

Research on the Brand Construction and Management of Intangible Cultural Heritage in Guangzhou City, China: The Post Pandemic View Point

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Abstract

With the advent of globalization and information age, the image of countries and regions has also been elevated to an unprecedented height, and the development of national and regional "soft power" has received consistent attention. The brand construction of intangible cultural heritage in Guangzhou needs to be based on reality, establish a clear brand image, use market-oriented development means, increase the strength of cultural communication, improve the centrifical force, and complete the unification and construction of economy, society and culture. First of all, on the basis of "cultural heritage," it is necessary to make reasonable overall planning and develop towards the direction of "cultural production." Combined with the current development status, reasonably coordinating the relationship between political advantages and economic power requires not only the continuous accumulation of cultural knowledge in a subtle way, but also the display of corresponding cultural value in humanistic connotation, so as to provide more living space for the brand building of local intangible cultural heritage resources in Guangzhou. Secondly, the "branding" management and protection of intangible cultural heritage need to improve the effective branding management on the basis of protecting intellectual property rights. Enterprises, universities and scientific research units in Guangzhou are organically combined to improve the strength of brand culture development, ensure the trajectory of marketization, and obtain more economic and social benefits. Finally, it is necessary to be based on reality, integrate into the management content of the brand, clarify the market positioning, clarify the degree of exposure, reasonably protect and develop, and present the advantages of their own protection work to everyone's vision.

Keywords: Brand Construction, Brand Management, Branding, Intangible Cultural Heritage

Introduction

Under the impact of globalization and the industrial age, the inheritance and development of local culture has become an important issue in modern society. Globalization has accelerated the flow of population and regional interaction around the world, and the gradual emergence of cultural homogenization and the impact of Western cultural value system have threatened

the traditional culture and folk lifestyle in many developing countries and peripheral areas. Therefore, maintaining the dominant position and long-term development of local culture has become one of the key topics of concern to all sectors of society. Among them, the protection and development of intangible cultural heritage has aroused widespread concern and attention from the society.

Intangible cultural heritage is the historical precipitation of a region, showing the excellent and unique nature, history and humanity of a place, and has obvious value in modern society (Kim et al., 2021). Since the emergence of the concept of productive protection of intangible cultural heritage, the society has begun to face up to the possibility and correctness of intangible cultural heritage projects participating in market operation (Kirshenblatt-Gimblett, 2004). In recent years, the development mode of industrial economy has become a carrier for various regions to exert the economic benefits of intangible cultural heritage. In recent years, intangible cultural heritage has been given more and more important cultural and economic missions by the state and local governments, but the lack of brand effect in the process of intangible cultural heritage industrialization has hindered its deep penetration into the consumer market (Sohie, 2016).

In recent years, management researchers have also participated in the discussion of intangible cultural heritage, and conducted preliminary exploration on the industrialization and branding of intangible cultural heritage. First, in view of the issue of "whether intangible cultural heritage should be connected with the market", most scholars put forward the enthusiasm of marketization of intangible cultural heritage from the perspective of economic and cultural protection. Second, scholars have also found in the exploration of intangible cultural heritage industrialization that the branding of intangible cultural heritage products or industries is the fundamental way to realize the protection and development of intangible cultural heritage (Ricart et al., 2019), but no effective branding path has been proposed for the public nature of intangible cultural heritage. Third, scholars also have a preliminary discussion on the marketization and branding of intangible cultural heritage, which mainly focuses on well-known intangible cultural heritage projects, such as Jingdezhen porcelain and embroidery intangible cultural heritage projects, etc.

However, there is a lack of attention to local intangible cultural heritage resources with low symbol and no branding. Management has not given much theoretical attention to how folk culture forms regional industrial economy and regional culture, and how to better protect and develop it. In fact, how to build a "new" intangible heritage industry brand and a new regional cultural business card are the concerns of regional governments and markets. Therefore, how to stimulate the society, especially the market, to pay attention to the protection of intangible cultural heritage, so as to make use of the vitality of the market to better inherit the value of intangible cultural heritage in various regions is a topic that folklore researchers and managers are concerned about. At the same time, using the development of intangible cultural heritage projects to better realize the combination of regional economy and regional culture is also the concern of regional political and economic organizations. Therefore, it is necessary to explore the construction path of regional brand of intangible heritage industry and provide reference ideas for this issue.

