

Non-legacy empowers industry, economy feeds culture - Exploration of the development path of Lunjiao Xiangyun Yarn in the new era

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Abstract: This paper focuses on the industrialization of Lunjiao Xiangyun Yarn, a highly representative intangible cultural heritage, to drive the economic development of Lunjiao. By utilizing the economic benefits of industrialization, the cultural value of the non-heritage can be preserved and promoted. This will not only contribute to the revitalization of Lunjiao's rural areas but also aid in the inheritance and protection of Xiangyun Yarn non-heritage skills and its cultural heritage in the new era. Thus, the project's development holds significant theoretical and practical value, providing essential support and guidance for related fields.

Keywords: intangible cultural heritage; empower; economic development; Lunjiao Xiangyun Yarn; Preservation and inheritance

1. Background and innovation of the study

1.1. The unique history and development dilemma of Lunjiao's Xiangyun Yarn

1.1.1. The unique history of Lunjiao Xiangyun Yarn

Xiangyun Yarn, formerly known as Scandinavian Yarn, is a plant-dyed fabric that has been hand-woven and dyed in Lunjiao, Guangdong for over a century. The production process of Xiangyun Yarn is unique, with a rare number and a long production time. The skill required is exquisite, resulting in a smooth, cool, deodorizing, and insect-repellent fabric that has health benefits for the skin. Shunde Lunjiao has inherited the dyeing and finishing techniques of this product, which have a history of more than 500 years of tradition. Xiangyun Yarn dyeing and finishing techniques were included in the second batch of the national intangible cultural heritage list in 2008. Currently, the project has nine representative inheritors. In 2009, the Xiangyun Yarn Cultural Heritage Protection Base, also known as the Guangdong Xiang Yun Yarn Cultural Industrial Park, was officially listed on Lunjiao Street in the Shunde District of Foshan City.

1.1.2. The development dilemma faced by Lunjiao Xiangyun Yarn

Xiangyun Yarn's heyday in the early last century, in the 1920s, Shunde alone had more than 500 tanning factories, with more than 10,000 workers and a daily output of more than 4,000 meters of Xiangyun Yarn.[1]The Pearl River Delta presents a thriving situation for the production of Scandinavian Yarn. With the development of the textile industry, a wide variety of colors and textures of fabrics have emerged. Due to the monotonous color, high cost, Xiangyun Yarn by the impact of the emerging textile industry and the impact of economic policy, Xiangyun Yarn market shrinkage, the industry gradually declined, many skills were lost.

1.2. Innovative points of dissertation research

The theory of 'intangible heritage empowers industry and the economy feeds culture' refers to the process of preserving and transmitting traditional intangible cultural heritage in the contemporary economy and society. By innovating and empowering traditional cultural elements, it enhances the economic value and reinvests the generated economic benefits into relevant cultural fields to promote cultural development and inheritance.

This theory has increased the development of traditional culture and modern industry integration

path, from a more comprehensive and diversified point of view of cultural heritage and economic development of the relationship between the Lunjiao Xiangyun Yarn heritage protection and innovative development to provide economic support for the theoretical framework, to promote the optimization and upgrading of the Xiangyun Yarn industry, so as to drive the Lunjiao countryside to continuously improve the value of culture.[2]

2. Non-heritage empowered industry, the economy to feed the application of culture in the fragrant cloud Yarn industry

2.1. The impact of non-heritage enabled industrial development on Lunjiao's economy

The development of the Xiangyun Yarn industry can contribute to the preservation and promotion of non-heritage, as well as the growth of local cultural and creative industries. Additionally, it can provide employment opportunities in rural areas and enhance the local economy's vitality. Furthermore, it can promote Lunjiao's unique cultural tourism, increasing its popularity and attractiveness and driving the development of related industries. It promotes cultural identity and pride among the Lunjiao people while maintaining local unity and stability.

