

The Promotion of Cultural Heritage and Innovative Development of "Humanistic Bay Area": the Case of Ocbc Yinxin

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Abstract: The connotation construction of "Guangdong-Hong Kong-Macao Bay Area" has entered a new stage of development. In the new era of cultural transformation, different regional cultural resources endowment, the construction of "cultural bay area" from theory to practice need new dimensions and new methods of leadership. National policy presentation to "promote cultural self-confidence and self-improvement, create cultural brilliance in the new era", and the most direct and effective way to seek cultural identity is to protect traditional culture, especially intangible cultural heritage. This paper takes the policy as the guide, takes Jiangmen Overseas Chinese Yinxin as the research sample, uses the research literature data to conduct a comparative analysis, uses the case study to compare with the academic development of scholars' research, discusses the problems of the construction of the "Bay Area" characteristic culture, and finally provides a good basis for the development of the "Bay Area" characteristic culture. Finally, we propose a preliminary concept for further construction strategies of cultural innovation in the "Bay Area".

1. Introduction

In recent years, China has focused on building the "Guangdong-Hong Kong-Macao Greater Bay Area", an economic development zone with Guangzhou, Shenzhen, Macau and Hong Kong in Guangdong Province as the leaders and the cultural geography as the core. With the promulgation of the Outline of the Guangdong-Hong Kong-Macao Greater Bay Area Development Plan, the cultural development of the Greater Bay Area has ushered in a new pattern. The cultural sector distinctly proposes to adhere to the Chinese cultural stance, proposes to refine and display the spiritual identity and cultural essence of Chinese civilization, and accelerates the construction of Chinese discourse and Chinese narrative system. At present, the construction and development of the characteristic culture of Guangdong, Hong Kong and Macao Greater Bay Area has become an important issue at present, among which the most effective way to develop cultural construction and

establish cultural identity is to protect traditional culture, especially the intangible cultural heritage in traditional culture. [1]

With economic development, historical changes, and changes in social structure, the common cultural foundation of the Bay Area has been affected to a certain extent, and conflicts inevitably arise in the process of cultural intermingling. It is the goal and direction of future cultural construction in the Bay Area to excavate the excellent cultural heritage in the region, explore the common cultural core values of the region, and find the entry point to further reshape the regional cultural ecology. [2]

The silver letter culture, represented by the letters of overseas Chinese in Jiangmen, is an important part of the excellent Chinese traditional culture, and the silver letter is a collective name for the family letters and remittance vouchers transferred from overseas Chinese in Guangdong, Fujian and other southeastern coastal areas to their families in China through private channels. "Silver Letter". [3] Mr. Rao Zongyi, a master of Chinese studies, praised overseas Chinese archives as "the remaining fragrance of the sea state", comparable to Huizhou studies, and believed that the value of overseas Chinese documents is comparable to that of Huizhou deeds and contracts. [4] Yinxin culture is an important component of the culture of the Bay Area. Yinxin records the specific history of modern Chinese society and the connection between overseas Chinese and their Chinese relatives, and it represents the family sentiment and modern culture of overseas Chinese at home and abroad. In the context of the construction of the "Humanistic Bay Area", the promotion and development of Yinxin culture will help enhance the sense of identity of compatriots in Guangdong, Hong Kong and Macao with respect to Chinese culture, promote the construction of cultural soft power in the Bay Area, and facilitate cultural exchanges among overseas Chinese. It will continuously reshape the structure of regional culture, enhance internal cohesion and give it new vitality in the construction of a humanistic Bay Area.

Through theoretical and case studies on the protection of intangible cultural heritage and cultural identity in Yinxin, this paper digs deeper into the cohesive force contained in intangible cultural heritage, which can then be dispersed to the content of the construction of the "cultural bay area", which is not only a The "Cultural Bay Area" is not only a multi-layered, open and innovative concept with great generative power, but also a sustainable common development goal. [5]

2. Concept and Connotation of Humanistic Bay Area

The so-called Guangdong-Hong Kong-Macao Bay Area is a regional city divided along ports and rivers in Guangdong, Hong Kong and Macau. Geographically, the cities in the Bay Area depend on the favorable geographical location of the ports and occupy a favorable position to connect the hubs, so they can share the best economic conditions. The cities in the Bay Area are centers of evolving civilizational ties, embracing cultural styles of different regions and characteristics, and the various cultural and ecological tribes blend together to form the unique fusion culture of the Bay Area cities. The Outline of Guangdong-Hong Kong-Macao Greater Bay Area Planning puts forward the goal and task of "building a humanistic Bay Area" for Guangdong, Hong Kong and Macao, and puts forward the main points of initiatives in shaping the humanistic spirit of the Bay Area, jointly promoting cultural prosperity and development, strengthening youth exchanges among Guangdong, Hong Kong and Macao, and promoting cultural exchanges and mutual appreciation between China and foreign countries, providing overall planning and guidance for the cultural construction of the Greater Bay Area.

