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A Study on the Synergistic Path of Digital Technology Empowering the Promotion of Li and Miao Cultural Heritage and the Revitalization of Rural Industries

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Abstract: Against the backdrop of accelerated global digitalization and the deepened implementation of the rural revitalization strategy, leveraging emerging technologies to promote the preservation of ethnic cultures and rural social development has become a pivotal contemporary issue. However, under the pressures of rapid modernization and urbanization, indigenous heritages, particularly the Li and Miao cultures, face unprecedented challenges. These include limited transmission channels, restricted dissemination impact, and insufficient innovation and transformation, which collectively threaten their long-term survival. Correspondingly, related rural industries have long encountered severe developmental bottlenecks, including reliance on traditional business models, poor market integration, and persistently low added value. Grounded in the actual development context of Li and Miao settlements in Hainan, this paper systematically analyzes the synergistic mechanisms and practical pathways for digital technologies to empower cultural dissemination and industrial revitalization. By integrating advanced digital tools such as virtual reality, big data analytics, and e-commerce platforms, this study explores how technological interventions can effectively modernize traditional cultural expressions while simultaneously boosting local economic growth. Furthermore, the research evaluates the socio-economic impacts of these digital integrations on community engagement and sustainable development. Ultimately, this comprehensive analysis aims to provide robust theoretical references and actionable practical frameworks for policymakers and stakeholders. The findings underscore the immense potential of digital empowerment in achieving a sustainable, win-win outcome of cultural prosperity and economic development in marginalized ethnic regions.

Keywords: digital technology; cultural heritage; rural revitalization; ethnic cultures; sustainable development; industrial development

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1. Introduction

As a unique indigenous culture of Hainan, Li and Miao cultures embody the ecological wisdom and artistic achievements forged through millennia of harmonious coexistence between humans and nature, constituting a vital component of China's outstanding traditional culture. Technologies such as 5G, artificial intelligence, and virtual reality have not only transformed information dissemination but also reshaped the entire cultural production and consumption ecosystem [1, 2]. While existing academic research extensively explores topics like digital rural development, intangible cultural heritage preservation, and cultural-tourism integration, systematic studies focusing specifically on ethnic minority regions and synergistically linking cultural preservation with industrial revitalization remain scarce. Particularly amid the significant strategic opportunities presented by the Hainan Free Trade Port initiative, there is an urgent need for theoretical frameworks and practical insights to harness digital technologies in activating the intrinsic vitality of Li and Miao cultures, thereby achieving mutual empowerment between cultural preservation and rural economic development [3, 4].

2. The Challenges of Li Miao Cultural Heritage Preservation and Rural Industrial Development

As the spiritual foundation of Hainan's indigenous ethnic groups, Li and Miao cultures embody millennia of accumulated wisdom and aesthetic heritage. However, amid the wave of modernization, this precious cultural legacy faces crises such as a shortage of inheritors and weakened dissemination capabilities. Rural industrial development also suffers from structural homogeneity and a lack of distinctive brands, failing to effectively integrate cultural resources with economic value [5, 6].

2.1. Practical Challenges in Preserving Li and Miao Cultures

As a precious treasure of the ethnic minorities in southern China, the Li and Miao cultures face severe and complex challenges in their living inheritance. The core vehicles of transmission are confronting a serious crisis of loss and generational discontinuity. The spiritual essence, exquisite craftsmanship, and rich oral epics, folk songs, and ritual dances of Li and Miao cultures rely heavily on "people" as their living carriers. However, traditional masters and skilled embroiderers are aging rapidly, while the long learning cycles and limited economic returns of traditional techniques have diminished young people's willingness to learn. Many ancient oral epics, sacrificial songs, and secret weaving manuals are fading away with the passing of elderly artisans due to lack of successors, becoming lost legacies. The dissemination and presentation of traditional culture have experienced "disorientation" and marginalization in contemporary contexts. Traditional inheritance events such as the "March 3rd" festival and the Shanlan Festival are deeply rooted in specific village social structures and agricultural rhythms [7, 8]. With changes in social structures and traditional lifestyles, these events have been simplified. Li and Miao cultures receive limited visibility in public discourse and mass media, lacking in-depth interpretation and modern expression of their historical depth, philosophical concepts, and artistic value. Both the intrinsic motivation for cultural inheritance and the social support system are weak. Cultural bearers, especially the younger generation, face the real-world conflict between cultural identity and economic rationality, resulting in a severe lack of intrinsic motivation for transmission. Despite policies such as intangible cultural heritage protection, funding is predominantly allocated to museum construction and list registration applications, while insufficient resources are devoted to sustained subsidies for inheritors, substantive incentives for training activities, and market development for innovative products.

