

# Research on Tourism Development of Intangible Cultural Heritage in Liaoning Province

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**Abstract:** *Liaohhe Drainage area is one of the birthplaces of the splendid culture of the Chinese nation. It has significant regional cultural characteristics and is also the intersection of multi-ethnic and multi-cultural. The intangible cultural heritage has a long history. Integrate and develop intangible cultural heritage tourism resources to successfully create characteristic tourism activities and festivals, which not only publicize intangible cultural heritage, but also promote local economic development. Based on the analysis of intangible cultural heritage tourism resources in Liaoning Province, this paper puts forward the development mode and suggestions. The development mode includes stage performance mode, tourism commodity mode, folk village mode, festival activity mode, museum mode and education base mode; The development suggestions include ensuring the orderly development of resources, paying attention to the experience of tourists, highlighting the characteristics of Manchu cultural tourism, and improving the guarantee mechanism for inheritors.*

**Keywords:** *Liaoning Province; Intangible Cultural Heritage; Tourism Resources; Development Mode; Development Suggestions*

## 1. Introduction

Intangible cultural heritage refers to various traditional cultural expressions handed down by people of all ethnic groups from generation to generation and regarded as an integral part of their cultural heritage, as well as physical objects and places related to traditional cultural expressions. Intangible cultural heritage is an important symbol of the historical and cultural achievements of a country and a nation, and is an important part of excellent traditional culture. In terms of the development and utilization of intangible cultural heritage, the Liaoning provincial government has realized the importance of mutual support between intangible cultural heritage and tourism development, and has gradually established a development model based on tourism. Integrate and develop intangible cultural heritage tourism resources to successfully create characteristic tourism activities and festivals, which not only publicize intangible cultural heritage, but also promote local economic development [1].

## 2. Analysis of Intangible Cultural Heritage Tourism Resources in Liaoning Province

Liaoning is rich in intangible cultural heritage. At present, there are seventy-six national intangible cultural heritage projects and two hundred and ninety-four provincial intangible cultural heritage projects.

### 2.1. Folk Literature

Folk literature refers to the oral tradition and verbal art that the people inherit, spread and share in their living culture and world, which is deeply rooted in the cultural life of the people. The folk literature of Liaoning Province is highly concentrated in Shenyang and Chaoyang. Shenyang is the national regional center city and the cultural center of Liaoning Province. Chaoyang, as a famous historical and cultural city, has a splendid Hongshan culture. The folk literature represented by Tan Zhenshan folk story and Kazuo Dongmeng folk story has prominent advantages [2].

## **2.2. Traditional Music**

Traditional music refers to the music created by using the inherent methods of the nation and taking the inherent forms of the nation, which has the inherent characteristics of the nation. It is not only rich in historical resources, but also rich in folk traditional resources. It is an extremely important part of our national music. Traditional music in Liaoning Province is mainly concentrated in Dalian, Huludao, Anshan, Liaoyang and Dandong. Traditional music performance forms are flexible, reflecting the diversity of regional culture, integrating with modern music elements and constantly innovating.

## **2.3. Traditional Dance**

Traditional dance has a long history, continuous and handed down from generation to generation. It has a history of more than 100 years in relevant regions, which reflects the content of labor and reproduction, and shows the world the neat team of the original dance. It has the characteristics of group and self-entertainment and belongs to a dance art of traditional cultural heritage. The traditional dances in Liaoning Province are highly concentrated in Tieling, Benxi, Huludao, Panjin and Yingkou. In the multi-ethnic areas, the splendid national culture has derived a variety of folk dances.

## **2.4. Traditional Drama**

Traditional drama is a comprehensive stage art. With the help of literature, music, dance and art, it shapes the image of stage art and prompts social contradictions. Shadow play is the most famous traditional drama in Liaoning Province, which is a folk drama made of animal skin or cardboard and used to perform stories. It is distributed in Wafangdian, Anshan, Haicheng, Xiuyan, Gaizhou, Jinzhou City, Lingyuan, Dandong, Heishan, Zhuanghe, Shenyang, Linghai, Kazuo and Fushun.

