

Protection and Development of the Intangible Cultural Heritage of Lingnan Embroidery from the Perspective of Maritime Silk Road

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Abstract—In the 21st century, people of insight in the society called for saving and protecting the dying Chaozhou embroidery techniques, and Chaozhou embroidery was included in the first national intangible cultural heritage list. However, the protection of intangible cultural heritage has different views in the academic circle, and specific protection projects of intangible cultural heritage have their bases. Although fashionable embroidery is highly sought after in the market in recent years, it is difficult to conceal the embarrassment of the industry development. The output of Chaozhou embroidery is extremely limited, and the quantity of remaining products is not large. The market still has a large demand for Chaozhou embroidery products which generally presents a situation of short supply. This paper discusses the production and protection scheme of Lingnan Chaoxiu embroidery as a case, in order to find a suitable way for the inheritance and protection of traditional handicraft skills while protecting and developing the "Silk Road" cultural heritage.

Keywords—*Maritime Silk Road; intangible cultural heritage; Chaozhou embroidery protection*

I. INTRODUCTION

With the proposal of the "Hester" strategy in recent years, Guangdong, known as "Guangdong in the sea", as one of the birthplaces of the Maritime Silk Road, has also improved its economic and cultural status and should play a leading role in "the Belt and Road" coastal economic and cultural exchanges. Through the connection between intangible cultural heritage and the culture of Maritime Silk Road, the Chaozhou embroidery area with characteristics will be formed, and the "growth pole" role of "city of Hester" will be brought into play to drive the development of Chaozhou embroidery resources along the Maritime Silk Road.

II. RESEARCH BACKGROUND

A. Status Analysis

In 2013, President Xi Jinping proposed a new "Belt and Road" strategy. At the BBS annual conference in Boao, Asia in 2015, China formally put forward the action plan of "Silk Road", which embodies the traditional culture of the Chinese nation for more than 2,000 years and was initiated by Zhang Qian's mission to the western regions in the Han dynasty.

Now, it has been endowed with new era connotation by this new grand idea. Lingnan area, which is rich in intangible cultural heritage resources of Chaozhou embroidery, lacks long-term development strategy. Lingnan area related to the maritime silk route is rich in intangible cultural heritage resources, which has a long history. Therefore, it is important to take this opportunity to set up the Lingnan clan embroidery "Hester" brand, and the Lingnan area Maritime Silk Road and pass down depth of resources, strengthen Lingnan area through cultural construction of intangible cultural heritage protection, and promote the development and growth of the third industry, such as embroidery. Chaozhou-embroidered resources form the Lingnan region non-material cultural heritage protection and development the benign interaction mechanism. The realization of the strategic plan "neighbourhood" all the way to China has a realistic significance.

B. Existing Studies

Guangdong province is rich in Lingnan characteristic intangible cultural heritage resources. In the first batch of national intangible cultural heritage list published by the state council in 2006, Guangdong province was included in 29 items (518 items in total). Yue embroidery (including Guangxiu and Chaozhou embroidery) was identified as one of the first national intangible cultural heritages at that time. With its unique Lingnan culture, Yue embroidery is known as one of the "Four big embroideries" in China, along with Suzhou embroidery, Xiang embroidery and Shu embroidery. Chaozhou embroidery is a branch of Guangdong embroidery. Although Chaozhou embroidery has only a history of more than 1,000 years, its cultural connotation and artistic form are the time-honored historical and cultural precipitation of Chaoshan people from ancient times to now, which is as long as 5,000 years. Chaozhou embroidery art has a very rich cultural connotation, and its cultural and artistic value far exceeds the Chaozhou embroidery art itself, showing a complete Chaoshan art system, modeling system and color system.

After the implementation of the intangible cultural heritage law of the People's Republic of China, Guangdong province issued a supporting local law "Regulations of Guangdong province on intangible cultural heritage" passed

on July 29, 2011. This regulation reflects the importance of Guangdong province to the protection and inheritance of intangible cultural heritage, and also provides local regulations, rules and policies for the protection and inheritance of the province's intangible cultural heritage. Guangdong province and the cities under its jurisdiction attach great importance to the protection of intangible cultural heritage. A number of museums and exhibition halls of intangible cultural heritage have been established in some key protection categories and places of origin, and some inheritors of intangible cultural heritage have been identified. For example, Chaozhou city established Chaozhou Xiangqiao district Chaozhou embroidery research institute and set up a similar intangible cultural heritage protection center. Li Shuying, the inheritor of Chaozhou embroidery, was in charge of teaching Chaozhou embroidery technology, which promoted the improvement of intangible cultural heritage protection mechanism in Guangdong province.