The "Humanistic Bay Area" is an innovative concept with strong generative power, in which the core content of "humanistic" is "people-oriented, people-centered". "Culture Bay Area" is not only an economic concept, but also a cultural concept. [6] The Bay Area has culture as its soul, and

culture is an important embodiment of the "soft power" of the Bay Area. The development of urban culture must be based on the knowledge of urban culture. With the development of Guangdong-Hong Kong-Macao cultural bay area as a grasp, to create a world-class city group cultural image benchmark, we must take the cultural development strategy of the Bay Area into priority consideration, to further stimulate the region's internal vitality. Consolidate the cultural identity of the Bay Area and enhance the cultural confidence of the city as a whole. The inheritance and development of local characteristics culture is an important part of accumulating the cultural confidence of the Bay Area, and is also the foundation for the construction of its humanistic pattern.

3. Current Situation of Cultural Development in the Greater Bay Area

At present, the cultural pattern of Guangdong, Hong Kong, Macao and the Greater Bay Area as a whole presents a prosperous scene of cultural, historical and multi-cultural intermingling. When the regional identity of Guangdong, Hong Kong, Macao and the Greater Bay Area emerges on top of the world Bay Area pattern, the cultural construction of the Bay Area becomes an important "soft power" to support the economic construction of the Bay Area. In the context of the development pattern of the Greater Bay Area, the implementation of the current cultural construction and the special cultural orientation tasks of each region need to be further clarified and improved. The current cultural development in the Bay Area, mainly in terms of industry, technology and policy, shows the following trends.

3.1. Cultural Industries are Gaining Momentum and the Cultural Market in the Bay Area is Booming

Guangdong, Hong Kong, Macao and the Greater Bay Area has a deep Lingnan culture and rich industrial resources, and the cultural industry is flourishing. The added value of seven categories, including news and information services, creative design services, cultural communication channels, cultural equipment production, and cultural consumption terminals, accounts for more than 10% of the national added value.[1] In recent years, Hong Kong's cultural and creative industries have developed relatively quickly and have become one of the most economically dynamic segments of Hong Kong. The percentage of the added value of cultural and creative industries relative to GDP increased from 3.8% in 2005 to 4.5% in 2016, and the added value of cultural and creative industries reached HK\$109.6 billion in 2016, or about RMB 90 billion. [7] Macau's cultural industry has cross-sectoral and wide-ranging characteristics. Currently, Macao is striving to build a world tourism and leisure center and promote the moderate and diversified sustainable development of Macao's economy, relying on its unique gaming industry and world cultural heritage resources.

With the opening of the Hong Kong-Zhuhai-Macao Bridge, the cultural resources of Hong Kong and Macau flow to mainland cities, and the cultural assets of the Bay Area flow to mainland cities. Guangdong, Hong Kong and Macau have obvious regional differences in political systems, economic development and social governance. The development of cultural industries is fragmented, rich in resources but scattered, making it difficult to form industrial clusters for development, and economic sharing is still not fully integrated. The reunification of Hong Kong and Macau provides an important political premise for the intersection of cultural industries in the three regions, and the current general trend of rapid economic growth, mutual circulation of economic trade and cultural industries is slowing down regional independence in the local culture of the Greater Bay Area, but eliminating the long-formed cultural differences and inertia between the two systems requires some time and space, and is the focus of subsequent mutual bridging.

Therefore, making use of the common Lingnan cultural characteristics of the three regions, tapping into the advanced local characteristics of culture, promoting the humanistic spirit and

advancing the construction of a humanistic Bay Area has become a major initiative to promote the cultural construction strategy of the Greater Bay Area.

