

The Branding of “Hongshan Memory” Non-Foreign Heritage Based on Service Design Thinking

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Abstract:

In order to meet the growing spiritual needs of people and the advocacy of national policies, cities have responded positively to transforming non-foreign heritage into market resources, and the branding of resources has got a better market effect, and also enriched the dissemination path of non-foreign heritage and the inheritance carrier of non-foreign heritage. This paper will take the thinking of service design and the study of intangible cultural heritage in Red Mountain, Chifeng, Inner Mongolia as the starting point, aiming to provide a theory and construction strategy for the branding of Red Mountain intangible cultural heritage. From the definition of service design, the potential relationship between non-foreign heritage branding and service design, we will analyze and explore the value and significance of service design in the branding of non-foreign heritage, explore the effective branding path for the protection and development of non-foreign heritage, further promote and spread the core value and cultural experience of Red Mountain non-foreign heritage, and realize the multi-channel inheritance of non-foreign heritage and the branding development of Red Mountain non-foreign heritage.

Keywords:

Service Design, Branding of Non-Heritage, Red Mountain Culture, Sustainable Development

1. Introduction

In 2019, Red Mountain District adhere to the “protection-oriented, salvage first, rational use, heritage development” approach to work. In the year 2009, the Red Mountain District adhered to the policy of “protection-oriented, rescue first, rational use, inheritance development” and continued to promote the protection of “non-heritage” work, up to now, has announced “non-heritage representative project list 25”, the project covers music, dance, drama, art, handicraft, sports, medicine and other 7 categories, non-heritage type is very rich. The 2022 Red Mountain Cultural Summit Forum was held in Red Mountain District, Chifeng City, Inner Mongolia Autonomous Region, where experts believe that, as an important participant and

contributor to the process of the origin of Chinese civilization, the study of Red Mountain culture will provide a “northern model” for the study of the origin of Chinese civilization in a pluralistic manner. In August of the same year, in order to promote the creation of a regional cultural tourism industry circle in Inner Mongolia and promote the high-quality development of the regional cultural tourism industry, the Department of Culture and Tourism of the Inner Mongolia Autonomous Region and the Chifeng Municipal People’s Government hosted the inaugural meeting of the “Jade - see the Red Mountain” Mongolia, Hebei and Liaoning Five Cities Cultural Tourism Alliance in Chifeng City.

2. Expression of the Concept of Service Design Thinking

In the 20th century, along with the change of global industrial structure and economic structure, the service industry GDP ratio of each country has changed dramatically, and according to the data of National Bureau of Statistics, the service industry GDP ratio of China reached 53.9% as of 19, 201. From the era of industrial economy to the era of Internet information, services have cross-developed from the initial disciplines of marketing, management, service engineering and service science, and people are increasingly aware of the importance of the need for design of services, which is inseparable from the current development of the era of information technology and networking.

The first mention of “design” services can be traced back to 1972, when Theodore Levitt, the founder of modern marketing, published “The Production Process Service Approach”, in which he mentioned the use of machinery and tools to accomplish the design of non-physical services. In 1982, the American scholar Shostan published the article “How to design a service”, discussing the service blueprint method in designing and developing new services, and for the first time combining the concepts of “service” and “design”. “Design” concept was combined for the first time. Donald Norman, a famous American cognitive psychologist and industrial designer, published an article on “How to design a service”. Norman, the famous American cognitive psychologist and industrial designer, proposed “user-centered design” in his book “Design Psychology”, emphasizing that design is for people, which also reflects the core concept of “human-centered” service design and design based on people's experience and feelings.

With the continuous exploration of theory and practice, the concept of service design is becoming more and more clearly defined. The development is achieved through a pleasant user experience.

3. Non-Foreign Heritage Branding and Service Design

3.1. Connotation and significance of branding of Non-Foreign Heritage

The Convention for the Safeguarding of the Intangible Cultural Heritage, adopted at the 32nd UNESCO General Conference in October 2003, aims to safeguard intangible cultural heritage represented by traditions, oral expressions, festivals and rituals, handicraft skills, music and dance. With distinctive regional characteristics and cultural advantages, intangible heritage is an important resource of profound value for Chinese civilization, representing national wisdom and national spirit, the ancient living memory and living cultural gene pool of the Chinese nation, and the

diversity of intangible cultural heritage provides a constant source of power and inspiration for human civilization.

