

A Comparative Study on What Hinders the Marketization of Intangible Cultural Heritage

Xinxin Yu¹, Rui Wang^{1,*}

¹Business Administration School, Hohai University, 213022 Changzhou, China

*Corresponding author E-mail: yxx6968701@163.com

Keyword: *intangible cultural heritage, marketization, heritage, protection*

ABSTRACT. Based on the tremendous changes in China's cultural ecology, with the strengthening of the globalization trend and the acceleration of the modernization process, the phenomenon of intangible cultural heritage has been increasingly affected. This kind of market-oriented promotion of non-heritage culture aims to provide more effective paths for the protection and inheritance of more non-heritage products.

1. Introduction

Intangible cultural heritage, reflects the identity and pride of a country, ethnic group, community, and country with its own characteristics and the degree recognized by the world. It is an important link to maintain the cultural identity of a group and nation. At present, the protection of intangible cultural heritage consists of the government, creators or non-governmental public interest groups, and commercial funds. However, the poor management of many intangible cultural heritage is helpless. On the one hand, because the entire society does not know enough about intangible cultural heritage, laws and measures, intelligent resources, and rescue protection funds are not guaranteed; on the other hand, the transmission channels are not smooth, and the coverage of transmission is narrow, which makes the original ecological heritage lack consciousness. There is simply no power to face the impact of folklore changes and the modern living environment.

The degree of protection of intangible cultural heritage is inseparable from the development of cultural industries and the formulation and implementation of cultural policies in a country or region. Through the channel of promoting the industrialization of non-heritage culture projects to the market, traditional cultural projects can be brought back to life, promote their effective inheritance, and drive local economic development. However, under the impact of modernization, the marketization process of intangible cultural heritage in some regions has not been smooth. In the process of modernization and marketization, intangible heritage has lost its authenticity and interpretability, and the phenomenon of replication and homogeneity is widespread. It makes us less familiar with the charm of these gems. The flower-like experience has lost enthusiasm and confidence in intangible cultural heritage. Therefore, based on the comparison of the development status of the random stitch embroidery in typical regions in China like Suzhou, Wuxi and Changzhou, this paper studies the reasons that hinder the marketization of intangible cultural heritage.

2. Problems in the development of random stitch in Changzhou

The unique artistic style makes the random stitch embroidery have a special appreciation value. Particularly, chaotic needle embroidery, with its unique embroidery method, combines painting and embroidery to make embroidery works have strong expressiveness and great beauty. It has been extensively used as a work of art in home decorations and Art collection.

In addition to its artistic aesthetic value, random stitches also have cultural exchange value. As an art treasure with Chinese characteristics, Changzhou Random Needle Embroidery has represented Chinese traditional arts and cultures on many occasions and participated in international exchange exhibitions. As a national gift, it has given foreign guests an important contribution to the promotion and exchange of the traditional Chinese culture. Even some art companies in Japan, the United States, the United Kingdom, Taiwan, Hong Kong and other places have held various types of random stitch

embroidery works exhibitions, and the status of Changzhou random stitch embroidery in the field of arts and crafts is increasing [1].

However, the unique artistic appreciation value and cultural exchange value of chaotic needle embroidery make chaotic needle embroidery works circulate at a high price in the market. The price of a piece of work can reach tens of thousands or even hundreds of thousands of yuan. Coupled with the lengthy learning cycle and creative cycle, it forms a strong contrast with the fast pace of life of modern people, making the inheritance of chaotic stitches under tremendous pressure, and fewer and fewer young people are willing to learn and engage in this industry. In addition, the huge value of Changzhou random stitch embroidery works and the promotion and dissemination in recent years have made many rough and imitation works appear on the market, affecting the quality and artistic value of random stitches in Changzhou. For the following reason, the inheritance and development of random stitches in Changzhou are difficult

2.1 Insufficient marketization awareness and publicity

As one of the intangible cultural heritage, the marketization of random stitches is still in the exploration stage. When it comes to marketization, from government departments to non-heritage studios and inheritors, there are generally problems of insufficient ideological understanding and weak theoretical foundation. Some people even have a conservative and contradictory idea. They are afraid of the "distortion" of the non-heritage in the marketization, and they will seal the non-heritage in a static and passive protection mode, so as not to stimulate their vitality in the market. Situation. The inheritance of non-heritage skills is not set in stone. We must not be afraid of "distortion" and give up the active protection strategy of marketization. Keeping the skills without creating demand, it is difficult to achieve effective protection for certain types of intangible heritage.

