



Smell The Fragrance and Follow The Pulse: A Research Report on The Development Status and Protection Path of Intangible Cultural Heritage of Brewing Seasonings Taking Zhongba Mushroom Soy Sauce Brewing Process As An Example

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Abstract. "Food in China, taste in Sichuan". Chinese food has formed a unique seasoning culture, and "Sichuan cuisine", as the first of the eight major cuisines in China, occupies an important position in China's culinary history, enjoying the reputation of "one dish, one pattern, one hundred dishes, one hundred tastes". Sichuan spices have a wide variety, high quality, exquisite production techniques and profound cultural connotations. The Fifth Plenary Session of the 18th CPC Central Committee put forward the guiding idea of "building a system for inheriting excellent Chinese traditional culture, strengthening the protection of cultural heritage, and revitalizing traditional crafts", and the General Office of the State Council forwarded the "Notice on the Revitalization Plan of Chinese Traditional Crafts" jointly formulated by the Ministry of Culture and other departments. The study was conducted on the intangible cultural heritage of Sichuan Province, the " Zhongba Mushroom Soy Sauce Brewing Process ", and the company to which it belongs, Sichuan Qingxiangyuan Co. The research used a combination of qualitative and quantitative methods, including literature research, individual interviews, questionnaires, field research, and video materials, to investigate in detail the development and protection status of the provincial intangible cultural heritage " Zhongba Mushroom Soy Sauce Brewing Process" and to examine its development status in depth. The results of the survey show that, in terms of the protection and inheritance of the craft, although the "Chinese Sauce Culture Festival" has been held, the opening ceremony and the altar ceremony, and the extracurricular education and practice base for schools, the students' study activities, etc., have been used to promote the excellent traditional culture to some extent. However, there are still problems such as insufficient mechanism for craft preservation, insufficient capacity for sustainable development, difficulty in inheritance and single way. After analyzing and studying the results of the survey, we proposed countermeasures for the protection and inheritance of the intangible cultural heritage of brewing condiments, not only for Zhongba Mushroom Soy Sauce Brewing Process, but also for the

big ones: improve the preservation mechanism, protect and innovate the original traditional process with modern tastes, combine new media to enrich the publicity, diversify the inheritance, and carry out cross-cultural heritage.

Keywords: intangible cultural heritage, traditional brewing process, condiment intangible heritage, zhongba mushroom soy sauce brewing process

1 Introduction

The revitalization of traditional crafts has been a national cultural advocacy in recent years. The Fifth Plenary Session of the 18th CPC Central Committee put forward the guiding idea of "building a system for inheriting excellent Chinese traditional culture, strengthening the protection of cultural heritage, and revitalizing traditional crafts" [1]. In March 2017, the General Office of the State Council forwarded the Notice on the Revitalization Plan of Chinese Traditional Crafts jointly developed by the Ministry of Culture and other departments [2], stating that: "Traditional crafts contain the cultural values, ideological wisdom and practical experience of the Chinese nation, and play important roles of Chinese intangible cultural heritage. Revitalizing traditional crafts help to inherit and develop the excellent Chinese traditional culture, nurture cultural ecology, enrich cultural resources and enhance cultural confidence." Many spice production techniques have become intangible cultural heritage, although they are gradually being paid attention to and protected, they are still facing the same problem of insufficient inheritance protection and publicity, and there is still much room for the development and release of their intangible heritage extension function and intangible heritage brand effect. Sichuan has a wide variety of spices, excellent quality, exquisite production techniques and profound cultural connotations. [3] The Zhongba Mushroom Soy Sauce Brewing Process is listed as the first of the "eight treasures of Sichuan cuisine seasoning", and has been hailed by Chinese culinary masters and industry experts as the "soul of Sichuan cuisine taste" and the "king of Chinese taste". Therefore, studying the problems of inheritance and protection of "Zhongba Mushroom Soy Sauce Brewing Process" is not only beneficial to the inheritance and protection of the process, but also has important significance for the protection and propagation of each traditional condiment non-heritage process in China.

