

POSITION INDICATOR DETERMINATION IN STRATEGIC MANAGEMENT OF NANJING YUNJIN CULTURAL HERITAGE FOR CREATIVE ECONOMY

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Abstract

The strategic management of Nanjing Yunjin's cultural heritage must integrate its deep cultural significance and religious symbolism to maintain authenticity while appealing to modern markets. Leveraging these elements can enhance its role in the creative economy, attracting interest from both cultural enthusiasts and tourists. This article explores the strategic management of Nanjing Yunjin, a traditional Chinese silk tapestry, within the framework of the creative economy. It identifies key position indicators that can enhance the preservation and promotion of Yunjin's cultural heritage while integrating it into modern markets. By examining the interplay between cultural significance, religious symbolism, and contemporary economic trends, the study offers insights into how traditional cultural assets can be strategically managed to boost their economic value and global appeal. The findings provide a comprehensive approach for leveraging Nanjing Yunjin's heritage to strengthen its role in the creative economy. This article presented (1) intangible cultural heritage, and (2) position indicator determination in strategic management of Nanjing Yunjin cultural heritage for creative economy

Keywords: Position Indicator; Determination; Strategic Management; Nanjing Yunjin; Cultural Heritage; Creative Economy

Introduction

The reach base on China's intangible cultural heritage (intangible heritage) can help shape a national image attractive to international audiences, such as the expansion of Confucius Institute at home and abroad, which has attracted the attention of international broadcasters in recent years; in the tourism scene, drama also plays a positive role in promoting the overall image of China. Foreign tourists can experience the improvement of Chinese culture, civilization and soft power through high-quality and low-cost services and facilities. Internally, intangible cultural heritage is also a tool used by the government to attract and communicate with domestic tourists. At the same time, it helps to shape national unity and strengthen nationalism, and intangible cultural heritage tourism has more political significance than other types of tourism (Xu, 2024). In 2010, the national ministry of culture began to promote the "intangible cultural heritage digital protection workers" project, since the digital protection, in digital collection, modeling, interaction, communication, application of digital has produced huge amounts of multimedia files, scholars began to face the problem of collecting material, database, repository, website operations, should information technology more deeply involved in the non-material cultural heritage. But for the study of intangible cultural heritage focused on policy research, case development, digital protection, transmission research, etc., intangible cultural heritage as a rare cultural tourism resource, blind production development cannot get satisfactory consumption results, more difficult to talk about cultural production and inheritance, more precarious (Guo, 2023).

Intangible Cultural Heritage

In the study of "the cultural space practice of intangible cultural heritage in festival activities and the change of intangible cultural heritage-Take the Dragon Boat Festival folk custom - Xisai Shenzhou Festival as an example", the intangible cultural heritage is contrary to the "material cultural heritage". In China, intangible cultural heritage refers to all kinds of traditional cultural expressions passed down by the people of various nationalities from generation to generation and regarded as part of their cultural heritage, as well as the physical objects and places related to the expression of traditional culture.

Intangible cultural heritage is the most dynamic and important part of cultural diversity. It is the crystallization of human civilization and the most precious common wealth. It carries the wisdom of human beings and the civilization and glory of human history (Xiao, 2024). On October 17, 2003, the 32nd General Assembly of UNESCO adopted the Convention on the Protection of Intangible Cultural Heritage, which is an important milestone in the protection of intangible cultural heritage in human history. On August 28, 2004, the Standing Committee of the 10th National People's Congress of the People's Republic of China ratified the Convention on the Protection of Intangible Cultural Heritage, making China the sixth country to accede to the Convention. As of December 2022, the UNESCO Intangible Cultural Heritage List (List) has 676 heritage items, corresponding to 140 countries, including 43 from China, ranking first in the world. By 2021, more than 100,000 representative intangible cultural heritage projects have been listed in the national, provincial, city and county-level list of intangible cultural heritage with Chinese characteristics (Li, 2024).

According to the definition of the UNESCO Convention on the Protection of the Intangible Cultural Heritage, the intangible cultural heritage refers to a variety of social practices, conceptual expression, expression, knowledge, skills, related tools, objects, handicrafts and cultural sites, which are regarded by communities, groups and individuals as part of their cultural heritage. This intangible cultural heritage is passed down from generation to generation and is constantly rebuilt by communities and groups when adapting to their surroundings and interacting with nature and history, providing them with a sense of identity and sustainability, thus enhancing respect for cultural diversity and human creativity. This Convention should only take into account mutual respect between communities, groups and individuals in accordance with existing international human rights documents and an intangible cultural heritage consistent with sustainable development. Intangible cultural heritage includes the following aspects: oral tradition and forms of expression, including language as a medium of intangible cultural heritage; performing arts; social practice, rituals and festival activities; knowledge and practices related to nature and the universe, and traditional handicrafts.

