer groups; The second is to strengthen the combination with local culture and enrich the depth and breadth of cultural experience; Third, use multimedia and online platforms for effective publicity to enhance brand awareness. Based on this, this study puts forward the following suggestions: first, Yunlong Sericulture Base should develop more products and services that are integrated with the local sericulture culture to increase tourists' participation and experience; Secondly, cooperation with tourism, culture and education departments should be strengthened to jointly promote the silkworm culture. Finally, network media should be used to enhance the effect of brand publicity and expand market influence.

5.2 Contribution and Prospect

Through a series of research, problem analysis and specific countermeasures, this paper provides suggestions for the further improvement of Xiaoyunlong Silkorm Base. When Xiaoyunlong Silkorm Base can get some concrete and feasible development plans, it can also provide help for the rural revitalization of Yunlong Village in Zhouwangmiao. At that time, the research team expects to provide practical reference for the village revitalization of other villages by relying on the specific behavior measures of cultural and educational publicity bases such as "Yunlong" in the process of helping rural revitalization.

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