

Original Paper

Inheritance, Protection and Innovation of Festival Culture in the Perspective of Intangible Cultural Heritage—The Case of Zigong Lantern Festival

Yuanzhen Li¹, Sixuan Li¹ & Guohui Rao^{1*}

¹ College of Foreign Languages, Chengdu University of Information Technology, Chengdu, Sichuan, China

* Corresponding author, Guohui Rao, Chengdu University of Information Technology, Chengdu, Sichuan, China

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Abstract

The Zigong Lantern Festival is a traditional folk cultural activity in the Zigong area of Sichuan Province, and is an important component of Chinese lantern festival culture and festival culture. The Lantern Festival has a long history and distinctive characteristics, becoming one of the most unique branches of Chinese lantern culture with its distinct cultural connotations and artistic features. This article will use analogy and literature analysis to study the cultural origin, folk content, forms of expression, unique charm, protection and inheritance of the Zigong Lantern Festival. It will explore new methods for intangible cultural heritage to help revitalize festival culture, new paths to realize economic and cultural value, and further promote the modernization development of excellent traditional Chinese culture.

Keywords

Intangible cultural heritage, Festival culture, Zigong Lantern Festival

1. Intangible Cultural Heritage and Festival Culture

1.1 Intangible Cultural Heritage

Intangible cultural heritage, defined by UNESCO, refers to the social practices, conceptual expressions, expressions, knowledge, skills and related tools, objects, artefact and cultural sites that communities, groups or individuals consider to be part of their cultural heritage. This intangible cultural heritage is passed down from generation to generation and is constantly recreated by communities and groups as

they adapt to their surroundings and interact with nature and history, providing them with a sense of identity and continuity, thereby enhancing respect for cultural diversity and human creativity. In China, intangible cultural heritage refers to the various traditional cultural expressions that have been passed down from generation to generation by people of all ethnic groups and are regarded as part of their cultural heritage, as well as the objects and places associated with traditional cultural expressions. These include traditional oral literature and the language that undertakes traditional arts, calligraphy, music, dance, drama, opera and acrobatics, traditional skills, medicine and calendars, traditional rituals, festivals and other folk customs, traditional sports and recreation and other intangible cultural heritage. Among them, traditional festivals and festival culture are one of the important components. Traditional festivals are an important carrier for inheriting excellent history and culture, which not only enables people to increase knowledge and receive lessons in the festival, but also helps to highlight culture, promote virtues, cultivate sentiments and carry forward traditions. Folk festivals are the product of the evolution and development of human civilization, and most of the festival customs have begun to emerge in ancient times. The formation process of traditional festivals is the process of precipitation and condensation of the history and culture of the Chinese nation. The Lantern Festival is a traditional Chinese folk festival that is popular all over the country and is also quite popular in overseas Chinese settlements. On June 7, 2008, the Zigong Lantern Festival was approved by the State Council of the People's Republic of China to be included in the second batch of national intangible cultural heritage list.

1.2 Festival Culture

Festival culture usually includes the following four aspects. Firstly, traditional festivals. These festivals usually have their roots in religious, historical, or cultural traditions and are celebrated by the general public. For example, the Spring Festival, the Mid-Autumn Festival, the Dragon Boat Festival, etc. Second celebrations are usually to commemorate important events or milestones, such as the unveiling of monuments, anniversary celebrations, etc. Then social activities activities are usually to strengthen community ties and exchanges, such as temple fairs, fairs, dragon and lion dances, etc. And ceremony which are usually to show respect, commemorate or celebrate a specific event, such as sacrifices, weddings, funerals, etc. The significance of festival culture for society and individuals is that it provides an opportunity to review history, pass on culture, strengthen national and regional ties and express common values.

