



# Research on the Distribution Characteristics and Development Strategy of National Intangible Cultural Heritage in Hubei Province

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**Abstract.** Intangible cultural heritage in Hubei Province is an essential part of Chinese civilization and Jingchu culture. The article takes the national intangible cultural heritage of Hubei Province as the research object, analyzes the proportion and layout of its category classification, borrows the principle of spatial Gini coefficient to study the spatial distribution differences and agglomeration characteristics of intangible cultural heritage categories, and sums up the distribution characteristics of "three points of aggregation and multiple points of separation," and puts forward the strategy of ecological development of intangible cultural heritage ring based on which to further explore the systematic inheritance and development paths of intangible cultural heritage in the new era: frequent inheritance and development path of intangible cultural heritage in the new generation.

**Keywords:** intangible cultural heritage, cultural development, distributions.

## 1 Introduction

"Culture is the soul of a nation and a people. A nation thrives when culture thrives, and a nation is strong when culture is strong"<sup>1</sup> General Secretary Xi Jinping pointed out in the symposium on cultural inheritance and development on June 2, 2023, that we should deeply grasp the outstanding characteristics of Chinese civilization; better take up the new cultural mission, firm cultural self-confidence, uphold openness and tolerance, and insist on observing the correctness and innovation; the best inheritance of history and culture is to create a new history, and the most excellent salute to human civilization is to create a new form of human civilization. Jingchu regional culture in Hubei Province, relying on the excellent Chinese civilization, deep historical lineage, with the inherent strong spirit of endless life and cultural self-confidence, shows the value of the times of tenacious vitality. In the final analysis, our culture should continue, create, and innovate.

## 2 Geographical Situation and Cultural Development of Hubei Province

Jingchu culture is an ancient historical culture centered on the territory of Hubei Province. Jingchu culture is profound and has a long history, It is a culture with the characteristics of Hubei Province and an important part of Chinese civilization. Hubei Province includes 12 prefecture-level cities, one autonomous region, a forest area of three provinces directly under the jurisdiction of the county-level administrative units, the province's total area of 18.59 square kilometers, Hubei Province is located in the middle reaches of the Yangtze River, belonging to the Yangtze River system, over the years to nurture the formation of the Yangtze River culture and the Jing Chu culture of the blending of the situation, so that the Jing Chu region of the cultural characteristics of a more inclusive, more ethnic characteristics. The region is characterized by mountainous, hilly terrain. The region has a mountainous, hilly plains and lakes ecosystem, and the overall terrain presents an incomplete open basin to the south, located in the climate transition zone. The high mountains belong to the plateau climate, and other areas belong to the subtropical monsoon climate. Hubei Province is a multi-ethnic province; the existing 55 ethnic minorities, the overall presentation of the distribution of large, scattered, small settlements.<sup>2</sup> The multi-ethnic distribution of Hubei Province also lays a deep foundation for its profound cultural heritage and diversified cultural heritage pattern.

As the representative and model of Hubei's regional cultural heritage, better scientific inheritance and development of the cultural heritage of Jingchu is the endogenous driving force for promoting the high-quality development of Hubei's regional areas. With the rapid development of artificial intelligence, digitalization, big data, and virtual reality in the current era, embracing digitalization and rooted in the millennium culture, the protection and inheritance of intangible cultural heritage has ushered in greater opportunities.

## 3 Distributional Characteristics of National Intangible Cultural Heritage in Hubei Province

This study mainly focuses on the Hubei Province region. It counts the national intangible cultural heritage within the province's domain to show the distribution characteristics of the national intangible cultural heritage in Hubei Province region in the form of data and visualization.

**Table 1.** Scope of research covered in this study(Source: Hubei Province Official Website)

Area (number)	City (state, district)
Hubei Province (17)	Wuhan, Shiyan, Shennongjialin, Enshi, Xiangyang, Jingmen, Jingzhou, Suizhou, Tianmen, Qianjiang, Xiantao, Xiaogan, Ezhou, Xianning, Huangshi, Huanggang

### 3.1 Scope of the Study

This study involves 14 prefectural-level or above cities (states and forest areas) and three county-level cities under provincial jurisdiction in the Hubei Province region, among which five items were declared as projects on behalf of Hubei Province but were finally categorized as Wuhan City region in consideration of the regionality (Table 1) in order to ensure accuracy, according to the five batches of national intangible cultural heritage lists published by the State Council in 2006, 2008, 2014 and 2021, and combined with the intangible cultural heritage network of China and the intangible cultural heritage network of Hubei, as of June 30, 2021, the total number of representative projects of intangible cultural heritage at the national level in Hubei Province is 100 items and 145 places.