## **2.5. Quyi**

Quyi is the general name of all kinds of "rap" art of the Chinese nation. It is a unique art form formed by the long-term development of folk oral literature and singing art. Liaoning quyi is most famous for Anshan storytelling and Tieling Song-and-dance duet. Anshan storytelling was established as the representative work of the second batch of national intangible cultural heritage protection projects, which not only means that Anshan storytelling has become a unique cultural symbol, but also makes it regain its charm and youth. Tieling Song-and-dance duet is a unique folk art form with a history of more than 300 years and a long history of primitive culture.

## **2.6. Acrobatics and Athletics**

Acrobatics is a specialized art with a long history, including jumping, body skills and balance movements. Athletics is a kind of competition skill, which refers to sports competition. Acrobatics and athletics are mainly concentrated in Shenyang. Taking Yang's Taijiquan as an example, Hu Xingzhai, the third generation inheritor of Yang's Taijiquan, came to Shenyang to establish a martial arts school to teach his disciples in 1912. A large number of Yang's Taijiquan inheritors and practicing teams were trained in Liaoning and Shenyang.

## **2.7. Traditional Art**

Traditional art is an art that is applied or popular in daily life for the purpose of beautifying the environment and enriching folk customs. It mainly includes painting, sculpture and arts and crafts. Painting accounts for the majority of traditional art. Sculpture is a kind of art form that can be carved and molded to create a physical image to express thoughts and feelings. Arts and crafts refers to the products with strong aesthetic value after the daily necessities are artistically treated. Traditional fine arts in Liaoning Province are mainly concentrated in Shenyang, Dalian and Jinzhou.

## **2.8. Traditional Skills**

Traditional skills reflect the cultural ability of products. In addition to various specific operating technologies, many show different special knowledge categories, or a kind of creative thinking and wisdom. Traditional skills reflect the production relationship and production level in a specific period, and reflect a social "accumulation". The traditional skills of Liaoning Province are mainly concentrated

in Shenyang, Jinzhou and Fushun.

### **2.9. Traditional medicine**

TCM carries the experience and theoretical knowledge of ancient Chinese people in fighting against diseases. It is a medical theoretical system gradually formed and developed through long-term medical practice, which is a precious wealth shared by the Chinese people. In order to better protect traditional Chinese medicine, many traditional Chinese medicine technologies and medicines have been included in the national intangible cultural heritage list. Traditional medicine in Liaoning Province is mainly concentrated in Fuxin City, which is rich in traditional Chinese medicine cultural resources, represented by Mongolian medicine.

### **2.10. Folk Custom**

Folk custom refers to a relatively stable cultural event that is gradually formed in the long-term production practice and social life of a nation or a social group and passed down from generation to generation. The folk customs of Liaoning Province are mainly concentrated in Fuxin and Fushun. They are the manifestation of the people's fight against disease, respect for nature, wedding ceremony, clothing culture and ancestor worship custom. The Manchu and Mongolian folk customs are the crystallization of national wisdom, which are the most representative. The Manchu marriage custom in Fushun has rich cultural connotation, which is a microcosm of the rich and colorful social life of the Manchu people for hundreds of years and reflects the characteristics of Manchu culture.

## **3. Tourism Development Model of Intangible Cultural Heritage in Liaoning Province**

### **3.1. Stage Performance Mode**

Stage performances can not only enrich the tourism content of tourists, but also promote the inheritance of intangible cultural heritage. At the same time, it can also strengthen the integration of stage performance and other tourism cultures, and bring tourists a comprehensive experience. Quyi, traditional music and traditional drama are all suitable for stage performance. Tielingsong-and-dance duet has broad tourism market development value. Song-and-dance duet is a local opera form in the northeast, full of the local sounds and feelings of the northeast. The people are very obsessed with the Song-and-dance duet. It is also an encyclopedia that comprehensively reflects the human geography, historical culture and local customs of Northeast China, which is the most representative form of folk art in the northeast.