Some "non-heritage" inheritors are still fighting on their own, and it is difficult to get rid of the concept of "small individual, small vision, small market". Other non-heritage practitioners feel that since the introduction of non-heritage marketization, it has been a generalization, pushing all non-heritage to the market, encouraging them to produce products to the market, and not identifying and analyzing project categories and characteristics with full awareness and respect. The inheritors that are closely related to the non-heritage project are mostly older craftsmen with relatively old concepts. They are very new to the market operation, do not understand the laws of marketization, and worry about the early investment without guarantee.

2.2 Lack of mechanism and talent guarantee

The author of the random stitch embroidery must go through a long and arduous exercise and rely on long-term accumulated experience to engage in creation. Only by mastering the techniques of painting and embroidery, as well as the skills of painting and embroidery, can you use the needle and thread freely, and grasp the composition, lines, colors, light and shade, even emotional expression of the picture. Generally, an independent embroiderer needs about 5-10 years of professional training.

In addition, the marketization of intangible heritage lacks a mechanism and guarantee for talents. Although the market development of intangible heritage has been widely concerned by all sectors of society, the industrial chain integrating R&D, production and sales is still being explored. Many non-heritage products are mostly produced by small family workshops. There is no large-scale company operation, no large batches, and only a personalized consumption. It is difficult for sellers and operators to keep their costs and sales profits. Although the inheritors of the random stitch embroidery are good at the production of non-heritage skills and the production of non-heritage products, their innovative thinking, research and development, and marketing experience are seriously insufficient. The lack of non-heritage market-oriented R&D, management, and marketing teams also restricts the development of random stitches to a certain extent.

2.3 Lack of effective rights protection

Cultural industry resources have their own particularities. In the process of industrialization of the market, embroidered works cannot be properly protected. The inheritors of random stitches often have disputes over the copyright of works. In 1962, the Korean government officially included

cultural property in the statutory scope of national cultural relics census and protection in the "Cultural Property Protection Law", and determined the division of intangible cultural heritage from other types of heritage from the legislative level [2]. However, our country has neglected this.

In the process of industrializing the use of the resources of the random stitch embroidery, not only the protection of cultural products of the industry, but also the protection of property rights owners, so that the property rights owners can have the necessary living capital and apprenticeships. Only with the guarantee of funds can more people be invested in the research and inheritance of non-heritage skills such as random stitches.

3. Solutions

3.1 Create distinctive non-heritage brands and promote them in combination with local tourism characteristics

Due to the large number of intangible cultural heritage, many forms, and regional limitations, in order to accelerate its marketization process, it is necessary to combine regional characteristics, build regional brands, combine culture with industry, and combine cultural industry with tourism. Achieve comprehensive promotion of non-heritage culture. At the same time, if the intangible cultural heritage is to be understood and accepted by the masses, it should continue to flourish among the masses and in practice. Use markets, temple fairs, and festivals to prosper and activate folk traditional culture; strengthen publicity and education and carry out various forms of art training activities^[5]; give the intangible cultural heritage a place for display in the city museum, and let local people and foreigners Tourists have witnessed and experienced the origin and profoundness of the city's intangible cultural heritage. It is necessary to give full play to the important role of intangible cultural heritage in the education of traditional culture and patriotism for minors. Give full play to the role of public cultural institutions in dissemination and display, play the role of the media and the Internet, spread protection knowledge, cultivate protection awareness, strive to form a consensus across society, and create a good atmosphere for the protection of intangible cultural heritage.



Figure 1 solutions to obstacles to marketization of random stitches

3.2 Innovate talent training mode and accelerate talent supply

3.2.1 Cultivate talents systematically, adopt orientation training system

In the academy of fine arts, the specialty of random stitch embroidery training is set up, and innovative training methods are introduced. Based on the original teaching and learning skills, a systematic course teaching is added. This kind of training path from "school to enterprise" not only reduces the training costs of non-genetic inheritors, but also reduces the employment risks that the inheritors need to bear, and reduces the psychological pressure on the inheritors.

