

STRATEGIC MANAGEMENT SYSTEM FOR PRESERVING AND INHERITING THE CULTURAL HERITAGE OF XIAOGAN CARVED PAPER-CUTTING ART BASED ON THE THEORY OF SYMBIOSIS

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Abstract

The strategic management system for preserving Xiaogan carved paper-cutting art, based on the theory of symbiosis, emphasizes the harmonious coexistence of traditional cultural heritage with modern society, ensuring the art form's continuity. This system also preserves religious and spiritual motifs deeply rooted in the region's beliefs, allowing the art to retain its cultural and symbolic significance. This article presents a strategic management system for preserving and inheriting the cultural heritage of Xiaogan carved paper-cutting art, utilizing the theory of symbiosis as its theoretical foundation. By applying symbiosis theory, the system fosters a dynamic interaction between traditional cultural practices and modern societal developments, ensuring the sustainable preservation of this art form. The approach integrates local culture, community participation, technological innovation, and education to create a balanced relationship between heritage and contemporary demands. It also highlights the importance of preserving cultural, religious, and symbolic elements embedded in Xiaogan paper-cutting, safeguarding its unique artistic and spiritual value for future generations. This article presented (1) problems and challenges in the inheritance and development of Xiaogan carved paper cuttings, and (2) strategic management system for preserving and inheriting the cultural heritage of Xiaogan carved paper-cutting art based on the theory of symbiosis.

Keywords: Strategic Management System; Preserving and Inheriting; Cultural Heritage Xiaogan Carved Paper-Cutting Art; Theory of Symbiosis

Introduction

Xiaogan carved Paper Cuttings is a traditional handicraft with a long history and strong cultural heritage in Xiaogan, Hubei, which is still inherited and developed within a certain range. However, with the rapid changes in society and economy, this traditional art form is facing many challenges and difficulties. The aging of inheritors and the lack of interest of the younger generation in traditional handicrafts make the inheritance of Paper Cuttings skills face the risk of fault. Although some folk artists and cultural institutions actively carry out protection and inheritance work, the overall situation is still not optimistic. In addition, changes in market demand and changes in modern aesthetics have weakened the adaptability of traditional Xiaogan carved Paper Cuttings works in today's society, and many Paper Cuttings works are difficult to find appropriate positioning and audience in the modern market. In order to deal with these problems, some inheritors and artists began to explore the combination of traditional Paper Cuttings art and modern design elements, trying to attract the interest and attention of the young generation through innovative design and diversified application scenarios (Feng, 2013). At the same time, the government and relevant cultural departments are also actively promoting the protection and inheritance of intangible cultural heritage, and raising the public's awareness and attention to Xiaogan carved Paper Cuttings through exhibitions, Paper Cuttings skills training and other ways. Despite many difficulties and challenges, Xiaogan carved Paper Cuttings still has its unique artistic charm and profound cultural connotation on the road of inheritance and development (Luo, 2017).

The change of social environment has had a profound impact on Xiaogan carved Paper Cuttings art. In the past, Xiaogan carved Paper Cuttings was mainly inherited and created by rural women, who "twisted" exquisite works with scissors in their families and communities according to traditional patterns, often as gifts or letters. However, with the process of modernization and urbanization, great changes have taken place in the social structure and lifestyle.

These changes have had the following impacts on Xiaogan carved Paper Cuttings art:

Inheritance and cultivation: Traditional Paper Cuttings skills often need long-term inheritance and cultivation, but in modern society, the younger generation may not be as interested in traditional crafts as in the past, leading to the risk of inheritance being broken.

Market demand: With the change of consumption habits and aesthetic concepts, the market demand for traditional Paper Cuttings art may fluctuate. Some traditional artworks may face market marginalization and require adjustments for innovation and market adaptability.

Technological innovation: some artists and craftsmen began to explore the combination of traditional Paper Cuttings art with modern elements or needs to create new work forms to attract a broader audience.

Protection and promotion: In the face of the challenges brought by social changes, the government and cultural organizations may take measures, such as protecting intangible cultural heritage and promoting traditional art, to promote the inheritance and development of traditional Paper Cuttings art.

Problems and Challenges in the Inheritance and Development of Xiaogan Caved Paper Cuttings

1. Problems in the Inheritance and Development of Xiaogan Carved Paper Cuttings:

Xiaogan carved Paper Cuttings faces many problems and challenges in its inheritance and development. Firstly, the population of inheritors is gradually aging, and the younger generation's interest and investment in traditional handicrafts are clearly insufficient, leading to the risk of a gap in the inheritance of skills. Many young people tend to choose modern professions and lifestyles, neglecting the learning and inheritance of traditional culture. Secondly, with the rapid development of modern technology and digital technology, traditional Paper Cuttings art has a relatively single form of expression and communication, which is difficult to attract and meet the needs of modern audiences. The rise of

digital technology and virtual reality provides new possibilities for traditional art, but how to effectively integrate these technologies into Paper Cuttings art still needs exploration and innovation (Sun, 2020).

