

# Business Entrepreneurship Opportunities via Intangible Cultural Heritage (ICH) for Social Impacts with ISO 53002

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## ABSTRACT

The application of Halal concepts to the ICH, for example, traditional clothing (cheongsam) market for 2030 presents a business/ social opportunity for growth. By understanding Halal sustainability audit system with ISO Plan/ Do/ Check/ Act (PDCA) System - ethical sourcing and planning, doing in production of products/ services, and checking with design review, and acting with integrating AI for halal sustainability audit review and continual improvement in the traditional cheongsam service sector. S.E. countries may be a potential of ICH x AI market with creation of decent jobs (SDG#8) and nurture a mindset of SDG#3/#912/16 culturally rich, ethically sound, and truly sustainable with peace. This requires a conscious effort to bridge cultural understanding, embrace ethical practices, and leverage the power of tradition and innovation to groom future entrepreneurs in ICH with cultural beauty and halal responsibility.

## ARTICLE INFO

### Article History:

Received : 02 - 03 -2025

Revised : 10 - 04 -2025

Accepted : 18 - 04 -2025

Published : 28 - 05 -2025

### Keywords:

ICH

SDG

AI

Halal System Audit

Design Thinking

JEL: L26, O35, Z10

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## **INTRODUCTION**

Comparative Study of Indonesia, Bangkok and Hong Kong on Creative Culture related Policies

### **Indonesia**

Indonesia's government has been actively promoting its creative economy and cultural tourism through the Ministry of Tourism and Creative Economy. Policies like the Law on Creative Economy (2019) and the Advancement of Culture Law (2017) aim to integrate cultural preservation with economic development. These laws also emphasize empowering local communities, including women, by fostering entrepreneurship in creative industries. (refer to attachment 1)

### **Bangkok (Thailand)**

Thailand's creative economy policies focus on leveraging cultural heritage and creativity to boost economic growth. The Creative Economy Agency (CEA) plays a key role in supporting creative industries, including arts and cultural tourism. However, experts have highlighted the need for consistent, long-term government support to sustain these initiatives. Women entrepreneurs are often encouraged through grassroots programs that connect cultural products with global markets. (refer to attachment 2)

### **Hong Kong**

Hong Kong's government recently released the Blueprint for Arts and Culture and Creative Industries Development, which outlines strategic directions to promote cultural tourism and creative industries. The blueprint emphasizes fostering international cultural exchanges and nurturing local talent, including women entrepreneurs, to strengthen Hong Kong's position as a global cultural hub.

## **RESEARCH METHOD**

This Reimagining Shenzhen's Traditional Cheongsam Market through Intangible Heritage (ICH), Design Thinking, AI, and SDGs for 2030 Shenzhen, often promoted as a hub of technology with innovations for transformations. However, intangible cultural heritage (ICH) applications in the service sector may open up business/ social opportunities for women in creation of jobs and men in application of technology, for example, AI in Cheongsam. As we look towards 2030, the future of

Shenzhen's traditional cheongsam market is undergoing a change, going from apparel into creative art cultural event service sector. This is an integration of ICH of silk materials with Halal audit concepts, focusing on natural, non-contaminated, ethical clothing materials from the process of sourcing materials, suppliers to storing, packaging, distribution, sales and presentation of products/ services via commitment and responsibility (ISO System #4) – policy and top management responsibility, material of product and services (ISO system#5 responsibility and 6 resources) with design thinking in the halal product/ service process (ISO #7 process of realization) and explorative use of artificial intelligence (AI) for monitoring and evaluation for continual improvement with corrective and preventive actions for Sustainable Development. This paper explores how these elements can converge to create a vibrant, sustainable, and culturally significant market for traditional silk cheongsam with innovations for a new market towards 2030.

The theoretical framework for this transformation rests firmly on the principles of intangible cultural heritage (ICH). As defined by UNESCO, ICH encompasses "the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage" (UNESCO, 2003). The intricate art of silk weaving, dyeing, embroidery, and the tailoring techniques behind the cheongsam are prime examples of ICH. These are not static relics of the past but living traditions that require safeguarding, transmission, and adaptation to remain relevant.

In the context of Shenzhen's traditional cheongsam market, the theoretical implications of ICH are profound. Instead of viewing the cheongsam as a traditional garment product, we need to perceive them from a new angle of knowledge of ICH, skill of appreciating craftsmanship, and cultural identity with SDG#9 innovative use of AI for predictive market and review strategies for promotion of traditional craftsmanship to align with the principle of cultural sustainability, which emphasizes the importance of maintaining cultural

diversity and heritage for future generations (Hawkes, 2001).

