

# Strategy Analysis for Archival Memory Reproduction of Yangjiang Gastronomic Intangible Cultural Heritage (ICH): A SWOT Model Approach

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**Abstract:** This study focuses on the archival memory reproduction of Yangjiang gastronomic ICH and systematically analyzes its strengths, weaknesses, opportunities, and threats using the SWOT model. With a long history and diverse types, Yangjiang gastronomic ICH features broad participation, cost sharing, and resource sharing in its archival memory reproduction, yet faces issues such as uneven motivation among participants, vague target groups, and a shortage of digital talents. Meanwhile, increased social attention and the development of digital technologies have created diverse opportunities for the archival memory reproduction of Yangjiang gastronomic ICH, but challenges remain, including unclear ownership of intellectual property, external infringement risks, and ethical concerns. Based on the SWOT analysis, this study proposes four types of strategies: growth-oriented, diversification, turnaround, and defensive. These strategies aim to upgrade the archival memory reproduction of Yangjiang gastronomic ICH from simple preservation to diverse revitalization, build a long-term collaborative participation system, and improve sustainable resource guarantees. The ultimate goal is to facilitate the practical transformation and adaptive survival of Yangjiang gastronomic ICH in modern society, providing scientific strategies for its protection and inheritance.

**Keywords:** Yangjiang Gastronomic ICH; Protection; Inheritance; Archival Memory Reproduction; SWOT Model

## 1. Introduction

ICH constitutes a vital component of China's excellent traditional culture, serving as a vivid testament to the continuous evolution of Chinese civilization and an important foundation for forging national sentiments and preserving national unity. The protection and inheritance of ICH are of great significance for sustaining the historical lineage, strengthening cultural confidence, promoting cross-cultural exchanges and mutual learning, and building a cultural power. The rich gastronomic ICH resources of Yangjiang dynamically present the local lifestyle and cultural characteristics of the Yangjiang region. Examples include the brewing techniques of Yangjiang fermented black beans, the production techniques of Zhuchanglu (rice noodle rolls), and the roasting techniques of Yangjiang golden pork. These represent valuable assets created and accumulated by the people of Yangjiang through long-term production practices. From the perspective of archival memory reproduction and using the SWOT model, this paper proposes protection and inheritance strategies for Yangjiang gastronomic ICH, with a view to providing insights for its sustainable development.

## 2. Protection and Inheritance of Yangjiang Gastronomic ICH

Yangjiang gastronomic ICH has a long history, diverse types, and rich connotations, encompassing various aspects of Yangjiang traditional spiritual outlook, moral beliefs, production and lifestyle practices, and value systems. Properly protecting, inheriting, and promoting Yangjiang gastronomic ICH can not only deepen people's understanding and

identification with Yangjiang history and culture, but also promote local economic development. At present, efforts to protect and inherit Yangjiang gastronomic ICH have achieved certain results, yet challenges remain, including a generational gap in the inheritance community and overly singular inheritance methods. Therefore, it is necessary to innovate the approaches to protection and inheritance, so as to promote the living inheritance of Yangjiang gastronomic ICH.

### **3. Archival Memory Reproduction of Yangjiang Gastronomic ICH**

The protection and inheritance of gastronomic ICH emphasize process-oriented safeguarding and sustainable development [1,2]. Archival memory reproduction of gastronomic ICH refers to the materialized representation of its production techniques, dietary traditions, etc., through the establishment of archives, thereby preserving and reconstructing memory. Its connotations include formal reproduction, content reproduction, and meaning reproduction. As a direct product of ICH practices and an important medium of ICH memory, local characteristic archival resources contribute to a series of actions, processes, and outcomes characterized by reproduction attributes, including the continuity, inheritance, and representation of ICH memory [3].

#### **3.1 Application Value**

By enriching forms, innovating contents, and exploring meanings [4] to develop the archival memory resources of Yangjiang gastronomic ICH, it is possible to facilitate the living inheritance and innovative utilization of such heritage. The archival memory reproduction of Yangjiang gastronomic ICH first reproduces the form of archival memory, supplementing the forms of protection and inheritance of Yangjiang gastronomic ICH. This helps to establish a modern inheritance mechanism, expand the reach of dissemination, and optimize the traditional inheritance method of oral instruction and heart-to-heart transmission. The reproduction of form further promotes the reproduction of content, which in turn constructs new cultural and social meanings, thereby realizing the reproduction of meaning of Yangjiang gastronomic ICH and enriching its connotations.

