

Exploring the Development and Marketing Mode of Intangible Cultural Heritage Products

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ABSTRACT

China has abundant intangible cultural heritage, and each region has significant local cultural characteristics in the era of "intangible cultural heritage". From the current situation of regional intangible cultural heritage, the development of "intangible cultural heritage" cultural products, the exploration of "intangible cultural heritage" cultural products marketing mode and marketing strategy, the paper discusses the inheritance and mining of regional intangible cultural culture; Based on the current situation of traditional handicraft market, this paper tries to explore new ideas for the development and marketing of intangible cultural and creative products. Through innovating the local non-heritage cultural creation trading platform, integrating various marketing methods, establishing the brand image of "intangible cultural heritage" with regional characteristics, building the industrial chain of "intangible cultural heritage", and promoting the prosperity of the local "intangible cultural heritage" cultural market.

KEYWORDS

Intangible Cultural Heritage; "Intangible Cultural Heritage" Creative Products; Marketing Model; Marketing Strategy.

1. CURRENT SITUATION OF REGIONAL INTANGIBLE CULTURAL HERITAGE

China is an ancient civilization with a history of thousands of years, has very rich traditional handicrafts and other folk cultural heritage resources, and has accumulated many intangible cultural heritage with local characteristics and distinct national characteristics. Handicraft representatives include random needle embroidery, bamboo carving, combing, as well as traditional performing arts, folk activities, festival customs and culture. "Intangible cultural heritage" condenses and transmits a nation's wisdom, emotions, thinking, skills, beliefs and other marks. These precious traditional wealth resources are not only the cornerstone of our culture, but also an important component of social culture.

Intangible cultural heritage originated from folk traditional handicraft practice. After stepping into the modern society, the social environment for the survival of traditional handicraft has undergone great changes. With the rapid development of digital technology and technology, modern factories have seriously impacted traditional handicraft workshops, and the development state of regional traditional handicraft is worrying. With the passage of time, if the intangible cultural heritage is not protected in time, part of the traditional intangible culture in various regions of the country will disappear. In the era of great cultural integration and global economic integration, how to effectively protect and inherit intangible culture has become a serious problem faced by mankind. In recent years, local protection policies have promoted the sound and sustainable development of traditional handicrafts, and relevant research on regional intangible cultural heritage has been carried out, but

the development and innovation on the basis of traditional handicrafts are not enough. The author believes that the redevelopment of handicraft products and the repackaging of intangible cultural heritage are the direction of the inheritance and development of intangible cultural research in various regions.

2. DEVELOPMENT STRATEGY OF "INTANGIBLE CULTURAL HERITAGE" CULTURAL AND CREATIVE PRODUCTS

Intangible cultural heritage originates from the people and the public, and the development of "intangible cultural heritage" cultural and creative products should be aimed at serving the public. The redevelopment of handicraft products and the repackaging of intangible cultural heritage must meet the demand of the people for cultural and creative products. Combining the use function and artistic value of "intangible cultural heritage" products, integrating contemporary design concepts and traditional aesthetics, reprocessing traditional products and repackaging them with the help of high-tech processes; Use modern science and technology, strengthen industry awareness, and re-create and enhance intangible cultural heritage resources. It fully demonstrates the cultural and artistic value and market value of cultural and creative products in the form of a living "intangible cultural heritage" integrated with modern cultural products, so that intangible cultural heritage can return to popular culture, meet the dual needs of people's modern lifestyle and spiritual culture, and promote the innovative development of the "intangible cultural heritage" cultural and creative industry.

2.1. Inheritance of Cultural and Artistic Function Value

Intangible cultural heritage is a cultural and artistic phenomenon, which has the cultural and artistic value of The Times, and the development of cultural and creative products must inherit its cultural and artistic value. Intangible cultural heritage comes from production and life, and is the accumulation of people's labor and creation. Only by inheriting the cultural, artistic and functional values of intangible cultural heritage can we meet the needs of people's life and spiritual and cultural needs. Intangible cultural heritage has witnessed the cultural and artistic characteristics of different stages of historical development, narrated the life, culture and art of The Times and regions, and mapped the cultural and artistic values contained in The Times and regions. Such as Changzhou comb, comb is one of the representatives of Changzhou traditional handicrafts, renowned at home and abroad, according to legend, it began in the Wei, Jin, Southern and Northern Dynasties, with historical and cultural value; Fine comb material selection, complicated production, beautiful appearance, variety of colors, with artistic value; The comb is both handicraft and daily necessities, with functional value. The artistic function value of Changzhou comb culture must be inherited. Another example is Jintan paper engraving, Jintan is one of the earliest areas of paper engraving in China, as early as the Sui and Tang Dynasties, the region has the cultural customs of paper engraving, flowers, birds, insects and fish, characters, folk garden door flowers, flowers, lanterns, double happiness and other paper engraving works are common in folk. The art of paper carving, the function of folk custom, aesthetics, the time and space environment and the inheritance of customs all embody the cultural value of intangible cultural heritage. Jintan traditional paper carving contains rich Jiangnan cultural characteristics and artistic charm. When developing the cultural and creative products related to paper carving, the cultural and artistic value of paper carving should be inherited and developed. In the process of modern people's production and life, inheriting the essence of paper carving culture and art, combining excellent traditional culture with modern creativity, and living inheritance can realize the continuation of the value of intangible cultural heritage and the development of contemporary cultural and creative products.