1.3 The Cultural Attributes of the Zigong Lantern Festival

The Lantern Festival, also known as the Festival of lights, the Little New Year's Month, the Yuan Xi Festival, and the Shangyuan Festival, is one of the traditional festivals in China on the fifteenth day of the first lunar month every year. The first month of the first month is the first month of the lunar calendar, the ancients called the "night" as the "night", and the fifteenth day of the first month is the first full moon night of the year, so the fifteenth day of the first month is called the "Lantern Festival". Since ancient times, the customs of the Lantern Festival have been dominated by the warm and festive

custom of watching lanterns. The formation of the Lantern Festival has a long process, which is rooted in the ancient custom of turning on the lantern and praying for blessings. Turning on the lantern to pray for blessing usually begins on the fourteenth night of the first lunar month, and the fifteenth day and night are the “main lantern”, and the folk point the lantern, also known as “sending the lantern”, to carry out the worship and blessing activities.

The Zigong Lantern Festival, which inherits the folk culture of the Lantern Festival, is a typical representative of Chinese festival culture and a socio-cultural phenomenon that encompasses traditional customs, celebrations and rituals, aiming to strengthen regional and ethnic cohesion and enhance cultural identity.

2. The Cultural Value of the Zigong Lantern Festival

With its unique performance form and exquisite lantern design, the Zigong Lantern Festival has had a profound impact on the cultural inheritance, artistic exchange, and economic development of the its region. Historically, the Zigong Lantern Festival has promoted the inheritance and development of local traditional culture in Sichuan, reflecting the long history of traditional Chinese culture and the long history of Chinese culture. From the artistic point of view, it is mainly reflected in the lanterns rich in national style, regional customs, not only exquisitely made, ingenious conception, large scale, but also a variety of materials, the combination of modern technology and traditional crafts; from the social point of view, Zigong Lantern Festival, as an important folk culture of Zigong City, plays an extremely important role in continuing the city’s cultural tradition, maintaining cultural and ecological diversity, enhancing the image of the city and improving the social and cultural awareness level of citizens. From an economic point of view, the holding of the Zigong Lantern Festival festival has increased the attractiveness of its tourism, enriched and improved the structure of local tourism products, not only brought ticket revenue, but also drove the economic development of other industries such as catering, accommodation and shopping in Zigong. At the same time, it has also played a strong role in the recovery and development of other folk cultural industries.

2.1 The Cultural Origin of the Zigong Lantern Festival

Zigong lantern is the representative of the modern development of Chinese folk lantern art, is a national intangible cultural heritage, has formed a unique local folk culture characteristics and lantern cultural industry. According to historical records, during the Tang and Song dynasties, the Zigong area has gradually formed the custom of lighting lanterns in the New Year and putting up lanterns before and after the Lantern Festival. The formation of the lantern festival in Zigong area was in the Ming and Qing dynasties, and gradually evolved into a large-scale folk cultural activity with a relatively fixed connotation and carried out in a specific period of time and a certain history of inheritance. The Zigong Lantern Festival originated from the ancient salt culture. Zigong area has been an important production area of Sichuan salt industry since ancient times, and has a long history of salt industry. In ancient times, salt production was the main industry in the Zigong region, and salt workers here would perform

various sacrifices and celebrations in a difficult working environment to pray for the blessings of the gods and celebrate the hard work of the year. Lantern is an essential element in these activities, as in Chinese culture, lanterns symbolize hope and light. With the passage of time, salt production in the Zigong area gradually developed, and the lantern festival activities became more and more abundant and grand. In the Ming and Qing dynasties, the salt production in the Zigong area reached its peak, and the lantern festival also developed into a traditional cultural activity with local characteristics. In this process, the form and content of the lantern festival activities have also been continuously enriched and evolved, such as adding lantern competitions, lantern appreciation, lantern riddles and other links, making the lantern festival activities more interesting and challenging.