3.2. Transformation and Upgrading of Industrial Structure and Flourishing of Digital Creative Market

In recent years, with the vigorous rise of a new round of technological revolution and the in-depth implementation of the innovation-driven development strategy, all industries are facing the development requirements of transformation and upgrading. In May 2022, The General Office of the State Council officially issued the Opinions on the Implementation of National Cultural Digitalization Strategy, cultural innovation and transformation are undergoing profound changes, and the digitization of culture will become an important driving force in building a strong cultural nation. Shenzhen released the "Shenzhen Action Plan for Cultivating Digital Creative Industry Clusters (2022-2025)" to accelerate the comprehensive empowerment of digital technology in all aspects of cultural production, dissemination and consumption, and to promote industrial upgrading. Information industry is the backbone of the Bay Area economy. With the rapid development and promotion and application of new-generation information technology such as big data, virtual technology, artificial intelligence and e-commerce, the Guangdong-Hong Kong-Macao Greater Bay Area will become the most important strategic highland for the digital creative industry in the future.

In the cultural and creative industries, the Bay Area has a full leading edge, and the development of regional characteristics of culture is inseparable from the guidance and promotion of high-tech. The emergence of new media perfectly fits the changes of contemporary young people's fragmented reading habits, and the wave of development of digital technology has shown an unstoppable trend. With the development of information technology and the popularity of digital humanities communication, the main information dissemination channels of society have undergone a qualitative change. From the perspective of cultural communication, new media have become an important tool for spreading and promoting regional culture, serving as a bridge between young people and Bay Area culture. From the perspective of industrial upgrading, digital creative industry is the mainstay of the future industrial clusters. With digital media, communication and other high technology as a means to build a high-tech level of Bay Area cultural circle, it is in line with the international wave of technology.

3.3. Open Policy Policy Guidance, Facing the Trend of Cultural Transnational Dissemination

Guangdong, Hong Kong and Macao are close to each other geographically and culturally, Guangdong has rich cultural resources, a sound industrial chain, a broad consumer environment and market, Hong Kong and Macao have an open economy, high-end creative talents and international financial advantages, and the unique regional characteristics of each part of the Bay Area have taken the road of diversified, digital and international cultural industry integration and development. The values of freedom, openness, diversity and tolerance have been deeply implanted in the cultural genes of the people of the three places. It has become the cultural identity of Guangdong, Hong Kong and Macao exchanges and cooperation in the Greater Bay Area, laying the ideological foundation for the formation of a new pattern of comprehensive opening up in the new era. 2016, Guangdong's total import and export of cultural products amounted to 43.79 billion U.S. dollars, including exports of 41.81 billion U.S. dollars, ranking first in the country, and achieving a trade surplus of 39.83 billion U.S. dollars. The province has formed a more complete cultural export system, covering more than 160 countries and regions. Guangdong new media has also made outstanding achievements in developing overseas markets, and UC Browser has become a leading

international Internet enterprise in China.

The superior geographical advantage of export and the international trend of cultural export has ushered in opportunities and challenges for local cultural communication in the Bay Area. By virtue of the superior geographical boundary of the Bay Area, the internal communication of Bay Area culture and international convergence have a good incubation environment, and on the good foundation of foreign trade economy, further improve the depth and breadth of cultural international communication, and promote the excellent local culture of China with high-quality cultural characteristic products out Chinese and foreign world, to spread the story of China, is the focus of the Bay Area at the moment.

3.4. Full Excavation of Non-Heritage Resources and Outstanding Effectiveness of Cultural Heritage Protection

As of December 2020, Guangdong Province has 4 projects selected for the UNESCO Representative List of Intangible Cultural Heritage of Humanity, 147 national representative projects and 701 provincial representative projects; 132 national representative inheritors and 729 provincial representative inheritors. Among the nine cities in Guangdong in the Greater Bay Area, there are 66 national representative projects and 320 provincial representative projects, accounting for 45% and 46% of the province respectively; 61 national representative inheritors and 298 provincial representative inheritors, accounting for 46% and 42% of the province respectively. Hong Kong has 1 UNESCO "Representative List of Intangible Cultural Heritage of Humanity"; 10 national representative projects; 20 Hong Kong Representative List; 480 projects included in the first list of Hong Kong. In Macao, there are 8 national representative items; 15 items on the Macao List.[8]

With the gradual shift of national cultural policies and the emphasis of local cultural institutions in recent years, intangible cultural heritage resources in the Bay Area have been fully explored. Lingnan culture is the "greatest common denominator" among Guangdong, Hong Kong and Macao, and various localities have been enhancing the visibility, reputation and influence of intangible cultural heritage projects through traveling exhibitions, thematic exhibitions, performing arts and other forms of publicity.[9] For geographical, historical and institutional reasons, Guangdong, Hong Kong and Macao lack a strong interactive platform for the protection of ICH, a stable promotion mechanism for ICH and a strong training system for ICH bearers, so that most of the ICH resources are only disseminated within the region and fail to resonate more deeply and widely.