Intangible cultural heritage emphasizes the human-centered flow of living cultural heritage, highlighting the attribute of immateriality, i.e., emphasizing that it mostly does not depend on material forms for its existence. As living cultural heritage, it is destined to be in constant change and circulation. If we want to better protect the culture, Fang Lili suggests that what we need to do is to solidify the living culture and materialize the intangible culture, so as to finally realize the transformation from heritage to resources. For intangible cultural heritage such as traditional culture and handicraft skills, it is difficult to achieve good inheritance and innovative development with the characteristics of today's time through government support and inheritors' spontaneous inheritance, therefore, discovering "commodity symbols" and "symbolic commodities" in intangible heritage culture is the best way to protect intangible culture. Therefore, branding is an important step to protect intangible cultural heritage, and combining cultural inheritance with contemporary economic and social development is the only way to stimulate the inner vitality and achieve sustainable development. Branding non-foreign heritage not only can realize the value-added of culture, but also can drive the development of other peripheral items, which is a powerful means to increase the market share and enhance the competitiveness of the brand market.

The process of intangible heritage branding is mainly to productize and then industrialize regional intangible cultural heritage, develop and gather local intangible handicrafts, integrate local cultural resources, and establish brand personality and brand cultural heritage through unique traditional cultural advantages. Intangible cultural heritage can highlight regional characteristics and is the foundation for building regional cultural brands. The establishment of brand culture means forming links with consumers, and consumers' trust in the brand also stems from their sense of identification with the brand culture. Only by establishing a long-term good interactive relationship with consumers can the brand develop continuously and truly realize the materialized heritage and sustainable development of intangible cultural heritage. Brand image building has application and promotion value for the development of culture, and through the branding of non-foreign heritage is conducive to the utilization of culture and brings good development to the economy of the region. The potential value of rich cultural resources can only be realized and continuously inherited and developed through rational utilization.

3.2. Service design to promote branding of Non-Foreign Heritage

With the development of the post-industrial era and the popularization of information technology, the construction of cultural brands must also take into account the current economic form of the market, and the transformation from a product-based economy to a service-based economy is an inevitable environmental trend.

Under the wave of consumer upgrading, consumers are more eager to be satisfied in service and experience. Today's market competition has been extended from product competition to service competition, and better service effect can bring comfortable experience feeling for users. The research by Carter and Kilovich, professors of psychology at Cornell University, found that the purchase experience is more delightful than the purchase of a product, and it leads to a greater sense of satisfaction.

Thus, it can be seen that the future brand competition is not only the competition of products, but also consumers pay more attention to being able to get a better sense of experience and participation through products, which also means that in the era of experience economy, people will pay more attention to cultural connotation and service compared to economic value.

Take “Cloud Whale”, an emerging brand loved by domestic consumers, for example, in the market of sweeping robot brands, but Cloud Whale can stand out, its success lies in the deep insight into the new needs of consumers, to ensure the practicality and functionality of the product, based on the user to provide a better service experience and consumer experience. The success of the company lies in its deep insight into the new needs of consumers, providing a better service experience and consumer experience on the basis of practicality and functionality. Steve Jobs, the founder of Apple, once put forward his view on branding, that the era of relying on technology and hardware had passed, and that emotional resonance with consumers and creating experiences would become the new way of market competition. Cloud Whale is able to differentiate itself in the market because it realizes that responding to consumers is the future consumption trend, and thus focuses on innovation through service experience differentiation, truly standing in the consumer's perspective to build the whole service system. Whether from the perspective of products, functions and services, Cloud Whale has achieved the leading and forward-looking role of brand building. Under the ever-changing development of the times and changing needs, it is able to take users as the core and rely on its own differentiated innovation advantages to better empower the brand development.

Design can play the role of transmitting culture and creating culture, whether it is for intangible cultural heritage or traditional Chinese culture, design is constantly changing its modernization tendency and connotation. The biggest difference between service design and the traditional design expressed in the past is that it cares more about the vision and existence of people, and focuses on the transmission of cultural feelings, so that people can better meet the emotional needs in the cultural experience. In the process of branding non-heritage, a large number of human-centered living traditional handicraft, music, dance and other non-heritage are integrated. Through the intervention of the concept of experiential service design, people's sense of participation in diversified non-heritage can be strengthened more conveniently, so that culture can continue to develop through continuous feeling and transmission, and the establishment of non-heritage brands can be promoted.

