

A Preliminary Literature Review on the Creation of Creative and Artistic Goods for Chinese Museums from the Heritage - Inheritance Viewpoint

Chen Xueying¹, Salwa Ayob^{1*}, Khayril Anwar¹

¹ College of Creative Arts, Universiti Teknologi MARA, Perak Branch, Seri Iskandar Campus, 32610 Seri Iskandar, Perak, Malaysia

*Corresponding Author: salwa948@uitm.edu.my

Received: 30 May 2025 | Accepted: 23 July 2025 | Published: 1 August 2025

DOI: <https://doi.org/10.55057/ajress.2025.7.6.18>

Abstract: *An essential practical area for the innovation and transmission of cultural assets is the design of artistic and cultural products for museums. The research development in pertinent studies on the China National Knowledge Infrastructure (CNKI) is reviewed in this publication. The inventive transformation of traditional culture, the growth of regional cultural resources, the consumer market and cultural communication, and the incorporation of digital technology are among the primary issues that are examined. The difficulties are also examined, such as poor market research, inadequate resource investigation, and design homogeneity. Based on this, the paper proposes future research directions: promoting the differential development of regional cultures, focusing on consumer behavior and market research, and constructing a systematic development model from cultural resource exploration to product design. This seeks to offer theoretical underpinnings and useful advice for the creative and inventive production of cultural goods as well as the proactive use of cultural assets.*

Keywords: Cultural Heritage Inheritance; Museum Cultural and Creative Works; Product Design; Innovation; Traditional Culture

1. Introduction

1.1 Research Background

1.1.1 Background of the Rapid Development of Cultural Heritage Protection and Cultural and Creative Industries

UNESCO's Convention for the Safeguarding of the Intangible Cultural Heritage and the Convention Concerning the Protection of the World Cultural and Natural Heritage are two examples of international policy documents that explicitly state the need to improve cultural heritage protection and dissemination (Kurin, 2004; Gruber, 1972).

As a major country rich in tangible and intangible cultural heritage, China has organically combined cultural heritage protection with the development of creative industries through the implementation of a series of cultural strategies and industrial policies. A new path has been formed, which promotes cultural inheritance through cultural innovation and facilitates cultural protection through industrialization (Li, 2024). This paper systematically reviews the research progress in the field of the creation of artistic and cultural goods of Chinese museums in the past 20 years (2005 - 2025) regarding the National Knowledge Infrastructure of China (CNKI), and analyzes the current research hotspots and main challenges.

1.1.2 Museums' Crucial Function in Cultural Transmission and Dissemination

Museums play a crucial role in preserving and promoting cultural heritage by combining the roles of storage, studies, protection, and exhibition. Driven by the concept of new museology, their functions have gradually shifted from "object - centered" to "people - centered", with a greater emphasis on social education and public service functions (Hein, 2000).

In recent years, through exhibitions, educational activities, with the creation of artistic and cultural goods, museums have established a strong link between traditional culture and contemporary society. Specifically, museums turn historic cultural pieces into carriers with modern aesthetic value and commercial potential through cultural and creative products. This not only meets the public's cultural consumption needs but also enhances the communication power and influence of cultural heritage (Chai, 2021) In - depth research on the design paths and uniqueness of artistic and cultural goods in Chinese museums not only helps to enhance the social benefits of cultural resources but also promotes the coordinated growth of cultural heritage protection and the cultural and creative sector.

1.2 Research Significance

Providing Theoretical Support and Practical Guidance for the Field of Creative and Cultural Artifacts in Chinese Museums.

This research aims to provide theoretical basis and practical guidance for the development of the field of cultural and creative products in Chinese museums by reviewing the research status quo and practical experience of the design of cultural and creative products in museums at home and abroad and analyzing the prominent problems in this field in China. The research results can not only help museums better explore the depth and value of cultural assets in the growth of artistic and cultural products but also provide feasible suggestions for the design strategies, market promotion, as well as optimizing the user experience of cultural and creative products, establishing the groundwork for the top-notch growth of this area in Chinese museums.

1.3 Study Goals and Approaches

1.3.1 The goals of the study include two points:

RO1: Comprehensively review the research progress of the design List artistic and cultural items in Chinese museums.

