

# *Research on the Innovation and Development of Chinese Intangible Cultural Heritage Branding*

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**Keywords:** Intangible cultural heritage, branding, innovative development, cultural protection, inheritance, policy support, technological innovation

**Abstract:** This paper aims to explore the current status, pathways, and strategies of innovative development in the branding of Chinese intangible cultural heritage. Through literature review and representative case analysis, it reveals the significant role of branding in the protection and inheritance of intangible cultural heritage. The study finds that innovative branding development not only promotes the integration of traditional culture and modern society but also facilitates the dissemination and recognition of local culture globally. However, innovative branding development faces various challenges, including how to promote cultural industry development while protecting cultural diversity and how to address market competition and commercialization pressure. Therefore, this paper proposes strengthening policy support to create a favorable policy environment; emphasizing the inheritance of the essence of traditional culture to cultivate endogenous driving forces for innovative branding development; and focusing on technological innovation and marketing to enhance the brand influence and competitiveness of intangible cultural heritage. Through joint efforts, we can propel innovative development in the branding of Chinese intangible cultural heritage to a new level.

## 1. Introduction

Intangible cultural heritage, as a unique cultural symbol of a country or region, carries profound historical significance and rich cultural connotations, constituting an important part of human civilization development. In today's society, with the accelerated process of globalization, the inheritance and protection of intangible cultural heritage have attracted increasing attention. Branding, as a modern cultural expression, not only bestows new significance upon intangible cultural heritage but also facilitates its dissemination and promotion in the market. China, with its long history and splendid culture, possesses abundant and diverse intangible cultural heritage resources. However, with the development of socio-economics and changes in cultural environments, China's intangible cultural heritage faces challenges in inheritance and protection. Therefore, how to innovate and develop the branding of China's intangible cultural heritage has become an important issue before us. This paper aims to conduct an in-depth study and exploration of the innovative development of branding for China's intangible cultural heritage. By elucidating the concept and connotation of branding, the paper explores the significant implications of branding for the inheritance and protection of intangible cultural heritage. Based on this foundation, through

literature review and case analysis, the current status, pathways, and strategies of branding for China's intangible cultural heritage are analyzed, with the aim of providing theoretical support and practical guidance for the innovative development of China's intangible cultural heritage. Through this research, it is hoped to promote innovative development in branding for China's intangible cultural heritage, making new contributions to the inheritance and development of Chinese culture[1-2].

## **2. Overview and Current Status of Branding of Chinese Intangible Cultural Heritage**

### **2.1. Overview of Chinese Intangible Cultural Heritage**

Chinese intangible cultural heritage refers to all traditional cultural forms carried by people, mainly including oral traditions, performing arts, social practices, rituals, festivals, knowledge, skills, etc., as well as related material culture and natural environments. As an important part of Chinese traditional culture, Chinese intangible cultural heritage carries rich historical, folk, and folk art elements, reflecting the diverse lifestyles, ideological concepts, and aesthetic tastes of the Chinese people. Chinese intangible cultural heritage is characterized by its rich diversity, vast geographical coverage, and numerous ethnic groups, presenting diverse characteristics among different regions and ethnicities. Its long history is a prominent feature, bearing rich cultural deposits, including traditional crafts, religious beliefs, festival customs, etc., which have become essential components of the lives of the Chinese people. Additionally, folk inheritance is also one of the characteristics of Chinese intangible cultural heritage, mostly originating from the folk, passed down through generations via oral transmission, apprenticeships, etc., becoming a vivid carrier of the cultural traditions of the Chinese nation. In summary, Chinese intangible cultural heritage not only carries rich historical and cultural connotations but also serves as an important force for promoting the inheritance and innovation of Chinese culture[3-4]. Strengthening its protection, inheritance, and innovative development is of great significance for promoting the excellent traditional culture of the Chinese nation, enhancing national soft power, and promoting the development of the cultural industry.

### **2.2. Branding and Intangible Cultural Heritage**

Branding, as a modern cultural expression, plays an important role in the protection and inheritance of intangible cultural heritage. In China, with the development of the economy and the rise of the cultural industry, more and more intangible cultural heritage has begun to embark on the path of branding to enhance its visibility, value, and influence in the market. On the one hand, some typical intangible cultural heritage projects in China have successfully achieved branding. For example, traditional Chinese opera arts such as Peking Opera and Kunqu Opera have gained certain visibility and influence in both domestic and international markets through meticulous brand building, related product launches, and performances. Similarly, some traditional crafts such as cloisonné silk, paper cutting, etc., have also been promoted through branding, becoming important representatives of Chinese culture. On the other hand, some local governments and cultural institutions are actively promoting the branding development of intangible cultural heritage. By formulating relevant policies, increasing investment, and organizing cultural festivals and events, these regions aim to transform their local intangible cultural heritage into cultural products with local characteristics and brand value to promote local economic development and cultural inheritance. However, branding development also faces challenges. On the one hand, the trend of commercialization may lead to excessive commercialization of traditional culture, thereby causing damage to its cultural connotations. On the other hand, fierce market competition and the