2 Research Program

We use documentary research and film materials to understand the basic situation of the intangible cultural heritage "Zhongba Mushroom Soy Sauce Brewing Process"; through questionnaires and field research, the development and protection of the intangible cultural heritage "Zhongba Mushroom Soy Sauce Brewing Process" is investigated in detail. Through interviews with inheritors and experts, we propose countermeasures and suggestions that are relevant and practical for the development and protection of the intangible cultural heritage "Zhongba Mushroom Soy Sauce Brewing Process", and then propose a suitable protection and development path for the

intangible cultural heritage of condiments. All data in this paper are from the empirical survey, unless otherwise noted.

3 Examination of The Development of The Brewing Process of Nakaba Mushroom Soy Sauce

3.1 Survey Sample

3.1.1. Sichuan Qingxiangyuan Seasoning Co., Ltd.

Sichuan Qingxiangyuan Seasoning Co., Ltd. Abbreviated as Qingxiangyuan, as shown in Figure 1, is located in Jiangyou City, Sichuan Province, with a long history dating back to 1828 AD in the Zhongba Qingxiangyuan Sauce Garden [4]. Qingxiangyuan brand has experienced 194 years of historical precipitation, through six generations of heritage, has been awarded the "Chinese old brand" "Chinese geographical indications protection products" and "Chinese century heritage brand".



Fig. 1. Sichuan Qingxiangyuan Seasoning Co.,Ltd

3.1.2. The Sixth Generation Inheritor of Zhongba Mushroom Soy Sauce brewing process.

Xu Ping, as shown in Figure 2, born in June 1963 in Jiangyou, was recruited to the Jiangyou State Brewery (predecessor of Sichuan Qingxiangyuan Seasoning Co., Ltd.) as a worker in January 1982, and started as an apprentice under Xu Xiuhong, the fifth inheritor of Zhongba mushroom soy sauce, and entered Chongqing Brewing University in 1987. In 1994, he was hired as the director of the soy sauce production plant, responsible for the production of Zhongba mushroom soy sauce. Now he is the manager of the production section of Qingxiangyuan Company and the sixth generation of intangible cultural inheritor of Zhongba mushroom soy sauce brewing process. His main learning and practice process is: in 1994, he was hired as the factory director of soy sauce production plant, responsible for the production of Zhongba mushroom soy sauce, in 1987, he entered Chongqing Brewing University for training and study, in 1998, he was hired as the factory director of Zhongba Mushroom Soy Sauce plant, responsible for the production of Zhongba Mushroom Soy Sauce, in 2013, he was hired as the manager of the production section of Qingxiangyuan Company, the sixth generation of intangible cultural inheritor of Zhongba mushroom soy sauce brewing process.



Fig. 2. Xu Ping, the sixth-generation inheritor

3.1.3. Company Employee Survey.

In this study, a total of 57 employees of Sichuan Qingxiangyuan Seasoning Co., Ltd. were selected for the questionnaire survey, of which 36 were male and 21 were female, and their ages were mainly between 41 and 50 years old, as shown in Figure 3 and Figure 4; the majority of the respondents were located in production posts, and the distribution of specific posts is shown in Figure.

