

# **Creativity and Sustainability of Intangible Cultural Heritage a Peking Opera Study**

**Zongwei Hu<sup>1</sup>, Jian Ming Luo<sup>2\*</sup>**

<sup>1</sup> *Macau University of Science and Technology, Macau, China / Faculty of Hospitality and Tourism Management*

<sup>2</sup> *Macau University of Science and Technology, Macau, China / School of Liberal Arts*

\* Corresponding Author

## **Abstract**

Intangible cultural heritage increasingly struggles to maintain vitality in the face of modernization and changing cultural consumption patterns, particularly in traditional performing arts. While creativity is widely viewed as essential to revitalizing intangible cultural heritage, how different creative elements work together in practice remains insufficiently understood. Using Peking Opera as a case study, this research explores the key creative elements that support the sustainable development of intangible cultural heritage and examines their interactions through a mixed-method approach. Social media data related to Peking Opera are first collected from Weibo and analyzed using topic modeling to capture dominant themes in public discourse. These results are then complemented by semi-structured interviews with Peking Opera performers and inheritors, offering in-depth insights into creative practices and transmission processes. The findings suggest that creativity in intangible cultural heritage emerges from the interplay of artistic innovation, audience engagement, institutional support, and apprenticeship systems. Rather than operating independently, these elements reinforce one another by shaping performance practices, strengthening cultural recognition, and supporting talent cultivation. The study further indicates that creative development rooted in tradition, instead of radical change, is more effective in preserving cultural authenticity while ensuring long-term sustainability. By adopting a dynamic perspective on creativity, this research contributes to heritage studies and provides practical implications for cultural policy, heritage management, and creative tourism.

**Keywords:** Intangible cultural heritage; Creativity; Sustainable development; Peking Opera; Cultural tourism