diversification of cultural consumption demand also pose pressure and challenges to the branding of intangible cultural heritage. In summary, the relationship between branding and intangible cultural heritage is close, serving as both the protection and inheritance of traditional culture and the response to cultural innovation and marketization. In the process of promoting the branding of intangible cultural heritage, joint efforts from the government, cultural institutions, enterprises, and all sectors of society are needed to promote the innovation and development of traditional culture in a reasonable manner, making it an important carrier of inheriting and innovating Chinese culture and making greater contributions to the development of the cultural industry and the international dissemination of Chinese culture[5-6].

### **3. Analysis of the Current Status of Branding of Chinese Intangible Cultural Heritage**

#### **3.1. Overview of Branding**

With the changes of time and the development of the economy, the gradual trend of branding in China's intangible cultural heritage has become evident. Branding not only makes intangible cultural heritage more easily recognized and accepted by the public but also brings new opportunities for the development of heritage projects. Firstly, some representative intangible cultural heritage projects have successfully achieved branding. For example, traditional Chinese opera art forms such as Peking Opera and Kunqu Opera have gradually established their own brand images domestically and internationally through performances, promotional activities, and the development and sales of related products, becoming important representatives of Chinese culture. At the same time, some local intangible cultural heritage, such as Cantonese opera and Sichuan opera, have also established certain brand positions within their respective regions. Secondly, some local governments and cultural institutions actively promote the branding development of intangible cultural heritage. By formulating supportive policies, organizing cultural festivals, and creating brand images, they promote the promotion and inheritance of intangible heritage projects. For example, some local governments hold intangible cultural heritage festivals, bringing together various heritage projects to showcase their unique charm, attract more people to participate, and enhance the visibility and influence of intangible heritage brands. However, it is worth noting that the branding process also faces some challenges and issues. On the one hand, commercialization may erode the traditional essence of intangible cultural heritage to a certain extent, or even lead to the loss of its original cultural value. On the other hand, some heritage projects lack a high level of branding, with insufficient effective market promotion and management, resulting in inadequate competitiveness in the market. In summary, the current situation of branding for Chinese intangible cultural heritage shows a certain positive trend, but also faces many challenges. In the process of promoting the branding of intangible cultural heritage, it requires joint efforts from the government, cultural institutions, enterprises, and all sectors of society to fully explore the cultural connotations of heritage projects, emphasize the integration of tradition and modernity, and ensure that they do not lose their unique cultural value during the branding process, making greater contributions to the protection, inheritance, and development of China's intangible cultural heritage[7-8].

#### **3.2. Problems and Challenges of Branding**

While the branding of China's intangible cultural heritage has achieved certain results, it also faces numerous problems and challenges. Firstly, with the orientation towards commercialization, some intangible cultural heritage may face the risk of losing cultural value, as the pursuit of economic benefits may overshadow the essence of cultural inheritance. Secondly, the branding of some heritage projects lacks depth, uniqueness, and recognition, resulting in a lack of interest and

awareness among consumers, thereby affecting the brand's market competitiveness[9-10]. Additionally, insufficient efforts in brand management and promotion are also common issues, as the lack of professional brand management teams and effective promotion strategies hinders the full realization of the brand's market potential. Simultaneously, the inheritance and innovation of heritage projects face dilemmas, struggling to balance the demands of traditional inheritance and innovation, leading to the loss of competitive advantages in the market. Furthermore, the conflict between cultural protection and commercial development cannot be ignored, as some intangible cultural heritage may suffer from excessive commercialization and false packaging, conflicting with the original intention of cultural protection. Finally, market competition pressure and changes in cultural consumption demand also pose challenges to branding, as some heritage projects find it difficult to adapt to market changes and consumer demands, limiting the space for their branding development. Addressing these issues requires joint efforts from the government, cultural institutions, enterprises, and all sectors of society to strengthen branding management and promotion, emphasize the inheritance and innovation of intangible cultural heritage, adhere to the combination of cultural protection and commercial development, and propel the branding development of China's intangible cultural heritage to new heights.