The Opinions of the General Office of the CPC Central Committee and The General Office of the State Council on Further Strengthening the Protection of Intangible Cultural Heritage require improving the protection and inheritance system of intangible cultural heritage, improving the protection and inheritance level of intangible cultural heritage, and strengthening the dissemination and promotion of intangible cultural heritage, including the following aspects: improving the investigation record system; improving the representative project system; improving the representative inheritance system; improving the overall regional protection system; improving the facilities of inheritance experience and theoretical research system.

Conclusions, The Opinions of the General Office of the Communist Party of China Central Committee and the General Office of the State Council on Further Strengthening the Protection of Intangible Cultural Heritage require the improvement of the protection and inheritance system of intangible cultural heritage, the improvement of the level of protection and inheritance of intangible cultural heritage, and the increase of the dissemination and popularization of intangible cultural heritage, including the following aspects: improving the investigation and record system; Improve the system of representative projects; Improve the system of representative inheritors; Improve the regional overall protection system; Improve the system of inheritance experience facilities and theoretical research.

Position Indicator Determination in Strategic Management of Nanjing Yunjin Cultural Heritage for Creative Economy

The innovative development of Nanjing Yunjin industry involves various subsystems of its industrial development, It requires the guidance of government policies, the guarantee and promotion of relevant laws and regulations, and the joint innovation and promotion of many factors in the fields such as market and finance, Is a systematic project of great complexity, And a further analysis of these so-called "dynamics" shows that, It originates from the convergence of the internal development of Nanjing Yunjin industry, There are also many influencing factors arising from the external development of Nanjing Yunjin industry, These "driving forces" have different roles in the process of industrial development, That is, with a direct or indirect actuation effect, Regardless of the

motivation, Will undoubtedly contribute to the innovation of Nanjing Yunjin industry.

Emphasizing the Collaborative Development of Nanjing Yunjin Management Mode and Industrial Innovation

The innovation and development of Nanjing Yunjin industry should accelerate the upgrading and transformation of the traditional industry of Nanjing Yunjin, grasp the development layout of Nanjing Yunjin industry, and extend the modern development level of Nanjing Yunjin industry chain and the improvement of the overall industry competitiveness around the expansion and innovation of the core industry. On the one hand, for has made great achievements in the field of industrial development of Nanjing Yunjin traditional advantage industry, in the face of the new industrial ecology and market environment, can no longer indulge in the existing achievements, and to take the lead in speed up the transformation and upgrading of the industry, actively relying on the development trend of industrial convergence to seek new development breakthrough, achieve more intensive development. We know that the traditional advantage of Nanjing Yunjin industry has long been recognized by the market in history, The "family wealth" accumulated by the hard work of several generations or even dozens of generations of inheritors and their practitioners, It is an important "ballast stone" to promote the economic development of Nanjing Yunjin in the new period, Thus requiring its transformation in a relatively short period of time, It may be difficult to change mentally, But here is the emphasis on its transformation and upgrading, It is not meant to fully overturn the precious industrial history, Instead, with new development concepts and models, But, on the basis of cherishing the valuable experience already gained in its development, Strengthen the awareness of the crisis in the new era of development, Keen to capture the new market and industrial development wind direction, Timely promote their own development and innovation capacity, To adapt to the new development environment and consumer demand, To realize the further transformation from the original extensive to intensive, Whether it is the preservation and protection of Nanjing Yunjin and its resources, It is still necessary for the growth and development of its industry. It is emphasized that the intelligent and technological consumption of Nanjing Yunjin consumption should be highlighted under the current new

consumption background, and the traditional advantages of Nanjing Yunjin industry should achieve more effective market docking in the deep integration with modern service industry, so that the two ends of the supply can accurately match and promote each other. On the other hand, for the emerging industry of Nanjing Yunjin, we should actively lead the industrial innovation and transformation, and realize the cluster scale improvement of Nanjing Yunjin industry. At present, the development of the emerging industry in Nanjing has been greatly improved. The rapid development in the past few years has given it a certain industrial scale, and it is making more and more contributions to the promotion of the overall scale of China's non-heritage industry with the vigorous and upward development trend.

