

# Digital Heritage and Culture Promotion

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# ABSTRACT

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A digital platform for promoting heritage and culture of Tamil Nadu. Preserving endangered indigenous heritage by creating separate section providing details of conducted our long history with videos of activities in that places associated with history by cultural representative of that respective areas. Leveraging the use of machine learning, ensemble learning applying various algorithm for separate recommendations. Additionally separate section to advertise various products home to diverse culture and heritage locally and Thus making globally culture and known which creates a brand remote handmade old/traditionally made products. Thereby a complete packed platform for culture and heritage preservation of Tamil Nadu.



# EXISTING SYSTEM

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There are existing systems available which promotes various aspects of tourism, including heritage sites, cultural events, festivals, and experiences included both government and a non-profit organization dedicated to the conservation and preservation of nation's heritage.

Example : Incredible India (official website from government of india dedicated to promote culture and heritage of India

INTACH (Indian national trust for art and cultural heritage) a non profit organization's website that provides resources on heritage conservation, projects, publications, and events.

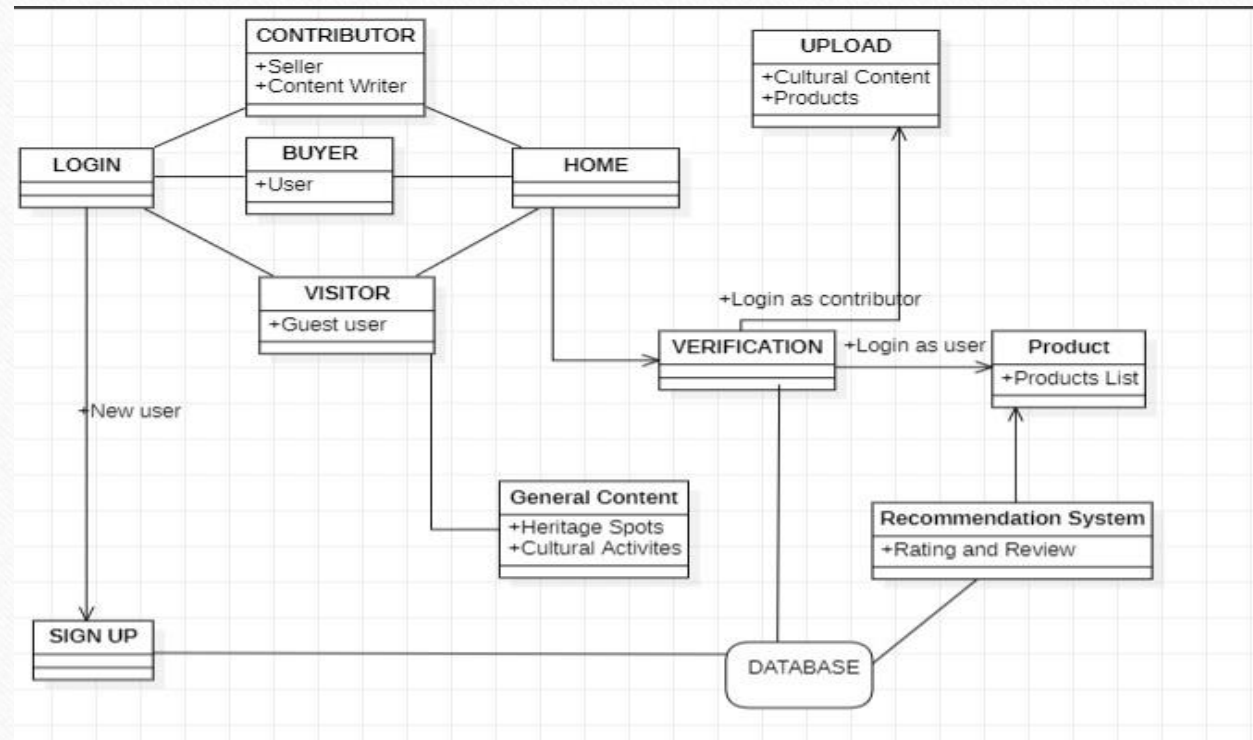
# PROPOSED SYSTEM

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This system aims to leverage cultural heritage to create strong local brands and people with their own interest can contribute their knowledge in digital documentation by writing their own blogs. Integrating cultural heritage elements into the design, production, and marketing of local products and services. This could involve using traditional techniques, materials. Distill the essence of the cultural heritage into a brand story that resonates with the local target and global audience. In addition comprehensive information about various tourist destinations, including attractions, activities and local events. Suggesting products and places based on user review and ratings implemented by using machine learning techniques.



