



Proceeding Modification Managing into Culture Capital Souvenir Designing for Tourists Virtual Attraction

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Abstract

Background and Aims: The cultural connotation and production process of Fenghuang Miao silver jewelry lack management and innovation. The cultural and artistic connotation and production process of Fenghuang Miao silver jewelry are explored, and its cultural capital is clarified, managed, and optimized through the design of virtual attractions. Thus, this paper aims (1) to investigate and inscribe cultural capital as silver making process. And to design on proceed with modification in cultural capital for Silver's souvenir and virtual attraction for tourists.

Methodology: The methodology includes a Survey study on Ethnography Research in craftsmanship cultural capital or intellectual inscription by adapting The Convention for the Safeguarding of the Intangible Cultural Heritage that refers to UNESCO, Guideline to the Burra Charter: Cultural Significances and Development from International Council of Museum New Museology as well.

Results: (1) Interviews are conducted with craftsmen experts on their exquisite craftsmanship production process. And the step details are recorded through VDO. The knowledge managements include; (a) silver jewelry types and aesthetic characteristics, (b) production materials, (c) production equipment, and (d) the 10 steps of the production process. 2) The design of virtual attractions includes; (a) the sustainable theme of virtual attractions, mainly based on the keywords of UNESCO's values, knowledge, skills, physical objects, handicrafts, and cultural places, (b) Devices and interactive methods for displaying images, (c) Silver jewelry works by expert craftsmen, (d) Visitor guidance floor plan design, (e) Virtual attraction LOGO, and (f) Virtual attraction website page.

Conclusion: These results will increase the popularity of Fenghuang Miao silver souvenirs, optimize the management of cultural capital, attract more tourists, and bring higher economic benefits.

Keywords: Proceeding Modification; Managing; Cultural Capital Souvenir Designing

Introduction

Fenghuang Ancient Town in western Hunan, China (Figure 1) has a rich Miao cultural heritage, among which Miao silver souvenirs are its unique representative cultural symbols. It is the first batch of items included in my country's intangible cultural heritage protection list. (ihchina, 2006)

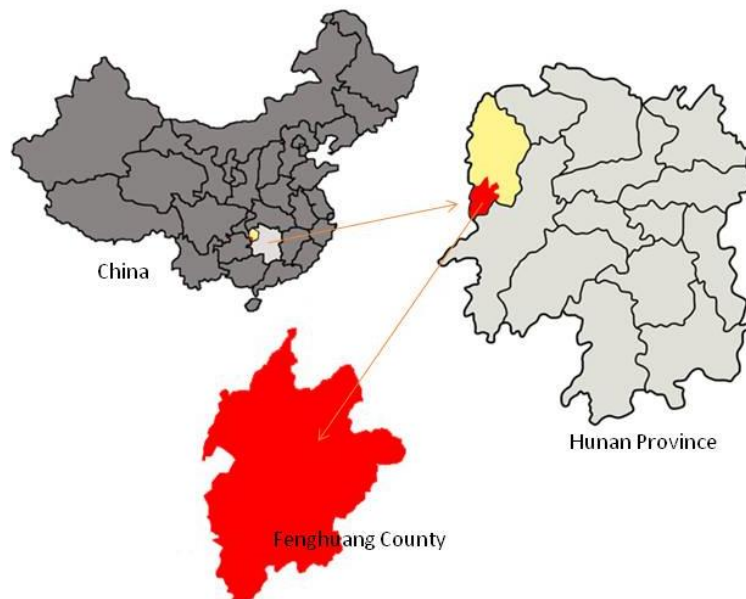


Figure 1: Geographical map of Fenghuang County in China

Cited: Researcher designed after Manus Kaewbucha

Fenghuang Miao silver jewelry has three major characteristics: taking largeness, many, and heaviness as beauty. In the eyes of the Miao people who retain their original charm, this not only contains the meaning of wealth and honor, but is also believed to be able to ward off evil spirits, avoid disasters, and bring good luck and peace. Miao silver jewelry is the traditional precious wealth of the Miao people. It is passed down from generation to generation and plays an important role in the daily life and important occasions of the Miao people. Miao silver jewelry is famous for exquisite craftsmanship and unique design style (Baidu Baike, 2024). Few young people are currently willing to learn the production of Miao silver souvenirs. Coupled with the destruction of tourism commercialization, the cultural capital of Miao silver jewelry and silver souvenirs faces a shortage of inheritors (Chen, 2022). The digital display platform is sought after by more and more tourists and provides a good intra-ethnic and inter-ethnic communication platform for people inside and outside the tribe

who love ethnic minority cultural tourism souvenirs (Liang, 2017).

