

Analysis of Disseminating Intangible Cultural Heritage to ASEAN Countries Through AIGC: The Case of Chinese Tea Culture

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Abstract. Intangible cultural heritage is an important manifestation of world's cultural diversity which contains the knowledge and wisdom of the past and the identity of the people in different parts of the world. The tea culture of China has the traditions of tea-making, teaware-making and philosophy. Globalization has brought about many challenges such as language issues, low efficiency of traditional ways of transmission, and economic marginalization. Artificially Intelligent Generated Content (AIGC) is a new method that can solve the problems brought about by globalization. Machine Learning and Natural Language Processing are used to customize content and spread culture to all parts of the world more efficiently. This paper discusses the influence of AIGC on the promotion of Chinese tea culture in ASEAN countries. The expansion of culture to ASEAN countries in different ways through new technologies such as virtual reality and virtual reality is discussed. The introduction of tea culture into the life of ASEAN people, especially in Singapore and Malaysia, has laid the foundation for its popularization and acceptance. Further popularization of tea culture in ASEAN countries is also promoted by the digitalization of tea culture and social media. In the future, the research on AIGC should focus on the protection of cultural authenticity and methods.

Keywords: Intangible cultural heritage, Chinese tea culture, artificial intelligence-generated content (AIGC), cultural diversity, ASEAN countries

1. Introduction

Intangible cultural heritage is the soul of human history and wisdom, it is a spiritual monument for each ethnic group and region, and it also has rich connotations of history and culture. On the one hand, it represents the identity of the country. On the other hand, it plays an important role in the diversity of world culture and building a community with a shared future for humanity. Chinese tea culture as representative of intangible cultural heritage of China has profound tea-making skills and teaware art as well as tea ceremony thought. It represents the core of Chinese culture, and its appearance brings positive impact to the construction of world culture. However, when facing the globalization, the dissemination of intangible cultural heritage has faced many challenges [1]. Firstly, the challenge comes from the communication gap of language and culture. Although the intangible cultural heritage has wide application in tea culture which is popular all over the world, it is still

necessary to bridge the communication gap so that people of different culture can accept it and like it. Secondly, the traditional way of intangible cultural heritage transmission is oral tradition, and this way is low efficiency and easy to be distorted in the rapid development of modern technology. It is a big challenge for the protection and dissemination of intangible cultural heritage. Thirdly, the tendency of consumerism caused by economic globalization makes the intangible cultural heritage occupied a minor position in the market and neglected by people.

In addition, the rapid development of modern technology also puts forward new challenges to the way of protecting and disseminating the intangible cultural heritage, and it needs to constantly innovate and explore in this field to adapt to the new situation of global communication and protection. AIGC (Artificial intelligence generated content) is the new high technology developed in recent years. It uses machine learning, deep learning and natural language processing to generate content according to the requirements [2]. In this paper, AIGC is used to expand the dissemination channels of intangible cultural heritage and enhance the international influence of intangible cultural heritage. This paper uses case analysis method to study the dissemination of China's intangible cultural heritage in ASEAN countries through the role of AIGC in disseminating tea culture. By analyzing the role of AIGC in disseminating tea culture, it is hoped that people can understand better how AIGC can open up the international influence of intangible cultural heritage.

2. The importance of disseminating Chinese tea art as intangible cultural heritage

2.1. Overview of Chinese tea culture

Chinese tea art culture is very ancient, it is also an important part of Chinese traditional culture. And Chinese tea art culture has long history and rich connotation. Tea art is not only the way to drink tea, but also include the tea brewing method, tea spirit, tea sets art and tea room environment art. The connotation of tea art culture of harmony, respect, purity and tranquility show that Chinese people respect nature and seek for the originalness [3].

There are usually several procedures in tea art performance, readying the utensils, choosing water, waiting for tea, adding tea, brewing tea, serving tea and tasting tea. Each of these procedures has a sense of ritual, and they are full of art and aesthetic appreciation. Every cup of tea has a story. In the process of performing tea art, the tea art performer makes the process of brewing tea into a visual and feeling feast through the coordination of hand-eye, making the audience feel the charm of Chinese traditional culture [3]. The tea sets used in tea art performance include teapot, teacup and teaspoon. They are all achievements of Chinese ceramic art and craftsmanship. The shape, decoration and material of teapot, teacup and teaspoon are unique and exquisite, showing the creativity and pursuit of beauty of artisans. Teapot, teacup and teaspoon are utensils for drinking tea. They are also art works. The beauty of tea sets, the color and fragrance of tea make the tea drinking environment more elegant and beautiful.