2.2. The impact of cultural and economic development on the protection and inheritance of Xiangyun Yarn

The development of Lunjiao's culture and economy has generated more capital for the protection and inheritance of non-heritage. This has promoted the production and research of Xiangyun Yarn. (As shown in Figure 1) The prosperity of the local cultural industry has also led to the wider application of non-heritage elements in modern life. This has injected new vitality for Xiangyun Yarn designers in modern life. Simultaneously, the interplay between tourism and cultural economy has brought increased attention to the fragrant Xiangyun Yarn product, leading more individuals to dedicate themselves to its preservation and advancement.

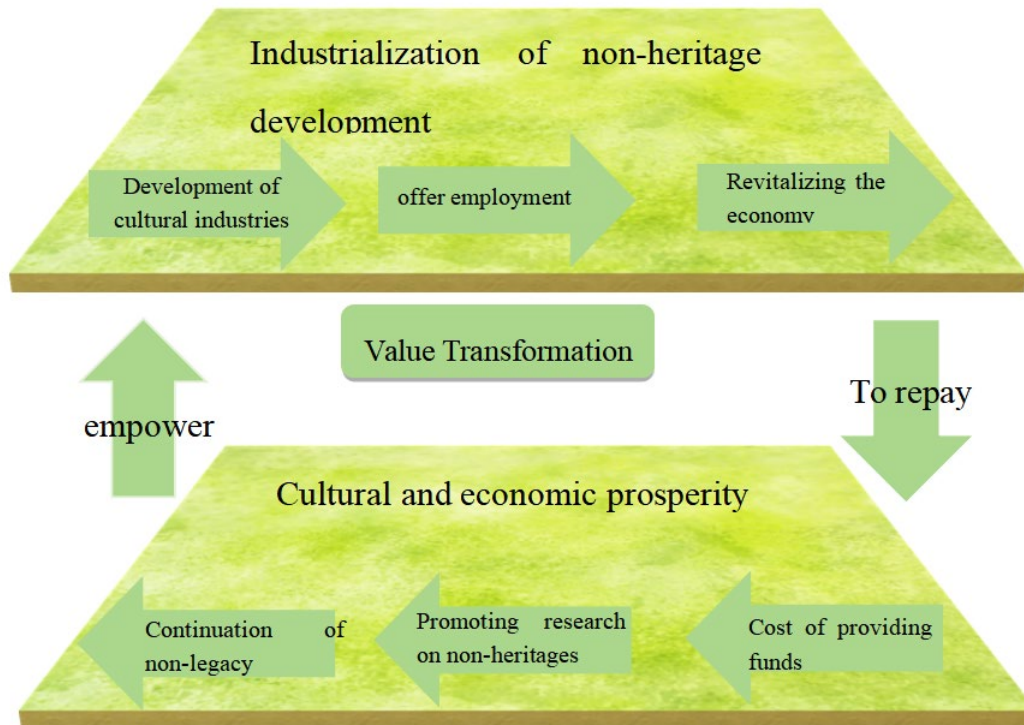


Figure 1 The effect of non-heritage empowering industry and economy feeding culture and culture in the fragrant cloud Yarn industry

3. The non-heritage empowered industry, the economy to feed the application of culture in Xiangyun Yarn industry in the application of the difficulties and the solution measures

The application difficulties that exist during the practical application of non-legacy empowering industry and economy feeding culture are related to both the protection and inheritance of non-legacy itself, as well as how to effectively combine non-legacy with modern industry, and how to ensure the original vitality of culture while promoting economic development.

3.1. Preservation of authenticity and vitality of non-heritage assets

Difficulty: In the process of integrating traditional Xiangyun Yarn elements into modern industry, how to maintain its original cultural characteristics and connotations, such as stitching, pattern, etc., to avoid excessive commercialization leading to the loss of non-native cultural significance of its original.

Measures to address: By emphasising righteousness and innovation, respecting local original inheritors, preserving the original materials and dyeing techniques of Xiangyun Yarn production and weaving, and integrating science and technology, the traditional handmade individual production methods have been transformed. The 'digital twins + virtual space' dual-track operation has been adopted to innovate the Xiangyun Yarn product production process, improving the efficiency and quality of the Xiangyun Yarn production. It also establishes and improves the laws and regulations for the protection of non-heritage in Xiangyun Yarn industry, strengthens the financial and policy support for the inheritors of Xiangyun Yarn, and carries out innovation and upgrading on the basis of protection and inheritance.