# ARCHITECTURE



# MODULES

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- User Management Module
- Content Management Module
- Product Management Module
- Recommendation System module

# EXPLANATION OF MODULE

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- **User Management Module**

This module manages user registration, login, and authentication, handling different user roles (Visitors, Contributors, Sellers, and Account Holders). It verifies user identities, assigns roles, ensures access control, and supports profile and account settings management.

- **Content Management Module**

This module enables contributors to upload and manage cultural content, including articles, images, and videos about heritage sites and cultural activities. It organizes this information, tags and categorizes it for better recommendations, and verifies contributor roles through the User Management Module.



# EXPLANATION OF MODULE

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- **Product management Module**

This module enables sellers to list locally made products and manage product details, inventory, and sales. This system also works with the Recommendation System to suggest products to users based on their interests and behaviors.

- **Recommendation System Module**

This platform offers personalized recommendations for cultural spots and locally made products, using machine learning to refine suggestions based on user interactions and ratings. User feedback influences future recommendations.

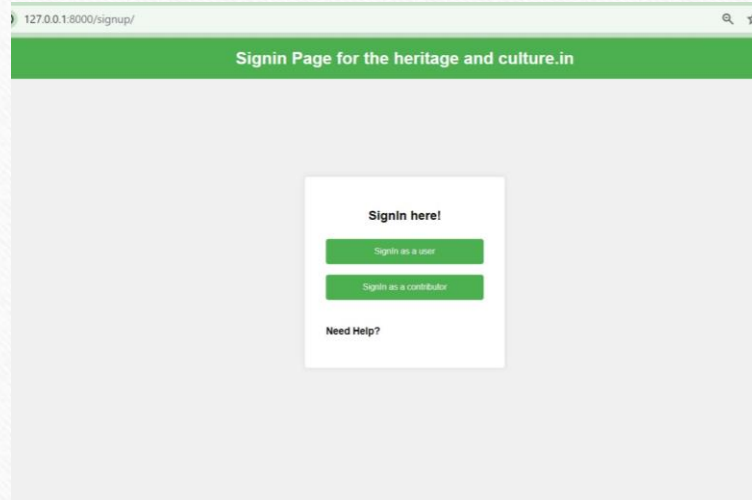
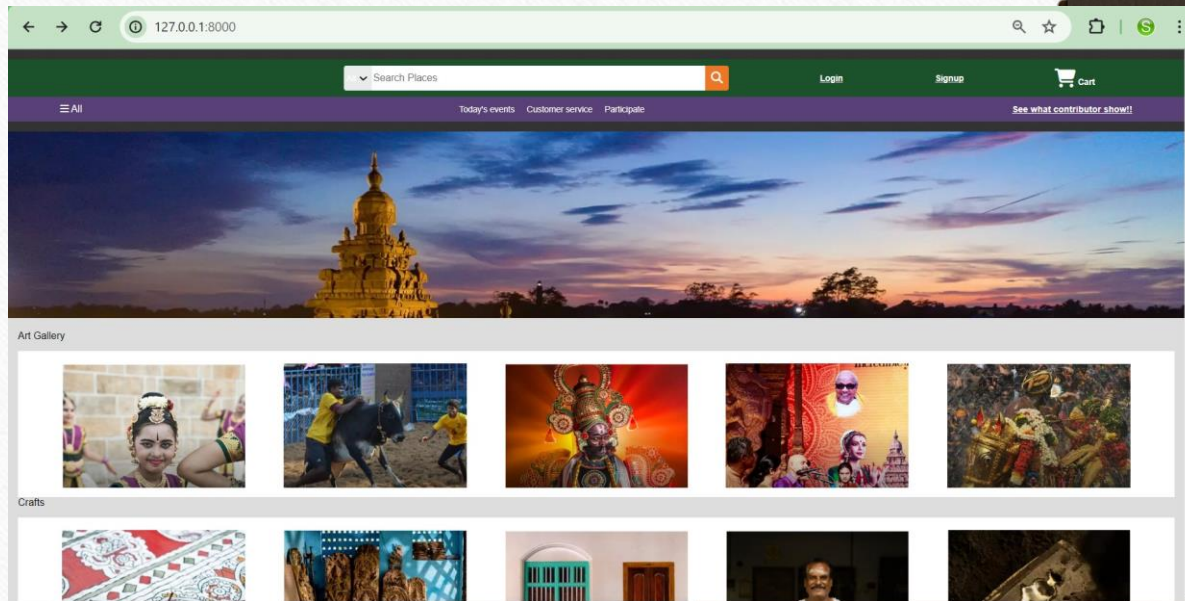


