

# Innovative Promotion and Protection of Intangible Cultural Heritage-A Case Study of Bai Tie-Dyeing Techniques in Yunnan, China

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**Abstract.** The Bai tie-dyeing techniques of Yunnan, recognized as a national-level intangible cultural heritage, embody the millennia-old history, culture, and ecological wisdom of the Bai people. Known for their "endless variations on a single cloth" and the philosophy of "harmonious coexistence between humans and nature," these techniques are a quintessential representation of China's outstanding traditional culture. However, they currently face challenges such as the loss of traditional skills, fading folk characteristics, excessive market-driven commercialization, and insufficient supply of plant-based dyes, which hinder their preservation and development. This study focuses on the Bai tie-dyeing techniques and proposes innovative strategies for their promotion and protection, including cultivating young inheritors, integrating modern design concepts, and expanding communication channels.

**Keywords:** Intangible cultural heritage, Bai tie-dyeing, innovative promotion, protection strategies

## 1. Research Background

### 1.1 Current Status of Intangible Cultural Heritage Protection Globally and Domestically

The protection of intangible cultural heritage (ICH) by UNESCO has evolved gradually, shifting from the preservation of natural and cultural heritage to recognizing the unique significance of ICH. In 2003, UNESCO adopted the Convention for the Safeguarding of the Intangible Cultural Heritage, providing international legal protection for ICH worldwide.

In China, significant efforts have been made to safeguard ICH, including substantial investments in human, material, and financial resources. The government has established legal frameworks, implemented national preservation projects, and fostered a societal ethos of ICH protection. Institutional mechanisms, such as inter-ministerial Joint systems, have been created to ensure systematic and scientific preservation efforts. Additionally, the role of social organizations, universities, and research institutions in ICH protection has been emphasized.

### 1.2 Current Status of Bai Tie-Dyeing

Today, the complete tie-dyeing process is preserved in only two regions of Dali: Zhoucheng and Weishan. Zhoucheng, recognized as the representative site for Dali tie-dyeing by the "Intangible Cultural Heritage" designation, is often referred to as Bai tie-dyeing due to its Bai ethnic majority population.

Dali tie-dyeing fabrics, known as "variegated cloth," are highly sought after abroad, particularly in Japan and South Korea, for their natural beauty in patterns and colors[1]. However, domestic awareness remains low due to limited production capacity and the inability to industrialize or scale production.

The tie-dyeing process is labor-intensive and time-consuming, involving dozens of meticulous steps that cannot be mechanized. Even minor errors can ruin an entire piece of fabric[1]. Moreover, as Dali's economy thrives on tourism, only a few low-income individuals continue to practice tie-dyeing, leading to a decline in the craft despite high market demand.

Following its designation as an ICH, local governments have heightened efforts to protect the tradition. While it may never regain its historical glory from the "Tea Horse Road" era, these measures aim to ensure its survival for future generations.

## 2. Research Significance

Most of the traditional tie dye patterns come from the life of the Bai people in Dali, which not only carries the yearning of the Bai people for a better life, but also contains multiple meanings such as religious belief, aesthetic interest, survival and reproduction. These patterns fully show the cultural atmosphere, natural landscape, religious beliefs and artistic style of the Bai nationality, making tie dyeing a unique handicraft.

The tie dye of the Bai nationality is based on a wide range of materials. It often uses the mountains and rivers of Dali as the creative material[1]. The patterns are rich and diverse: they are like the stretching clouds of Cangshan Mountain, or the billowing waves of Erhai Lake, or the shadow of butterflies in the shadow of pagodas, as well as myths and legends, national customs, flowers, birds, fish and insects, all of which are wonderful and natural. Among them, the use of animal and plant patterns is the most frequent, and the butterfly pattern is a typical representative. Butterflies are widely loved because of their beautiful posture, flexible shape and gorgeous colors. They have been chanted by scholars of all ages and are known as "flying flowers"; At the same time, the characteristics of the butterfly with many children symbolize that the Bai people continue to grow and multiply, implying a very beautiful meaning.

From the tie dye of Bai nationality in Dali, we can clearly feel the good wish of harmonious coexistence between man and nature and returning to nature. In today's material age, it's hard for people to settle down and go into nature to explore the most primitive beauty, and tie dye is the vivid carrier of this desire.