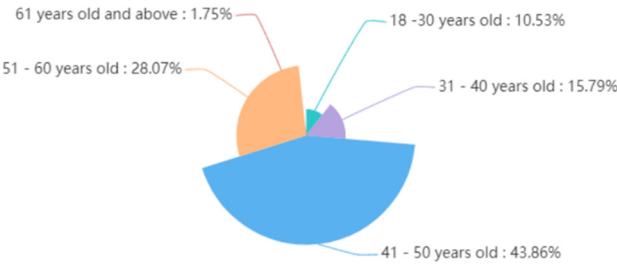


Fig. 3. Age distribution Nightingale chart

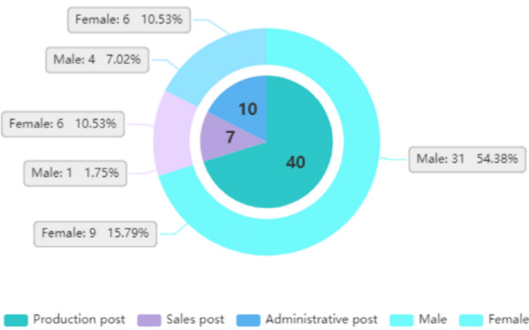


Fig. 4. Nested ring diagram of job distribution

3.2 Current status of The Development and Conservation of The Zhongba Mushroom Soy Sauce Brewing Process

3.2.1. Craft History.

1. Before the Founding of New China

According to historical records, Zhongba in northern Sichuan (present-day Jiangyou City) has been the hometown of vinegar and sauce since ancient times. In the late Ming and early Qing dynasties, it was already a famous specialty. In the early Daoguang of Qing Dynasty, Feng Daoist founded the Qingxiangyuan Sauce Garden in the north gate of Jiangyou ancient town of Zhongba, whose taste was the top of the local sauce garden, and passed the sauce garden to his nephew Feng Xiru when he was more than 80 years old, who became the second generation of the craft of Qingxiangyuan Sauce Garden. In the late Qing Dynasty, Qingxiangyuan descendants Han Mou won the imperial examinations, the official resides in the Daodai, Han Mou went to the capital to thank the occasion, with the best home brewed soy sauce for the tribute, the imperial chef with Qingxiangyuan soy sauce tribute cooking imperial meals, the Daoguang Emperor could not help but shout. Delighted, Daoguang waved his brush and gave the name "Zhongba soy sauce". In 1862, based on the local traditional brewing techniques, Qingxiangyuan added mushrooms from north of the Great Wall, outside of Zhangjiakou, as an important ingredient (because they are produced outside of Zhangjiakou, they are called mushrooms) while ensuring the natural freshness of the soy sauce. The sauce made with mushrooms is thick and colorful, salty and sweet, naturally fresh and nutritious, and is named "Qingxiangyuan Zhongba mushroom soy sauce". In 1941, Feng Jingbo, who was the third generation of Qingxiangyuan Soy Sauce Garden, was a mushroom soy sauce brewing technician, joined Zhongba Soy Sauce Garden and passed the technology to Cui Ximin, the owner of Cui's Soy Sauce Garden, and in 1941, he opened "Huaxi Specialties Trading Company" to open the sales of Zhongba mushroom soy sauce, a specialty product of his hometown, in Chengdu.

2. After the Founding of New China (1949 to present)

After the founding of New China, Li Yousheng was the fourth generation of mushroom soy sauce brewing technique inheritor of Qingxiangyuan, and in 1962, Zhongba mushroom soy sauce was awarded "Sichuan Famous Spices". 1982, Xu Xiuhong became the fifth generation of mushroom soy sauce brewing technique inheritor of Qingxiangyuan, and in 1985, Zhongba mushroom soy sauce was approved by the State Planning Commission and awarded "China Famous Local Products" and published in "China Famous Food Encyclopedia". In 1989, Zhongba Mushroom Soy Sauce was awarded "Double Excellent Product of Ministry and Province". 2006, Zhongba Mushroom Soy Sauce was awarded the first batch of "Intangible Cultural Heritage" in Mianyang. In 2012, the trademark "Zhongba" was recognized as a "Chinese Famous Trademark" by the Trademark Office of the State Administration for Industry and Commerce. In 2013, Xu Ping became the sixth generation of Qingxiangyuan's mushroom soy sauce brewing technique.

3.2.2. Craft Status and Value.

Zhongba Mushroom Soy Sauce Brewing Process has been listed as intangible cultural heritage at the municipal level in Mianyang City, Sichuan Province since 2006 due to its unique brewing techniques and splendid historical and cultural background, and later became one of the protected products of China's geographical indications, which has been featured on CCTV-10 Discovery four times. In April 2023, it was confirmed to be included in the list of expanded projects of the provincial intangible cultural heritage representative list. The China Sauce Culture Expo Park, as shown in Figure 5, established within the company owned by the craft, is said to be the largest sauce culture expo park in China and the only one in Asia, and was named a national "AAA" level scenic spot in 2017. Over the past five years since the park opened, it has become a banner of industrial tourism in the west by attracting more than hundreds of thousands of visitors from all over the world to visit the park every year. At the same time, the China Sauce Culture Festival held here every year has become the most influential sauce culture event in China.