The innovative design of Miao silver jewelry in the artistic management and cultural capital development of Fenghuang Ancient Town in western Hunan is not only conducive to economic prosperity but also conducive to the inheritance and protection of Miao culture (Deng, 2019). Protecting this cultural heritage has important historical, cultural, and economic significance for carrying forward the excellent traditional culture of ethnic minorities, promoting multicultural exchanges, and improving local economic development.

Objectives

Researchers will be proceeding with modification of the management of the cultural capital of Fenghuang Miao's silver souvenir to achieve the following objectives:

1. To investigate and inscribe cultural capital as silver silver-making process.
2. To design on proceeding modification in cultural capital for silver's souvenir and virtual attraction for tourists.

Literature Review

This part conducted a literature review and related research in four areas: Proceeding Modification; Knowledge Management; Cultural Capital; Virtual technology and virtual attraction design.

1) Proceeding modification: It is a continuous and real-time optimization and transformation system (Kaewbucha, 2022). The continuous development of culture is the cornerstone of the development of the cultural industry, which provides favorable conditions for the healthy development of my country's cultural industry (Du, 2020).

2) Knowledge Management (KM): The report "UNESCO and Knowledge Sharing" (UNESCO, 2008) provides a detailed definition of knowledge and knowledge management. Michael Polanyi proposed in 1958 that knowledge can be divided into explicit knowledge and tacit knowledge. In handicrafts, materials, and production processes are classified as explicit knowledge, while experience and innovation are tacit knowledge. How to integrate and apply the two types of knowledge is the process of knowledge management.

3) Cultural capital: Pierre Bourdieu and Jean-Claude Passeron coined and defined the term cultural capital in the essay "Cultural Reproduction and Social Reproduction". There are three types of cultural capital: (i) embodied capital, (ii) objectified capital, and (iii)



institutionalized capital (Dumais, 2002).

4) virtual attraction design: Virtual attraction design refers to the use of modern information technology to digitize traditional attractions and enrich the content of traditional attractions by adding interactivity, authenticity, personalization, and other features, which can further enhance tourists' experience of the attractions (Yu, 2023).

Methodology:

The research method is a mixed method, including relevant literature research, expert interviews, qualitative research, and quantitative research. The research population is (1) 2 managers of Fenghuang Ancient City Scenic Area. (2) Two cultural capital researchers. (3) One inheritor of Miao silver jewelry. (4) 357 tourists (Krejcie & Morgan, 1970) The sample number was determined based on the daily number of visitors of approximately 5,000 (Guangdong Tourism Information Network, 2023). The tools used for data collection are interviews and simple questionnaires, and the tool used for data analysis is SPSS.

The research procedure includes two steps; (1) Investigation and summary of the cultural connotation and craftsmanship of Miao silver jewelry in Fenghuang Ancient Town; (2) to optimize cultural capital, using Miao silver jewelry as elements, the silver jewelry souvenirs are innovatively designed, and the virtual attractions are designed for tourists. Details are as follows:

Table 1: Research method steps

Step	Content of the research
1. locating the field of research	The research area is determined to be Fenghuang Ancient Town, and the research content includes cultural tourist attractions, cultural capital, Miao silver jewelry design and craftsmanship, innovative design of silver jewelry souvenirs, and transformation of cultural virtual attractions.
2. addressing ethical issues	Obtain informed consent from the subject of the sample, clearly state the citation, ensure that the information and data are true and valid, conduct the analysis objectively and impartially, and complete the research independently under the guidance of the supervisor except for the citation.





