



Tourist Commodities Development Integrated with Zhuhai's Craft-Based Intangible Cultural Heritage

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Abstract. In this paper, we investigated the integration of craft-based intangible cultural heritage with tourist commodities. By examining the current state of intangible cultural heritage tourism commodity development and preservation in China, we seek to find a balance between maintaining cultural integrity and fostering innovation. Through a survey on the development of tourism commodities, we utilized SPSS statistical analysis in conjunction with consumer decision-making theory and behavior analysis to identify the challenges faced in developing Zhuhai's craft-based tourism commodities. Furthermore, incorporating the application of digital technologies, we have formulated recommendations and strategies aimed at enhancing the design and development of these tourism commodities for further improvement.

Keywords: tourism commodities, intangible cultural heritage, traditional crafts

1 Introduction

In recent years, with the rise of cultural tourism, intangible cultural heritage, as an important tourism resource, has garnered significant attention from both academia and the industry regarding its protection and development. Jiang Jing, Zhang Jie, and Jiang Yu (2022) suggested that cultural symbols of intangible cultural heritage can be extracted in the development of tourism commodities related to intangible cultural heritage^[1]. Xia Xiaoli (2021), taking Xiangxi Prefecture as an example, argued that the development of tourism commodities derived from intangible cultural heritage should follow a path of boutique integration and industrialization to extend the tourism industry chain and increase economic benefits in tourism, promoting the transformation of ethnic cultural resources, folk handicrafts, and famous local products into unique tourism commodities^[2]. Zhang Xiyue (2016) optimized the market structure from the perspective of tourism commodity development models^[3]. In case studies, Li Kunyang (2020) presented insights into the development of Shu brocade as a tourism commodity^[4]. Scholars generally agree that the rational development of tourism commodities related to intangible cultural heritage can not only promote local economic development but also effectively inherit and promote ethnic culture. Meanwhile, the development of tourism

commodities categorized under various subdivisions of intangible cultural heritage has gradually become a new focal point.

Internationally, research on the development of tourism commodities derived from intangible cultural heritage is also extensive. Some developed countries have accumulated rich experience in the design, marketing, and promotion of such tourism commodities, emphasizing product innovation and market adaptability while protecting the authenticity of intangible cultural heritage. Japan is the first country in the world to incorporate the concept of intangible cultural heritage protection into its laws. Italy focuses on integrating intangible cultural heritage with culture and the tertiary industry, making "intangible cultural heritage" elements a local tourism highlight. The UK, by combining intangible cultural heritage with commerce, strengthens the protection of its property rights and emphasizes the practicality of tourism commodities; through modern means, it gradually enhances the influence of commodities and actively cultivates awareness of nationwide participation, ensuring the sustainable development of intangible cultural heritage. Hayama Yukiaki (2022) inferred that one of Japan's innovative approaches to tourism resource development in recent years has been creating intangible cultural heritage brands to enhance the popularity of intangible cultural heritage commodities^[5]. Mayori (2016), using Botswana as an example, observed that intangible cultural heritage has the potential to achieve domestic and international recognition of local intangible cultural products, which can bring economic benefits to host communities and sustain their traditional cultures^[6]. Lonardi Serena and Yvonne Unterperntinger (2022), using the case of Ladin in South Tyrol and survey data from tourists, indicated the importance of preserving and protecting traditional culture to ensure the authenticity of the intangible cultural heritage experience^[7].

Current research also points out that the development of skill-based intangible cultural heritage tourism commodities faces numerous challenges, such as balancing commercialization with protection and inheritance and avoiding product homogeneity. Therefore, in the process of developing skill-based intangible cultural heritage tourism commodities, Zhuhai City should focus on deeply exploring the cultural connotations of intangible cultural heritage, innovating designs in conjunction with market demand, actively utilizing digital technology and strengthening policy support and capital investment to ensure effective protection and inheritance of intangible cultural heritage. This paper first analyzes the current situation of the development of traditional skill-based intangible cultural heritage tourism commodities in Zhuhai City, based on field research and survey data obtained through questionnaires. Combining local realities and analyzing from the perspective of tourism consumers, it explores and identifies issues in the development of its tourism commodities and proposes solutions.

