

# **Research on the Revitalization, Inheritance and Industrial Upgrading Path of Intangible Cultural Heritage Bamboo Weaving: Taking Wuzhen Bamboo Weaving as an Example**

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**Abstract:** Wuzhen bamboo weaving, as a typical and mature carrier of Jiangnan water town culture, has a clear historical memory, local sentiment and craftsmanship spirit. However, under the double impact of modernization and industrialization, it faces many deep-seated crises such as the aging of the inheritors, the solidification of product forms, the lag of digital protection, and the disconnection from modern lifestyles. Therefore, this paper takes Wuzhen bamboo weaving as the research object, mainly using the in-depth interview method, the interviewees are the core practitioners of bamboo weaving in the village and related people of intangible cultural heritage inheritance, supplemented by the literature research method and case analysis method, systematically sort out the current development status and cultural value of Wuzhen bamboo weaving industry, thereby leading to the predicament of Wuzhen bamboo weaving in the field of product development, and then carry out market promotion, To clarify the inheritance mechanism, and in combination with the concept of creating immersive experience Spaces in rural cultural tourism, the final examination is conducted from four aspects: product innovation, market expansion, school-enterprise-community collaboration, and rural cultural tourism. Wuzhen bamboo weaving has now smoothly transitioned from traditional farming tools to modern life products that carry Eastern aesthetics, truly achieving the organic unity of cultural inheritance and rural revitalization. This

article not only provides practical guidance for the Wuzhen bamboo weaving industry to break through its development bottleneck, but also offers valuable references with empirical support and theoretical basis for the sustainable development of similar rural intangible cultural heritage industries.

**Keywords:** Wuzhen Bamboo Weaving; Revitalizing Inheritance; Industrial Upgrading; School Enterprise Cooperation

## **1. Introduction**

### **1.1 Research Background**

Today's society is in the midst of the double waves of technological progress and globalization, and the agricultural civilization on which traditional handicrafts depend is undergoing drastic and continuous changes. Therefore, bamboo weaving, as a traditional handicraft with both practical value and artistic charm, has very solid cultural roots in the water towns of Jiangnan. Among them, Chenzhuang Village in Wuzhen, Tongxiang, is the most concentrated and typical village of Wuzhen's bamboo weaving industry. Its bamboo weaving industry reached its peak in the 1980s and 1990s. At that time, there were more than 400 households engaged in bamboo weaving in Wuzhen. The core practitioners of Chenzhuang Village took the lead in undertaking orders and coordinated the production of more than 200 households, and the products were sold far and wide in southern Jiangsu and Shanghai. The craft has also become the most reliable and important source of income for the local villagers. But later, as industrialization

accelerated and plastic and metal products flooded into the market, the market space for traditional bamboo weaving utensils was greatly compressed, so the bamboo weaving industry in Chenzhuang Village gradually shrank and naturally shifted towards tourism and cultural creativity.

In recent years, although the Tongxiang municipal government has been actively promoting cooperation between universities and rural enterprises to empower the intangible cultural heritage industry through cooperation [1], there are still some problems in Wuzhen bamboo weaving, such as product homogeneity, shortage of online promotion channels, inheritance crisis, and multiple difficulties due to the high cost of innovation. Against this backdrop, it is of great urgency for our team to explore the path of revitalization, inheritance and industrial upgrading of Wuzhen bamboo weaving based on the actual demands and practical experience of front-line practitioners.

## **1.2 Research Significance**

### **1.2.1 Theoretical significance**

Existing research on the revitalization of intangible cultural heritage (ICH) has mostly focused on macro policies or typical successful cases, while practical research on ICH industries in small and medium-sized villages is relatively scarce. This paper takes Wuzhen bamboo weaving as a case study, combined with first-hand data obtained from in-depth interviews, dissects the internal logic of "inheritance- development-transformation" of rural intangible cultural heritage industries, enriches the case study results of intangible cultural heritage revitalization and inheritance, improves the theoretical system of integrated development of rural intangible cultural [1], heritage industries and school-enterprise cooperation, and provides a theoretical reference for subsequent similar studies.