Step	Content of the research
3. deciding the sampling	The objects to be investigated were determined based on the research content, including 2 Fenghuang Ancient City scenic spot managers, 2 Cultural Capital researchers, 1 Miao silver jewelry inheritor, and 357 tourists.
4. Determine the research method	Interview method, questionnaire survey method, quantitative research method, qualitative research method.
5. Research Practice	Research data are collected through interviews and questionnaires, and SPSS is used to analyze the data and determine the design direction.
6. developing and maintaining relations in the field	Establish cooperative relationships with residents, craftsmen, and cultural organizations to understand their opinions and needs, and jointly develop optimization plans for silver jewelry products and cultural tourism virtual attractions.
7. Build a management platform	Use various channels, such as social media, travel platforms, official websites, etc., to promote the cultural capital of Fenghuang Ancient City with Miao silver jewelry as the core, attracting tourists and cultural enthusiasts.

Results

1. Investigation and inscription on cultural capital as a silver-making process.

1.1 Types and characteristics of Fenghuang Miao silver souvenir

By interviewing 5 experts and analyzing 330 questionnaires, we can classify silver jewelry according to the parts worn on the human body. It can be divided into three parts: relatively fixed parts (head, shoulders, waist), relatively movable parts (neck, wrists, feet), and decorative parts (ears, fingers, hats, clothing). The specific types are as follows in Table 2:

Table2: Introduction to the types of silver souvenirs in the Fenghuang area

	Body part	Product Type	Sample picture	Introduction to silver jewelry
Relatively fixed parts	Head	Solitaire hat, silver flower peace hat, hair silver flower, hair silver spring flower, silver Fenghuang crown, children's hat, hairpin	 Silver Fenghuang Crown	This silver Fenghuang crown is decorated with a silver bird in the middle of the hat, surrounded by butterflies, mantises, dragonflies, and so on. The silver Fenghuang crown is usually worn by Miao girls on their wedding day.
	Shoulders	Shawl	 Shawl	The inner edge is made up of more than thirty plum-shaped silver pieces connected. There are silver hooks and silver rings on the silver pieces at both ends for easy fastening when wearing. The outer edge is a rhombus-shaped silver net, surrounded by thin silver sheets with diamond flowers, and the lower edge is decorated with dozens of silver pendants tied to silver chains. The works have the artistry, applicability, and ornamental value of ethnic costumes, fully demonstrating the charm of Fenghuang Miao culture.
	Waist	Waist belt	 Waist belt	The silver belt is also called the silver Bodhisattva belt, that is, dozens or hundreds of silver Bodhisattvas are sewn on the cloth belt in two or three rows. The Bodhisattvas have unique shapes and different postures, showing the superb imagination and extraordinary creativity of the Miao silversmiths.
Relatively movable parts	Neck	Necklaces, rims, flat rings, disc rings, children's collars	 Flat rings	This necklace is 19cm long, 23.5cm wide, and weighs 459g, which is decorated with rich patterns such as flowers and dragons, symbolizing auspiciousness, brightness, and beauty.

	Body part	Product Type	Sample picture	Introduction to silver jewelry
	Wrists	Bracelets, Hand rings	 Hand rings	There are many types of hand rings, some weighing more than 300 grams, and they can be divided into more than 20 types according to their shapes. Some can be opened and closed, and some are connected as a whole. Usually, only one is worn, but during festivals and gatherings, three or four are worn in each hand. The number worn on both hands must be the same.
	Feet	Anklet	 Anklet's	The size of the anklets ranges from 20mm to 50mm. They are mostly based on animals and plants, implying auspiciousness. They are used to decorate and dress up. The vibration of the bells can increase the listening enjoyment.
Decorative parts	Ears	Earrings, eardrop, ear studs	 Butterfly earrings	Earrings are one of the common accessories for Miao women, such as butterfly rings. The main shapes include lobster rings, faucet rings, water bug rings, lotus rings, butterfly rings, etc.
	Fingers	Ring	 Rings: Four Links Plum Blossom Set	There are many types of rings. Among them, the ring called "Four Links Plum Blossom Set" has a unique style. It consists of four links, each of which is decorated with several plum blossoms and can be folded flat at 90 degrees.

