

Research on the Protection of the Female Red Craft Museum Based on the Concept of Eco-Museums

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Abstract: Eco-museum is a new form of museum to protect the natural and cultural heritage of the community as a whole. The protection of women's red craft museum with the concept of "Eco-museum" is to utilize the value concept and operation mode of "Eco-museum" to take protection measures for the various social practices, conceptual expressions, manifestations, knowledge, skills and related tools, objects, handicrafts and cultural venues in order to better inheritance and innovation. This paper penetrates into the connotation of women's red craft museum, promotes the mutual exchange and integration of women's red skills, and implements the conservation research of women's red craft museum based on the concept of Eco-museum. The paper is based on the concept of Eco-museum and the protection of women's red craft museum.

Keywords: Eco-Museum; Women's Red Workshop; Heritage; Preservation

1. Introduction

The development of the Eco-museum concept breaks the boundaries of traditional museums by moving from the premises building to irregular areas; the audience changes from entering traditional museums to watch static objects on display to experiencing the community residents' dynamic living scenes based on the Eco-museum concept of the living conservation research of the Women's Red Craft Museum in Eco-museums; the content of Eco-museums' exhibitions and conservation is more broadly defined, and in addition to traditional museums' exhibitions of physical types of artifacts, but also includes intangible customs, memories, etc. and incorporates landscapes and nature. Eco-museums can make people and the environment more harmonious, and tangible and intangible more unified, and can also

highlight the historical, artistic, scientific, cultural and social values of cultural skills.

1.1 The Concept of Eco-museums

The report of the 19th National Congress of the CPC has established a milestone for the construction of the ecological civilization[1]. The meaning of ecological museum includes: in situ, living and in communion with the environment. An Eco-museum is a new form of museum that protects the natural and cultural heritage of a community as a whole, documents and preserves the cultural essence of the community in a variety of ways, and moves the community forward. It has the basic functions of a traditional museum and is an enrichment and extension of the connotation of a traditional museum. It emphasizes the natural ecology and cultural field of heritage, and advocates the holistic protection of heritage; it mainly serves the community, and the community groups participate in the construction and management of the Eco-museum in the capacity of masters; it breaks the limitations of the scope of the traditional museum walls, and expands the space of the museum to the community and the landscape, and the Eco-museum is therefore known as the "museum without walls"[2]. The Eco-museum as a museological approach differs radically in concept from the traditional museum, as it performs its objectives within a completely different context. It is not housed in a building, nor does it have exhibits in the traditional form, but gives the visitor the opportunity to discover the cultural and environmental identity of an area, its material and intangible heritage, through a structured narrative and specific thematic routes proposed at predetermined starting points that also constitute information stations[3].

1.2 Characteristics of the Eco-museum

Eco-museum is a collection of protection, inheritance and research museums, the

construction of which is conducive to the development of scientific research, the development of tourism resources, the inheritance of non-heritage culture and the protection and education of the ecological environment. Its main features are:

(1)The connotation of Eco-museums for cultural heritage protection. Unlike traditional museums, Eco-museums contain the living culture of the whole community, including static culture and dynamic culture. The natural environment, community residents, cultural heritage and other cultural factors with specific value and special significance are all under protection, i.e., the protection of cultural heritage in Eco-museums is the protection of biodiversity and cultural diversity[4].

(2)The content (collection) of an Eco-museum is cultural heritage. The culture it protects is usually a weak culture surrounded by strong cultures. The territory of the Eco-museum is the territory of the community, and its exhibition hall is the entire Women's Red Workshop, with exhibits such as architecture, costumes, skills, culture and art, etc., providing more comprehensive and profound knowledge and information for everyone.

(3)The openness and participatory nature of

the Eco-museum. The Eco-museum welcomes exchange with outside cultures with an open attitude[5]. The Eco-museum itself is a kind of tourist resource, established in the original place of culture, with community residents as masters of their own culture, based on the personal participation and management of community groups, and realized under the guidance of teachers.