A significant area of study in the cultural and creative sector in recent years has been the design of cultural and creative products in Chinese museums, attracting extensive attention from both the academic and practical fields. However, most of the existing research focuses on case - by - case analysis or the summary of specific practical experiences, lacking systematic review and holistic analysis. With the help of a thorough literature analysis, this study seeks to systematically review the research progress of the design of cultural and creative products in Chinese museums. It will also clarify the benefits of cultural communication and the imaginative utilization of cultural heritage in cultural and creative design, as well as the development context and research priorities.

RO2: Summarize the current challenges faced by the research and propose future research directions

There are several difficulties in the realm of designing creative and cultural items for Chinese museums. For example, most of the existing research remains at the surface - level development of cultural resources, not having the exploration of deep - seated cultural values. The problem

of design homogenization is serious, with insufficient innovation. Local museums have significant limitations in resource integration and the exploration of market - oriented paths. The combined application of digital technology and cultural and creative design still needs to be further deepened. In response to the above - mentioned problems, based on a systematic summary of the current challenges, this study combines international advanced practices with domestic actual needs to propose future research directions. These include strengthening the in - depth exploration of cultural heritage, improving the development strategies for cultural and artistic items from museums, promoting the innovative application of digital technology in cultural and creative design, and paying attention to research on consumers' cultural identity and market acceptance, with the intention of serving as a guide and source of reference for the field of designing creative and artistic goods for Chinese museums.

1.3.2 Research Methods

This study primarily adopts the literature analysis method. By systematically retrieving and analyzing relevant literature from the China National Knowledge Infrastructure (CNKI), it aims to sort out the research progress and practical developments in the design of artistic and cultural goods in Chinese museums. The particular methods are as follows:

Literature Retrieval and Screening

Utilize the CNKI academic database to search for relevant literature with themes such as "Design of Cultural and Creative Products in Museums" and "Inheritance and Innovation of Cultural Heritage". Then, screen high - quality academic papers, policy documents, and typical case studies published within the past 20 years to form a systematic literature dataset.

Theme Classification and Hotspot Analysis

Classify the screened literature and summarize their themes. Conduct in - depth analysis around key themes such as cultural symbol translation, development paths of cultural and creative products, and the integration of the market and culture, so as to identify the hot issues and core topics in the research field.

Through the literature analysis method, this study endeavors to reveal the characteristics and potential problems of the creation of artistic and cultural goods in Chinese museums from both theoretical and practical aspects, providing theoretical support and realistic guidance for the coordinated growth of cultural heritage inheritance as well as the creative and cultural sector.

2. Evaluation of The Development of Research in The Design Of Chinese Museums' Cultural And Innovative Goods

2.1 Sample 1: Overall Trend of Paper Publications (Figure 1)

Data source: Total number of documents: 3278 ; Search criteria: (Subject : Museum cultural and creative products) ; Search scope: CNKI General Database

Analysis of overall trends

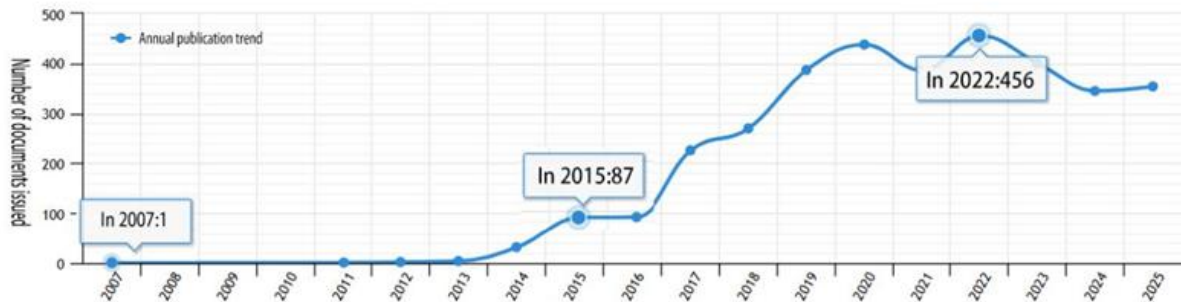


Figure 1: Graph of Document - issuing Trends

Source: CNKI, December 2024, Copyright Consent: Permissible to Publish

2.1.1 Trends in the Number of Published Papers

According to the publication trend graph, research in the area of museum creative and artistic works design has shown a significant growth trend in the past 15 years, especially a rapid growth characteristic after 2015. Starting from 1 paper in 2007, it reached a peak of 456 papers in 2022. The increase in research popularity reflects the growing importance of this field and the increasing social attention.

