

Research on Protection and Development Strategy of Intangible Cultural Heritage in Zengcheng District

Zhenzhen Teng^{1, 2, a, *}, J.Dolgorsuren^{3, b}, Saihan^{4, c}

¹School of Arts, CITI University, Ulaanbaatar, 999097-15141, Mongolia

²School of arts and Media, Guangzhou College of Applied Science and Technology, Guangzhou, Guangdong, 511370, China

³School of Advanced Studies, CITI University, Ulaanbaatar, 999097-15141, Mongolia

⁴School of Mongolian language, Culture and arts, Xilingol Vocational College, Xilinhot, Inner Mongolia, 013899, China

^{a, *}jenina@163.com, ^bdolgorsuren.tdus@gmail.com, ^c976396509@qq.com

Abstract

In recent years, under the guidance and promotion of the Intangible Heritage Protection Center of the Cultural Center, Zengcheng District has made some achievements in the protection and development of intangible heritage projects, but it has not yet formed a brand project with obvious characteristics. Through SWOT analysis, this paper concludes that the non-legacy protection institutions in this region have the advantages of capital and team, but there are also some disadvantages, such as insufficient influence, lack of professionals, low aesthetic awareness of the public within their jurisdiction, insufficient innovation of non-legacy works, etc. Considering its opportunities and challenges comprehensively, we should strengthen the cooperation between government and enterprises with surrounding universities and enterprises, expand the breadth and depth of school publicity, publicize through multiple channels, and build brand non-legacy projects in Zengcheng district with all our heart.

Keywords

The Heritage Protection; Branding; Development Strategy.

1. Introduction

In December 2017, Zengcheng intangible cultural heritage (hereinafter referred to as intangible cultural heritage) protection center was formally established in the Cultural Center, which is responsible for organizing and guiding the general survey, identification, declaration, protection and exhibition, publicity, promotion and communication of intangible cultural heritage in the whole region. In recent years, the intangible cultural heritage protection center has made a lot of efforts in these areas, and carried out various activities to promote intangible cultural heritage protection and development, which made the protection of intangible cultural heritage projects in this region more standardized and orderly, and made more people know about intangible cultural heritage, spread intangible cultural heritage and consciously participate in the protection of traditional culture.

2. Main Practices of Intangible Cultural Heritage Protection and Development in Zengcheng District

(1) Integrate into the Greater Bay Area Cultural Heritage Trail and strengthen the publicity of intangible cultural heritage. Exhibitions of non-legacy works will be held in central axis

landmarks such as Guang Zhouta and flower city square. Make use of the Zengcheng branch of Guangzhou's first live broadcast festival to set up a special event for intangible cultural heritage and cultural innovation, and build a live broadcast sales platform for intangible cultural heritage and cultural innovation in Zengcheng. The 2020 Cultural and Natural Heritage Day will be held, and "Zengcheng Heritage TALK" and the exhibition of Zengcheng Square Art Gallery will be held.

(2) Take the lead in formulating a three-year action plan in the city to promote the development and revitalization of intangible assets; Take the lead in developing and formulating non-legacy maps in the city; Actively carry out the declaration and evaluation of non-genetic inheritance bases, and determine 14 district-level non-genetic inheritance bases by the end of 2020; Start the declaration and evaluation of the fifth batch of district-level intangible cultural heritage representative projects and representative inheritors in Zengcheng District.

(3) Cultivate the atmosphere of inheritance. Coordinate Zengcheng Media Center, and make more than 10 non-legacy projects such as Guangzhou Olive Carving and Paper-cutting, which have successively entered the platform of learning to strengthen the country. A number of non-legacy activities have also been organized, so that primary and middle school students can learn more about and participate in the non-legacy activities (as shown in Figure 1 below).