Fig. 5. A Corner of The China Sauce Culture Expo Park

3.2.3. Existing Protection Measures.

1. Holding the "Chinese Sauce Culture Festival" and The Opening Ceremony

In order to promote the four thousand years of Chinese sauce making culture, the company belonging to the craft will hold the "Chinese Sauce Culture Festival" every spring and summer from 2016, attracting partners from all over the country, the general public to visit the Chinese Sauce Culture Expo Park, to see the cultural heritage of the sacrificial ceremony and the first jar of soy sauce opening ceremony in the

New Year, through the second and third Industry integration, the industry to make culture, culture to promote development, through the taste of four thousand years of flavor culture, experience the Qingxian g Park two hundred years of sauce-making process of the Expo.

2. Provide Extracurricular Education and Practice Base for Schools

As shown in Figure 6, every spring and autumn student study activities, many schools will choose venues like the Sauce Culture Expo of the company owned by the craft as an extracurricular education practice base, where students can experience traditional culture, observe the production process of soy sauce, learn how soy sauce is brewed, taste the fragrance of a hundred years of sauce, during which they can also

taste a variety of Jiangyou specialties, mix a bowl of soy sauce with rice by hand, and then hit a pot of soy sauce to take home.



Fig. 6. Students conducting research activities at the Qingxiang Garden Expo

According to the second interview with the inheritor, we learned that the process has been successfully applied to the provincial-level intangible heritage, and the company's next conservation plan for the process is to expand the scale of production, which is expected in 2023, to renovate the entire subject park, and thus increase production by thousands or even tens of thousands of sauce vats, and also add roughly dozens of acres of land in the park to prepare for large-scale production.

4 Promotion of Zhongba Mushroom Soy Sauce Brewing Process

4.1 Inheritance of Intangible Cultural Heritage Brewing Techniques

"The history of "Zhongba mushroom soy sauce brewing process" is long, since the first generation of the craft inheritor, Feng Dao Ren, founded the Qingxiangyuan soy sauce garden at the north gate of Zhongba in the ancient town of Jiangyou in the early Daoguang period, and created Zhongba mushroom soy sauce, it has nearly two hundred years of history. The craft of "Zhongba mushroom soy sauce brewing process" has been preserving the original flavor and at the same time has been inherited and innovated according to the modern taste, and the quality has been improved. It has been ranked as the first of "Eight Treasures of Sichuan Cuisine Seasoning", and has been hailed as the "Soul of Sichuan Cuisine Taste" and "King of Chinese Taste" by Chinese culinary masters and industry experts, and has become a veritable old Chinese brand.

4.2 Promotion of The Condiment Industry

Zhongba soy sauce produced by Zhongba Mushroom Soy Sauce Brewing Process has greatly contributed to the condiment industry, "Zhongba soy sauce, Zigong well salt, Neijiang white sugar, Langzhong Pauling vinegar, Guanghan ginger, Qingxi peppercorn, Chengdu Erjing, Pixian douban" are the best of the cultivated, brewed and manufactured condiments, which have made a great contribution to Sichuan cuisine cook-

ing, known as "Sichuan cuisine seasoning products eight treasures", and Zhongba soy sauce is in the "Sichuan cuisine seasoning eight treasures" the first, has long been able to make authentic Sichuan cuisine "standard ingredients". According to the article "The Break in the History of Sichuan Cuisine Development and its Background", "the advanced soy sauce such as Zhongba Mushroom Soy Sauce appeared in the late Qing Dynasty, which is an indispensable seasoning for modern advanced Sichuan cuisine." In 1962, Zhongba Soy Sauce was appraised by Sichuan Provincial Department of Commerce as "Sichuan Traditional Famous Special Seasoning", and entered the markets of Europe, America and Southeast Asia with Sichuan cuisine. 1985, it was approved by China Food Magazine and included in the history of "Chinese Famous Food Encyclopedia"; in the same year, it was approved by the State Planning and Economic Commission and selected into the "Dictionary of Chinese Special Famous Products".