On the other hand, archival memory

reproduction can expand the working mechanisms and methodological pathways for integrating Yangjiang gastronomic ICH into modern life, promote the transformation and utilization of Yangjiang gastronomic ICH, and advance the integrated development of culture and tourism in Yangjiang. Meanwhile, by activating the archival memory of Yangjiang gastronomic ICH, innovating modes of expression, and expanding inheritance scenarios, ICH elements can be infused into the daily lives of the public, thereby enhancing cultural identity and a sense of belonging. Engaging the public in protection and inheritance efforts and ensuring that the outcomes are shared by the public contribute to a virtuous cycle in which cultural identity nourishes daily life, and daily life, in turn, reinforces cultural heritage.

#### **3.2 Current State of Development**

Relying on abundant ICH resources and centered on the core objective of "preserving memory and enabling living inheritance", the archival memory reproduction of Yangjiang gastronomic ICH has initially taken shape as a multi-faceted undertaking and has achieved certain results. The carriers of archival memory reproduction of Yangjiang gastronomic ICH are rich and diverse, encompassing not only traditional written and audiovisual archives but also innovative presentations enabled by digital technologies. The forms of such reproduction are becoming increasingly diversified, integrating ICH activation into scenarios such as cultural tourism and dissemination. By transforming gastronomic ICH archives into presentable contexts that make archival memory both visible and tangible, the channels for memory reproduction have been expanded. For example, ICH techniques such as Zhuchanglu (rice noodle rolls) and braised swamp eel rice have generated archival memory materials through the documentation of production procedures, inheritor interviews, and folkloric scenes. Gastronomic items such as Yiyecheng (overnight-cured fish) and Huangzong goose have been digitally presented through the "Guangdong Food Map." Xinzhou yellow wine has transformed the memory of its production techniques by integrating the craft with branding, thereby achieving the conversion of memory value.

However, the archival memory reproduction of Yangjiang gastronomic ICH is still in an exploratory stage of development, with

considerable room for improvement and expansion. The archival memory of lesser-known techniques remains incompletely preserved; digital reproduction efforts are insufficient; and the forms of memory transformation are overly singular, lacking deep integration with industry and cultural tourism. There is an urgent need to analyze the current state of archival memory reproduction of Yangjiang gastronomic ICH and to formulate appropriate development strategies.

#### 4. SWOT Model Analysis for Archival Memory Reproduction of Yangjiang Gastronomic ICH

The SWOT model is an analytical framework for assessing internal and external competitive environments and conditions closely related to the research subject. It arranges strengths, weaknesses, opportunities, and threats in a matrix format, enabling comprehensive analysis to draw conclusions and support decision-making [5]. The SWOT model has seen numerous applications in the field of ICH, providing strategic planning for its development. Wang Danyang, Huang Jiaqin, and Wang Nan have respectively employed the SWOT model to analyze the historical foundations and ecological resource statuses of Ninghong tea, *Dendrocalamus latiflorus* shoots, and Qinghai embroidery, proposing development strategies to promote the growth of characteristic industries [6-8]. Wu Xuanren used the SWOT-PEST analysis method to explore the development pathways for Shanxi ICH handmade paper [9]. Guo Yanling et al. applied the SWOT model to investigate optimization strategies for the integration of ICH archival resources in the Beijing-Tianjin-Hebei region [10].

This study analyzes the internal and external practical factors affecting the archival memory reproduction of Yangjiang gastronomic ICH and constructs a corresponding SWOT model. The aim is to broaden the research perspective, address both internal and external weaknesses and threats, integrate advantageous resources and opportunities, and clarify key steps and relationships, thereby providing a reference for formulating strategies for the archival memory reproduction related to the protection and inheritance of Yangjiang gastronomic ICH.

The SWOT model analysis matrix for the archival memory reproduction of Yangjiang gastronomic ICH is shown in Figure 1.