3.2.2 Establish comprehensive incentive mechanism

It is understood that since 1955, Japan has created a "national treasure" system to improve the social status of cultural heritage. Encourage masters with special skills to pass on their skills to future generations through text photography and other methods^[3]. If the successor keeps his skills secret, he will not be able to obtain the "national treasure" or the "holder of important intangible cultural property" as recognized by the government. Once recognized as a "national treasure", the state will allocate special funds of 2 million yen per year to support them in researching, improving and innovating skills, cultivating successors, making records, improving their living and artistic

conditions. At the same time, the state also gives preferential treatment to non-material cultural inheritors in terms of taxation and other systems. Japan's preferential treatment of inheritors of non-heritage cultures has enabled Japanese non-heritage cultures to develop and inherit very well^[4]. Drawing on the protection measures of the intangible cultural heritage inheritors in Japan, and managing the heirs of the random stitches in Changzhou, certain incentive measures are also needed.

3.3 Classified management of non-heritage archives, legislation to safeguard intellectual property rights of non-heritage culture

3.3.1 Innovative intellectual property theory system

Intangible cultural heritage belongs to the common property of society, but in the process of civil development, personal ideas and experiences are incorporated. Therefore, the protection of intellectual property rights of intangible cultural heritage is in consistent with traditional intellectual property theories, then an innovative intellectual property system. To better integrate intellectual property and non-heritage issues, focus on the protection of traditional knowledge and technology, and establish a diversified, comprehensive, and liberalized intellectual property system.

3.3.2 Non-hereditary talents improve their awareness of prevention and innovate traditional skills

The plagiarism of random stitches in Changzhou is endless, because the protection of intellectual property rights of intangible cultural heritage in our country is the protection of traditional knowledge, and the protection of related innovative ideas is not particularly in place. This requires the inheritor to have the awareness of intellectual property protection, actively innovate the expression of non-heritage culture, and apply for patent and copyright protection in a timely manner.

4. Conclusion

In this paper, by visiting the current situation of the development of random stitch embroidery in Changzhou and comparing the development status of random stitch embroidery in Wuxi and Suzhou, this paper summarizes the factors that affect the market-oriented development of non-heritage culture and proposes countermeasures:

1. From the perspective of craftsmen, the inheritors of non-heritage culture do not have sufficient understanding of marketization and the cost of marketization is too high.
2. From a system perspective, there is currently a lack of a sound talent training mechanism and a sound intangible cultural heritage management mechanism.

The countermeasures are:

1. Create unique non-heritage brands and promote them in combination with local tourism characteristics.
2. Improve talent training and security mechanisms and accelerate talent supply.
3. Improve the management system of intangible cultural heritage.

Acknowledgment

This research was supported by the Fundamental Research Funds for the Central Universities (Grant NO. 2018B60014) and Social Science Foundation of Jiangsu Province (Grant NO. 19ZZB003).

References

- [1] Zhang Jianjun. Traditional Chinese Embroidery and Modern "Chaotic Needle Embroidery". Journal of Nanjing University of the Arts (Art and Design), A joint economic-lot-size model for purchaser and vendor, vol.3, 2004. pp.85-86.
- [2] Lu Bin. South Korea's Intangible Cultural Heritage in the Era of Globalization——Taking the Gangneung Dragon Boat Festival as the Research Center. Jiangsu Social Science, 2020. pp. 242-248.

- [3] Liu Jing, A Comparison of the Intangible Cultural Heritage Inheritor System between China and Japan, *Global Human Geography*, vol.1, 2014.pp.
- [4] Liu Mingge. On the Inheritance, Protection and Utilization of Folk Intangible Cultural Heritage. *Jiangnan Forum*, vol.10, 2012 pp. 119-125.
- [5] Du Jinling. Research on the Application of Huizhou Non-material Cultural Elements in Tourism Cultural and Creative Product Design. Tianjin University of Technology, 2018.