Building a first-class bay area requires a first-class culture, and culture is an important symbol of a first-class bay area. The protection and dissemination of intangible cultural heritage occupies a very important position in the construction of the Guangdong-Hong Kong-Macao Greater Bay Area. In view of the cultural and tourism attributes of the Bay Area and the nature of the Special Economic Zone, Guangzhou, Shenzhen, Hong Kong and Macao, as the main nodes of the multi-path cultural tourism system, should let intangible cultural heritage penetrate into the tourism industry, promote the branding of intangible cultural heritage resources, industrialize and promote private capital investment. Industrialization, promoting private capital investment, and transforming cultural values into physical values. The collaborative development of intangible cultural heritage in the Guangdong-Hong Kong-Macao Greater Bay Area not only echoes the national strategy of the integration of the Greater Bay Area, but is also an important initiative to deepen the concept of cultural community in the Bay Area, strengthen national cultural identity, promote the construction of the cultural Bay Area, and promote the protection and transmission of intangible cultural heritage.

4. OCBC Yinxin

To promote the development of "humanistic Bay Area" characteristic culture inheritance, first of all, we should target specific examples of non-heritage resources, take the development and utilization of cultural resources as the basic path, combine the characteristics of the Bay Area cultural industry, play the role of resource allocation, and give strong support to the characteristic culture itself in terms of regional and cultural attributes. Silver letters, also known as "overseas Chinese letters", are a combination of remittance letters and family letters sent by overseas Chinese to their relatives and friends in China through private channels and financial and postal institutions. They are of various types, including various regulatory documents, money orders, letterheads, etc.; they are rich in content, ranging from parental narratives to expressions of patriotic feelings, recent developments of overseas Chinese in various places, changes in national policies, etc. [10] On June 19, 2013, at the 11th meeting of the International Advisory Committee of the UNESCO Memory of the World Project held in Gwangju, Korea, the Chinese government declared a joint declaration of the Guangdong and Fujian provinces as the "Memory of the World Project". Guangdong and Fujian provinces jointly declared the "Overseas Chinese Silver Letters", which was successfully selected for the Memory of the World Register. This is a full affirmation of the world significance, historical value, cultural value, protection and development of overseas Chinese silver letters. Among them, the Overseas Chinese Silver Letter (Overseas Chinese Batch Archive), after being selected in February 2010 for the "Chinese Archives and Documentary Heritage List" and in May 2012 for the "Memory of the World Asia-Pacific Region List", has successfully achieved the final inscription goal, making Guangdong the first province to have the World Natural Heritage, World Cultural Heritage, World Intangible Cultural Heritage and Memory of the World Documentary Heritage at the same time, and also for the Overseas Chinese Silver Letter (Overseas Chinese Batch Archive) It has also set up a higher and better platform for the protection and development of overseas Chinese silver letters (overseas Chinese archives).

5. The Development Status of Silver Letters and the Problems They Face

As an important part of the culture of the Bay Area and a fragile and traditional paper medium, Chinese silver letters face problems from preservation, inheritance and development.

5.1. Shallow Dissemination Range, not forming a Wide Dissemination Effect

As a folk cultural heritage, the delivery and content of Chinese silver letters have a clear lineage and distinctive characteristics of the times, and to a certain extent reflect the original and precious culture of Guangdong's overseas communities. Due to the large number of Chinese silver letters and the paper medium, they have not been widely resonated among the general public and have only been disseminated to a small extent in the three major overseas Chinese villages of Jiangmen Wuyi, Chaoshan and Meizhou. The public has little understanding of Yinxin culture, Yinxin display institutions and local museum resources are scarce, and it has failed to form a wide dissemination effect, belonging to Jiangmen and some areas of the "cold school".

