

Non-hereditary Inheritance and Innovation from the Perspective of Industrial Economy

-- Take Suzhou Embroidery as an Example

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Abstract

The intangible cultural heritage is the pride of our Chinese nation, and contains the unique spiritual value and cultural consciousness of the Chinese nation. With the development of the times and the advancement of modernization, non-legacy is facing the fate of being lost. This paper takes Suzhou embroidery as an example from the economic perspective. This paper expounds the specific performance of intangible cultural heritage in the inheritance as the cornerstone of innovation, and discusses the feasibility and improvement path of the solution proposed by the intangible cultural heritage facing difficulties. So as to strengthen the vitality of intangible cultural heritage, so that the beauty of intangible cultural heritage will remain forever.

Keywords

Intangible Cultural Heritage; Inheritance and Innovation Suzhou Embroidery; Suzhou Embroidery.

1. Overview of the Economic Market Status of Intangible Cultural Heritage

1.1. Overview of the Development of Intangible Cultural Heritage

Intangible cultural heritage refers to a variety of traditional cultural manifestations that exist in non-specific objects and are handed down from generation to generation in life; the inheritor is the inheritance of intangible cultural heritage. The important figures of protection, continuation and development can be called the living carrier of non-legacy. China's cultural history has a long history, and many intangible cultural treasures have been formed in thousands of years of inheritance and development. In order to inherit and carry forward the excellent traditional culture of the Chinese nation and promote the construction of spiritual civilization, the Law of the People's Republic of China on Intangible Cultural Heritage was formally implemented in 2011, which stipulates a four-level system for the protection of intangible cultural heritage, reflecting China's determination and efforts to implement international conventions while protecting the diversity of material culture.

Since 2005, China has begun to declare non-hereditary inheritance, but due to the particularity of non-hereditary inheritance, it is difficult to inherit non-hereditary inheritance. In addition, the development of new self-media and the infiltration of foreign cultures in recent years have made the inheritance and protection of non-hereditary heritage increasingly difficult. In the contemporary era of globalization of science and technology, with the development of emerging science and technology, self-Media communication is prevalent. The rise of short videos such as tremolo has attracted the attention of most young students, which is both a challenge and an opportunity for traditional culture.

1.2. The Dilemma of Intangible Cultural Heritage

1.2.1. Non-legacy Skills Take a Long Time

It generally takes 3-5 years to learn a non-legacy skill, and it takes a long time to really master it, while contemporary people prefer efficient work. For example, Su embroidery industry has a long return cycle and unstable income, few young people are willing to join, with the aging of the older generation of inheritors, there is a situation of temporary shortage, which restricts the inheritance and development of Su embroidery industry. Not to mention innovation and progress.

1.2.2. Non-genetic Tolerance Limitation

Non-hereditary inheritance is generally carried out by inheritors, ordinary people have few channels to understand and learn, although the country vigorously promotes non-heritage culture, but most young people interested in non-heritage skills still do not know how to learn, thus missing opportunities. Moreover, non-legacy propaganda is more inclined to use traditional media such as television and newspapers. The audience of these media is mostly middle-aged and elderly people, for most college students, the way to receive information mainly comes from new media communication, so the promotion of new media needs to change the way appropriately. The scope of non-hereditary inheritance is limited, and the acceptance of apprentices is not for the public, resulting in a small audience, which has caused difficulties for the inheritance of non-hereditary culture.

1.2.3. The Human Environment has Changed

In the modern era of cultural diversity, people's aesthetic preferences have changed greatly, and they are more inclined to some novel products, which are quite different from the traditional humanistic environment. However, most of the traditional non-heritage products inherit the traditional aesthetics, the themes are old, and there are no various new products to attract attention. Taking Su embroidery as an example, most of the products created are traditional themes with a single form. Most of them are replicas of traditional calligraphy and paintings, although they have their own unique aesthetic feeling, but most of them are luxurious works of art, and the price is high, not common in daily life, and there is a greater sense of distance from ordinary people. Because of the lack of novel products, Su embroidery has been forgotten by people, and the market has been reduced, which has plunged its inheritance and protection into an unprecedented crisis.