Fig 1. Exhibition of paper-cut works in Gualu Primary School in Zengcheng

(4) Actively coordinate the inheritors to participate in the competition. In the past five years, it has organized and participated in 16 different non-legacy events. In July 2020, Guangzhou Zengcheng Cultural Center won four awards, namely Excellent Organization Award and Excellent Instructor Award, for the first time. Paper-cut project "Practice Case of Paper-cut of" Wearing Red and Hanging Green, Beautiful Childhood "was shortlisted as one of the 10 outstanding cases of" Non-legacy on campus "in Guangdong.

(5) Organize various tourist souvenir design or cultural and creative design competitions, aiming at activating and branding local intangible cultural heritage, so as to promote the development of intangible cultural heritage projects in a wider range. A total of five non-legacy design competitions were held before the deadline (as shown in Table 1 below).

At present, 26 projects in Zengcheng District have been established as intangible cultural heritage projects of different levels, including 1 national project and 3 provincial projects (as shown in Table 2 below). Through these projects, some traditional crafts and activities that are about to disappear have been protected, and at the same time, they can be passed down to the younger generation.

Table 1. Summary of intangible cultural heritage design competitions hosted by Zengcheng District in recent five years

serial number	age	Activity name	Category of works
one	2017	2017 Guangzhou, China (Zengcheng) First He Xianggu Cultural Tourism Creative Competition	Arts and crafts, tourist souvenirs
2	2018	2018 Zengcheng Second Cultural Tourism Commodity Creative Design Competition	Product packaging design, tourist souvenirs, animation peripheral products
three	2019	2019 Zengcheng Youli. The 3rd Cultural Tourism Commodity Creative Design Competition	Advertising, illustration, tourist souvenirs, animation peripheral products.
four	2020	2020 Zengcheng Cultural and Creative Design Competition of "Creating Beauty through Heritage, Zerun Zengcheng"	IP image design, illustration, tourist souvenirs, animation peripheral products
five	2021	2021 Zengcheng Cultural and Creative Design Competition of "Creating Beauty through Heritage, Zerun Zengcheng"	IP image design, tourist souvenirs, animation peripheral products, illustrations.

Table 2. Non-legacy projects established in Zengcheng District

Non-legacy project	Project level	type
Dance Kirin, guangdong lion, Fishing Lantern, Spring Cattle, Fire Dog, Pique.	District and county level	Traditional dance
The making technique of Hailaotu Soy sauce, Xintang fish bag, lantern making technique, dragon head carving technique, Lanxi rice flour, sand head bamboo mat, paper cutting, traditional making technique of litchi wood furniture, grey carving, making technique of huang tang head dish, bamboo carving and seal cutting.	District and county level	Traditional skill
Hit the soil	District and county level	Traditional Sports, Recreation and Acrobatics
He Xianggu and the legend of hanging green, the legend of Bingong Buddha	District and county level	folklore
Luopai Art Cantonese Opera	District and county level	Traditional drama
Tang Shuai Fu Ye's custom of patrolling the square	District and county level	folk custom
Guangdong Han Music and Hakka Folk Songs "Crossing the Mountain"	District and county level	Traditional music
She worships her ancestors.	Provincial level	folk custom
Guangzhou orchid carving	national level	Traditional art

3. SWOT Analysis of Protection and Promotion of "Intangible Cultural Heritage" in Zengcheng District

However, although the intangible cultural heritage protection center in Zengcheng District, inheritors of intangible cultural heritage projects and people who pay attention to and support intangible cultural heritage development have made a lot of achievements after years of efforts,

intangible cultural heritage projects in this region still remain at the protection level, and it is its next important task and goal to further develop, activate development and form a brand. To find further strategies for the development of non-legacy projects in this region, we must analyze and study the strengths, weaknesses, opportunities and challenges of non-legacy development in this region. Through many field investigations, interviews with Director Peng, head of Zengcheng Intangible Heritage Protection Center, and participation in local intangible heritage activities, this paper analyzes the SWOT table of intangible heritage development in this region (see Table 3).