2.1.2 Summary of Changes in the Number of Published Papers

Germination Stage (2007 - 2014): Slow Start

During this stage, the overall number of published papers was low, with an average of less than 50 papers per year. Starting from only 1 published literature in 2007, it increased to around 50 papers in 2014. Research in this stage focused on the basic functions of museums and their role in cultural dissemination. Museum cultural and creative products had not yet become an independent research topic, mainly revolving around basic content such as the development of traditional souvenirs and the discussion of educational functions.

Rapid Development Stage (2015 - 2019): Policy - driven and Practice Promotion

2015 was an important turning point. The number of annual published papers increased to 87, and then it maintained a significant growth every year, reaching 420 in 2019. The rapid development of research in this stage was intimately associated with the promotion of country policies. For example, the "Guiding Opinions on the Development of Cultural and Creative Products" issued in 2016 clearly encouraged cultural establishments such as museums to develop cultural and artistic goods. At the same time, the cultural and creative practices of museums represented by the Palace Museum provided rich case support for academic research. Research hotspots began to focus on the progress paths of artistic and cultural goods, cultural symbol translation, and market - oriented strategies.

Stable Stage (2020 - Present): Stable and Diversified Development

Since 2020, research on artistic and creative goods from museums has steadily progressed into a new phase, with the average number of published papers fluctuating between 350 and 450 per

year. It reached a peak of 456 papers in 2022, and then decreased slightly but generally remained stable. Research in this stage shows the following characteristics:

Diversified Themes: Expanding from the early development of cultural resources to various aspects such as digital applications, consumer behavior, and the blending of tourism with culture.

Technology Integration: Research is now focused on the creation of artistic (such as AR, VR, digital collections, etc.) and cultural goods in conjunction with digital technology.

Regional Characteristics: The creation of artistic and cultural goods at small to medium-sized museums and the exploration of local cultural resources have received more attention.

2.1.3 Driving Factors for the Changes in the Paper - publishing Trend

Policy Support

The Chinese state has consistently supported laws pertaining to the preservation of cultural heritage and the cultural sector in the past few years. For example, the "Cultural Powerhouse" strategy and the policies on the integration of culture and tourism have provided institutional guarantees for the research and practice of designing cultural and creative items for museums (Chen et al., 2021). Museums across the country have actively responded to the policy calls, regarding the evolution of cultural and creative products as an essential means of cultural dissemination and economic development (Chen, 2019).

Practice Promotion

The effective methods used by big institutions like the Palace Museum and the Dunhuang Museum have greatly stimulated the academic community's attention to this field. Their artistic and cultural goods, characterized by the innovative expression of cultural emblems and market-oriented operations, have provided rich cases for research (Ye & Kuang, 2023).

Market Demand

With the increase in the public's demand for cultural consumption, museum cultural and creative products have not only become an important medium for spreading traditional culture but also a hot spot in the cultural consumer goods market. Consumers' demands for the cultural depth, design aesthetics, and practicality of products have promoted the in-depth development of relevant research (Bakar, 2024).

Academic Value

As an interdisciplinary field integrating cultural heritage protection, creative design, and market operation, the layout of museum cultural and creative products provides a broad space for multi-disciplinary research. Researchers attempt to explore the innovative integration between cultural resources and modern design, digital technology, and business models through the combination of theory and practice.

2.1.4 Academic Significance and Future Prospects of the Paper - publishing Trend

Academic Significance

The growth in the number of published papers reflects the development process of the research field of museum artistic and cultural goods from germination to maturity. Especially driven by policies, the market, and technology, this field has gradually formed an interdisciplinary research system, supporting the active use of cultural heritage and creative means of cultural transmission both theoretically and practically.