1.3. An Overview of the Current Economic Market of Suzhou Embroidery

Su embroidery has gradually fallen into the dilemma of "no inheritance" because it is difficult to keep pace with the times. Even in recent years, with the development of society and the support of national policies, people's ideas began to change, restarting the excavation, collation and protection of Su embroidery. However, in the face of low production efficiency, serious shortage of standardized brands, limited sales channels and other issues. How to market Su embroidery and how to cross the threshold to inherit Su embroidery is still a huge challenge.

2. Economic Development of Su Embroidery Culture Driven by Intangible Cultural Heritage

2.1. Current Situation of Suzhou Embroidery

Suzhou embroidery originated in Suzhou area, which is a traditional art with strong regional characteristics and recognition. In the course of more than two thousand years of historical development, Su embroidery works in each period have a strong brand of the times, and have made great achievements. Su embroidery has a long history, which was recorded as early as the Three Kingdoms Period, and has its own characteristics since its development. The stitch is

lively, the color is elegant, the pattern is beautiful, and the embroidery is delicate and natural. At the same time, as a traditional handicraft, Su embroidery is closely related to Chinese traditional culture and has become an important part of Chinese traditional culture. Su embroidery has fine stitches, ingenious ideas, simple and elegant themes, rich colors, concise composition and auspicious implications. It has also formed a unique artistic style of "fine and elegant", which reflects its profound cultural heritage. (See Figure 1)



Figure 1. Suzhou embroidery

However, the development of embroidery art is also increasingly facing the development bottleneck of intellectual property issues: there are few inheritors (see Figure 2), few original manuscripts of embroidery works by embroidery ladies, and their own fine works are often counterfeited by others. At the same time, as a commodity, Su embroidery has a strong regional nature, it is difficult to scale up, and there is a loss of elements after mass production. In addition, in recent years, Su embroidery has not been able to enter the public's vision in a wider range, which is closely related to the complexity of the embroidery process and the singleness and unfriendliness of Su embroidery products. However, in the investigation, we found that Suzhou embroidery not only has high aesthetic value, but also has potential economic value. For example, the common cheongsam, round fan, Han clothes and bags. These are embroidery products that we can touch at any time in our daily life, which also deeply contain the cultural genes and spiritual characteristics of our nation. It is possible and necessary to realize the industrialization of Su Embroidery after realizing that Su Embroidery has economic characteristics and can be transformed into potential resources.

number	full name	Gender	date of birth	nation	category	Project No	entry name	Reporting region or unit
03-1238	Yaojanping	female	1967.4.6	-	Traditional art	VI-18	Suzhou embroidery	Suzhou City, Jiangsu Province
01-0079	Guwenxia	female	she has not been recorded and has no photograph	-	Traditional art	VI-18	Suzhou embroidery	Suzhou City, Jiangsu Province
01-0078	Lee e'Ying	female	she has not been recorded and has no photograph	-	Traditional art	VI-18	Suzhou embroidery	Suzhou City, Jiangsu Province
04-1768	Zhangmeifang	female	she has not been recorded and has no photograph	Han nationality	Traditional art	VI-18	Suzhou embroidery	Suzhou City, Jiangsu Province
04-1767	Yaohuifen	female	she has not been recorded and has no photograph	Han nationality	Traditional art	VI-18	Suzhou embroidery	Suzhou City, Jiangsu Province
04-1766	Jiangxue'ing	female	she has not been recorded and has no photograph	Han nationality	Traditional art	VI-18	Suzhou embroidery	Suzhou City, Jiangsu Province
04-1765	Zhangyue'ing	female	she has not been recorded and has no photograph	Han nationality	Traditional art	VI-18	Suzhou embroidery	Suzhou City, Jiangsu Province
04-1764	Yufuzhen	female	she has not been recorded and has no photograph	Han nationality	Traditional art	VI-18	Suzhou embroidery	Suzhou City, Jiangsu Province