The traditional tie dyeing of Bai nationality in Dali uses indigo dye made by fermentation of pure natural *Isatis indigotica*, *Polygonum hydropiper*, *Artemisia argyi*, etc., and the finished product is mainly blue and white. As the keynote of the Bai People's traditional aesthetic image, blue symbolizes the good character of the Bai People's "innocence"; In addition, dyeing with "Indigo" can not only reduce the damage of chemical dyes to the environment, but also make the finished products retain the faint fragrance of plants, which makes people relaxed and happy.

It can be seen that tie dyeing, which is now preserved in the Bai nationality in Dali, Yunnan Province, is not only an important representative of China's technology and tradition, but also a valuable national cultural heritage worth cherishing and inheriting.

National culture is not isolated, static and unchanging, but mobile and developing. With the progress of the times and the increasing number of Internet users, people's quality of life has also made a qualitative leap. Bai tie dyeing technology is gradually known by the world. Its simple atmosphere, exquisite and unique patterns have attracted many lovers at home and abroad. As one of the treasures of Chinese traditional culture and art, tie dyeing technology can meet people's diversified and personalized aesthetic needs, and it can often be seen in the works of some high-end luxury brands. At the same time, Bai tie dyeing, as a traditional handicraft industry, enables lovers to make unique clothing by themselves through learning, which is in line with the pursuit of the contemporary young generation.

## 3. Overview of Yunnan's ICH and Bai Tie-Dyeing Techniques

### 3.1 The Richness of Yunnan's ICH

Yunnan, home to diverse ethnic groups, boasts a vibrant array of ICH, including oral traditions like the Yi epic Meige and the Naxi Dongba script, as well as performing arts such as the Dai peacock dance and Yi torch festival celebrations. These traditions highlight the region's cultural diversity and its contributions to China's multicultural tapestry.

### 3.2 Historical and Cultural Value of Bai Tie-Dyeing

Dating back to the Eastern Han Dynasty, Bai tie-dyeing flourished during the Tang and Ming-Qing periods, becoming a cornerstone of the local economy. Historical records, such as descriptions of tie-dyed costumes worn by Nanzhao dancers in Tang-era Chang'an, attest to its long-standing artistry.

The craft is deeply intertwined with Bai culture. Patterns often depict local flora, fauna, and folklore, while the blue-and-white color scheme reflects the Bai's reverence for nature. Tie-dyeing is more than a skill—it is a cultural practice that strengthens community bonds and familial ties.

## 4. Challenges in Preservation and Promotion

### 4.1 Conflict Between Traditional Craft and Modern Production

Bai ethnic tie-dye, as a traditional handicraft, relies entirely on the manual labor of artisans throughout its production process. From material selection and pattern tying to dyeing and post-treatment, each step demands significant time and effort. Taking the pattern-tying stage alone, artisans must meticulously stitch or bind the fabric with needle and thread according to intricate designs, forming various "knots"—a process that is not only highly skill-intensive but also extremely time-consuming[4]. It is reported that even a skilled artisan may require several hours to several days to complete the tying process for a single piece of ordinary tie-dye work. In contrast, industrial production prioritizes efficiency and speed, enabling mass output in a short time.

The cost of handmade Bai ethnic tie-dye remains relatively high, primarily due to the combined factors of labor and time expenditures. Given the heavy reliance on manual labor and low production efficiency, the per-unit allocation of labor and time costs inevitably remains elevated. Additionally, Bai ethnic tie-dye frequently employs natural plant-based dyes such as indigo, which incur higher procurement costs, further driving up the overall production expenses.

In terms of quality, while handmade tie-dye boasts unique artistic charm and artisanal texture, the inherent variability of manual processes may lead to inconsistencies in product quality. For instance, during the dyeing stage, differences in dye penetration and the artisan's technique may result in slight variations in color and pattern across individual pieces. Conversely, industrial production, through standardized procedures and stringent quality control systems, ensures consistent and stable product quality.

The conflict between this traditional craft and modern production methods has negatively impacted the inheritance of tie-dye techniques. On one hand, due to low production efficiency and high costs, handmade tie-dye products are priced at a premium, placing them at a competitive disadvantage in the market. As a result, their market share is gradually being eroded by industrially printed and dyed products, pushing tie-dye workshops and enterprises into financial distress and undermining the economic foundation necessary for preserving the craft. On the other hand, witnessing the challenging state of the handmade tie-dye industry, younger generations are often reluctant to engage in learning the craft, leading to a severe shortage of successors and jeopardizing its continuity.

