

Inheritance and Tourism Development of Miao Silver Jewelry Forging Skills in Western Hunan

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ABSTRACT

As an important part of China's intangible cultural heritage, the silver forging skills of the Miao nationality in western Hunan have unique historical and cultural values. However, with the acceleration of the modernization process, traditional skills are facing the dilemma of inheritance fault and market shrinkage. Through literature research and field investigation, this paper analyzes the inheritance status of the silver forging skills of the Miao nationality in western Hunan and its application in tourism development and explores the balance strategy between protection and development. The study found that although tourism development has brought new opportunities for silver forging skills, there are still problems such as single product and insufficient market promotion. This paper proposes strategies such as improving product diversity, strengthening brand building, and enhancing tourists' participation experience. In combination with the theory of sustainable development, it proposes an innovative protection and development model. Through digital technology and creative design, the inheritance and development of silver forging skills can be further promoted, hoping to provide a theoretical basis and practical guidance for the sustainable development of the silver forging skills of the Miao nationality in western Hunan.

KEYWORDS

Hunan Nationality; Intangible Cultural Heritage; Inheritance and Protection; Creative Design.

1. INTRODUCTION

1.1. Research Background

With the increasing popularity of mechanization and digital mass reproduction today, the national traditional handicrafts are facing unprecedented challenges. However, the cultural connotation, humanistic wisdom, and its regenerative ability in modern production and economic society are being increasingly valued [1]. As an important part of China's intangible cultural heritage, the silver jewelry forging technique of Miao in western Hunan represents the rich cultural tradition and national symbol of Miao [2]. However, with the acceleration of the modernization process, traditional handicrafts face the risk of being replaced by mechanized production and also encounter the problem of inheritance difficulties. Therefore, through the investigation of the protection situation of traditional handicrafts in western Hunan, this paper analyzes the ideas, methods, prospects, and difficulties of the transformation and development of traditional handicrafts in western Hunan under the background of "intangible cultural heritage" protection, and discusses the protection of traditional handicrafts on the stimulation of the subjectivity of inheritors. The study on the protection and inheritance of Miao silver jewelry forging skills in western Hunan can not only help to maintain cultural diversity but also

promote the development of the local economy and society, which has certain practical significance and academic value.

1.2. Study Status

At present, the research on the protection and inheritance of intangible cultural heritage has made some achievements, but the in-depth research on specific skills is still insufficient. Domestic research mainly focuses on cultural and intangible cultural heritage, inheritance, and protection, cultural ecology, etc., and a few studies involve the inheritors, current situation, and existing problems of the silver jewelry forging skills of the Miao people in western Hunan [3]. In addition, some scholars also discussed the inheritance and development path of intangible cultural heritage, such as talent training, product development, marketing, etc.

1.3. Study Significance

This study uses a combination of literature research methods and field investigation methods. Through the existing literature, the basic situation and research status of the Miao silver jewelry forging skills in western Hunan are understood, and the investigation results are scientifically treated and explained. This study aims to systematically analyze the current situation of the forging technology of the Miao nationality in western Hunan and put forward effective protection and inheritance strategies. This helps to enrich the theoretical system of intangible cultural heritage protection and provides feasible solutions in practice, providing new perspectives for research in related fields.

2. INHERITANCE STATUS OF SILVER JEWELRY FORGING SKILLS OF MIAO PEOPLE IN WESTERN HUNAN

2.1. Overview of the Silver Jewelry Forging Techniques of the Miao People in Western Hunan

Xiangxi Miao's silver jewelry forging technique is an ancient handicraft, mainly used for making Miao traditional silver jewelry. These silver ornaments are not only a variety, but also the production process is complex, including material selection, smelting, forging, carving, inlay, and other links [4]. Each process requires superb skills and rich experience. During melting, a tight melting temperature is required to prevent cracks in the silver billet during pattern modification. In addition, the carved patterns on the silver ornaments often symbolize good luck, showing the Miao people's yearning for a better life and the pursuit of [5].

2.2. Inheritance Group and Inheritance Mode

The inheritance of the silver jewelry forging skills of the Miao people in western Hunan is mainly carried out through the mentoring system and family inheritance. At present, the inheritors are mainly between 40 and 60 years old, and most of them are female. Due to the long learning cycle and high difficulty of traditional skills, young people are generally unwilling to engage in this industry, leading to a gradual decrease in the number of inheritors [6]. In addition, many highly skilled old craftsmen are declining in physical strength and energy, and the number of silver ornaments produced is also decreasing.

