

Research on the Administrative Work Effectiveness and Optimization Path of the Protection and Development of Bai Ethnic Group Tie-Dyeing in Dali under the Multi-Party Collaboration Mechanism

Xianzhi Ji*

Shanghai Normal University, Shanghai, China

**Corresponding Author*

Abstract: Intangible cultural heritage (ICH for short) is an important part of the traditional culture passed down from generation to generation by a nation. Since the implementation of the Law of the People's Republic of China on Intangible Cultural Heritage, the protection of intangible cultural heritage has been elevated to the national strategic level, and the multi-party collaboration mechanism has played a key role in the protection of intangible cultural heritage. This paper takes the protection and development of Bai tie-dyeing as the research object and conducts an in-depth analysis of the positive manifestations, existing problems and causes of the multi-party collaboration mechanism therein. The study found that administrative work has achieved remarkable results in talent cultivation and the construction of publicity and communication platforms, but problems such as uneven resource allocation, lagging departmental collaboration, and the absence of market supervision still restrict its sustainable development, mainly due to the lack of integration and coordination of protection measures and the failure to implement supervision and review mechanisms. This paper, through an in-depth analysis of the causes of the problems, proposes optimization paths such as strengthening market supervision, and improving the system, aiming to provide theoretical support and practical guidance for enhancing the effectiveness of intangible cultural heritage protection and promoting the coordinated development of culture and economy.

Keywords: Bai Ethnic Tie-Dyeing; Protection of Intangible Cultural Heritage; Multi-party

Collaboration Mechanism; Administrative Work Effectiveness; Optimize Paths

1. Introduction

Since China joined the United Nations Convention for the Safeguarding of the Intangible Cultural Heritage in 2004, the importance attached to the protection of intangible cultural heritage at the national level has significantly increased, and a series of protection regulations and policies have been successively formulated and implemented, thus establishing a government-led system for the protection of intangible cultural heritage. Dali Prefecture, a region rich in intangible cultural heritage resources, is renowned for its Bai ethnic tie-dyeing technique, which has high cultural and economic value [1]. However, in the context of rapid economic development and changes of The Times, there is an inevitable convergence and even impact between modern culture and traditional culture. On the one hand, the fast pace, commercial tendencies and technological advancements of modern culture have brought new display channels and dissemination methods to traditional culture; On the other hand, it may also lead to a relative dilution of traditional cultural values and even put some intangible cultural heritages at risk of being marginalized. This requires us not only to protect and pass on traditional intangible cultural heritage projects themselves, but also to integrate them into modern society in innovative ways, so that intangible cultural heritage can be rejuvenated in the context of the new era and promote its continuous development.

2. The Origin and Cultural Value of Dali Bai Tie-Dye

Dali Bai tie-dyeing, as a long-standing and

unique hand-dyeing technique, is the crystallization of the wisdom of the Chinese nation and a model of the perfect combination of life and art. Its origin can be traced back to the Eastern Han Dynasty when dyeing and weaving were already practiced in the Dali area. By the Sui and Tang Dynasties, tie-dyeing techniques had become increasingly popular. During the Ming and Qing Dynasties, they were mainly concentrated in the southwestern minority areas such as Sichuan and Yunnan, and the dyeing and weaving techniques in the Erhai Bai ethnic area reached a relatively high level [2].

According to historical records, dyeing and weaving were practiced in the Dali area during the Eastern Han Dynasty and became more prevalent during the Sui and Tang Dynasties. During the Ming and Qing dynasties, tie-dyeing was mainly concentrated in the southwest minority areas such as Sichuan and Yunnan. The dyeing and weaving skills in the Erhai Bai area had reached a relatively high level. The Erhai Weihong cloth of the Ming Dynasty, the Xizhou cloth of the Qing Dynasty and the Dali cloth were all famous and popular products for a time. Today, Bai tie-dyeing skills are mainly passed down in the areas around Erhai Lake in Dali Prefecture and in places like Dacang and Miaojie in Weishan Yi and Hui Autonomous County, especially in Zhoucheng Village, Xizhou Town, Dali Bai Autonomous Prefecture, which is known as the "Hometown of Bai Tie-dyeing art". The Bai tie-dyeing technique not only carries the life characteristics and cultural trends of the Bai people, but also embodies the profound ethnic and regional characteristics, and is the core embodiment of the national spirit and national soul. On May 20, 2006, the Bai ethnic tie-dyeing technique was approved by The State Council to be included in the first batch of the National Intangible Cultural Heritage List, marking the recognition of its cultural value and historical significance at the national level. Dali Bai tie-dyeing technique has endured and is of great humanistic value. It is a reproduction of traditional Chinese culture, carrying the life characteristics and cultural trends of the Bai people. It has full ethnic and regional characteristics and is the core embodiment of the national spirit and national soul. It is also a precious intangible cultural and spiritual heritage created and passed down by the broad working people [3].