## **4. Exploring the Path of Innovative Development in Branding**

### **4.1. Policy and Institutional Guarantee**

Policy and institutional guarantee play a crucial role in promoting the branding development of Chinese intangible cultural heritage. Government departments should formulate and implement a series of targeted policies and systems to ensure the smooth progress of branding for intangible cultural heritage and to promote its integration and development with modern society on the basis of protecting traditional culture. Firstly, the government should strengthen the protection of intangible cultural heritage. Establishing a robust legal framework, enhancing the identification, registration, and protection of intangible cultural heritage, and preventing its excessive commercialization, plagiarism, and tampering are essential. Simultaneously, strengthening the training and support for inheritors of intangible cultural heritage is crucial to ensure the regular inheritance and development of heritage projects. Secondly, the government should promote the innovation and development of intangible cultural heritage[11-12]. By formulating innovative incentive policies and project funding, encouraging inheritors and related institutions of intangible heritage to innovate practices, explore the integration of heritage projects with modern culture, technology, and other fields, and enhance their competitiveness and influence in the market. Additionally, the government should provide guidance and support for the branding of intangible cultural heritage. Establishing a management mechanism for the branding of intangible cultural heritage involves formulating relevant policies and measures, providing support in terms of funding, venues, talents, etc. It also encourages branding projects to engage in differentiated competition in the market and enhance their core competitiveness. Finally, the government should strengthen the supervision and evaluation of the effectiveness of branding for intangible cultural heritage. To establish a robust monitoring and evaluation mechanism that tracks and assesses the operation, market performance, and social benefits of branding projects, it is essential to promptly identify any problems and deficiencies and take corresponding measures to improve and perfect the system. In summary, policy and institutional guarantee are important measures to promote the branding development of Chinese intangible cultural heritage. The government should strengthen the protection, innovation, guidance, and supervision of intangible heritage projects, provide strong support for the branding of intangible cultural heritage, promote the integration of Chinese intangible cultural heritage with the development of the times, and achieve win-win results in

cultural inheritance and innovation [13-14].

## **4.2. Technological and Market Innovation**

Technological and market innovation play a significant role in promoting the branding development of Chinese intangible cultural heritage. By leveraging advanced technology and innovative market approaches, the dissemination effect and market competitiveness of heritage projects can be enhanced, bringing new vitality and vigor to them in modern society. Firstly, technological innovation can provide strong support for the inheritance and promotion of intangible cultural heritage. By utilizing advanced technologies such as the internet and mobile communication, online dissemination and promotion of heritage projects can be carried out, expanding the audience base and enhancing dissemination effectiveness. For example, the establishment of online exhibition platforms and digital repositories for cultural heritage can effectively showcase heritage projects to a broader audience, thereby stimulating public interest and fostering a deeper appreciation for traditional culture. Secondly, market innovation can provide new ideas and opportunities for the branding of intangible cultural heritage. By conducting market research and analyzing consumer demands, we can develop intangible heritage products and cultural derivatives that meet market needs. This includes creating brand images with unique characteristics and competitive advantages. Furthermore, enhancing cooperation between heritage projects and the cultural and creative industries can promote differentiated positioning and value enhancement of heritage projects in the market. Furthermore, technological and market innovation can also promote the integration and development of intangible cultural heritage with modern industries. By collaborating with modern industries such as tourism, cultural and creative industries, and cultural technology industries, heritage projects can engage in various forms of cooperation, such as cultural tourism and cultural creative product development. These collaborations provide new development paths and business models for the branding of heritage projects. Finally, technological and market innovation require joint participation and support from the government, enterprises, and society. The government should strengthen policy guidance and support for technological and market innovation, providing financial support and policy incentives for technology research and development and market expansion. Enterprises and social organizations should actively participate in technological and market innovation activities, leverage their advantages, and jointly promote the branding development of Chinese intangible cultural heritage to new heights. In conclusion, technological and market innovation are important means and paths to promote the branding development of Chinese intangible cultural heritage. Through technological innovation and market innovation, the inheritance and innovation of heritage projects, the enhancement and consolidation of brand images can be achieved, injecting new vitality and momentum into the dissemination and development of intangible cultural heritage in contemporary society [15-16].

## **5. Exploration of Practical Innovations in Branding Development**

### **5.1. Integration of Tradition and Modernity**

The integration of tradition and modernity is one of the crucial pathways to drive the branding development of Chinese intangible cultural heritage. In the process of mutual integration between traditional culture and modern society, heritage projects can continuously absorb new elements, inject new vitality, and achieve innovation and development of traditional culture. Firstly, the integration of tradition and modernity can promote the innovation of intangible cultural heritage. By combining traditional culture with modern technology, art, and other fields, new types of heritage