2.2. Bottlenecks in Rural Industrial Development

Currently, the economies of many Li and Miao villages remain heavily reliant on traditional farming and breeding practices, as well as basic, seasonal rural tourism. Rural tourism development predominantly follows a superficial model combining "farm stays with sightseeing," while the exploration of Li and Miao cultural heritage remains limited to simple song-and-dance performances, costume photography, and handicraft sales. Emerging industries such as cultural creativity, health and wellness, and smart agriculture have developed slowly, resulting in a monolithic industrial ecosystem that fails to integrate diverse business models for mutual support. Although the "Village-to-Village Connectivity" initiative has been largely implemented, essential infrastructure—including cold-chain logistics, stable high-speed broadband networks, and eco-friendly parking facilities—still falls short of modern industrial standards, hindering e-commerce growth, agricultural product distribution, and enhanced tourism experiences. Agricultural operations are primarily conducted by small-scale farmers, with professional cooperatives generally lacking the capacity for standardized production, large-scale supply chains, or branded operations. Most Li and Miao specialty products, rich in cultural heritage, remain at the primary or low-value souvenir stage, lacking systematic branding strategies, quality certifications, packaging designs, and marketing efforts [2, 9]. Their limited market recognition prevents effective integration with online platforms and contemporary consumer demands.

2.3. Manifestations of Insufficient Synergy between Culture and Industry

The profound Li and Miao cultural heritage should serve as the most essential and distinctive resource and driving force for developing rural specialty industries, while thriving rural industries should provide a solid economic foundation and dynamic platforms for cultural preservation. However, there exists a disconnect between these two domains—they operate in silos with insufficient synergy. Cultural and industrial initiatives are typically managed by separate departments operating under different frameworks. Cultural preservation emphasizes protection, public welfare, and authenticity; its key performance indicators focus on the number of intangible cultural heritage listings, recognition of inheritors, and establishment of training centers, favoring static preservation while adopting cautious approaches toward commercialization and innovation. Industrial development, conversely, prioritizes economic viability, efficiency, and scale, aiming for growth, employment creation, and investment returns. This divergence in objectives and methodologies hinders the alignment of policies, resources, and actions [10]. Furthermore, there is a lack of systematic platforms and business models that can deeply integrate culture and industry to co-create value. Vast amounts of documented cultural resources remain confined to archives, academic papers, or museum displays, failing to be transformed into market-competitive cultural products, tourism experiences, or brand narratives through systematic creative design, product development, or IP incubation. Effective communication channels and collaborative mechanisms are also lacking between cultural inheritors and industrial operators—cultural inheritors lack market and marketing expertise, while operators are unfamiliar with cultural depth and craft traditions. Local communities and cultural inheritors are primarily engaged in low-value-added production processes, while high-profit segments are predominantly controlled by external design firms, brand owners, and distributors. As a result, the benefits of collaborative development fail to reach cultural custodians and local communities to the fullest extent.

3. Technology-Driven Cultural Communication and Industrial Transformation

Digital technology has profoundly transformed the dissemination dynamics and industrial landscape of Li and Miao cultures, laying a solid foundation for the synergistic development of cultural preservation and industrial growth. The ultimate goal extends beyond mere technological application; the key lies in effectively converting these enabling tools and digital infrastructure into intrinsic bridges connecting culture and industry, thereby fostering a sustainable ecosystem characterized by mutual benefit and coexistence.