III. RESEARCH CONTENT

The intangible cultural heritage of Chaozhou embroidery in Lingnan is rich in resources, but the protection is insufficient and there is a lack of long-term development strategy. With the strategy of building the 21st century Maritime Silk Road proposed, Guangzhou as one of the birthplace of the Maritime Silk Road, its economic and cultural status has also been improved. It is necessary to drive to Foshan regional Maritime Silk Road and the depth of the clan embroidery resources combination, form the non-material cultural heritage protection and development of benign interaction mechanism, make the Lingnan pass down the "sea silk" brand, strong cultural province, pull the development of the third industry, such as culture, embroidery crafts, and provide a strategic conception area in cultural and intellectual support.

Lingnan has a good resource base and its own advantages. The key lies in the protection and development of traditional Chaozhou embroidery resources from the perspective of cultural innovation. The protection and development of Chaozhou embroidery resources, the intangible cultural heritage of the Maritime Silk Road in Lingnan region, should be promoted in an integrated way through economic cooperation and cultural integration. Therefore, Lingnan region should first make accurate cultural city positioning, focus on the development of Chaozhou embroidery resources with cultural connotation, vigorously promote the Maritime Silk Road culture, and formulate a master plan for the development of Maritime Silk Road Chaozhou embroidery resources. In addition, Lingnan has common cultural factors with surrounding cities, so regional cooperation with surrounding areas and international economic and cultural exchanges and cooperation should be strengthened. At the same time, through the connection between intangible cultural heritage and traditional handicrafts of the Maritime Silk Road, the development mode of characteristic Chaozhou embroidery is formed to give play to the role of "city of silk" and drive the development of the Chaozhou embroidery industry along the Maritime Silk Road. On this basis, Lingnan Chaozhou embroidery should make innovation in its

development mode and create a three-dimensional and macroscopic new mode of Chaozhou embroidery industry according to different cultural themes or different types of intangible cultural heritage. In the process of building the Maritime Silk Road, Lingnan should actively protect and develop intangible cultural heritage, improve cultural soft power, drive the development of Chaozhou embroidery industry, improve industrial chain, and achieve a win-win situation between cultural inheritance and the protection and development of Chaozhou embroidery resources.

IV. THINKING METHOD

From the perspective of "Maritime Silk Road", this paper takes Guangzhou in Lingnan as the main research site and selects 20 places across three provinces and eight cities for in-depth study. The research lasted for two years and adopted seven research methods, including theoretical analysis, questionnaire survey, field survey, interview survey, case study, literature study, and survey and research, among which the most core methods are field survey and interview survey. This paper summarizes and extracts the problems existing in the protection and inheritance of Chaozhou embroidery resources, and puts forward the corresponding feasible measures. For example, at present, Chaozhou embroidery resources in Guangzhou are on the verge of extinction. How to let young people inherit and further develop the intangible cultural heritage of Chaozhou embroidery resources has become the focus of our research on "traditional Chaozhou embroidery handicraft". Therefore, we learn from the inheritance and development mode of Chaozhou embroidery resources in Guangdong province, and advocate "mode" for inheritance and development on the basis of protection.

"The Maritime Silk Road" is an important bridge and link between the east and the west. As an important node of the "Maritime Silk Road", Chaoshan region has played an important role in history. Taking Chaozhou embroidery as an example, this paper mainly discusses how to protect and develop "Hester" cultural heritage through field research in Chaozhou, Guangdong province, and how to pass it on from generation to generation while protecting Chaozhou embroidery.