4. The Current Status of Non-Traditional Culture in Hongshan

4.1. Analysis of the current situation

In 2016, the government issued the 13th Five-Year Plan for National Economic and Social Development of the Inner Mongolia Autonomous Region, putting forward the need to strengthen the protection, rescue and inheritance of minority non-heritage culture. Up to now, 25 "Representative List of Non-Foreign Heritage Projects" have been announced and several projects are being declared, covering 7 categories of music, dance, drama, art, handicraft, sports and medicine, forming a three-tier list system at the autonomous region, municipal and district levels. Successfully declared Chifeng city-level intangible cultural heritage representative inheritors of 10 people, including five autonomous region level inheritors, identified Red Hill District level

inheritors 3 people. Detailed Red Mountain non-heritage cultural classification is shown in the following Table 1.

Table 1. Red Mountain non-heritage cultural classification.

Serial number	Project Name
I. Inner Mongolia Autonomous Region-level “non-heritage” representative projects	
1	Chinese and Mongolian Medicine Treatment Method
2	Mongolian Paper Art (Red Mountain Paper Art)
3	Red Mountain Paper Cutting
4	Chifeng Yale
5	Guazi Zhang Frying Technique
6	Chifeng Counterclamp
7	Balinzuo Banner Grassland Broom Miao Handweaving Technique
8	Karachin Baijia Smoked Chicken Production Technique
9	Mongolian embroidery of Wengniut Banner
Second, Chifeng City-level “non-heritage” representative projects	
10	Zijun peanut frying skills
11	Zhaoji Old Wine Brewing Technique
12	Embroidered shoes handcrafting skills
13	Shadow play (Red Mountain Shadow Play)
14	Shaolin eighteen family boxing method
15	Birthday party
Third, the Red Mountain District level “non-traditional” representative projects	
16	Chifeng Living Character Root Book
17	Chifeng Review Drama (Hua School)
18	Royal Box Club
Four, 2019 new declaration project	
19	Traditional Chinese Medicine "Ingot Medicine" Production Technique
20	“Zixia Cup” wine making technique
21	Pharmaceutical techniques of “Taiji Light” moxibustion method
22	Baoxin Montessori Orthopedic Medicine
23	Zongyi Fang Old Vinegar Hand Brewing Technique
24	Cloisonné silk-pinching craft gourd
25	Baoheng Embroidery
26	Fabric pile painting
27	Chifeng Nuclear Art
28	Plugged-in face molding
29	Zhao's Dried Bean Curd Making Technique

Red Mountain Culture is an important historical and cultural brand that brings together Chifeng’s unique humanistic and non-heritage resources, and Chifeng strives to build and promote Red Mountain non-heritage culture by holding a number of major events. on June 5, 2019, to celebrate the 70th anniversary of the founding of the People's Republic of China, the Red Mountain Memory - The First Non-heritage Cultural Festival was held at the Chifeng Art Museum. The festival gathered more than twenty non-heritage projects, with activities in the form of exhibition, show, tasting experience, living heritage, friendly exchange and expert lectures. Through various activities, it fully demonstrated the development achievements of material and spiritual civilization in Chifeng, and reflected the exchange and integration of cultural festival with economic and trade, tourism, business and cultural industries. The Chifeng Municipal Government also made a lot of efforts in building the cultural brand. The Director of Chifeng Trade and Tourism Bureau believes that the integration of culture and tourism should be strengthened, and the protection and

development of the site should be increased, so that the “Red Mountain Signboard” of cultural tourism can be truly played; Duan Zhiqiang, Secretary of Chifeng Municipal Party Committee, and other people made the design of the Red Mountain with Chifeng’s red clay and the design inspiration of Jade Dragon and Red Mountain. Cultural logo design. It can be seen that the Chifeng municipal government attaches importance to the construction of the Red Mountain cultural brand, culture to promote tourism is the way to achieve regional economic revitalization, but the lack of planning and systematic integration of cultural construction is still scattered and prone to inconsistent development, ignoring the complementary relationship between cultural heritage and tourism development. Red Mountain cultural brand is mainly oriented to cultural tourism, the non-heritage is still more fragmented, so the construction of this area with great commercial potential for non-heritage is still in an inadequate, imperfect and non-competitive stage. The root of the problem lies in the lack of professional branding management for non-heritage culture, as well as suitable marketing strategies and experience guidance, and many substantive issues of brand building have not yet been solved, so the construction of non-heritage cultural branding in Red Mountain is still in the initial exploration stage.

