

Research on the Development Strategy of Digital Cultural and Creative Products for Folk Stories in Prefecture from the Perspective of Poverty Alleviation Design

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Abstract: The folk stories of Kham areas Prefecture reflect the worldview, values, and aesthetic views of the Kamba people, and are an important component of Kamba culture. Due to various reasons, the outside world has limited understanding of Kham areas Prefecture and its folk stories, posing unprecedented challenges to the inheritance and dissemination of Kham areas Prefecture's folk stories. Therefore, this article analyzes the cultural characteristics, challenges, values, and potential applications of Kamba folk stories in digital cultural creative products from the perspective of poverty alleviation design, and proposes a development strategy for digital cultural creative products.

Secondly, explore the development strategy of digital cultural and creative products for folk stories in Kham areas Prefecture from three aspects: creative strategy, design principles, and marketing strategy. Finally, as a treasure trove of Chinese culture, the digital transformation of folk stories in Kham areas Prefecture is not only an innovative protection of traditional culture, but also an important practice under the concept of poverty alleviation design. This article proposes a strategy for the development of digital cultural and creative products, aiming to deeply explore the cultural connotations of folk stories in Kham areas Prefecture, create competitive digital cultural and creative products in the market, and promote the economic development and cultural revitalization of Kham areas Prefecture, achieving common prosperity.

Keywords: Design for Poverty Alleviation; Ganze Prefecture Folk Tales; Digital Cultural and Creative Products; Development Strategies

1. Introduction

Kham areas Prefecture is located in the western part of Sichuan Province, and is a prefecture level administrative region with Xizang as the main ethnic group. It is the second largest Xizang area in China, the core area of Kamba, and a relatively underdeveloped area in the province's economic development. For thousands of years, the ancestors living here have created a brilliant and rich Kamba culture, as well as nurtured folk stories full of Kamba cultural customs, which are an important part of Chinese culture.

In November 2020, the Ministry of Culture and Tourism issued the "Opinions on Promoting the High Quality Development of the Digital Cultural Industry", which clearly pointed out the cultivation of new formats in the digital cultural industry and the promotion of the digitization of excellent cultural resources. At present, how to use digital technology to integrate the cultural elements of folk stories in Kham areas Prefecture, develop digital cultural and creative products, and create digital cultural and creative products with ethnic characteristics and Kamba cultural heritage can not only inherit and promote traditional folk culture, but also increase cultural added value, bring economic benefits to the local cultural and tourism industry in Kham areas Prefecture, help poverty alleviation, and achieve common prosperity.

2. Analysis of Xizang Folk Story Cultural Resources in Garze Prefecture

2.1 Cultural Characteristics of Folk Stories in Garze Prefecture

Folk stories can be broadly or narrowly defined. Broadly speaking, folk stories refer to narrative works of folk prose that are circulated among

the public and are opposite to folk rhymes; Narrowly defined folk stories refer to a series of prose narrative works with strong magical and imaginative colors or satirical and ingenious characteristics, in addition to myths and legends. [1] This article mainly focuses on the folk stories of Kham areas Prefecture in a broad sense, and conducts in-depth exploration. Kham areas Prefecture has rich and diverse cultural resources of folk stories, covering various aspects such as the history, religion, and customs of the Kamba people. The folk stories and legends of Kham areas Prefecture reflect the worldview, values, and aesthetic views of the Kamba people, and are important resources for studying Kamba culture. These stories are often closely related to the local natural environment, historical events, and religious beliefs, such as the legend of King Gesar, which is a treasure in traditional culture and widely circulated not only in Kham areas Prefecture but also among ethnic groups such as Mongolian, Tu, and Naxi.

2.2 The Dilemma of Folk Stories in Garze Prefecture

Due to the geographical location, language barriers, and temporal and spatial limitations of Kham areas Prefecture, the inheritance and dissemination path of folk stories in Kham areas Prefecture is relatively single, with oral transmission being the main way. Secondly, there are commonly seen Xizang folk story picture books in the local area. The external understanding of Kham areas Prefecture and its folk stories is relatively high, and the inheritance and dissemination of Kham areas Prefecture's folk stories have faced unprecedented challenges. In the digital age, it is feasible to use digital cultural and creative forms to create digital cultural products that spread and inherit the folk stories of Kham areas Prefecture. However, local villagers in Kham areas Prefecture are aware of the connotations of folk stories and lack the ability to develop digital cultural and creative products; Designers have the ability to develop digital cultural and creative products, but do not understand the local ethnic and cultural heritage.

2.3 The Value of Folk Stories in Garze Prefecture

On October 18, 2017, China explicitly proposed to deeply explore the ideological

concepts, humanistic spirit, and moral norms contained in China's excellent traditional culture, inherit and innovate in accordance with the requirements of the times, and let Chinese culture show permanent charm and the charm of the times. [2] Folktales are an important form of education for future generations. Passing on the history, culture, and wisdom of a nation to the next generation through word of mouth plays an irreplaceable role in cultivating national pride and cultural identity.