# RESULT AND DISCUSSION

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This digital platform effectively preserves and celebrates Tamil Nadu's rich heritage and culture. Users can easily register and access various features based on their roles, while contributors can seamlessly upload cultural content and documentaries, and sellers can list locally made products. Personalized recommendations for cultural spots and products are continuously updated based on user interactions and ratings using machine learning algorithms. The platform encourages user engagement through feedback and ratings, influencing future recommendations, and integrates real-time updates to ensure recommendation models reflect the latest trends. Hence, This website provides a vibrant online space for exploring Tamil Nadu's cultural treasures, fostering community engagement, supporting local artisans, and promoting cultural exchange globally.





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A 'Signup' form overlay is shown against a background of ancient Tamil script carved into stone. The form is titled 'Signup' and contains the following fields: 'Name' (text input), 'Gender' (dropdown menu with 'Select Gender' as the placeholder), 'Date of Birth' (text input with a date format 'dd-mm-yyyy' and a calendar icon), 'Designation/Work' (text input), 'Field of Interest' (dropdown menu with 'Select Field' as the placeholder), 'Phone Number' (text input), 'Email-ID' (text input), and 'Password' (text input).



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**Author:** Subramaniam Ph.D

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Dance of TamilNadu

```
recommended_products = hybrid_recommendation(sample_product_id, cosine_sim, pi
print("Recommendation for user who purchased product \"\" + sample_product_name + \"\"
recommended_products.head(10)
```

Recommendation for user who purchased product "ambrane unbreakable 60w 3a fast charging 15m braided type c cabl

	product_id	product_name	rating
1158	B0BMTZ4T1D	1000 watt2000watt room heater fan heaterpure whitehn2500...	4.5
261	B07F1P8KNV	wayona nylon braided usb type c 3ft 1m 3a fast charger c...	4.2
1417	B09HS1NDRQ	prettykrafts laundry square shape basket bagfoldablemult...	3.8
11	B0789LZTCJ	boat rugged v3 extra tough unbreakable braided micro usb...	4.2
785	B098R25TGC	noise buds vs201 v2 inear truly wireless earbuds dual eq...	3.8
274	B075TJHWVC	airtel digital tv hd set top box 1 month basic pack reco...	4.2
166	B07JPJZ2H	wayona nylon braided lightning usb data sync 3a charging...	4.2
42	B07JW1Y6XV	wayona nylon braided 3a lightning usb syncing fast charg...	4.2
1204	B09KPXTZXN	rico japanese technology rechargeable wireless electric ...	4.0
1332	B0B9RZ4G4W	amazon basics 300 w hand blender stainless steel stem ho...	4.0



# CONCLUSION

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Hence , our digital platform is dedicated to preserving and promoting Tamil Nadu's rich heritage and culture. By offering a comprehensive online space with detailed historical content and cultural activities, we aim to protect and celebrate the region's traditions. With personalized recommendations through advanced machine learning, users can enjoy content that matches their interests. The platform also features a marketplace to support local artisans and showcase handmade products, bringing Tamil Nadu's cultural treasures to a global audience. Our goal is to keep these traditions alive and accessible for everyone, ensuring they are cherished for generations to come.

# FUTURE ENHANCEMENT

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We can encourage crowdsourced content and contributions, enabling users to share their stories, photographs, and videos to enrich the platform with diverse perspectives and experiences. Additionally, we can also include the diverse cultures of various regions and states to showcase them to a worldwide audience. This comprehensive representation will not only celebrate cultural diversity but also promote global understanding and appreciation.