Strengths (S)	Weaknesses (W)
<ul style="list-style-type: none"> <li>● Rich ICH types and connotations</li> <li>● Broad participant base</li> <li>● Decentralized costs and resource sharing</li> </ul>	<ul style="list-style-type: none"> <li>● Uneven motivation among participant groups</li> <li>● Ambiguous target audience</li> <li>● Shortage of digital talent</li> </ul>
<ul style="list-style-type: none"> <li>● Growing public attention</li> <li>● Development of digital technologies</li> </ul>	<ul style="list-style-type: none"> <li>● Risk of intellectual property ownership disputes</li> <li>● Risk of external infringement</li> <li>● Ethical risks</li> </ul>
Opportunities (O)	Threats (T)

Figure 1. SWOT Model Analysis Matrix for the Archival Memory Reproduction of Yangjiang Gastronomic ICH

#### 4.1 Strengths

Yangjiang gastronomic ICH has a long history, diverse types, and rich connotations, encompassing various aspects of Yangjiang traditional spiritual outlook, moral beliefs, production and lifestyle practices, and value systems. By materially reproducing the production procedures, inheritance lineages, and cultural origins of Yangjiang gastronomic ICH through the establishment of archives, abundant and diverse original materials are provided for reproduction.

The archival memory reproduction of Yangjiang gastronomic ICH has a broad participant base, covering ICH inheritors, professional archivists, media workers, and the general public, all of whom can participate. Inheritors actively engage in the collection and sorting of ICH archival materials; professional archivists are responsible for the standardized organization of ICH archives; media workers help disseminate and promote the content reproduction of ICH archives; and the general public, as both the audience of the archival memory reproduction of Yangjiang gastronomic ICH, can also actively participate in archival collection, dissemination, and secondary creation of archival memory. The participation of multiple groups jointly promotes the infusion of ICH elements into the daily lives of the public, further expanding the personnel support base for the protection and inheritance of Yangjiang gastronomic ICH.

The archival memory reproduction of Yangjiang gastronomic ICH relies on various participant groups to decentralize costs and integrate gastronomic ICH resources. On the one hand, the mutual complementarity of different

participant groups avoids the pressure of a single entity bearing all costs, effectively decentralizing the overall investment. On the other hand, all participants actively contribute their own resources back to the archival memory reproduction of Yangjiang gastronomic ICH, effectively integrating various gastronomic ICH resources, supporting the archival memory reproduction of such heritage, and forming a favorable pattern of all-participant contribution and resource sharing.

#### 4.2 Weaknesses

The motivations of participant groups in the archival memory reproduction of Yangjiang gastronomic ICH are unclear and uneven. Motivations vary considerably across different groups, and a unified common goal centered on the living inheritance of Yangjiang gastronomic ICH has yet to be formed. Some participant groups have rather vague motivations for engaging in archival memory reproduction, lacking systematic planning. Their participation is often a passive response to policy requirements rather than an active recognition of the significance of such efforts for the protection and inheritance of gastronomic ICH.

The target audience for the archival memory reproduction of Yangjiang gastronomic ICH is ambiguous, with insufficient differentiation of the needs of different groups. The content, forms, and meanings of the archival memory reproduction of Yangjiang gastronomic ICH are disconnected from audience needs, making it difficult to align with the reception habits and preference profiles of the audience. This not only hinders the attraction of specific groups to form a stable audience but also fails to enhance audience attention and participation through need-tailored content and forms. User stickiness remains low, and the effectiveness of dissemination and inheritance is significantly constrained.

There is a shortage of professional digital talent for the archival memory reproduction of Yangjiang gastronomic ICH. The digital talent gap is significant, making it difficult to meet the operational demands of digital processing of archival memory, as well as the construction and operation of digital platforms. Many elderly inheritors are not proficient in digital technologies, making it challenging for them to perform online archival memory reproduction, while the general public's ability to use digital

tools varies considerably. Overall, it is difficult to adapt to the digital development requirements of the archival memory reproduction of Yangjiang gastronomic ICH.

#### 4.3 Opportunities

Public attention to the protection and inheritance of Yangjiang gastronomic ICH is continuously increasing. National and local governments have continuously strengthened the coordination of ICH protection efforts. Local cultural and tourism departments and ICH protection centers have received more policy guidance and professional training, with their coordination capabilities gradually improving. An increasing number of professionals are actively participating, filling the talent gap and expanding the participant base, thereby forming a favorable pattern of multi-stakeholder participation. At the same time, feedback on the needs of different groups provides clear direction for the archival memory reproduction of such heritage, further expanding and clarifying the target audience.