5.2. Their Own Media Restrictions, Promotion and Dissemination of the Difficulty

As a traditional paper media, "overseas Chinese silver letter", its paper as a medium, carrying the rich cultural memory of overseas Chinese around the country, the development of modern technology to achieve the visualization of memory, paper media can truly reflect the changes in the age of memory, carrying the thickness of human civilization, the same, its own fragile, not easy to

preserve, not easy to move characteristics. According to scholars, Guangdong collects 150,000 pieces of silver letters, Fujian collects more than 10,000 pieces of silver letters, the number of silver letters is numerous and concentrated in the folk, in part of the silver letters museum and folk collectors remain, as well as a large number of private collection of letters not publicly excerpted, its cultural resources preservation and inheritance there are certain difficulties. The new media era, paper media dissemination needs to rely on the power of the new media, more to the silver letter culture promotion and dissemination has brought challenges.

5.3. Distinct Cultural Attributes, Folk Science Popularization is Small

As a letter culture, Yinxi itself has certain private attributes, and the impression of people for letter culture is gradually fading under the fast-paced life, Yinxi culture is an important part of the Bay Area culture, with certain regional limitations, its language and writing reflect the essence of local culture, but also form a cultural barrier with other regions. As the number of silver letters in existence gradually decreases, the younger generation has fewer opportunities to come into contact with silver letters, the current scientific popularization of silver letter culture is weak, and as the older generation of silver letter research experts age out, the number of existing scholars for silver letter research decreases, and silver letter research faces the risk of a talent pool. The risk of discontinuity.

6. The Bay Area Development Strategy of Yinxi Culture

6.1. Cultural Industry Boosts the Development of Yinxi Culture

As a relatively cold local culture, the value chain of Yinxi culture has gradually taken shape through the exploration and exploration of many scholars, and the ties with the real cultural industry have been gradually explored in the dissemination, of which the excavation of cultural creativity is an important core and foundation. Yinxi relies on cultural and creative products to renew itself, one of which is to facilitate the current audience to understand the cultural connotation behind the letters, to understand Yinxi culture in a relaxed and written way, and to respect the local culture; the other reflects the process of mutual integration of cultural memories of the past and present, and even the future.

In terms of economic value, cultural and creative products have the characteristics of commodities and will certainly go through the process of sales and marketing, which need to be screened by the cultural and creative market and meet the basic aesthetic expectations of the audience. In the 21st century, when cultural consumption is becoming increasingly important, the economic value of cultural and creative products is realized through the value-added links in the value chain, and "Yinxi Culture" is one of the sources of cultural value, the extraction of its cultural symbols comes from the creative excavation process, the condensation of cultural symbols and the endowment of modern spirit in the product development stage, and its renewed value is reflected in the product production and marketing. The cultural symbols are extracted from the creative excavation process, the cultural symbols are refined and the modern spirit is given in the product development stage, and the renewed value is reflected in the product production and marketing communication part. As the non-heritage characteristic culture of the Bay Area, the region boosts the characteristic culture development, and should take advantage of the regional cultural industry to promote the participation of talents in the design, creative dispersal, cultural promotion and branding of Yinxi culture, accelerate the Bay Area linkage of Yinxi culture ip, and form a common humanistic value chain. Take culture as the leader, promote regional hand in hand cooperation, and promote the development of cultural industry with urban characteristics. [11]

6.2. Digital Technology Empowers the Translation of Yinxin Culture

The emergence of digital technology has introduced a brand new path of inheritance, with a variety of channels such as storage technology of information, induction and collation technology, digital interaction technology, and emerging digital media, widening the modern channels of inheritance and promotion of cultural heritage, while also giving new vitality to paper-based cultural heritage. Xia Jieqiu, deputy director of the Department of Cultural Industries at Tongji University, proposes to support the development of new technologies, enhance cultural production capacity, realize the transformation of cultural resources into symbols, scenes and stories, and create attractive and infectious cultural products and services.

The construction of digital platform is of great significance to the circulation of culture in the Bay Area, as the "Cultural Bay Area" collaborative mechanism promotes the multi-collaboration and innovation of cultural innovation subjects in the Bay Area. Combined with the characteristics of Yinxin, the development of overseas Chinese Yinxin and the content of letters as a concentrated clue, the use of digital technology to build Yinxin overseas Chinese interactive platform. The use of digital and other emerging technology means to promote the construction of a creative platform for cultural exchange flow cooperation among Guangdong, Hong Kong and Macao, giving Yinxin culture a unique place to display.