Body part	Product Type	Sample picture	Introduction to silver jewelry
Hats	Bells, auspicious animal and plant patterns, words	 Hat Jewelry	Hat jewelry generally uses engraving and filigree craftsmanship. The auspicious animals and plants include dragonflies, bees, butterflies, and flowers, which tremble slightly when worn and come to life.
Clothing	Teeth stick, syringe, apron chain, buckle, silver button, silver flower, silver butterfly, silver medal, rear tail	 Chest: silver medal	Most of them are hung on the chest, and their shapes include rectangles, treasures, deer, lions, flying butterflies, figures, etc. The rear tail has a square or bamboo hat shape, etc., and there are flowers and plants drilled on the silver medal. They are silver jewelry that Miao women only wear at major festivals.

Cited: Designed by Peng Mufeng after Manus Kaewbuchha

1.2 Craftsmanship features of Fenghuang Miao silver souvenir

Fenghuang Miao silver jewelry has a wide variety of types and is beautiful. Among the ethnic silver jewelry, it stands out for its exquisiteness. Silver raw materials are generally selected with a content of 999 silver and 925 silver. The forging technology is extremely complex, the forging period is long, and it is delicate and complicated. As long as one process is wrong or fails to meet the standards, the entire work will be ruined, causing great losses. This makes Fenghuang Miao silver jewelry extremely valuable. Miao silver jewelry forging skills have been spread among the people for a long time. It is based on individual private workshops and rarely forms group-style handicraft workshops. Silversmiths are also passed down from generation to generation mainly in the family ancestral way. This special craft technology is spread among the people in a closed form, so his forging skills can be handed down completely and systematically.

The Miao silver jewelry forging skills can be roughly divided into three stages: 1. embryonic production of finished silver jewelry; 2. processing and crafting of semi-finished silver jewelry; 3. welding and decoration of silver jewelry.

1) Embryonic production of finished silver jewelry

The embryonic production of finished silver jewelry is the first process of finished silver jewelry, and it is also the most important and laborious process of forging silver jewelry. It includes the following aspects: 1. Raw material selection; 2. Silver dissolution and smelting; 3. Silver jewelry embryo production; 4. Silver jewelry embryo processing. But with the development of mechanization, this important and laborious process can be replaced by machines. The machine can match the proportion of silver and other ingredients in the raw materials, and dissolve and smelt them on a large scale, thereby producing large quantities of various semi-finished products such as silver flakes, silver bars, silver lumps, and silver bricks. Silversmiths can directly purchase semi-finished silver jewelry for processing and crafting.

2) Processing and crafting of semi-finished silver jewelry

The processing and crafting of semi-finished silver jewelry is a process for silver jewelry to enter the production stage, and it is also a key process for silver jewelry to present diverse and beautiful colors. It includes forging, hammering, dis-shaping, punching, engraving, gilding, hollowing, wire drawing, granulations, inlaying, cutting, and other processes.

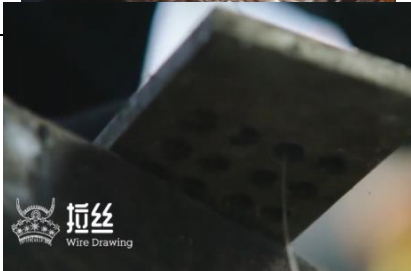
3) Welding and decoration of silver jewelry

After the silver jewelry is made, each one appears as a fragmented individual. To integrate these individual pieces into a whole silver jewelry product, you must go through the steps of cutting, integration, and decoration. This process includes the following techniques: cutting, Welding, riveting, inlay, and modification. When implementing and completing these processes, silversmiths must conceive and design the pattern of the silver jewelry. Taking the phoenix crown among the Miao silver ornaments as an example, there are hundreds of small silver ornaments that make up the crown. There are strict regulations on where and how to install butterflies, dragons, phoenixes, fish, flowers, and other parts. If there is a slight mistake, the entire silver cap may become a defective or scrap product. Therefore, this integrated process is also critical to testing the skills of the silversmith.

