

Research on Empowering Rural Revitalization with Cricket Fighting Culture in Liuyingwu Township

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Abstract: Rural revitalization is an inevitable choice for achieving sustainable development in current rural areas, however, cultural revitalization is the foundation for promoting rural revitalization. This article adopts research methods such as literature review, interview, and case analysis to conduct field research on Liuyingwu Township. On this basis, fully understand the current situation of the empowerment of rural revitalization by the cricket fighting culture in Liuyingwu Township; Secondly, according to the research results, with the advancement of urbanization and the transformation of young people's ideological concepts, there are still multiple challenges in empowering rural revitalization with the cricket fighting culture in Liuyingwu Township; Finally, this article proposes targeted countermeasures and suggestions from the aspects of cultural revitalization, talent revitalization, and industrial revitalization, in order to achieve the organic integration of the inheritance of local cricket fighting culture and rural revitalization, it has certain reference significance for implementing the rural revitalization strategy in other similar regions.

Keywords: Rural Revitalization; Intangible Cultural Heritage; Cultural Revitalization; Cricket Fighting Culture; Liuyingwu Township

1. Introduction

In recent years, the national and local governments have issued a series of policies to support the protection of intangible cultural heritage and rural revitalization, with the aim of guiding intangible cultural heritage culture to play a positive role in promoting rural cultural revitalization [1]. Liuyingwu

Township in Ningjin County possesses rich intangible cultural heritage. Some intangible cultural heritage projects with significant economic value are gradually developing into characteristic industries, and they effectively promote the vigorous development of rural economy. This article takes the fighting cricket culture in Liuyingwu Township as an example to analyze its role in driving the rapid development of various industries and empowering rural revitalization. By delving deeper into the core values of the cricket fighting culture, actively addressing the challenges it faces in empowering rural revitalization, and proposing targeted countermeasures and suggestions, this plays a crucial role in deepening the implementation of the rural revitalization strategy and promoting comprehensive rural development.

2. The Current Situation of Rural Revitalization Empowered by the Cricket Fighting Culture

The Shandong region has fertile calcareous brown soil with moderate soil acidity and alkalinity, coupled with suitable climate and humidity conditions, creating a superior natural environment for the reproduction of the famous Chinese cricket. Liuyingwu Township is located in the northwestern part of Ningjin County, and its crickets are famous throughout the country for their strong physique, sharp teeth, and fierce fighting spirit. Ningjin County is known as the "Hometown of Chinese Crickets", and "The First County of Chinese Crickets". The cricket fighting culture in Liuyingwu Township has a long history, it is not only a representative of traditional culture in a region, but also a potential driving force for the economic development of Liuyingwu Township. With the rapid development of society, the county government strengthens the protection and inheritance of the cricket

fighting culture in Liuyingwu Township. This article conducts on-site research on Liuyingwu Township through literature research and interview methods. It is found that the cricket fighting culture drives the rapid development of the local tourism industry, cricket jar industry, and other industries. Additionally, the cricket fighting culture plays a certain positive role in improving the local ecological environment and an important role in promoting rural revitalization.

2.1 The Culture of Cricket Fighting Drives the Rapid Development of Cricket Jar Industry

Non heritage industrialization is the core strategy for promoting the optimization and upgrading of rural industrial structure and achieving high-quality development [2]. This process involves the organic integration of intangible cultural heritage elements with modern business models, giving birth to a novel cultural industry model. At the same time, it also transforms the cultural attributes of intangible cultural heritage into economic resources that promote the development of new industries and formats in rural areas, injecting new vitality and momentum into the rural revitalization plan [3].

