

The Impact of Dish Innovation on China's Intangible Cultural Heritage Economy

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Abstract. In recent years, the food industry has proven to be a crucial driver of economic development. However, it has been greatly affected by the impact of the epidemic. Nevertheless, with the rising vaccination rates and the implementation of effective prevention and control measures, it is gradually picking up momentum and presenting a new opportunity for a food craze. The prolonged lockdowns have led to a surge in consumer demand for food, creating unprecedented levels of desire. As a result, food and beverage companies are actively engaging in innovation and adjusting their strategies to meet market demands. The government has also played a role in supporting the industry's recovery by introducing various measures, such as rent reductions, tax cuts, fee reductions, and loan support. Additionally, technology has made a significant contribution to the recovery process. The implementation of intelligent ordering systems, mobile payments, and fresh food delivery has not only made the food industry more convenient but also enhanced its operational efficiency and customer experience. The combination of government efforts and the application of technology is assisting the food industry in recovering and growing.

Keywords: Dish Innovation, Intangible Cultural, Heritage Economy.

1. Introduction

Chinese cuisine has a rich and diverse history, yet the notion of the "eight major cuisines" is relatively novel and has not achieved widespread recognition successfully. Due to the enormous size of China, the eight major cuisines do not form a coherent system, making it difficult to determine a clear representative. In recent years, there have been endeavors to promote particular cuisines such as Confucian cuisine, Peking duck, Wensi tofu, and lion's head, highlighting their long-standing traditions, cultural heritage, and sophisticated techniques [1]. Nevertheless, these attempts have not been successful, and these cuisines continue to struggle to gain broad recognition. The concept of intangible heritage is essential in promoting the transfer of cultural practices within families and communities. It aims to cultivate a sense of belonging and identity and enhance community coherence. Sadly, the eight major Chinese cuisines do not excel in this regard. None of them can exhibit a strong intergenerational transfer within families, a widespread sense of belonging and identity within the community, or a coherent community bond.

Chinese intangible cultural heritage is the crystallization of China's history, culture, and national wisdom, encompassing folk literature, music, dance, opera, song, acrobatics, fine arts, calligraphy, seal cutting, photography, and film. Here are some renowned Chinese intangible cultural heritage: Peking Opera: Peking Opera is regarded as a national treasure of China and serves as one of the most significant representatives of traditional Chinese culture.

Paper-cutting: Paper-cutting is a form of folk art in Chinese traditional culture, wherein various patterns and designs are created through cutting, carving, and tearing. Shadow Play: Shadow play is a folk art in traditional Chinese culture, where various stories and legends are presented by manipulating shadow props.

Embroidery: Embroidery is a type of folk art in traditional Chinese culture, creating various patterns and designs using embroidering, picking, mending, and winding.

Ceramics: Ceramics is a form of folk art in traditional Chinese culture, showcasing the unique charm of Chinese culture through the firing of various types of pottery and porcelain.

Chinese Knotting: Chinese knotting is a folk art in traditional Chinese culture, demonstrating the unique charm of Chinese culture via the weaving of diverse kinds of knots.

Tea Culture: China is the birthplace of tea, and tea culture constitutes an essential part of traditional Chinese culture, including tea ceremony, tea art, and tea utensils. These are merely a fraction of China's intangible cultural heritage. In China, there exist many other forms of intangible cultural heritage, such as puppetry, face painting, clay sculpture, and kites.

The importance of non-heritage culture lies in its status as the basis of national culture, encompassing the history, traditions, and values of a society. It plays a vital role in shaping individuals' identities, conserving cultural heritage, and cultivating emotional connections. The protection of non-heritage culture is crucial in avoiding the loss of cultural diversity and the disintegration of generational bonds.

Moreover, it contributes to economic growth, tourism, and the expansion of the cultural industry. Nonheritage culture occupies a distinctive position as a national and cultural treasure, representing unparalleled creativity and wisdom[2]. It not only enhances a country's cultural soft power but also serves as a bridge for international cultural exchange and dialogue.

Nevertheless, protecting non-heritage culture requires not only the preservation of traditional practices but also the necessity for innovation and development. In the food industry, for instance, integrating non-heritage cultural elements into dish innovation has become a topic worthy of exploration.