5 Research Result

While affirming its catalytic role for multiple parties, we also noted that a series of problems still exist in the conservation and development of the Zhongba mushroom soy sauce brewing process due to the constraints of multiple factors. We mainly conducted a questionnaire survey of existing company employees and specialized interviews with the inheritors, and collected existing information from multiple parties for integration and analysis, and came to the following conclusions:

5.1 The Protection Mechanism of The "Zhongba Mushroom Soy Sauce Brewing Process" Is Not Perfect

5.1.1. Narrow Protection Approach: Overall Protection Mechanism Is lacking.

Interviews revealed that the company's approach to the protection of the non-heritage "Zhongba Mushroom Soy Sauce Brewing Process" is mainly to participate in local provincial, municipal or county non-heritage promotional activities, participate in the non-heritage recycling exhibition and establish the "Sauce Expo Park", although these measures have a certain effect on conservation, there are still many weaknesses that need to be solved, such as the problem of not being able to display the Intangible Cultural Heritages on site. At the same time, field research found that although the Sauce Museum includes the old workshops of the non-heritage process, it requires interpreters to explain the general process one by one, and modern technologies such as multimedia audio and video are not used, making personalized display limited. At present, "Intangible Cultural Heritage Protection Center" has been established at all levels, however, the company does not have a special department or center for the protection of intangible cultural heritage related to the "Zhongba Mushroom Soy Sauce Brewing Process", and lacks an overall systematic protection mechanism and special department. At the same time, the protection of intangible cultural heritage is also a complex work with strong professionalism and science, and it is not

enough to rely on the inheritors alone to protect it. As there is no special protection organization in the company, there are almost no professionals engaged in this work, and the strength of protection and management is weak, which also leads to the low quality of the declared materials of the "intangible cultural heritage" projects.

5.1.2. Narrow Publicity: Insufficient Modern Penetration.

The non-heritage connotation of "Zhongba mushroom soy sauce brewing process" is not fully reflected, and there is still room for improvement in the development and promotion of creative resources. The survey found that the company's promotion of the non-heritage "Zhongba mushroom soy sauce brewing process" includes posting articles through public numbers, holding related cultural activities, and various media documentaries to promote the taste of hometown, but the scope of the promotion is limited to local and neighboring cities, and the influence in other provinces is insufficient. Although the "Sauce Culture Museum" contains elements related to non-heritage traditional crafts, there are fewer promotional materials specifically on the theme of non-heritage, and the cultural heritage of non-heritage crafts has not been properly reflected. At the same time, the enterprises' creative research and development ability is insufficient, and they neglect the cultivation of creative research and development team. Guided by the economy, it gradually deviates from the inheritance of intangible cultural heritage elements and related cultural themes, resulting in a single form of publicity and design. Neglecting the exploration and brand building of the cultural connotations of traditional handicraft intangible cultural heritage, and not combining it with the aesthetic needs of modern society for creative research and development.

5.2 Insufficient Sustainability of The Non-Heritage "Zhongba Mushroom Soy Sauce Brewing Process"

5.2.1. Consciousness Obscuring: The Absence of Common Sense.

The survey found that the most frequently mentioned factor affecting the inheritance and protection of the "Zhongba mushroom soy sauce brewing process" was the lack of awareness of the traditional non-heritage brewing techniques. In the last item of the questionnaire, it is mentioned that the research shows that there are also suggestions from employees for "fully automated production" and "industrial automation" to help the "non-heritage" brewing process to be better inherited and protected. This indicates that the employees are not aware enough of the protection of the intangible heritage "Zhongba mushroom soy sauce brewing process", and they are inclined to the view that the modern process is advanced under the "class conflict" between the modern process and the traditional process. The intangible cultural heritage has the characteristics of living and ecological, the essence of protecting intangible cultural heritage is to continue and strengthen its intrinsic life and enhance its ability of "sustainable development". [5] Among the main bodies of "intangible cultural heritage" protection, inheritors and academics pay more attention to its protection, but the employees of the companies to which the intangible cultural heritage belongs are less aware of its pro-

