

# Research on the Integration of Intangible Cultural Heritage and Tourism Development under the Background of Rural Revitalization

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**Abstract:** Lu'an is a famous old revolutionary base area, known as the cradle of the Red Army and the hometown of Generals. The natural and humanistic environment is mainly reflected in its regional characteristics of "Jingjiang Huaijiang", the geographical location of "connecting the east and the west", and the beautiful scenery of "mountains surrounded by Yinghuo". There are many natural and humanistic landscapes and a collection of humanities in the territory. It is understood that there are currently 17 projects in Lu'an that are included in the list of "intangible cultural heritage" of Anhui Province. Among them, Lu opera, Lu'an melon slices production skills, Dabie Mountain folk songs, Shuxi production skills, and willow weaving skills are included in the national "intangible cultural heritage" list. Intangible cultural heritage is a new object of cultural heritage protection and a new way of cultural and social development. Lu'an has made certain achievements in the protection of "intangible cultural heritage". With the continuous development of tourism, it has provided good conditions for rural construction. Under the background of comprehensive rural revitalization, "intangible cultural heritage" is the potential resource of rural tourism and cultural industry in the future. At the same time, "intangible cultural heritage" is combined with tourism development. On the basis of protection, display, promotion and promotion, extensive aesthetic education is carried out to achieve the purpose of truly protecting "intangible cultural heritage", and at the same time, to achieve the purpose of continuously inheriting the cultural lifeline.

**Keywords:** Comprehensive Rural Revitalization; Rural Tourism Culture Industry; Protection of Intangible Cultural Heritage; Integrated development

## 1. Foreword

In recent years, affected by the epidemic, more people have a longing for the relaxation brought by tourism. After the epidemic is released, the development of tourism continues to show a growth trend. With the shift from mass tourism to personalized tourism, rural tourism with rural destinations is becoming more and more popular. In the development of rural tourism, on the basis of continuous exploration of rural culture, it is to integrate "intangible cultural heritage" into tourism development, activate the cultural elements of rural tourism, and integrate "intangible cultural heritage" into the purpose of doing so, so that rural construction is booming, and the employment rate in rural areas is improved. At the same time, more people will pay attention to local economic development and contribute to the revitalization of the whole countryside.

## 2. Rural Tourism Culture Industry and the Protection and Development of Intangible Cultural Heritage

### 2.1. The cultural industry of rural tourism is closely related to the protection of "intangible cultural heritage"

Of course, the integration of tourism and intangible heritage is not only a "cooperation" scenario, but also needs to be integrated from the mechanism, so that intangible heritage can continue to develop in tourism equipment. Intangible cultural heritage is an important resource for protecting and promoting tourism and economic development. "Clearly support the ecological integration of intangible cultural heritage and objects, resorts, tourist and leisure streets and characteristic cities, and promote the inheritance and development of characteristic objects intangible cultural heritage. On the other hand, it is necessary to strengthen the transformation of intangible cultural heritage tourism scenes, such as the

development of good production technology. Production, research and tourism areas." Develop cultural tourism products, integrate dance, local cultural tourism and other intangible cultural heritage resources, so that tourists can experience intangible culture more patiently". Let us have local characteristics and tastes of the times. "We should create cultural and creative products and souvenirs. Intangible cultural heritage is closely related to the development of the tourism economy. On the one hand, it promotes the growth of the local tourism economy and provides good conditions for attracting talents. On the one hand, it meets the needs of protecting and inheriting intangible cultural heritage, and has significantly raised public attention to intangible cultural heritage. "In order to better develop cultural heritage in the development of rural tourism, it is necessary to integrate the content of intangible cultural heritage for development, which reflects the characteristics of typical tourism and creates a certain foundation for attracting tourists.

"Promoting tourism with culture and prospering culture with tourism" has become an important guiding ideology and development path under the promotion of cultural tourism integration policy What about the cultural resources that can develop into excellent tourism products? In this regard, the intangible cultural heritage is undoubtedly a rich mine. Driven by the three important concepts of the Ministry of Culture and Tourism, namely "protection in the process of improvement", "intangible cultural heritage into modern life" and "see people see things see life", in recent years, the development of domestic intangible cultural heritage tourism has carried out a lot of exploration, and the following modes have emerged:

(1) "Intangible cultural heritage+research" .research tourism is a new cultural tourism mode after sightseeing tourism and leisure tourism.

(2) To meet people's functional and experiential needs, homestay is a place where "intangible cultural heritage+homestay" can be accompanied by the emergence of tourism economy. The combination of intangible cultural heritage and homestay not only improves the cultural experience of the occupants, but also opens the way to activate the intangible cultural heritage.

(3) "Intangible cultural heritage+cultural creativity". In the past, in the eyes of many young people, historical intangible cultural heritage corresponds to "outdated", and cultural intangible cultural heritage corresponds to "rustic". However, when non heritage cultural and creative products such as black pottery and handmade paper appear in the tourism commodity market, as well as the cultural temperature reflected by the combination of traditional tie dyeing, embroidery, Paper Cuttings and other traditional crafts with modern creativity, they immediately become popular.