In addition, changes in market demand and changes in modern aesthetics have also brought severe challenges to Xiaogan carved Paper Cuttings. The adaptability of traditional Paper Cuttings works in modern society is weakened, and many Paper Cuttings works are difficult to find suitable positioning and audience in the modern market. This not only affects the economic benefits of Paper Cuttings art, but also weakens its cultural influence. In order to survive and develop, some inheritors and artists try to combine traditional Paper Cuttings art with modern design elements, trying to attract the interest and attention of the younger generation through innovative design and diversified application scenarios.

At the same time, the protection and promotion efforts of the government and cultural departments still need to be strengthened. Although some folk artists and cultural institutions actively carry out protection and inheritance work, the overall situation is still not ideal. More systematic and effective measures need to be taken, such as holding exhibitions, carrying out Paper Cuttings skills training, strengthening publicity and education, to improve the public's awareness and attention to Xiaogan carved Paper Cuttings (Deng, 2018).

2. Challenges that Xiaogan carved Paper Cuttings may face in its development:

Xiaogan carved Paper Cuttings may face many challenges in its development. Firstly, the aging of inheritors and the decreasing interest of young people in traditional handicrafts pose a risk of discontinuity in the inheritance of skills. Many young people are more inclined to choose modern professions, neglecting the learning and inheritance of traditional skills, which leads to a shrinking team of inheritors and difficulty in effectively transmitting and continuing skills.

Secondly, changes in market demand and changes in modern aesthetics also bring enormous challenges. The adaptability of traditional Paper Cuttings works in the modern market is weakened, and many works are difficult to find appropriate positioning and audience. With the change of people's lifestyle and aesthetic concept, the traditional Paper Cuttings art needs to innovate in content and form to meet the needs of modern audiences. How to innovate while maintaining traditional characteristics and attract more audiences and consumers is a major challenge.

In addition, the rapid development of science and technology has also had an impact on Xiaogan carved Paper Cuttings. The application of digital technology, virtual reality, and other modern technologies has provided new possibilities for traditional art, but at the same time, it has also brought competition and challenges. How to integrate these new technologies into the Paper Cuttings art and make it radiate new vitality while retaining the traditional charm is an important topic.

Moreover, cultural exchanges and the process of globalization also put forward new requirements for Xiaogan carved Paper Cuttings. In the exchange and collision with other cultures, how to maintain one's own characteristics and absorb the advantages of other cultures to enrich and develop oneself is a challenge that cannot be ignored.

Finally, the lack of protection and promotion efforts is also a key issue. Although the government and cultural departments have taken some protective measures, the overall effect is not ideal and more systematic and effective measures are needed (Zhao, 2017).

Strategic Management System for Preserving and Inheriting the Cultural Heritage of Xiaogan Caved Paper-Cutting Art Based on the Theory of Symbiosis

Introduce the basic concepts of symbiosis theory and its application in cultural heritage management: Symbiosis Theory originated from biology and describes the phenomenon of mutual dependence and mutualism among different organisms to achieve common prosperity. In the field of cultural

heritage management, symbiosis theory can be used to analyze and promote cooperation and collaborative development among various stakeholders (such as government, community, market, academic institutions, etc.), in order to achieve the goal of jointly protecting and inheriting cultural heritage.

The application of symbiosis theory in cultural heritage management is mainly reflected in the following aspects:

Interdependence: The exchange of resources, information, and technology among different stakeholders creates a mutually beneficial and win-win situation.

Collaborative cooperation: Through collaborative cooperation, enhance the efficiency and effectiveness of cultural heritage protection and inheritance.

Dynamic Balance: In a constantly changing social environment, by adjusting the relationships and strategies of all parties, maintain the dynamic balance of the cultural heritage protection system.

The theory of symbiosis emphasizes the interactive relationships among the various parts of the overall system, rather than the independent effects of a single element. This theory provides a systematic perspective for cultural heritage management, helping to identify and optimize the relationships between various stakeholders, and promoting the achievement of common goals (Liu, 2018).

Construct a strategic management framework based on symbiosis theory, explaining the interrelationships between various subsystems: Based on the symbiosis theory, a strategic management framework can be constructed to promote the protection and inheritance of Xiaogan carved Paper Cuttings art. This framework includes several key subsystems: government, community, market, and academic institutions. Each subsystem plays an important role in cultural heritage management and has complex symbiotic relationships with each other.

