



RESEARCH ARTICLE

Empowering Artists and Preserving Heritage the Role of Community-Led Initiatives in the Jade Industry in China

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ARTICLE INFO	ABSTRACT
Received: Jun 21, 2024	<p>Community-led development (CLD) represents a transformative approach empowering local communities to navigate global challenges and revive traditional crafts, ensuring sustainable development while safeguarding intangible cultural heritage. Within the jade industry, CLD not only promises economic advancement but also preserves cultural identity. Yet, research on its impact in this context remains limited, prompting this investigation. This qualitative study investigates how CLD initiatives empower jade artists, preserve cultural heritage, and foster international collaboration. Using in-depth analysis, findings reveal that initiatives in skills development, entrepreneurship, collective decision-making, and market access empower artists. However, scaling impacts necessitate further research and investment. Cultural preservation, intergenerational learning, community education, and partnerships with cultural institutions are pivotal for sustaining traditions. Facilitating international collaboration and market access is crucial, underscoring the need for supportive policies and resources to globalize artisanal economies. Key factors for empowering artists in jade art villages through CLD include skills development in traditional techniques and innovative design, entrepreneurship support via microfinance and mentorship, collective decision-making promoting fair trade, market access through fairs and online platforms, and cultural preservation fostering heritage continuity. Strategies for cultural heritage preservation focus on documentation, authentic design revival, community education, and collaboration with institutions. Networking, trade fairs, online marketing, cultural exchanges, and market research support enhance international collaboration and market access. These efforts aim to sustain the cultural significance, economic viability, and global recognition of jade craftsmanship. Policymakers, practitioners, and researchers can leverage CLD to bolster the jade sector sustainably, promoting resilience, innovation, inclusion, and cultural heritage</p>
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INTRODUCTION

Community-led development (CLD) represents a promising approach to empowering local communities, enabling them to assert control over their futures while revitalizing traditional crafts. In the context of globalization's challenges, CLD not only fosters sustainable development but also safeguards intangible cultural practices, stimulates economic growth, and preserves historical heritage. These benefits are particularly pronounced in industries like jade, where CLD serves as a pathway to simultaneous economic advancement and cultural conservation. It is imperative to examine the role of CLD initiatives within the jade sector to understand how such community-driven strategies can effectively empower artisans, sustain cultural heritage, and foster economic resilience in the face of global pressures.

Community-led development (CLD) represents a paradigmatic shift in empowering local communities to take charge of their own development trajectories, particularly in revitalizing indigenous crafts amidst the challenges posed by globalization and market saturation. Scholars such as Loha (2018), Djohossou et al. (2023), and Hanif (2023) underscore its transformative potential, highlighting how CLD not only revitalizes economic opportunities but also safeguards intangible cultural traditions and promotes social cohesion. This approach becomes crucial in contexts discussed by Jaisingh (2021), Dutta (2023), Ahmed (2019), Wanniarachchi et al. (2024), and Bernardino & Santos (2017), where local communities navigate the complexities of global markets while preserving their cultural heritage. By engaging communities in decision-making processes and leveraging their cultural assets, CLD initiatives facilitate sustainable development that is inclusive and respectful of local traditions, as emphasized by Heritage (2020), Liritzis & Korca (2019), Raisele (2021), and Sonkoly & Vahtikari (2018). Thus, CLD not only supports economic resilience but also reinforces the cultural identity and collective pride of communities, ensuring a balanced and holistic approach to development.

Local communities, empowered to actively participate in decision-making processes and utilize their inherent skills and resources to conserve cultural heritage assets, exemplify a participatory approach in CLD. Scholars such as Shin & López-Morales (2011), Brown & Hay-Edie (2014), and de Luca et al. (2021) highlight that this approach not only fosters community ownership of development initiatives but also ensures the preservation of cultural heritage. By involving community members in planning and implementation, CLD initiatives effectively harness local knowledge and traditions, thereby enhancing the sustainable management of cultural assets.

Moreover, CLD plays a pivotal role in promoting economic growth, especially among marginalized groups within communities. Studies by Mansuri & Rao (2012), Isenberg & Onyemah (2016), and Connelly et al. (2011) underscore how CLD initiatives stimulate entrepreneurship by providing support and resources that enable community members to start and sustain businesses. These initiatives also focus on improving market access for local products and services, thereby creating opportunities for economic empowerment and reducing socio-economic disparities.

Comprehensively, CLD not only conserves cultural heritage but also catalyzes inclusive economic development by empowering communities to utilize their local skills and resources effectively. By fostering entrepreneurship and improving market access, CLD initiatives contribute to sustainable growth and resilience among marginalized groups, ultimately promoting social equity and community well-being.

Specifically, in the jade industry, CLD serves as a pivotal strategy for empowering artisans to navigate the complexities of both local and global markets while preserving the cultural and visual heritage associated with jade craftsmanship. This approach involves several key components essential for sustainable development. First, CLD initiatives often prioritize skills training programs that enhance artisans' technical proficiency and creativity. Scholars like Xiaochun (2015), Yang & Pang (2024), Yang (2023), and Tantrakoonsab (2020) emphasize that such training not only enhances the quality of jade products, but also guarantees the transmission of traditional carving techniques and artistic expressions across generations, thereby preserving cultural heritage.

Also, CLD provides critical financial support mechanisms, such as microfinance loans or grants, that enable artisans to invest in their businesses, purchase materials, and expand their production capabilities. This financial empowerment is crucial in helping artisans withstand market pressures and sustain their livelihoods amidst industrialization and commodification threats.