2.2 Sample 2: Theme Distribution (Figure 2, 3)

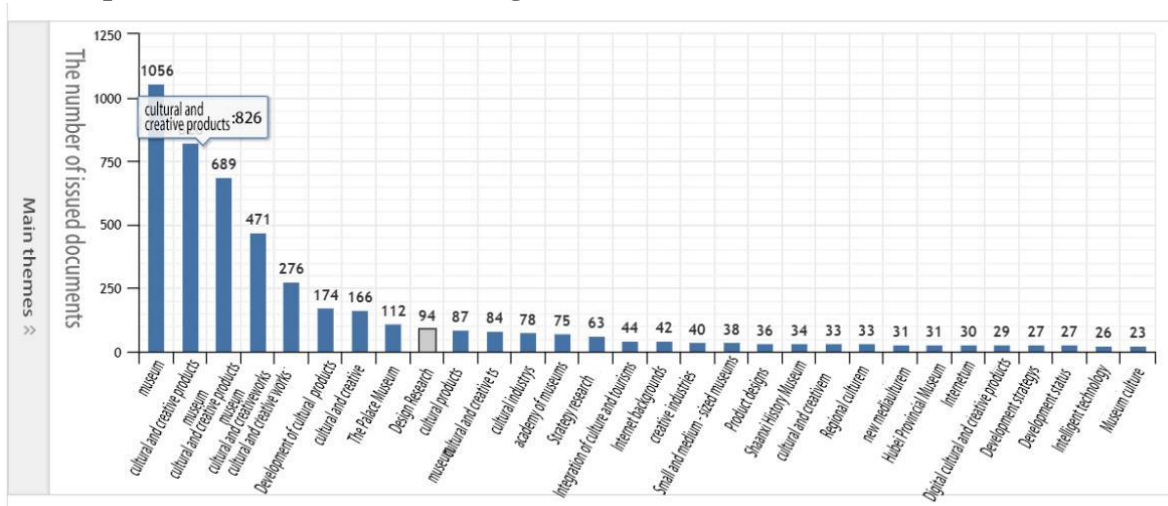


Figure 2: Theme distribution
 Source: CNKI, December 2024, Copyright Consent: Permissible to Publish

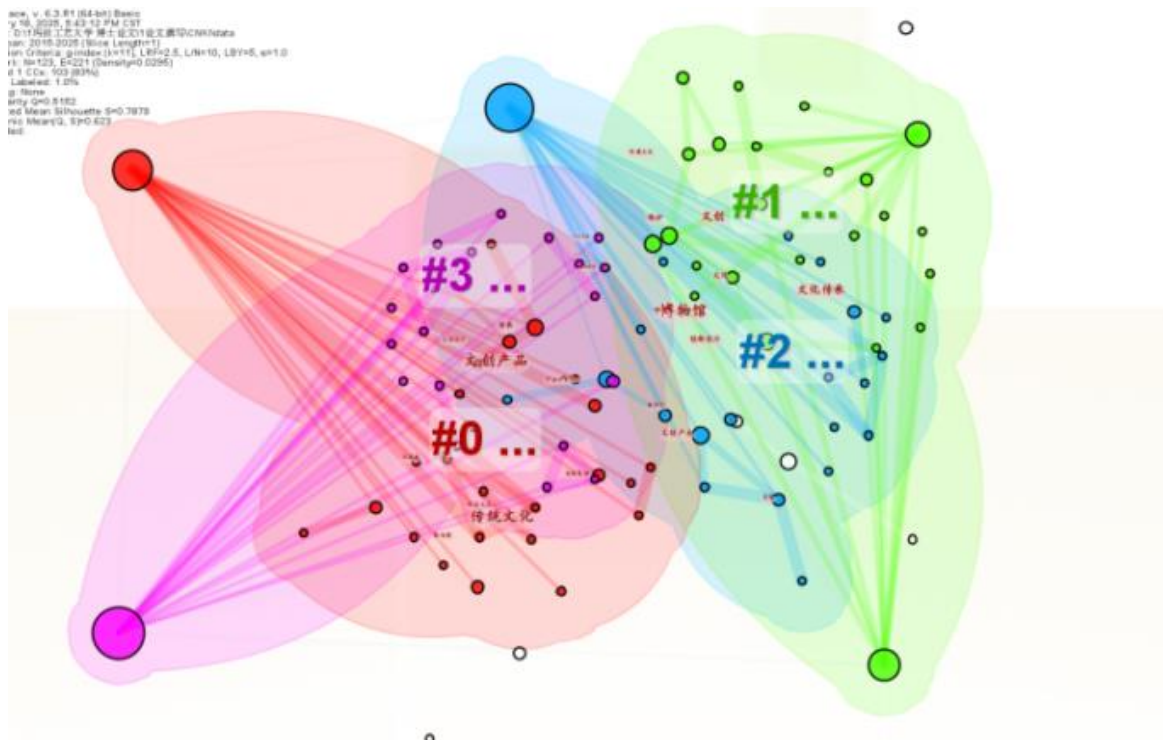


Figure 3: Theme distribution
 Source: Chen, December 2024, Copyright Consent: Permissible to Publish

2.2.1 Overview of the Main Theme Distribution

As can be seen from the theme distribution map, research on the design of innovative and cultural goods in Chinese museums revolves around a number of important topics. The top five high-frequency themes are "museum" (1056 papers), "cultural and creative products" (826 papers), "museum cultural and creative products" (689 papers), "museum cultural and creative works" (471 papers), and "cultural creativity" (276 papers). These themes dominate the research directions and collectively reflect the core areas of studies on the creation of creative and cultural goods for museums.

