PRODUCT CREATION AND PROTECTIVE DEVELOPMENTS OF NATIONAL INTANGIBLE CULTURAL HERITAGE TOURISM UNDER THE BACKGROUND OF "THE BELT AND ROAD"

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ABSTRACT

Objective: "The Belt and Road" has wide variety product creation and protective development programmed preserving has own intangible cultural treasures.

Theoretical Framework: The Belt and Road’s traditional handicrafts are one of the several national intangible cultural heritage initiatives have been successfully created with preservation and protection development in mind.

Methods: They have succeeded in preserving and reviving traditional handicrafts and in creating a system of industrial development that is essentially tuned under the background of “The Belt and Road”.

Results and Conclusion: However, the production and sale of tourism-related crafts is still in its early stages, as is the general development progress of "The Belt and Road"’s traditional handicrafts as intangible cultural property. The paradigm for developing tourism as a commodity must give way for new tourism as well as intangible cultural heritage tourism for the combined intangible cultural heritage product creation and protective developments.

Originality/Value: It is recommended that future research compare the various language databases used in the industry.

Keywords: product creation, protective developments, intangible cultural heritage, tourism, "the belt and road".

Received: 21/06/2023
Accepted: 13/09/2023
DOI: https://doi.org/10.55908/sdgs.v11i8.370
CRIAÇÃO DE PRODUTOS E DESENVOLVIMENTOS PROTETORES DO TURISMO PATRIMÔNIO CULTURAL INTANGÍVEL NACIONAL SOB O CONTEXTO DO “CINTURÃO E ESTRADA”

RESUMO

Objetivo: "O Cinturão e Estrada" tem uma ampla variedade de criação de produtos e desenvolvimento de proteção programada preservação tem próprios tesouros culturais intangíveis.

Quadro teórico: o artesanato tradicional do Cinturão e da Estrada é uma das várias iniciativas nacionais de patrimônio cultural imaterial que foram criadas com sucesso tendo em mente o desenvolvimento da preservação e proteção.

Métodos: Eles conseguiram preservar e reviver o artesanato tradicional e criar um sistema de desenvolvimento industrial que é essencialmente sintonizado sob o pano de fundo do "Cinturão e Estrada".

Resultados e Conclusão: No entanto, a produção e venda de artesanato relacionado ao turismo ainda está em suas fases iniciais, assim como o progresso geral do desenvolvimento do artesanato tradicional da “A Cintura e a Estrada” como propriedade cultural intangível. O paradigma para o desenvolvimento do turismo como mercadoria deve dar lugar ao novo turismo, bem como ao turismo do patrimônio cultural imaterial, para a criação combinada de produtos do patrimônio cultural imaterial e desenvolvimentos protetores.

Originalidade/valor: é recomendável que pesquisas futuras comprem os vários bancos de dados de idiomas usados na indústria.

Palavras-chave: criação de produtos, desenvolvimento de proteção, patrimônio cultural imaterial, turismo, "o cinturão e estrada".

1 INTRODUCTION

Tourism is a drive for intangible culture, and intangible culture embrace tourism. Nowadays, "culture + tourism" model had emerge into fresh concept for national intangible cultural heritage tourism industries growth. State Council combined National Tourism Administration and Ministry of Culture duties, aiming to create Ministry of Culture and Tourism in 2018. In order to support cultural industry, culture enterprises, and tourism growth, it may accurately coordinate the product creation and protective development of national intangible cultural heritage resources. More important aspect of integrating culture and tourism is adding traditional and regional cultural features to the industry in order to distinguish and brand tourist goods. The creation of distinctive tourism goods relies heavily on the intangible cultural legacy of tourist locations, which highlights the distinctive aspects of local culture and contains a wealth of traditional culture (Mei & Ahmad, 2023).
Intangible cultural heritage + tourism, cultural museums + tourism, rural culture + tourism, etc. are all subcategories of culture plus tourism. "The Belt and Road" of China is exceedingly ethnic and one-of-a-kind, and it has a wide variety of intangible cultural heritage assets as well as a significant number of intangible cultural heritage projects. A system with a broad spectrum of representatives is starting to take shape as traditional handicrafts' intangible cultural heritage. This article examines China "The Belt and Road" protections and tourism developments status of traditional handicraft intangible culture heritage while discussing the incorporation of intangible culture heritage tourism within co-constructing "Belt and Road Initiatives," context which uses China "The Belt and Road" traditional handicraft intangible culture heritage as major research approach.