The development of digital technologies has brought diverse opportunities for formal reproduction. Traditional forms of reproduction are being continuously improved, relying on venues such as cultural centers, museums, and ICH exhibition halls to carry out physical displays, technique demonstrations, and other activities. Meanwhile, the proliferation of digital technologies has broadened the forms of demonstration, adding online database construction, virtual museum exhibitions, live streaming, short video promotion, and other formats, breaking the limitations of time and space. Furthermore, in light of the trends of cultural tourism integration and the "Internet Plus" strategy, integrated forms such as "ICH + cultural tourism" and "ICH + e-commerce" have emerged, combining the archival memory reproduction of Yangjiang gastronomic ICH with practical applications. These developments not only enhance the effectiveness of ICH inheritance but also achieve mutual empowerment of cultural and commercial value, enriching the diversity and practicality of reproduction forms.

#### 4.4 Threats

Risk of intellectual property ownership disputes. The archival memory reproduction of Yangjiang gastronomic ICH involves multiple groups,

including ICH inheritors, professional archivists, media workers, and the general public, all of whom participate in various aspects of the reproduction process. Due to the current lack of clear regulations and defining standards, it is difficult to clearly determine whether the intellectual property ownership of organized ICH archives, digital materials, and processed memory content belongs to individual inheritors, participating teams, or relevant institutions. This ambiguity in ownership can easily lead to various disputes, which not only affects work efficiency but may also prevent the proper dissemination and utilization of archival memory resources.

Risk of external infringement in content and formal reproduction. As the forms of archival memory reproduction become increasingly diverse, some parties may easily engage in infringing activities when processing content and innovating forms of Yangjiang gastronomic ICH archival resources. Furthermore, given the public cultural nature of Yangjiang gastronomic ICH archival memory, some groups blur the boundary between fair use and infringement, reproducing, processing, and disseminating relevant content without authorization. The investigation and evidence collection for such infringing activities are challenging, making them difficult to effectively curb, thereby harming the legitimate rights and interests of relevant rights holders.

Ethical risks in meaning reproduction. When engaging in the meaning reproduction of Yangjiang gastronomic ICH archival memory, some groups pursue excessive commercial benefits or online popularity while neglecting the original cultural connotations and ethical values of Yangjiang gastronomic ICH. For example, in the process of interpreting and disseminating the meaning of gastronomic ICH, some arbitrarily distort the folk connotations and cultural symbolism behind the techniques, or deliberately exaggerate and misrepresent relevant historical backgrounds, violating the original intent of ICH inheritance. Other groups, in an effort to attract attention, introduce vulgar or frivolous elements, undermining the cultural seriousness and profundity of Yangjiang gastronomic ICH. Such practices not only mislead the public's understanding of ICH culture but also damage the image of the regional culture, contradicting the ethical original intent of archival memory reproduction,

which is to preserve and transmit excellent traditional culture.

### 5. Strategy Analysis for the Archival Memory Reproduction of Yangjiang Gastronomic ICH

Based on the SWOT model analysis of the archival memory reproduction of Yangjiang gastronomic ICH, this study proposes four types of strategies: growth-oriented, diversification, turnaround, and defensive, as shown in Figure 2.

<p><b>Growth-Oriented Strategy (SO)</b></p> <ul style="list-style-type: none"> <li>● Multi-dimensional activation</li> <li>● Multi-stakeholder, collaborative, long-term participation system</li> <li>● Sustainable resource guarantee system</li> </ul>	<p><b>Turnaround Strategy (WO)</b></p> <ul style="list-style-type: none"> <li>● Clarify the core positioning of participant groups</li> <li>● Define target audience personas</li> <li>● Build a digital platform</li> </ul>
<ul style="list-style-type: none"> <li>● Clarify ownership and boundary delineation</li> <li>● Collaborative oversight</li> <li>● Standardize the criteria for meaning interpretation</li> <li>● Strengthen ethical publicity and guidance</li> </ul> <p><b>Diversification Strategy (ST)</b></p>	<ul style="list-style-type: none"> <li>● Define intellectual property ownership</li> <li>● Standardize the archival memory reproduction criteria for Yangjiang gastronomic ICH</li> <li>● Enhance the digital technology capabilities of participant groups</li> </ul> <p><b>Defensive Strategy (WT)</b></p>