1) Government, Role: Policy makers and regulators

Responsibilities: The government formulates relevant laws and regulations to protect Xiaogan carved Paper Cuttings art and ensure that it is respected and protected as a cultural heritage. By formulating detailed regulations and policy frameworks, we ensure that the protection and inheritance of cultural heritage are regulated and legally protected. Through grants and other forms of financial support, we will provide necessary funds for artists and relevant institutions to support the sustainable development of Xiaogan carved Paper Cuttings art. Establish a supervision mechanism, regularly evaluate the progress and effectiveness of cultural heritage protection projects, and ensure that all measures are implemented effectively.

Symbiotic relationship: The government encourages community organizations to organize various cultural activities and art festivals through policy and financial support, enhancing community cohesion and cultural identity. Provide policy support and market incentives to promote enterprises to develop creative products based on Xiaogan carved Paper Cuttings art, and enhance the economic value of cultural heritage. The government subsidizes relevant academic research projects to promote theoretical and technological progress in the protection and inheritance of cultural heritage, providing scientific basis for policy formulation and implementation (Zhang, 2019).

2) Community, Role: Direct holder and inheritor of cultural heritage

Responsibilities: Community members consciously protect and inherit Xiaogan carved Paper Cuttings art in their daily life to ensure its continued existence in life. The community actively organizes and participates in various folk-art activities, such as Paper Cuttings competitions, exhibitions and art festivals, to enhance the public's recognition and love of Paper Cuttings art. Through family and community education, the young generation's interest in Paper Cuttings art is cultivated to ensure the intergenerational inheritance of this traditional skill.

Symbiotic relationship: Through rich folkart activities and inheritance practices, the community provides fresh cultural and creative resources and inspiration for the market, promoting the development of cultural and creative products. The community provides valuable field cases and data support for academic research, helping researchers to deeply understand the actual situation

and inheritance mechanism of Xiaogan carved Paper Cuttings art. Community activities and inheritance practices can be smoothly carried out with the help of government policies and financial support, ensuring effective protection and inheritance of cultural heritage (Guo, 2021).

3) Market, Role: Developer and promoter of cultural and creative products

Responsibilities: Enterprises and market entities use elements of Xiaogan carved Paper Cuttings art to develop cultural and creative products with market value, such as artworks, souvenirs and home decorations. Through online and offline multi-channel marketing, expand the market coverage of Paper Cuttings art products and improve the popularity and sales of products. Through commercial operation and brand promotion, the economic value of Xiaogan carved Paper Cuttings art will be improved, and the income of artists and inheritors will be increased.

Symbiotic relationship: Market entities return a portion of their profits to the community and artists by selling cultural and creative products, supporting their creation and life, and promoting the sustainable development of cultural heritage. Through market-oriented operation, enhance the popularity and influence of Xiaogan carved Paper Cuttings art, and ensure its sustainable development in modern society. The market entities cooperate with academic institutions to promote the innovation and technical application of Paper Cuttings art and develop more attractive and market value products (Xu, 2015).

4) Academic Institutions, Role: Theoretical research and technical supporter.

Responsibilities: academic institutions carry out theoretical research on the protection and inheritance of Xiaogan carved Paper Cuttings art, reveal its cultural value and social significance, and provide scientific basis and theoretical support. Research and develop advanced protection technologies and inheritance methods to ensure the preservation and inheritance of Paper Cuttings art in a modern environment. By offering relevant courses and training courses, we can train professionals, improve the public's awareness and understanding of Paper Cuttings art, and enhance cultural confidence. Through publishing research results, holding academic seminars and cultural activities, the public's awareness and attention to Xiaogan carved Paper Cuttings art will be enhanced.

Symbiosis: Academic institutions provide scientific basis and suggestions for the government to formulate and improve cultural heritage protection policies through research and data analysis. Academic institutions provide technical support and training to the community, improve the skills and knowledge of community members, and enhance their ability to protect and inherit Paper Cuttings art. Academic institutions promote the innovation and technical application of Paper Cuttings art and enhance the market competitiveness of cultural and creative products through cooperation with market entities.

Within the framework of a symbiotic relationship, the protection and inheritance of Xiaogan carved Paper Cuttings art are achieved through the interdependence and collaboration of various subsystems, each playing a crucial role in ensuring the art form's vitality and longevity. This holistic approach recognizes that no single entity can preserve and promote the art alone; instead, it requires a coordinated effort among multiple stakeholders, each contributing their unique resources and expertise (Xie, 2013).

The government, as a key player in this framework, provides essential policy and financial support that lays the groundwork for the preservation and promotion of Xiaogan carved Paper Cuttings. Through the implementation of cultural policies, grants, and subsidies, the government ensures that artists and cultural institutions have the necessary resources to continue their work. This financial backing helps to sustain traditional practices and encourages the development of new initiatives aimed at keeping the art form relevant in today's society.