2. Integration and Positive Impact of Cuisine Innovation and Non-Heritage Culture

2.1. Integration

In the current catering industry, dish innovation has become crucial in attracting consumers and enhancing competitiveness. However, dish innovation is not just about changing the taste and appearance of a dish; it also involves incorporating elements of culture, history, and tradition. Non-heritage cultural elements, as a result of human ingenuity, provide a wealth of materials and inspiration for dish innovation. In this paper, we will discuss how to integrate non-heritage cultural elements into dish innovation, as well as the impact and influence of non-heritage culture on dish innovation.

2.1.1. Non-heritage cultural elements included in dish innovation

Firstly, individuals can incorporate non-heritage culture into the names of the dishes. Use names related to non-heritage culture for the dishes, like "paper-cut aubergine," "shadow play tofu," and "Peking Opera face cake," to directly integrate non-heritage cultural elements into the dishes. In addition, cooks can select ingredients related to non-heritage culture [3]. Choose ingredients with local characteristics to give the dishes a regional flavor, for instance, utilizing Jiangnan Longjing tea or Yunnan ham. Also, cooks can use cooking methods from non-heritage cultures. Select unique cooking methods, such as roasting duck in a hanging oven or braising pork ribs in sauce, to give the dishes more distinctive features.

Then, people need to utilize the artistic elements of non-heritage culture. Design unique plates and decorations for the dishes using wood carving, bamboo weaving, embroidery, and other artistic elements to make them more visually appealing [4].

Then, the Cultural and Tourism Administration can combine the stories and history of non-heritage cultures. Give the dishes more cultural connotations by combining non-heritage cultural stories and history, providing diners with a unique cultural experience. Finally, waiters can innovate the presentation of the dishes. Use elements from non-heritage culture in the performing arts to offer diners a full cultural experience.

2.1.2. Inspiration of non-heritage Culture on Dish Innovation

Firstly, enrich the meaning of dishes. Nonheritage culture offers abundant cultural significance for dish innovation. By integrating non-heritage cultural elements into dishes, they not only satisfy the taste buds but also become a form of cultural heritage and expression. Secondly, enhance the quality of dishes. The distinctive cooking techniques and methods of non-heritage culture present new ideas and approaches for dish innovation. By learning and drawing upon these culinary skills, the quality and taste of dishes can be enhanced. Thirdly, increase the appeal of dishes.

Nonheritage culture possesses a unique charm and attraction. By incorporating non-heritage, cultural elements into dishes, their distinctiveness and appeal can be heightened, thereby attracting more consumers. Then, promote cultural inheritance.

Culinary innovation can serve as a novel means of promoting non-heritage cultural inheritance. By integrating non-heritage cultural elements into dishes, more people can comprehend and appreciate non-heritage culture, facilitating its inheritance and development. Fifth, advance cultural innovation. Nonheritage culture provides abundant materials and inspiration for dish innovation, as well as new ways and methods for cultural innovation [5]. Incorporating non-heritage cultural elements into dishes, can drive cultural innovation and infuse new vitality into the development of the cultural industry.

Culinary innovation is an important development direction of the catering industry, and reflecting non-heritage cultural elements in dish innovation is a subject worthy of study. Through the analysis of non-heritage culture, strategies such as incorporating non-heritage culture into dish names, selecting non-heritage culture-related ingredients, and employing non-heritage culture in cooking methods are proposed [6]. Examples such as "roast duck," "pork ribs in sauce," and "dragon good tea" are utilized to illustrate these strategies.

The findings of this study demonstrate that dish innovation can reflect non-heritage cultural elements in diverse ways, providing diners with a unique cultural experience. Incorporating non-heritage cultural elements in dish innovation not only aids in protecting and passing on non-heritage culture but also enhances the competitiveness of catering enterprises.

2.2. Influence of Non-heritage Culture on Dish Innovation

Firstly, through cuisine innovation to promote the inheritance and dissemination of non-heritage culture. Cuisine innovation offers novel means and methods for advancing the inheritance and dissemination of non-heritage culture. By integrating non-heritage cultural elements into dish innovation, a greater number of people can comprehend and appreciate non-heritage culture, thereby facilitating its progress. Moreover, dish innovation can serve as a platform for the dissemination of non-heritage culture, enabling it to extend beyond its conventional regions and attract more attention and support.

In addition, enhancing the economic value of non-heritage culture via cuisine innovation. Cuisine innovation can likewise enhance the economic value of non-heritage culture and furnish new impetus and support for its protection and development. By incorporating non-heritage, cultural elements into dish innovation, the distinctiveness and attractiveness of the dishes can be augmented, thereby enhancing their market competitiveness and added value. Furthermore, dish innovation can serve as a novel source of funding for the protection and development of non-heritage culture, ensuring its preservation for future generations.