2 LITERATURE REVIEW

Figure 1. The time-zone perspective of ICH research conducted in China from 2003 to 2020

The time-zone created by Cite Space aims to depict the development of research hotspots in the ICH sector through time (Dang et al., 2021). The history of ICH research was separated into four stages in this study based on the high-frequency phrases depicted in Figure 1. Each step was explained together with illustrative texts and significant historical occurrences.
2.1 TYPE OF INTANGIBLE CULTURE HERITAGE

"The Belt and Road Initiatives" interior core includes China "The Belt and Road". In addition to being multi-ethnic, each province has a significant amount of intangible culture heritage followed by distinctive intangible culture heritage materials. To elaborate, there are 477 intangible cultural heritage items in total, 84 traditional art intangible cultural heritage items, and 44 traditional art intangible culture heritage items, in China "The Belt and Road", based on list of intangible culture heritage products compiled by Hunan Provincial People's Government Website, China Intangible Cultural Heritage Website, Ministry of Culture and Tourism of the People's Republic of China, and other official websites. At both national and provincial levels, total 128 components of intangible culture heritage, including ethnic crafts. Approximately 26.73% of the total was made up of provincial-level intangible cultural heritage projects, followed by 70 items related to folk customs, 72 items related to traditional theatre, and traditional music, totaling about 15.09%, 15.09%, and 14.68% of the total respectively. There are 208 more intangible cultural heritage objects in total, making up around 43.61% of the total, including dance and folk writing.

Statistics show that "The Belt and Road" of China traditional handicrafts, including traditional skills, traditional art and intangible culture assets associated with traditional handicrafts significantly in terms of sorts and highly taken cared, conserve against, and promoted (Xue, 2021). They are also traditional methods for making attractive and functional handicrafts. It showcases the vibrant Xiaoxiang regional features and rich "The Belt and Road" of China regional culture. It has a richer form than other programmes preserving intangible cultural assets, and it is simpler to incorporate tourism growth into.

3 THEORETICAL FRAMEWORK

Additionally, "The Belt and Road Initiatives" project created link for development of "The Belt and Road" of China's tourism industry as well as a platform for showcasing China's "The Belt and Road" handmade traditional intangible heritage projects to other countries involved in the initiative as well as to the rest of the world. Similar efforts focusing on intangible cultural heritage have opened up new possibilities. "The Belt and Road" of China's traditional handmade intangible cultural asset is experiencing new difficulties as it is "going out" against the backdrop of such an era. To draw travellers
from nations and areas along "The Belt and Road" of China South African heritage culture, it’s vital in integrating intangible culture heritage and tourist developments.

4 MATERIALS AND METHODS
4.1 THE STATUS OF TRADITIONAL HANDICRAFTS AS INTANGIBLE CULTURAL HERITAGE IN TERMS OF PROTECTION AND DEVELOPMENT

Traditional handicrafts are categorized under the intangible culture heritage. They are type of skills blending function with ornamentation. It incorporates the spirit of traditional Chinese artisans and creativity, preserves the old talents, and reproduces the traditional culture. Traditional handicrafts continue to be a significant type and category of production in the current era of mass machine assembly line manufacturing, while being severely harmed (Xu & Niu, 2022). They also represent an irreplaceable and distinctive economic sector. The natural environment and climatic circumstances of various locations give rise to various modes of living and means of production, as stated in the proverb "One side of water and soil nourishes the other side." Individual practise life patterns of different ethnic groups and groupings in "The Belt and Road" of China are represented by the traditional handicrafts of "The Belt and Road" of China, an intangible cultural asset with a distinctive national character. Realizing culture value inherent within intangible culture heritage protective developments and carrying "The Belt and Road" of China traditional culture are therefore crucial.