Problem Statement

At present, although folklore has discussed the branding of intangible cultural heritage on the basis of recognizing the marketability of intangible cultural heritage, and management has also begun to think about the commercial value, management and development mode of intangible cultural heritage, and has achieved certain research results, scholars have rarely noticed the market's preference for creating regional brands when developing intangible cultural heritage projects. Therefore, it can be seen that the research on regional brand construction of intangible heritage industry is reasonable and necessary, and can open up a new research perspective. Most of the unsuccessful development examples in reality also give researchers space to conduct a preliminary discussion on the relationship between intangible cultural heritage and regional brands - the driving factors behind promoting intangible cultural heritage industry to become regional brands, the real interaction between the two and the formation path, as well as the results achieved.

First of all, in view of the significance of intangible heritage branding and the phenomenon that the market prefers to build regional intangible heritage industry brands, the academic circle rarely explains the logic behind it. At the same time, the government and the market have a weak awareness of exploring intangible cultural heritage projects with low presence and low symbolization but social value, and the academic community rarely pays attention to the existence of this problem and fails to put forward effective solutions. It can be said that in the path of building the intangible heritage industry into a regional brand, the society needs referential suggestions, but there is no research to explore. Therefore, this study needs to analyze the driving factors behind the phenomenon of market preference for intangible cultural heritage industry to build regional brands, and the success of intangible cultural heritage industry to build regional brand standards, in order to drive the development and utilization of low-symbolic intangible cultural heritage resources in different regions, and provide reference suggestions through discussion on the construction path.

Secondly, both the protection and development of intangible cultural heritage and regional brands involve the management role of the government. However, few scholars try to discuss the development and construction of intangible cultural heritage projects from the perspective of enterprises. The supporting and nodal role of various enterprises in the economic network for industrialization and regional brand building. In the analysis of the interaction between the market and the intangible cultural heritage in the process of industrialization, the interaction between the government and enterprises is the main component. Therefore, this study will focus on the logic and behavior of the intangible cultural heritage reproduction and value co-creation between the government, enterprises and different enterprises in the exploration of the construction path.

Third, in recent years, new research perspectives such as brand management and symbol value have emerged in related studies. The emergence of new perspectives is mainly to solve the market limitations and other bottlenecks encountered in the development of intangible cultural heritage projects, and also shows the importance of doing a good job in product and cultural marketing. It is a major breakthrough in related research to discuss the intangible cultural heritage industry in combination with mature brand management concepts in economics and management. However, intangible cultural heritage brands should not only

be product brands or cultural brands, but also be combined with regional development strategies.

Limitations

1. The discussion of the problems existing in the industrialization of "intangible cultural heritage" is not detailed enough, there is no in-depth discussion, and there is a lack of effective example analysis, which needs to be further enriched and concretized.

2. In terms of data collection, the collection of materials related to the industrialization of intangible cultural heritage needs to be further enriched. The collection of foreign language materials is insufficient, and the richness of such materials needs to be increased.

Literature Review

At present, the understanding of intangible cultural heritage in foreign countries is earlier, and it has jumped out of the research scope of the concept definition and type division of intangible cultural heritage (Nega, 2018). More attention is focused on how to develop and utilize intangible cultural heritage resources, realize the economic value of intangible cultural heritage resources, and successfully create many intangible cultural heritage brands (Throsby, 2016).

Western countries, represented by France, initiated the "Cultural Heritage Day", which stipulates that on the third weekend of September every year, all museums open their doors to the public, public museums have free admission, private museums have reduced admission, and they can get tax incentives. The establishment of "Cultural Heritage Day" has greatly promoted and promoted the protection of historical and cultural heritage in Europe. Some scholars study intangible cultural heritage from different perspectives. For example, Yu Park suggests sharing national memory through the declaration of non-heritage items, so as to arouse the sense of national cultural identity of the two Koreas.