Figure 2. Inheritance figures

2.2. Protection of Intellectual Property Rights by Legislation

Nowadays, the work of non-heritage protection is constantly advancing throughout the country. It is necessary to understand the legislative intention and profound connotation, grasp the purpose and principle of non-heritage protection and the relationship between non-heritage protection and the overall situation of the nation. With the guarantee of legislation, the national cultural identity has been greatly enhanced, and the awareness of non-heritage protection and protection principles has been deepened. General Secretary Xi Jinping has repeatedly stressed that, Excellent traditional Chinese culture "is the root and soul of the nation", "is the spiritual lifeblood of the Chinese nation, is an important source of cultivating socialist core values, and is also a solid foundation for us to stand firm in the turbulence of world culture.[1]

It can be seen from Table 1 that as people continue to improve their understanding of intangible cultural heritage in the long-term exploration and practice, they can fully develop and utilize the cultural and economic values of intangible cultural heritage, so as to effectively protect and inherit intangible cultural heritage and disseminate immortal "vitality".

Table 1. Brief table of intangible cultural heritage development [3].

Proposer	Content	Law on the Protection of Cultural Property	time
Japan	Take the lead in incorporating cultural heritage into national legislation for institutionalized protection worldwide	Law on the protection of cultural property	1950
UNESCO	"Intangible cultural property" is also called "intangible cultural heritage".	Convention Concerning the Protection of the World Cultural and Natural Heritage	1972
UNESCO	To propose the definition, identification, preservation, protection, dissemination, maintenance and international cooperation of "folk creation"	Proposal for the Protection of Folk Creation	1989
China	To clarify the guidelines and objectives for the protection of intangible cultural heritage	Opinions on Strengthening the Protection of China's Intangible Cultural Heritage	2005
China	The definition of "intangible cultural heritage" and its six scopes are put forward	Intangible cultural heritage law of the people's Republic of China	2011

3. Innovation of Intangible Cultural Heritage

3.1. On the Inheritance of Suzhou Embroidery

Each intangible cultural heritage is adapted to the mode of production and lifestyle of a specific group of people. Through the protection and dissemination of the values and codes of conduct of this nation, it is consistent with the level of economic development and political system at that time, and is the manifestation of human cultural practice. In the process of producing material goods, the uniqueness of living environment, the authenticity of life practice, the living nature of taking people as the carrier, and the aesthetic nature of unity and cooperation in pursuit of happiness are the prerequisites for enhancing the soft power of national culture.

In the past, embroidery was the technology and tool to maintain daily life for embroidery women, and there was a lack of systematic and professional training in the past. Most of our embroidery skills came from the hands and mouths of our predecessors. Now, because of the complexity of Su embroidery technology, many people do not want to learn Su embroidery, because learning a skill is a long-term process. Not to mention whether this skill will bring benefits to oneself in the future for making a living, that is, the livelihood of learning Su

embroidery during this period is a big problem, any skill is relatively simple to enter the door, but if you want to be proficient in inheritance, it must take time and energy. Therefore, it is urgent to improve the cultural quality and embroidery level of embroidery women.

Pay attention to the development of embroidery women's own production and life, enhance their market adaptability, let them change their ideas, so that they can smoothly and effectively join in the inheritance of Su embroidery, and do a good job in personnel training.

Government support and protection: The government plays a vital role in the protection of intangible cultural heritage. On the one hand, the government should guide traditional culture to the market and cultivate their viability in the market, on the other hand, it should make full use of its own resources and advantages to build a good platform for the development of traditional culture.

3.2. Improving the Path

3.2.1. Inheritance of Su Embroidery

For the inheritance and development of Suzhou embroidery, the government cooperates with universities to make university talents develop according to local conditions. Taking Zhen hu as an example, the Zhen hu government has signed an agreement with Suzhou Vocational and Technical College of Arts and Crafts, which will provide Zhen hu with students majoring in Suzhou embroidery industry for directional ability training every year. After more than ten years of cooperation, The cooperation plan trains nearly 700 professionals, most of whom work in Zhenhu Su Embroidery Industry Base, with stronger professional and technical structure and excellent skills, which has played a positive role in the birth of original products of Su Embroidery. At the same time, colleges and universities carry out dual teaching, which means that school teachers and Su embroidery masters impart knowledge together. School teachers mainly focus on students' basic knowledge of basic courses and many related professional knowledge, so that students have basic professional qualities. The master craftsmen of Su embroidery are mainly responsible for the continuous improvement of students' aesthetic and ability of Su embroidery and the practice of high-quality Su embroidery[2].