To effectively navigate the complexities of preserving heritage while meeting contemporary market demands, the 5 steps of design thinking emerges as a crucial methodology. Design thinking is a human-centered, iterative process that involves empathizing with users, defining problems, ideating solutions, prototyping, and testing (Brown, 2008). For the preparation to the innovative traditional cheongsam market, we need to deeply understanding the needs and desires of modern consumers who are looking for sustainable lifestyle with a good sense of creative art appreciation, locally and globally.

Applying design thinking to the cheongsam market involves several key steps. Firstly, empathy with both artisans and consumers is paramount. Understanding the challenges faced by traditional craftsmen in a rapidly modernizing world and the evolving preferences of consumers for comfort, style, and sustainability is essential. Secondly, defining the problem goes beyond simply selling more cheongsams. It involves addressing issues such as the decline of traditional craftsmanship skills, the need for innovation in design and materials, and the market's perception of the traditional cheongsam from a fresh perspective. Thirdly, ideation should focus on generating creative solutions. This could involve developing innovative traditional cheongsam designs that incorporate environmental materials with DIY elements, exploring sustainable silk production methods, or creating interactive experiences that educate consumers about the history and craftsmanship of the garment. Fourthly, prototyping allows for the creation of tangible models or services to test ideas, such as sample garments made with new materials or pilot workshops on traditional embroidery. Finally, testing involves gathering feedback from both artisans and consumers to refine and improve the designs and strategies.

The integration of artificial intelligence (AI) holds immense potential for revolutionizing the Shenzhen cheongsam market by 2030. AI can be applied in various aspects, from design and production to marketing and customer experience. For example, AI-powered design tools can assist

designers in generating new patterns and styles inspired by traditional motifs, while also offering personalized recommendations based on customer preferences (Makitalo, 2019). AI can also optimize production processes, reducing waste and improving efficiency in silk weaving and tailoring. Furthermore, AI-driven chatbots can provide personalized customer service, offering styling advice and facilitating online sales. Virtual try-on technologies powered by AI can enhance the online shopping experience, allowing customers to visualize how different cheongsams would look on them.

## **RESULT AND DISCUSSION**

Crucially, the future of the Shenzhen's traditional cheongsam market lies on the adoption of Sustainable Development Goals (SDGs) 3 wellness in workshop services, 9 innovative use of AI in predictive analysis and presenting models in cheongsam and 12 and 13 responsible application of halal system audit elements and the use of environmental materials. Several SDGs are particularly relevant. SDG 8: Decent Work and Economic Growth is directly addressed by ensuring fair wages and safe working conditions for artisans and promoting sustainable economic growth within the industry. SDG 12: Responsible Consumption and Production emphasizes sustainable practices in silk production, reducing environmental impact and promoting ethical sourcing of materials. This could involve exploring organic silk farming or utilizing natural dyes. SDG 5: Gender Equality is also relevant, as many traditional silk artisans are women. Empowering these women through training, fair compensation, and market access contributes to gender equality. Finally, SDG 17: Partnerships for the Goals highlights the importance of collaboration between government, businesses, artisans, and consumers to achieve these objectives. By 2030, a successful Shenzhen cheongsam market will be characterized by a harmonious blend of tradition and innovation. It will be a market where traditional craftsmanship is not just preserved but celebrated and integrated into modern designs. Design thinking will drive the development of cheongsams that are not only aesthetically pleasing but also comfortable, versatile, and reflective of contemporary lifestyles. AI will serve as a powerful tool for enhancing creativity, efficiency, and customer engagement.

And most importantly, the market will operate within a framework of sustainability, contributing to the economic well-being of artisans, minimizing environmental impact, and promoting cultural diversity.

#### **CONCLUSION AND RECOMMENDATION**

In conclusion, the future of Shenzhen's cheongsam market in 2030 is not a foregone conclusion but a canvas for strategic innovation. By embracing the principles of intangible cultural heritage,

employing design thinking methodologies, leveraging the power of AI, and aligning with the Sustainable Development Goals, Shenzhen has the opportunity to transform its cheongsam market into a thriving ecosystem that honors tradition, embraces innovation, and contributes to a more sustainable and equitable future. This is not just about selling clothes; it is about weaving together history, creativity, and responsibility to create a truly meaningful and impactful market

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