2 Development of Zhuhai’s Craft-Based Intangible Cultural Heritage Tourist Commodities

2.1 Heritage Resources for Traditional Craft-Based Tourist Commodities

In recent years, Zhuhai has actively promoted the sharing and utilization of ICH resources and protection achievements. As of May 2022, Zhuhai had a total of 54 intangible cultural heritage items. Traditional crafts account for 15 of these items, representing 27.8% of Zhuhai’s intangible cultural heritage, as shown in Table 1.

Table 1. List of Zhuhai’s Intangible Cultural Heritage (Traditional Crafts)

Number	Level	Project name	Batch	Area
1	Provincial	Sanzao Weaving	Sixth batch (2015)	Jinwan district
2		Hengshan Duck Wrapped Rice	Fifth batch (2013)	Doumen district
3		Daixiu Silk-string Guqin Making	Eighth batch (2022)	Xiangzhou district
4	Municipal	Sanzao Oyster Sauce Making	Eleventh batch (2021)	Jinwan district
5		Shangheng Yellow Sand Clam	Sixth batch (2013)	Doumen district
6		Dachi Kan Wood-fired Barbecued Pork Ribs	Eighth batch (2015)	Doumen district
7		Hushan Golden Nest Pipa Duck	Ninth batch (2016)	Doumen district
8		Doumen Wind-dried Eel	Tenth batch (2018)	Doumen district
9		Qiao Island Silver Shrimp Paste	Seventh batch (2014)	Goaxin district
10		Tangjia Mak Kee Pastry Art	Ninth batch (2016)	Gaoxin district
11		Lingnan Su Mounting (Mounting and Restoration) Techniques	Eleventh batch (2021)	Gaoxin district
12		Hengqin Oyster Production Techniques	Ninth batch (2016)	Hengqin new area
13		Salted Mud Carp	Seventh batch (2014)	Wanshan district
14		Huaxiu	Second batch (2009)	Jinwan district
15	Wanzai Guan Brewed Plum Wine	Eleventh batch (2021)	Xiangzhou district	

2.2 Development of Traditional Craft-Based Tourist Commodities

According to the article “Zhuhai: The Beauty of Intangible Cultural Heritage Brightens Life” in the *Nanfang Daily*, there are several enterprises in Zhuhai that support the development of ICH tourist commodities in the new era. For example, the traditional craft

“Hengshan Duck Wrapped Rice” has been branded and industrialized gradually. A relevant trademark, “He Shugong,” has been created, with commodities available on major online platforms and in offline stores, gaining considerable popularity among tourists. The “Doumen Dachi Kan Wood-fired Barbecued Pork Ribs” also goes with an IP character and storyline to promote its lychee wood flavor, using brand development to attract new customers. For better promotion, the inheritors of the “Wanzai Guan Brewed Plum Wine” distinguished it with innovative packaging and new commodity varieties, using new media to promote the brand and its ICH story in “Shunzi Talks ICH.”

3 Analysis of Tourist Consumption Intentions and Behaviors Toward Zhuhai’s Traditional Craft-Based Tourist Commodities

3.1 Questionnaire Design and Sample Construction

We conducted a field survey on the development of Zhuhai’s traditional craft-based ICH tourist commodities, focusing on Doumen Ancient Town, Tangjiawan Ancient Town, and the vicinity of Jiexia Zhuang. The survey was conducted via the Questionnaire Star platform, with data collected on tourists’ basic information, purchase intentions, decision-making processes, and evaluations. A total of 112 valid responses were collected. After completing the questionnaire, SPSS (Statistical Package for the Social Sciences) can be utilized to process and analyze the relevant data. This process involves scientific methods to gain insights into the patterns and trends behind the data.

Among the respondents, 51 were male, and 61 were female, with a relatively balanced gender ratio. The majority of respondents were aged between 26 and 35, accounting for 41.07%. This group, being relatively young and middle-aged, has considerable purchasing power and stable incomes. In terms of education, the majority held undergraduate or associate degrees, representing 67.86%, with a relatively high percentage holding a master’s degree or above. This group has received higher education and is relatively familiar with Zhuhai’s intangible cultural heritage. Most respondents were employees of enterprises and institutions (41.96%), followed by university students aged 18-25 (18.75%) and workers (13.39%), forming the primary tourist demographic. Notably, 79.5% of the respondents were tourists from outside the Guangdong province. The specific sample composition is shown in Table 2.