3.2.2. Innovation of Suzhou Embroidery

First of all, we should increase publicity efforts, now is a network era, so we can use the Internet to publicize, release Su embroidery products on major platforms, as well as Su embroidery teaching videos, first let everyone slowly accept Su embroidery approaching life, and then later can contact Su embroidery products on the shelves, to give you a channel to buy Su embroidery products.◦

Moreover, most of the Su embroidery products are easy to wear and tear, not easy to clean and protect, such as the well-known "Gaia Legend", every time a new product comes out, we can feel the surprise of Su embroidery, so many people will love it, but at the same time, we also know that many of the Su embroidery clothing is advanced. For ordinary consumers, it is too far away from our lives, so in terms of clothing, we can choose embroidery methods that are easier to preserve and simpler in technology, so that ordinary consumers have the opportunity to wear Su embroidery clothing.

Finally, with the development of the times, more and more people want to be unique and different, so personalized tailor-made is very marketable, this model can be integrated into consumers' ideas and concepts, so that consumers have a sense of participation and more acceptable products, which makes Su embroidery no longer a high art luxury. Instead, it is more permeated with humanity and warmth.

Establish the information database of Su embroidery, collect the stitches, images and pictures related to Su embroidery through digital technology, and establish the information database of Su embroidery. The relevant information and teaching videos of Su embroidery inheritors are

sorted out, coded and classified, and the wisdom repository of inheritors is established, and the information of relevant inheritors is updated in real time. In addition, through the use of network technology and multimedia technology, we can build a network interactive platform for Su embroidery, close the distance between people and traditional culture, promote the exchange of skills and knowledge among the inheritors of the same trade, and at the same time, it is more convenient for the majority of Su embroidery enthusiasts to appreciate excellent works, learn and exchange, and obtain information. At the same time, with the support of industry associations, Develop APPs with Su embroidery as the theme, regularly push relevant Su embroidery exhibitions, Su embroidery lectures and Su embroidery learning and education information, and upload teaching videos to show the style of inheritors.

3.2.3. Research on Inheritance and Development of Intangible Cultural Heritage

At present, in our country, the standardized management of intangible cultural heritage is not perfect, especially in the audit of intangible cultural heritage, we need to improve the audit efficiency, improve and protect the audit mechanism, and establish relevant audit standards. Continuously improve the management mechanism to ensure that intangible cultural heritage has the ability of continuous self-inheritance and development. At the same time, we should establish close ties between the propaganda work of non-heritage culture and the people, and constantly improve the people's understanding of the significance of non-heritage culture. The people's awareness of intangible cultural heritage is constantly improving, which is also a process of constantly strengthening national pride.

In the modern society with the rapid development of information technology, the traditional intangible cultural heritage can keep pace with the times, adapt to the development of modern society, and better inherit and protect the intangible cultural heritage only by combining with modern information technology, gradually digitalizing, infiltrating the traditional cultural value into modern information technology and transforming the cultural connotation into cultural competitiveness.

4. Policy Recommendations for Intangible Cultural Heritage

4.1. Policy Background of Intangible Cultural Heritage

Table 2. Summary of China's Intangible Cultural Heritage Protection Policies in the 21st Century