3. The Effectiveness of Administrative Work under the Multi-party Collaboration Mechanism

3.1 Remarkable Achievements in Talent Cultivation

Talent cultivation is a core link in the inheritance and development of intangible cultural heritage. The government of Dali Prefecture is fully aware of this and has taken active measures to strengthen the training of Bai ethnic tie-dyeing skills. On the one hand, after the government announced a number of national and provincial representative inheritors, it further refined and established prefectural and county-level inheritors, constructed a complete inheritor recognition system, and provided inheritors with clear identity recognition and development paths. On the other hand, with the support of the government, Dali University held the "Ministry of Culture and Ministry of Education China Intangible Cultural Heritage Inheritors Study and Training Program Dali University Second Embroidery and Tie-dye Training Class" in December 2017 and provided skill subsidies to the participating young people. This initiative not only ignited the enthusiasm of young people for tie-dyeing skills, but also cultivated more young generations for the inheritance of Bai ethnic tie-dyeing skills. Through a series of conservation and inheritance activities, the environment for the survival of Bai tie-dyeing skills has been greatly improved, the number of inheritors has expanded, and they have gradually integrated into modern life, achieving dynamic inheritance and sustainable development [4].

3.2 The Platform for Publicity and Exchange Has Been Well Established

The establishment of publicity and exchange platforms is crucial for expanding the influence of Bai tie-dyeing and promoting the inheritance and exchange of techniques. In 2014, Puzhen Bai Dyeing Workshop was established, dedicated to building an integrated tie-dyeing skills exchange institution and providing all-round services for the protection of intangible cultural heritage. In 2015, Puzhen Dyeing Workshop was named a National production-oriented conservation demonstration base and received project funding, which provided strong support for its development. In 2016, the

Puzhen Tie-dye Museum was included in the list of Yunnan museums and was subject to regular supervision, assessment and management by the government, further enhancing its standardization and professionalization. Puzhen Bai Ethnic Tie-dye Co., LTD., as a leading enterprise, combined financial support and publicity of representative works, established the Dali Traditional Craft Workstation Dali Base in November 2017. By holding workshops, seminars, cultural exchange activities and other means, the base provides a platform for tie-dye artisans to learn from each other and exchange experiences, expands the influence of Bai tie-dye, and nurtures and reserves more Bai tie-dye talents [5].

4. Problems in administrative Work under the Multi-party Collaboration Mechanism

4.1 Uneven Allocation of Resources

The Bai ethnic group's tie-dyeing technique is widely distributed in various counties and cities of Dali Prefecture, among which Zhoucheng Village in Xizhou Town, Dali City, has the largest scale and is the most representative [6]. With limited resources such as funds, manpower and materials for intangible cultural heritage, there is an uneven distribution of resources in the protection of tie-dyeing skills among different regions. Zhoucheng Village has received more support and investment due to its size and representativeness, while other regions have received less resource allocation. This uneven distribution of resources is not conducive to the comprehensive protection and development of Bai tie-dyeing skills throughout Dali Prefecture and may lead to the gradual decline of tie-dyeing skills in some areas [7].

4.2 Departmental Coordination Is Lagging

The government involves multiple departments in the protection of Bai tie-dyeing, such as the cultural department, the tourism department, the industry and Commerce Department, etc. However, there is a lack of coordination and integration among different departments, each responsible for a part of the work, but there is a lag in overall planning and collaborative cooperation. This leads to scattered and incoherent parts of conservation work, affecting the efficiency and effectiveness of conservation efforts. For example, in the market regulation of tie-dye products, the cultural department

may focus more on the inheritance of skills and cultural connotations, while the industry and Commerce Department focuses on market order and product quality, but there is a lack of effective communication and collaboration between the two, making it difficult to form a regulatory synergy [8].

4.3 The Absence of Market Regulation

Under the general trend of cultural and tourism integration, Bai tie-dye, as an important local tourism commodity, has seen a continuous increase in market demand. However, with the promotion of marketization, some problems have emerged in the protection of Bai ethnic tie-dyeing [9]. Manual tie-dyeing techniques have been gradually replaced by automated machines, traditional manual operations have been replaced by large-scale dehydrators, dryers, ironing machines, etc., and natural materials have been replaced by chemical materials in order to reduce costs and improve efficiency. Even in Zhoucheng Village, water jars for isatis root dye, which contain traditional craft materials, have been reduced to mere decorations for visitors to see. This reflects the government's absence in market regulation, which has failed to effectively curb excessive industrialization, commercialization and mechanization, resulting in damage to the uniqueness and quality of traditional tie-dyeing techniques [10].

5. The Causes of the Existence of Administrative Work under the Multi-Party Collaboration Mechanism

5.1 Lack of Policy Integration and Coordination

The protection of intangible cultural heritage involves complex departments and fields. The government should always adhere to scientific guidance and rational allocation to ensure the stable development of intangible cultural heritage protection. However, the current government policies lack integration and coordination, resulting in an unreasonable operation system for the protection of intangible cultural heritage. On the one hand, the government faces the problem of insufficient law enforcement in the protection of tie-dyeing. The lack of an effective law enforcement mechanism makes it difficult to effectively crack down on problems such as the

abuse and piracy of tie-dyeing techniques, which has a negative impact on the inheritance and market development of tie-dyeing. On the other hand, the government lacks comprehensive and long-term planning and policies for tie-dyeing protection, resulting in the protection efforts being one-sided and short-term. For example, when promoting the development of the tie-dye industry, there may be an excessive focus on economic benefits and a neglect of the inheritance and protection of cultural connotations.