### **1.2.2 Practical significance**

Carry out upgrading work based on the industrial development pain points mentioned in the interview, find a feasible path for the upgrading of the bamboo weaving industry in Chenzhuang Village based on the actual situation, and directly guide Chenzhuang Village on how to do a good job in bamboo weaving product innovation, bamboo weaving industry market development and talent cultivation, etc. In addition, the development

approach of "university-enterprise-community-collaboration" and "integration of culture and tourism" can also provide useful references for the development of other bamboo weaving intangible cultural heritage villages in the same predicament across the country [2], and help local rural cultural revitalization and industrial revitalization move in the same direction.

## **1.3 Current Status of Research at Home and Abroad**

### **1.3.1 Domestic research status**

Our team made a logical review of the published literature on intangible cultural heritage bamboo weaving in China and summarized the main research directions in China into three aspects: The first is research on the cultural value and inheritance of bamboo weaving, that is, starting from the historical context of the bamboo weaving technique to examine its aesthetic connotation and folk value. The second is research on the development predicament and countermeasures of the industry, systematically and clearly pointing out the common problems in the existing bamboo weaving industry such as product aging, single purchase channels, and inheritance gaps [2]. The third is research on the innovation of revitalization paths. A number of transformational directions have been proposed, including cultural and creative development [3], integration of culture and tourism, and school-enterprise cooperation [4]. However, academic research on specific villages is still weak at present, and discussions on specific issues such as practical difficulties in school-enterprise cooperation and strategies for developing segmented products are not sufficient. Therefore, it is difficult to directly respond to the actual needs of the intangible cultural heritage industry in small and medium-sized villages.

### **1.3.2 Current research status abroad**

It is quite clear from the literature currently published abroad that the academic research on traditional handicrafts abroad mainly focuses on marketization transformation and international dissemination: Japanese bamboo weaving has a mature industrial system with its clear positioning in the high- end market and solid standardization of techniques, while European and American countries are good at cross-border integration of traditional handicrafts with modern design to enhance the international

competitiveness of their products. However, it is undeniable that the research subjects abroad are mostly large-scale and brand-oriented handicraft industries, so the experience they have gained is limited in adaptability to China's small and micro intangible cultural heritage industries in rural areas, and specific adjustments should be made in light of the local context.

## **1.4 Content and Methods of the Study**

### **1.4.1 Research Content**

This paper takes Wuzhen bamboo weaving as the research center and discusses four aspects in a hierarchical manner: The first is to clarify the historical context, current situation and cultural value of the Wuzhen bamboo weaving industry through interviews. The second is to identify the main problems of the industry itself in terms of products, markets, inheritance and resource integration. The third is to design a multi-dimensional upgrading path based on interview demands and similar cases. The fourth is to propose specific safeguard measures for the realization of the path.

### **1.4.2 Research Methods**

This article makes a clear application of the literature research method: First, it was used to sort out numerous policy documents and academic achievements such as the revitalization of intangible cultural heritage, the development of the bamboo weaving industry, and school-enterprise cooperation to clarify the theoretical basis. Then, it was used to conduct systematic interviews with core practitioners of Wuzhen bamboo weaving and inheritors of intangible cultural heritage through in-depth interviews, collecting more than 230 minutes of interview data to extract the main pain points and demands of the industry's development. Finally, it was used to analyze the case, Based on the experience of Anji Bamboo Weaving live streaming [4], and Daoming bamboo weaving cultural and creative development path suggestions were put forward.