Policy	Time
Formally joined the United Nations Convention for the Protection of the Intangible Cultural Heritage	August 28, 2004
Opinions of the General Office of the State Council on Strengthening the Protection of China's Intangible Cultural Heritage; Interim Measures for the Declaration and Evaluation of National Intangible Cultural Heritage Representative Works	March 26, 2005
Circular of the State Council on Strengthening the Protection of Cultural Heritage	December 20, 2005
The State Council announced the first batch of national intangible cultural heritage list	May 20, 2006
Interim Provisions on the Management of Special Funds for the Protection of National Intangible Cultural Heritage	July 2006
Interim Measures for the Protection and Management of National Intangible Cultural Heritage	November 2006
The State Council announced the second batch of national intangible cultural heritage list.	June 14, 2008
Law of the People's Republic of China on Intangible Cultural Heritage	February 25, 2011
The State Council announced the third batch of national intangible cultural heritage list.	June 10, 2011

On June 9, 2021, the Ministry of Culture and Tourism issued the "14th Five-Year Plan for the Protection of Intangible Cultural Heritage" (hereinafter referred to as the "Plan"). The Plan defines the overall requirements, main tasks and safeguards for the protection of intangible cultural heritage during the 14th Five-Year Plan period, and systematically deploys the protection of intangible cultural heritage during the 14th Five-Year Plan period. Guided by Xi Jinping's socialist ideology with Chinese characteristics in the new era, the Plan takes firmly grasping the correct direction, adhering to people-centered, systematic protection, scientific protection according to law, and upholding integrity and innovation as its basic principles, and implements the working principle of "protection first, rescue first, rational utilization, inheritance and development". It puts forward the development goals by 2025 and the long-term goals by 2035. In fact, China has carried out the protection of intangible cultural heritage for a long time. The following are the main policies, as shown in Table 2.

4.2. Policy Suggestions on the Sustainability of Intangible Cultural Heritage Protection

4.2.1. Supporting Non-Heritage Industry Associations to Provide Public Services [4]

Combining with the transformation of government functions, we should clarify the functional boundaries of administrative organs and industry organizations, and incorporate the transactional management and public services that are not suitable for government departments to exercise and suitable for non-legacy industry associations to provide into the scope of government purchasing services, giving priority to non-legacy industry associations under the same conditions.

4.2.2. Reform the Relevant Administrative Management System

On the one hand, we should incorporate the protection of intangible cultural heritage into the assessment system of local officials, carefully assess and strictly check, avoid the phenomenon of only developing economy but not culture, and avoid the phenomenon of only making superficial articles. Local governments should set up special institutions for the management of intangible cultural heritage. And absorb relevant professionals.

4.2.3. Adhere to the Principle of Combining Development with Protection

The intangible cultural heritage is the words left to us by our ancestors when we were young. However, uncontrolled development can only hinder the development of intangible cultural heritage and even accelerate the disappearance of intangible cultural heritage. So, While commercializing intangible cultural heritage in various places, attention should be paid to avoiding over-exploitation and insisting on the combination of protection and development. Even the principle that protection is superior to development. At the same time, we should avoid excessive transformation of intangible cultural heritage, let alone arbitrary tampering, and try our best to maintain the integrity of intangible cultural heritage.

4.2.4. Improve Relevant Laws and Regulations

In addition to further improving the laws and regulations on the protection of intangible cultural heritage, we should actively supervise the implementation of these laws, regulations, guidelines and policies, establish feedback mechanisms among governments at all levels, and encourage local governments to formulate local documents suitable for local conditions as soon as possible.

4.2.5. Increase Policy Support for the Development of Non-Heritage Industry Associations

Relevant government departments support the establishment of a reward mechanism for practitioners in non-heritage industry associations. The pilot project will gradually hand over the work of non-legacy qualification training and pre-qualification to industry associations for implementation, and support non-legacy industry associations at all levels to carry out

vocational education and continuing education. Improve the professional level and moral standards of the industry. Qualified non-legacy industry organizations can enjoy preferential tax policies according to regulations, and support the pilot project of social donation and related income tax exemption.

5. Conclusion

Suzhou embroidery is a treasure of our country, which is not only a witness of historical development, but also a precious and valuable cultural resource. The inheritance of Su Embroidery must be based on the development of economic industry. In order to maintain the stable inheritance and development of Su Embroidery, the government took corresponding measures. The active innovation of the inheritors and the improvement of the people's awareness that "intangible cultural heritage needs to be guarded" are indispensable.

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