### **3.2. Tourism Commodity Model**

Tourists buy such commodities as souvenirs or gifts to relatives and friends. Through the process of purchase, appreciation and presentation, the intangible cultural heritage is publicized, so that the intangible cultural heritage is no longer an abstract concept, but is integrated with the life of tourists. The development of intangible cultural tourism commodities and the excavation and support of traditional handicrafts will bring employment opportunities and create economic benefits. For example, Lingta Baijiu is brewed with an ancient secret recipe of more than 400 years. It is colorless, clear and transparent, elegant and pure, sweet and mellow, and has a clean aftertaste. After drinking, there is no wine smell. Lingta Baijiu is a traditional brewing technique, using high-quality red sorghum produced in the production area, and the quality meets the requirements of national standards;

### **3.3. Folk Village Mode**

The intangible cultural heritage of the folk village refers to various traditional cultural expressions that are closely related to the people's lives and inherited from generation to generation in intangible form, including oral traditions, traditional performing arts, folk activities, rituals and festivals, folk traditional knowledge and practice related to nature and the universe, traditional handicrafts and skills, and cultural space related to the above traditional cultural expressions. Liaoning is an important birthplace of Manchu culture and the province with the largest Manchu population in China. There are many intangible cultural heritages related to Manchu. Shenyang Manchu folk custom village is a new tourism scenic spot combining Manchu folk customs, northern rural pastoral scenery and sports,

entertainment and fitness. It shows the history, production, life and folk art development of Manchu people before the Qing Dynasty entered the customs.

### ***3.4. Festival Activity Mode***

Holding tourism festivals and festivals will make it easier to attract tourists and local residents to participate, and successfully transform cultural capital into economic capital. However, this kind of festival activities is not simply the introduction of Music Festival or food festival and other activities lacking cultural connotation, but the integration of local intangible cultural heritage into the festival activities. It is a mode of integrated and large-scale development and utilization of single and scattered folk activities. Fushun Manchu customs tourism festival has been successfully held for 21 times since it was held in 1999. It has not only greatly enriched the cultural tourism life, promoted the flourishing development of Fushun economic and trade exchanges and cultural tourism, but also fully demonstrated Fushun's rich tourism resources and good city image to the outside world. It has become a bridge and link between Fushun people and friends at home and abroad to deepen friendship and promote common development.

### ***3.5. Museum Mode***

The museum is not only for collecting, protecting and displaying important items, but also an important place for enlightening the mind, educating and aesthetic reconstruction. Using the museum mode as a platform for static display of intangible cultural heritage is conducive to the intuitive and in-depth protection and publicity of the connotation, value and external form of intangible cultural heritage. Intangible cultural heritage is an important part of cultural heritage. Through the exhibition and on-site display of intangible cultural heritage inheritors, the purpose is to integrate intangible cultural heritage into public life, give play to the role of museums in cultural heritage protection, and promote the inheritance and development of Liaoning traditional culture. Both the Liaoning Provincial Museum and the Shenyang Palace Museum have collected a large number of intangible cultural heritages, which have become valuable tourism resources and attracted tourists at home and abroad.

### ***3.6. Education Base Mode***

The education base model is applicable to the development of various types of intangible cultural heritage tourism products, providing the inheritors with on-site display and explanation, as well as participation in production or learning of traditional skills. This model can expand the protection and development of intangible cultural heritage, make the education inheritance system more standardized, increase the love of teenagers for intangible cultural heritage, and encourage more people to participate in the inheritance, protection and development. Attract tourists to visit the experience education base, so that tourists can understand the cultural value and gain in-depth tourism experience. Jinzhou mass art museum was selected as the intangible cultural heritage transmission base in Liaoning Province, which is conducive to standardizing and improving the management level, establishing a more scientific and effective protection mechanism, organizing and carrying out various intangible cultural heritage transmission activities, achieving the goal of "there are places for transmission", and thus effectively promoting the comprehensive development of intangible cultural heritage transmission and protection.