As an example, intangible culture heritage like Liling underglaze multicoloured porcelain firing, Tantou wood plank New Year pictures, Changle sweet wine production, Tujia brocade, Hunan embroidery, Changsha brown weaving, Meishan paper-cutting, Miao cutlery forging, are among the national and provincial traditional handicrafts of China "The Belt and Road". These initiatives for intangible cultural assets are from several cities and prefectures in "The Belt and Road" of China, each of which has unique regional features, a rich cultural history, and a vibrant way of life. Consumers can experience intangible cultural heritage through cultural handicraft peoducts, protective developments, and handicrafts consumption at various cultural events like the China Intangible Heritage Expo, International Expo, Intangible Heritage Traditional Handicraft Expo, etc. Cultural components evoke consumers' memories, arouse their emotional connection to intangible cultural heritage artefacts, and then make them aware of their emotional contact (Jiang & Yang, 2021). Besides that, faced with such a wide range of
traditional handicraft intangible cultural heritage projects, governments at all levels and handicrafts in "The Belt and Road" of China Industries, local universities, and individuals have all participated in the protection of traditional handicraft intangible cultural heritage. These methods of protection include data protection, policy protection, production protection, museum protection, and general protection.

"The Belt and Road" of China's local universities actively organize inheritor lectures, seminars on intangible cultural heritage, and other on-campus activities related to intangible cultural heritage. It supports academic work and encourages the model's effective usage in politics, production, education, research, and use. The joint development of "The Belt and Road" of China embroidery by schools and businesses has been one of the numerous intangible cultural heritages of "The Belt and Road" of China traditional handicrafts that has been highly successful. With the assistance of government agencies, Hunan Normal University and Hunan Shaping Xiang Embroidery Co., Ltd. developed biggest production, educational, and research base in Hunan Province in 2011: Xiang Embroidery Innovation R&D Centre. This develops comprehensive protection development for the design, talent training as well as brand development on embroidery by starting with the protection and development research of the craft and integrating a variety of resources and a qualified component R&D team (Huang et al., 2023). This encourages the creative growth and healthy competition of the "The Belt and Road" of China embroidery market. Governments at all levels, business organizations, and corporations in "The Belt and Road" of China have all made an effort and a contribution with regard to the exhibition and promotion of intangible cultural heritage projects. Additionally, Hunan Heritage Industry Association and businesses have regularly organized a variety Hunan Heritage art and craft exhibitions and handicraft product exhibition, as well as taking part in events like the Paris Expo and the China International Intangible Cultural Heritage Festival.

From the aforementioned, it is clear that "The Belt and Road" of China has taken a number of steps to preserve traditional handicrafts, set up a largely reliable system to support industrial development, and achieved a number of successes in the creation of derivatives of intangible culture heritage, tourism products development, and rural revitalization. The project development and presentation techniques are singular, and the tourist development of "The Belt and Road" of China's traditional handicraft intangible
culture heritage during tourism craft production early stages. A thorough basis for the growth of tourism must yet be built.

5 RESULTS AND DISCUSSIONS

5.1 THE TRADITIONAL HANDICRAFT INTANGIBLE HERITAGE TOURISM DEVELOPMENT MODEL

The criteria for achieving integrated and innovative growth of "intangible culture heritage + tourism" are specific foundations for the development of intangible cultural assets and the tourist sector. The traditional handicraft industries, which have grown in various parts of "The Belt and Road" of China and include Hunan embroidery, Tujia brocade, and wood carving, are currently adjusting according to markets. This boosted market economy and provided the government and developers with a number of economic and social benefits. This development approach creates handmade goods using the inherited intangible heritage technology. Then, it turns intangible culture heritage as well as resource into culture goods through circulation, sales, and other strategies. "The Belt and Road" of China tourist business is growing well. In 2019, the province welcomed 832 million domestic and international visitors, an increase of 10.41% year over year, and generated 976.232 billion yuan in total tourism income, an increase of 15.56% year over year. Among them, 4,669,500 incoming visitors were welcomed, a rise of 15.56% year over year. Realising foreign exchange income of US$2.251 billion, up 24.49% and up 34.79% year over year (Kim et al., 2019). The "incoming" of international visitors has been aided by the interactions and collaborations between Hunan Province and the nations and areas along the "Belt and Road Initiatives." In addition to boosting Hunan's tourism industry, over five million foreign visitors have created prospects for the sale of local handicrafts. The majority of "The Belt and Road" of China handicrafts may be bought by foreign tourists as gifts, allowing them to take home a piece of South Africa's intangible cultural heritage and appreciate its cultural significance and economic worth (Siswadi et al, 2023).