It also facilitates networking opportunities by connecting artisans with international organizations, NGOs, and private sector entities. These partnerships help artisans access new markets, gain exposure at trade fairs and exhibitions, and collaborate with designers and retailers globally. By increasing market access and visibility, CLD not only boosts economic growth within jade-producing communities, but also fosters appreciation and demand for authentic, culturally significant jade products on a global scale.

In the jade industry, CLD acts as a comprehensive approach that not only promotes economic resilience and growth among artisans, but also ensures the continued preservation and promotion of jade's rich cultural and visual heritage. By empowering artisans through skills development, financial support, and strategic networking, CLD contributes to the sustainability of the jade industry while celebrating its unique cultural contributions in the face of modern challenges.

CLD plays a crucial role in revitalizing jade art villages by empowering artisans to reclaim their craftsmanship and revive traditional practices, thereby supporting sustainable livelihoods within these communities. Scholars such as Firmansyah & Fadlilah (2016), Nhamo & Katsamudanga (2019), Zhang et al. (2021), and Sullivan (2008) emphasize that CLD initiatives focus on preserving and promoting local knowledge and skills related to jade carving, ensuring cultural continuity and economic resilience in the face of modern challenges like industrialization and globalization.

Furthermore, CLD fosters intercultural communication and international cooperation by positioning jade artisans as cultural ambassadors on a global stage. By participating in cultural exchange programs, international exhibitions, and collaborative projects with global partners, but also promotes cross-cultural understanding and appreciation for jade's cultural significance. Scholars such as Holmes (2005), Møller (2022), and Po (2022) highlight how these initiatives contribute to enhancing the visibility and prestige of jade artistry worldwide, opening new opportunities for economic growth and cultural exchange.

Overall, CLD empowers jade artisans to preserve their cultural heritage while adapting to contemporary market demands and global trends. By revitalizing traditions, fostering international cooperation, and promoting cultural diplomacy, CLD not only supports sustainable livelihoods in jade art villages but also enriches global cultural diversity and mutual understanding. This holistic approach ensures that jade craftsmanship continues to thrive as a symbol of cultural identity and artistic excellence on the global stage.

Collectively, the literature illustrates that CLD can empower artists, preserve cultural heritage, and boost economic growth in the jade industry. However, it lacks a comprehensive understanding of this interplay. This study, therefore, investigates several crucial areas to fill this gap. It first examines CLD's role in the jade industry and its challenges. Secondly, it examines jade art villages' particular issues and how CLD efforts might provide tailored answers. Thirdly, the study examines how CLD affects artisan empowerment, including skills, livelihoods, and socioeconomic position. It also investigates how jade art villages use CLD to preserve their skills. Finally, it looks at how CLD programs help artists collaborate internationally and access markets, sustaining craft economies. To address these gaps and illuminate CLD's significance in jade industry sustainability, it is necessary to investigate the role of CLD initiatives in empowering artists, preserving cultural heritage, and facilitating international collaboration in the jade industry. This study, therefore, examines successful community-led efforts in jade art villages to solve crucial issues and contribute to the artisanal economy's sustainable development rhetoric.

2. MATERIALS AND METHODS

The study was qualitative. We selected jade artists, community leaders, government officials, NGO representatives, academic researchers, international partners, artisan associations, and customers from China, Taiwan, Myanmar, and Guatemala for comparative analyses of CLD initiatives in jade art villages. These contributors share varied viewpoints, experiences, and insights into CLD, cultural preservation, and market access in jade art villages. Engaging with multiple stakeholders helps comprehend the complex social, economic, and cultural variables affecting jade artists' livelihoods and aspirations. Participants come from several nations, reflecting the worldwide nature of jade artisan groups, international cooperation, and market dynamics.

To fully understand CLD dynamics in Jade Art villages, we began data collection with case study document analysis. This entails reviewing CLD initiative documentation, reports, and records in selected communities. Before collecting data, we examined available documentation to understand these groups' strategies, obstacles, and results. Later, academics participated in jade art villages to

learn about daily life, artisanal skills, and community dynamics. Researchers thoroughly recorded production procedures, community interactions, and cultural practices. We selected sample jade art villages based on accessibility, research interests, and stakeholder collaborations for site visits. These trips allowed researchers to see CLD projects and evaluate tactics, obstacles, and results from different communities. We then interviewed artists, community leaders, government officials, and others involved in CLD efforts in a semi-structured format. These interviews examined how CLD projects affect cultural preservation, empowerment, and international collaboration, revealing the dynamics. Finally, we compared participatory observations, site visits, and interviews to determine commonalities and unique success factors among jade art villages and CLD efforts. This diverse data collection process helped the study's objectives and research questions by revealing CLD dynamics, cultural preservation efforts, and market access obstacles in jade art villages.

This study used multiple data analysis approaches. We used NVivo to code, organize, and analyze interview transcripts for qualitative data analysis. The researchers carefully classified empowerment, cultural preservation, and international partnership responses. We examined case studies to determine jade art villages' community-led development aims and strategies.

Also, it used several methods to assure qualitative research credibility and rigor. We selected a variety of jade-art village CLD stakeholders to represent participants. We collected data through interviews, focus groups, observations, and document analysis to ensure transparency, trustworthiness, and ethics. We used coding, triangulation, and member checking to assure data quality and reliability. We carefully interpreted the data, considering contextual factors, constraints, and biases. Following these ideas yielded credible insights into CLD dynamics and helped artisanal economies grow sustainably.