Using Jordan as an example, Bille studied the impact of the declaration of intangible cultural heritage on the lives of Bedouins. Harriet Deacon in her book *Intangible heritage in conservation Management Planning* emphasizes the importance of the protection of intangible cultural heritage and believes that management planning for the protection of intangible cultural heritage must be formulated and strictly observed. Marta Bordignon explores the issue of sustainable conservation of cultural heritage by studying towers in Sichuan, China. In *The Museum and the intangible cultural heritage*, Kenji Yoshida proposes the feasibility of displaying the value of intangible cultural resources through material carriers, and thinks that museums are an effective means for the tourism development of intangible cultural resources. It is also an important means to improve public awareness of intangible cultural heritage protection.

Asian countries are represented by Japan and South Korea. Japan has long recognized the importance of safeguarding intangible cultural heritage. Japanese scholar Osamu Yamaguchi mentioned in his paper *Cultural Diversity and Intangible Cultural Resources: A Comparison of Management and Regulations in Vietnam and Japan from the Perspective of Researchers* that it is important for the government to formulate relevant policies to manage the cultural industry market. In his article for the *Peaceful and Effective Use of Cultural Heritage*, Sakurai Ryuhiko summarized the protection of intangible cultural heritage into three aspects:

evaluation, preservation and effective use, emphasizing the rationality of use. In his book *Cultural Protection Policies in Korea: Intangible Cultural Goods and Their Holders*, South Korean scholar Liang Chu-seung analyzed the cultural policies and strategies derived from the protection of South Korea's traditional cultural heritage, and discussed the implementation of the policies in terms of folk customs and folk artists.

Research Questions

In view of the theoretical gaps found in the previous studies, this paper will take the regional brand building path of intangible heritage industry as the theme and conduct research through the following three research questions:

- (1) What are the reasons that can drive local excavation of intangible heritage resources and make them form regional brands in the process of industrialization?
- (2) How to build the regional brand of intangible heritage industry? How do the building agents interact with each other?
- (3) What are the brand assets of a successful regional intangible heritage brand?

Research Objectives

Regional brand building of intangible cultural heritage industry exists in reality, but the relationship between the two has not been highlighted in academic discussions. The reference of successful business models is the key to solving the bottleneck of intangible cultural heritage development. Therefore, in the research and analysis of this problem, it is necessary to summarize the past experience and build a path model that can be referenced and deepened by case analysis.

This study will study the driving path, realization path and formation effect of the intangible cultural heritage industry to build regional brands, in which it will focus on the construction path of the intangible cultural heritage industry to build regional brands, analyze the evolution process of intangible cultural heritage projects from regional cultural symbols to regional brands, with a view to explaining the thinking and action mode behind it. Aiming at the formation of the regional brand construction path of intangible cultural heritage industry, this paper will systematically study the reasons, paths and results of intangible cultural heritage industry becoming a regional brand on the basis of existing domestic and foreign relevant research results such as folklore, communication and regional brand research.

First of all, literature research is used to explain the current development bottleneck of the intangible cultural heritage industry, and the close relationship between the intangible cultural heritage culture and regional economy and cultural construction is summarized, so as to analyze the driving factors and driving subjects of the intangible cultural heritage industry to build a regional brand.

Secondly, it discusses the formation path of regional brand construction in the intangible heritage industry, and analyzes the links of building regional brands in the intangible heritage industry through case studies, clarifies the relationships and behaviors among drivers, and builds a model diagram of regional brand construction path.

Finally, by using the research method of interview, this paper discusses the influence of regional brand construction of intangible cultural heritage industry on consumers, and the social and economic value brought to various types of organizations in the region, and provides possible conditions and reference suggestions for the industrialization and regional branding of other local intangible cultural heritage resources.