### 4.2 Market Demand and Innovation Gaps

With societal progress and the evolution of the times, modern consumers' demands have undergone significant changes. In terms of aesthetics, there is a growing preference for fashionable, personalized, and diverse products. Traditional tie-dye, with its relatively monotonous patterns and styles, is gradually losing appeal, as consumers increasingly expect tie-dye products to incorporate contemporary design elements that exude a unique sense of modernity and individuality.

Regarding functional needs, modern consumers place higher demands on product utility. Beyond basic wearability and practicality, they now seek additional features such as comfort, sustainability, and smart functionality. However, current tie-dye products lag behind in functional innovation,

remaining largely confined to traditional decorative and utilitarian purposes, failing to fully explore or meet the evolving functional expectations of today's consumers.

Bai ethnic tie-dye products exhibit notable shortcomings in design innovation. On one hand, there is a lack of creativity in patterns and styles, as many tie-dye enterprises and artisans continue to rely on traditional designs without adequately researching modern aesthetic trends or market demands. This hinders the development of new products that align with contemporary consumer preferences. On the other hand, the integration of tie-dye with modern design concepts remains superficial. The industry has yet to fully leverage advanced design methodologies—such as digital design and 3D printing—to enhance product design quality and innovation capacity.

The disconnect between market demands and product innovation has weakened the competitiveness of tie-dye products, making it increasingly difficult to satisfy modern consumers. If the tie-dye industry fails to promptly address these innovation challenges and adapt to shifting market expectations, it risks not only obsolescence but also further jeopardizing the preservation and development of Bai ethnic tie-dye craftsmanship.

### **4.3 Shortage of Inheritors and Outdated Transmission Methods**

The preservation of Bai ethnic tie-dye craftsmanship is currently confronting a severe shortage of skilled practitioners. On one hand, due to the low production efficiency and limited economic returns of handmade tie-dye, younger generations are increasingly drawn to higher-paying industries with greater career prospects, resulting in diminished enthusiasm for learning the craft. In Bai ethnic communities, many young people migrate to urban areas for employment, abandoning the tie-dye techniques passed down through generations of their families. On the other hand, mastering tie-dye requires long-term dedication of time and effort, demanding extensive hands-on experience—a process often perceived as tedious and arduous, deterring many potential learners. Typically, a novice must invest several years of continuous practice and experimentation to achieve proficiency and become a qualified tie-dye artisan.

At present, the transmission of tie-dye craftsmanship primarily relies on two traditional methods: master-apprentice inheritance and familial inheritance. In master-apprentice relationships, skills are imparted through hands-on demonstration and verbal instruction, while familial inheritance involves the transfer of knowledge from elder family members to younger generations. However, in modern society, these traditional modes of transmission exhibit notable limitations.

Regarding master-apprentice inheritance, the lack of systematic teaching methodologies and standardized pedagogical frameworks means that a disciple's learning outcomes heavily depend on the master's individual skill level and instructional ability. This results in an unsystematic and non-scientific learning process. Moreover, the scale of master-apprentice training is inherently small, with each master typically mentoring only a handful of apprentices—far from sufficient to meet the demand for large-scale preservation of the craft.

While familial inheritance helps maintain the authenticity of the techniques, it also presents significant challenges. Modern shifts in family structures and societal values have weakened intergenerational bonds, undermining the cohesion and stability of this inheritance model. Additionally, familial transmission is often confined by geographical and kinship boundaries, limiting its scope and hindering the broader dissemination and development of tie-dye craftsmanship.

### **4.4 Weak Intellectual Property Protection**

A prominent issue in the Bai ethnic tie-dye sector is the widespread lack of intellectual property (IP) protection awareness. Many tie-dye artisans, enterprises, and practitioners demonstrate insufficient understanding of IP concepts and their significance, failing to recognize the proprietary value inherent in their tie-dye creations, pattern designs, and production techniques[8].

Consequently, they often overlook the fact that their works are vulnerable to infringement and plagiarism.

The historical continuity of tie-dye craftsmanship presents unique challenges for IP delineation. Numerous patterns and techniques have been collectively developed and transmitted by the Bai people through generations of practice, making it difficult to establish clear ownership rights. In cases of IP disputes, the ambiguity surrounding rightful ownership significantly complicates enforcement efforts.

Furthermore, most tie-dye practitioners lack specialized knowledge regarding IP protection mechanisms. They remain unfamiliar with procedures for patent, trademark, or copyright registration, as well as legal recourse against violations. When confronted with infringement, many are consequently unable to take appropriate measures to safeguard their rights, often resorting to passive acceptance.