2.2. Advantages of tea culture in ASEAN countries

Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam are culturally diverse. Every country has its own cultural background, but there are several common cultural backgrounds, which make the tea culture easily spread from China to these countries naturally [4]. The most common common point is that people in these countries like harmony and respect. The tea culture principle of harmony, respect, purity and tranquility have many common social ideas in Southeast Asian countries. The social concept of harmony and coexistence, respect for the elderly and others and respect for nature are easy for people to understand and accept.

The tea ceremony has the characteristics of ritual, and many ceremonial drink sharing customs can be found in Southeast Asian countries. Both of them are very respectful to guests and respect time

sharing [5]. Also, the tea culture has a long history and many traditional rituals, and ASEAN countries also place importance on traditional rituals and community activities. Tea art performance and tea tasting party will be the important part of social occasion. It can be used to complement the popular community gathering and celebration in many ASEAN countries [5]. During these activities, the tea culture can be used as a bond to connect the people from different countries, and promote the exchange and communication.

3. Application of AIGC technology in the dissemination of Chinese tea culture

AIGC's role in content personalization. AIGC can produce tea art cultural content according to the audience's interests, preferences and cultural experience, making the spread of tea art more targeted. AIGC can generate tea art content with local cultural factors according to the audience's country through the algorithm analysis, making people feel more familiar and accepted. AIGC provides a new way to spread the tea art culture in experience way through VR or AR technology [2]. As long as people wear VR or AR devices, you will experience the whole process of tea art in a virtual environment. As if people were in a traditional Chinese teahouse. Tea art culture is no longer limited by space and time, and directly reached people's hearts through different countries.

3.1. Virtual reality and augmented reality technologies promote the spread of tea culture

Based on the application of virtual reality (VR) and augmented virtuality (AR) in the promotion of tea culture in the field of AIGC, this paper explores the new space in promoting tea culture. Virtual reality and augmented virtuality technology make tea culture more vivid and intuitive to the audience in ASEAN. By using VR and AR technology, tea culture breaks through the limitations of language and culture and enhances the popularity of tea culture in international communication. Virtual reality technology establishes a complete virtual three-dimensional space and allows people to experience the process of brewing tea and tasting tea in the traditional Chinese teahouse as if they were in a traditional Chinese teahouse. In the virtual environment, the audience can see the tea artist's performance and can even hear the sound of tea pouring into the teapot [6]. This kind of multi-sensory experience allows tea culture to transcend national boundaries and touch the hearts of people from all over the world.

3.2. Creating virtual teahouses and tea art performance scenes

Through the assistance of AIGC technology, tea art culture is no longer limited to geographical location and physical space, but can establish a virtual scene for the audience to immerse in and experience through establishing a virtual teahouse and tea art performance scene. This virtual scene retains the essence of tea art and creates new vitality through technological methods to let tea art culture flourish in the virtual world. The virtual teahouse construction part uses virtual reality technology to establish a traditional Chinese teahouse space for the audience. In this virtual teahouse, visitors can explore freely, and the audience can see the tea artist's movement, appreciate the exquisite tea set, and even participate in the tea making process [2]. The design of virtual teahouse tries to recreate the atmosphere of real teahouse. From the wooden furniture to the complicated screen, hanging Chinese painting, etc., all have a strong oriental flavor. This kind of scene not only allows the audience to experience the ancient China and immerse in the tea art, but also helps them understand the tea art, and experience the peace and harmony brought by tea art through interaction.

3.3. Utilization of social media platforms and online communities

Regarding to AIGC, social media and online community are also important ways to popularize intangible cultural heritage. Social media and online community provide a communication space for tea art lovers from different countries and cultural backgrounds. It is easy to carry out cross-border communication and tea art can be popularized quickly by rapid sharing. Interactive links and discussion can increase the communication depth and range [7].