## **2. The Current Situation and Cultural Value of Wuzhen Bamboo Weaving Industry**

### **2.1 The Current State of Wuzhen Bamboo Weaving Industry**

#### **2.1.1 Industry scale: From peak to shrinking, difficult transformation**

The development of the Wuzhen bamboo

weaving industry can be divided into three distinct stages based on the current data: in the 1980s and 1990s, it reached its peak. At that time, there was an abundance of bamboo resources in the south of the Yangtze River, and there was a real demand for bamboo products in agricultural life, thus forming a large-scale industry mainly engaged in the production of practical bamboo tools. There were more than 400 businesses engaged in this industry in Wuzhen. From the early 21st century to 2010 was a period of decline. Plastic and metal products, with their advantages of low cost and wear resistance, replaced traditional bamboo tools in large quantities. The practical market shrank sharply and the scale of the industry was greatly reduced. After 2010, the industry entered a transitional period. After the rise of rural tourism, the industry began to shift towards cultural and creative products and tourist souvenirs. But there is no doubt that the current transformation is still in its infancy, with only a dozen or so core practitioners, and the industry has not yet found a stable fulcrum.

#### **2.1.2 Product structure: Mainly customized for the B-end, products for the C-end lack competitiveness**

Wuzhen bamboo weaving products can currently be divided into two categories: The first is B-end customized products, that is, providing bamboo weaving accessories and customized gifts for big brands. Although it can guarantee basic revenue, the profit margin is very small and there is no independent say. The second category is cultural tourism and creative products, mainly simple bamboo-woven ornaments and pendants, but the categories are limited and the designs are highly homogeneous. The previously trial-produced flat bamboo fridge magnets, which lack a sense of three-dimensionality and are priced at 5 yuan, are still not selling well, while the subcategories such as pet supplies are very unlikely to be feasible due to the inherent characteristics of bamboo. The more fundamental problem is that the current product designs are still based on the experience of the practitioners and are out of touch with modern consumer demands [5].

#### **2.1.3 Market channels: Relying on tourism scenarios, the online layout is seriously lagging behind**

At present, the market channels of the bamboo weaving industry have very obvious "single and passive" characteristics: offline, mainly tourists

from scenic spots around Wuzhen, more than 70% of sales come from scenic spot stalls, sales drop sharply during the off-season of tourism, while online channels currently only rely on individual wechat Moments of practitioners for scattered promotion, there are no professional e-commerce platforms or live-streaming teams. Systematic interviews also provide an excellent supplement to this: bamboo weaving enterprises in Anji and other places have achieved monthly sales of 200,000 to 500,000 yuan through live-streaming sales, but Chenzhuang Village cannot directly replicate this model due to the lack of core best-selling products and professional operation capabilities.

2.1.4 Inheritance status: Aging is severe and there is a lack of young force

The current core practitioners are all villagers over 50 years old. Due to the extremely long learning period of the skills (it takes 2 to 3 years to create independently) and the very low income at the beginning of learning (less than 2,000 yuan per month on average), the young group is generally reluctant to enter the industry. Although there are already a few young practitioners engaged in making bamboo ornaments, they lack systematic design capabilities and have no reliable sales channels, making it extremely difficult for them to sustain their development. More importantly, the core practitioners' sons have a clear interest in bamboo weaving and have received direct guidance from Master Hu Zheng, a national-level inheritor. They are among the few truly promising young inheritors, but overall, the problem of inheritance gap remains very prominent.

## **2.2 The Cultural Value of Wuzhen Bamboo Weaving**

2.2.1 The material carrier of regional culture: embodying regional folk customs

Wuzhen bamboo weaving is a very typical and mature component of the Jiangnan water town culture, and the shapes of the utensils and the weaving patterns have a very natural connection with the Jiangnan agricultural and living scenes: The traditional bamboo weaving utensils, such as the hollowed-out baskets for river fish and the light baskets for water transportation, are designed for the actual life of the water town, and the patterns used are mostly based on various local subjects such as fish and shrimp and water town plants, so the regional

characteristics are very distinct. What is even more remarkable is that the "modest and upright" nature of bamboo has been directly and consciously regarded as a spiritual symbol of the people of Jiangnan, so many bam-woven items (such as the "Kao Lan" and "Dan Food") have become excellent cultural carriers of historical anecdotes such as Guan Ning cutting the mat and Wang xizhi painting the fan.