3.1. The Reconstruction of Cultural Communication by Digital Technology

The wave of digital technology is reshaping the logic, forms, and effectiveness of Li and Miao cultural dissemination with unprecedented breadth and depth, transitioning culture from traditional, regional, and static modes of transmission to a new era characterized by globalization, interactivity, and dynamism [11]. Today, a smartphone and a social media account alone are sufficient to turn any Li embroidery artisan or Miao silver craftsman into a central figure on self-media platforms. Through platforms like TikTok, Kuaishou, Bilibili, and Xiaohongshu, they can showcase in real-time the intricate weaving patterns and engraving processes of silver ornaments, narrating the mythological stories behind these cultural symbols in their local dialects. High-precision 3D scanning and modeling technologies enable the permanent digital archiving of the complex motifs of Li brocade, the meticulous details of Miao silver ornaments, and the architectural wisdom embodied in boat-shaped dwellings, allowing for unlimited, lossless viewing and research in virtual spaces. Virtual Reality (VR) and Augmented Reality (AR) technologies create immersive experiences that transcend physical limitations. Rich media formats such as short videos, live streams, and interactive documentaries transform profound cultural symbols into accessible and relatable contemporary narratives. Furthermore, digital technology fosters cultural communities

based on shared interests and emotions. Social media algorithms connect individuals worldwide interested in Li and Miao cultures, forming cross-regional online communities, fan bases, and cultural circles. Cultural dissemination can precisely reach and deeply engage target audiences, continuously generating new communication hotspots and creative inspiration through community interactions, thereby establishing a solid and expanding social foundation for cultural preservation. Finally, digital technology opens new avenues for the social and economic transformation of cultural values. A live stream showcasing Li Brocade craftsmanship simultaneously achieves cultural education, skill demonstration, and product pre-sale. The traffic and attention generated through digital dissemination create a closed loop that combines online promotion with offline experiential consumption.

3.2. Empowerment of Digital Technology for Industrial Revitalization

Digital technology is emerging as a transformative force that significantly reshapes the production, operations, marketing, and organizational structures of rural industries. It provides a comprehensive toolkit for the Li and Miao regions to overcome traditional industrial challenges and achieve accelerated development. Its core principles focus on "cost reduction, efficiency enhancement, quality improvement, market expansion, and innovation." In production and supply chains, digital technologies enhance precision, standardization, and traceability, thereby strengthening industrial foundations and increasing product value. For instance, in agricultural production, IoT sensors and drone remote sensing enable monitoring of growth conditions for specialty crops such as Shanlan rice and tropical fruits. These technologies facilitate precise irrigation, fertilization, and early warnings for pests and diseases, improving both yields and quality. In handicrafts, 3D scanning and digital modeling standardize traditional designs and patterns, providing accurate data for mass customization, innovative design, and quality control. In operations and marketing, digital technologies enable targeted marketing and innovative distribution channels. E-commerce platforms and social media marketing allow products like Shanlan liquor, rattan crafts, and Li brocade/Miao embroidery to reach national and international markets directly. Big data analytics provide producers with deep insights into consumer preferences, guiding product development and marketing strategies. In terms of industrial organization and business innovation, digital platforms reduce barriers to entrepreneurship and collaboration, empowering returning youth and rural women to become "digital farmers" and "rural influencers." These technologies also integrate dispersed cultural sites, workshops, boutique accommodations, and agritourism offerings into cohesive experiences, fostering immersive tourism. Shared economy models, such as cloud-based planting, enable consumers to remotely claim a tea tree or a rice field, monitor its growth in real-time via video, and harvest personalized agricultural products. During decision-making and service support phases, the integration of industrial, resource, and market data can establish a digital brain for rural industries. This system provides government agencies and businesses with tools for industry operation monitoring, trend analysis, and decision-making support.

4. Establishing Pathways for the Integrated Development of Culture and Industry

In the new era where digital technology and rural revitalization converge, the preservation of Li and Miao cultures alongside the high-quality development of rural industries presents a historic opportunity for integration. Applying technology or developing industries in isolation is insufficient to address complex demands; the key lies in establishing a systematic approach that deeply integrates cultural heritage with industrial advancement.

4.1. Cultural IP Development and Industrial Branding: Building a Core Value Engine for Synergistic Growth

Cultural IP development is a creative process that involves the deep exploration, refinement, and revitalization of cultural values. It includes contemporary reinterpretation, narrative construction, and character-driven representation of the core

elements of Li and Miao cultures. Specific approaches include content IP, such as adapting creation myths and heroic epics into animations, short dramas, and online literature; image IP, such as designing virtual idols, anime characters, or prototypes for cultural and creative products that embody Li and Miao cultural characteristics; and spatial IP, such as creating immersive, themed cultural tourism villages or festival brands.