3.2. Enhancement of the market value of non-heritage

Difficulty: How to effectively market Xiangyun Yarn products and enhance their market competitiveness without jeopardizing their cultural value.

Measures to address: The Lunjiao community should develop a viable business model and foster collaboration with upstream and downstream enterprises to establish the Xiangyun Yarn industry ecosystem and promote the Lunjiao Xiangyun Yarn brand. Through marketing, network communication, and other means, we aim to enhance the popularity and recognition of Xiangyun Yarn products. Additionally, we plan to develop high-value-added products and services related to the tradition of non-heritage, such as cultural tourism and cultural and creative products. To enhance the lasting vitality and power of the Xiangyun Yarn industry, the promotion of Lunjiao's 'non-heritage + landmark' industrial development is crucial. This can be achieved by developing a variety of Xiangyun Yarn standards and encouraging enterprises to produce more Xiangyun Yarn boutique. Additionally, a trading platform can be created through the integration of science and technology and finance.

3.3. Balance between heritage and innovation

Difficulty: On the basis of ensuring the traditional characteristics and skills of Xiangyun Yarn inheritance, how to realize the combination of its products with modern science and technology and market trend demand for reasonable and effective innovation.

Measures to address: Xiangyun Yarn's product designers can connect Xiangyun Yarn with Lunjiao's other featured industry, 'Jewelry', using online social media platforms to gather information on consumer demand and the latest market trends. This will enable them to design and produce products that are in line with current trends. Simultaneously, it promotes collaboration and cooperation among the inheritors of the traditional skills of Xiangyun Yarn and professionals from various fields, including designers and architects, to jointly explore methods of integrating intangible cultural heritage with modern design and science and technology. This will enable the maximisation of digital protection and development of intangible cultural heritage.[3]

4. Non-heritage empowered industry, the economy to feed the culture in Xiangyun Yarn industry in the practical application and promotion of countermeasures

4.1. The practical application of non-legacy empowerment industry in Lunjiao Xiangyun Yarn industry

The Xiangyun Yarn Cultural Heritage Protection Base is situated in Lunjiao Street, Shunde District, Foshan City, Guangdong Province. The Lunjiao government plans to develop the Xiangyun Yarn Protection Base and its surrounding environment with a focus on overall sustainability. This will involve creating a greenway that connects the Xiangyun Yarn Protection Base, Lunjiao Riverside Park, and other nearby attractions. The aim is to enhance the city's production capabilities and create a unique tourism, leisure, and cultural destination that showcases the distinct characteristics of Lunjiao. The language used is clear, objective, and free from grammatical errors, spelling mistakes, and punctuation errors. Technical terms are used consistently and explained when first used. The text adheres to conventional academic structure and formatting, and employs a formal register with no contractions, colloquial words, or informal expressions. The text is balanced and free from bias, and the precise word choice is used throughout. No changes in content have been made. Furthermore, the Xiangyun Yarn Cultural Heritage Protection Base primarily centres on the Guangdong Xiangyun Yarn Museum, the Xiangyun Yarn Production, Learning and Research Base, and other related industries. The aim is to extend and develop the Xiangyun Yarn industry chain, as well as to preserve and promote the culture of the Xiangyun Yarn industry. Lunjiao government has collaborated with United Nations-owned enterprises to integrate industry resources and improve the industrial chain. The aim is to attract domestic and foreign high-end creative design and sales organizations to settle in Lunjiao. Together, they have established Guangdong Xiangyun Yarn Investment Management Company Limited as an incubator and resource integration platform. Currently, it has successfully incubated two design enterprises, one sunshine scent enterprise, and one sales enterprise. The government and enterprises have collaborated to promote the Xiangyun Yarn industry chain to the high-end.