Seek a Break through Around the Inherent Law of Nanjing Yunjin Management Mode Under the Innovative Economy

Nanjing Yunjin is the essence of Chinese excellent traditional culture, for its development, especially in the consumption field to activate the vitality of innovation and development must follow the Nanjing Yunjin resources characteristics, industry characteristics and the inherent law of industrial innovation, follow the correct value orientation and aesthetic orientation, this is to realize the precious heritage and sustainable development of contemporary industry. Through to the current Nanjing Yunjin market and the industrial development of many new progress and new problems of refining can be found, Nanjing Yunjin industry because of its strong integration and connotation of universality has shown extremely rich innovation path and means, become an important force to promote the development of new consumption, but Nanjing Yunjin industry innovation and development inherent law research has not formed a unified conclusion, related theory is not yet mature, most research still belongs to the summary results, not promoted for the law of the whole industry level. Under the background of new consumption, the internal law of the innovation and development of the non-heritage industry can be summarized as "keeping the bottom line, building the core, expanding the periphery and giving personality" (Yang, 2023).

First, "keep the bottom line". Industry development follows the unique law of development of Nanjing Yunjin resources relying on its high-quality resources attribute once into the industry development, must according to certain industry rules to run, and how to make the balance between economic development and social and cultural value, including Nanjing Yunjin industry all cultural industry development must face to face and solve the key problems. Is how to promote in the industrial mechanism to promote the spread of Nanjing Yunjin, and for the protection of the resources to keep good "red line", reduce or even eliminate Nanjing Yunjin may appear in the industrial innovation, hinder Nanjing Yunjin and its resources, may lead to the risk of loss, it is the development of Nanjing Yunjin industry must be discussed to solve the problem. For the development status must be sharp, draw the boundary of Nanjing Yunjin industry innovation and development and the red line, this is the "too-big-to-fail", is an important subject in the current research field, no matter in what means, what way to development cannot damage the Nanjing Yunjin ontology (the integrity of the cost).

Secondly, we need to "build the core". That is, to maintain the safety of Nanjing Yunjin culture on the basis of its continuous inheritance and industrial innovation. On the one hand, the fundamental reason for the success of Nanjing Yunjin industry lies in taking the thick and abundant core value of Nanjing Yunjin as advancing with The Times, constantly expanding the core support of innovation, and then giving play to the characteristics of its resources such as integration, ductility, reuse and value discovery. Innovation is fundamental to around Nanjing Yunjin contains deep rich cultural genes, knowledge concept, technical methods, etc, but the Nanjing Yunjin resources characteristics determines its development to firmly grasp their own inheritance law, neither can ignore innovation nor overdevelopment, because once in the development of scientific road may destructive development serious damage such as Nanjing Yunjin culture problems, cause irreversible damage to cultural resources. Nanjing Yunjin industry innovation and development, therefore, must adhere to the "keep innovation", namely to always at the core of the intangible spirit as the kernel, prison keep intangible security the bottom line, in Nanjing Yunjin heritage protection dimension good development based on the development dimension of continuous innovation, activate the development potential in the new period, this is the cornerstone of Nanjing Yunjin industry innovation and

development. On the other hand, although in terms of innovation paths and modes, we emphasize new development modes, new presentation carriers, new consumption scenes and new service support, the most fundamental thing is to take the high-quality Nanjing Yunjin culture as the final consumption. This is because it is the inner "culture" of Nanjing Yunjin rather than the various external "body" that is used to meet the new consumer demand. Therefore, we should give enough respect to the core culture, have forward-looking and scientific planning and layout in the industrial innovation and development, and we should be alert to the phenomenon of treating the release and utilization of Nanjing Yunjin resources in an extensive way, as well as those behaviors that stimulate the consumption of Nanjing Yunjin in the form of superficial grafting.

The third is to "expand the periphery". Because of Nanjing Yunjin industry has high correlation, high dependence, strong drive and industrial agglomeration, integration, determines the industry development, to see the industry itself has strong development potential, and must focus on around Nanjing Yunjin core resources protection, and present the carrier, space, and associated industry market and all levels of development, to the accurate presentation and transfer the cultural value of Nanjing Yunjin industry development "tentacles", expand innovation and integration, really pull the healthy and stable growth of Nanjing Yunjin new consumption.