Folk stories in Kham areas Prefecture are one of the important cultural resources that attract tourists. Through the dissemination of stories, tourists' interest and curiosity in local culture can be increased, thereby promoting the development of the tourism industry. For example, tourism cultural and creative products and activities related to Gesar culture, as well as Gesar painted stone carvings, not only activate cultural heritage but also promote local economic development.

2.4 Potential Applications of Folk Stories in Digital Cultural and Creative Products

German scholar Albert said, "Apart from China, there is probably no other place where we can see such a complete folk story in a national culture that has developed smoothly over a long time span." [3] The research on digital cultural and creative product design not only expands the new field of creative design in the field of design [4], but also promotes the development of multicultural industries. In the new era, it is of great significance to create new discourses, expressions, forms, and contents that adapt to new media, new ecology, and meet people's new needs, and to realize new carriers of folk stories [5] and their dissemination methods.

3. Development Strategy for Digital Cultural and Creative Products of Xizang Folk Stories in Garze Prefecture

3.1 Creative Strategy

3.1.1 Incorporating regional cultural symbols

When developing digital cultural and creative products of folk stories in Kham areas Prefecture, attention should be paid to regionalism and typicality. Only by selecting cultural symbols with representative regional characteristics can digital creative products with Kham areas Prefecture's regional characteristics be designed and produced.

Regional cultural symbols such as snow capped mountains, grasslands, Kamba ethnic decorations, Kham areas tap, Shiqu Zhenda pot, and the ancient Tea Horse Road can all reflect the characteristics of the Kamba ethnic group and are also sources of cultural identity and confidence for the local people.

3.1.2 Integration of tradition and modernity

The digital cultural and creative product design of folk stories in Kham areas Prefecture should not only respect its traditions, but also combine traditional cultural symbols with modern design, incorporating exotic ethnic characteristics and meeting the aesthetic needs of modern consumer groups. Firstly, based on the research and analysis of folk stories in Garze Prefecture, we aim to identify the most representative and typical folk stories. Secondly, based on the investigation and research of excellent digital cultural and creative products at home and abroad, summarize the types and design methods of modern digital cultural and creative products. Finally, analyze, extract, and visually design the elements of folk stories in Kham areas Prefecture, create a brand, and create IP images, digital emoticons, digital illustrations, etc., to complete the development of digital cultural and creative products and peripheral derivatives of Kham areas Prefecture folk stories.

3.1.3 Digital innovation design

At present, digital innovative design based on excellent traditional culture has great market potential. The demand for excellent digital cultural and creative products continues to increase, and young people in the new era pay more attention to the exploration of cultural connotations and the improvement of aesthetic taste. Digital cultural and creative products based on traditional culture have become a new cultural growth point.[6] Digital innovative design refers to the integration of digital technology into the design process to create new products, services, or experiences. This design method combines traditional design principles with modern digital tools to achieve innovation and optimization, breaking the limitations of time and space in the inheritance and dissemination of folk stories in Kham areas Prefecture.

3.2 Design Principles

The development and design principles of digital cultural and creative products for folk

stories in Kham areas Prefecture mainly include cultural, narrative, economic, aesthetic, and sustainable aspects.

3.2.1 Culture

The folk stories of Kham areas Prefecture, as a cultural memory, reflect the history, beliefs, living habits, and values of the people in Kham areas Prefecture. Through generations of inheritance and dissemination, folk stories have continuously enriched their content and become an important component of China's traditional culture. In the development and design of digital cultural and creative products based on folk stories, we should fully respect the traditional culture of Kham areas Prefecture, ensure the authenticity and cultural accuracy of cultural and creative products, and avoid cultural distortion and misunderstanding during the creative process. This requires designers to conduct in-depth research and understanding of folk stories, and to appropriately use and express cultural symbols of Kham areas Prefecture.

3.2.2 Narrative

Cultural and creative products should be able to convey the connotation and educational significance of folk stories in Kham areas Prefecture, and enhance users' cultural experience and learning through storytelling. The history of Gesar, a grand narrative epic created collectively by the Xizang people and still passed down in a living state, tells the story of the heroic Gesar King. Gesar's story transformed from a historical hero to a god in people's hearts, gradually transforming historical texts into epic texts. This combination not only enriches the cultural connotation of the story, but also enhances its educational significance.

3.2.3 Economy

The principle of economic design is a product under the guidance of a market economy, focusing on minimizing costs and maximizing value in creating products and services, aiming to ensure that the design is both practical and aesthetically pleasing, with certain cost benefits, while also meeting user needs. In the process of design, designers should not blindly pursue low costs and high returns. They should pay attention to the compatibility between price and value, and can also use methods such as simplified design and emphasis on creativity to achieve economy and practicality.

3.2.4 Aesthetics

With the development of society, people have higher aesthetic requirements for the design of cultural and creative products. The principle of sexual design involves creating visually pleasing and sensory appealing products, environments, or experiences. The cultural and creative products based on the folk stories of Kham areas Prefecture not only require traditional elements and modern design, but also aim to have both local characteristics and meet modern aesthetic and practical needs. They can also enhance the market appeal and cultural value of the products.