Table 2. Overview of sample composition

Feature	Feature Category	Sample Size%
Gender	Male	45.4
	Female	54.6
Age	Under 18	3.6
	18-25 years old	28.6

	26-35 years old	41
	36-45 years old	18.7
	46-60 years old	5.4
	Over 60 years old	2.7
Occupation	Government Employee	3.6
	Worker	13.4
	Farmer	8.9
	Employee of an Enterprise or Institution	42
	Military Personnel	3.6
	Student	18.7
	Retiree	3.6
	Other	6.2
Education Background	Junior High School or Below	4.5
	High School or Vocational School	8.9
	College or University (Undergraduate)	67.9
	Master's Degree or Above	18.7
Tourist Origin	Zhuhai	11.6
	Guangdong Province (excluding Zhuhai)	8.9
	Outside Guangdong Province	79.5
Income	Below 1500 RMB	5.4
	1501-3000 RMB	21.4
	3001-5000 RMB	25
	5001-8000 RMB	29.5
	Above 8001 RMB	18.7

3.2 Findings on Consumer Behavior Survey of the Traditional Craft-Based Tourist Commodities

From the perspective of purchase intention, most tourists make the purchase decision for personal preference or as gifts for friends and family, with a minority purchasing for business purposes. This indicates that ICH tourist commodities are not only souvenirs but also serve commercial purposes.

From the perspective of commodity information channels, most tourists have limited knowledge of Zhuhai's ICH, highlighting the need for greater brand promotion. Tourists primarily learn about Zhuhai's craft-based ICH tourist commodities through the Internet, television, and their friends and relatives. The top three well-known items are "Sanzao Weaving," "Huaxiu," and "Hengshan Duck Wrapped Rice." "Sanzao Weaving" and "Hengshan Duck Wrapped Rice" are provincial-level intangible cultural heritage items, and both "Sanzao Weaving" and "Huaxiu" belong to the weaving crafts.

In terms of purchase intentions, most tourists prioritize commodity quality (63.4%), while price, despite of accounting for 49.1%, is not the most critical factor. Tourists also value the commodity's design, accounting for 47.3%, and brand recognition and commemorative attributes, which altogether account for around 41%. Regarding price, tourists are willing to spend between 50-500 RMB, with 100-200 RMB being the most

acceptable range for commodities. Additionally, 58.9% of tourists are concerned with the cultural and educational value provided by ICH tourist commodities.

When analyzing purchase decisions, 68.4% of the 112 surveyed tourists expressed a willingness to purchase Zhuhai craft-based ICH tourist commodities, while 21% were unwilling, and 10.5% had no clear intention. Among those unwilling to purchase, 45% found the designs outdated and unappealing, 40% thought the commodities lacked practicality, 35% felt the commodities lacked distinctiveness and were inconvenient to carry, and 25% were concerned about poor quality. and 20% found the prices too high. Other factors, such as rough craftsmanship, poor sales service, lack of design aesthetics, and inadequate packaging, accounted for 5%-10%, as illustrated in Figure 1 for details.