We carefully selected participants to explore CLD dynamics in jade art communities. To present a global perspective, we chose stakeholders with diverse viewpoints, experiences, and ideas, as well as international participants. For different case studies, we choose communities for site visits based on research interests, accessibility, and relationships. To enrich qualitative data, researchers observed daily behaviors and community dynamics. The rigorous selection methods and methodologies that explored CLD dynamics and market reach tactics enhanced the study's usefulness.

We employed numerous methods to reduce data collection bias and non-responsive bias. This study employed random sampling for interviews and transparent site visit selection criteria. It used a variety of data-gathering methods for triangulation and ensured participant diversity. We addressed non-responsive bias through explicit communication, incentives, and follow-up to maximize participation, examined non-responsiveness patterns, and adjusted recruitment techniques to discover biases. To avoid bias, we used interviewer training, transparent case study criteria, and reflexivity in participatory observations for each data collection instrument. These attempts sought to improve the study's validity and reliability. Triangulation—using different data sources to confirm findings—also helped the study's credibility. Interviews, observations, case studies, and qualitative methodologies gave the study legitimacy and a complete grasp of CLD dynamics.

3. RESULTS

CLD initiatives in jade art villages empower craftsmen by employing a variety of mechanisms. The following are effective methods by which this empowerment takes place, as shown in Table 1.

Table 1: Community-led development methods and initiatives for empowering artisans within jade art villages used by entrepreneurs

Methods	Initiatives	Entrepreneurs
Skills Development	Training Programs	The Myanmar Gems and Jewellery Entrepreneurs Association (MGJEA)
	Traditional Jade Carving Techniques	In Guatemala, the Jade Artisans Cooperative
	Design Innovation	The Jade Artisans Network in China
	Marketing Strategies	The Taiwan Jade Artisans Association

Entrepreneurship Support	Microfinance Loans	The Jade Artisans Cooperative in Guatemala
	Business Mentorship	The Myanmar Gems and Jewellery Entrepreneurs Association (MGJEA)
	Incubation Programs	The Jade Artisans Network in China
Collective Decision-Making	Participatory Processes	In San Marcos, Guatemala, the Jade Artisans Cooperative
	Artisan Associations and Cooperatives	In Hpakant, Myanmar
	Fair Trade and Ethical Practices	The Fair Trade Federation (FTF) in the United States
Access to Markets	Organizing Trade Fairs and Exhibitions	The Jade Artisans Association in Taiwan
	Establishing Online Platforms	The Jade Artisans Network in China
	Collaborating with Retailers and Distributors	The Jade Artisans Cooperative in Guatemala
Cultural Preservation and Identity	Valuing Cultural Heritage	The Jade Artisans Cooperative in Guatemala
	Preserving Traditional Knowledge	The Hpakant Jade Miners and Artisans Association (HJMAA) in Myanmar
	Promoting Cultural Affirmation	The Jade Artisans Network in China

Table 1 depicts community-led development methods and initiatives that empower artisans in jade art villages. Entrepreneurs adopt a variety of methods. First, communities foster skills development through workshops and training programs aimed at enhancing the technical expertise of jade artisans across various disciplines, including carving, design innovation, marketing, and business management. These initiatives enable artists to refine their skills and adapt to contemporary market demands, ensuring their competitiveness. For instance, the Myanmar Gems and Jewellery Entrepreneurs Association (MGJEA) collaborates with local NGOs to offer comprehensive jade carving programs, ranging from basic to advanced techniques and gemstone polishing, thereby improving artisans' technical proficiency and contributing to the growth of the jade industry. Similarly, community-driven efforts within the Guatemalan Jade Artists Cooperative preserve traditional jade carving techniques through workshops led by master carvers, where artists learn to intricately carve jadeite jade using chisels and grinders, thus enhancing their craft and fostering cultural appreciation. Moreover, workshops on innovative design conducted by the Chinese Jade Artists Network in collaboration with design universities and creative firms encourage artistic experimentation with minimalist styles, geometric patterns, and sustainable materials, empowering artists to meet diverse consumer preferences effectively. Additionally, community-led marketing initiatives, such as those organized by the Taiwan Jade Craftsmen Association in Hualien, Taiwan, provide artists with essential skills in branding, pricing, market research, and digital marketing strategies, enabling them to expand their customer base and promote their products proactively.

Second, community-led development (CLD) initiatives play a pivotal role in fostering entrepreneurship among jade artisans through a variety of support mechanisms. These include microfinance loans, where community-led projects offer low-interest financing to help artists establish and expand their businesses, purchase necessary equipment, and cover operational expenses. For instance, the Guatemalan Jade Artists Cooperative collaborates with local microfinance institutions to assist aspiring jade artists in acquiring tools, workshop space, and marketing materials, thereby facilitating their financial independence and enterprise development. Additionally, CLD initiatives provide essential business mentorship, offering guidance on company planning, marketing strategies, financial management, and entrepreneurial challenges gleaned from industry veterans. The Myanmar Gems and Jewelry Entrepreneurs Association (MGJEA) serves as a platform for Myanmar jade crafters to learn from experienced gemstone industry professionals, equipping them with skills in business administration, market analysis, and consumer engagement. Furthermore, through incubation programs, local organizations offer aspiring entrepreneurs access to shared workspaces, educational resources, professional networks, and mentorship opportunities. For example, the Jade Artisans Network in China operates a business incubation center in Hualien,

Taiwan, providing jade artisans with workshops, design studios, and comprehensive business support to nurture their entrepreneurial ventures, foster innovation, and forge partnerships within the industry.