Thirdly, driving the development of related industries via cuisine innovation. Cuisine innovation can also drive the development of associated industries and infuse new vitality into the prosperity of the non-heritage culture economy. Integrating non-heritage cultural elements into dish innovation, can propel the growth of the catering industry and attract more consumers and investors.

Moreover, dish innovation can also give a boost to tourism by drawing more visitors to experience non-heritage culture [7]. What's more, it can also contribute to the development of the cultural industry by offering new platforms and opportunities for the protection and inheritance of non-heritage culture. To enhance the quality of this text, it would be beneficial to present specific instances

of how dish innovation has driven the development of related industries in the past. This would make the argument more persuasive and show the concrete benefits of integrating non-heritage cultural elements into dish innovation. In summary, dish innovation has a considerable positive effect on the economy of non-heritage culture. Incorporating non-heritage cultural elements into dish innovation, can promote the inheritance and dissemination of non-heritage culture, enhance its economic value, and drive the development of related industries.

Nevertheless, it is of significance to give attention to the protection and inheritance of non-heritage culture and respect its distinctiveness and value in the course of dish innovation. In addition, the focus on innovation and development can make dish innovation a potent force for the growth and prosperity of non-heritage culture and its economy.

3. The Advantages and Trends of Intangible Cultural Catering

Firstly, the innovation of intangible cultural heritage food holds the potential to bring forth new tourism opportunities. Along with the increasing interest in experiencing local specialty food culture, innovation can generate unique tourism products that draw more tourists to savor and experience. Consequently, this can propel the development of associated industries such as catering, accommodation, and transportation, and contribute to the overall flourishing of the local economy.

Secondly, the innovation of intangible cultural heritage food can likewise offer business prospects for related industries. For instance, handicrafts, food processing, and cooking tools for intangible cultural heritage cuisine are anticipated to reap the benefits from innovation. By spurring the growth of these industries, innovation can create more employment opportunities and foster diverse economic growth.

Furthermore, the innovation of intangible cultural heritage food can facilitate a positive interplay between cultural inheritance and economic development. By aligning with the demands of the modern consumer market while retaining its cultural connotations and traditional features, innovation can contribute to the preservation and promotion of intangible cultural heritage food while also infusing cultural heritage into economic development [8]. Propelled by innovation, intangible cultural heritage food has the potential to reach a broader market. With the progress of the internet and e-commerce, it can break through regional constraints and achieve more extensive sales and dissemination. This can present more business opportunities to the producers and operators of intangible cultural heritage food, while also enhancing its popularity and influence.

Moreover, the innovation of intangible cultural heritage food can result in the extension and expansion of relevant industrial chains. For instance, the development of cultural products with the theme of intangible cultural heritage food and the holding of food exhibitions and activities can further enrich economic growth points. This extension of the industrial chain can drive the participation of more relevant enterprises and individuals, creating a positive industrial ecology. In addition, the innovation of intangible cultural heritage food can have a positive influence on rural economic development [9]. Many intangible cultural heritage delicacies originate from rural areas, and via innovation and promotion, the added value of agricultural products can be elevated, leading to an increase in farmers' income. This can also assist in promoting the adjustment and upgrading of the rural industrial structure.

Finally, the innovation of intangible cultural heritage food can enhance the brand image and competitiveness of a region. A region possessing a distinctive intangible cultural heritage and food culture can be more appealing in the market, attracting more investment and talent. This can lay a solid foundation for the sustainable development of the regional economy. In conclusion, the innovation of intangible cultural heritage food possesses numerous economic effects. Through continuous innovation, it can bring new vitality and opportunities to economic development while conserving cultural heritage [10]. We anticipate seeing more intangible cultural heritage food achieve greater success in the future, making a significant contribution to economic growth and social development.

4. Conclusion

China's intangible heritage economy comprises economic activities and industries associated with intangible cultural heritage. It encompasses diverse traditional cultural expressions that have been passed on from one generation to another in intangible form and are closely linked to the lives of the people.

These expressions consist of oral traditions, traditional performing arts, folklore activities, rituals, festivals, traditional folk knowledge and practices related to the natural world and the universe, as well as traditional craftsmanship skills. As the protection and inheritance of intangible heritage grow increasingly significant, the intangible heritage economy is gradually emerging. It encompasses a broad array of fields, such as tourism, cultural creativity, handicrafts, and performances.