projects with characteristics of the times and innovative spirit can be created. For example, utilizing virtual reality technology to showcase traditional opera performances or integrating traditional handicrafts with modern design injects new vitality into heritage projects. Secondly, the integration of tradition and modernity can expand the dissemination channels of intangible cultural heritage. Utilizing modern communication technology and media platforms, heritage projects can be presented to a wider audience, enhancing their visibility and influence among the general public. For instance, through online live streaming and short video platforms, traditional craftsmanship, folk festivals, and other intangible heritage projects can be promoted globally, achieving the cross-temporal and spatial dissemination of intangible cultural heritage. Additionally, the integration of tradition and modernity can promote the integration and development of heritage projects with industries. By integrating heritage projects with modern industries such as tourism, cultural and creative industries, and cultural technology industries, competitive and influential intangible heritage products and cultural derivatives can be developed. For example, developing themed tourism routes based on intangible heritage or designing cultural derivative products creates new opportunities and spaces for the commercialization and branding development of heritage projects. Finally, the integration of tradition and modernity requires a focus on protecting and inheriting the core values of traditional culture. During the process of integration and development, respect should be given to the historical origins and essence of traditional culture, emphasizing the authentic inheritance of heritage projects, avoiding excessive commercialization and dilution, and ensuring the preservation and inheritance of the traditional characteristics and cultural connotations of heritage projects. In summary, the integration of tradition and modernity is one of the important pathways to drive the branding development of Chinese intangible cultural heritage. Through the integration of tradition and modernity, innovation development, dissemination and promotion, and industrial integration of heritage projects can be achieved, injecting new vitality and momentum into the inheritance and development of intangible cultural heritage in contemporary society.

## 5.2. Integration of Local Culture and Globalization

The integration of local culture and globalization is one of the key factors driving the branding development of Chinese intangible cultural heritage. Against the backdrop of globalization, local cultures interact and influence each other, achieving cross-cultural exchanges and integration, providing new development opportunities for the branding of heritage projects. Firstly, the integration of local culture and globalization promotes the international dissemination of intangible cultural heritage. Leveraging global communication networks and dissemination channels, local cultures are rapidly spread worldwide, becoming better known and loved by a broader international audience. For example, traditional folk music and handicrafts from China are showcased on the world stage through international exhibitions, cultural festivals, etc., establishing a favorable international image. Secondly, the integration of local culture and globalization drives international exchanges and cooperation in intangible cultural heritage. By organizing international cultural exchange activities, signing cultural cooperation agreements, etc., China's intangible heritage projects interact and cooperate with cultural resources from various countries, achieving mutual benefits and common development. For example, intangible cultural heritage projects from China and other countries can learn from each other, exploring effective ways of heritage protection and inheritance. Additionally, the integration of local culture and globalization promotes the international market expansion and branding of heritage projects. By participating in international cultural exhibitions, carrying out international cooperation projects, etc., Chinese intangible cultural heritage is promoted and publicized, enhancing its visibility and reputation in the international market. Meanwhile, leveraging global market resources and channels, international sales channels

for intangible heritage products are expanded, realizing the internationalization of branding for heritage projects. Finally, the integration of local culture and globalization requires attention to protecting and inheriting the uniqueness and charm of local culture. During the process of integration and development, full respect should be given to the traditional characteristics and cultural connotations of local culture, preventing cultural homogenization and dissolution, promoting the differential development and cultural confidence of heritage projects in the process of globalization. In conclusion, the integration of local culture and globalization is one of the important pathways to drive the branding development of Chinese intangible cultural heritage. Through the integration of local culture and globalization, international dissemination and exchange, international market expansion and branding development of Chinese intangible cultural heritage are promoted, providing new opportunities and driving forces for the internationalization of branding for heritage projects to showcase their unique charm and cultural confidence on the international stage.

## 6. Conclusion

In the process of innovative development of branding for Chinese intangible cultural heritage, we can observe numerous positive outcomes as well as potential challenges. Through the analysis of the current status of branding for Chinese intangible cultural heritage, we have found that branding has become one of the important pathways for the protection, inheritance, and development of intangible heritage. Governments, cultural institutions, businesses, and society have achieved certain results in promoting the branding of intangible cultural heritage. Through efforts in policy and institutional support, technological and market innovation, integration of tradition and modernity, and the fusion of local culture and globalization, the branding image of heritage projects has been enhanced, and their market influence continues to expand, paving new avenues and spaces for the inheritance and innovation of intangible cultural heritage. However, we must also recognize that there are still challenges and issues in promoting the branding of intangible cultural heritage. Commercialization may erode the traditional essence of heritage projects, branding images may lack depth and recognition, branding management and promotion may be inadequate, and there may be dilemmas between inheritance and innovation, as well as conflicts between cultural protection and commercial development. Therefore, we need to further strengthen policy guidance, focus on the protection and inheritance of traditional culture, promote the innovation and development of heritage projects, adhere to cultural confidence, and achieve the win-win goal of branding intangible cultural heritage. The development of branding for Chinese intangible cultural heritage requires joint efforts from governments, cultural institutions, businesses, and society to further advance the achievements of heritage projects in branding, marketization, and internationalization, making more active contributions to the inheritance and development of the excellent traditional culture of the Chinese nation.

## Acknowledgements

Characteristic Innovation Project of Colleges and Universities in Guangdong Province (Humanities and Social Sciences Category). (CQ2300002)

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