Originally, the various lantern festival activities in the Zigong area were generally sponsored by various ancestral temples. Every solar term, these ancestral temples will light red lights, and the Lantern Festival will also set off firecrackers and fireworks. Good men and women have come to these temples to donate vegetable oil, watch the excitement, and ask God to bless and dispel evil spirits. At the end of the Qing Dynasty, there were statistics that there were 1,208 ancestral temples in the Zigong area, including the Great Buddha Temple in Rongxian County, which was built in the Tang Dynasty, and the Shengguo Temple, Laiya Temple, Lingying Temple and so on in Fushun County, which were built in the Ming Dynasty. It can be seen that the folk lantern festival activities in Zigong area are widely distributed and the customs are prosperous. In the Ming and Qing dynasties, lantern activities were particularly popular, the styles changed in a myriad of ways, the types gradually increased, and the scale also developed. The most popular types of folk lamps are palace lamps and yarn lamps. These lamps are rich in themes, exquisite and kitty, with bamboo and wood as frames, red silk, cloth, paper, etc. can be used as lamp clothes. The palace lamps and yarn lamps hanging in the hall and the head of the door of the rich house should be made very carefully, some are inlaid with gold and jade, some are decorated with colored tassels, and some are inscribed with poems. Because the yarn lamp is a drum sphere, it is nailed into a tripod with three pieces of “B” Nan bamboo strips, hang it up, and the three feet are separated, so that it can be hung in the air three feet from the ground, and the three legs are closed, and the hand can be lifted and hung high. At that time, it was more widely used than palace lanterns, and juggling such as dragon lanterns, lion lanterns, and flower lanterns were mostly accompanied by yarn lanterns. Lantern festivals such as “Drifting River Lantern”, “Cow’er Lantern”, “Kong Ming Lantern”, and “Lion Lantern Market” are the main lantern festivals in this historical period. There is also a custom of “respecting the god of the stove” to light red lights, and the folk are also more popular. On the evening of the 30th day of the Chinese New Year’s Eve (the 30th day of the lunar month), each household will light a red lantern, even the poor and small households must hang red paper lanterns in front of their doors, the hanging square eaves lamps or hexagonal palace lamps in the middle family, and the rich houses will have round large gauze lanterns to show respect for the god Vesta.

2.2 Manifestations of the Zigong Lantern Festival

There will be three kinds of traditional folk lanterns in Zigong. One of them is the “Sky Lantern Festival”, which starts on the seventh day of the first month of each year, and each ancestral temple sets up lantern poles, hangs red lanterns, and holds sacrificial activities. At that time, countless lamps will be lit on the lamp pole in front of the temple, and the number of lanterns depends on the amount of lamp oil donated by good men and women. The second is the “Five Emperors Lantern Festival”, every year from the winter solstice to the beginning of spring, the Spring Festival, the Five Emperors Temple is lit up with lights, and the people who come to make wishes and repay their wishes carry offerings in an endless stream. Since the eighth day of the first lunar month, the lantern pole is erected, the red light is lit, and the Lantern Festival reaches its climax. The third is the “River Lantern Festival”, which is recorded in the history of the Qianlong period in Zigong that there is a move to hold the Yulan meeting. The people floated the river lanterns in the river, and called them super death. The custom of watching and making lanterns in Zigong has been continued and has become the prototype of the modern Zigong Lantern Festival. The lantern festival is not an independent activity, and its generation and development need to rely on other festivals and customs. As a result, there are various lantern festivals. In the 60s of the 20th century, Zigong began to organize lantern festivals. In addition to setting up lantern groups in the main field, the lantern festival has made a variety of lanterns of different styles in the major buildings, streets and units in the urban area, and there are large lantern arches at all entrances and exits in the urban area. The Zigong Lantern Festival integrates traditional lantern skills with modern technology, and is widely used in many large-scale lanterns with program control, remote control, and electronic technology. A series of economic and trade activities will also be held during the lantern festival. In addition, it often holds some cultural activities, such as folk art performances, traditional handicraft displays, etc., to provide visitors with an opportunity to learn more about traditional Chinese culture. The lighting effect of the Zigong Lantern Festival is also one of its manifestations. Through the use of modern lighting technology, traditional lighting is combined with modern lighting to create a very visually striking lighting effect. At the annual lantern festival, you can see many works using modern lighting technology, such as laser shows, 3D projections, etc., bringing a visual feast to visitors.