### 3.2 Distribution Weighting Analysis

Jingchu regional cultural development over time, the openness and tolerance of the Chu culture, the characteristics of pluralism and integration for the Yangtze River Basin culture irrigated the rich connotation of China's outstanding cultural development has injected a long-lasting vitality in the multi-ethnic cultures continue to mingle. The UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage (from now on referred to as "the Convention") requires that "each State Party shall draw up an inventory of its intangible cultural heritage in the light of its national circumstances." Based on this, the national list of representative items of intangible cultural heritage can be divided into ten categories: folklore, traditional dance, traditional music, traditional drama, performing arts, traditional fine arts, traditional sports, performing arts and acrobatics, traditional medicine, traditional performing arts and traditional sports, and folklore, with performing arts and acrobatics and traditional sports being grouped under one category. The traditional sports and acrobatics are categorized under one category. Through data analysis, it can be seen that every prefecture-level city (state and forest area) in Hubei Province has national intangible cultural heritage items distributed, but the difference is large; Jingmen City has only one national intangible cultural heritage item, accounting for 0.69%, while Yichang City accounts for the largest proportion and the largest number of intangible cultural heritage items, with 25 items accounting for 17.24%, followed by Wuhan City, with 22 items, accounting for 15.17%, and Enshi Prefecture, with 19 items, accounting for 13.10% (Wuhan City, with 25 items, accounting for 15.17%, and Enshi Prefecture, with 19 items, accounting for 13.10%). It is accounting for 13.10% (Figure 1).

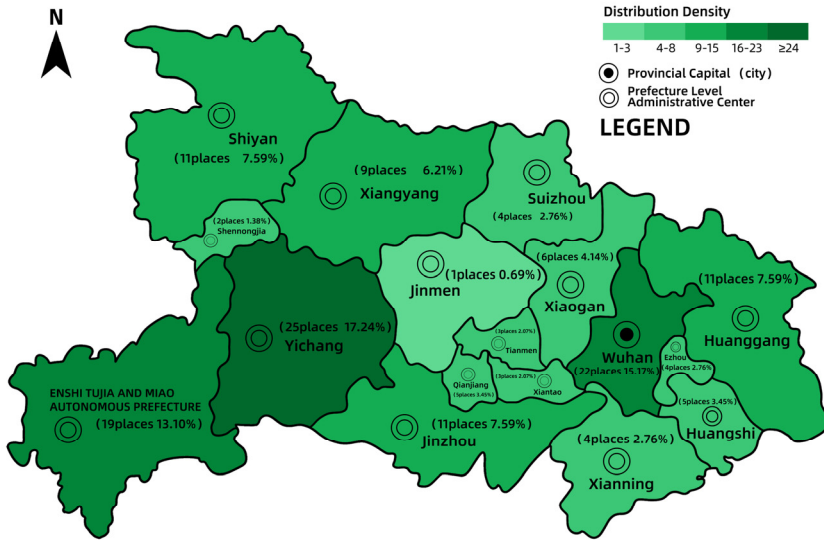


Fig. 1. Spatial distribution of national intangible cultural heritage in Hubei Province(Source: Author's own drawing)

### 3.3 Spatial Distribution Characteristics

According to the spatial distribution map of intangible cultural heritage in Hubei Province (Table 2), it can be seen that Yichang, Wuhan, and Enshi account for 45.56% of the distribution of the number of heritages in the region and the three regions account for nearly half of the distribution of intangible cultural heritage in Hubei Province. The Yichang City, there are 25 national intangible cultural heritages, whereas, for example, there are only 1 or 2 intangible cultural heritage projects in Jingmen City and Shennongjia Forest District. The difference between the two is huge, thus further reflecting the uneven distribution of national ICH in Hubei Province.

In this study, the spatial Gini coefficient is used to portray the distribution of national intangible cultural heritage in Hubei Province, and the numerical specification of the Gini coefficient can show the distribution law, according to the spatial Gini coefficient.<sup>3</sup>According to the principle of calculation of the spatial Gini coefficient, the Gini coefficient is between 0 and 1, and the larger the value is, the more concentrated the spatial distribution of intangible cultural heritage in each region of Hubei Province is, on the contrary, the smaller the value is, the more even the distribution of intangible cultural heritage categories is, as shown in the table, it can be seen that the smallest value of the category of sports and acrobatics is 0.367, and the response to its distribution can be interpreted as a more even distribution in terms of distribution pattern, because the category is distributed less in Hubei Province, and the distribution is even absent in most of the municipalities and states. Cities and states even have no distribution. The traditional music category has the most significant value. It is more con-

centrated, with nearly 50% of the 28 cultural heritage categories distributed in Yichang City. The traditional theater category has the second highest Gini coefficient after the traditional music category, with nearly 40% of the categories distributed in Wuhan City and Enshi Tujia Autonomous Prefecture. The traditional fine arts and folklore categories have similar values because both have a large proportion of their distribution in one city, so their distribution is more clustered. The Gini coefficients of the traditional music, traditional dance, and opera categories are close to each other, which can reflect the variability and inhomogeneity of the different distribution patterns among different categories and different cities and states.