Research Methodology

This paper mainly uses literature analysis, theoretical analysis, comparative analysis and SWOT analysis to study. First of all, consult a large number of journals, magazines, monographs and other literature materials, in order to understand the excellent theoretical achievements at home and abroad, inspire their own research ideas, and then use theoretical analysis, reference to the latest theories combined with their own views to analyze, and get their own views. In the analysis of the development status of intangible cultural heritage resources in Guangzhou, comparative analysis is also adopted. Through the comparison of other provinces and cities across the country, SWOT analysis is adopted to comprehensively consider the advantages, disadvantages, opportunities and threats of the development of Chongqing's intangible cultural heritage, so as to find a business strategy suitable for the actual situation of the intangible cultural heritage.

Data Analysis Plan

The fit between Guangzhou intangible cultural heritage and the research topic is also one of the reasons why "Guangzhou intangible cultural heritage branding" has become the main analysis object of this paper. A case that fits the research topic should first demonstrate the social issue of interest to the researcher, be able to accurately provide the elements involved in the research direction, and also allow the researcher to spend enough time on empirical observation. As mentioned in the previous research background, this study mainly focuses on the development dilemma of intangible cultural heritage industry and the reflection on the new direction of regional economic development. Guangdong is the place where researchers live for a long time, which also brings convenience to the process of data collection and improves the feasibility of research.

The data collected in this paper are classified as follows

Primary information is

- (1) Interview data of Guangzhou residents and consumers outside Guangzhou on intangible heritage resources in Guangzhou;
- (2) Interview data of non-genetic inheritors and operators in Guangdong;

Secondary information is

- (1) Publicity, advertising, news reports and related texts of Guangzhou intangible cultural heritage industry
- (2) News reports on policies and activities issued by the national and Guangdong Provincial governments;
- (3) Public comment data on online forums, Weibo and other social media

Data Analysis

In the primary data part, this study conducted semi-structured interviews with 25 effective interviewers to obtain interview data. For further research, this paper collects original data

from students and ordinary citizens who have lived in Guangdong for 0 years, 1-10 years, and more than 10 years, including those who have never lived in Guangdong, studied or worked in Guangdong, and Guangdong natives. 12 of the interviewees have lived in Guangdong for more than 10 years. Those who have been in Guangdong for less than 10 years account for 13 people, who can be regarded as a group that fully experiences Guangdong culture and generally understands Guangdong culture. In addition, in order to ensure the effectiveness of the interview, the interviewees were asked questions in strict accordance with the designed interview procedure during the study. Interviews were conducted in three forms: online voice communication, online text chat and face-to-face communication. The semi-structured interview method is used to ask questions to the research objects according to the interview outline and to ask questions according to their answers in order to obtain more detailed and effective first-hand information. Finally, this study organizes the interview data into verbatim manuscripts for further coding analysis.

A total of 25 people were interviewed in this study, including college students in various provinces and respondents who were born in the 1970s, 1980s and 1990s working in Guangdong. It takes an average of 30 minutes per respondent.

Table-1

Basic characteristics of interviewees

| No | Surname | Year of birth | Place of Birth | Place of growth | Educational background | Number of years in Guangdong |
|----|------------|---------------|--------------------------|--------------------------|------------------------|------------------------------|
| 1 | Mr. Wang 1 | 1995 | Xiangtan, Hunan Province | Xiangtan, Hunan Province | master | 2.5 |
| 2 | Mr. xie | 1997 | Hunan Huarong | Hunan Huarong | master | 1.5 |
| 3 | Mr. Lin 1 | 1999 | Shaanxi (Province) | Shaanxi (Province) | master | 0 |
| 4 | Mr. Wen | 1999 | Jingyuan, Gansu Province | Jingyuan, Gansu Province | master | 0 |
| 5 | Mr. He | 1999 | Jiangsu (Province) | Jiangsu (Province) | master | 0 |
| 6 | Miss Chen | 1999 | Xiangtan, Hunan Province | Xiangtan, Hunan Province | master | 0 |
| 7 | Mr. Ge | 1995 | Hunan Huarong | Hunan Huarong | master | 2.5 |
| 8 | Miss Yang | 1999 | Shandong (Province) | Shandong (Province) | Undergraduate | 0 |
| 9 | Miss Zhou | 2000 | Henan (Province) | Henan (Province) | Undergraduate | 0 |