2.2.2 The aesthetic core of traditional craftsmanship: Embodying the spirit of traditional artisans

The Wuzhen bamboo weaving technique has a very mature aesthetic logic, and the interweaving method of "pressing one and lifting one" [5] perfectly combines practical functions with artistic aesthetics. A fine bamboo weaving work goes through more than ten processes such as selecting the bamboo, splitting the bamboo strips, sun-drying, weaving and polishing. Among them, splitting the bamboo strips can cut the bamboo into thin strips with a diameter of only 0.1 cm, which perfectly embodies the craftsmanship spirit of "slow work makes fine work". Therefore, the craft aesthetics of bamboo weaving culture are of great reference value to modern design and should be the most direct and reliable source of inspiration for product innovation [6].

2.2.3 An important resource for cultural and tourism integration

carrying folk tales and cultural memories: Wuzhen bamboo weaving has a very mature advantage in cultural and tourism integration: The offline experience venue can accommodate up to 80 people and is suitable for groups of 20 to 30 people. Therefore, it is naturally suitable to design various study courses such as bamboo weaving patterns and folk utensils, and the bamboo weaving products themselves can be well used as characteristic souvenirs of Wuzhen tourism, forming an organic connection with the scenic area culture and folk activities, so it is also an excellent entry point for cultural tourism integration.

2.2.4 Ecological and environmental cultural practice: Sustainable utilization and environmental protection concepts

Bamboo weaving is made with bamboo as the core material. Bamboo has a short growth cycle, is renewable, has no chemical pollution during the production process, and the weaving waste can be recycled [6]. It is in perfect line with contemporary ecological and environmental

concepts. This production model of "taking from nature and returning to nature" is a vivid embodiment of traditional ecological wisdom and gives it unique market competitiveness in the trend of green consumption.

### **3. The Core Issue Facing Wuzhen's Bamboo Weaving Industry**

#### **3.1 Product Level: Lagging Product Development and Lack of Core Competitiveness**

Four problems can be clearly seen from the current situation: First, the product positioning is ambiguous. There is neither a C-end bestseller suitable for mass consumption nor a distinct advantage in high-end customization, so it mainly relies on low-profit B-end orders. The second is the lack of design innovation. The product is still a simple improvement of the traditional style and does not combine modern life scenarios and modern aesthetic demands [6]. Therefore, flat fridge magnets have been eliminated from the market. Third, the technical support is weak, with very little application of modern technologies such as lightweight design [7] and UV printing [8], making it difficult to achieve a balance between product quality and appearance level. Fourth, there is a high degree of homogeneity. There is a lack of differentiation from bamboo weaving products in places like Anji and Daoming, and naturally, there is no distinct and prominent market memory point.

#### **3.2 At the Market Level: The Market Channels Are Single and the Risk-Resistance Capacity Is Weak**

On the one hand, the offline channel is highly dependent on the tourism scene in Wuzhen, with sales highly correlated with the number of tourists. During the off-season, income drops sharply and practitioners have to rely on other temporary work subsidies to make a living. In sharp contrast, the online channel is currently lagging behind: There are no stores on mainstream e-commerce platforms such as Taobao and Pinduoduo, no new media live-streaming sales accounts such as Douyin and Video Account, and only personal wechat Moments for promotion, which makes it difficult to reach a larger and more dispersed consumer group. In the interview, the other party also objectively and candidly mentioned

that although they knew about the case of Anji bamboo weaving's monthly sales of 200,000 yuan through live streaming, it was difficult to do a good job in online promotion due to the lack of core products and professional operation capabilities of Wuzhen bamboo weaving.