Figure 2. Four Types of Strategies Based on SWOT Model Analysis

#### 5.1 Growth-Oriented Strategy (SO Strategy)

Promote the upgrading of the archival memory reproduction of Yangjiang gastronomic ICH from "simple preservation" to "multi-dimensional activation." Based on the archival memory resources of Yangjiang gastronomic ICH, integrate the cultural interconnections among different gastronomic ICH items, establish an archival memory system for Yangjiang gastronomic ICH, and explore the common regional cultural core underlying the techniques, thereby forming memory content that is both systematic and distinctive. Leverage digital technologies to create immersive and interactive digital memory products, transforming archival memory from "visible" to "experiential." At the same time, take advantage of opportunities such as "ICH + cultural tourism" and "ICH + e-commerce" to deeply bind the archival memory reproduction of Yangjiang gastronomic ICH with regional

industries, converting memory value into industrial competitiveness and contributing to rural revitalization and the cultural tourism industry.

Establish a multi-stakeholder, collaborative, long-term participation system. Building upon the existing multi-group participant base of inheritors, professional archivists, media workers, and the general public, and drawing on the coordinated support of national policies for ICH protection, further clarify the coordinating responsibilities of cultural and tourism departments and ICH protection centers, clarify the roles and responsibilities of various participants, and form a working pattern of "government coordination, professional leadership, and public participation." At the same time, seize the opportunities of growing public attention and the influx of professionals by recruiting university students, ICH enthusiasts, and others to fill the professional talent gap, and improve incentive mechanisms to guide sustained participation in reproduction and dissemination, thereby deepening the integration of Yangjiang gastronomic ICH into the daily lives of the public.

Improve the sustainable resource guarantee system. Building upon the existing favorable pattern of cost complementarity and resource contribution among various groups, actively seek special policy and financial support from national and local governments for ICH protection, and guide social capital to participate in the archival memory reproduction of Yangjiang gastronomic ICH. Integrate external resources such as policies, talent, and technologies with local ICH resources and the public's own resources, further optimize the cost input structure, achieve efficient resource allocation and sharing, ensure the sustainable advancement of the archival memory reproduction of Yangjiang gastronomic ICH, and promote the high-quality and sustainable development of Yangjiang gastronomic ICH.

### **5.2 Diversification Strategy (ST Strategy)**

Rely on the foundation of archiving Yangjiang gastronomic ICH to clarify ownership and boundary delineation and reduce the risk of infringement. Based on the existing archived materials of Yangjiang gastronomic ICH, including production procedures and inheritance lineages, sort out the reproduction of archival memory resources at each stage and clarify the

ownership basis of different types of resources, thereby providing a clear foundation for defining intellectual property ownership.

Leverage the collaborative oversight function of multi-group participation in reproduction. Mobilize the strength of broad groups such as the general public and cultural tourism enthusiasts to build a public-participation infringement monitoring network, compensating for the limitations of professional investigation and evidence collection, and enabling the timely detection and prevention of infringing activities such as unauthorized reproduction, processing, and dissemination of the archival memory reproduction of Yangjiang gastronomic ICH.

Standardize the criteria for meaning interpretation of Yangjiang gastronomic ICH and strengthen ethical publicity and guidance. Building upon the favorable pattern of all-participant contribution and resource sharing, integrate the original cultural connotations of ICH mastered by inheritors with the cultural research resources of professionals, formulate unified standards for ICH meaning interpretation, and clarify the cultural bottom line for archival memory reproduction, thereby avoiding the distortion of the meaning of Yangjiang gastronomic ICH in the pursuit of excessive commercial benefits. Allocate some resources to the publicity of ethical norms, guiding media workers and commercial participants to establish correct inheritance concepts, and ensuring that all participant groups, while contributing their own resources, jointly safeguard the cultural seriousness and regional cultural image of Yangjiang gastronomic ICH.