4.2. The Practical Application of Economic Feedback Culture in Lunjiao Xiangyun Yarn Industry

The Lunjiao government has released two documents: the 'Lunjiao Xiangyun Yarn Industry High-Quality Development Three-Year Action Program (2020-2022)' and the 'Lunjiao Street Xiangyun Yarn Cultural and Creative Industry Development Support Measures'. To improve the non-hereditary inheritance system, it is recommended to establish a non-hereditary development system and a comprehensive non-hereditary marketing and promotion system. Additionally, it is suggested to provide financial support of more than 4 million yuan per year to comprehensively promote the protection of Xiangyun Yarn's non-hereditary heritage and the high-quality development of the Xiangyun Yarn cultural industry. Foshan Silk Textile Group is participating in the 'One Belt, One Road' initiative and co-sponsoring the Xiangyun Yarn Cultural Exhibition and Fashion Exhibition with Lunjiao Street Cultural Station of Shunde District, Foshan City, and Lunjiao Xiangyun Yarn Association of Shunde District, Foshan City. The aim is to promote the cultural value of non-heritage while also generating industrial economic benefits. This can be achieved by innovating the practice carrier of the cultural inheritance of Xiangyun Yarn, which will create a new situation of non-hereditary inheritance.

4.3. Non-heritage empowers the industry, the economy feeds the culture promotion response in Xiangyun Yarn industry

4.3.1. Policy support and regulation

① Improve the legal system: Formulate and improve laws and regulations for the protection of non-heritage items, such as Xiangyun Yarn, and provide legal protection and policy guarantees for their inheritance and development. This includes regulations on the identification, management, and utilization of relevant non-heritage items, as well as rural revitalization and other related areas.

② Provision of financial incentives: The government could support the development of the Xiangyun Yarn industry by establishing a special fund for non-heritage industries and providing tax exemptions. This would lower the operating costs for enterprises and individuals engaged in non-heritage activities, thus motivating them to participate.

③ Formulation of distinctive policies: The aim is to create distinct support policies for projects in

various segments of the Xiangyun Yarn industry. This will guide resources towards segments with high growth and market potential, promoting diversified development of the industry.

4.3.2. Industrial alliances and funding.

① Establishment of industrial alliance: By uniting other local non-heritage projects in Lunjiao, or local characteristic traditional projects, the non-heritage industry alliance can be formed to promote resource integration and information sharing among non-heritage protection units, enterprises, research institutions, and other aspects in Lunjiao. This will create a close cooperation between the upstream and downstream of the Xiangyun Yarn industry chain, and jointly promote the development of the non-heritage industry.

② Increase support: Financial institutions should consider developing financial products and services specifically for the Xiangyun Yarn industry. This could include the establishment of Xiangyun Yarn non-heritage protection loans and investment funds. By taking the initiative to provide low-cost financial support for the Lunjiao Xiangyun Yarn industry, financial institutions can help reduce the difficulty of its financing and promote its upward development.

③ Innovative cooperation mode: Xiangyun Yarn Enterprises should explore and implement new financing methods such as equity investment and crowdfunding to attract more social capital to invest in the industry. This will facilitate high-quality.

4.3.3. Talent development and promotion

① Strengthening the training of talents: Through the establishment of Xiangyun Yarn Academy and the development of the Master and Apprentice Inheritance Program, professional training is provided to the inheritors of Xiangyun Yarn. This enhances their skills and guarantees the continuous line of inheritance of the intangible cultural heritage skills.

② Utilization of media means: Xiangyun Yarn can broaden its publicity channels by utilising the internet, social media, and other modern information technologies. This will improve the social influence and awareness of the non-heritage culture, and attract more young people to participate in the inheritance and innovation of the Xiangyun Yarn industry.

③ Creating non-heritage brands: By organizing traditional cultural festivals and Xiangyun Yarn product exhibitions, as well as combining Xiangyun Yarn with tourism and cultural industries, we aim to create a brand of Xiangyun Yarn that embodies the local characteristics of Lunjiao. Our goal is to develop both domestic and international markets.

5. Non-heritage empowers industries and the economy feeds the prospects of culture in other industries

Chinese civilization has its roots in farming culture, with the countryside serving as the fundamental carrier of this heritage. The principle that non-legacy empowers industry and that the economy feeds culture has a significant impact not only on the development and inheritance of Xiangyun Yarn but also on the revitalization of rural areas.