#### **3.3 In Terms of Inheritance: The Inheritance Mechanism Is Imperfect and There Is a Serious Talent Gap**

From the current situation, it is very clear to see the multiple problems faced by the inheritance of bamboo weaving skills: The first is the lack of appeal for inheritance. Due to the extremely long learning period and the very low income for beginners of bamboo weaving skills, young people generally have no willingness to engage in this profession. In the past five years, very few young people have truly learned bamboo weaving, and the retention rate is extremely low. The second is the absence of a training system. At present, there is no systematic and standardized training courses for the skills, and the transmission still largely relies on "oral instruction", so the transmission efficiency is low and the skills transmission is difficult to standardize. Third, the incentive system is weak. So far, there have been no practical and effective incentive policies such as living subsidies and entrepreneurial support for young inheritors, and thus potential talents cannot be retained. Fourth, practitioners have limited capabilities. Most of the current practitioners have mastered the skills of production, but lack the capabilities of product design, market operation, and new media marketing, thus making it difficult for them to meet the demands of modern industries.

#### **3.4 Resource Level: Insufficient Integration of Resources and Difficulty in Implementing School-Enterprise Cooperation**

Although the Tongxiang Municipal Government advocates cooperation between universities and enterprises, due to the relatively weak development of the bamboo weaving industry in Wuzhen, there are still few stable cooperation models reached with universities. No forms of cooperation such as "project-based" or "order-based" have been formed. Students mostly participate in it to complete their academic tasks, so it is difficult for them to participate in this cooperation for a long time. The enterprises are small in scale and

low in profit, unable to afford the research and development costs of the products and the later marketing costs, and the government's funding is not directly provided to the enterprises, only subsidizing the start-up funds of the schools; There is an information gap between the design resources provided by universities and the production resources needed by enterprises, making it difficult for students' design works to be transformed into production products; In addition, due to the lack of a mediating role and the absence of specific venues such as exclusive platforms or workshops between schools and enterprises, it is difficult to optimize and integrate the resources that can be mutually beneficial between schools and enterprises to produce results and transform them externally.

#### **4. The Revitalization, Inheritance and Upgrading Path of Wuzhen Bamboo Weaving Industry**

##### **4.1 Innovation in Cultural and Creative Product Development: Expanding Product Boundaries and Usage Scenarios**

###### **4.1.1 Build a hierarchical product system**

Based on both market demand and its own strengths, a very logical plan was made to solidly establish a stratified product system of "low-end traffic diversion, mid-range profit, high-end brand building": The low-end market uses lightweight cultural and creative products priced at 20-50 yuan, such as bamboo keychains and coasters, to attract the mass consumer group. The mid-market takes modern life scenarios as the entry point to develop bamboo home storage, tea sets, office stationery and other products to effectively increase the added value of products [8]. The high-end market provides customized services. The brand image is shaped by skillfully and naturally integrating Jiangnan cultural allusions and corporate ips into high-end gifts and artistic ornaments. Even more remarkable is the initiative to avoid the red ocean of competition, giving up categories that are not suitable for bamboo to make, such as pet supplies, and focusing on the advantageous areas of three-dimensional cultural and creative products and low-carbon products.

###### **4.1.2 Deepen design cooperation between the school and the enterprise**

Consciously and systematically establish a tripartite cooperation model of "university

design teams + intangible cultural heritage inheritors + enterprise production": Design students from universities conduct market research and design products suitable for young consumers based on the popular trends of Douyin platform. Inheritors provide technical feasibility guidance on design plans to ensure they conform to the characteristics of bamboo weaving. Enterprises provide production support and complete sampling and mass production with the resources of Hai 'an Bamboo weaving Factory. More importantly, explore the student-authorized development model, clarify issues such as copyright ownership and profit distribution, and let the student team truly participate in the long-term operation of the product.