Table 3. SWOT analysis table of intangible cultural heritage development in Zengcheng District

S	W
<ol style="list-style-type: none"> 1. Financial support from the government 2. There are a group of dedicated non-legacy creators in the jurisdiction. 3. The Intangible Heritage Protection Center has a professional team to plan and promote it. 	<ol style="list-style-type: none"> 1. The influence of the non-legacy protection center is not enough, and the staffing is too small. 2. The public aesthetic consciousness in the area is low. 3. The non-legacy works are not innovative enough.
O	T
<ol style="list-style-type: none"> 1. Government's attention 2. More and more young people are paying attention to intangible cultural heritage. 3. There are many universities nearby. 	<ol style="list-style-type: none"> 1. Branding is not obvious 2. Easy to form homogenization competition

From the above SWOT analysis, Zengcheng District has certain advantages in the protection and promotion of intangible cultural heritage. First of all, the guarantee of funds. At present, the state attaches great importance to the protection and activation of intangible cultural heritage, and allocates a large amount of funds every year to support the protection and inheritance of intangible cultural heritage in various places. Generally speaking, the amount of funds allocated will be determined according to the level and quantity of projects declared in the region. In recent years, Zengcheng Cultural Center allocates about 3-5 million yuan for daily construction every year, so this provides a good financial guarantee for its intangible cultural heritage protection and promotion activities. Secondly, there are a group of craftsmen in Zengcheng who are engaged in the creation of intangible cultural heritage, such as olive carving, paper cutting, lantern making, etc., and they are very cooperative with the staff of the intangible cultural heritage protection center to carry out publicity and exhibition activities. Thirdly, Zengcheng Cultural Center currently has 22 staff members, including one curator and two deputy curators. It has production designer, lighting guidance and other posts, which can assist non-legacy daily exhibitions, performances and other activities.

From the disadvantage point of view, the popularity of Zengcheng intangible cultural heritage protection center is not very high in the local area. Many young people know museums and libraries, but they don't know that there is an intangible cultural heritage protection center under the cultural center. Moreover, the independent staffing of the center is very small, and many times, non-legacy activities have to seek help from other personnel of the cultural center, which somewhat restricts the development of non-legacy projects in terms of manpower. At the same time, the people's aesthetic consciousness in this area is generally not high, and there is no appreciation level of people in central Guangzhou who accept diverse aesthetic objects. Crucially, the creators of "non-legacy" in this region are not creative enough. Most of them are traditional craftsmen with high technology but lack of creativity. All these are the difficulties that restrict the protection and inheritance of intangible cultural heritage in this region.

In terms of opportunities, over the years, the government's strong support in the protection of intangible cultural heritage, young people's increasing emphasis on traditional culture and so on have provided unprecedented opportunities for the development of intangible cultural heritage. Especially, there are 9 universities in Zengcheng District, all of which have related majors, which can provide good talent resources for the promotion and development of intangible cultural heritage in this region.

Of course, there are some challenges in the development of non-legacy projects in this area, such as insufficient branding, easy homogenization competition with other non-legacy projects, etc., which are all obstacles to the future protection and development of non-legacy projects.

4. Strategies for Protection and Promotion of Intangible Cultural Heritage in Zengcheng District

According to the above analysis, how to develop strengths and avoid weaknesses and make features and achievements? I want to do it mainly from the following aspects.

(1) Zengcheng Intangible Heritage Protection Center, as an administrative unit of the government, should actively seek joint efforts to promote the development of intangible heritage in the region, cooperate with surrounding universities and cultural enterprises in administrative schools and enterprises, and make use of the talent advantages of universities and the business advantages of enterprises to build intangible heritage brands. For example, for the olive carving project (as shown in Figure 2 below), it can be combined with product design major, marketing major and e-commerce major in colleges and universities. First, let the students of product design design the contemporary design drawings, and then, through the craftsmanship of the non-legacy masters, produce the olive carving works with unique personality and current aesthetics. Cooperation with cultural and creative enterprises and e-commerce platforms, marketing planning by students majoring in marketing, combined with e-commerce content creation of e-commerce specialty, and then sales on major e-commerce platforms can not only meet the aesthetic needs of contemporary people, but also improve the commercialization ability of non-legacy works, and realize the active development and sustainable development of non-legacy works.