2.3 The Unique Charm of the Zigong Lantern Festival

The Zigong Lantern Festival and the Qinhuai Lantern Festival are both important folk activities in traditional Chinese culture, and they have certain similarities in terms of expression and historical and cultural connotations, but there are also obvious differences in the scale of activities, historical origins and development trajectories. In terms of expression, both the Zigong Lantern Festival and the Qinhuai Lantern Festival take lantern design as the main form of expression, but the lanterns of the Zigong Lantern Festival pay more attention to craftsmanship and design, including paper-cutting, painting, sculpture and other art forms, while the Qinhuai Lantern Festival pays more attention to the shape and color matching of lanterns and lanterns. In addition, the Zigong Lantern Festival also integrates modern technological elements, such as sound, light, electricity, etc., making its performance forms more

diverse and modern. In terms of cultural connotation, both of them carry profound historical and cultural connotations. The history of the Zigong Lantern Festival can be traced back to the Tang and Song dynasties, with a thousand-year-old tradition, which reflects the cultural characteristics and folk customs of the Zigong region. The Qinhuai Lantern Festival originated in the Southern Dynasties period and has a long history, is one of the earliest lantern festivals in China, and is also an important folk cultural activity in Nanjing. The Zigong Lantern Festival is famous for its large scale, wide variety and exquisite craftsmanship, attracting a large number of tourists every year and further developing internationally. However, the Qinhuai Lantern Festival is limited to the local Jiangnan culture, and the content and form lack diversity, the dissemination intensity and breadth are insufficient, and the internationalization level needs to be improved.

St. Martin's Day is a traditional European festival that is mainly celebrated on November 11 every year. On this day, various celebrations take place, one of the most important of which is the lantern festival. Although it and the Zigong Lantern Festival are both very distinctive traditional folk activities, they are different in terms of cultural background, expression and activity content. In countries such as Germany, Austria, Switzerland, etc., people make lanterns of various shapes and colors and write blessings or the name of St. Martin on the lanterns. In addition, there are various performance activities such as singing, dancing, recitation, etc. Secondly, there are also differences in the content of the Zigong Lantern Festival and the St. Martin's Day Lantern Festival. The Zigong Lantern Festival is famous for its exquisite lantern design and large-scale performances, and a large number of tourists come to watch it every year. At the same time, the Zigong Lantern Festival also integrates modern technological elements, such as sound, light, electricity, etc., making its performance forms more diverse and modern. The St. Martin's Day Lantern Festival focuses on the meaning of blessings and commemoration of St. Martin, and people express their love for life and good wishes for the future by making and displaying lanterns. However, St. Martin's Day emphasizes more on the significance of religious beliefs, the connection between communities and the joy of current life, and lacks the expression of traditional culture.

3. The Protection and Inheritance of Zigong Lantern Festival Culture

The protection and development of Zigong Lantern Festival requires the joint efforts of the government, society and individuals to promote the inheritance and development of Zigong Lantern Festival and make contributions to China's traditional culture by training professional talents, establishing a sound protection mechanism, promoting and publicizing Zigong Lantern Festival, innovative materials and techniques.

3.1 Find the Inheritors of the Zigong Lantern Festival Techniques

Along with the development of the times, the state attaches more and more importance to the protection and inheritance of intangible cultural heritage. The fundamental characteristic of intangible cultural heritage is to pass it on through oral and heartfelt teaching, it is an intangible, human-carrying cultural

style, the core of which is to be passed on from generation to generation through the inheritors. In the inheritance of intangible cultural heritage, intangible heritage protectors, who have important missions and play a key role, have received a lot of attention. In order to make Zigong lantern culture can be better protected and inherited, need to strengthen the training and inheritance of Zigong lantern technology.