(4) "Intangible Cultural Heritage+Performing Arts". If the exhibition and product development of traditional intangible cultural heritage projects have become the growth point of tourism economy, then the redevelopment of intangible cultural heritage such as dance, music, clothing, festivals, customs and so on is undoubtedly a large and small landscape live performance, cultural tourism performance and song and dance performance.

(5) "Intangible Cultural Heritage+Festivals". China's New Year's Day, the Spring Festival, the Yuanxiao (Filled round balls made of glutinous rice-flour for Lantern Festival) Festival, the Dragon Boat Festival, the Double Ninth Festival, the Mid-Autumn Festival, the "Tibetan New Year", the "Year of the Yi People" and other traditional festivals lay the foundation for the integration of "intangible cultural heritage+tourism". China is one of the countries that first used the calendar in the world. Various folk festivals and festivals around the country will be held from the first day of the New Year to the fifteenth day of the first month of the first lunar month each year, becoming a "punch in place" to attract tourists.

## ***2.2. Rural tourism cultural industry is the inheritance basis of intangible cultural heritage***

Cultural heritage is a valuable asset left to people by history. It reflects the development of society and also reflects the aesthetic standards of society. In tourism culture, more than half of cultural heritage is related to intangible cultural heritage. Intangible cultural heritage can be reflected through products, expressions, and observations. These products, expressions, and insights can help promote the economic development of a place.

## **3. The practical dilemma of the integration of tourism cultural industry and intangible cultural heritage**

Domestic research on the integration of tourism culture industry and intangible cultural heritage is

relatively complete, and many scholars have conducted in-depth research on the integration of tourism culture industry and intangible cultural heritage.

Shan Chunxin, a scholar, studies the important resources of town tourism and the intangible cultural heritage is a kind of living cultural resources. The integration of intangible cultural heritage resources and town tourism can create the highlights of tourism projects and enhance the cultural taste and level of town tourism. At present, the tourism development of small towns and the protection of intangible cultural heritage have not been effectively integrated. Therefore, the government should do a good job in leading the work, so that intangible cultural heritage and tourism can be truly integrated, and ultimately promote the development of small town tourism. It is necessary to make it truly integrated [1].

Scholar Yu Lin conducted research from the analysis of the integration and development of tourism and intangible cultural heritage. Tourism is a comprehensive industry and plays an important role in stimulating the regional economy. However, with the advent of the era of leisure tourism, the development of tourism is facing many challenges, especially in the effective supply of tourism, there are serious shortcomings, and people's ever-increasing spiritual life needs cannot be met. Therefore, the "Guiding Opinions on Promoting the Development of Global Tourism" clearly pointed out: to accelerate the development of global tourism, reform and innovation of tourism development, and strive to promote the "tourism +" model, change the original supply-side structure of tourism, innovate tourism development functions, enhance the integration of tourism industry and other industries, enhance cultural connotation, increase creative products[2]. She believes that increasing the integration of other industries can improve the promotion of tourism and the "intangible cultural heritage" industry.

Scholars Ye Demin and Zheng Shubin deeply integrate tourism culture and promote the development of intangible cultural heritage. Taking Tianjin Shidiao as an example, Tianjin Shidiao is one of the traditional Quyi arts in Tianjin and has been included in the first batch of national intangible cultural heritage. With the continuous development of society, Tianjin's current art is gradually declining. In order to further protect and inherit it, the author proposes to integrate the art of current tune into the tourism industry for promotion and inheritance, and proposes five forms of combining current tune art with tourism and analyzes its practical significance. These disputes show the necessity of integrating tourism and "intangible cultural heritage" [3].