Compounding these issues is the absence of industry-wide standards and regulatory oversight, which has led to rampant IP violations in the market. Unscrupulous merchants frequently engage in unauthorized replication of tie-dye works, selling inferior counterfeit products at reduced prices. Such practices not only violate the legitimate rights of artisans and enterprises—disrupting market order and impeding industry development—but also pose potential health risks to consumers through the use of substandard dyes and materials. Moreover, these actions erode the brand integrity and reputation of Bai tie-dye craftsmanship.

The dual challenges of weak IP consciousness and pervasive infringement have severely dampened innovation incentives within the sector. Artisans and enterprises see their creative investments—requiring substantial time and effort—easily replicated without commensurate economic returns or market recognition, thereby diminishing motivation for further innovation. This trend poses a significant threat to the sustainable preservation and advancement of Bai ethnic tie-dye techniques. Without strengthened IP safeguards, the industry's long-term viability remains precarious.

## **5. Strategies for Innovative Promotion and Protection**

### **5.1 Fusion with Cultural-Creative Industries**

Encourage tie dye enterprises and artists to strengthen deep cooperation with the cultural and creative industries, and inject new vitality into tie dye products by leveraging innovative thinking and diverse resources in the cultural and creative industries. On the one hand, we can work together with professional design teams to cleverly integrate modern design concepts with traditional elements of Bai ethnic tie dye, creating tie dye cultural and creative products that are both fashionable and personalized[3]. For example, in response to the pursuit of fashion and individuality among young consumers, modern and minimalist tie dye clothing is designed, matched with popular styles and cuts, incorporating popular colors and pattern elements to better suit the aesthetic preferences of young people. On the other hand, we need to expand the application areas of tie dye products and develop diversified tie dye cultural and creative products. In addition to traditional clothing and fabrics, tie dye elements can also be extended to home accessories, office supplies, tourist souvenirs, electronic product peripherals, and other fields: designing tie dye style pillows, curtains, carpets, and other home accessories to add a unique artistic atmosphere to the home environment; Develop tie dye notebooks, pencil cases, bookmarks and other office supplies to infuse cultural and artistic atmosphere into work and study materials; Making tourism souvenirs with tie dye techniques, such as postcards, keychains, phone cases, etc., is not only convenient for tourists to carry and collect, but also can spread the Bai ethnic tie dye culture.

In the process of product innovation, attention should be paid to exploring the cultural connotations of Bai ethnic tie dyeing, integrating elements of Bai ethnic history, folk customs, legends, etc. into the design, so that tie dyeing cultural and creative products not only have practical

value, but also carry cultural and artistic value. For example, inspired by the myth and legend of the Bai ethnic group "Wangfu Yun", a series of tie dye cultural and creative products are designed to showcase the legendary love story and the emotional world of the Bai people through unique patterns and colors, allowing consumers to experience the charm of Bai culture in use. At the same time, encourage tie dye artists to unleash their creativity, try new tie dye techniques and materials, and explore the combination of tie dye with other crafts - such as integrating tie dye with embroidery, weaving, wood carving, and other crafts to create richer and more diverse artistic effects.

## 5.2 Expanding Market Channels

Online sales channels can be built with the help of the Internet platform: Bai tie dye official website and e-commerce platform can be established to display and sell tie dye products in a centralized way, and detailed product introduction, production process display, user evaluation and other information can be provided to facilitate consumers to deeply understand and easily purchase. Use social media platforms such as WeChat, Weibo, Tiktok, and Xiaohongshu to promote and attract users' attention and enhance brand awareness and product exposure by publishing beautiful tie dye work pictures, production process videos, and related cultural stories. In addition, online live streaming sales activities can be carried out, inviting tie dye artists or professional anchors to give live demonstrations and explanations, interact with consumers in real time, answer questions, and promote product sales.

In terms of offline channels, cooperation with physical stores, shopping malls, supermarkets, etc. can be strengthened by opening tie dye product counters or specialty stores to showcase and sell products in a centralized manner. Actively participate in various handicraft exhibitions, cultural and creative industry exhibitions, tourism product fairs and other activities at home and abroad, set up exclusive booths, showcase the unique products and production processes of Bai tie dyeing, and attract more potential customers and partners[10]. At the same time, we will cooperate with tourist attractions, hotels, homestays, etc. to promote and sell tie dye products as souvenirs and special gifts for tourism; Establishing tie dye experience stores or workshops within tourist attractions, allowing tourists to enjoy the natural scenery while personally participating in tie dye production, immersing themselves in the charm of tie dye culture, and thereby driving the sales of tie dye products.