3.1.1 Cultivate and Develop Inheritors of Zigong Lantern Festival Techniques

Through the guidance of ideological and political education, people promote the excellent traditional Chinese culture into the campus and classroom, so that students grow up in the aesthetic infiltration, and promote the continuous improvement of students' comprehensive quality. Relying on a number of art inheritance teams, students' education on Chinese outstanding traditional culture is strengthened through club activities, hand-created exhibitions, public welfare activities and other forms of carriers. It has set up the Traditional Culture Inheritance Volunteer Union and the Zigong Lantern Technique Study Club, regularly invited Zigong Lantern masters to give lectures on tour, and carried out rich and varied art practice activities, so as to strengthen the promotion and dissemination of traditional art and culture. Regular cultural and art festivals are held to organize and carry out themed artwork exhibitions and production and display activities, and to stimulate the vitality of cultural innovation and creativity through artistic creation. It organizes all kinds of social practice activities related to art inheritance, strengthens the education of traditional virtues and traditional culture in exchange and learning, guides students to protect the artistic treasures of the Chinese nation, and strives to be the promoter and disseminator of the inheritance and innovation of the traditional handcraft skills of Zigong lanterns.

3.1.2 Carry out Non-Genetic Inheritance Teaching

Using talents, resources and location advantages, carry out non-genetic inheritance teaching, establish Zigong color lamp master studio, and build a good platform for skill masters to display their skills. Give full play to the important functions of the studio, such as the inheritance of skills, cultural dissemination and achievement transformation.

Encourage the mechanism of Inheritance of master and apprentice. Since the learning process of lantern skills is very dry and the investment cycle of human capital is long, relevant government departments can organize and carry out mentoring inheritance. On the one hand, it can improve the social status and reputation of Zigong lantern skills inheritors, that is, improve non-monetary benefits. On the other hand, plan a viable career path for new apprentices, showing them possible growth, promotion and monetary gains over the economic life cycle.

3.2 Use Modern "New" Materials to Continue the Connotation of Traditional "Old" Culture

Creative products are the physical form of new ideas, new technologies and new contents, especially the result of the intermingling and sublimation of digital technology, culture and art, and the interactive development of technology industrialization and culture industrialization, which can penetrate into many industrial sectors. The scope of cultural and creative industries breaks through the tradition of the past years, and gives the cultural industry should be productive and wealth creation, so that it has the

actual content of the production of tangible products or industry, so that the intangible cultural awareness can be fully embodied through the tangible cultural and creative products. The new cultural creativity can be expressed perfectly, the new cultural creativity design can be presented perfectly, are inseparable from the choice of new materials and wonderful use.

Zigong Lantern Festival lantern production, the earliest use of colored paper pigments, iron wire bamboo, silk, through artificial cutting, picking, dyeing, tying, winding, stretching a series of steps made. On the selection of colored lamps today, steel, glass, porcelain, fiberboard, cocoon and so on is first-class raw materials. The porcelain lamps in Zigong Lantern Fair are mainly porcelain tableware, tied with the cotton thread into some craft lamps, and then made into the large lamp group; Glass bottle lamps choose waste utilization, wash the used penicillin bottles and brush them with colored water, and finally make a lamp set; Cocoon lamp is the remaining empty cocoons of some silk companies, after special means of treatment, one by one. In the material innovation, adhering to the concept of environmental protection made of lanterns, not only Zigong lanterns will bring more visual effects, so that visitors will not produce aesthetic fatigue in the visual, but also show the profound connotation of the lantern culture.