At the community level, daily inheritance is carried out by those who live and breathe the tradition. Local artisans, cultural practitioners, and community members engage in the active transmission of skills, knowledge, and cultural values associated with Xiaogan carved Paper Cuttings. Their efforts to teach younger generations and organize cultural events ensure that the art form remains a living, evolving tradition, deeply embedded in the fabric of the community.

Meanwhile, the market plays a pivotal role in developing cultural and creative products that bring Xiaogan carved Paper Cuttings to a broader

audience. By transforming traditional designs into contemporary products, such as home decor, fashion items, and souvenirs, the market helps to popularize the art form and create new revenue streams for artists. This commercialization, when done ethically and with respect for the cultural significance of the art, can enhance its visibility and appeal, making it accessible to a global audience while retaining its authenticity.

Academic institutions contribute to this symbiotic relationship by providing theoretical and technical support. Through research, documentation, and the development of innovative techniques, scholars and researchers deepen our understanding of Xiaogan carved Paper Cuttings and explore new ways to preserve and enhance the art. Their work not only contributes to the academic study of traditional arts but also informs practical strategies for their protection and promotion (Qi, 2016).

This interdependent and cooperative relationship among the government, communities, markets, and academic institutions creates a robust and dynamic system for the preservation and inheritance of Xiaogan carved Paper Cuttings art. By working together in a symbiotic manner, these subsystems can effectively improve the overall protection level and enhance the inheritance effect of this cherished cultural heritage, ensuring its survival and flourishing in the modern world.

New Knowledges Remark

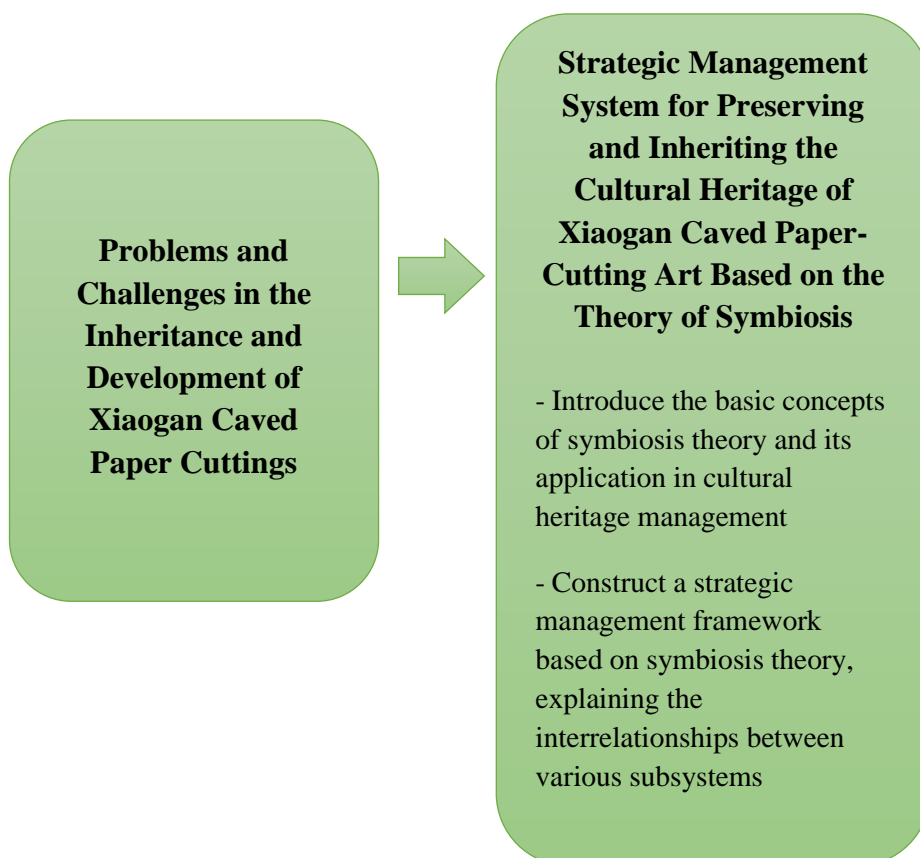


Figure 1: Diagram Show the Strategic Management System for Preserving and Inheriting the Cultural Heritage of Xiaogan Caved Paper-Cutting Art Based on the Theory of Symbiosis.

Conclusions

In conclusion, the strategic management system for preserving and inheriting Xiaogan carved paper-cutting art, grounded in the theory of symbiosis, highlights the importance of cooperation among various stakeholders, including the government, community, market, and academic institutions. Each subsystem plays a vital role, with the government providing policy and financial support, communities actively preserving and transmitting

the art, the market developing products to popularize it, and academic institutions offering research and innovation. This dynamic, symbiotic relationship ensures the sustainable development, protection, and inheritance of Xiaogan carved paper-cutting art, allowing it to thrive in the modern world while maintaining its cultural significance.

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