The aforementioned tourism commodity development model, or the idea of visitors purchasing handicrafts and consuming them, can be thought of as a type of primary "culture + tourism" growth. "The Belt and Road" of China has also hosted a number of cultural festivals and exhibition activities, including temple fairs in different regions, the previous "Hunan Traditional Handicraft Expo" organised by the provincial
department of culture and tourism, and Legacy Show Week, the main event of the province's intangible cultural heritage publicity and exhibition. Hunan traditional handicraft intangible heritage projects are integrated with tourism through this way of exhibition and handicraft manufacturing performances, which is known as the "festival tourism mode" and attracts a sizable number of locals and domestic and foreign visitors to visit. Additionally, a number of intangible cultural heritage tourism sites and folk-custom ecological communities have been constructed around Hunan. For instance, there are more than 20 Hunan-South African heritage projects, including the Maogusi, Sanbanggu, Tujia brocade, and Xiangxi Miao art, in the old city of Qianzhou, Jishou City, Xiangxi Prefecture. Other non-genetic inheritance, display, and sales locations include the Qianzhou Chunhui display Hall, Chenhe Gaoqiang Exhibition Hall, and others (Kim et al., 2019). Only non-hereditary people settled in the historic city of Qianzhou's Baigongfang. Among the inheritors are Ye Shuiyun, one of the 17 great Tujia brocade inheritors, Shi Shunmin, the Miao drum king of Xiangxi, China, Zhang Guangming, the national Tujia hand-waving dance inheritor, and Peng Lin, a Xiangxi paste painting artist. The intangible heritage + tourism model, a cooperative model for intangible heritage parks in scenic locations, integrates intangible heritage display, tourist experience, inheritor training, and tourist product production and sales, and is dedicated to establishing an integrated protection and development in the scenic area. It incorporates the picturesque areas and intangible cultural relics of Qianzhou's historic city. It enhances tourism-related content while advancing intangible cultural heritage. It is the most recent approach that has been looked at for the development of both tourism and intangible cultural assets.

6 CONCLUSION AND SUGGESTION

Since tourism developing rapidly into national culture largest market, it serves as best resource for the sector. By integrating the intangible culture assets with national tourism, this idea of "culture + tourism development" is put into practise as a traditional culture, allowing the two to complement and promote one another. In creating foundation for intangible culture heritage + tourism, "The Belt and Road" of China's traditional handicrafts has successfully incorporated tourism. This is based on the assumption that the growth of the culture and tourist sectors has advanced significantly. The spectacular natural features and cultural value of Xiao-xiang are collectively described by tourism and
intangible cultural heritage. The platform is activated by the development of the cultural heritage.

Additionally, intangible heritage tourism must be incorporated into "The Belt and Road" of China in order to fully implement the agreements and understandings regarding cultural tourism cooperation including cultural heritage protection signed between China and the countries and regions along "The Belt and Road Initiates". Memoranda and supporting information, with locations where new products are made available, and new forms of cultural tourism will be promoted.

There are, however, a few restrictions and research limitations on this study. As a result of the study's Chinese setting and reliance on data from the Chinese CSSCI database, it is challenging to extrapolate its results to other nations. Additionally, the majority of nations have their own database resources that employ many languages. Therefore, it is recommended that future research compare the various language databases used in the industry.

**FUNDINGS**

Fund Project: 2022 Gansu Province Education Technology Innovation Project Innovation Fund Project "Research on the Path of Promoting the Development of Gannan Tourism Industry through the Lively Inheritance of Guozhuang Dance from the Perspective of Cultural and Tourism Integration" (Project No.: 2022A-144)
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