Third, collective decision-making within community-led development (CLD) empowers jade craftsmen to shape their own developmental pathways through inclusive processes. For example, participatory decision-making at the Jade Artists Cooperative in San Marcos, Guatemala, involves community meetings focused on pricing, marketing strategies, and resource allocation, allowing artists to voice concerns, exchange ideas, and collectively influence decisions, thereby promoting inclusivity and democratic practices. Similarly, jade artisans in Myanmar organize community-led associations, such as the Hpakant Jade Miners and Artisans Association (HJMAA), to advocate for improved wages, working conditions, and environmental protections through collective bargaining with government agencies and mining corporations. These initiatives demonstrate the efficacy of collective action in addressing industry challenges and promoting sustainable practices. Furthermore, community activities within the jade industry emphasize fair trade principles and ethical practices, ensuring equitable compensation and adherence to environmental and social standards. Organizations like the United States Fair Trade Federation (FTF) collaborate with artisan cooperatives to certify jade products, ensuring fair labor practices, safe working conditions, and sustainable production methods, thereby supporting jade craftsmen and advancing global social justice initiatives.

Fourth, community-driven development initiatives enhance market access for jade artists through various channels, including trade fairs, exhibitions, and online platforms, thereby bolstering their visibility and economic viability. Organized by groups like the Taiwanese Jade Artists Association, biennial events such as the Hualien Jade Fair serve as global showcases where artists unveil their latest creations, forge industry connections, and secure orders from international buyers. Concurrently, online platforms provided by entities such as the Chinese Jade Artists Network enable global sales of jade jewelry, sculptures, and home décor, facilitating transactions and broadening artists' reach across diverse local and international markets. Moreover, community-led organizations foster collaboration with retailers and distributors through consignment arrangements and cooperative marketing strategies. For instance, Guatemala's Jade Artists Cooperative collaborates with fair trade boutiques to export artisanal jade items, expanding their market reach and appealing to conscientious consumers seeking unique products with compelling narratives of craftsmanship and ethical production practices.

Finally, community-led efforts in cultural preservation and identity among jade artisan groups play a crucial role in safeguarding and celebrating the craft's profound heritage. By acknowledging and promoting cultural traditions, these initiatives instill a sense of pride and identity among artists, reinforcing their dedication to preserving and transmitting their cultural legacy. For example, the Guatemalan Jade Artists Cooperative orchestrates cultural festivals and exhibitions featuring traditional music, dance performances, and artisan showcases, promoting the cultural significance of Mayan jade art and fostering greater appreciation for generational heritage. Similarly, community-led programs, such as those facilitated by the Hpakant Jade Miners and Artists Association (HJMAA) in Myanmar, focus on training and apprenticeships to uphold jade artisan techniques, imparting intricate skills and cultural meanings to master carvers and aspiring craftsmen, thereby ensuring the continuity of Hpakant's cultural richness. Moreover, collaborations between the Chinese Jade Artists Network and local cultural organizations serve to showcase jade artists' creativity and cultural contributions, thereby reinforcing artisans' commitment to preserving and sharing their cultural legacy through affirmative cultural practices and validation.

In brief, Table 1 highlights how entrepreneurs within these communities foster skills development, entrepreneurship support, collective decision-making, access to markets, and cultural preservation efforts. These efforts not only enhance artisans' technical skills and business acumen but also contribute to preserving and celebrating the rich cultural traditions and identity linked with jade craftsmanship. Thus, the intersection of these tables underscores a holistic approach where community-led initiatives not only empower artisans economically but also ensure the sustainability and cultural integrity of jade artistry. To preserve the cultural heritage associated with jade

craftsmanship, the strategies implemented by jade art villages align closely with community-led development methods and initiatives, as detailed in Table 2.

Table 2: Strategies implemented by jade art villages to preserve cultural heritage associated with jade craftsmanship

Strategies	Craftsmanship Preservation	Entrepreneurs
Apprenticeship and intergenerational learning	Hands-on Training	In Hualien, Taiwan
	Observation and Guidance	In San Marcos, Guatemala
	Continuity of Tradition	In Hpakant, Myanmar
Cultural Festivals and Events	Organizing Cultural Festivals	The San Marcos Jade Festival in Guatemala
	Showcasing Artisan Craftsmanship	The Hualien Jade Expo in Taiwan
	Promoting Cultural Exchange	The International Jade Culture Festival in China
Documentation and Oral History Projects	Studying Historical Artifacts and Texts	In Hualien, Taiwan
	Recreating Authentic Designs	Artisans in San Marcos, Guatemala
	Integrating Traditional Elements	The Jade Artisans Cooperative in China
Revival of Traditional Designs and Techniques	Studying Historical Sources	Artisans in Hualien, Taiwan
	Recreating Authentic Designs	In San Marcos, Guatemala
	Integrating Traditional Elements	The Jade Artisans Cooperative in China
Community Education and Outreach	Organizing Workshops and Seminars	In Hualien, Taiwan, the Hualien Jade Artisans Association
	Educational Programs for Tourists	The Jade Cultural Center in Guatemala
	Promoting Dialogue and Engagement	The Jade Artisans Cooperative in China
Collaboration with Cultural Institutions	Supporting Research Projects	The Jade Artisans Association in Taiwan
	Conservation Efforts	The Jade Cultural Center in Guatemala
	Exhibition and Outreach Programs	The San Marcos Jade Museum in Guatemala

Table 2 illustrates a range of strategies implemented by jade art villages worldwide to preserve the cultural heritage associated with jade craftsmanship. These initiatives encompass a variety of approaches. Above all, apprenticeship and intergenerational learning are pivotal in preserving jade craftsmanship across different regions. Hualien, Taiwan employs hands-on training sessions to transfer practical jade carving skills from one generation to the next. Meanwhile, in San Marcos, Guatemala, master artisans guide apprentices through direct observation and personalized mentoring. In Hpakant, Myanmar, a commitment to the continuity of tradition ensures the perpetual transmission of ancient jade crafting techniques and knowledge within the community. These approaches highlight the cultural significance of jade and its preservation through hands-on apprenticeships and traditional mentoring practices.