The cricket jar making technique in Liuyingwu Township has a history of over 1300 years and creates a unique cultural industry featuring cricket jars. Cricket jars have extremely high collection value due to their ancient manufacturing techniques and rich cultural heritage. The annual transaction volume can reach up to 300 million yuan, driving 45,000 employees in tourism, catering, cricket equipment, and other industries. Traditional handicrafts originate from specific groups, it is the result of generations of integration with the natural and social environment, and the unremitting exploration, careful refinement, and continuous improvement of countless craftsmen [4]. The intangible cultural heritage of Liuyingwu Township, "Liu Ji cricket jar", is also known as the "treasure of insect culture". Based on the traditional production technique of "Liu Ji Cricket Jar", we integrate the cricket jar production resources of the entire township, inherit and promote this unique cultural skill, and promote the empowering effect of the cultural industry on characteristic industries. [5], not only it successfully drives more than

30 processing workshops in surrounding villages, but also leads to stable employment for over 400 villagers. The township gradually establishes a cultural township with local characteristics, committed to creating a folk culture industry park and making folk culture a source of nourishment for industrial revitalization.

2.2 The Culture of Cricket Fighting Promotes the Prosperity of the Tourism Industry

Rural areas are increasingly becoming the main destination for meeting the growing leisure tourism needs of urban residents [6]. The county government promotes the cricket culture by organizing the Cricket Culture Expo and a series of activities such as the exhibition and sale of intangible cultural heritage products and cricket fighting competitions. At the same time, it also attracts people from surrounding cities and those interested in cricket culture to travel locally, promoting the common development of the cultural and tourism industry. In recent years, The establishment of youth-oriented tourist attractions such as "Debai Acrobatic Cricket Valley" and Cricket Culture Zone plays a great role in promoting cricket fighting culture. This not only provides a large number of employment opportunities for the local area, but also attracts the attention and interest of most young people in cricket fighting culture, enhancing the visibility of Liuyingwu Township. This measure not only provides a spiritual habitat for tourists in rural tourism, but also injects new momentum into rural development [7]. Liuyingwu Township is also one of the city level model villages of Ningjin Rural Commercial Bank in assisting rural revitalization and supporting industrial development, making significant contributions to the flourishing development of the cultural and tourism industry.

2.3 Positive Interaction between Cricket Fighting Culture and Ecological Environment

With the increasing coverage of promoting cricket fighting culture, Liuyingwu Township pays more attention to the protection and breeding of high-quality crickets. The township gradually reduces the use of pesticides and herbicides during crop

cultivation, which results in good restoration of soil structure and a significant increase in the survival rate of high-quality crickets. In this process, the revenue of the cricket industry increases. Moreover, due to the abundance of high-quality crickets, it attracts a large number of outsiders to the area to catch crickets, while also making people in surrounding villages aware of the local organic vegetables. This drives the benefits and income of some vegetable industries, achieving a positive interaction between ecological revitalization and cultural revitalization, and jointly promoting the comprehensive revitalization of rural areas [8].

3 The Dilemma of Empowering Rural Revitalization with the Cricket Fighting Culture in Liuyingwu Township

3.1 Lack of Modern Marketing and Brand Operation Methods

Currently, the inheritors of cricket jar techniques do not have a systematic understanding or mastery of modern marketing strategies and brand operations. In today's fiercely competitive market environment, relying on traditional sales models is insufficient, which makes it difficult to establish a unique brand image. The modern market demands more branding, diversified marketing methods, and a focus on telling brand stories while conveying the tradition of fighting crickets to the public. Due to the lack of knowledge and experience in this area, the brand awareness and influence of Liuying Wuxiang Cricket Jar in the market are relatively weak.

3.2 Lack of Innovation Driven

The cricket jar craftsmanship in Liuyingwu Township carries a profound historical and cultural heritage. However, the population currently engaged in this industry is generally older and has rich experience in inheriting skills. In terms of innovation, it seems inadequate, and modern elements have not been fully integrated into the products. Due to the lack of effective integration with modern technology and aesthetic design, traditional cricket jars still rely too much on traditional experience and aesthetic concepts in their production process and appearance design. The product lacks novelty and competitiveness,

making it difficult to fully meet the diverse and personalized needs of the current market. The cooperation mechanism of cricket jar enterprises in Liuyingwu Township is insufficient, which has limited the diversified cooperation between intangible cultural heritage and other industries to some extent. Due to the lack of a sound cooperation framework and platform, the cricket can industry finds it difficult to form a close linkage effect with other related industries, limiting its application and development in a wider range of fields. This industrial model's singularity not only hinders the further inheritance and innovative development of cricket jar technology but also limits its potential and vitality in the modern market economy.