###### **4.1.3 Integrate modern technology with cultural IP**

Use UV printing, lightweighting and other means to enhance product quality and appearance; By re-exploring the cultural stories behind Jiangnan bamboo weaving, the historical allusions and folk elements that originally belong to the bamboo weaving are transformed into product ideas to create "storytelling and culture" characteristic products; Drawing on the experience of collaborating with German brands to create bamboo-themed notebooks, try to develop digital cultural and creative products (such as custom editors of bamboo weaving patterns, digital bamboo weaving collectibles, etc.) to expand the product boundaries.

##### **4.2 Marketing Strategy Optimization: Expand Market Channels and Build an All-Domain Marketing Network**

###### **4.2.1 Build a new media communication and sales matrix**

Organize digital skills training led by village collectives to enhance the short video shooting and live-streaming sales capabilities of practitioners; Cultivate teams of "artisan streamers," with experienced practitioners as streamers, who showcase the bamboo weaving process and tell artisan stories through platforms such as Douyin and Video Account to attract traffic and boost sales; Drawing on the case of Anji Bamboo Weaving live-streaming sales of 500,000 yuan per month, focus on niche markets and create 1-2 internet-famous best-selling products to boost overall sales in a point-to-surface manner.

###### **4.2.2 Promote the integration of online and**

offline channels

Build Taobao and Pinduoduo stores and wechat mini-program mall online, optimize product detail pages and customer service to establish online sales channels quickly and well, optimize the layout of scenic spot stalls offline, and develop various channels such as cultural and creative markets, homestays, tea houses and supermarkets. Integrate the bamboo weaving experience hall reasonably and organically into the rural tourism routes of Wuzhen. This creates a complete loop of "experience-consumption-dissemination" and enhances brand awareness through cross-regional exchange activities such as "visiting relatives along the way".

#### 4.2.3 Strengthen brand building and intellectual property protection

Register the collective trademark "Wuzhen Bamboo Weaving", create a LOGO that reflects the characteristics of the Jiangnan water town and bamboo weaving, and naturally and effectively enhance brand recognition. Then, based on the lesson of the idle trademark "Zhuyun Workshop", lay out intellectual property rights for core products, and actively apply for patents for innovative designs and core skills, thus avoiding the risk of homogenization competition and product counterfeiting. It also uses short video content to spread cultural stories, shape the brand image of "Jiangnan bamboo weaving, craftsmanship inheritance", and effectively enhance the bargaining power of products [9,10].

### **4.3 Continuous Optimization of the Inheritance Mechanism: Improve the Inheritance Mechanism and Cultivate a Professional Talent Team**

#### 4.3.1 Establish a diversified incentive mechanism

Set up special subsidies for young inheritors and provide monthly living allowances to young people who learn bamboo weaving skills full-time to reduce their initial living pressure; Work with local schools to offer specialized bamboo weaving courses, implement a "modern apprenticeship system" where inheritors serve as mentors, and students are given priority for employment or starting their own businesses after graduation, with start-up funds provided; Carry out selection activities for "Outstanding inheritors" and "Young skilled artisans", and offer both honorary and material rewards to enhance the sense of professional honor of

practitioners.

#### 4.3.2 Build a systematic training system

Starting from university resources, develop a hierarchical and logical training curriculum system. The basic courses include the basic process of bamboo weaving skills, suitable for beginners. The advanced courses cover various contents such as product design and market operation, for practitioners with a certain technical foundation, and organize special lectures on product innovation and market promotion by industry experts and successful entrepreneurs in a timely manner. Finally, the relevant technical materials are systematically organized into standardized teaching manuals, which naturally ensure the standardized inheritance of the skills.

#### 4.3.3 Expand the range of inheritors

Carry out public welfare training activities based on bamboo weaving experience halls, and teach basic skills to local farmers, community women, people with disabilities and other groups to broaden the scope of practitioners; In combination with study Tours, bamboo weaving experience activities are carried out for teenagers to cultivate potential inheritance interests and consumer groups; Encourage young people returning to their hometowns and college students to participate in the operation and innovation of the bamboo weaving industry, forming a compound talent team of "skill inheritance + industry operation".