In addition, cultural festivals and events play a crucial role in promoting and preserving jade craftsmanship globally. In Guatemala, the San Marcos Jade Festival organizes vibrant cultural celebrations that highlight the artistry of jade. Similarly, events like the Hualien Jade Expo in Taiwan provide platforms for artisans to showcase their intricate craftsmanship to a broader audience. Furthermore, the International Jade Culture Festival in China facilitates cultural exchange, fostering dialogue and mutual appreciation for jade art across international boundaries. These festivals not only celebrate jade's cultural heritage, but also contribute to its continued recognition and significance on a global scale.

Documentation and oral history projects are essential for preserving the rich heritage of jade craftsmanship across diverse regions. In Hualien, Taiwan, researchers study historical artifacts and texts related to jade, aiming to safeguard ancient knowledge and techniques. Meanwhile, artisans in San Marcos, Guatemala, diligently recreate authentic jade designs based on historical sources, ensuring the continuity of traditional artistic styles. In China, the Jade Artisans Cooperative integrates traditional elements into contemporary jade crafting practices, bridging the past with the present to maintain cultural authenticity and relevance in jade artistry. These initiatives underscore the

importance of documenting and revitalizing historical jade traditions through meticulous research and artistic innovation.

Various regions actively pursue the revival of traditional designs and techniques in jade craftsmanship. In Hualien, Taiwan, artisans engage in rigorous study of historical sources to revive and incorporate traditional jade designs into contemporary artworks. Meanwhile, in San Marcos, Guatemala, there is a dedicated effort to faithfully recreate historical jade craftsmanship, ensuring the preservation of authentic artistic practices. In China, the Jade Artisans Cooperative integrates traditional elements into modern jade artworks, merging heritage with innovation to sustain the cultural significance and artistic integrity of jade craftsmanship. These initiatives highlight our commitment to revitalizing and preserving traditional jade designs and techniques through meticulous research and creative adaptation.

Community education and outreach initiatives play a crucial role in promoting the cultural heritage of jade craftsmanship across different regions. In Taiwan, the Hualien Jade Artisans Association organizes workshops and seminars to educate community members about traditional jade crafting techniques. Similarly, the Jade Cultural Center in Guatemala provides educational programs for tourists, informing them about the cultural significance of jade in the region. In China, the Jade Artisans Cooperative fosters dialogue and engagement within the community, encouraging active participation in the preservation and appreciation of jade heritage. These educational efforts not only transmit valuable knowledge but also enhance awareness and appreciation of jade's cultural significance among diverse audiences.

Collaboration between jade art villages and cultural institutions plays a pivotal role in preserving and promoting the rich heritage associated with jade craftsmanship. In Taiwan, the Jade Artisans Association supports research projects that delve into jade culture and history, contributing valuable insights to the field. Meanwhile, the Jade Cultural Center in Guatemala spearheads conservation efforts focused on safeguarding historical jade artifacts and traditional practices. Additionally, institutions like the San Marcos Jade Museum in Guatemala conduct exhibition and outreach programs that educate the public and foster appreciation for jade heritage through curated displays and community engagement initiatives. These collaborative endeavors underscore the commitment to preserving Jade's cultural legacy for future generations.

These strategies collectively demonstrate proactive efforts by jade art villages to safeguard and promote their cultural heritage, ensuring continuity and appreciation of jade craftsmanship across generations and cultures, while Table 3 illustrates how community-led initiatives facilitate international collaboration and market access for jade artists. Top of Form

Table 3: The means by which community-led initiatives facilitate international collaboration and market access for jade artists

Means	International collaboration and market access	Entrepreneurs
Networking and Partnerships	International Organizations and NGOs	The Jade Artisans Cooperative in Guatemala
	Government Agencies	The Jade Artisans Association in Taiwan
	Private Sector Entities	The Jade Artisans Network in China
Participation in Trade Fairs and Exhibitions	Organizing or Supporting Participation	The Hpakant Jade Artisans Association in Myanmar
	Showcasing Craftsmanship and Products	The Jade Artisans Cooperative in Guatemala
	Networking and Building Relationships	The Jade Artisans Network in China
Online marketing and e-commerce	Development of Online Platforms	The Jade Artisans Cooperative in Guatemala
	Social Media Marketing	The Jade Artisans Network in China
	Integration with Online Marketplaces	The Jade Artisans Association in Taiwan
	Organizing Collaborative Workshops and Residencies	The Jade Artisans Network in China

Cultural Exchange Programs	Facilitating Study Tours and Exchanges	The Hpakant Jade Artisans Association in Myanmar
	Participation in International Festivals and Events	The San Marcos Jade Festival in Guatemala
Market Research and Training	Market Research Support	The Jade Artisans Association in Taiwan
	Training Programs	The Hpakant Jade Artisans Association in Myanmar
	Capacity-Building Initiatives	The Jade Artisans Cooperative in Guatemala

Table 3 illustrates how community-led initiatives facilitate international collaboration and market access for jade artists. Community-led efforts on multiple channels enable jade artists to collaborate internationally and access markets. These programs boost jade artists' global possibilities in many ways. Above all, networking and partnerships are crucial for community-led jade artisan programs, facilitating capacity expansion, knowledge sharing, and market growth. For instance, collaborations with international organizations and NGOs like the International Trade Centre (ITC) enable the Guatemalan Jade Craftsmen Cooperative to enhance exports through training, market assessments, and business development initiatives. Similarly, partnerships with government agencies, such as Taiwan's Ministry of Culture and the Council of Indigenous Peoples, support the Taiwanese Jade Artists Association in advocating for indigenous jade art and culture preservation, funding cultural programs, and promoting sustainable development. Additionally, private sector collaborations, exemplified by the Chinese Jade Artists Network partnering with luxury brands and retailers, elevate jade artifacts' cultural significance globally, boosting sales and appreciation among affluent consumers.