The types and patterns of silver jewelry vary from region to region, and the forging techniques used are also different. Even each silversmith uses different techniques to forge the same type of silver jewelry. The types of Miao silver jewelry used in Shanjia Town, Fenghuang County, western Hunan studied by the researcher have been described above. Through participant observation and in-depth interviews with the two masters, Yang Hongjiang, the intangible cultural heritage inheritor, in July 2023, and Liu Molin, the intangible

cultural heritage inheritor, in October 2023, the researcher recorded and summarized the following Table 3: Detailed steps of the forging technique of Miao silver jewelry in Fenghuang County, western Hunan.

Table3: Silver souvenir processing process

	Step	Picture	process
Embryonic production of finished silver jewelry	1. Creative design		Draw patterns for silver souvenirs, considering lines, shapes, geometric patterns, and more.
	2. Silver smelting		Choose a silver raw material with a silver content of 999 or 925, put it in a container, and heat it at a high temperature to become silver water.
	3. Hammering		Cut the silver material into the desired shape and size, and use a hammer and metal tools to adjust the silver piece to the desired thickness and curve.
Processing and crafting of semi-finished silver jewelry	4. Dis-shaping		Using hammers and tools to create a concave-convex effect for the silver sheet, adding texture.
	5. Engraving		Engraving patterns, textures, and details on the surface of the silver sheet.
	6. Wire Drawing		Use a hammer to make a sharp point from the beaten thin silver bar, and then pull it out with a brushed eye plate. The brushed eye plate is generally divided into 52 eye holes of different diameters, and different sizes can be selected according to needs.

	Step	Picture	process
Welding and decoration of silver jewelry	7. Welding		Parts to be soldered Use a soldering tool to solder the silver sheet parts together.
	8. Assembly		Combine small finished silver souvenir accessories into one large silver souvenir.
	9. Polishing and Washing		Use abrasives for grinding and polishing to smooth the surface of silver souvenirs.
	10. packaging and display		Package silver souvenirs and display silver souvenirs in shops or exhibitions for people to admire and buy.

Cited: Designed by Peng Mufeng after Manus Kaewbucha

2. Designing on proceeding modification in cultural capital for silver's souvenir and virtual attraction for tourists.

2.1 Digital innovative design of Fenghuang Miao silver jewelry

The digital graphics of Fenghuang Miao silver jewelry are regarded as a kind of "symbolic representation". To establish the theme model library of silver jewelry graphics, we can use information-based digital innovation and creative technology to fully apply creative tools through image editing, computer-aided design, AI intelligent programming, etc., to combine the content of Miao silver jewelry themes with flexible and changeable artistic



styles, achieving the diversity and richness of the themes. The silver jewelry process can use computer-aided programming to arrange and design graphic data and image data, which not only speeds up the production time of silver jewelry but also reduces labor costs.

The specific steps are: 1) A large amount of information and data are analyzed, and cultural elements and symbols are summarized and refined to build a characteristic material system of Fenghuang Miao silver jewelry. 2) Silver jewelry products and product series systems are planned and designed. Based on preliminary materials, silver jewelry products, and product series systems are planned and designed through digital technical features to form a unique silver jewelry product style. 3) The corresponding digital technology is chosen for silver jewelry products. Different types of silver jewelry products may require different digital technologies to implement. Choosing the best technical path to complete the finished product output can save financial and material resources and improve production efficiency. The researchers focused on the design and development of earrings and demonstrated the feasibility of implementation. Taking the digital innovative design and development of Miao earrings in western Hunan as a design case, and focusing on the "future ethnic minorities", the development can be divided into the following three steps.

1) The construction of the Miao earrings cultural element system. In the discussion of the construction of the Miao earrings cultural element system, the modeling characteristics, artistic connotation, and necessity of digital innovation of earrings are analyzed by classifying and sorting the earrings data. The keynote of the digital design of earrings is established by extracting elements from the traditional culture of earrings and combining them with the styling characteristics of contemporary earrings.

2) Positioning of the earring system. Based on traditional earring culture, modern fashion concepts are introduced to establish the concept of a "future ethnic minority" design theme. Combining the design elements of cyberpunk style, based on strengthening the unique national characteristics of ethnic minorities, it integrates imagination from the future and has a scientific and technological color. In terms of specific styling design, first of all, the existing image database of Miao earrings is sorted and classified to extract the basic elements of the patterns and patterns of Miao earrings. Then these elements are deconstructed. The design techniques such as simplification, rearrangement, and abstraction are used to translate it into modern design language. Finally, the earrings with a completely new meaning are designed.