V. COUNTERMEASURES AND SUGGESTIONS

A. Building a Macro and Multi-dimensional Publicity System

In the level of publicity, the system can be divided into the world, China, the Pearl River Delta and four levels of Buddha. The former two make use of regional connections to shape the cultural symbols of intangible cultural heritage of the Guangzhou to Foshan Maritime Silk Road, build the Chaozhou embroidery cultural economic belt and the Chaozhou embroidery cultural tourism area of the Maritime Silk Road, and improve the overall competitiveness of Chaozhou embroidery resources. The latter two make efforts to build surrounding markets, and skillfully use TV, film, radio and other audio-visual channels to expand publicity, such as building a virtual art museum of the Guangzhou to

Foshan Maritime Silk Road and a product mall to make online visits more interactive. At the same time, a small scale "interactive publicity system" should be built to publicize the inheritance and protection of intangible cultural heritage among appropriate people, especially teenagers. At the school level, the intangible cultural heritage project of the Maritime Silk Road can be introduced into the reading book for teaching and exchange in class, or interest classes can be set up, and publicity and education activities can be held, such as "Hester summer camp", "Hester knowledge contest", "Hester social practice activity", etc. At the inheritor level, the inheritor of intangible cultural heritage needs to break the concept of "family inheritor". The inheritor can offer lectures and interest classes on intangible cultural heritage of the Maritime Silk Road to attract young people to participate in the protection and inheritance of intangible cultural heritage of Chaozhou embroidery.

B. Promoting Regional Cooperation and Strengthen the Role of Cultural Ties

In domestic cooperation, there are many common cultural factors between the Guangzhou to Foshan region and the surrounding areas, so regional cooperation with the surrounding areas should be increased. In the context of the development of the 21st century Maritime Silk Road economic belt, cultural cooperation between Guangdong and neighboring cities will be promoted through more contacts and exchanges in intangible cultural heritage, Chaozhou embroidery resources, information sharing and information consultation on the Maritime Silk Road.

Guangzhou is a cosmopolitan city, is also the ancient Maritime Silk Road starting point, we should use the coastal geographical advantages, with the help of the policy advantages, draw lessons from other national non-material cultural heritage protection and development mechanism, and combined with the actual situation of our country, establishing the maritime silk route of Guangfo features non-material cultural heritage protection and development mechanism. In addition, the exchange and cooperation should be strengthened during the study to create a new platform for the protection and development of intangible cultural heritage in the overseas market.

VI. CONCLUSION

With the development of global economy and the acceleration of globalization, intangible culture and traditional art are facing a strong multicultural impact. At the same time, young people have little interest in traditional culture, resulting in the lack of successors of intangible culture and traditional art. Chaozhou embroidery, an endangered folk craft, has high requirements for practitioners due to the particularity of the industry, long training time, high cost and low return, and its practitioners are even more lack of talents, so it is difficult to inherit and develop. Another major difficulty in the protection of intangible cultural heritage is lack of funds. Although the government allocates part of funds to the protection and development of intangible cultural heritage every year, the development and

utilization of intangible cultural heritage is a huge systematic project involving various fields and strata.

In a word, there is no effective protection system for intangible cultural heritage, its protection system is not perfect, and social publicity organizations are not in place. Staffs of intangible cultural heritage protection do not understand the intangible culture well and are not professional enough, which leads to the formation of a professional team of intangible cultural heritage protection. Guangzhou to Foshan has a good resource base and its own advantages, the key lies in the comprehensive cultural resources and urban resources, based on the perspective of cultural innovation, protection and development, we should achieve economic platform, cultural opera, the integrity of the Guangzhou to Foshan Maritime Silk Road intangible cultural heritage Chaozhou embroidery resources. Therefore, the Guangfo region should first make accurate cultural positioning, focus on the protection of Chaozhou embroidery resources with cultural connotation, vigorously promote the Maritime Silk Road culture, and formulate the overall plan for the development of Maritime Silk Road Chaozhou embroidery. In addition, the Guangzhou to Foshan region has common cultural factors with the surrounding cities, and regional cooperation with the surrounding areas as well as international economic and cultural exchanges and cooperation should be strengthened. On this basis, Guangfo Chaozhou embroidery should make innovation in its development mode and create a new macro pattern of Chaozhou embroidery development according to different cultural themes or different types of intangible cultural heritage. In the process of building the Maritime Silk Road, Guangzhou to Foshan region should actively protect and develop intangible cultural heritage, improve the soft power of traditional culture, drive the development of Chaozhou embroidery industry, improve the industrial chain, and achieve a win-win situation between cultural inheritance and the protection and development of Chaozhou embroidery resources.

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