| | | | | | | |
|----|-----------|------|---------------------|---------------------|---------------|-----|
| 10 | Miss Jia | 1998 | Shenzhen, Guangdong | Shenzhen, Guangdong | Undergraduate | 21 |
| 11 | Mr. Luo | 1998 | Shaoguan, Guangdong | Shaoguan, Guangdong | Undergraduate | 21 |
| 12 | Mr. He | 1988 | Hubei (Province) | Hubei (Province) | Undergraduate | 3 |
| 13 | Miss Chen | 1970 | Guangdong | Guangdong | Undergraduate | 50 |
| 14 | Mr. Ge | 1972 | Guangdong | Guangdong | Undergraduate | 48 |
| 15 | Miss Yang | 1999 | Shenzhen, Guangdong | Shenzhen, Guangdong | Undergraduate | 20 |
| 16 | Miss Zhou | 1995 | Fujian (Province) | Fujian (Province) | Undergraduate | 16 |
| 17 | Miss Jia | 1996 | Shenzhen, Guangdong | Shenzhen, Guangdong | Undergraduate | 24 |
| 18 | Mr. Luo | 1996 | Liaoning (Province) | Liaoning (Province) | Undergraduate | 0 |
| 19 | Mr. He | 1996 | Shenzhen, Guangdong | Shenzhen, Guangdong | Undergraduate | 2.5 |
| 20 | Miss Chen | 1994 | Guilin, Guangxi | Guilin, Guangxi | Undergraduate | 5 |
| 21 | Mr. Ge | 1993 | Shenzhen, Guangdong | Shenzhen, Guangdong | Undergraduate | 8 |
| 22 | Miss Yang | 1991 | Zibo, Shandong | Zibo, Shandong | Undergraduate | 6 |
| 23 | Miss Zhou | 1992 | Hubei (Province) | Hubei (Province) | Undergraduate | 8 |
| 24 | Miss Jia | 1991 | Shaoguan, Guangdong | Shaoguan, Guangdong | Undergraduate | 5 |
| 25 | Mr. Luo | 1988 | Jiangxi (Province) | Jiangxi (Province) | Undergraduate | 10 |

Finding and Conclusion

The main findings of this paper are as follows

(1) This study attempts to explore the connotation and value of intangible cultural heritage in modern discourse from the perspective of management. This paper breaks through the content of intangible cultural heritage in previous studies, discusses its connotation in modern discourse, and provides sample basis for the transformation of local traditional cultural resources into commercial capital through case studies.

(2) This study is a preliminary study on the path of building regional brand for intangible heritage industry. From the perspective of current research on intangible heritage industry, branding has been one of the important ways for intangible heritage industry to penetrate into the commercial market, but less attention has been paid to the connection between intangible heritage industry and regional brands, as well as the development of low-symbolic intangible heritage resources. Therefore, by analyzing the development bottleneck encountered by the intangible heritage industry, this topic hopes to find solutions in the strategy of regional brand construction, and at the same time provide a new research perspective for regional brand theory.

(3) This study is an interdisciplinary analysis of folklore and management. This paper will adopt an interdisciplinary theoretical analysis, and add the relevant theories of the productive protection of non-material cultural heritage and the branding of intangible cultural heritage in folklore into the analysis and discussion, so as to deepen the understanding of some regional characteristic resources and make a better deductive analysis of the regional brand theory.