3.3 Create Cultural and Creative Products for Zigong Lantern Festival

Cultural and creative industry refers to the culture as the core, with knowledge, technology, creativity, industry and other elements as the support, to create and use cultural and creative products as the main characteristics of the industry. Cultural and creative industries are the new force of economic development in the contemporary world, with multiple values and roles such as culture, knowledge, technology and economy. The inheritance of excellent culture has lasted for generations. It has long been integrated into the bloodline of Chinese people. The cultural creative products formed by incorporating the excellent traditional culture into the content and selection of art modelling are bound to bring the distance between the Chinese audience and the works closer. The unique local traditional culture and traditional skills, integrated into the cultural and creative works, will bring a fresh feeling to the foreign audience, produce a sense of novelty, and feel the unique local characteristics of the artistic charm. Original products are designed according to the author's intention completely independently, under the premise of the application value of the product, through the innovation of the designers to give the product cultural meaning and emotional value. Large to the social environment of the public facilities, small to the small bits and pieces of daily necessities, once by the cultural creativity packaging up, the value will be increased. Therefore, people can firmly grasp the consumer's experiential needs and provide "colourful lamp DIY" cultural and creative products, dividing the original ready-made products into parts that can be simply composed, so that in the process of hands-on operation, the consumer will put their feelings on the items, and in the process of operation, they will be able to improve the items according to their own preferences, and thus gain a sense of achievement.

3.4 Use Digital Technology to Build a Platform for Cultural and Creative Development

With the development of new media network, “Internet +” new technology and new thinking for the diversified development of Zigong lanterns cultural and creative undertakings to bring new ideas. Digital lanterns will expand the way and means of Zigong lantern tour, enriching the tourists’ visiting experience, enhancing the tourists’ visiting feeling, and building a new platform for the development of cultural and creative products.

Application of various types of social software to broaden the dissemination channels of information on cultural and creative products of Zigong Lantern Festival. Zigong Lantern Festival can open microblogging, WeChat public number, Tiktok and other network platforms, online display of cultural and creative products, promotion of cultural and creative products, and through the collection of comment information to understand customer demand; in the publicity of their own, expanding their influence at the same time, to promote the transformation of the way of sales of creative products, so that the cultural and creative products out of the closed venues, to a broader stage.

Relying on Internet technology to create digital cultural and creative products. Nowadays, the consumption level of the residents is increasing, and the consumption channels are diversified. When consumers buy cultural and creative products, in addition to focusing on the quality of the cultural and creative products themselves, to a certain extent, they are also pursuing the cultural services attached to the cultural and creative products. The emergence of digital cultural and creative products makes the dissemination of cultural and creative products no longer confined to the entity and more creative. Zigong Lantern Festival can be Zigong Lantern Festival and literature, film and television, games and other creative forms of integration, in a variety of forms for the audience to bring immersive Zigong Lantern Festival “experience”.

4. Innovation and Development of Zigong Lantern Festival Culture

The success of the Zigong Lantern Festival is an important inspiration for the protection and development of other traditional cultures, from which experience and methods can be learnt to provide useful reference for the protection and development of other traditional festival cultures. Through literature the analysis, it is found that the Zigong Lantern Festival has promoted the lantern culture from the aspects of branding, communication, media, technology and system to consolidate the status of the “No.1 Lantern in the World”.

4.1 Intense Publicity

With the all-round penetration of the market economy on social life, tourism festivals have become a bright term frequently, major tourism festivals have become a new highlight of the city tourism activities, Zigong Lantern Festival brings together the elegance of the Chinese lamp culture, and established the Zigong lantern culture brand, “the world’s first light” of the beauty of the title to the world.

4.1.1 Launch more Advertising Campaign

Highlighting the crowded areas, focusing on high-frequency fixed outdoor print advertisements and video dynamic advertisements in motorways, stations and airports, encouraging the opening of high-speed railways, trains, flights, voice prompt advertisements and interior advertisements, and simultaneously increasing the promotion of short video platforms on the Internet, to build a three-dimensional advertisement matrix, to expand the audience groups of the “Zigong Lantern Festival”, and to increase the rate of public awareness. The rate of public awareness is increased.

4.1.2 Strengthen Social Media Communication

Social media is a tool and platform used by people to exchange ideas and share experiences, and the main forms include microblogging, WeChat, headlines, jittery voice and so on. Social media has the characteristics of two-way interaction, short time, fast speed, etc. The communication cycle of brand communication through social media is longer and more diversified, so more and more brands are using social media as a communication channel for brand marketing. In the modern era of overwhelming information, the good use of network platforms can increase sales and promotion channels, enhance the user experience and user stickiness, and quickly establish emotional and consumer links with consumers. Thus, in the future development of Zigong Lantern Festival, attention should also be paid to the design and creation of coloured lanterns, based on the public demand, to develop coloured lanterns to adapt to the era of public pleasure. In the exhibition, the use of mainstream social media network platforms to interact with the public, to understand the needs of the public, etc., to establish mutual trust and emotional ties, strengthening the relationship between consumers and enterprises.