These themes reveal three key characteristics of the study of museum culture and artistic object design:

- i. **Core Focus:** Centering around "museum" and "cultural and creative products", it reflects that the research focuses on the cultural field of museums and the planning and creation of their artistic and cultural output.
- ii. **Extended Directions:** The research has gradually delved into specific design strategies for artistic and cultural goods, the market - oriented paths of cultural creativity, and its role in cultural dissemination and educational functions.
- iii. **Diversified Exploration:** Secondary themes represented by "digital technology", "local culture", and "intangible cultural heritage protection" indicate that the research has gradually expanded to the development practices of technology integration and regional characteristics.

2.2.2 Main Research Hotspots

- a. **Cultural and Creative Product Design for Museums:** This theme is the core of the research and occupies a major position in the theme distribution map. The research content mainly includes the extraction and innovative expression of cultural symbols in the creation of artistic and cultural goods, design strategies and user - experience optimization, as well as the market - oriented paths of artistic and cultural goods.
- b. **Representative Cases:** The exploration of the design strategies of the artistic and cultural output of the Palace Museum has become a focus of academic attention.
- c. **Cultural Creativity and Cultural Dissemination:** The research hotspot centered around cultural creativity emphasizes the role of artistic and cultural goods in the spread of culture.
- d. **Research Concerns Include:** The role of artistic and cultural items as a conduit for the spread of culture and the effectiveness of such diffusion. Incorporating regional customs and intangible cultural heritage into artistic and cultural design. Digital technology and the layout of museum cultural and creative products.
- e. **Cultural and imaginative development featuring local cultural resources** has progressively caught the scholarly community's notice.
- f. **Research Content Includes:** How to increase the differential value of artistic and cultural goods by exploring local cultural resources, and how to accomplish the sustained growth of cultural and creative development under the limited resources of small and medium - sized museums.

2.2.3 Summary of Theme Evolution and Trends

Initial Stage: Functionality and Education (2007 - 2014)

The research primarily concentrated on three basic functions of culture and artistic museum products, such as educational and cultural dissemination functions.

The research themes were relatively single, mainly centered around the cultural value of museum cultural and creativity, and had not yet involved in-depth design innovation or marketization strategies.

Rapid Development Stage: Design Innovation and Marketization (2015 - 2019)

The research themes expanded from educational functions to design innovation and marketization paths.

Themes such as "cultural creativity" and "development of cultural and creative products" gradually became hot topics during this period, and the research paid more attention to how to use design innovation to make creative and cultural goods more competitive in the market.

In addition, with the strengthening of policy support, the application of local culture and intangible cultural heritage elements was gradually incorporated into the research scope.

Stable Stage: Technology Integration and Diversified Development (2020 - present)

In recent years, themes such as "digital technology" and "digital collections" have risen rapidly in the research, reflecting the trend of the integration of artistic and cultural product design and technology. Concurrently, the development and promotion of regional cultural resources have become a new research focus, and the research proportion of themes related to "local culture" has significantly increased.

2.2.4 Implications of Theme Evolution for Research

Focus on Cultural Inheritance and Design Innovation

The research needs to further focus on how to balance inheritance of culture and innovative expression in the layout of artistic and cultural goods, deeply explore the value of cultural resources, and enhance the market attractiveness of artistic and cultural goods simultaneously.

Encourage the Use of Digital Technology

Designing artistic and cultural goods now heavily relies on digital technologies. In the future, further exploration should be conducted on how to enrich the forms and functions of artistic and cultural items through technical means, such as AR/VR experiences and the development of digital collections.

Pay Attention to the Development of Sustainable Regional Culture and Small and Medium-sized Museums

The research should strengthen the attention to local museums, explore the best practices of regional cultural resources and the creation of artistic and cultural goods, and promote the differentiated and regionally characteristic creation of museum artistic and cultural goods.