Finally, to "have a personality". To the general law of Nanjing Yunjin industry innovation and development to explore, explore for different categories of intangible resources of personalized industry integration mechanism, Nanjing Yunjin industry is based on massive and different Nanjing Yunjin resources category and form of industry, and in the process of innovation and development, both the macro level elements of industry innovation, model innovation, platform development, also need its specific industry category on the basis of its basic law of development of personalized innovation, namely to focus on different categories of Nanjing Yunjin project and the resources of characteristic law, integrate it into the overall architecture of industry development. Although we emphasize that Nanjing Yunjin into the market and industrial development needs to its resources "activation" "transformation" and "innovation", but the foundation of these development must be firmly rooted in the rich cultural connotation, must be its spiritual connotation and core skills as

the foundation to constantly hair and creation. Nanjing Yunjin in the process of industrial development, material carrier and infrastructure innovation use is better means to promote the development of its industry, is the industry growing fuel, is the Nanjing Yunjin cultural value to the economic and social value level to realize efficient transformation tools, and the Nanjing Yunjin itself intrinsic "nonmaterial" is the biggest value of its industry development, is also the Nanjing Yunjin industry development is the most fundamental source of wealth (Wang, 2020).

Continue to Promote the Basic line of Nanjing Yunjin Industry development Under the Background of Innovative Economy

In the whole process of the innovative development of Nanjing Yunjin industry, we should not only pay attention to the background of the industrial development, but also understand the main line of its industrial development. Nowadays, as the main background of the innovation and development of Nanjing Yunjin industry, the innovation economy has become the main line of the development of Nanjing Yunjin products and its resources, namely the main line of recycling, assets, financialization and securitization; the second is to promote the deep integration with society, life and tourism in the integration of the products and resources of technology and finance. The advent of the innovative economy cannot be seen as a consumer frenzy, More importantly, In this new era background, the development of various industries has ushered in a far-reaching industrial changes, The development of Nanjing Yunjin industry is also immersed in the huge wave of the rise of new consumption, Therefore, it is urgent to find a development path that can match, match and promote it, Based on the development and evolution of new demands, new technologies, new relations, new business forms, new brands, new models, new scenarios and new chains, Continuously activate the strategic resource advantages of Nanjing Yunjin resources, To better integrate Nanjing Yunjin into the grand framework of China's new economic construction, To satisfy people's yearning for a better life, To promote the realization of a more humanized, personalized, intelligent, accurate and more active, efficient and technological cultural supply, We will promote traditional Chinese culture to better "go global". And the realization of this goal, must establish the innovation economic background of Nanjing Yunjin industry basic line: namely to new consumer demand as the main line, with new

consumer groups as the core, in the development of new industry concept and new consumption environment, around Nanjing Yunjin resource characteristics to promote its industry development, constantly mining and cultivate new consumer market, build new consumption platform, promote new consumption support, implementation based on the rise of new consumption of China heritage industry innovation and development (Huang, 2023).

The External Factors of Nanjing Yunjin Industry Optimize and Promote the Formation of Innovative Development Framework

1. The institutional evolution of the innovation and development of Nanjing Yunjin industry

In terms of government behavior and industrial development, various formal and informal system development has an important influence on the formation of industrial structure. Studies have shown that the relaxation of industry regulation and related regulation, as well as the formulation of relevant industry standards determine the differences in the development of the industry. The improvement of the intellectual property system, which is closely related to the industrial development, can have a huge impact on its development. The improvement of industrial supervision ability, the improvement of industrial feedback mechanism and the continuous upgrading of the external environment of the industry can change the way of industrial organization. At the same time, the establishment of various laws and regulations that enterprises need to abide by in the process of participating in industrial activities also has a great impact on the formation of the industrial structure. The formulation and implementation of these laws and regulations often make more specific rules and guidelines for enterprise operation, and limits the scope of activities of enterprise development. From this point of view, the development and innovation of Nanjing Yunjin industry and its formation of industrial structure are at least constrained by the framework of relevant laws and regulations of intangible cultural heritage, as well as many aspects such as various industrial mechanisms, social customs and habits, and enterprise development norms. Therefore, we cannot ignore the institutional evolution in the process of intangible cultural heritage market and industrial development. To be specific, first, the intangible cultural heritage market access threshold should be further lowered through the promotion of

relevant policies and systems, cultivate and expand the participants, and stimulate the vitality of industrial innovation. Although the era of "we-media" has overturned the traditional communication mode of Nanjing Yunjin to a large extent, it has also made great development in the promotion and cultural consumption of Nanjing Yunjin market.