3.3 Cricket Jar Making Techniques Face Infringement

The intellectual property protection mechanism for intangible cultural heritage technology of cricket jars is not perfect enough. With the continuous development of cricket fighting customs, the demand for cricket jars in the market increases, giving rise to counterfeiting, piracy, and other behaviors. Because of the extensive promotion of intangible cultural heritage, the craftsmanship and design of cricket jars have become more susceptible to imitation. Consequently, some merchants may opt to sell cricket jars of inferior quality in order to cut costs and speed up production. The widespread occurrence of such conduct not only undermines the prestige of prominent cricket jar enterprises in the local region but also infringes upon their intellectual property rights, disrupts market harmony, and poses a severe impediment to the healthy progression of local distinctive industries.

4. The Path of Liuyingwu Township's Cricket Fighting Culture Supporting Rural Revitalization

The preservation and inheritance of intangible cultural heritage and the strategy of rural revitalization mutually reinforce one another [9]. The inheritance and innovation of intangible cultural heritage can promote the vigorous development of the intangible cultural heritage industry, furthermore, it will stimulate the drive for comprehensive rural revitalization. Simultaneously, the successful

execution of the rural revitalization strategy furnishes a firmer foundation and auspicious circumstances for the flourishing of intangible cultural heritage, and indeed, for the grand rejuvenation of the Chinese nation [10]. By integrating the cricket fighting culture with economic development in Liuyingwu Township, the intangible cultural heritage not only contributes positively to the ongoing rural revitalization efforts but also sustains and further realizes its intrinsic value, while building upon existing accomplishments.

4.1 Strengthen Talent Cultivation and Assist in Talent Revitalization

In the great cause of promoting rural revitalization, the role of talents is crucial. For Liuyingwu Township, establishing a sound talent training system is urgent. By strengthening the cultivation and support of talents within the cricket fighting culture-related industries, we not only unlock the sector's innovative potential and drive iterative advancements in cricket jar production techniques but also magnetize a greater number of professional talents to engage in rural development endeavors. The influx of these talents establishes a robust talent base for government departments, enabling them to make more precise decisions and furnishing an enduring source of inspiration for rural revitalization efforts. We strongly support building a diversified team of intangible cultural heritage inheritors, which lays a solid foundation for rural talent revitalization. To gain a deeper understanding of the current situation of inheritors, it is necessary to clarify the number and lineage of inheritors within the region and provide targeted policy support in a timely manner, based on their living and production status. Necessary living security and support measures are provided for some intangible cultural heritage inheritors with poor economic conditions, to ensure their ability to continuously inherit and promote intangible cultural heritage.

We provide professional training to broaden inheritors' understanding of product marketing and to strengthen their market awareness and capabilities in brand development. A diversified product marketing system is established, encompassing both online and offline integrated sales channels, strategic

brand promotions on social media platforms, and proactive engagement in cultural and creative events. Meanwhile, the government and enterprises increase their support for the local cricket jar specialty industry. By offering resources and platforms via Debai Acrobatics Cricket Valley, we foster learning and collaboration among cricket jar manufacturers and professional marketing talents, thereby elevating the brand value of the cricket jar intangible cultural heritage.

4.2 Encourage Industrial Innovation Cooperation

Encourage cricket jar manufacturers to engage in cross-border cooperation with designers, carvers, and technical experts, with the aim of injecting innovative materials and technologies into this traditional field. This cooperation greatly improves the quality of cricket jars and extends their service life, thereby promoting innovation and progress in production technology. Through continuous research and innovation, the diversification and novelty of cricket jar products meet the growing demand for personalization and differentiation in the market.