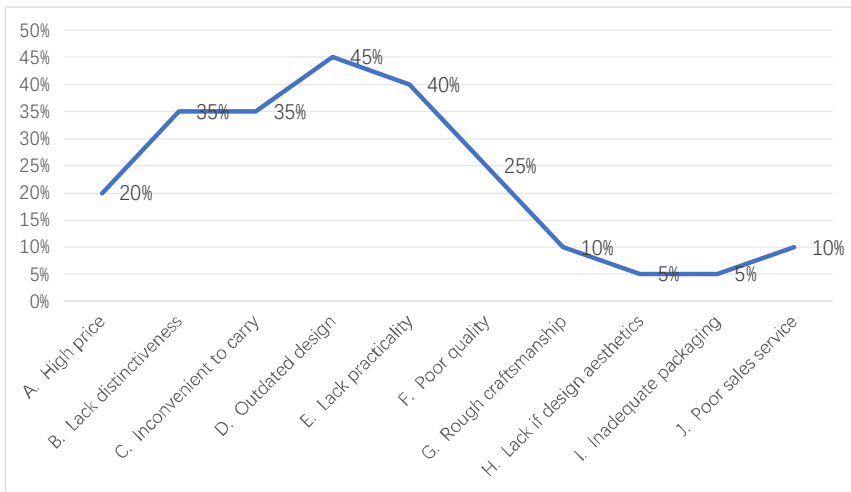


Fig. 1. Factors influencing tourists’ purchase decisions for Zhuhai’s craft-based ICH tourist commodities

4 Issues in the Development of Traditional Craft-Based Tourist Commodities

4.1 Lack of Innovation in Commodity Design

In the analysis of tourists’ unwillingness to purchase Zhuhai’s ICH tourist commodities, 45% of the tourists felt that the designs were outdated and unattractive, and 40% thought the commodities lacked practicality. Currently, Zhuhai’s ICH tourist commodities are largely labor-intensive commodities, and most of its production remains at the simple surplus labor stage, rendering them easy to replicate and tend to be mass-producing. Besides, the designs do not align with contemporary aesthetic tastes, with homogeneity in form and characteristics. The commodities also show little differentiation in functionality, performance, and value, lacking uniqueness.

4.2 Lack of Cultural and Educational Value

In the survey of purchase intentions, most respondents emphasized the importance of cultural, educational, and historical value. However, many believe that Zhuhai's ICH tourist commodities generally lack these aspects. Most tourist commodities are simple items like small pendants, ornaments, or food commodities, lacking deeper cultural continuity. The relationship between the commodities and the ICH is often superficial, leading to a loss of cultural and educational value in local tourist commodities.

4.3 Lack of Brand Culture in Tourist Commodities

According to the survey, 41.1% of tourists place a high value on brand recognition in tourist commodities. Currently, only the inheritors of "Hengshan Duck Wrapped Rice" have developed the "He Shugong" trademark, moving toward branding and industrialization. Other ICH inheritors lack brand-building efforts. Additionally, there still exist numerous counterfeit commodities, highlighting the need for greater attention to brand development and protection to establish a strong market in this industry.

4.4 Disjointed Research and Development (R&D), Production, and Sales Systems

While Zhuhai's ICH tourist commodity market has various traditional craft inheritors and inheritance bases, they may not be adept at developing new commodities or operating in the tourism commodity market. As a result, there are few ICH retail stores, and the commodities have limited influence on the public. They cannot respond to market demands promptly while innovating and developing new tourist commodities. In the survey, only Zhuhai Yangbo Food Co., Ltd. and Zhuhai Guan Brewed Plum Wine Co., Ltd. have integrated research and development, production, and marketing by establishing online stores on e-commerce platforms and setting up offline specialty shops. Other traditional crafts inheritor businesses have not reached a significant scale and are mostly operated by individual businesses.

5 Analysis of the Development of Intangible Cultural Heritage Tourism Commodities in Zhuhai with Skill-Based Characteristics

5.1 Development Approach for Commodities

According to the document "On Promoting the High-Quality Inheritance and Development of Traditional Crafts," "integrating traditional craft resources with tourism commodities to promote the development of 'intangible cultural heritage' tourism. In the construction of scenic spots or resorts, leisure districts and historic districts, rural tourism, etc., continuously broaden the consumer market for traditional skill-based com-

modities. Establish special zones for traditional skill-based commodities on online platforms, hold various events such as 'Traditional Craft Exhibitions' and 'Federation of Time-honored Brands,' and support traditional skill-based commodities to enter major shopping venues offline. Expand sales channels and promote traditional craft products through the combination of online and offline methods."

The "Notice on Promoting Creative Enhancement of Tourism Commodities" points out that "tourism commodities are an indispensable part of the tourism industry as tourism derivatives, which can often drive the tourism development of a place and improve the quality and economic benefits of the tourism industry." It is necessary to enrich the theme types of tourism commodities and expand supply by combining unique intangible cultural heritage resources with other tourism product categories. Carry out a series of thematic display activities, integrating good design, creative design, brand recognition, manufacturing, and other social forces. Explore more local characteristic resources, refine cultural values, and make commodities more profitable while possessing their own connotations.