Fig 2. Olive carving works

(2) according to the category of non-legacy projects, expand the breadth and depth of school publicity. At present, the non-legacy campuses in Zengcheng mainly enter primary schools, middle schools and other campuses. For example, the local paper-cutting non-genetic inheritors are invited to take paper-cutting classes in Gualu Primary School, and the Cantonese opera masters are invited to Licheng Primary School and Ganquan Primary School for on-site teaching. But the breadth and depth of entering the campus is not enough. According to the category of non-legacy projects, select appropriate projects to enter primary schools, middle schools and universities. In particular, college students are the youth of the times with independent aesthetic ability and discrimination. If the intangible cultural heritage can enter the university campus and classroom, it will be beneficial to the protection and development of intangible cultural heritage. For example, traditional dance non-legacy items such as "Dance Pride" and "Dance Fire Dog" can be combined with college physical education and dance majors, which can not only be maintained for a long time with the participation of young talents, but also be innovated and developed with the participation of new forces.

(3) Multi-channel publicity. Although Zengcheng District has made a lot of efforts in publicity, and cooperated with many mainstream media to carry out a large number of news reports and push, it is necessary to seize the different information receiving channels of the audience and adopt multi-channel publicity. Now, for example, Tik Tok, bilibili, etc. are all popular self-media platforms, and you can also set up your own publicity window on these platforms, which can be widely publicized and promoted.

(4) You can choose the project that best represents the regional characteristics, distinguish the intangible design of other cultural and creative institutions, and create a distinctive brand with your heart. For example, "traditional manufacturing technology of litchi wood furniture", "olive carving" and "legend of He Xiang and hanging green" all have very distinct regional characteristics, and all of them need to use local materials in Zengcheng or be closely connected with local specialties. If we pay more attention to exploration and innovation in these projects, we can create brands, which are different from those of other cultural and creative institutions and be unique.

5. Conclusion

Under the guidance and promotion of government departments and the efforts of non-genetic inheritors, many ancient traditional cultures in Zengcheng District have been protected, spread and developed, and many traditional cultures that are about to disappear have been preserved. However, there are still many problems in the later activation. Only by developing the advantages of the region, avoiding the disadvantages, seizing the opportunities and meeting the challenges together can the development of non-legacy be pushed to a higher level.

Acknowledgments

The authors appreciate the financial supported by Guangzhou College of Applied Science and Technology 2021 scientific research planning project "Research on the activation design of intangible cultural heritage projects in Zengcheng District under the model of school-government-enterprise cooperation". The Project Number:Gzyykjxy2021-08.

References

- [1] Chen Fangfang, Tao Liping. Experience and enlightenment of collaborative innovation protection of non-legacy abroad [J]. China National Expo, 2020(14):48-49.
- [2] Chen Runhao. Responsibilities, scope and objects of public cultural institutions participating in intangible cultural heritage protection: analysis based on laws and regulations [J]. Library and Information Knowledge, 2019(06):59-67.
- [3] Tong Zhaojuan, Liang Jie, Xu Xin. The current situation and optimization strategy of official micro-utilization of government agencies for intangible cultural heritage protection in China [J]. Library and Information Work, 2017,61(02):16-22.
- [4] Han Xiaohua. Analysis on the role of cultural centers in the protection and inheritance of intangible cultural heritage [J]. Identification and appreciation of cultural relics, 2021(22):169-171.
- [5] Wang Fuzhou. Valuable exploration of cultural heritage protection [N]. People's Daily, 2021-11-07(008).