3) Digital processing of earrings. Based on traditional craftsmanship, modern processing techniques are adopted. First of all, in the selection of product digital technology, based on traditional skills, new technologies such as 3D printing and laser engraving can be introduced. In terms of materials and technology, metal, glass, laser, and other materials are added, and high-saturation fluorescent colors and neon colors are used to embellish the accessories, which is very futuristic and adds unique visual appeal.

Description of the design case: Taking the Miao totem "butterfly" mother as the creative origin, the design form is mainly cyberpunk face shape, the composition method is a flat body, and the overall shape is a hanging type. The pattern extracts the imagery of butterfly wings. The traditional "butterfly pattern" elements are integrated into the internal elements, and the external silhouette is tough and sharp. The main body of the material is made of silver, and the rotatable ruby bead in the center acts as the belly of the butterfly, adding a trendy color. The tail adopts a pendant in the form of a top, which symbolizes the intention of "continuation" and "endlessness", adding to the agility of the earrings. The overall style maintains the "Future Miao" tone, abstracting and redesigning the traditional "flower and butterfly pattern" elements, continuing the beautiful meaning of "auspiciousness" and "shelter". The form of expression is given a more agile, psychedelic, simple, and personalized modern color (Figure 2).



Figure 2: "Butterfly Mother" silver fashion earrings

Cited: Researcher designed after Manus Kaewbucha

2.2 Virtual Attraction Management

Virtual attraction management is similar to digital museum management. Virtual attractions are continuously optimized digital museums from which tourists can get a more realistic experience (Gao, 2019). Combined with the International Council of Museums' 2022



definition of museums, we can think of virtual attractions as management systems that use digital devices as carriers to preserve and display tangible and intangible cultural heritage and provide education, enjoyment, reflection, and knowledge sharing.

The word "sustainability" is valued in various fields around the world. As a representative of the global museum community, the vision of the International Council of Museums (ICOM, 2023) is to build a world in which cultural heritage is sustainable. Therefore, we adopt "sustainability" as the design theme for the Fenghuang Miao Silver Jewelry Virtual Attraction. The design theme is just one direction for us to disseminate information, and the specific form of expression can be a physical exhibition hall or a digital exhibition hall. According to Article 2 of "the Convention for the Protection of Intangible Cultural Heritage", it can be considered that the sustainability of the Fenghuang Miao Silver Jewelry virtual attraction should be reflected in knowledge, skills, physical objects, handicrafts, and cultural venues. Communication model between theory and practice: The researcher started with the new definition of museum, referred to Manus Kaewbucha's model of combining museum theory and practice, and designed the following model according to the researcher's research theme, as shown in Figure 3.

As a virtual attraction with a sustainable theme, visitor experience is very important and service design should be human-centered, with managers and other stakeholders appropriately considered. Virtual attractions should transfer knowledge in the most comprehensive, up-to-date, and scientific way, and receive feedback and attitudes from tourists in specific services to optimize the design for the actual site, so that the virtual attractions can be continuously transformed, thus achieving the goal of sustainable development. The specific design should include a space floor plan, theme LOGO, product interactive display, and website pages.