2.2. Development of Economic Value of "Intangible Cultural Heritage" Products

Intangible culture is an expression of the spiritual wealth of regional culture and art, which is pregnant with local folk customs and intangible cultural heritage products. In order to adapt to the rapid development of today's society, intangible cultural heritage should innovate cultural products that meet the needs of modern people, and create considerable economic value while protecting heritage and culture. Market economy and modern lifestyle force intangible cultural heritage products to develop economic value, so that intangible cultural heritage products will also show their charm in the market. With the development of cultural tourism industry, especially the increasing support of national policies for intangible cultural heritage, the innovative development of intangible cultural heritage cultural products can perfectly realize the cultural and artistic value and economic value of intangible cultural heritage products under the cultural guidance of art entering the folk and traditional handicrafts entering the campus. By integrating the creative resources of local intangible cultural inheritors, folk craft masters and college students, the company takes this as the creative body of the platform, while integrating traditional cultural and creative processing and manufacturing enterprises, and using Internet marketing to provide the public with an output platform for cultural and creative products.

Heritage culture originates from life and lays the foundation for intangible cultural heritage products to enter the market. "Intangible cultural heritage" is a valuable cultural resource and the source of precious product creativity. Intangible cultural creative products use non-heritage as resources, develop artistic innovation, tap product personality and public aesthetic consciousness, and meet the comprehensive needs of consumers. The development of intangible cultural heritage products has originality, artistic characteristics and functional use, and the production of enterprises should also be processed according to the law of the creation of intangible cultural heritage products. The innovation of intangible cultural heritage products is mainly reflected in the function, form and packaging. The use of modern production technology and information technology to serve the intangible cultural and creative industry can further broaden the vision, broaden the innovation channel and increase the innovation content. In order to realize the economic value of products in the information and modern market, the sales process should cater to the preferences of consumers, and promote the use, artistic and cultural value of intangible cultural heritage products.

3. MARKETING MODE OF "INTANGIBLE CULTURAL HERITAGE" CREATIVE PRODUCTS

In the form of cultural products, "intangible cultural heritage" culture should pay attention to innovation on the basis of inheritance; In terms of the content of cultural products, "intangible cultural heritage" products should maintain the folk style and usability of popular art. The marketing of "intangible cultural heritage" cultural and creative products should not only highlight its cultural and artistic characteristics, but also take into account its functionality. On the basis of traditional cultural marketing, this paper analyzes the marketing mode of "intangible cultural heritage" cultural and creative products from two aspects: product cultural marketing and brand cultural marketing.

3.1. The Marketing Mode of "Intangible Cultural Heritage" Product Culture

Theoretically, cultural creative products can be divided into three categories: core cultural creative products, formal cultural creative products and extended cultural creative products. The difference between "intangible cultural heritage" products is mainly reflected in the extension of cultural creative products, which studies the cultural characteristics of the ethnic region and people's real life needs, excavates the connotation of the intangible culture of the product, enhances the added value of cultural and creative products, recreates the regional intangible cultural resources, and endows the product with a new cultural and artistic flavor. In all aspects of product appearance design, personalized

packaging and cultural services, it is necessary to highlight the emotional atmosphere with intangible cultural characteristics, and give consumers a strong "intangible cultural atmosphere" and personalized experience. Strengthen the vitality of products on core products, strengthen artistic aesthetics on formal products, dig deep into local characteristics of culture on extended products, and enhance cultural service awareness. In response to the market needs of networking, personalization and folklore, the value of intangible culture is effectively transmitted to the public through different types and levels, multiple ways and forms of cultural and creative products.

3.2. The Marketing Mode of "Intangible Cultural Heritage" Brand Culture

Brand culture marketing is the extension and expansion of product culture marketing, which includes the whole society's trust and protection of the brand. Brand is an important symbol of the core competitiveness of the industry and enterprises, and intangible cultural products also need brand packaging. "Intangible cultural heritage" brand cultural marketing uses local intangible culture to build brands, and uses brand culture to enhance the competitiveness of local "intangible cultural heritage" cultural brands. For example, China's famous special porcelain crafts Beijing cloisonne, Jiao ancient Suzhou embroidery, Changzhou white elephant comb and so on. Consumers of "intangible cultural heritage" products have more emotional affiliation and personal values, and "intangible cultural heritage" brand marketing can enhance market competitiveness and enhance brand loyalty. "Intangible cultural heritage" cultural creative products have the characteristics of high added value and high profitability. Culture is the soul of the brand, and the brand is the carrier of culture. The cultural soul makes it easier for the "intangible cultural heritage" brand to generate high expected value for consumers, thus enhancing the brand's premium ability. Consumers are willing to pay a higher price for a "intangible cultural heritage" brand with rich cultural connotations, such as celebrity calligraphy and painting, cultural tourism intangible cultural heritage products, and grand theater cultural performances. Promote the improvement of the industrial chain and value chain of "intangible cultural heritage" through the exploration and dissemination of the intangible cultural connotation of the brand; Establish brand awareness, and create richer and lasting intangible cultural market value through brand marketing of "intangible cultural heritage" cultural and creative products.