2.3 Sample 3 Discipline Distribution (Figure4)

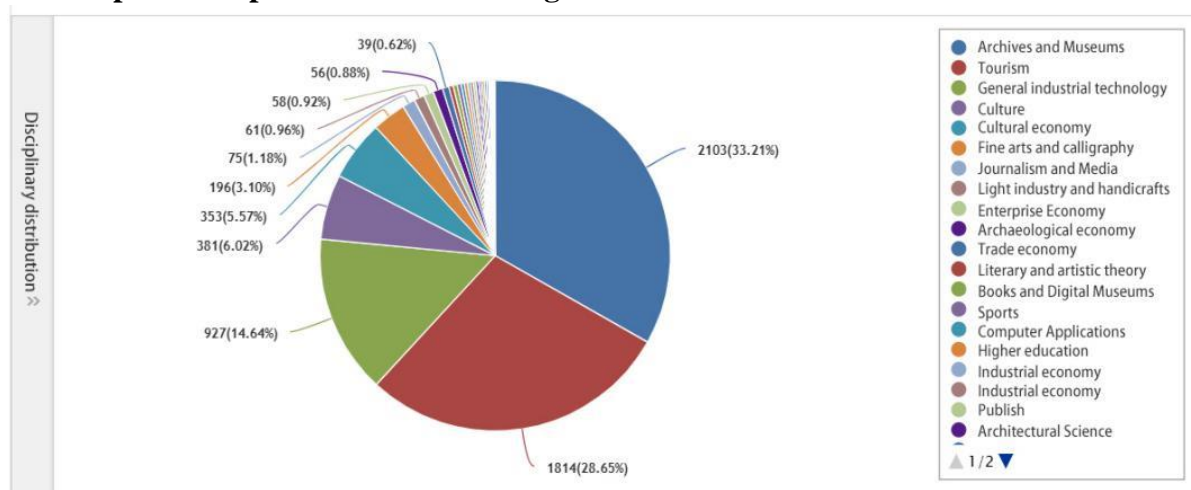


Figure 4: Discipline Distribution

Source: CNKI, December 2024, Copyright Consent: Permissible to Publish

2.3.1 Overall Situation of Discipline Distribution

As can be seen from the discipline distribution map, research in the field of the creation of artistic and cultural goods in Chinese museums is characterized by obvious interdisciplinary features. Archival and museology takes a dominant position, accounting for approximately 33.21% of the total literature. This proportion reflects that museum, as the central field for the growth of artistic and cultural products, hold a fundamental and central position in academic research. Meanwhile, tourism studies rank second with a proportion of 28.65%, which indicates the crucial function of artistic and cultural goods in promoting the integrated creation of culture and tourism. Cultural industry studies rank third with a proportion of 14.64%, demonstrating researchers' attention to the economic value and market potential of artistic and cultural goods.

Other related disciplines, for example, design (6.02%) and fine arts (5.57%), contribute significantly to the study of the aesthetic value and functional creation of artistic and cultural goods. In addition, the participation of disciplines such as journalism and communication (3.10%) and business economics (1.18%) further broadens the perspective of research on museum cultural and creative products, making it cover not only culture and design themselves but also various aspects such as communication strategies and market operations.

2.3.2 Characteristics and Trends of Discipline Distribution

Developing from Archival and Museology to Interdisciplinary Integration

With the growth of the artistic and cultural sector, the research content of this discipline has gradually extended from traditional collection protection and exhibition planning to the design, advancement, and cultural dissemination of artistic and cultural goods.

Design and fine arts provide theoretical support and methodological guidance for the artistry and innovation of cultural and creative products. The cross - integration among these disciplines contributes to the diversified growth of the artistic and cultural design concepts.

Significant Association with Tourism Studies

The proportion of tourism studies at 28.65% shows the important role of artistic and cultural goods in enhancing the tourism experience and cultural dissemination. The key concerns of researchers include how artistic and cultural goods can enhance tourists' encounter with culture,

how to encourage the fusion of tourism and culture resources, and how to achieve the publicity and promotion of local culture through cultural and creative products.

Economic - value - oriented Cultural Industry Studies

The participation of the culture sector studies highlights the market value of artistic and cultural goods as cultural consumer goods. This research mainly focuses on the business models, market strategies for operations, and consumer behavior of artistic and cultural goods, providing potential backing for the industrialization and large - scale production of artistic and cultural items.

Combination of Journalism and Communication with Digital Technology

Research in journalism and communication focuses on the communication strategies of artistic and cultural objects and the analysis of their public influence, especially the enabling effect of new media technology on the communication of artistic and cultural objects.