2. Technological evolution of the innovation and development of Nanjing Yunjin industry

Innovation is the core of new consumption, and the reconstruction of people, goods and fields drives the digital reform of business to promote the change of new supply, and achieve a higher level of supply and demand balance, with the development of science and technology as the satisfaction of the new consumption spirit.

And the rise of power brings impetus. Based on the essence of promoting Nanjing Yunjin industry innovation based on the new consumption background, It is to build a non-heritage industry that can serve the rise of the new consumer demand, And with the high-quality development of Nanjing Yunjin industry chain as the carrier, Through the intangible cultural heritage consumption, the essence of Nanjing Yunjin culture can better realize the inheritance, dissemination and development, For the extension and innovation of Nanjing Yunjin industry chain, We not only need to pay attention to the innovative construction of the industrial chain itself along the process of market and industrial development, But also to the Nanjing Yunjin value chain, supply chain, consumption chain and other dimensions of innovation and improvement, And regardless of which dimension, The enormous power of technology cannot even be ignored (Chen & Pan, 2023).

3. Evolution of the demand for the innovative development of the non-heritage industry.

Another important factor influencing the construction and creation of Nanjing Yunjin industry is the analysis and mining of its consumer demand. This is also one of the main reasons why this paper establishes the background of innovation economy. In recent years, the demand of based strategy has

become an important trend, this idea emphasizes consumer demand) to enterprise development strategy decision and behavior, and think that consumer demand change can make the value of the enterprise development possession and create development change, which lead to dynamic development in industry development. At present, "economic culture" and "cultural economy" have become an important feature of today's social development. In the development of cultural economy, it is an important strategic choice to take culture as an important resource and carrier, to integrate the rich and profound cultural connotation into the economic and market behavior, and to realize the high-quality economic development and the sustainable inheritance of culture. Standing in the new historical development period, in the face of cultural consumption has been increasingly satisfied by the past pursuit of quantity meet into the key stage of its consumption quality, how to balance the cultural consumption demand and its high quality consumption supply between dynamic, structural matching problem, will ever value the quantity despise quality, focus on industrial scale expansion and ignore the industrial structure optimization, is really resolve the current cultural consumption supply and demand imbalance, the root of the mismatch. On the one hand, Nanjing Yunjin industry is required to accelerate the process of innovation and development, Release the new market consumption potential from the construction of online Nanjing Yunjin consumption platform, sound related support service system, exploration and construction of new Nanjing Yunjin consumption scene; On the other hand, we should actively develop the integration and complementarity of offline consumer market and online consumer market, Enhance the scale of the traditional offline Nanjing Yunjin consumption market through the mode of "offline experience and online consumption", And in two levels of Nanjing Yunjin products and service supply, Market transaction support, market comprehensive management, the upgrading of related service levels and other aspects to constantly promote the ability level to meet the new needs of the intangible cultural heritage market and its industrial development (Zhao & Shi, 2023).

4. The evolution of the supporting service system for the innovation and development of Nanjing Yunjin industry.

The continuous development and improvement of Nanjing Yunjin industry support service system is an important guarantee for its industrial development. In the construction of Nanjing Yunjin support system, Nanjing Yunjin industry support system should be constructed and promoted around the talent system, scientific and technological innovation, carrier support, factor support and good and inclusive industrial ecology in the process of industrial innovation and development. In particular, to accelerate the establishment of the scientific and technological innovation system of Nanjing Yunjin industry through the platform construction, The chain of Nanjing Yunjin production to consumption is further shortened, Make Nanjing Yunjin consumption more convenient, safe, efficient and accurate; Through government protection and academic research, To construct and improve the talent system for the development of non-heritage industry according to the practical needs in practice; Through the institutional innovation in the process of industrial innovation to further consolidate the foundation of industrial innovation, To build a more diversified and more cultural charm of Nanjing Yunjin Town and other emerging industry carrier platform, Construct and perfect the carrier support system of Nanjing Yunjin industry development as soon as possible; Through government policy support and guidance, Continuous deepening, the support and guarantee of Nanjing Yunjin elements, Activate Nanjing Yunjin and its resources, Explore and discover more high-quality resources for Nanjing Yunjin market and industrial development; Promote the quality and upgrading of the intangible cultural heritage consumption service system in Nanjing Yunjin scenic area and scenic spot system, With a more innovative Nanjing Yunjin consumption scene, built with the upgrade and improvement of infrastructure, To realize the development of the intangible cultural heritage tourism industry focusing on the experience of Nanjing Yunjin in the communication experience of diversified values of Nanjing Yunjin, Build a new Nanjing Yunjin tourism demonstration area and base. In Nanjing Yunjin financial services, on the one hand, improve Nanjing Yunjin financial entity economy ability, promote financial institutions to support the development of Nanjing Yunjin and its industry, speed up the innovation of Nanjing Yunjin financial products and supply, for Nanjing Yunjin industry financing ability to actively promote, at the

same time to establish a multi-level Nanjing Yunjin financial services system as soon as possible.