## 5.3 Innovating Inheritance Methods

To effectively inherit tie dyeing skills, modern educational technology can be fully utilized to carry out online and offline integrated training and teaching activities. In terms of online learning, we will establish a website and online course platform for learning tie dyeing skills, and operate short video teaching accounts to publish teaching videos, courseware, and graphic materials, making it convenient for learners to learn independently anytime and anywhere. At the same time, utilizing virtual reality (VR) and augmented reality (AR) technologies, virtual teaching scenarios and interactive experiential courses are developed to allow learners to immerse themselves in the entire process of tie dye production, enhancing the fun and effectiveness of learning. Offline, training courses, workshops, lectures and other activities are held, and senior tie dye artists are invited to give on-site lectures and guidance, providing learners with opportunities for practical operation.

Strengthen the integration with school education and incorporate tie dyeing skills into the school curriculum system. In primary and secondary schools, we offer tie dyeing interest classes and organize club activities to cultivate students' interest in tie dyeing skills through handicrafts, cultural lectures, and other forms, helping them understand the history, culture, and production techniques of Bai tie dyeing.

Establish a tie dye technique inheritance base to provide a space for tie dye artists to create, showcase, and inherit. This base can carry out activities such as research, innovation, training, and

exhibition of tie dyeing techniques, attracting more people to pay attention to and learn tie dyeing techniques. In addition, a scholarship and reward mechanism for the inheritance of tie dyeing skills will be established to commend and reward individuals and teams who have outstanding performance in the inheritance and innovation of tie dyeing skills, and to stimulate the enthusiasm and creativity of inheritors. At the same time, encourage tie dye artists to teach their apprentices, provide policy support and economic subsidies for inheritors, help them solve problems in life and work, and ensure better inheritance and development of tie dye skills.

#### **5.4 Strengthening IP Protection**

Strengthen the publicity and education of tie dye artists, enterprises and practitioners on intellectual property protection, and enhance their awareness of intellectual property protection. By holding intellectual property training courses, lectures, seminars and other activities, we will popularize intellectual property laws, regulations and related knowledge, help them realize the importance of intellectual property, and master the methods and processes of applying for patents, trademarks, copyrights and other intellectual property protection. Encourage tie dye artists and enterprises to protect the intellectual property rights of their tie dye works, pattern designs and technological processes, and apply for patents, trademarks and copyrights in time to safeguard their legitimate rights and interests.

In view of the problem that it is difficult to clearly define the subject of tie dyeing technology intellectual property rights, the government and relevant departments should strengthen research and exploration, formulate relevant policies and regulations, and clarify the ownership and protection scope of tie dyeing technology intellectual property rights. For some traditional tie dye patterns and processes, collective registration and joint management can be adopted to solve the problem of unclear subject of rights. Establish a tie dyeing technology intellectual property protection database to collect, sort out and manage the tie dyeing related intellectual property information, and provide convenience for the obligee to query and safeguard their rights.

#### **5.5 Policy Support and Funding**

The government should give full play to its leading role in the protection of intangible cultural heritage, formulate and improve relevant policies and regulations, and provide a solid policy guarantee for the protection and development of Bai tie dyeing technology.

At the same time, the government introduced policies to encourage the development of tie dyeing industry, strengthened the protection and support for the successors of tie dyeing technology, provided them with living subsidies, creation funds, display platforms and other support, and improved the social status and economic treatment of the successors. In addition, we should establish and improve the coordination mechanism for intangible cultural heritage protection, strengthen the communication and cooperation between the departments of culture, finance, taxation, market supervision and so on, and unite a strong force for the protection and development of Bai tie dyeing skills.

Increase capital investment in the protection and development of Bai tie dyeing technology. The government should set up a special fund for the protection of intangible cultural heritage, and include the protection of Bai tie dyeing skills into the financial budget to ensure the stable investment of funds.

## **6. Conclusion**

### **6.1 Summary of Findings**

This paper discusses the innovative promotion and protection of the tie dyeing skills of the Bai nationality, an intangible cultural heritage in Yunnan, and forms a series of valuable research results. By expounding the rich connotation of intangible cultural heritage in Yunnan, the unique position of Bai tie dyeing technology in the intangible cultural heritage system in Yunnan is clarified.