Potential Value of Regional and Applied Disciplines

Although disciplines such as light industry and craft design have a relatively low proportion, they are of direct significance to the manufacturing and industrialization of artistic and cultural objects. As the importance of local cultural traits in artistic and cultural goods gradually increases, research in these disciplines will become an important support for creating artistic and cultural goods with local qualities, practicality, and market competitiveness.

2.3.3 Implications of Discipline Distribution for Research

The diversity of discipline distribution reflects the comprehensiveness and complexity of the research field of museum cultural and creative products. This interdisciplinary feature provides researchers with a broader perspective and also poses higher requirements for the depth of research. Future research can be carried out in the following directions:

Strengthen interdisciplinary collaboration: Integrate the research results of museology, design, and cultural industry studies to construct a comprehensive framework that combines theory and practice.

Deepen research on combining tourism and culture: Combine tourism studies and cultural industry studies to investigate the function of artistic and cultural products in advancing regional tourism economic development and cultural dissemination.

Pay attention to the utilization of digital technologies: Further strengthen the research on the use of digital technology for artistic and cultural purposes design to encourage the exchange of ideas innovation of museum artistic and cultural objects (Shi, 2024).

3. Main Challenges in Current Research

The current research in the realm of artistic and cultural crafts design faces numerous challenges. Among them, the problem of homogenization is particularly prominent. The design symbols are too simplistic, lacking innovation and regional characteristics, making it difficult to effectively reflect the uniqueness and diversity of culture. In addition, museums of modest and moderate sizes encounter the dilemma of insufficient investigation of regional cultural resources in the creation of artistic and cultural goods. The limitations of resources and the market restrict the diversified growth of their items. In addition, the research on the behavioral characteristics and market demands of the target consumer groups is relatively weak, lacking in - depth analysis

and data support. As a result, design strategies are challenging to precisely fulfill the requirements of consumers. The application of digital technology is still in its initial stage, with insufficient integration depth between technology and culture, failing to fully explore and convey cultural value. These problems comprehensively reflect the deficiencies in innovation, resource utilization, market adaptability, and technological application in the current designing products with a creative and cultural touch, posing severe challenges to the further promotion of cultural heritage protection and inheritance.

4. Future Research Directions

4.1 Encourage the Unique Growth of Local Artistic and Heritage Works

Deeply explore local cultural resources

Regional cultural resources are the center source of the uniqueness of museum artistic and cultural goods. Future research need to more systematically sort out the connotations and symbols of local cultural resources, extract their cultural values, and integrate incorporating these elements into the creation of artistic and cultural goods (Yuan et al., 2024). For example, establish a regional cultural resource database to provide diverse material support for the creation of artistic and cultural goods (Chen et al., 2024).

Design unique artistic and cultural goods in combination with regional qualities

Research needs to focus on the match between the uniqueness of regional culture and market demand. For instance, the Wuhu Museum can develop cultural and creative products with regional characteristics centered around Wuhu iron paintings and local culture.

Integrate regional resources and build a cultural and creative ecosystem

It is recommended to promote cooperation among regional museums to achieve resource sharing and joint development. At the same time, establish cooperation mechanisms with local artistic and cultural enterprises and inheritors of intangible cultural heritage to enhance the competitiveness of the market and communication influence of regional cultural and creative works (Li, 2024).

4.2 Focus on Consumer Behavior and Market Research

Establish a model of consumers' cultural needs and purchasing behavior

The successful design of cultural and creative products requires an in - depth comprehension of the cultural requires, purchasing preferences, and consumption psychology of target consumers. Future research should use market research and data analysis techniques to establish a consumer behavior model, providing a scientific foundation for the creation of artistic and cultural goods. For instance, by analyzing the weight of consumers' demands for product functionality, aesthetics, and cultural connotations, provide guidance for product design (Wang et al., 2023).

4.3 Construct a Full - life - cycle Management Model for Artistic and Intellectual Goods from Museums

Create a complete path from cultural resource protection to product development

The development of museum artistic and cultural goods need to consider cultural resource protection as the core and formulate a complete design, development, and promotion path in combination with the connotative value of cultural resources.

Strengthen the Intimate Blend of Heritage and Technology

The further application of digital technology is a key direction for the design of future artistic and cultural output.