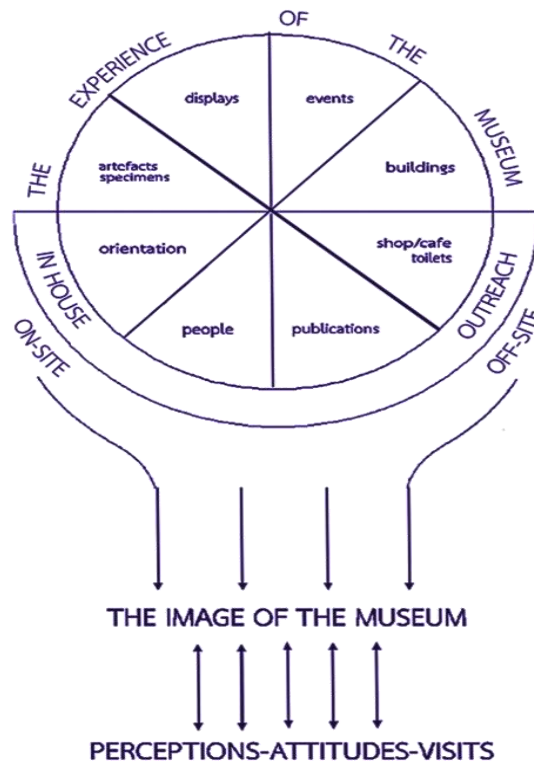


Figure 3: Communication between museum theory and practice

Cited: Designed by the researcher after Manus Kaewbucha's diagram

As shown in Figure 4 below, this is a renovated and designed floor plan of the virtual attraction. Visitors enter from the entrance on the left and exit from the right. Taking the 1,000-square-meter exhibition hall of the Shandong Provincial Museum as an example, this space layout can accommodate about 160 pieces of silver jewelry products and 40 types of materials and tools related to silver jewelry, which can help tourists understand 80% of silver jewelry knowledge and see 60% of silver jewelry products with classic and modern designs.

The entire visit experience, including service time, is about 15 minutes. According to the designed visiting sequence, visitors will first see the significance of the establishment of the virtual attraction, then learn about the development of silver jewelry culture, and then visually see classic silver jewelry cultural relics and further understand them through the digital screen. Walking to the middle area, visitors can learn about the materials used to make silver jewelry and the tools and techniques used to process them. The upper middle of the virtual attraction is designed with toilets and fire escapes. It is also the dividing line

between traditional silver jewelry and modern silver jewelry and design. You can get familiar with some contemporary silver jewelry production experts and their works. Walking to the right side of the virtual attraction, visitors can sit down and watch videos related to modern silver jewelry, or experience VR dress-up. The exit is designed with a blackboard for tourists' feedback and a communication area for tourists and service staff. This can collect tourists' experiences and feelings on the spot and effectively help optimize the next virtual attraction.

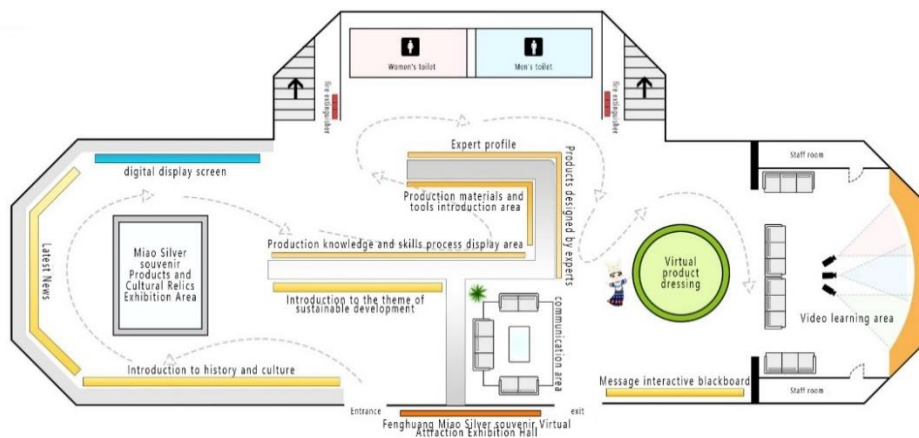


Figure 4: Virtual attraction floor plan

Cited: Designed by the researcher after Manus Kaewbucha's diagram

LOGO needs to identify the inner meaning of the form. This is a new shape that is recombined from the mascot Phoenix and the Miao totem "butterfly" by abstracting their shapes. The application of multiple colors represents the colorful Miao costumes. The flower patterns on the butterfly mean happiness and auspiciousness. The phoenix and the butterfly share the shape of an ox horn, which is both the silver hat of the phoenix and the tentacles of the butterfly. The overall shape and color can play two functions in one LOGO, and it can also express the sustainable design management concept of one thing with multiple uses.