1.3 Differences between Eco-museums and Traditional Museums

Eco-museums exist in contrast to traditional museums and are very different. Traditional museums are defined as: "architecture + collection + experts + public"; Eco-museums are defined as: "territory + tradition + memory + inhabitants" [6]. In short, Eco-museums focus on everyone's active participation rather than on natural ecology. This kind of intangible living museum built in the original place of residence is a diametrically opposite concept to traditional off-site preservation and static display, and it is also an important characteristic of Eco-museums that distinguishes them from traditional museums[7](Table1).

Table 1. Differences between Traditional Museums and Eco-museums

Causality	Traditional Museums	Eco-museum
Scope	Static stand-alone buildings or complexes	The entire specific community - the nature of the community is preserved in situ, alive and in its native environment
Subject	Expert scholars	Trained and co-composed by "community residents"
Functionality	Conservation, collection of cultural objects; Education	Resource conservation centers for the preservation of nature; full presentation of one's own culture and art to consumers, promotion of cultural pluralism and values
Service Targets	Local residents, foreign visitors	Local residents, overseas visitors, research scholars, professional organizations
Display content	Physical remains with heritage value or historical deposits	All resources in the community, both cultural and natural.
Showcase	Static, realistic displays on museum shelves out of their native environment	Organic combination of time and space, static and living: in situ, living, vividly preserved in its original environment

2. Problems

Since the concept of Eco-museum was introduced to China, a series of practices have been carried out in Guizhou, Guangxi, Yunnan and Zhejiang. At the same time, the new concept has also opened up new research ideas for the protection of tangible and intangible cultural heritage, traditional villages, and large

sites, which have been successively grafted with Eco-museums, highlighting the increasingly obvious problems.

2.1 The Problem of Combining Cultural Preservation and Display

French museum expert Henri Rivière pointed out that the Eco-museum is a resource protection center that helps preserve and

develop cultural heritage. However, the issue of how to combine the protection of tangible and intangible cultural heritage, the natural environment, the humanistic environment, etc. for living protection, overall protection, and the protection and display of cultural diversity has yet to be solved.

2.2 Inadequate Publicity and Education of Relevant Concepts

Eco-museum focuses on the active participation of local people in the construction and operation of the later stage, which is in the early stage of extensive and in-depth publicity and education on the basis of the expected results, so that the local people can identify with and explain their own culture, to become the master of the culture. Throughout China's current ecological museum's publicity work, it can be said that it is still very immature, for the utilization of new means is still not in place. Some museums have not built relevant websites, and even if they have built websites, they are slow in updating and do not get much useful news and information.

2.3 Inadequate Human Resources

Eco-museum is a laboratory that provides relevant experts with information on the cultural heritage, inhabitants and environment of the study area, and cooperates with scientific research institutions. What is indispensable to any industry is talent, and the level of personnel engaged in Eco-museum research in China is still uneven and needs to be improved urgently.

2.4 Economic Benefits are Not Significant

Eco-museums do not aim at pursuing economic benefits, but they carry the responsibility of developing the national economy in underdeveloped areas[8]. With the opening of the museum, cultural diversity will inevitably trigger social concern, prompting the occurrence of tourism behavior, bringing considerable economic benefits, so that the income of local residents have a certain increase.

3. Solutions under the Eco-museum Concept

At present, the Museum of Women's Red Crafts is facing a changing social and

ecological environment, how to solve the problems that may arise in the realities of traditional cultural heritage protection needs to be combined with the concept of "Eco-museums", and can be adapted to the progress of the times in ways and means to accomplish.