5.2 Principles for Commodity Development

Market-Oriented Approach: Based on the status of Zhuhai's skill-based intangible cultural heritage resources, highly value the market demand, characteristics, and trends. Research has found that, on the one hand, the design of Zhuhai's traditional skill-based tourism commodities does not cater to market demand. Being overly traditional deviates significantly from the aesthetics of the new era. Taking woven products as an example, the main form of appearance is relatively traditional, suitable for daily use. However, in today's era, a single type can no longer satisfy the pursuit of young people and attract the attention of the public.

Correct Protection and Utilization: Under the premise of effectively inheriting intangible cultural heritage, appropriately leverage new media online dissemination, new product marketing models, and new-era production techniques. To sustain the development of traditional skills, it is not advisable to focus solely on protection; it is more important to continuously introduce elements of the new era. It is necessary to avoid blindly developing traditional skill-based commodities and losing their original essence. Grasp the characteristics of the new-era market and public needs, and naturally integrate them into traditional skill-based products. Therefore, in pursuing new technologies for traditional crafts, use advanced production technologies for development, improve the production efficiency and manufacturing of intangible cultural heritage, and seek standardization of commodities to enhance product market competitiveness and the vitality of traditional enterprises.

Creative Transformation and Innovative Development: Culture evolves with time because each era has its own thoughts and values. While ensuring immortal inheritance, protecting traditional skills is closely related to actual cultural development. By encouraging creative transformation and innovative development of this intangible cultural heritage, inheritance is achieved. For example, incorporating the intangible cultural heritage cuisine "Taohuaji Ejiao Cake" into popular TV series such as "Empresses in the Palace" and "The Imperial Doctress" to create an image of a royal nourishing and

beauty product. Another example is integrating traditional weaving skills into high-end home furnishings. This allows tourists to consume modern products without losing the nourishment of inheriting traditional cultural genes.

5.3 Innovative Paths for Commodity Development

Production Technology Innovation:The production of traditional skills relies on the individual techniques of inheritors, and there are no unified standards. There are some differences within the industry, which greatly limits the development of traditional crafts. If one blindly rejects the combination of modern technology and traditional crafts, it will lead to increased labor costs and low output. On the one hand, unified standards also apply to early-stage mechanical production, combining modern technology and reducing costs. On the other hand, Xu Yi has pointed out, "To revive tradition, we must enhance our understanding of traditional culture and traditional crafts, improve artistic standards, and ensure that contemporary innovation can continue tradition." For example, people can use modern techniques for intricate carving on a UV flatbed for (a type of traditional Chinese art, which corresponds to rapid consumption in modern decoration.

Diversified Design Innovation:Every high-quality and popular "intangible cultural heritage" tourism commodity contains profound cultural heritage and history. Designers should establish close cooperative relationships with inheritors to develop products. In the design of "intangible cultural heritage" tourism commodities, first, select the right product design entry point to highlight the structure of tourism products; second, highlight the theme content and enrich the product series; third, add cultural connotations to highlight the product's quality.

Institutional and Management Innovation:While institutional and management innovation cannot directly spawn new tourism formats, they are the main drivers of innovation in the tourism industry. Innovation must be based on a loose, complete, standardized, and inclusive environment and system, which is conducive to releasing free potential and demonstrating vitality. Furthermore, the government must implement a series of supporting policies. In addition to financial support, the government should also support cooperation between different departments and industries. With the deepening development of tourism and the fission and upgrading of various industrial elements, a new differentiated form has emerged.

6 Development Strategies for Zhuhai's Craft-Based Intangible Cultural Heritage Tourism Commodities

The development of Zhuhai's craft-based intangible cultural heritage (ICH) tourism commodities requires a strategy that integrates preservation and innovation, living inheritance, innovative design, and mechanism improvement. These strategies aim to enrich commodity theme connotation, build distinctive brands, and promote the integration of cultural inheritance with commercialization.