4.2 Establishment of A Unified Brand Image

User rejuvenation refers to the use of big data technology to accurately locate young groups, and then develop a communication strategy that meets the thinking of young audiences to better retain users. The Zigong Lantern Festival can create a youthful image of the Zigong Lantern Festival with individual characteristics, use the latest network language to introduce the story of the Zigong Lantern Festival, to draw closer to the users and attract more young users.

Zigong Lantern Festival should dig deep into its own brand connotation and value, the use of new media channels and technology to constantly update the brand development concept, and strive to create both young and cultural heritage in the media and the audience’s mind, through channels such as microblogging, WeChat, e-commerce platforms and other channels to further integrate the Zigong Lantern Festival brand image and concepts to a unique and distinctive Zigong Lantern Festival image of innovation in the presentation and transmission of traditional culture. Ancient conveyed is a long history and culture, and young is to bring unlimited possibilities for the brand, the two are not irreconcilable, balancing the profound connotation of the brand and the youth of the communication strategy, to establish a unified image of the brand as the core of the integration of advertising creativity, public relations planning, promotional activities, and other strategic programs, to achieve a variety of

channels of the same voice, to establish the Zigong Lantern Society brand and the interaction between the audience and the exchange of communication to achieve effective brand linkage and user bonding, to achieve effective brand linkage and user bonding. The brand of Zigong Lantern Festival can establish interaction and communication between the brand and the audience, and achieve effective brand linkage and enhancement of user stickiness.

4.3 Promotion of the "Lights +" Mode

With colored lanterns as the link, Zigong Shenzhen people implement the "cultural tourism to promote the city" war road, constantly enrich and expand the international expression of excellent traditional Chinese culture, continue to promote the "colored lanterns +" collection of the sea, with colored lanterns + Sichuan cuisine, Sichuan opera, Sichuan tea and other ways, to drive Bashu special products "go out", and constantly improve the industrial innovation ability, competitiveness and comprehensive strength of the city. Let more and more "Zigong Made" products go out to explore the international market, and promote people-to-people exchanges and cultural integration.

To promote the "lantern +" model, people can start from three aspects: Lantern Festival, park and industry. At the festival + : Zigong Lantern Fair should not only rely on the ticket economy to survive, it should be guided by the IP of the lantern Fair, and constantly superimpose cultural formats, tourism formats, business formats, entertainment elements, catering elements, shopping elements, intelligent transportation, intelligent big data, lantern talents, etc., to realize the transformation of the simple festival to the full entertainment and full consumption formats. In the park + : Zigong China Lantern World should become a "lantern +" benchmarking cultural, tourism, business, production integration of the complex, to create a lantern culture as the core, lantern products as the lead of the Chinese "lantern Disney". It is necessary to superimpose financial capital, scientific and technological innovation, Internet economy, and artificial intelligence + high-end manufacturing + supply chain. It is necessary to change from the operation model of "one garden + one ticket + one garden crowd" to the model of "one industry + one platform + one cluster". Of course, this industry is a more complete industrial chain of coloured lanterns; this platform is a collection of brands, research and development, trading, display the platform; this cluster is a cultural tourism industry cluster with coloured lanterns as the core. In the industry: industry to expand the industry chain, to the whole field of coloured lantern product service provider change. Crack the dilemma of seasonality, difficult labour and high cost. Let the lantern cultural creation, into the functionality, practicality, just needs, portable cultural creation; make the lantern family, design personalized, scenario-based family lanterns, to meet the needs of people's Spring Festival reunion, wedding celebrations, the gold list, once the market is opening, it will be tens of billions of dollars of space; to the lantern IP, manufacturing into the "Hundred Cities and Ten Thousand Villages" with urban cultural IP. Combined with the city's cultural IP to promote product diversification and personalized development.