3.1 Artificial Intelligence Multimedia Utilization

From the perspective of the purpose of the Eco-museum, the construction of the Eco-museum should strive to respond to the economic development of the community in which it is located, and strive to make it a means and a tool for the development of the local people. In addition to physical exhibits, increase the use of multimedia in the design of the Women's Red Workshop exhibition program, focusing on the creation of "dynamic", a comprehensive display of women's red skills and culture and the current status of the inheritors. The establishment of diversified exhibits, create a good reputation, and proactively strive for the audience is an important way to increase the flow of visitors and improve the social impact of the museum.

3.2 Passed on by an Heir

One of the footholds of the Eco-museum lies in the protection of characteristic culture, and the continuous development and innovation through the excavation, organization and research of characteristic culture. The inheritor is the main body and the main driving force of the inheritance, protection and development of women's red craft, which is also one of the key elements for the construction and development of the Eco-museum. For a long time, the collection of women's red workshop collection mainly relies on the staff of the museum, thus ignoring the origin of the skill and the relationship between the inheritance of the skill, etc. As a result, the women's red skill does not play an enlightening role in the cultural protection of the community residents. The cultural masters of the Eco-museum community are the "residents" of the community, who determine the direction of the community's cultural inheritance and development[9]. However, due to the indifference of the younger generation to the degree of enthusiasm for traditional culture and its protection and inheritance, as well as

the impact of foreign cultures, they often face the dilemma of “death of the art“, so the cultivation of inheritors in line with the needs of the development of the times has become an urgent task.

3.3 Organization and Management Mode Construction

The living protection of traditional culture is a long-term and arduous task, one of the important tasks facing the Eco-museum is cultural protection, and a better use of the management function of the Eco-museum is an important basis for accomplishing the goal of the protection of women's red skills. We can try to increase the cultural management function and social management function, and explore the establishment of a modern socialized management mode suitable for the inheritance and protection of women's red skills. Actively looking for cooperative enterprises to play an effective role in the integration of digital information, release, inheritance guidance, research and training, use of funds, etc., and to build up a network of social, technological and personnel framework for the digital Eco-museum.

3.4 Integration of “Craftsmanship” and Innovation

Traditional handicrafts should be transformed into modern products, and it is necessary for the inheritors to make corresponding efforts to find the corresponding combination point between tradition and modernity. In order to inherit the red women's skills, the inheritors on the one hand should have “craftsmanship“, craftsmanship, love and loyalty to the profession, and shape the brand image. On the other hand, there should be a sense of innovation, the inheritors to participate in tournaments, training, fairs, etc., to help them go out and open their eyes to the concept of change, to improve the inheritors of the creative ability; to take a combination of online and offline, offline can be considered is to allow tourists to participate in the production of on-site experience of the female red technology, online can be the exhibitors of the artist for a personal character interviews, filming of exhibits, such as the production process of the works, in the form of multi-media broadcasting to the general public! Show their artistic life path and its

perseverance of craftsmanship, but also by helping them to sell cultural and creative products on the Internet so that they can obtain material benefits, broaden the source of funds, and improve visibility[10].

4. Conclusion

Eco-museums are based on the principles of indigeneity, authenticity and integrity, and their main function is to protect the living culture of the community as a whole and its dynamic development. Eco-museum is a new form of museum that protects the natural and cultural heritage of the community as a whole. The protection of the women's red craft museum based on the concept of “Eco-museum”, i.e., applying the value concept and operation mode of “Eco-museum” to the protection of the women's craft. The protection of women's red craft museum with the concept of “Eco-museum” is to utilize the value concept and operation mode of “Eco-museum” to adopt protection measures for various social practices, conceptual expressions, manifestations, knowledge, skills and related tools, objects, handicrafts and cultural venues, etc., so as to better inheritance and innovation. Cultural skills carry the heritage of thousands of years of Chinese civilization. Entering the new era, museums have become an important force in promoting equal, pluralistic and inclusive development of society. It is important to deepen the connotation of women's red craft museums, to promote the mutual exchange and integration of women's red skills, and to implement the conservation research of women's red craft museums based on the concept of Eco-museums.

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