6.1 Maintaining Cultural Integrity and Fostering Innovation: Enriching Commodity Theme Connotation

Combination of ICH with cultural and creative commodities: By incorporating ICH elements into cultural and creative commodity design, along with carefully selecting and combining colors and patterns, the aesthetic and value systems of traditional culture are highlighted. This integration not only enhances the cultural and educational value of the commodities but also enables consumers to experience the appeal of ICH directly through consumption^[8].

Combination of ICH with food: Given that the high proportion of ICH items in Zhuhai is related to food, there is a need to promote the industrialization and scaling of ICH-related culinary commodities^[9]. Formats like ready-to-cook meal kits can make these traditional flavors more accessible to consumers. Furthermore, encouraging ICH practitioners to collaborate across different ICH disciplines could lead to the creation of more interdisciplinary commodities.

6.2 Living Inheritance: Establishing “Time-Honored” Brands

Expansion through chain stores: It is important to strengthen the brand awareness of ICH inheritors by registering “time-honored” brands and establishing stores across various districts of Zhuhai, including major transportation hubs, which can significantly enhance brand influence^[10]. This approach not only promotes the market expansion of ICH commodities but also increases public recognition of Zhuhai’s ICH.

Internationalization of exhibitions and events: Leveraging traditional Chinese festivals to host ICH shopping festivals and actively participating in international expos can help bring ICH commodities to the global stage^[11]. This not only showcases the charm of traditional Chinese culture but also provides new opportunities for the inheritance and development of ICH skills.

6.3 Innovative Design: Leveraging Computer and Digital Technologies to Create Unique Tourism Commodities

In the development of Zhuhai's craft-based intangible cultural heritage tourism commodities, the proactive integration of computer and digital technologies is crucial to enhance the products' innovativeness, interactivity, and market adaptability. The application of these technologies will effectively propel the innovative development and market expansion of Zhuhai's craft-based intangible cultural heritage tourism commodities.

Employing 3D modeling and rendering techniques, high-precision digital models of traditional crafts can be created, enabling customers to virtually try on or test the products online, providing them with an immediate sensory experience of the products' textures and details.

Leveraging big data analytics and artificial intelligence algorithms, we can precisely analyze market demands and consumer preferences, providing data-driven support for product design and enabling personalized customization services.

Furthermore, a blockchain-based traceability system for commodities ensures that each tourism product authentically embodies the cultural heritage narrative, strengthening consumer trust and purchase intent.

6.4 Mechanism Enhancement: Strengthening Development Efforts

Improvement in R&D, production, and sales operations: By integrating resources across R&D, production, and sales, businesses and cultural institutions can reduce development costs and improve market responsiveness. The example of the Xiangyunsha Cultural Park demonstrates how a diversified operational model can achieve a win-win balance between cultural inheritance and economic development.

Enhancement of policy support: Government support is critical, with more policies needed to provide financial incentives, tax benefits, and copyright protection for ICH inheritors and commodity developers. Additionally, creating platforms for collaboration between ICH and tourist attractions can further promote the development and marketing of ICH tourism commodities.

To sum up, the development of Zhuhai's craft-based ICH tourism commodities must adhere to the principles of maintaining cultural integrity, fostering innovation, living inheritance, innovative design, and mechanism enhancement. By enriching commodity theme connotation, creating distinctive brands, employing innovative design techniques, and refining operational mechanisms, Zhuhai can promote the inheritance and development of ICH culture, while also achieving the commercialization and scaling of ICH tourism commodities.

7 Conclusion

Zhuhai, with a rich array of craft-based intangible cultural heritage resources, offers significant potential for tourism product development. Research indicates that tourists show a strong willingness to purchase Zhuhai's ICH tourism products. However, current offerings fall short in terms of innovation, cultural value, practicality, and brand development. While market demand is high, further improvements in commodity development are necessary to meet consumer expectations. The future of Zhuhai's ICH tourism products is promising but requires strategies centered on maintaining cultural integrity, fostering innovation, living inheritance, innovative design, and mechanism enhancement. These efforts will help to continually improve product quality and cultural connotation, ensuring the successful inheritance and development of ICH while achieving economic sustainability.

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