

## Research on the Cultural Value and Commercial Applications of Frankincense in China

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### ABSTRACT

Frankincense, a culturally and historically significant aromatic resin, embodies a rich global heritage and deep cultural symbolism that spans regions and civilizations. This study explores the cultural background and commercial potential of frankincense, focusing on its role within aromatic health culture and its alignment with Sino-Arab cultural narratives. The research aims to examine the commercial selection of aromatic and health-oriented cultural ecology associated with frankincense and its resonance within transnational cultural frameworks. Using literature analysis, interdisciplinary integration including cultural anthropology, consumer psychology, and market data—and case studies, the study investigates the deep cultural value of frankincense. Specifically, it addresses its symbolic and psychological role in religious rituals, its aesthetic and identity functions within incense culture, and its enduring presence in cultural memory and Silk Road narratives. Furthermore, the study analyzes the aromatic and health-related cultural ecology of frankincense, emphasizing symbolic reconstruction and therapeutic functionality. Commercial applications are assessed in the context of the global aromatic health industry, highlighting inheritance and innovation in traditional Chinese medicine, the sensory economy within the spice and perfume sectors, the dynamics of global trade networks, and future value propositions such as health tourism, digital aromatherapy, and sustainable commerce. The integration of cultural heritage and commercial potential is further explored through frankincense traceability tourism, addressing emerging trends such as increased Chinese travel to Oman, the cultural storytelling of frankincense origins, and the development of transnational aromatic health intellectual property rooted in Sino-Arab cultural synergy. The discussion focuses on the interplay between cultural significance and commercial opportunities, while addressing challenges such as balancing resource sustainability with cultural commercialization. It also identifies innovative research directions, including the psychological effects of frankincense aroma and the application of blockchain for traceability in the supply chain. The study concludes by emphasizing the need for joint policy initiatives between China and Arab nations to establish a sustainable, culturally enriched ecological chain for frankincense-based aromatic health industries, reinforcing its value in global health, cultural identity, and trade innovation.