3.2.5 Sustainability

In the era of continuous development and progress in modern society, people are paying more and more attention to sustainable design. The principle of sustainable design refers to designers considering environmental, social, and economic factors in the design and production process, using sustainable materials and producers to achieve long-term, environmentally friendly, and economically feasible solutions that reduce negative impacts on the environment and human health.

3.3 Marketing Strategy

3.3.1 Brand building

Brand building is a systematic project that involves multiple aspects such as brand positioning, brand communication, brand marketing, product management, and brand protection. Brand positioning is the foundation of brand building, and it is necessary to clarify the core value and target market of the brand. Brand value is a systematic concept formed by the interaction between enterprises and consumers, and is an intangible asset of enterprises.[7] In today's modern world, brands play a crucial role, which is why both businesses and individuals need to establish their own brands. There are numerous brands of all sizes on the market, and it is important to establish a brand with clear identification and recognition from the target consumer group. This also requires us to do brand positioning, product positioning, and target consumer group positioning before establishing a brand. At the same time, we also need to attach great importance to brand maintenance [8], by continuously providing cultural and creative products that can meet the needs and values of the target consumer group, and establishing long-term and stable relationships with

customers.

Based on the current situation, in order to improve economic efficiency and save costs, digital cultural and creative products of folk stories in Kham areas Prefecture can first use the public area brand "Holy Kham areas". Firstly, 'JieKham areas' is a regional product developed and promoted by the government of Kham areas Xizang Autonomous Prefecture. It covers multiple aspects such as agricultural products, culture, and tourism, aiming to promote Kham areas's characteristic products and cultural tourism resources to the whole country and even the world through the power of the brand. It has a certain brand influence. Secondly, there is no need to incur additional brand building costs.

3.3.2 Marketing Strategy

The marketing strategy for digital cultural and creative products of folk stories in Kham areas Prefecture should combine local unique cultural resources and modern digital technology to inherit and promote Kamba culture in an innovative way.

Firstly, use popular internet celebrities and social media marketing for personal use. Like the internet celebrity "Ding Zhen", a young man from Litang County, Garze Prefecture, Sichuan Province, quickly became a phenomenon level internet celebrity due to his wild beauty and clear and pure eyes. His unexpected popularity not only made him a top tier individual, but also brought huge traffic and attention to the tourism promotion of his hometown. By creating attractive content and topics, combined with the dissemination power of social media, the visibility and attractiveness of the destination can be effectively enhanced. Overall, Ding Zhen's case demonstrates how personal branding and marketing can achieve win-win outcomes through innovative ways in the digital age. Through careful content production and effective use of social media, significant influence and promotional effects can be achieved in a short period of time. At the end of 2023, Harbin launched the "Ice and Snow Festival" through creative marketing. Subsequently, various Harbin cultural and tourism platform accounts launched a series of short videos to promote ice and snow tourism, attracting a large number of tourists. [9]

Secondly, establish a sales platform that combines online and offline channels. Integrating online and offline channels

organically, breaking down traditional channel barriers. It is necessary to combine Internet technology to create an online and offline integrated sales model, which can improve product exposure and diversity of sales channels through the establishment of e-commerce platforms, social media promotion, offline physical stores and other channels. [10] For example, offline stores inside and outside tourist attractions in Garze Prefecture can introduce online shopping functions, allowing consumers to experience cultural and creative products of Garze Prefecture folk stories in physical stores and complete purchases through online channels.

4. Conclusion

With the continuous advancement of globalization and the rapid development of digital technology, the protection and development of traditional culture are facing unprecedented challenges and opportunities. As a treasure trove of Chinese culture, the digital transformation of Xizang folk stories in Garze Prefecture is not only an innovative protection of traditional culture, but also an important practice under the concept of poverty alleviation design. The development strategy of digital cultural and creative products proposed in this article aims to deeply explore the cultural connotations of folk stories in Kham areas Prefecture, combine modern digital technology, and create cultural and creative products with market competitiveness, thereby promoting the economic development and cultural revitalization of Kham areas Prefecture and achieving common prosperity. In this process, we emphasized the balance between cultural respect and innovation, the combination with the aesthetic needs of the target group, and the equal emphasis on sustainable development and economic benefits. Of course, digital cultural and creative products based on folk stories of Kham areas Prefecture can enhance the cultural confidence of Kham areas Prefecture while ensuring the authenticity and inheritance of culture. Looking ahead to the future, the development strategy of digital cultural and creative products for folk stories in Kham areas Prefecture should continue to evolve, constantly absorbing new technological achievements and market feedback to ensure their long-term vitality and

influence. We hope that this strategy can become a model for designing poverty alleviation areas, providing reference and inspiration for cultural poverty alleviation work in other ethnic regions. Through the implementation of this strategy, we believe that the folk stories of Kham areas Prefecture can take on a new look and go global, allowing more people to understand and appreciate this unique cultural heritage, while also contributing to the sustainable development of Kham areas Prefecture.

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