Industrial branding centers on cultural IP as its core, systematically enhancing the value and differentiating products and services in the market. Its development involves three key dimensions: embedding the core value by integrating the story, aesthetics, and spirit of the cultural IP into product design, such as the Shanlan rice wine brand story, which connects with the harvest and gratitude culture of the "Shanlan Festival"; upgrading standards and user experiences by establishing product standards rooted in cultural essence, such as craftsmanship standards for Li brocade and ecological cultivation standards for Shanlan rice, and designing a comprehensive experience from purchase to use centered on the brand's core values; and implementing integrated marketing communications that leverage digital media to continuously share the cultural, regional, and human stories behind the brand, fostering an emotional connection with consumers that extends beyond mere functionality.

The integration of cultural IPs with industrial brands ultimately creates a robust brand ecosystem. A unified regional public brand can consolidate diverse local products, generating synergistic brand strength. Specific entities such as silver jewelry workshops, brocade cooperatives, and organic tea gardens have developed distinct characteristics under the cultural endorsement of this public brand. Digital technologies play pivotal roles: blockchain ensures product traceability and brand authenticity; social media serves as the primary platform for brand storytelling and user engagement; and big data analytics identify user preferences to guide IP development and product iteration. Through this process, culture gains sustained vitality and monetization potential via IP transformation, while industries acquire unique cultural value and market competitiveness through branding [12, 13]. These elements achieve deep value alignment and mutually reinforcing cycles, providing sustainable internal momentum for rural revitalization.

4.2. End-To-End Empowerment from Resources to Products: Revisiting the Value Realization Path for Rural Industries

Transforming Li and Miao cultural resources into market-competitive cultural products or services represents a value enhancement process evolving from "resources" to "products" and ultimately to "commodities." In research and design phases, digital technologies serve as accelerators for creative incubation and knowledge management. By establishing digital resource repositories for Li and Miao cultures and employing AI-powered content generation tools, designers can digitally extract, deconstruct, reorganize, and recreate patterns to rapidly produce numerous innovative designs aligned with modern aesthetics. Virtual prototyping and digital modeling technologies enable simulation and optimization of shapes and structures for products like silver ornaments and rattan crafts before physical production, significantly reducing trial-and-error costs. During manufacturing and quality control, digital technologies ensure standardization and transparency. For agricultural products, IoT, blockchain, and AI-powered image recognition technologies enable comprehensive data recording and monitoring throughout the entire lifecycle of Shanlan rice and large-leaf tea—from cultivation and management to harvesting. For handicrafts, high-definition imaging, 3D modeling, and digital watermarks create unique digital identities for each piece, documenting creators, craftsmanship details, and production timelines. Digital tools facilitate the development and dissemination of standardized foundational processes, enabling both mass production and customized manufacturing [14]. In marketing, sales, and service sectors, digital technologies act as bridges for market integration and value delivery—representing the most tangible application of digital empowerment. Content-based e-commerce and live-streaming commerce seamlessly integrate production scenarios, skill

demonstrations, cultural narratives, and product sales. Big data and user profiling technologies enable precise analysis of diverse consumer preferences, facilitating personalized product recommendations and customization. This creates a virtuous cycle of user co-creation, ensuring product iterations better align with market demands.

4.3. Joint Development by Government, Enterprises, Villagers, and Technology Platforms: Building a Sustainable Collaborative Governance Ecosystem