4. MARKETING STRATEGIES OF "INTANGIBLE CULTURAL HERITAGE" CULTURAL AND CREATIVE PRODUCTS

4.1. Comprehensive Marketing Strategy of "Intangible Cultural Heritage" Cultural and Creative Products

Comprehensive marketing strategy is the "IP" cultural and creative in-depth mining and brand repackaging of local intangible cultural heritage, integrating product marketing, price marketing, integrated marketing, theme marketing, education marketing and channel marketing, using the Internet product trading platform to re-introduce "intangible cultural heritage" products to the market, to achieve online and offline comprehensive marketing. Re-organize the order of "intangible cultural heritage" cultural and creative industry, so that creative subjects, processing and manufacturing subjects, marketing and promotion subjects each perform their duties, complement each other's advantages, and jointly create a professional, process-based, platform-based ecological chain of cultural and creative industry, and build a geographically perfect input and output platform for "intangible cultural heritage" cultural and creative products. Give cultural ideas and concepts to the cultural and creative platform, increase government support, inject new blood into the platform, and plan theme activities such as ecological protection, humanistic care, cultural and creative market promotion, public welfare and charity on the cultural and creative platform; Regularly hold "intangible cultural heritage" cultural and creative product competition, slow life culture lecture hall, online "intangible cultural heritage" live broadcast, etc.; Using various media to spread the "intangible

cultural heritage" culture and brand image of cultural and creative platforms, with the help of a variety of public relations and social resources, jointly organize "intangible cultural heritage" cultural fairs and cultural salons in neighboring cities, and establish urban "intangible cultural heritage" cultural festivals; Urge the government to build intangible cultural heritage

4.2. Multi-channel Sales Strategy of "Intangible Cultural Heritage" Cultural and Creative Products

The final link of the cultural and creative industry chain of "intangible cultural heritage" will take sales as the main body, transform "intangible cultural heritage" products into the value of commodities, and serve consumers. In the face of the vast cultural and creative market, the sales channels of "intangible cultural heritage" cultural and creative products are diversified, and a variety of sales channels are very challenging for sales personnel, and sales training is essential. Enhance employees' cultural concept and brand awareness of local intangible cultural heritage, strengthen sales staff's awareness of learning processes and functions of various intangible cultural heritage products, and strive to achieve the form perception of cultural and creative products and artistic soul communication, so as to achieve all-round three-dimensional market penetration effect in the sales process. Salespeople who have a cultural concept can go deep into the cultural and creative market and the public life, and experience the following sales channels.

Firstly, "O2O" combined online and offline sales model. Online marketing and online purchase drive offline operations and offline consumption, and use local cultural and creative platforms to conduct online e-commerce by means of wechat public accounts, Weibo and official cultural and creative platform apps. Offline to physical store sale, slow life experience store, craft master workshop featured services, etc., to meet the personalized service of private customization business. Secondly, the sales channels of cultural and creative processing and manufacturing enterprises. Authorized relevant cultural and creative processing enterprises for processing, because these enterprises themselves have their own sales channels, the platform only needs to carry out brand authorization, processing and sales can be entrusted to processing enterprises for sales, and then profit sharing. Thirdly, the trading platform line above the tank, market sales channels. Wenchuang think tank gathers idle manpower such as college students and folk artists through the platform, and gathers creative design as a resource platform for creative output. Through sorting out, copyright trading is carried out, and creative works are self-developed or authorized to be transferred to some cultural and creative processing enterprises. In the cultural and creative market platform, the audience can intuitively see and buy products, and the arts and crafts of local intangible cultural inheritors and folk craft masters can be sold through the platform. The online trading platform will regularly launch new products, and all products are the creative ideas of the platform's Wenchuang think tank, processed by a third party, and sold on the platform for a second time. Fourthly, cultural creation franchise. According to the local cultural and creative market conditions, brand authorization franchise, recruit agents. Today, with the vigorous development of the cultural tourism industry, we cooperate with tourist attractions and hotels to open up various sales channels such as gift giving.

By integrating a variety of marketing methods, taking the route of "intangible cultural heritage" close to the people, enhancing visibility, long-term adherence to all-round comprehensive marketing, establishing a brand image of "intangible cultural heritage" with regional characteristics, and promoting the prosperity of local "intangible cultural heritage" cultural creation market.

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