Moreover, participation in trade fairs and exhibitions is pivotal for promoting handmade jade items globally through community-driven projects. For instance, the Myanmar Hpakant Jade Artists Association and their partners sponsor participation in events like the Hong Kong International Jewelry Show and Tucson Gem and Mineral Show, covering travel, booth leases, and promotional materials to facilitate international sales. At these venues, Guatemalan Jade Artists Cooperative showcases their intricate jade goods at events such as the International Folk Art Market in Santa Fe, New Mexico, attracting buyers and collectors while offering live demonstrations to share their cultural heritage. Furthermore, Chinese jade artists utilize platforms like the Baselworld Watch and Jewelry Show in Switzerland to network with international buyers and industry professionals, fostering new customer relationships and enhancing market presence through product demos and networking opportunities.

Participation in trade fairs and exhibitions is crucial for promoting handmade jade items globally through community-driven projects. For instance, the Myanmar Hpakant Jade Artists Association, along with their partners, sponsors participation in prestigious events like the Hong Kong International Jewelry Show and Tucson Gem and Mineral Show, supporting travel, booth leases, and promotional materials to facilitate international sales. Similarly, the Guatemalan Jade Artists Cooperative presents their intricate jade goods at events such as the International Folk Art Market in Santa Fe, New Mexico, where they engage buyers and collectors with live demonstrations that showcase their cultural heritage. Additionally, Chinese jade artists leverage platforms like the Baselworld Watch and Jewelry Show in Switzerland to network with global buyers and industry professionals, establishing new customer relationships and bolstering market presence through product demos and networking opportunities. These efforts collectively elevate awareness and appreciation of jade craftsmanship on a global scale.

Through community-led initiatives, cultural exchange programs are integral to the development of jade artists around the world. For example, collaborative workshops and artist residencies facilitate knowledge sharing and creative cooperation among jade artists from diverse backgrounds. At the China Jade Artists Network residency in Hualien, Taiwan, international and Chinese artists collaborate on carving techniques and cultural insights, enhancing their craftsmanship and understanding of global trends. Additionally, community-driven jade artist education initiatives, like those organized by the Hpakant Jade Artists Association, involve study tours to China, where

craftsmen deepen their skills and appreciation for jade culture and workshops. Participating in global festivals and exhibitions further promotes cultural interchange and collaboration, as seen at Guatemala's San Marcos Jade Festival, where international artists convene to showcase their work and celebrate Jade's cultural heritage, fostering international cooperation and cultural preservation efforts.

Market research and training are critical components of community-led initiatives aimed at preparing jade artisans for success in global markets. For instance, specialized organizations provide market research support to the Taiwanese Jade Artists Association, advising on global trends, consumer preferences, and competitive analysis, enabling artisans to tailor their products and marketing strategies accordingly. Concurrently, community-led training programs, such as those conducted by the Hpakant Jade Artists Association in collaboration with international development agencies, focus on export techniques, quality control, branding, and digital marketing. These initiatives equip artists with the skills needed to navigate international markets effectively, ensuring their works meet global standards and appeal to diverse customer bases. These efforts, by fostering capacity-building and economic empowerment, contribute to the sustainable growth and success of jade artisans on a global scale.

Drawing upon Tables 1–3, below are factors and impacts on the empowerment of artists in jade art villages through CLD, strategies for preserving cultural heritage through jade craftsmanship, and the role of community-led initiatives in enhancing international collaboration and market access for jade artists.

Table 4: Factors and impacts on the empowerment of artists in jade art villages through CLD

Factors		Impacts
Skills development	Training programs	Enhance technical proficiency and craftsmanship
	Traditional jade carving techniques	Preserve cultural heritage and enhance carving skills
	Design innovation	Adapt to market demands and cater to diverse tastes
	Marketing strategies	Expand customer base and promote products effectively
Entrepreneurship support	Microfinance loans	Empower artists to invest in businesses and resources
	Business mentorship	Educate artists in business administration and market analysis
	Incubation programs	Provide resources and guidance for entrepreneurial ventures
Collective decision-making	Participatory Processes	Empower artists to shape development strategies
	Artisan associations and cooperatives	Advocate for rights and interests of artists
	Fair trade and ethical practices	Ensure fair compensation and environmental stewardship
Access to markets	Organizing trade fairs and exhibitions	Expand market presence and reach global buyers
	Creating online platforms	Facilitate transactions and connect with diverse customers
	Collaborating with retailers and distributors	Broaden customer base and access mainstream markets
Cultural preservation and identity	Valuing cultural heritage	Foster pride and highlight cultural significance
	Preserving traditional knowledge	Mentor aspiring craftsmen and ensure continuity
	Promoting cultural affirmation	Strengthen commitment to preserving heritage and identity

Table 4 outlines various factors and their impacts on the empowerment of artists in jade art villages through CLD. These factors encompass skills development, including training programs that enhance technical proficiency and preserve traditional jade carving techniques, as well as innovation in design to meet market demands and effective marketing strategies to expand customer bases.