Through protecting, inheriting, and innovatively utilizing intangible heritage, economic value can be generated, employment can be promoted, and local economic development can be driven. For instance, certain intangible heritage projects have been developed through tourism, integrating intangible heritage with tourism to create intangible heritage-themed tourist attractions, routes, and products. This has attracted tourists and facilitated the growth of the tourism industry.

In addition, the intangible heritage economy drives the development of cultural and creative industries. By incorporating intangible heritage elements into product design and creative marketing, unique products with cultural value are created, catering to consumers' demands for personalization and cultural significance.

Moreover, the intangible heritage economy emphasizes the inheritance and development of traditional handicrafts, nurturing craftsmen, and facilitating the modernization and industrialization of traditional handicrafts. The development of the intangible heritage economy not only contributes to the protection and transmission of intangible heritage culture but also provides new impetus and opportunities for local economic growth and sustainable development.

However, the development of the intangible heritage economy encounters several challenges, including striking a balance between intangible heritage protection and commercial utilization, intellectual property protection, and talent development. Consequently, it requires the collective efforts of governments, enterprises, social organizations, and individuals to enhance the protection and transmission of intangible heritage and promote the sustainable development of the intangible heritage economy.

The future of gastronomic innovation is filled with endless possibilities and potential for growth. It will be influenced by various factors, including technological advancements, changing consumer demands, cultural integration, and concerns for health and sustainability. Here are some prospects and conclusions regarding the future of culinary innovation:

Technology-driven transformation: Technology will continue to play a crucial role in gastronomic innovation. For instance, artificial intelligence and big data analytics may provide chefs and restaurants with more precise ingredient pairing suggestions and cooking techniques. 3D printing technology may create distinctive food shapes and structures, while virtual reality and augmented reality technologies may offer entirely novel dining experiences.

Personalization and customization: The demand for personalization and customization will continue to rise. The future of cuisine is likely to place greater emphasis on individual taste preferences, dietary restrictions, and health needs. Restaurants may offer more customizable menu options or utilize technologies such as genetic testing to provide personalized nutritional advice.

Health and functional foods: With the increasing focus on health, culinary innovation will shift towards healthier and more functional options. Food scientists will strive to develop nutritious, functional foods with specific benefits, such as protein-rich plant-based alternatives, functional beverages, and nutritional supplements.

Sustainability and local ingredients: The emphasis on sustainability will drive the food industry to increase the use of local ingredients and sustainable agricultural practices. Chefs are likely to give more prominence to seasonal and regional ingredient choices, thereby promoting local agriculture and smallholder producers.

Cross-cultural fusion and innovation: Globalization will persist in facilitating the exchange and integration of different cultures, presenting more inspiration and opportunities for culinary innovation. Cooking styles, ingredients, and flavoring methods from diverse countries and regions will learn from one another and blend, creating novel and unique culinary experiences.

Experimental and creative cooking: Chefs will continue to explore novel combinations of ingredients, cooking techniques, and dish presentations. Experimental cooking methods are likely to gain popularity, challenging traditional tastes and textures and introducing new culinary adventures.

Social media and the spread of food culture: Social media will continue to play a significant role in the dissemination of food culture. Food enthusiasts can share innovative recipes, food experiences, and cooking tips through social platforms, inspiring more people to develop an interest in culinary innovation.

Innovations in the restaurant experience: Restaurants of the future are likely to provide a unique dining experience through innovative designs, ambiance, and services. Examples include interactive table designs, immersive dining environments, or technology-integrated ordering and payment systems.

Food safety and transparency: As consumer concerns regarding food safety and quality escalate, culinary innovation will also prioritize improving food traceability and transparency. Technology can assist consumers in better understanding the origin of their food and the processes involved in its production.

Continuous education and training: The field of culinary innovation will require professional chefs and food enthusiasts to continually learn and explore. In the future, more culinary schools and training institutions may offer specialized courses in food innovation to nurture more creative and innovative chefs.

In general, the future of culinary innovation will be diverse, personalized, sustainable, and powered by technology. It will keep meeting the desire for delicious, healthy, and unique experiences while dealing with societal and environmental challenges. Culinary innovation will continue to surprise and charm our taste buds and enrich our food culture.

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