



# Research on the Digital Transformation Strategy and Organizational Structure Optimization of Intangible Cultural Heritage

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**Abstract:** In today's fast-paced info age, intangible cultural heritage (ICH) faces protection and inheritance challenges. However, digital technology's advancement offers a new era for ICH's protection and inheritance. Digital transformation enhances preservation quality and widens dissemination and innovative development. This paper discusses ICH's digital transformation necessity, strategies, and organizational optimization to support ICH protection promotion.

**Keywords:** intangible cultural heritage, digital transformation, organizational structure

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## 1. Introduction

The intangible cultural heritage, as the carrier of ethnic groups' history and culture, is vital to human civilization. However, it faces challenges like space reduction, inheritor aging, and limited communication. Digital transformation, an innovative solution, has gained attention in protecting it. This paper analyzes the digital transformation path from strategic planning and organizational structure. It offers strategic guidance and practical reference for digital protection and inheritance of intangible cultural heritage.

## 2. Strategy of digital transformation of intangible cultural heritage: a comprehensive layout towards the new digital era

### 2.1 Strengthening the construction of digital resources: Building the digital cornerstone of intangible cultural heritage

The primary task of the digital transformation of the intangible cultural heritage is to build a comprehensive, systematic and standard digital resource database. This is not only a simple data collection process, but also a feat of deep mining and accurate recording of intangible cultural heritage[1]. Advanced digital acquisition technology, such as high-definition camera, 3D scanning, etc., needs to make all-round and multi-angle records of intangible cultural heritage projects to ensure that every detail can be perfectly presented. At the same time, through the digital processing technology, the original material for denoising, enhancement, repair and other processing, to make it more clear and vivid[2]. In terms of digital storage, advanced technologies such as cloud computing should be adopted to realize the safe and efficient storage of massive intangible cultural heritage data and ensure the security and sustainability of data[3]. In addition, the copyright protection of digital resources is also an important link that cannot be ignored. It is necessary to establish a sound copyright protection mechanism, clarify the ownership relationship of the digital resources of intangible cultural heritage, severely crack down on infringement acts, and create a good legal environment for the inheritance and development of intangible cultural heritage[4].

### 2.2 Strengthen talent training and introduction: to build a professional talent team of digital intangible cultural heritage

The digital transformation of intangible cultural heritage cannot be separated from the support of professional talents. The training of digital talents in the field of intangible cultural heritage protection should be strengthened, and the digital skills and literacy of relevant personnel should be improved by holding training courses and seminars[5]. At the same time, we should actively introduce excellent digital technical talents and management talents at home and abroad to inject fresh blood and vitality into the digital transformation of intangible cultural heritage[6]. These professionals will become an important driving force for the digital transformation of the intangible cultural heritage, and they will play an important role in technology research and development, project management, marketing and other aspects[7].

### **3. Optimization of the organizational structure of the digital transformation of the intangible cultural heritage**

#### **3.1 Establish and improve the management organization**

The smooth progress of the digital transformation of the intangible cultural heritage cannot be separated from an efficient and professional management organization. Therefore, first of all, we should establish and improve the management organization of the digital transformation of intangible cultural heritage, and clarify the responsibilities and tasks of governments and departments at all levels.

The central and local governments should set up special digital protection agencies of intangible cultural heritage, which should be highly professional and authoritative and able to coordinate the work of the digital transformation of intangible cultural heritage. These institutions should not only be responsible for the planning, implementation and supervision of the intangible cultural heritage digital projects, but also strengthen the communication and cooperation with relevant departments to form joint efforts. For example, intangible cultural heritage digital protection agencies can cooperate with cultural departments to explore and organize intangible cultural heritage resources; cooperate with science and technology departments to promote the application of digital technology in intangible cultural heritage protection; and cooperate with education departments to integrate digital content of intangible cultural heritage into the education system to cultivate more young talents who are interested in intangible cultural heritage. In addition, a legal and regulatory system for the digital protection of intangible cultural heritage should be established and improved to provide legal guarantee for the digital transformation of intangible cultural heritage. The basic principles, objectives and tasks, and responsibility subjects of the digital protection of intangible cultural heritage should be clarified through legislation to ensure the legality and standardization of the digital transformation of intangible cultural heritage.

#### **3.2 Optimize the organizational structure Settings**

On the basis of establishing and improving the management organization, it is also necessary to optimize the organizational structure setting according to the actual needs of the digital transformation of the intangible cultural heritage.

On the one hand, we should strengthen the digital construction of intangible cultural heritage protection and research institutions. These institutions are an important force in the digital transformation of intangible cultural heritage, and must have high digital scientific research capabilities and service level. Improve the digitalization of these organizations by introducing advanced digital technology, equipment and talents, strengthen exchanges and cooperation with international and domestic advanced institutions and learn from their successful experiences and practices. In addition, intangible cultural heritage protection and research institutions should be encouraged and supported to carry out digital research projects and promote the innovation and development of digital protection technology of intangible cultural heritage[8].

Promote intangible cultural heritage digital industry development. It's an essential platform for digital transformation, with vast potential. Encourage enterprises and social forces through policies and funding to participate in digital protection. Strengthen cooperation among digital enterprises to foster growth. Establish market mechanism and quality supervision to ensure efficiency and quality of digital products. Set up a supervision and evaluation system to regularly assess progress, address issues, and commend exemplary cases for demonstration and motivation[9].

#### **3.3 Strengthening the construction of talent teams**

On one hand, we should enhance the introduction and training of digital professionals with high professional quality and innovation ability for intangible cultural heritage protection. Collaborate with universities and research institutions for talent training programs, and offer incentives to attract top digital professionals. Additionally, improve the professional skills and quality of existing digital professionals. On the other hand, we should also strengthen digital skills training for non-genetic inheritors[10]. Intangible cultural heritage inheritors and disseminators influence digital transformation's effectiveness. Non-genetic inheritors' digital skills can be enhanced through training courses and encouraging digital creation/communication. Establish and improve talent incentive/guarantee mechanisms to support digital protection. For instance, create a special fund for digital protection and offer preferential policies to attract talents. Improve talent evaluation/promotion mechanisms to boost enthusiasm and creativity.

### **4. Conclusion**

Intangible cultural heritage's digital transformation is a key direction for its protection. By enhancing digital resources, fostering technological innovation, nurturing talent, and deepening international collaboration, we can vigorously advance this transformation. Additionally, optimizing organizational structure, ensuring smooth progress, strengthening talent teams,

and establishing a scientific supervision and evaluation system are crucial. We anticipate more support for this endeavor to jointly promote the inheritance and development of intangible cultural heritage.

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