tection. Although the company and the relevant government departments will promote the importance of "intangible cultural heritage" protection through various activities such as exhibition boards, they have not yet raised the protection of "intangible cultural heritage" to the height of strengthening the cultural awareness of the Chinese nation and the height of understanding the importance of "intangible cultural heritage" protection from the perspective of protecting the cultural awareness of human beings.

5.2.2. Economic Dilemma: Lack of Funds and Cost Stagnation.

The survey found that the inheritance and development of "Zhongba mushroom soy sauce brewing process" lacked the necessary financial support, and the results of the questionnaire showed that the lack of financial and policy support is one of the important factors affecting the better inheritance and protection of the non-heritage Zhongba mushroom soy sauce brewing process, and the interview with the inheritors revealed that the non-heritage The cost of the soy sauce produced by the "Zhongba Mushroom Soy Sauce Brewing Process" is very high. The raw materials are non-GMO soybeans from the northeast, which are processed through more than 20 processes, including material selection, soaking, steaming, quality extraction, and fermentation by sun and night. Since the brewing is done by hand, the fermentation time is usually years, the labor cost is high, the capital consumption is large and the production scale is small, so the output of non-heritage products is limited to a certain extent. The protection, research, inheritance, exhibition, development, and application of the intangible cultural heritage "Zhongba Mushroom Sauce Brewing Technology" all require a large amount of funding for support.[6] In addition to the economic benefits brought by the non-heritage products themselves, the company to which they belong and the relevant government departments are indispensable for the financial support of the non-heritage. In the interview, the inheritor mentioned that he or she currently receives only 2,000 RMB in annual government support, which is a limited amount of funding and cannot meet the normal work.

5.3 The Inheritance Dilemma of The "Zhongba Mushroom Soy Sauce Brewing Process," A Non -Traditional Heritage

5.3.1. Time Cost: It Is Difficult to Inject Fresh Blood.

The survey found that the non-heritage "Zhongba mushroom soy sauce brewing process" has many procedures, the process is heavy and tedious and boring, fewer young people are interested in it, and there is only one inheritor, Mr. Xu Ping, who is currently leading only two apprentices, because the traditional handicraft techniques require a lot of time and energy to learn, and it is difficult to see results in the short term. It takes several years or even a dozen years of persistence to achieve results, and the labor cost is large and the duration is long, resulting in an imperfect inheritance population and the difficulty of attracting young people to learn.

5.3.2. Single Approach: Incomplete System Construction.

Through field research, we found that the inheritance method is still the traditional one-to-one inheritance method of master with apprentice, although the one-to-one method seems to have a high quality of inheritance, but the efficiency of inheritance is very low, through interviews with the apprentice of the inheritor found that the master with apprentice can not achieve 100% transmission, but also need to read relevant books to find relevant information to supplement learning. The lack of a holistic and comprehensive inheritance system and the rather fragile way of passing on the tradition orally from generation to generation, with few successors and an inadequate learning system, makes the inheritance of intangible cultural heritage traditional crafts vulnerable to the crisis of discontinuity and even extinction.

5.4 Intangible Cultural Heritage "Zhongba Mushroom Soy Sauce Brewing Process" Insufficient Promotion of Cultural Values

5.4.1. Restricted display: Embodied Experience Is Difficult to Achieve.

Field research found that the production process of "Zhongba Mushroom Soy Sauce Brewing Process", a traditional brewing process of , is complicated and trivial, with rich materials and long production cycle, and various production equipment is not convenient to move and occupies a large area, so when participating in various non-heritage demonstration activities at all levels, it is limited to show the traditional non-heritage skills to visitors and cannot allow visitors to participate in it. This leads to insufficient understanding and cultural value empathy of visitors, while the display activities are generally held in non-local areas, and the publicity effect on non-heritage crafts in the field is also limited due to the immobility of the crafts.