2.3. Difficulties and Challenges Encountered in the Process of Inheritance

The silver jewelry forging technique of Xiangxi Miao nationality faces many difficulties and challenges in the process of inheritance. First of all, the migrant work of young people leads to the

reduction of inheritors. Many young people, in pursuit of higher income and better living conditions, choose to leave their hometown, leading to a gap in the inheritance of skills. Secondly, the impact of mechanized production on traditional handicrafts can not be ignored. Although mechanized production improves efficiency, it is difficult to reach the level of precision of traditional handicrafts. In addition, the financial, market, and policy support in the inheritance process is also insufficient, which limits the promotion and development of skills.

3. TOURISM DEVELOPMENT OF SILVER JEWELRY FORGING TECHNOLOGY OF MIAO PEOPLE IN XIANGXI

3.1. Status Quo of Tourism Development

In recent years, with the rapid development of tourism, the Miao silver jewelry forging technique in western Hunan has gradually become an important part of tourism. Local governments and tourism enterprises promote the application of this traditional art in tourism in a variety of ways, such as holding silver jewelry-making experience activities and establishing silver jewelry museums and exhibition halls. In the ancient city of Phoenix in western Hunan, some handicraft workshops have offered silver jewelry production experience courses. Visitors can personally participate in the silver jewelry production process and experience the unique charm of traditional crafts.

The local government also actively holds various cultural festivals, such as the Miao silver jewelry cultural festival, by displaying silver jewelry production skills and products, attracting a large number of tourists to visit and buy, significantly increasing the local tourism income [7]. According to the latest data, by the end of 2021, there will be 102 local silver jewelry enterprises, with a total output value of more than 100 million yuan, creating more than 3,000 jobs, and laying a solid foundation for local economic development and rural revitalization [8].

3.2. Problems Existing in Tourism Development

Although the silver jewelry forging technology of the Miao people in western Hunan has made some achievements in tourism development, it still faces some significant problems. First of all, tourism products are single and lack innovation. At present, many tourism projects only stay at the level of simple display and sales, failing to deeply explore the connotation of silver jewelry culture. For example, visitors' lack of interactivity and sense of participation in viewing and purchasing silver jewelry limits their deep interest in silver jewelry culture. To enhance the tourist experience, tourism projects need to be more creative and interactive, providing more hands-on experience and cultural exchange opportunities.

Secondly, insufficient marketing promotion and brand construction lead to low product visibility and market competitiveness. Many silver jewelry products fail to form a brand effect, have a single sales channel, mainly rely on the local market, and lack of external promotion and publicity. To pursue commercial interests, some handicraft workshops have reduced the quality and technological level of their products and affected the inheritance and development of traditional skills.

In addition, the lack of tourist participation and experience is another major problem. Many silver jewelry-making experience activities are too simple, lack depth and fun, unable to fully mobilize the enthusiasm of tourists to participate. At the same time, without the lack of professional explanation and guidance, it is difficult for tourists to deeply understand the essence of silver jewelry culture and production skills. To enhance the participation experience of tourists, it is necessary to design richer more interactive activities and provide professional explanations and guidance, so that visitors can better understand and appreciate the cultural and historical value of silver jewelry skills.

3.3. Strategies to Promote the Tourism Development of Silver Jewelry Forging Skills in Western Hunan

First of all, the key is to improve the diversity and innovation of tourism products. More abundant tourism projects can be developed, such as silver jewelry production workshops, silver jewelry culture exhibitions, traditional weddings, and festival activities, to enhance the sense of participation and interactivity of tourists. Through the cultural and creative design competition, designers can be invited to cooperate with craftsmen to create silver jewelry products with both traditional skills and modern beauty.

Secondly, strengthen brand building and marketing efforts, through multi-channel publicity to improve product visibility and reputation. Use social media platforms such as TikTok, WeChat, and Kuaishou to promote, and show the process of silver jewelry production and the cultural stories behind it, attracting the attention of the younger generation and international tourists. At the same time, it will cooperate with e-commerce platforms, such as Etsy, Amazon Handicrafts, and Taobao, to expand sales channels and promote silver jewelry products to [9] in the global market. The establishment of an exclusive brand and the formation of a brand effect can not only improve market competitiveness but also increase the added value of products.

In addition, enhancing the participation experience and cultural interaction is also one of the important strategies. Through an interactive experience, scene reproduction, and other ways, visitors can personally participate in the silver jewelry production process, and feel the charm of traditional skills. Professional explanation and guidance links are set up to help tourists deeply understand the background and connotation of silver jewelry culture and production skills. They can also organize silver jewelry production competitions, exhibitions, and selection activities to stimulate visitors' interest and enthusiasm for participation.

Finally, cooperation and policy support between the government and universities are crucial. The government can formulate preferential policies to support the inheritance and development of silver jewelry production skills, provide financial and technical support, and encourage inheritors and enterprises to participate in tourism development. Colleges and universities can offer relevant courses and training courses to cultivate professional talents and promote the innovation and development of silver jewelry-making skills.