At the same time, we increase the publicity of intangible cultural heritage and promote it through multiple channels and platforms to attract more people's attention and understanding of this traditional culture. On this basis, we explore new paths for industrial integration and promote positive interaction between intangible cultural heritage and related industries. This enhances the visibility and influence of intangible cultural heritage while driving the concurrent development of related industries, ultimately achieving a mutually beneficial outcome that integrates economic benefits with cultural inheritance.

By implementing the "Intangible Cultural Heritage+" model, it assists in the revitalization of rural industries. For example, by innovating the "intangible cultural heritage+tourism" model, more peripheral products related to crickets are designed, allowing out-of-town tourists to take them home as souvenirs, thereby increasing the promotion and channels for local culture. Tourists are allowed to personally experience the intangible cultural heritage technique of making cricket jars, which increases people's interest in cricket fighting culture. This not

only protects and inherits the fighting cricket culture but also drives local employment and income, bringing new growth points to the tourism industry in Liuyingwu Township. Visitors can experience the rich traditional culture of the area while enjoying the natural scenery. Using the "intangible cultural heritage+media" model, which combines cricket culture with live streaming, e-commerce, short videos, and other communication media, cultural dissemination is no longer limited by geography. It provides a platform for the public to understand intangible cultural heritage. Through live streaming, people can learn in detail about the production process of cricket jars and other products, while also ensuring product quality. A sales model combining online and offline channels is established to expand sales channels and achieve industry revenue growth.

4.3 Strengthen the Protection of Intellectual Property Rights of Intangible Cultural Heritage

The government increases people's awareness of protecting intellectual property rights, raises their vigilance against infringement, and better protects their own interests by strengthening the punishment for infringement and conducting propaganda lectures on the importance of protecting intellectual property rights. Only in this way can we ensure that the use of intangible cultural heritage skills promotes socio-economic development and ensures their efficient utilization.

5. Conclusion

The implementation of the rural revitalization strategy regards the development of intangible cultural heritage as an important part of promoting comprehensive rural revitalization. The effective inheritance and prosperity of intangible cultural heritage is of great significance for deepening the construction of rural civilization and stimulating the vitality of rural culture. By promoting the industrialization of intangible cultural heritage, rich cultural resources can be transformed into cultural capital to drive rural economic growth, and new economic vitality can be injected into rural areas. The charm of intangible cultural heritage can also attract more young talents to come to rural areas, bring fresh blood to rural areas, effectively alleviate the problem of a

single talent structure in rural areas, and inject new impetus into rural revitalization. Therefore, there is an urgent need to protect and inherit rural intangible cultural heritage.

This article takes Liuyingwu Township in Ningjin as the research object. By analyzing the role of the intangible cricket fighting culture in rural revitalization, it is understood that the cricket fighting culture in Liuyingwu Township drives local industrial revitalization and provides new employment opportunities. With the rapid spread of cricket fighting culture, it attracts a large number of young people to return to their hometowns and start businesses, promoting the implementation of rural revitalization strategies. However, in this process, the promotion of intangible cultural heritage in rural revitalization still faces problems such as weak professional knowledge, insufficient innovation drive, and weak awareness of intellectual property rights.

Considering the current situation and challenges of using the intangible cricket fighting culture to promote rural revitalization, several corresponding countermeasures are proposed: strengthen talent cultivation and assist in talent revitalization; encourage industrial innovation cooperation; strengthen the protection of intellectual property rights related to intangible cultural heritage.

In summary, significant achievements are made in empowering rural revitalization with the intangible cultural heritage of fighting crickets in Liuyingwu Township, but we still need to keep up with the times by addressing the challenges faced in promoting rural revitalization, deeply exploring its cultural connotations, ensuring the sustainable development of the intangible cultural heritage of fighting crickets, and promoting the implementation of the rural revitalization strategy.

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