4.2. Analysis of the dilemma of building the brand of non-traditional culture in Red Mountain

The diversified non-heritage culture lacks systematic construction. Chifeng City holds cultural festivals to promote the non-heritage culture, which is short in period and small in scope, and the showcase platform provided for the non-heritage bearers is not enough to realize the sustainable development of non-heritage. First of all, the geographical limitation is one of the dilemmas facing the non-heritage culture in Red Mountain. Due to the vast territory of Inner Mongolia and the many leagues and cities, the non-heritage in Chifeng is scattered and covers a wide range of types and areas, including performing arts, traditional crafts, folk literature, medicine, etc., which makes the utilization rate of resources low and difficult to turn into practical benefits. This is not a small problem for the construction of the Red Mountain non-heritage cultural brand. Secondly, the inheritors, non-hereditary heritage is an important successor to the culture, due to the gradual aging of the inheritors, showing an aging trend, the difficulty of mastering the new communication media, and few young people and provide opportunities to organize teaching to learn and inherit, but also some of the more difficult, longer cycle of skills by multiple real factors, resulting in many non-heritage culture will be on the verge of loss, making the protection, heritage, and The task of preservation, inheritance and rescue is very heavy. Although the government of Chifeng City has formulated a five-year protection plan, most of them are aimed at individual projects that are easy to obtain benefits, but lack the concept of planning and systematizing the inheritance of non-heritage culture in Red Mountain as a whole, which has delayed the further development of non-heritage culture. If there is no systematic integration and construction to gather the non-heritage, in the long run, the non-heritage culture will gradually disappear because of its fragmentation and difficulty in transmission.

Brand positioning is unstable and lacks recognition. Although Chifeng City intends to establish the Red Mountain cultural brand, and through the organization of various activities and summits and seminars to promote the Red Mountain culture, but have not achieved significant results, which is closely related to the Red Mountain culture is not aware of the establishment of a clear brand positioning. Red mountain culture

brand focus on culture and tourism, non-heritage culture to establish a recognizable cultural brand, will certainly have their own distinctive brand characteristics, recognizable brand positioning to the audience's mind to leave a deep impression of the memory point, so as to establish the uniqueness of the brand, to create good visibility and communication power foundation. A perfect brand must also establish a clear brand positioning to help the brand establish its development direction and goals, stand out among many cultural brands, thus promoting the use and transformation of resources and achieving economic benefits through a specialized marketing strategy.

The innovation and influence of brand promotion is low. By referring to various journals and papers on Red Mountain culture and official reports, I found that most of the research on Red Mountain culture is concentrated in scholars and government-led personnel who protect non-heritage culture. Tourists mostly go sightseeing to experience Inner Mongolia style and grassland culture, and few are attracted by the unique charm of Red Mountain culture, which is closely related to the limitations of brand promotion. To date, the non-heritage activities held "Red Mountain Memory" non-heritage cultural festival has only been held once, the impact caused by the scope is relatively small. Red Mountain cultural brand publicity channels are currently only in some official media, but also only for tourism publicity, for non-heritage culture is very little involved. Like the flow and the crowd is more concentrated large platform WeChat video number, Jitterbug, Little Red Book, etc. can hardly search for news about the brand publicity, did not establish their own media publicity platform. In the information age, the use of traffic platforms to open brand awareness is a fast and more effective way of channel, but the Red Mountain culture brand does not make full use of the new media platform to open their own visibility, which also caused the brand's own visibility, influence is still very low situation.