### **4.4 Diversified Cooperation Model Construction: Establish a School-Enterprise-Community Collaboration Mechanism to Integrate Multiple Resources**

#### 4.4.1 Build a platform for school-enterprise-community collaboration

With the government as the leading unit, establish a council for the coordinated development of schools, enterprises and communities in collaboration with universities, village collectives and bamboo weaving enterprises to systematically and clearly define the functions of all parties: The government assumes responsibilities such as policy support and partial financial subsidies. Universities provide design, operation talents and professional skills. Village collectives organize venues and gather practitioners. Enterprises engage in product production and market connection. This naturally and appropriately leads to the arrangement of cooperative

workshops, which serve as an integrated platform for skills training, product research and development, and technology transfer.

#### 4.4.2 Implement project-based cooperation models

Carry out short-term project cooperation based on specific topics, such as developing "duck bamboo whistles" based on Scottish Super League hotspots and custom gifts based on traditional festivals, naturally and appropriately reducing the risks and costs of long-term cooperation; Universities organize student teams to participate in market research, product design, promotion and sales through projects, truly achieving "industry-university-research-use" integration, while enterprises select mass-producible products from project outcomes to form a virtuous cycle of "project trial and error-technology transfer-massproduction".

#### 4.4.3 Strengthen resource sharing and benefit distribution

Establish a sharing mechanism for university design resources, enterprise production resources, and village collective site resources to enhance resource utilization efficiency; Formulate a reasonable benefit distribution plan, clearly define the distribution ratio of product sales profits among universities (design share), enterprises (production profit), practitioners (skill remuneration), and village collectives (brand revenue), and ensure the enthusiasm of all parties; Set up a special fund for cooperation for subsequent product research and development and talent cultivation to achieve sustainable cooperation.

## 5. Conclusions and Prospects

### 5.1 Research Conclusions

The bamboo weaving industry in Wuzhen has a very solid historical foundation and is an excellent carrier of the water town culture in the south of the Yangtze River. However, there are still various problems at present, such as lagging product development, single market channels, disconnection in inheritance, and insufficient integration of resources. The fundamental reasons are the disconnection between the traditional production mode and modern market demands, as well as the lack of many elements such as talents, technology and funds. Therefore, a series of measures such as building a stratified product system, expanding all-domain marketing channels, improving

inheritance incentive mechanisms, and establishing a collaborative platform among schools, enterprises and communities can naturally and appropriately solve the above predicaments and thus revitalize the inheritance and upgrade the development of the bamboo weaving industry. To be more specific, product innovation is the core driving force, market expansion is the key support, talent cultivation is the fundamental guarantee, and school-enterprise-community collaboration is the important path.

### 5.2 Future Outlook

For the future of Wuzhen's bamboo weaving industry, there is a bolder way to explore development directions beyond the original upgrade path: on the one hand, efforts can be made to develop digital cultural and creative products, and with the help of modern technologies such as the metaverse and virtual reality, the "bamboo weaving Cultural Experience Village" can generate corresponding immersive experience products in the virtual space; On the other hand, the pace of international dissemination can be accelerated. On the basis of drawing on the development of the "Bamboo Weaving Cultural Experience Village" in more than 30 countries and regions, Wuzhen bamboo weaving can be promoted through cross-border e-commerce and international cultural exchange activities, making it visible to the world; It is also possible to expand the boundaries of the industrial ecosystem, promote the coordinated development of the bamboo weaving industry with tourism, homestays, catering and other industries, create a "bamboo weaving cultural experience village" that integrates viewing bamboo weaving production, selling bamboo weaving products, and leisure visits and entertainment, and promote the transformation of the industry from a single industry to a comprehensive industry.

It can conduct subsequent research on the actual operation effect evaluation of school-enterprise cooperation projects, the actual effect of product innovation and market expansion, etc., and continuously update and improve the upgrading path according to the actual demand and changes in the market to provide precise support for the development of Wuzhen bamboo weaving industry.

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