On social media, such as Facebook, Instagram, Twitter and TikTok, tea art lovers and promoters can share tea art video, beautiful pictures and stories and knowledge about tea. By sharing short video and live broadcast, tea culture's static beauty and dynamic art can be presented to users around the world. Through social media, people can share tea brewing technique, beautiful tea sets and tea ceremony spirit and let more people enjoy the cultural experience [7].

By creating hashtag, challenge and collaborative content, the reach and impact of the content can be amplified. This creates an active online tea community, where people can communicate, learn and share each other's experience in tea culture. This not only preserves and promotes tea culture, but also makes it suitable for the digital age so that future generations will be more interested in tea culture.

4. Discussion

In recent years, tea culture has gradually entered the lives of some ASEAN countries. In Singapore and Malaysia, tea is seen as a graceful part of daily life. In the urban cultural activities, teahouse and tea art performance are common. Local people are also willing to learn tea art. They will attend tea ceremony class to learn how to brew different tea in traditional way, to decode the symbol of different tea type and to master the art of tea tasting [8,9]. In some countries, people like to try different types of tea, from traditional green tea and black tea to more exotic tea. Some tea enthusiasts will set up a tea room in their home as a brewing and drinking space. They create this tea room to improve their quality of life and cultural cultivation. Some tea rooms will be decorated with traditional Chinese style to increase the cultural atmosphere and spiritual experience.

The application of tea culture in Singapore and Malaysia is not limited to personal enjoyment. In business negotiation and social banquet, preparing tea party is a way to establish relationship, show respect, communicate and negotiate. The above application shows the function of tea culture as a link between formal and informal relationship. It shows the influence of Chinese tea culture in local life. Though the recognition and expression of tea culture is accepted in different degrees throughout the ASEAN region, the popularization of AIGC technology and the international exchange cooperation are speeding up this process and gradually touching people in an imperceptible way.

From the street tea stall to the cultural seminar, we are gradually making tea culture an increasingly significant link to pass the culture of China and ASEAN countries. AIGC makes tea culture transcend language and culture, and let people in ASEAN countries experience and understand the culture of tea in a more intuitive way. Promoting the international recognition of intangible cultural heritage and its protection.

5. Conclusion

In conclusion, the promotion of intangible cultural heritage, which is of non-physical nature, such as Chinese tea art, is of great importance. Chinese tea culture has a long history and profound connotation, which can be expressed by Chinese tea. It is a unique and meaningful experience to drink tea. The globalization process of Chinese tea culture also encounters many challenges. Language barriers, low efficiency of traditional transmission method and marginalization of cultural performance in the process of globalization of cultural consumption for economic benefits are big

problems. AIGC provides new ways to customize cultural content and promote cultural inheritance. Machine learning, deep learning and natural language processing are used to customize tea art content, which can meet the personalized needs of audience from different regions. The content is designed according to local culture to make people feel familiar. In addition, virtual reality VR and augmented reality AR technologies can also give people a real experience, so that people from all over the world can experience tea culture in a more direct way. The cultural experience process breaks through the limitations of space and time and language.

In ASEAN countries, the integration of tea culture into daily life, particularly in Singapore and Malaysia, demonstrates the profound influence and acceptance of Chinese tea culture. Tea art has become a part of urban cultural events, social gatherings, and business exchanges, reflecting the shared values of harmony, respect, and community that resonate across these nations. The use of AIGC and digital platforms further amplifies this influence, allowing for rapid dissemination and deeper engagement through social media and online communities. This approach not only promotes the international recognition and preservation of intangible cultural heritage but also ensures its relevance and appeal to future generations. As tea culture continues to bridge cultural gaps and build connections between China and ASEAN countries, it serves as a testament to the enduring power of cultural heritage in uniting people and enriching global society. While AIGC enhances accessibility and engagement, there is a need to balance technological innovation with the preservation of cultural authenticity and traditional knowledge transmission. Future research could delve into methodologies and frameworks for ethically deploying AIGC in cultural contexts, safeguarding cultural heritage while leveraging technological advancements to promote its global significance.

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