Entrepreneurship support through microfinance loans, business mentorship, and incubation programs enables artists to invest in their businesses and develop entrepreneurial ventures. Collective decision-making processes, facilitated by participatory approaches and artisan associations, advocate for artists' rights and promote fair trade practices. Trade fairs, online platforms, and collaborations with retailers facilitate access to markets, thereby broadening their reach. Cultural preservation efforts foster pride, preserve traditional knowledge, and promote cultural affirmation, ensuring the continuity and appreciation of jade craftsmanship's cultural significance across generations and cultures.

Table 5: Factors and impacts on strategies for preserving cultural heritage through jade craftsmanship.

Factors		Impacts
Documentation and oral history projects	Studying historical artifacts and texts	Preserve and revitalize traditional craftsmanship
	Recreating authentic designs	Preserve cultural heritage and attract collectors
	Integrating traditional elements	Showcase cultural legacy and artistic innovation
Revival of traditional designs and techniques	Examining historical sources	Trace artistic heritage and promote cultural continuity
	Recreating authentic designs	Preserve cultural heritage and showcase artisan skills
	Integrating traditional elements	Blend tradition with innovation to maintain relevance
Community education and outreach	Organizing workshops and seminars	Foster appreciation for jade craftsmanship and cultural heritage
	Educational programs for tourists	Enhance understanding of cultural significance among visitors
	Promoting Dialogue and Engagement	Empower community members to preserve and promote jade culture
Collaboration with cultural institutions	Assisting with research projects	Advance knowledge and understanding of jade culture
	Conservation Efforts	Safeguard Mayan jade artifacts and archaeological sites
	Exhibitions and Outreach Programs	Raise awareness of jade culture and foster cross-cultural understanding

Table 5 provides a comprehensive overview of strategies aimed at preserving cultural heritage through jade craftsmanship. It identifies key factors and their impacts, including documentation and oral history projects that study artifacts and texts to revitalize traditional craftsmanship, recreate authentic designs, and integrate traditional elements to showcase cultural legacy and foster artistic innovation. The revival of traditional designs and techniques involves examining historical sources to trace artistic heritage, preserving cultural integrity through authentic design recreation, and blending tradition with innovation to maintain relevance. Community education and outreach initiatives, such as workshops, seminars, and educational programs for tourists, promote appreciation for jade craftsmanship and cultural significance while fostering community engagement in cultural preservation efforts. Collaboration with cultural institutions further enhances understanding through research projects, conservation efforts for Mayan jade artifacts and archaeological sites, and exhibitions that raise awareness and promote cross-cultural understanding of jade culture.

Table 6: Factors and impacts on the role of community-led initiatives in enhancing international collaboration and market access for jade artists

Factors		Impacts
Networking and partnerships	Collaboration with international organizations and NGOs	Bolster export capabilities and enhance livelihoods
	Collaboration with government agencies	Promote indigenous culture and sustainable development
	Collaboration with private sector entities	Connect artists to markets and elevate cultural value
Participation in trade fairs and exhibitions	Organizing or supporting participation	Showcase craftsmanship and attract buyers
	Showcasing craftsmanship and products	Share cultural heritage with a global audience
	Networking and building relationships	Forge new business opportunities
Online marketing and e-commerce	Development of online platforms	Increase visibility and accessibility in global markets
	Social media marketing	Expand visibility and engage with global audience
	Integration with online marketplaces	Reach broader audience and optimize sales
Cultural exchange programs	Organizing collaborative workshops and residencies	Foster mutual learning and creative collaboration
	Facilitating study tours and exchanges	Enhance skills and appreciation for cultural heritage
	Participation in international festivals and events	Promote international cooperation and cultural preservation
	Market research and training: Market research support	Make informed decisions and adapt to market demands
	Market research and training: Training programs	Navigate international markets effectively and meet global standards

Table 6 comprehensively outlines the factors and impacts of community-led initiatives in enhancing international collaboration and market access for jade artists. It highlights the importance of networking and partnerships with international organizations, NGOs, government agencies, and the private sector to bolster export capabilities, promote indigenous culture, and connect artists to global markets. We emphasize participation in trade fairs and exhibitions to showcase craftsmanship, attract buyers, and forge new business opportunities through global networking. Online marketing strategies, such as platform development, social media engagement, and integration with online marketplaces, increase visibility and improve sales in international markets. Cultural exchange programs, such as collaborative workshops, study tours, and participation in festivals, foster mutual learning and creative collaboration and promote cultural preservation on an international scale. Additionally, market research support and training programs equip jade artists with the skills to navigate international markets effectively and meet global standards, ensuring sustainable growth and cultural appreciation worldwide.

4. DISCUSSION

The results of this study underscore the transformative impact of CLD initiatives in empowering jade artisans within art villages, as highlighted in Tables 1 to 6. These findings build upon a robust literature base emphasizing CLD's role in revitalizing indigenous crafts amidst globalization challenges while safeguarding cultural heritage and promoting economic resilience (Loha, 2018; Djohossou et al., 2023; Hanif, 2023). Specifically, the study reveals that CLD strategies in jade art villages prioritize skills development through comprehensive training programs, enhancing technical proficiency and creativity among artisans (Xiaochun, 2015; Yang & Pang, 2024). For instance, initiatives in Myanmar and Guatemala focus on traditional jade carving techniques,

ensuring cultural continuity and artistic excellence through hands-on workshops and master-apprentice relationships.