4. STRATEGY AND IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT

4.1. Theoretical Framework of Sustainable Development

The theoretical framework of sustainable development refers to a development model that meets contemporary needs without harming the ability of future generations to meet their needs. In the protection and development of Miao silver jewelry forging skills in western Hunan, the theoretical framework of sustainable development mainly includes three aspects: ecological protection, economic development, and social progress.

In terms of ecological protection, we must ensure that the natural environment is not damaged in the process of silver jewelry and that the balance of the ecosystem is maintained. For example, during silver mining and silver jewelry production, environmental protection measures should be taken to reduce pollution and resource waste. At the same time, afforestation, ecological restoration, and other measures can be taken to improve the ecological environment and protect biodiversity.

In terms of economic development, we must ensure that silver jewelry production skills can bring economic benefits and improve the income level of investors and practitioners. Increase tourism revenue by developing silver jewelry tourism, improve the market competitiveness and sales volume

of silver jewelry products, and improve the economic benefit of the silver jewelry industry by introducing modern management and marketing methods.

In terms of social progress, it is necessary to ensure that silver jewelry-making skills can be inherited and developed to enhance the cultural identity and pride of the community. Enhance the understanding and recognition of silver jewelry culture through community education and cultural activities to enhance their social status and professional identity, and to ensure the inheritance and development of skills.

4.2. Balance between Protection and Development

It is necessary to balance the relationship between protection and development. We should pay attention to the inheritance and innovation of skills, not only retaining the essence of traditional skills but also combining modern technology and market demand for innovation. By introducing a modern design concept, we can develop silver jewelry products with modern aesthetics and market demand, while retaining the core technology and cultural connotation of traditional craft.

Secondly, the community participation rate and the enthusiasm of the inheritors should be improved, and the inheritors should be encouraged to actively participate in the inheritance and development of their skills through policy support, financial support, and market promotion. The government can provide preferential policies and financial support to encourage inheritors and enterprises to participate in the protection and development of silver jewelry production skills, and universities and research institutions can provide technical support and training to help the inheritors improve their skills and innovation abilities.

Finally, a scientific management and monitoring mechanism should be established to ensure the sustainable development of silver jewelry-making techniques. The archives and database of silver jewelry production techniques can be established to systematically record and monitor the inheritance and development of the techniques to ensure the inheritance and development of the existing problems can be found and solved to ensure the healthy development of the techniques.

4.3. Innovative Protection and Development Mode

Innovative protection and development mode is an important way to realize the sustainable development of silver jewelry forging skills of the Miao people in western Hunan. First of all, blockchain technology can be used to record and protect skills and ensure that the production process and process details of each piece of silver jewelry are permanently preserved and verified through immutable digital accounts. Blockchain technology can improve the transparency of craftsmanship and also prevent counterfeiting and piracy problems [10]. At the same time, the Apple head display technology is used to reproduce the whole process of silver jewelry production, so that the global audience can have an immersive experience of the traditional technique in a virtual environment.

Secondly, creative design and 3D printing technology can be combined to develop silver jewelry products with modern aesthetics and market needs. 3D printing technology can quickly produce complex design styles, give silver jewelry brand new creativity and functions, and make traditional silver jewelry products glow with new vitality.

In addition, the combination of silver jewelry production skills and digital art and the NFT (non-homogenized token) market can be explored to expand the application scope and market space of skills. Dignifying the production process and finished products of silver jewelry into NFT gives it a unique digital identity and collection value, which can not only attract digital art lovers but also provide a new business model for the inheritance and promotion of skills. Through cross-border cooperation with tourism, film and television industry, fashion industry, and other industries, to develop products and services with cultural characteristics and market potential, and realize the diversified development and sustainable development of silver jewelry production skills.

5. CONCLUSION

The intangible cultural heritage is the embodiment of a unique national culture. As the national intangible cultural heritage, the Miao silver jewelry forging skills is the representative of traditional handicrafts. Through the systematic analysis of the inheritance and tourism development of the silver forging technology in western Hunan, the following conclusions can be drawn: As an intangible cultural heritage, the silver forging technology in western Hunan has important cultural and economic value. In the process of inheritance, it is necessary to overcome multiple difficulties such as inheritor reduction and mechanized production impact; in tourism development, it is necessary to enhance product diversity and innovation, strengthen brand building and marketing, and enhance tourist participation experience and cultural interaction. Under the framework of sustainable development, protection, and development should complement each other and ensure the inheritance and development of silver jewelry production skills through policy support, technological innovation, and marketing promotion. Innovative protection and development mode is the key to achieving sustainable development. Digital technology, creative design, and cross-border integration can inject new vitality and power into the silver jewelry production technology.

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