The synergy between culture and industry empowered by digital technology cannot be achieved through unilateral efforts [15, 16]. It necessitates that four key stakeholders—government, enterprises, villagers, and technology platforms—establish a clear, efficient, and equitable collaborative framework. The government should serve as a guide, service provider, and rule-maker, creating favorable institutional and infrastructural conditions for coordinated development. Its core responsibilities include formulating top-level policies and integrating strategies for digital infrastructure, intellectual property cultivation, and industrial convergence; leading or funding regional public service platforms for Li and Miao cultures; establishing digital standards, traceability protocols, and brand usage guidelines for distinctive Li and Miao products; and ensuring fair competition through market regulation. Enterprises should act as innovation engines, market bridges, and primary investors. Leveraging their market acumen, financial strength, and operational efficiency, they play a pivotal role in commercializing cultural intellectual properties, marketizing products, and driving business model innovation. Their duties encompass conducting market-oriented investments and operations to develop high-quality cultural tourism projects, creative products, and digital content; introducing and developing applicable technologies to integrate cutting-edge digital solutions into rural contexts; building modern supply chains and marketing networks to bridge the final and initial kilometers from production to consumption; and establishing equitable benefit-sharing mechanisms with villagers and cooperatives. Villagers constitute the core agents, ultimate beneficiaries, and cultural foundation of this collaborative development. It is essential to transform them from passive observers and laborers into active participants, leaders, and beneficiaries. This requires empowering individuals through digital skills by providing continuous, practical training in e-commerce operations and online marketing to enhance their market responsiveness; supporting them in establishing or joining various professional cooperatives and artisan alliances; and ensuring their rights to information, participation, and oversight in major decisions concerning community cultural development, land use, and revenue distribution. Technology platforms serve as connectors, enablers, and ecosystem builders. They offer accessible digital tools and traffic support, data insights, and market access, leveraging big data to help rural producers identify consumption trends and organize online specialty fairs and cultural tourism promotions. They also foster online industrial communities that facilitate collaboration among producers from different villages and product categories, as well as between designers and consumers.

4.4. Integration of Online Virtual Space and Offline Physical Space: Creating an Immersive Experience Economy Where Virtual and Real Coexist

The pinnacle of digital technology-enabled collaboration lies in breaking down the boundaries between online virtual spaces and offline physical spaces, creating a new hybrid realm where data interconnectivity, complementary experiences, and mutual value enhancement coexist. The core functions of online virtual spaces include immersive pre-experience, profound storytelling, and limitless expansion. By establishing digital twin villages or metaverse platforms like "Liemiao Homeland," users can access restored or artistically recreated Li and Miao digital worlds anytime, anywhere via VR devices or smartphones through virtual avatars—participating in ancient sacrificial rituals they cannot attend in person or learning to identify plant totems with virtual "Aoya." Tourists can scan real-world scenes with their phones to witness architectural evolution, animated interpretations of totems, and historical reenactments of ancestral scenes. Traditional villages, museums, and workshops should transform into immersive cultural experience

hubs: for instance, when visitors engage in hands-on spinning, dyeing, weaving, and embroidery at physical workshops, AR glasses provide real-time visualization of pattern evolution and technical tips. The essence of virtual-physical integration lies in data flow and closed-loop experiences, enabling seamless online-offline transitions and bidirectional user engagement. Data generated in virtual spaces can be instantly synchronized offline, fostering entirely new business models through this deep integration. The integration of virtual and physical elements not only significantly enhances visitors' experience depth and length of stay, stimulating comprehensive consumption in dining, accommodation, and shopping, but also leverages online traffic to generate a steady stream of customers and attention for physical venues. In turn, the authentic and immersive offline experiences reinforce and amplify the influence and value of the online IP, creating a virtuous cycle of virtual traffic diversion, physical engagement, and joint monetization across both channels. Ultimately, this transforms the Li and Miao region into a culturally and lifestyle-oriented destination with strong appeal and unique charm that transcends physical boundaries [15].

5. Conclusion

Culture serves as the essence of rural areas, while industries act as the foundation for revitalization. Establishing a virtuous cycle of "shaping tourism through culture, boosting industries via tourism, and nurturing culture through industries" is essential to unlocking the intrinsic driving force for rural development. The integration of digital technologies has eliminated geographical and temporal barriers, enabling cultural elements such as Li brocade, Miao songs, and local customs from remote mountain regions to reach broader national and global audiences. Additionally, specialty agricultural products and handicrafts can now access extensive markets through e-commerce platforms. Technological advancements have also facilitated multi-stakeholder collaboration among governments, enterprises, villagers, and digital platforms, fostering a development model characterized by joint construction, governance, and shared benefits. By continuously promoting the coordinated development of cultural digitization and industrial intelligence, the Li and Miao regions are positioned to establish a revitalization pathway that combines cultural richness, technological innovation, and economic growth, offering replicable and scalable experiences for ethnic regions across broader contexts.

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