New Knowledges Remark

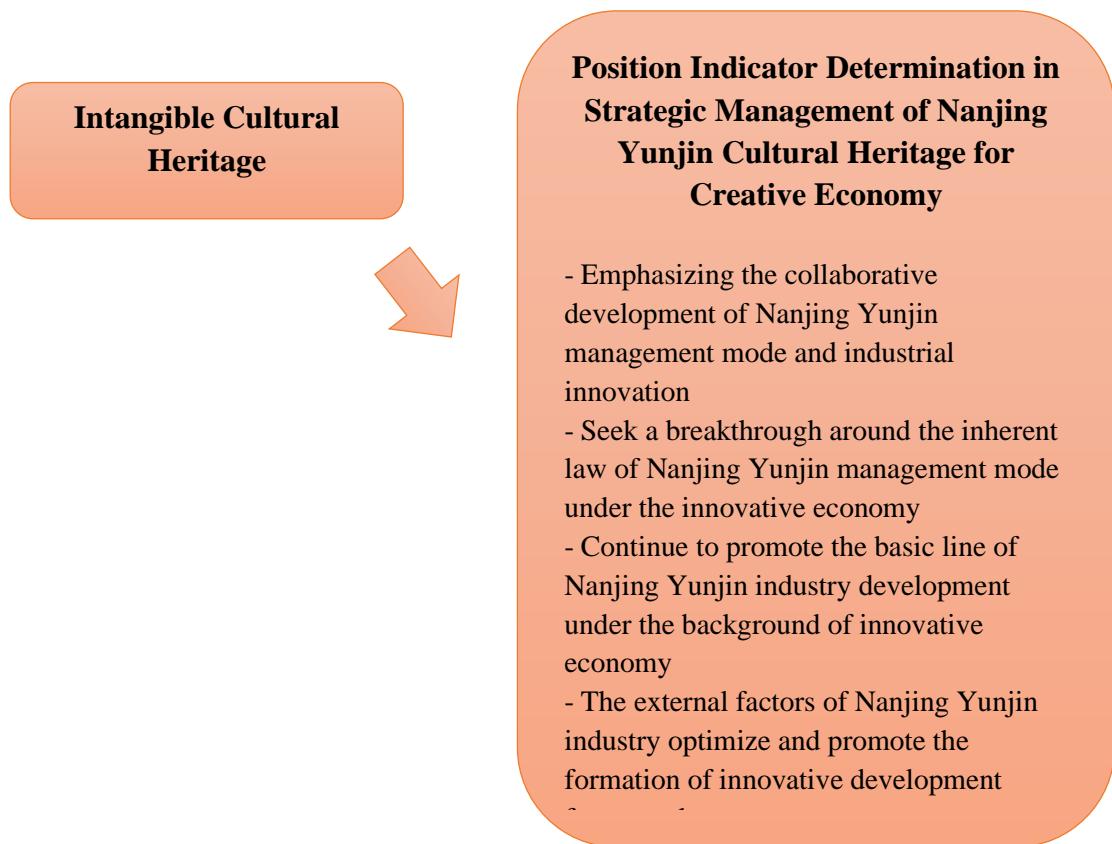


Figure 1: Diagram Show the Intangible Cultural Heritage of Position Indicator Determination in Strategic Management of Nanjing Yunjin Cultural Heritage for Creative Economy.

Conclusions

The innovative development of the Nanjing Yunjin industry is influenced by various external factors. Institutional evolution plays a significant role, with government regulations, intellectual property systems, and industry standards shaping its structure and development. The relaxation of market regulations and the promotion of policies aimed at lowering the threshold for market entry are vital for stimulating innovation. Technological advancements are also key in enhancing the Nanjing Yunjin industry, helping to balance supply and demand while fostering digital and cultural consumption. Furthermore, the evolution of consumer demand highlights the need for the industry to adapt to shifting preferences and offer high-quality products and services. Finally, the supporting service system, including talent development, technological innovation, and financial support, is crucial for sustaining the growth and modernization of the Nanjing Yunjin industry.

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