5.4.2. Insufficient Connotation: Lack of Cultural Value Mining.

Through questionnaires and interviews, we found that the employees' recognition of the intangible cultural heritage value of the traditional brewing process of "Zhongba Mushroom Soy Sauce Brewing Process" has yet to be improved, and most of them think that the continuous progress of the modern process is the general trend, and the traditional process relies more on manual labor in the production process and equipment, while the high efficiency of modern machines is the mainstream. The intangible cultural heritage is the crystallization of the great wisdom and civilization of the Chinese nation, the bearer of national history and national spirit, and is of great significance to the protection of intangible cultural heritage. The promotion of the cultural connotation is not enough.

6 Countermeasures and Suggestions for The Protection and Inheritance of The Traditional Brewing Process

The article focuses on the problems in the development and protection of Zhongba Mushroom Soy Sauce Brewing Process from four perspectives: government, enter-

prises, society and inheritors, and gives practical suggestions to improve the current situation of its protection and inheritance. At the same time, the article also gives a small perspective to find a way out for the protection and inheritance of the traditional brewing process.

6.1 Government Level: Support Protection, Branding

Firstly, the local government supports protection, the main body shapes the brand and improves cultural identity. The protection and inheritance of the traditional brewing process requires people to have a true non-heritage cultural identity, which is inseparable from the government's cultural propaganda and guidance. Although Zhongba Mushroom Soy Sauce has China Sauce Culture Expo in Qingxiang Park, which has played a role in the protection and promotion of the brand, it still needs support and shaping at the government level, not only financial support, but also help in brand shaping. For example, the traditional brewing process can be popularized, and the local government can take the lead in implanting the brewing process of mushroom soy sauce into the construction of Mianyang's cultural infrastructure, such as the display of the brewing process in wall paintings and bus station panels to promote and inculcate the non-heritage culture, which can expand the influence and enhance the cultural identity. The traditional brewing process is organically integrated with the construction of urban communities, and the cultural elements of the process are injected into the cultural construction of urban communities to shape regional cultural brands, promote the formation of distinctive cultural industries, enrich urban construction with regional elements, and achieve the role of cultural brand promotion.

6.2 Enterprise Level: Departmental Collaboration, Teamwork

Enterprises should strengthen the cooperation and synergy among various departments and realize teamwork among industries. The inheritance and protection of non-heritage involves many departments, so to do this job well, it needs cooperation and synergistic governance among various departments. [7] According to the interview survey, the products produced by the non-heritage process of brewing mushroom soy sauce in Zhongba are more expensive than those produced by modern machines, and in the competition of the same products in the industry, it will lead to consumers' trade-off due to the price issue, and accordingly, the development of the non-heritage process will be restricted. Therefore, enterprises and the main body of the same industry should strengthen industry solidarity and collaboration, promote mutual benefit and win-win situation, enhance industry recognition, and jointly strengthen the construction of industry talent team. For the problem of coordination among multiple departments of enterprises, the government, cultural departments and other administrative departments should strengthen the development of collaborative systems and measures; tourism departments, publicity departments, etc. should regularly carry out exhibitions of intangible cultural heritage projects and establish Intangible cultural heritage demonstration tourism areas; relevant departments such as supervision and management should realize information symmetry and increase supervision. At the

same time, enterprises should also set up relevant departments or centers for the protection of intangible cultural heritage, which are mainly responsible for the protection and inheritance of intangible cultural heritage. Multi-departmental cooperation will enable the protection of intangible cultural heritage after "heritage application" to be carried out steadily, and information will be shared and exchanged between departments to solve problems in the process of protecting intangible cultural heritage of traditional brewing techniques in a timely manner, gradually forming a collaborative mechanism for intangible cultural heritage protection.