Weak brand marketing and maintenance awareness. In recent years, although Chifeng City held a number of Red Mountain Cultural Festival and other activities to drive the Red Mountain non-heritage culture, but all kinds of non-heritage products or related activities are only in the surface stage, still can reveal a lot of shortcomings and difficulties. For example, from the content of communication, we can see that the activities do not have a specific marketing strategy, more like a "lively" type of activity, losing the value of the festival to promote the true meaning of culture. Branded marketing can be more effective brand name, brand positioning, brand culture integrated publicity, through the rich cultural content of non-heritage reflects the value of the brand, the deep cultural heritage of Red Mountain can also make the brand foundation more solid, in many cultural brands have more core competitiveness, to stand out. From all aspects to really drive the red mountain culture brand, the development of suitable marketing strategies and maintenance methods indispensable.

5. Service Design to Build "Red Mountain Memory" Non-Traditional Cultural Branding Strategy

5.1. Application of service design in brand building

Service design can integrate cultural resources and enhance brand value. Take the "New Channel" and social innovation project initiated by Hunan University based on the knowledge service platform of regional cultural content and creative design practice as an example, this project focuses on remote areas with relatively backward economic development, integrates local resources and hidden cultural assets by building a cultural resource platform, and forms a good cooperation and interaction

with the government, enterprises and local residents to successfully transform cultural resources into cultural values. The project has successfully transformed cultural resources into cultural values by integrating local resources and hidden cultural assets through the construction of a cultural resource platform, and forming a good cooperation and interaction with the government, enterprises and local residents. The project has organized people from different universities and majors to participate in promoting local culture and industry innovation, cooperating with local craftsmen and villagers to shoot digital video propaganda records, collect original music, design cultural and creative products, build knowledge platforms and incubate e-commerce platforms, etc., so that culture and industry can effectively promote the sharing and dissemination of different regional cultures, transforming local resources into industrial values to drive regional economic revitalization.

The service design approach is a comprehensive issue involving multiple disciplines, and the brand construction by using the service design concept also needs to be considered and discussed from multiple dimensions, including psychology, marketing, management and design. This also means that the construction of a brand is contributed by many factors, and the process of good service design is itself the process of forming a brand, not just the visual expression of the designer in the traditional concept. Systematic service design can better increase the user's satisfaction with the experience of non-heritage culture, thus creating trust in the brand. Therefore, in the initial, middle and later stages of building the Red Mountain Culture brand, how to better serve the users and shape a good user experience are the core objectives that need to be carried through all the time.

5.2. Analysis of the branding path of non-traditional culture in Red Mountain

Chifeng is known as the hometown of Jade Dragon and the national excellent tourist city, and has more than 20 intangible cultural heritages with rich cultural connotation and good market development potential, which provides good conditions and strong support for the construction of “Red Mountain Memory” intangible cultural heritage brand.

First of all, it is necessary to establish a clear brand positioning, brand positioning refers to the positioning of cultural orientation and personality differences on the basis of market positioning and product positioning, which is the basis and the first task of a brand for branding construction, and is an internal link between the brand and the corresponding consumer groups. In today's world of various cultural brands, a clear and innovative brand positioning can continuously extend the brand value and gain for the product. Under the perspective of service design, brand building emphasizes holistic, cross-disciplinary and integrated design activities, and must adhere to the five principles of user-centered, co-creation, sequential, physical objects and evidence, and wholeness. The brand building of “Red Mountain Memory” intangible cultural heritage needs to explore the experiential value of the constituent elements and plan the right direction for the development and holistic shaping of the brand. By building the Red Mountain non-heritage cultural service platform, integrating diversified non-heritage cultural resources, and fully integrating digital media and other emerging media with brand building, the Red Mountain cultural brand can enter consumers in multiple dimensions and meet the needs of more people. The establishment of the non-heritage cultural service platform is conducive to solving the dilemma of scattered non-heritage resources and no platform for inheritors, developing non-

heritage skills, combining non-heritage elements with modern products, and increasing cultural dissemination and public participation.

6. Conclusions

In this paper, we analyze the current situation of Red Mountain intangible cultural heritage and the problems in its construction, discuss how to build a brand of intangible cultural heritage with service design thinking, integrate the diversified intangible cultural heritage resources in Chifeng, and analyze the feasible path of branding Red Mountain memory culture through the perspective of brand building and service design. The main consideration of using service design thinking to promote branding is how to meet the needs of users by creating a good service experience for them, and really get closer to them, so as to promote the dissemination and effective inheritance of intangible cultural heritage, which is conducive to the innovative transformation and sustainable development of cultural resources.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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