In summary, the overall distribution is characterized by "three points of convergence and multiple points of separation."

**Table 2.** Spatial Distribution of National Intangible Cultural Heritage in Hubei Province(Source: Calculated through the spatial Gini coefficient)

City (state, district)	Tradition- al music	Tradition- al theater	Tradition- al art	Folklore	Tradition- al dance	Folk musical theater	Folk	Tradition- al skills	Chinese traditional medicine	Sports acrobatics	Aggregate
Shiyan	2	2	-	3	1	-	2	-	-	1	11
Shennongjia	-	-	-	2	-	-	-	-	-	-	2
Xiangyang	4	2	1	1	-	-	-	1	-	-	9
Yichang	13	-	-	5	1	1	4	1	-	-	25
Enshi	4	5	-	-	5	2	-	3	-	-	19
Jingmen	-	-	-	-	-	-	-	-	1	-	1
Jingzhou	2	1	-	1	1	4	-	3	-	-	11
Suizhou	-	1	-	-	-	-	1	1	-	-	4
Tianmen	1	-	1	-	-	1	-	-	-	-	3
Qianjiang	1	2	-	-	1	-	1	-	-	-	5
Xiantao	-	1	2	-	-	-	-	-	-	-	3
Xiaogan	-	2	1	1	1	1	-	-	-	-	6
Wuhan	-	5	3	5	1	3	1	-	3	1	22
Ezhou	1	-	1	-	-	-	2	-	-	-	4
Xianning	-	1	1	-	-	-	-	1	1	-	4
Huangshi	-	1	2	-	1	-	1	-	-	-	5
Huanggang	-	2	2	3	-	1	-	-	1	2	11
Spatial Gini coefficient	0.822	0.811	0.743	0.671	0.640	0.627	0.625	0.580	0.449	0.367	0.386

## 4 Development Strategies of National Intangible Cultural Heritage in Hubei Province

This study combines the development strategy of Hubei Province's Jing and Chu cultural characteristics, combines the spatial distribution characteristics of Hubei Province's national intangible cultural heritage, and develops a series of scientific and

sustainable development strategies for the current status of intangible cultural heritage inheritance and protection, combined with the intangible heritage ring ecology.

#### **4.1 Ecologization of the Non-Heritage Ring**

In view of the uneven distribution of non-heritage in Hubei Province nowadays, and 70% of the projects are distributed in the township area, there are the following measures

##### **1. Top level: policy support**

Strengthen policy guidance, and organizational leadership, improve laws and regulations, regulate protection and supervision, expand the credibility of NRH, promote regional cooperation, and improve the efficiency and quality of NRH protection work. For example, the introduction of non-heritage into rural revitalization and the deep integration of non-heritage and science and technology

##### **2. Middle Level: Digital Industrialization of Non-Heritage**

By utilizing GIS, ASP, and WEB network programming technologies, we can collect, categorize, and integrate non-heritage resources. With the aid of digital technologies such as AR, VR, 3D scanning, and non-heritage workshops, we can further develop non-heritage resources' industrialization<sup>4</sup>. By incorporating non-heritage into the rural industry through cross-border and cross-regional integration, we can expand the functionality of non-heritage, create non-heritage intellectual property, promote the fusion of culture and tourism, enhance the audience's sense of experience<sup>5</sup>, expand the non-heritage market, and ultimately realize the diversification of non-heritage values.

##### **3. Basic level: Fostering Outstanding Non-Genetic Inheritance Bearers**

Compacting the underlying foundation, focusing on talent cultivation, incentivizing and supporting inheritors with strong working ability and love of non-heritage, improving their theoretical and technical level, creating a platform for learning and exchanges, prompting non-heritage inheritors to face industrial integration and regional linkage better, and allowing non-heritage to better enter the countryside vision and radiate to the whole social sphere.

## **5 Conclusions**

This study analyzes 145 national intangible cultural heritage items in Hubei Province. It analyzes through the classification layout and spatial structure that intangible cultural heritage has the distribution characteristics of "three-point aggregation and multi-point separation", and its spatial distribution is uneven. In order to promote the sustainable development of intangible cultural heritage and regional development in the new era, this study proposes the direction of diversified development of intangible cultural

heritage, and constructs the ecological model and sustainable development path of intangible cultural heritage from the top, middle and grassroots levels.

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