## **4. Suggestions on Tourism Development of Intangible Cultural Heritage in Liaoning Province**

### ***4.1. Ensuring the Orderly Development of Resources***

Liaoning Province is rich in intangible cultural heritage, but the development is scattered, and the resource linkage between various regions is low. The government has no special planning and does not pay enough attention to the development of resources. To change this situation and enhance the development value of resources, governments at all levels should make concerted efforts to make overall planning, unified layout and orderly development, so as to promote the common development of economy and intangible cultural heritage resources. Publicity has been strengthened, development ideas have been clarified, and intangible cultural heritage tourism related resources have been subdivided to meet the needs of more groups of tourists. Innovative publicity methods can stimulate tourists' interest. With the help of intelligent equipment and virtual reality technology, historical scenes

can be reproduced and human-computer interaction interface can be optimized, which brings better experience and deeper impression to tourists [3].

#### ***4.2. Paying Attention to Tourists' Experience***

The demand of tourists has changed from traditional sightseeing to experiential, and they no longer want to enjoy. They want to participate in interactive activities, experience things they have never touched, and get a sense of novelty and satisfaction. Therefore, the development of intangible cultural heritage tourism emphasizes interaction and experience, and turns it into tangible leisure. For example, the unique skills of old folk artists or the operation of individual workshops can be developed as tourism products, and tourists can not only watch but also experience them [4]. Tourists learn some simple folk art, folk music and folk dance, participate in the production of national characteristic handicrafts or national characteristic delicacies, experience national characteristic activities, feel the unique connotation and traditional cultural value of intangible cultural heritage, and gain a deeper understanding.

#### ***4.3. Highlight the Characteristics of Manchu Cultural Tourism***

Manchu is one of the ethnic minorities in northern China with a very long history. It can be traced back to the pre Qin period and reached its peak in the late Ming and early Qing Dynasties. The Manchu population in Liaoning Province accounts for more than half of the whole country. Manchu culture remains in Liaoning from the provincial capital to all cities and counties. The intangible cultural heritage of Manchu is continuously lost in the social and economic development. It is necessary to bring these valuable heritage into real life, so that more Manchu people and tourists from all over the world can realize the importance of Manchu culture [5]. In the process of development, the ethnic cultural characteristics of Manchu shall be highlighted to avoid vulgarization, further publicize the cultural characteristics of Manchu, gradually form a relatively complete intangible cultural tourism circle of Manchu, promote the inheritance of Manchu culture, and inject new vitality into the development of tourism in Liaoning Province [6].

#### ***4.4. Improve the Guarantee Mechanism for Inheritors***

Inheritors are the key to the continuous continuation and development of intangible cultural heritage. People can have a sustained sense of identity for intangible cultural heritage, which is inseparable from the role of inheritors. There are many ways for inheritors to "pass on from generation to generation", mainly including teacher apprenticeship, school education, family teaching and social inheritance. Inheritors play a "baton" role. The inheritors directly participate in the transmission and inheritance, and voluntarily pass on the relevant information and skills they know to future generations. Encourage inheritors to innovate constantly, provide opportunities for mutual exchange, and further innovate according to their own conditions through learning from advanced experience. We will support the inheritors to carry out rational innovation and design of intangible cultural heritage projects according to the needs of the times and the market.

### **5. Conclusions**

Liaohu Drainage area is one of the birthplaces of the splendid culture of the Chinese nation. It has significant regional cultural characteristics and is also the intersection of multi-ethnic and multi-cultural. Liaoning is a multi-ethnic province with rich and colorful intangible cultural heritages. It is a carrier of Liaoning's profound historical and cultural heritage and reflects the creativity, cultural value and aesthetic interest of the people of all ethnic groups. Protecting and making good use of intangible cultural heritage is of great significance for inheriting and carrying forward the excellent national cultural traditions, enhancing national unity, enhancing national self-confidence and cohesion, and building a harmonious society.

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