Figure 5: Virtual attraction LOGO

Cited: Designed by the researcher after Manus Kaewbucha's diagram

The web page is mainly used in the VR dress-up equipment interface and the official website of the Fenghuang Miao Silver Jewelry Virtual Attraction. It is also necessary to follow sustainable design principles, as shown in Figure 6 below. This is the homepage of the web page. It is like the entrance to the exhibition hall and can receive a lot of historical knowledge about silver jewelry.

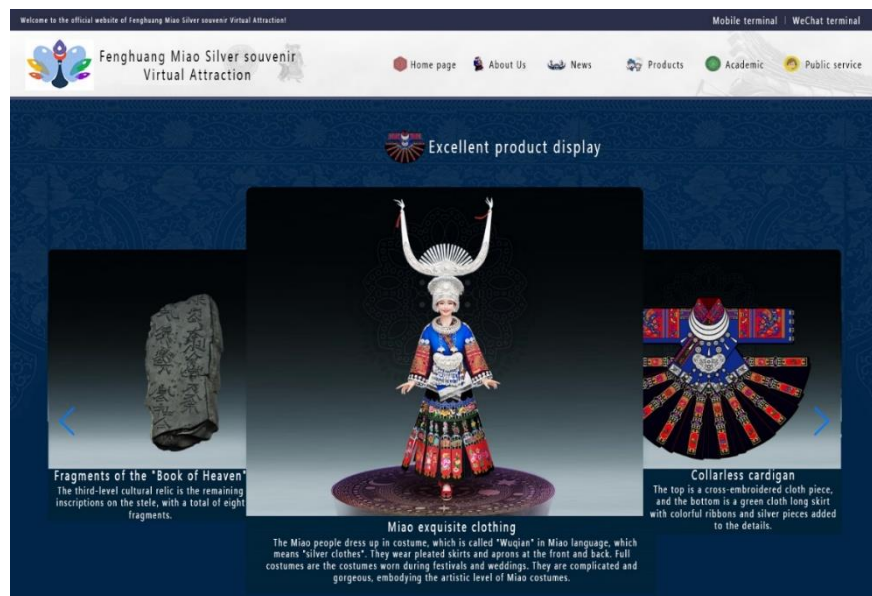


Figure 6: Virtual Attractions Website Home Page

Cited: Designed by the researcher after Manus Kaewbucha's diagram

The application of AR dress-up technology in virtual attractions can add interest to tourists, allowing more people to actively participate in the dress-up experience and experience the silver jewelry set more intuitively, thus achieving the purpose of comprehensive education and helping collect more feedback from tourists.



Figure 7: Virtual attraction AR dressing area

Cited: Designed by the researcher after Manus Kaewbucha's diagram

Conclusion

Based on the knowledge management method proposed by UNESCO and using modern digital technology, the Miao silver jewelry products can be summarized, the direction of innovative design is proposed, and the model of learning and cultural exchange is changed. It can not only revitalize traditional national art but also improve the degree of industrialization, thus attracting public attention. We must not only rely on advanced management methods to better assist the development of the cultural industry but also use digital technology to publicize and promote intangible cultural heritage so that it can continuously improve product quality in the profound heritage of national characteristic culture. Through the presentation of the above research results, it is not difficult to find that the research objectives have been solved and a virtual attraction management system for the sustainable development of Fenghuang Miao silver jewelry has been effectively formed.

Discussion

This study redefines the sustainable management methods of virtual attractions based on the perspective of intangible cultural heritage management proposed by UNESCO in 2008 and combined with digital technology. Although the research objectives have been achieved, it is mainly based on ethnography and other related documents. It requires more interviews with experts a multi-faceted understanding of participating industry trends, and a multi-faceted exploration of the current problems of Fenghuang Miao silver jewelry. Fenghuang is located in a mountainous area and has practical problems such as difficulty in conducting research and visits, which need more support from local government and relevant enterprises to find suitable research methods and routes for the research objectives. The virtual attractions are initially completed, but they still need to be planned and constructed, and further tested by experts and tourists' experiences, to improve the virtual attractions step by step and form a benign and sustainable optimization system.

Suggestions



Next research should focus on the following two points:

1. The government should introduce more policies to encourage the new generation to engage in work related to Miao silver souvenirs and improve the reward mechanism for inheritors.
2. The Fenghuang County Government needs to plan and establish virtual attractions.

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