The development of virtual technology gives new vitality to the old non-heritage culture. Make full use of the current high-quality digital exhibition halls in the Bay Area to promote the deep combination of Yinxin culture and virtual technology, and promote and disseminate the cultural lineage and storytelling of Yinxin culture in an experiential form; make reasonable use of emerging media to innovate the multi-channel dissemination of Yinxin communication and realize the traditional paper The digital update of the media, in the form that young people like to see, to give new connotations to Yinxin culture; relying on the advantages of the development of the Guangdong-Hong Kong-Macao cultural Bay Area, to create a unique interactive community of overseas Chinese compatriots, to strengthen ties with overseas Chinese, to build a digital interactive platform for cultural letters and visits from overseas Chinese, overseas Chinese information.

6.3. Cultural Tourism Export Promotion Yinxin Cultural Communication

The current cultural industry circle in Guangdong, Hong Kong and Macao Bay Area is active, and high-quality cultural tourism resources and major projects to accelerate the gathering of the Bay Area. The implementation plan of "Guangdong Province to promote the development of all-area tourism" and "accelerate the three-year action plan for the integrated development of culture and tourism" policies and measures to drive the high-quality supply of cultural tourism products, pulling the total income of all-over tourism and inbound overnight visitors and other indicators ranked first in the country. The integrated development of cultural tourism industry is conducive to improving the quality of tourism, while the improvement of cultural connotation is also conducive to experiencing special culture and spreading the cultural circle. In the post-epidemic era, there is a certain stagnation in the cultural tourism industry at home and abroad. With the national high-standard construction of Guangdong Pilot Free Trade Zone and the future creation of a high-level open gateway hub in the Guangdong-Hong Kong-Macao Bay Area, it is inevitable that the cultural tourism industry at home and abroad is open for export, and the cultural tourism economy has the same cultural attractiveness to the outside world. Overseas Chinese Yinxin is a real record of the connection between Chinese overseas and their relatives at home, and the construction of Yinxin cultural system has positive significance for building a humanistic Bay Area and enhancing the identity of cultural awareness at home and abroad. Combined with the background of the Bay Area and overseas Chinese, the Yinxin culture can realize the role of

"cultural bridge" in modern times, which can be expanded as an organic content of cultural exchanges at home and abroad, and then drive the upgrading of cultural industries at home and abroad; Cultural policy to tell the Chinese story well and promote Chinese culture to "go out", which requires the use of "Chinese culture". Related cultural policy to tell a good Chinese story, promote Chinese culture to go global, build an international narrative system with a "Chinese world view", enhance the effectiveness of international communication of Chinese culture, focus on the construction of Yinxin heritage, plan cultural heritage tourism routes with overseas Chinese characteristics in the Greater Bay Area, and encourage the construction and operation of corresponding cultural exhibition halls and museums to create exclusive Yinxin culture exhibition lines, to stimulate the participation of private collectors enthusiasm. Integrate Yinxin culture into the construction of cultural tourism streetscape, and integrate Yinxin elements into the construction project of the special business cards of overseas Chinese in the Greater Bay Area, so as to build and enhance the identity of Chinese and overseas Chinese at home and abroad. In the form of cultural tourism, realize the deep integration of culture, tourism, science and technology and related industries in the real sense, and promote the physicalization of the cultural economy of the Bay Area.

7. Conclusions

In the new global development pattern, cultural soft power has become an important part of international competitiveness, and National policy emphasizes the need to stimulate the cultural innovation and creativity of the whole nation, tell the Chinese story well, and build an international narrative system with "China's world view", and as the first open development region, the Guangdong, Hong Kong and Macao Bay Area is the model for the development of Chinese city clusters. The cultural and creative construction of the Bay Area will also lead the direction of China's urban cultural development and innovation. The new era of Yinxin culture inheritance and the new era of "humanistic Bay Area" construction are built in parallel, and its new era of cultural industry promotion, digital dissemination, cultural tourism industry combination and other innovative forms, all provide new inspiration and preparatory solutions for the rest of the Bay Area's special cultural development, and its research model is an important overview to promote the Bay Area's cultural diversity and inclusive development. It is also one of the bridges to accelerate the transformation and upgrading of cultural industries at home and abroad. The construction of "cultural bay area" in the Guangdong-Hong Kong-Macao Bay Area requires the participation of multiple parties and the collaboration of government, industry, academia and all sectors of society at multiple levels. The new situation integrates the updated cultural innovation service mechanism to promote the cultural heritage and innovation development of the "Cultural Bay Area".

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