Intangible cultural heritage in Yunnan covers oral traditions, performing arts, social practice and festival activities, handicrafts, traditional medicine and other categories. It is not only widely distributed, but also has distinctive regional and national characteristics, which is an important embodiment of the diversity of Chinese culture. As an outstanding representative, the tie dyeing technique of the Bai nationality not only has a profound historical origin (from the origin of the Eastern Han Dynasty, through the development and inheritance of the Tang, Ming and Qing Dynasties to now), but also contains rich cultural elements of the Bai nationality, which is not only an important emotional sustenance in the Bai culture, but also a key carrier of cultural inheritance.

The study also deeply analyzed the dilemma faced by the Bai tie dyeing technology in the protection and promotion: the contradiction between traditional technology and modern production is particularly prominent, and the tie dyeing made by hand is inefficient and costly, which is difficult to compete with industrial production, which directly affects the economic basis and talent reserve of inheritance; The challenges of market demand and product innovation are equally severe. With the change of modern consumer demand, tie dye products are gradually difficult to meet the market in terms of aesthetics, functions and categories, and the lack of product innovation leads to the decline of market competitiveness; The lack of inheritance talents and the limitations of inheritance methods, young people's interest in tie dyeing skills is not high, the traditional master apprentice inheritance and family inheritance mode has its limitations, and there are few relevant courses in the modern education system; In addition, the weak awareness of intellectual property protection and frequent infringement have seriously hit tie dye artists and enterprises' innovation enthusiasm.

In view of these problems, the study puts forward a series of targeted and operable strategic suggestions: strengthen the integration with cultural and creative industries, promote product innovation, encourage tie dye practitioners to cooperate with design teams, expand the application fields of tie dye products, and deeply tap their cultural connotation; Expand market channels, enhance brand influence, build online and offline integrated sales channels, and strengthen brand building; Innovate the mode of inheritance, cultivate inheritance talents, use modern educational technology to carry out teaching, strengthen the integration with school education, and establish a special inheritance base; Strengthen the protection of intellectual property rights, ensure the healthy development of the industry, strengthen relevant publicity and education, clarify the ownership of rights, and strengthen market supervision; Strengthen policy support and capital investment, give full play to the leading role of the government, increase financial investment, and actively attract social capital to participate.

These research results are of great significance for in-depth understanding of Bai tie dyeing techniques and promoting their innovative promotion and protection. They also provide a useful reference for the protection and development of other intangible cultural heritage in Yunnan, and help to better inherit and carry forward national culture and promote local economic development and cultural exchanges.

## 6.2 Future Outlook

Looking forward to the future, although the tie dyeing technique of the Bai nationality has broad prospects for development, it still needs continuous efforts and innovation. At the innovation level, we should further deepen the integration with modern science and technology: analyze consumer demand with the help of big data to achieve the precise development of tie dye products; Use artificial intelligence for pattern design and innovation to improve design efficiency and creative level; Explore the combination of tie dyeing technology with emerging fields such as smart wearable devices and smart home, and develop new products with a sense of technology and practicality. At the same time, we should continue to explore the cultural connotation of Bai tie dye, integrate more elements such as Bai's historical stories, folk customs and religious beliefs into the works, enrich its cultural expression, and enhance the cultural value of the products.

At the level of cooperation, tie dyeing enterprises, artists, universities, research institutions and government departments need to strengthen cooperation and cohesion. Among them, enterprises and artists focus on the production and innovation of tie dye products, universities and research institutions provide theoretical support and talent training support, while government departments are responsible for formulating policies, providing capital guarantee and market supervision services. In addition, we should strengthen cooperation with other intangible cultural heritage projects to realize resource sharing and complementary advantages, and jointly promote the inheritance and development of intangible cultural heritage; Actively carry out international cooperation and exchanges, promote Bai tie dye to the international market and enhance its international popularity and influence by participating in international cultural exhibitions and art exchange activities.

At the level of talent training, we should further improve the talent training system for tie dyeing technology inheritance, increase support for inheritors, and improve their social status and economic treatment, so as to attract more young people to join the cause of tie dyeing technology inheritance. At the same time, strengthen the professional training of inheritance talents, improve their skill level and innovation ability, and cultivate a group of compound talents who are familiar with traditional skills and have modern innovation consciousness.

It is believed that with the joint efforts of all parties, the tie dyeing technology of the Bai nationality will be able to innovate in inheritance, develop in innovation, and glow with more brilliant glory. This can not only make greater contributions to the protection and development of intangible cultural heritage in Yunnan, but also make it a bright business card for Chinese culture to go global.

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