Scholar Du Jinling analyzes the application of Huizhou intangible cultural elements in the design of tourism cultural and creative products: taking "Huizhou intangible culture" and "tourism cultural and creative products" as the research objects, and conducts research, analysis and design from five parts[4]. This paper mainly studies the background of "intangible cultural heritage" in China and the development status of "tourism cultural and creative products", and how to develop the characteristic tourism cultural and creative products based on "Huizhou intangible culture". This paper summarizes the intangible cultural heritage and the intangible cultural heritage of Huizhou, investigates and sorts out the types of the intangible cultural heritage of Huizhou, and classifies them horizontally and vertically, so as to excavate the intangible cultural elements of Huizhou. The concept and marketing of "tourism cultural and creative products" are analyzed and summarized around specific cases to understand the design mode of "tourism cultural and creative products", so as to better grasp the characteristics of "tourism cultural and creative products", and better carry out the research and development of "tourism cultural and creative products" according to the types and characteristics. And to summarize, analyze and summarize the creative methods of "intangible culture" elements in the design of "tourism cultural and creative products", and then find the means of using "intangible culture" elements in the design of "tourism cultural and creative products". According to the actual research, the theme ideas and methods are identified, the design positioning is determined, and the design of tourism cultural and creative products is proposed by extracting the elements of "Huizhou intangible culture". Combining the characteristic tourism resources of "Huizhou intangible culture", combining the theory and practice of "Huizhou intangible culture", and taking the elements of "Huizhou intangible culture" as the design source, the design and development of "tourism cultural and creative products" are carried out. Finally, combined with the design practice of "Huizhou intangible culture" element tourism cultural and creative products to make a summary, in a large number of practices to test the rationality and feasibility of the theory summarized in the first part of this article, to provide value information for the research of intangible cultural heritage tourism cultural and creative products, make its development has practical significance, and lay the foundation for sustainable development and economic development in the future. Intangible culture can enrich the spiritual world of mankind, and the unique method of tourism cultural and creative products can meet the needs of consumption, purchase, collection and other aspects. Scholar Du Jinling hopes to complete the design and development of relevant "tourism cultural and creative products" through the excavation of "intangible cultural" elements and the deeper research on the creative methods

of "tourism cultural and creative products", drive the development of local tourism, politics, economy and culture, and create intangible cultural heritage tourism cultural and creative products full of cultural connotation[5].

#### **4. Factors Affecting the Integration of Intangible Cultural Heritage into Tourism Culture Industry**

##### ***4.1. Insufficient attention***

The intangible cultural heritage resources are not well used to integrate into the tourism and cultural industry. In the process of modernization, due to insufficient attention, many ancestral temples and handicraft workshops are completely unrecognizable, and many ancestral temples have also died out.

##### ***4.2. Not popular***

Insufficient publicity is the main reason for the low popularity. Now is the era of digital media. Publicity can be combined with online and offline at the same time. It is necessary to intensify the performance of local characteristic industries. In terms of tourism and culture, it is necessary to integrate bright spots into intangible cultural heritage products. This is the main advantage of the digital media era.

##### ***4.3. Insufficient funds***

The lack of funds has led to the stagnation of the development of the tourism industry that can drive local economic development, and it is necessary to increase investment in the tourism industry.

#### **5. Enhance the vitality of intangible cultural heritage inheritance practice and enrich the connotation of tourism culture**

Guided by the socialist core values, we should firmly grasp the characteristics of intangible cultural heritage inheritance and tourism culture. Under the premise of effective protection, based on the establishment of the integrated development of intangible cultural heritage and tourism, we should promote the development of intangible cultural heritage in the tourism and cultural industry in a more effective, hierarchical and extensive manner. The government needs to strengthen the integration and development ability of inheritors and tourism practitioners through two-way training, and support the extensive docking and in-depth cooperation between the protection and inheritance entities of intangible cultural heritage projects and tourism management entities. The second is to promote the deep integration of intangible cultural heritage and tourism through the identification of intangible cultural heritage characteristic scenic spots and the release of intangible cultural heritage characteristic tourism routes, and promote the promotion of the results of deep integration. The second is to guide the inheritors to actively adapt to the changes in production and lifestyle, and expand a broader space to non-genetic inheritance to meet the needs of contemporary tourism and the lifestyle brought about by tourism. Tourist attractions need to meet the needs of tourists to visit, interact, experience, and learn, laying the foundation for tourists to tell local legends, carry out intangible cultural heritage exhibitions, and develop traditional craft products. Tourist attractions also need to encourage representative projects of intangible cultural heritage suitable for tourism to actively connect with tourism spaces such as tourist attractions, improve the level of project display and utilization, enrich the content and form of tourism products, provide convenient conditions for inheritors to carry out tourism spatial inheritance practices and tourism services, attract inheritors to participate in tourism product development and tourism service management, and enhance their participation and sense of gain. The third is to guide tourists to fully understand the unique charm of Chinese excellent traditional culture in tourism, establish a sense of appreciation and respect for intangible cultural heritage, and mobilize news media and various new media platforms for extensive publicity. The tourism industry needs to promote beneficial experiences and practices in the integrated development of intangible cultural heritage and tourism in various regions, and promote the overall level of the integrated development of intangible cultural heritage and tourism throughout the country. The fourth is to hold on-site exchange activities on the integrated development of intangible cultural heritage and tourism, and hold a symposium on the integrated development of intangible cultural heritage and tourism to further consolidate the consensus on integrated development. Give full play to the typical driving and exemplary leading role of the tourism industry, and continue to carry out promotional activities for the collection of national intangible cultural heritage featured tourism routes. Research and start to apply for the recognition of national intangible cultural heritage experimental bases, and establish

a number of national intangible cultural heritage experimental bases. On the basis of paying attention to tourism development, the government should further promote the integration of local intangible cultural heritage and tourism, and promote the construction of a number of national intangible cultural heritage characteristic scenic spots.

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