4.4 IP Co-Branding

Brand co-branding is a marketing and brand communication tool that has emerged in recent years, which refers to the cooperation between two or more brands to jointly launch a new product, service or activity, so as to increase each other's brand value and popularity, gain a greater competitive advantage in the market and form a win-win cooperation model. Zigong Lantern Festival can seize this opportunity to co-brand with major hot IP to achieve the value transformation of the festival. Zigong lantern will be in the choice of IP co-branding should pay attention to the following three points: first, must be implemented into the product of creativity, rather than advertising, advertising is too creative but will ignore the product itself. The creativity is really implemented to the product, through innovation, research and development, market research and marketing and other aspects of the efforts to create a truly competitive products, in order to win the recognition of the market and the trust of consumers. Second, cross-border co-branding IP selection should be based on customer preferences. The essence of different brands or IP co-branding is to use the connotation represented by different brands or IP, the fission reaction generated by the collision of cultures, and artificially create talking points, and there will be traffic only when there are topics. Thirdly, in addition to choosing IP, it is more important to find ways to allow consumers to have the opportunity to participate in the online and offline interactive experience with IP. Both brands should take the initiative to launch timely topics and slots, attract users' attention to their own brand topics on different traffic platforms, combine interactive traffic with their own brands, and truly make IP serve the brand.

4.5 Sound Protection Mechanism for the Coloured Lantern Industry

Improve the development guarantee mechanism, and support the in-depth integration of the lantern industry with other forms of business. At the same time, carry out various transformation exploration, support Zigong lantern enterprises to explore the international market through the Internet, digital economy, national platforms, etc., promote the transformation and upgrading of the lantern cultural industry, and enhance the competitiveness of cultural trade.

To promote the integration of the industry's excellent traditional culture with modern scientific and technological innovation and the development of characteristic industries, we must closely rely on the market players in the industry and serve all kinds of enterprises in the industrial chain. Adhere to the large, medium and small development, cultivate industry leading enterprises, incubate a large number of small and medium-sized enterprises, and promote the transformation and upgrading of growth lamp enterprises.

Emphasize the traditional skills of the industry and their authenticity, protect the integrity of its process, and retain its spiritual core. At the same time, with an open mind to promote the combination of traditional brands and modern technology, in a novel form to make it better into the people's lives. Guide lamp enterprises give play to their respective advantages, cooperate in supporting production, joint marketing, and form an industrial system of division of labor and cooperation and orderly competition. Promote the integration of enterprises, introduce and cultivate large enterprise groups with

strong driving force, generate more related enterprises to gather, and promote cluster development. “Promote process protection and material innovation, strengthen the standardized management of the production process, and formulate and publicize industry standards and service specifications with the help of the provincial Lantern Standard Professional Committee platform.”

5. Conclusion

Looking back at history, they never hold on to the flaws. Facing the present, they always persist in challenging. From the perspective of the socialist market economy, the Zigong Lantern Festival uses its own cultural advantages combined with policy support to complete the industrialization and intensification of the Lantern Festival, so as to improve its own economic benefits, attract resource injection, build an international brand, and feed back the cultural development while obtaining economic benefits, adding new vitality to the customs of the Lantern Festival. The economy sets up the stage, and the culture sings. Under the premise of adhering to the socialist market economy, industrialization is an important way to protect and inherit traditional culture and other intangible culture. Improve the quality and efficiency of the cultural inheritance of the Lantern Festival through the market, provide a material basis for the cultural inheritance of the Lantern Festival through products, open up the market for the cultural inheritance of the Lantern Festival through the brand, and keep the Lantern Festival culture alive and vigorous through innovation, so as to effectively promote the reasonable transformation of intangible cultural heritage. Therefore, technological innovation, market-oriented and industrialization development are the core competitiveness of Lantern Festival culture to stand out among the intangible cultural heritage and go to the world.

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