5.2 Departmental Supervision and Review Have Not Been Implemented

Bai tie-dye, as a portable ethnic characteristic product, has high economic value and is suitable for the development of productive protection. However, the market's pursuit of profit simply equates productive conservation with industrial development, leading to excessive industrialization, commercialization and mechanization. This reflects the absence of government oversight and management, as well as the failure to recognize that the core of productive conservation is to promote universal access to intangible cultural heritage resources. In market participation, the lack of government assessment and review has led to inheritors and managers failing to establish a positive interaction between intangible cultural heritage projects and productive conservation, unable to promote the coordinated development of productive conservation and intangible cultural heritage projects, resulting in market competition undermining the uniqueness and quality of traditional tie-dyeing techniques [11].

6. Optimized Paths for Administrative Work under a Multi-Party Collaboration Mechanism

6.1 Strengthen Overall Management and Optimize Resource Allocation

The government should strengthen the overall management of the protection of Bai tie-dye, establish a cross-departmental coordination mechanism, enhance communication and collaboration among departments such as culture, tourism and industry and commerce, and form a joint force for protection. In terms of resource allocation, funds, human and material resources should be allocated rationally based on the current development

status and demand of tie-dyeing techniques in various regions to avoid excessive concentration or waste of resources. For example, unified standards and plans for resource allocation can be established to ensure that all regions receive appropriate support and to promote the balanced development of Bai tie-dyeing skills in Dali Prefecture.

6.2 Strengthen Market Supervision and Regulate the Development of Industries

The government should strengthen the supervision of the Bai ethnic tie-dyeing market, establish and improve the market supervision mechanism, intensify the crackdown on the abuse and piracy of tie-dyeing techniques, and maintain market order. At the same time, enterprises should be guided to have a correct understanding of the connotation of productive protection and avoid excessive industrialization, commercialization and mechanization. Relevant industrial standards and norms can be established to clearly stipulate the production process, raw material usage, quality inspection and other aspects of tie-dyeing products, ensuring the uniqueness and quality of traditional tie-dyeing techniques. In addition, the government should strengthen the monitoring and analysis of the tie-dye product market, keep abreast of market dynamics in a timely manner, and provide decision-making basis for the development of the industry.

6.3 Improve the Policy System and Enhance Policy Integration and Coordination

The government should improve the policy system for the protection of Bai ethnic group's tie-dyeing and enhance the integration and coordination of policies. Formulate comprehensive and long-term plans and policies that combine cultural inheritance with economic development, emphasizing both the protection of the cultural connotations of tie-dyeing techniques and the promotion of sustainable development of the industry. For example, policies such as tax incentives and financial subsidies can be introduced to encourage enterprises to use traditional techniques and natural materials for production and support the innovative development of tie-dyeing techniques. At the same time, efforts should be made to enhance the publicity and interpretation of the policies and improve the efficiency and effectiveness of their

implementation.

6.4 Implement Departmental Supervision and Review to Promote Positive Interaction

The government should implement departmental supervision and review responsibilities and establish and improve supervision and review mechanisms. Strengthen the assessment and review of tie-dye producers and inheritors to ensure they comply with relevant regulations and standards, and promote a positive interaction between intangible cultural heritage projects and productive protection. A regular inspection and evaluation system can be established to conduct a comprehensive assessment of enterprises in terms of production techniques, product quality, cultural inheritance, etc. Enterprises with excellent performance should be commended and rewarded, and those with problems should be urged to rectify. At the same time, communication and exchanges with inheritors should be strengthened to understand their needs and difficulties and provide them with necessary support and assistance.

7. Conclusion

Dali Bai tie-dye, as a national intangible cultural heritage, carries profound cultural heritage and economic potential. Its protection and development are of great significance for cultural inheritance and local economic revitalization. The government has played a key role in this process, effectively promoting the dynamic inheritance and market expansion of tie-dyeing skills through measures such as talent cultivation and the construction of publicity and exchange platforms. However, problems such as uneven resource allocation, lagging departmental coordination and the absence of market supervision still restrict its sustainable development. The root cause lies in insufficient policy integration and the absence of supervision mechanisms. In the future, the government needs to strengthen cross-departmental coordination and optimize the resource allocation mechanism; Build a comprehensive market supervision system to ensure the purity of craftsmanship inheritance and market order; At the same time, improve the policy coordination framework, stimulate the participation of multiple entities, and form a good pattern of co-governance by the government, the market and society. In addition,

exploring ways for digital technology to empower the protection of intangible cultural heritage is also an important direction for enhancing protection efficiency and promoting the deep integration of culture and economy.

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