Entrepreneurship support mechanisms, including microfinance loans and business mentorship, emerge as crucial in facilitating economic independence and business growth among jade artisans (Mansuri & Rao, 2012; Connelly et al., 2011; Çağın et al., 2024). These initiatives not only empower artisans to invest in their enterprises but also foster strategic partnerships with international organizations and the private sector, expanding market access and enhancing product visibility globally (Zhang et al., 2021; Sullivan, 2008). Participation in trade fairs, exhibitions, and online platforms further amplifies market presence, promoting jade craftsmanship to a broader audience and stimulating economic opportunities (Holmes, 2005; Møller, 2022; Sattayaraksa et al., 2023).

The study's findings are consistent with previous research highlighting CLD's capacity to preserve cultural identity and stimulate economic growth through inclusive decision-making processes and ethical business practices (Heritage, 2020; Bernardino & Santos, 2017; Balanutsa et al., 2024). By empowering local communities to actively participate in developmental strategies, CLD initiatives not only sustain traditional practices but also foster community cohesion and pride (Shin & López-Morales, 2011; de Luca et al., 2021).

The comprehensive nature of CLD strategies, which integrate skills development, entrepreneurship support, collective decision-making, market access, and cultural preservation efforts, account for the observed results (Tantrakoonsab, 2020; Nhamo & Katsamudanga, 2019). Future research should further explore the long-term sustainability of CLD initiatives in jade art villages, considering evolving market dynamics and the ongoing preservation of cultural heritage. Emphasizing continuous adaptation to global trends and technological advancements will be crucial in ensuring the resilience and growth of jade craftsmanship as a symbol of cultural identity and artistic excellence worldwide (Po, 2022; Wanniarachchi et al., 2024).

In conclusion, the study highlights how CLD not only revitalizes jade art villages economically but also ensures the perpetuation of their rich cultural heritage amidst contemporary challenges. By fostering skills development, entrepreneurship, inclusive decision-making, and international collaboration, CLD initiatives pave the way for sustainable development and global recognition of jade craftsmanship's significance.

5. CONCLUSION

This study, therefore, examines successful community-led efforts in jade art villages to solve crucial issues and contribute to the artisanal economy's sustainable development rhetoric. Local communities create their own destinies and revitalize ancient crafts with CLD, ensuring sustainable development in a globalized world. CLD protects intangible cultural practices, promotes economic growth, and maintains a legacy in the jade sector. Despite their revolutionary potential, scholars have neglected jade-sector CLD programs. Therefore, this study investigates the ways in which CLD programs empower artisans, safeguard cultural heritage, and foster global collaboration within the jade industry. The study question suggests three conclusions.

Jade art village's community-led development empowers artists in many ways. First, jade carving and design innovation training programs improve artists' talents and originality. Second, microfinance loans, business mentorship, and incubator programs help artists become entrepreneurs. Third, participatory methodologies and artisan groups let artists create their economic destinies through communal decision-making. Fourth, trade fairs, internet platforms, and partnerships with merchants and distributors increase artists' market access and income. Finally, cultural preservation and identity activities, such as respecting cultural heritage and encouraging cultural affirmation, preserve jade art communities' rich heritage and identity for future generations.

Jade workmanship in jade art villages aims to preserve and appreciate tradition through various methods. Examples of these methods include apprenticeship and intergenerational learning, cultural festivals, documentation, revitalizing traditional designs, community education, and partnerships with cultural institutions. These endeavors aim to teach skills, commemorate heritage, document history, merge traditional components into modern practices, educate residents and tourists, and increase awareness of jade craftsmanship's cultural relevance.

6. IMPLICATIONS, LIMITATIONS, AND SUGGESTION

6.1 Implications of community-led development for empowering jade artists: enhancing international collaboration and market access

The study emphasizes the importance of community-led initiatives for empowering jade artists and encouraging international collaboration and market access. It advises stakeholders to support these activities by understanding and investing in networking, trade fairs, online marketing, cultural exchange programs, and market research. Artists, government institutions, NGOs, and the corporate sector must collaborate to preserve and promote jade workmanship and culture. The study shows that community-led development (CLD) may empower artists and preserve the jade sector. Key strategies include skills development, entrepreneurial assistance, communal decision-making, and market access. Maximizing impact requires more research and investment in sectoral CLD dynamics. Through cultural preservation, talent transmission, community education, and cultural institution partnerships, CLD programs can help jade art villages overcome problems. Artist empowerment through CLD promotes artisanal enterprise, cultural heritage protection, and market involvement. In CLD projects, cultural preservation and intergenerational learning are essential for tradition preservation and appreciation. Finally, CLD efforts help jade artists collaborate and access markets internationally, emphasizing the necessity for supportive policies and resources to internationalize artisanal economies. The study concludes that policymakers, practitioners, and researchers may use CLD to sustainably increase the jade sector, promote resilience, innovation, and inclusion, and strengthen artisanal economies and cultural heritage.

6.2 Limitation of the study

The effectiveness of community-led initiatives is dependent on regional context, socio-economic conditions, and cultural dynamics, which may limit the generalizability of this study. The study's qualitative data from interviews and case studies may limit its ability to capture jade artists and stakeholders' full experiences and viewpoints.

6.3 Suggestion for future study

Future research should examine how community-led initiatives affect jade artists' income, employment security, and quality of life. Comparative research across jade art villages and areas may reveal contextual factors affecting community-led projects. A quantitative study could enhance qualitative findings and help us understand how numerous factors affect jade industry artisan empowerment and market access.

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