### **5.3 Turnaround Strategy (WO Strategy)**

Clarify the core positioning of participant groups and address the constraints of unclear and uneven motivation. Relying on the coordinated support of national and local governments for ICH protection, strengthen the coordinating and guiding role of cultural and tourism departments and ICH protection centers. Through policy briefings, case demonstrations, and other means, help each participant group understand the core significance of archival memory reproduction for the protection and inheritance of ICH, and establish a common goal centered on living inheritance. Guide participant groups to shift from "passive response" to "active participation," balance the motivations of different groups, and form a participation pattern

characterized by "multi-group coordination and shared goals."

Clearly define target audience personas. Taking advantage of the opportunity presented by the growing public attention to Yangjiang gastronomic ICH, systematically sort out the needs and preferences of different target groups. Leveraging the opportunities of digital technology and cultural tourism integration, optimize the content, forms, and meaning interpretation of archival memory reproduction in a targeted manner, align with the needs of different user groups, and produce differentiated outcomes that both attract specific groups to form a stable audience and enhance user stickiness through precise need alignment.

Build a digital platform for Yangjiang gastronomic ICH. Seizing the opportunity of active participation by external professionals, recruit digital technology professionals to fill the talent gap. Relying on the professional training resources provided by policies, carry out tiered and categorized training to narrow capability gaps. In light of the proliferation of digital technologies, guide professionals and inheritors to work together, deeply integrate digital technologies with the archival memory reproduction of Yangjiang gastronomic ICH, and standardize digital processing, platform construction, and operation, thereby providing support for the digital development of the archival memory reproduction of Yangjiang gastronomic ICH.

#### **5.4 Defensive Strategy (WT Strategy)**

Define intellectual property ownership and promote the living inheritance of Yangjiang gastronomic ICH. Clarify the responsibilities and rights of each participant group in each stage of archival memory reproduction, delineate the participation boundaries of different groups such as inheritors and professionals, and avoid exacerbating disputes over intellectual property ownership due to role ambiguity and unclear responsibilities. At the same time, strengthen publicity and guidance to help each participant group understand the relationship between their own actions and intellectual property, thereby fostering awareness of intellectual property protection.

Standardize the criteria for the archival memory reproduction of Yangjiang gastronomic ICH to prevent infringement and ethical risks. Standardize the content and forms of the archival

memory reproduction of Yangjiang gastronomic ICH, clarify the boundaries of fair use, reduce infringing activities, and safeguard the regional cultural image. Establish a content review mechanism that integrates the original cultural connotations of ICH, clarify the standards for content processing and meaning interpretation, avoid the introduction of vulgar or frivolous elements or the distortion of the original meaning of ICH in the blind pursuit of attention or to compensate for dissemination shortcomings, and prevent ethical violations.

Enhance the digital technology capabilities of participant groups in the archival memory reproduction of Yangjiang gastronomic ICH. Avoid issues such as material tampering and infringing use caused by non-standard operations or insufficient professionalism. Prioritize addressing the talent gap by conducting targeted training to enhance the digital operation and intellectual property protection capabilities of relevant personnel. Standardize the processes of organizing, storing, and disseminating digital materials, establish a material use approval system, prevent infringement risks arising from talent shortages and non-standard operations, and ensure the standardized and secure utilization of archival memory resources.

#### **6. Conclusion**

The key to the protection and inheritance of Yangjiang gastronomic ICH lies in fully tapping the resources of Yangjiang gastronomic ICH itself and enhancing its cultural appeal and influence. The archival memory reproduction of Yangjiang gastronomic ICH is not only of great significance for exploring its intrinsic value and preserving its cultural attributes but also provides sustained impetus for maintaining the historical lineage of Yangjiang regional culture, strengthening cultural confidence, and fostering a sense of cultural community. This study employed the SWOT model to identify the strengths, weaknesses, opportunities, and threats of the archival memory reproduction of Yangjiang gastronomic ICH, laid out the development direction of such reproduction from a holistic strategic perspective, and proposed four types of strategies: growth-oriented, diversification, turnaround, and defensive. These strategies contribute to promoting the practical transformation and adaptive survival of the protection and inheritance of Yangjiang gastronomic ICH in modern society.

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