6.3 Social Dimension: Enhancing Awareness and Enriching Levels

Mobilize social power and expand sales at multiple levels. The protection and inheritance of the traditional non-heritage brewing process is not only a matter for the representative inheritors, experts and scholars and the relevant cultural departments, but also requires the enhancement of the awareness of all people and extensive participation, and the fundamental awareness of the importance of non-heritage in order to protect and inherit this culture. [8]Although the representative inheritors of mushroom soy sauce are actively promoting the intangible cultural heritage in both theory and practice, and practicing the mission of the intangible cultural heritage, the public is obviously not paying enough attention to Zhongba Mushroom Soy Sauce Brewing Process as intangible cultural heritage, and the awareness of protection is weak and the sense of recognition is low. Therefore, it is necessary for society's propaganda power, for example, the use of multimedia digital platforms to widely disseminate the culture of non-heritage, the appropriate use of public figures, as well as the promotion of mushroom soy sauce products, the establishment of multi-level marketing channels; the use of digital technology, the addition of virtual reality pavilion, allowing visitors to wear virtual reality equipment, you can experience the real brewing process and brewing site in a different place. Using social power to increase the "cultural added value" of mushroom soy sauce, we will innovate multi-dimensional means of publicity to increase market demand, raise local awareness, promote the productive conservation of technology, and increase market sales. Through the mobilization of social forces, we will stimulate widespread participation of the public, enhance the awareness of non-heritage and protection, and strengthen the publicity effect at multiple levels, so that the protection and inheritance of the traditional brewing process will gradually become a spontaneous action of all people.

6.4 The Level of Inheritors: Improve The Mechanism and Perpetuate The Development

Improve the cultivation mechanism of inheritors to achieve sustainable development.[9] The inheritor is the key to non-hereditary heritage, and the inheritance of traditional brewing technology cannot be separated from the inheritor's sense of identity, integrity and continuity, so it is necessary to improve the cultivation mechanism of the inheritor. According to the survey, the strength of the inheritor team of Zhongba Mushroom Soy Sauce is very small, and the sixth-generation inheritor Xu Ping has

only two disciples, so there are only a few inheritors who can assume the responsibility of inheritance and protection, and there is an urgent need to expand the inheritance team. At present, the protection measures for the brewing process of mushroom soy sauce include "non-hereditary heritage in school", but there is still a need to further introduce talents, such as opening professional courses and workshops, hiring excellent technicians or inheritors to participate in the teaching of knowledge and practical operation in the classroom, giving full play to the enthusiasm, initiative and creativity of non-hereditary inheritors, stimulating students' interest in learning through teaching by example, and cultivate more young learners and inheritors, and realize the sustainable development of the mushroom brewing process. To improve the cultivation mechanism of traditional brewing craft inheritors, it is necessary to establish a cooperative relationship between government, enterprises and universities to form a positive interaction between traditional brewing craft inheritors, enterprises and universities, so as to realize the sustainable development of traditional brewing craft.

7 Conclusion

Traditional non-heritage brewing techniques grow and develop in folklore, are the great civilization bearer and historical memory of the Chinese nation, and embody the traditional cultural concept and innovative spiritual style of the Chinese nation. At present, there are some problems and shortcomings in the inheritance and protection of traditional non-heritage brewing techniques, such as the lack of perfection in the inheritance system, the lack of comprehensive protection mechanism, and the neglect of the cultural connotation of the non-heritage brewing techniques. In the "post-application" period, as the understanding of "non-heritage" gradually matures, the protection of "non-heritage" changes from declaration to management, which is the inevitable way for traditional non-heritage brewing techniques to develop in a scientific and standardized manner. From the improvement of the protection mechanism and the standardization of the inheritance system, as well as from the theory to the practice, we need to think carefully about [10]. The protection and inheritance of traditional non-heritage brewing techniques requires the cooperation of enterprises, society and inheritors under the leadership of the government, in order to jointly safeguard our own cultural and spiritual home and the soul of national culture.

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