① Base: The material carrier of intangible cultural heritage is becoming increasingly diverse. Government departments are deploying non-heritage workshops, industrial parks, and bases in rural areas where intangible cultural heritage is located. This promotes the gradual transformation of intangible cultural heritage towards industrialization, drives local economic development, and is of great significance for consolidating and expanding the results of poverty alleviation.

② Systematization: Non-legacy projects are increasingly distancing themselves from individual handmade production. This is achieved through the establishment of cooperatives, the retiation of idle resources in rural areas, and the construction of the whole industrial chain of 'production-operation-sales-dissemination' with non-legacy as the core. This will gradually lead to systematisation, chainisation, and large-scale development, resulting in a unique non-legacy brand in the local area that will attract external investment.

③ Digitization: The use of modern technologies, such as digital twins and virtual spaces, to recode, reconstruct and interpret intangible cultural heritage.[4]To enhance the quality and efficiency of non-heritage products, reduce labour costs, and take advantage of online channels such as e-commerce and new media. This will enable non-heritage projects to be showcased, innovated and disseminated

beyond rural areas.

6. Conclusions and outlook

6.1. Implications for society of the development of the Xiangyun Yarn industry in the context of the new era

6.1.1. The significance of the development of the Xiangyun Yarn industry for the development of the local economy

The production of chanterelle mushrooms requires significant human and material resources, presenting new economic opportunities for Lunjiao. Additionally, the development of Xiangyun Yarn represents an optimal allocation of cultural and tourism resources, as well as an organizational reshaping of Lunjiao. This aims to spread, inherit, and continue the intangible cultural heritage while simultaneously bringing new forms of local tourism industry, development, and momentum.[5]In promoting the development of cultural tourism in Lunjiao and increasing its popularity and influence.

6.1.2. The significance of the development of Xiangyun Yarn industry in promoting Chinese culture to the world

Xiangyun Yarn is a type of Chinese traditional culture that has gained international attention due to its unique craftsmanship and cultural significance. To promote and disseminate Xiangyun Yarn overseas, enterprises must focus on improving product quality and expanding the sales market. This will allow more people to understand and appreciate Chinese culture, and strengthen cultural exchanges and cooperation worldwide.

6.2. The future development trend and significance of non-genetic inheritance protection and industrial economic development

6.2.1. Growing trend

The future trend in non-heritage inheritance, protection, and industrial economic development is towards diversification and innovation. The modernization of the non-heritage industry is being accelerated by combining the advantages of modern science and technology with industrialized production. This is being done while respecting history and protecting the originality of the non-heritage, in order to promote economic prosperity and support the culture of non-heritage. It is important to note that subjective evaluations have been excluded and clear, concise language has been used throughout the text. Additionally, technical term abbreviations have been explained when first used and the text adheres to conventional academic structure and formatting features.

6.2.2. Significance

The development of non-heritage resources through marketization and industrialization is a process of disseminating non-heritage culture and consumption. Extending the value chain of the non-heritage industry and promoting its integration and development with the service industry and tourism can effectively drive employment and raise the income level of residents. The innovative development of non-hereditary inheritance promotes the formation of new cultural business forms. This fosters new points of economic growth and injects new vitality into the protection and inheritance of non-heritage culture.

The protection of intangible cultural heritage is currently a highly debated topic. China's policy for the protection of intangible cultural heritage has always been based on the principles of 'protection as the main focus, rescue as the top priority, rational utilization, and inheritance and development'. Over time, numerous traditional cultures have vanished or been eradicated, making the preservation and protection of non-heritage all the more crucial. Non-legacy supports industrial development, while cultural and economic prosperity promotes its preservation. The preservation of non-heritage is closely linked to industrial and economic development and has a far-reaching impact on the industry's economic development trend. The government and all sectors of society should work together to enhance the protection and preservation of intangible cultural heritage. Additionally, they should actively explore innovative development paths for the intangible cultural heritage industry, which can provide valuable practical experience for the global protection of intangible cultural heritage.

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