Conclusion

Through the research on the regional brand building path of intangible cultural heritage industry, this study provides referential suggestions for the local intangible cultural heritage industry in Guangzhou and the work of mining and developing intangible cultural heritage resources in various regions. At the same time, it puts forward relevant enlightenment for the construction of regional brand of intangible heritage industry:

(1) Strengthen inter-regional cooperation between government and enterprise, promote the construction of regional brand of intangible cultural heritage industry, and add regional brand construction of intangible cultural heritage industry to the regional strategy, and strengthen inter-regional cooperation between government and enterprise.

This study aims to emphasize the importance of cooperation between governments and enterprises in the region for the export of regional traditional culture in the development of intangible cultural heritage industry, and the cooperation between government and enterprises needs to be clear about the strategy of regional cultural construction and the consistency of subject behaviors. For example, in the stage of identity construction and reinforcement of regional brand influence, the government's cultural construction and the economic construction of enterprises are indispensable to the construction of regional brands. The government's unified management of intangible cultural resources leads the refining of the core cultural connotation, while the marketing of enterprises decodes the connotation of cultural symbols and stimulates the vitality of intangible cultural heritage products and brands in the market. Intangible cultural heritage is one of the outstanding traditional cultural manifestations in China, so the industrialization and regional branding of intangible cultural heritage are of contemporary significance to today's society. Regional brand building led by the government and enterprises can fully embody the modern value of intangible cultural heritage in the business.

(2) Attach importance to the construction of cultural identity in the development of intangible heritage industry

The construction of cultural identity is very important for the construction of regional brand of intangible heritage industry. Different from general regional industrial brands, the cultural

characteristics of intangible cultural heritage industry need to be decoded to reveal its connotation and historical value. In the face of industrialization of intangible cultural heritage projects, it is necessary to dig deeply into their cultural connotations, shape historical stories, product functions or aesthetic concepts with modern significance, carry forward and spread through modern media, and integrate them into the market. On the other hand, in order to avoid the damage caused by industrialization and standardization to the intangible cultural heritage, the products of the intangible cultural heritage industry need to be treated as cultural products, and the historical culture behind them should be publicized through the platform built by the government and enterprises. To build intangible cultural heritage into cultural products, its outstanding value is the value of "living inheritance", which is the embodiment of dynamic protection of intangible cultural heritage.

From the path of the branding of intangible cultural heritage resources in Guangdong, it can be seen that the construction of regional brand belongs to the non-genetic inheritance mechanism of modern meaning, and the construction of cultural identity is the concrete form to promote the "reproduction" of culture in modern society. Intangible cultural heritage needs to be recognized and utilized in the society and the market, otherwise it will truly become the "heritage" in the museum, deviating from the principle of "living inheritance". Therefore, not only in the construction of regional brand in the intangible cultural heritage industry, the construction of cultural identity is a link that cannot be ignored, and the construction of cultural identity also has modern significance in the level of intangible cultural heritage protection.

(3) Focusing on and mining low-symbolic intangible cultural heritage resources to create new regional economic possibilities Intangible cultural heritage belongs to the cultural management of the government.

However, in recent years, the state's emphasis on the cultural industry has also aroused the positive response of operators of folk products to the utilization of intangible cultural heritage resources, which also indicates the demand of China's social and economic market for the development of local cultural resources. Therefore, the analysis of intangible heritage resources in Guangzhou in this study provides reference elements and development models for the transformation of other local intangible heritage resources.

Recommendation

There is a lack of research on generalized intangible heritage industry. This study mainly analyzes the industrialization and regional branding of intangible cultural heritage projects in the category of productive protection, without considering more types of cultural products or the transformation of more intangible cultural heritage capital, and the export path model has certain limitations. In reality, China's traditional cultural resources are diversified, coupled with the uncertainty of the market, so it is necessary to adopt different industrialization and branding paths in the selection of cultural industry development strategies. It is hoped that the future can provide a reference path model for more types of intangible cultural resources marketization and branding.

Quantitative studies are lacking. This study mainly adopts the method of case study, extracts the path model with reference from typical cases, adopts the coding method of qualitative research, and lacks the comparative test of effective data. In the future, the regional brand

building model of intangible heritage industry can be quantitatively deduced and the model test can be conducted through data

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