Research ought to explore more possibilities for the combination of technology and culture. For example, combine digital collections (NFT) with local cultural resources and use blockchain technology to ensure the uniqueness and collection value of digital cultural and creative products (Wang, 2024).

5. Conclusion

As an important practical approach for the bequest as well as innovation of cultural history, the design of museum cultural and creative products has achieved remarkable progress in academic research and industrial development in recent years. This paper summarizes the research progress, hot topics, and main difficulties encountered in the field of the creation of artistic and cultural goods in Chinese museums, and proposes future research directions.

The research shows that the core themes of this field focus on the innovative transformation of traditional culture, the integrated use of electronic devices, the development of regional cultural characteristics, and research on the consumer market and cultural communication. However, issues such as homogenization in the creation of artistic and cultural goods, insufficient exploration of local artistic treasures, weak research on consumer behavior and market demand, and inadequate depth of the integration of technology and culture still remain the main bottlenecks in current research and practice. The existence of these problems not only limits the exploration of the cultural value and the improvement of the market competitiveness of museum cultural and creative products but also affects their effectiveness as a medium for cultural communication.

Based on this, this paper proposes future research directions for the creation of cultural and creative products in Chinese museums. Research and practice within this area need to continue to make efforts regarding the breadth of cultural assets exploration, the breadth of design innovation, and the deep integration of technological applications. This will further enhance the cultural value, market influence, and sustainable development potential of artistic and cultural goods, as well as support the active use and cultural transmission of cultural assets.

Acknowledgement

The authors would like to express sincere gratitude to everyone who contributed, both directly and indirectly, to the completion of this study.

Conflict of Interest Statement

The authors declare that there is no conflict of interest regarding the publication of this study.

References

- Bakar, A. B. A., & Idris, M. Z. (2024). Enhancing Visitor Experience Using Service Design Approach for Museum Sustainability. *Ideology Journal*, 9(2).
- Chai, J. F. (2021). New trends in the development of the museum cultural and creative industry. *Art Appreciation*, 32, 120-121.
- Chen, L. Y. (2019). *Research on the development of museum cultural and creative products*. BeiJing:BEIJING BOOK CO. INC.
- Chen Shali., Kaixin, G., Ke, G., & Taohua, O. (2021). A research on the matching mechanism of Chinese traditional creative products and users: taking Yuxian ceramics as an example. *Foreign Economics & Management*, 43(07), 141-152.

- Chen Yanping, Ji Runxia & Ming Lili. (2024). New Development Opportunities for Museum Cultural and Creative Products. *Cultural Industry* (24), 133 - 135.
- Gruber, S. (1972, April). Convention concerning the protection of the world cultural and natural heritage 1972. In Stefan Gruber, 'Convention concerning the Protection of the World Cultural and Natural Heritage' (pp. 60-66).
- Hein, H. S. (2000). *The museum in transition: A philosophical perspective*. Smithsonian Institution.
- Kurin, R. (2004). Safeguarding Intangible Cultural Heritage in the 2003 UNESCO Convention: a critical appraisal. *Museum international*, 56(1-2), 66-77.
- Li Fengtian. (2024). New Thoughts on Integrating Regional Culture into the Design of Museum Cultural and Creative Products. *Cultural Monthly* (08), 98 - 100.
- Li Yang. (2024). An Overview of the Development and Future Exploration of the Cultural and Creative Industry in Museums. *Cultural Relics Identification and Appreciation* (20), 101 - 104.
- Shi, Y., Ghafar, M. A., & Yahaya, M. F. (2024). Augmented Reality for interactive experiences in museums: A review. *Ideology Journal*, 9(2).
- Wang Qiyi, Lei Qing & Kang Zuyi. (2023). Research on the Influence of Product Value Perception and Consumer Demand Based on "The Palace Museum Cultural and Creative Products". *Packaging Engineering* (14), 224 - 234.
- Wang Yun. (2024). "Research on Design and Development Strategies and Innovative Ideas of Museum Cultural and Creative Products": Innovative Paths and Future Development of Museum Cultural and Creative Product Design. *Architectural Journal* (08), 124.
- Ye, C., & Kuang, C. Y. (2023). Investigation and analysis: Current status and innovative paths of museum cultural and creative development in China. *Journal of Silk*, 60(11).
- Yuan, J., Ghafar, M. A., & Azmi, A. (2024). A Systematic Review on The Cultural Design Process for Cultural Creative Product in China. *Ideology Journal*, 9(2).