

The Realistic Dilemma and Innovative Path of Intangible Cultural Heritage Tourism Development in the Information Age

Xiaoling Yu*

School of Foreign Languages, Dalian Polytechnic University, Dalian, China
yuxiaoling2010@126.com

*Corresponding author

Abstract: Information technology has expanded the scope of intangible cultural heritage inheritance tourism to meet the audience's personalized and diversified needs for intangible cultural heritage experience. In view of the realistic dilemma of intangible cultural heritage tourism development in the information age: The information age accelerates the decline and extinction of intangible cultural heritage, the intangible cultural heritage in the information age lacks its own innovation power, the intangible cultural heritage in the information age faces marketization challenges, and the intangible cultural heritage in the information age lacks professional talents. The innovative path of intangible cultural heritage tourism development in the information age is proposed: Develop the intelligent tourism system of intangible cultural heritage in the information age, enhance the immersive experience of intangible cultural heritage tourism resources, build the information industry chain of intangible cultural heritage tourism resources, improve the intelligent level of intangible cultural heritage tourism development, and strengthen the training of talents for the development of intangible cultural heritage tourism.

Keywords: Information Era; Intangible Cultural Heritage; Tourism Development; Realistic Dilemma; Innovation Path

1. Introduction

Intangible cultural heritage carries a heavy culture and tradition, and the government attaches more and more importance to the protection and inheritance of intangible cultural heritage. With the continuous development and expansion of the tourism industry, the scope of tourism resources is expanding day by day. Intangible cultural heritage with cultural attributes as its main feature has entered the tourism industry, become an important part of tourism resources, and integrate with other tourism resources to enhance the image of tourism destinations and enhance the attractiveness of tourists. The development of tourism is conducive to the revitalization of intangible cultural heritage. After the integration of rich and colorful intangible cultural heritage, it has been transformed into tourism resources acceptable to tourists, providing new options for the protection and development of intangible cultural heritage, and thus driving the development of intangible cultural heritage [1]. The development of tourism has increased the audience of intangible cultural heritage. As a link, tourism has strengthened the communication between tourists and inheritors, and generated strong resonance. The value of intangible cultural heritage can be well reflected. The tourism industry has enriched the transmission channels of intangible cultural heritage, and people can understand intangible cultural heritage in more ways and feel the rich connotation of intangible cultural heritage in a vivid and flexible way.

With the advent of the information age, the spread of different ideas and cultures has become beyond imagination. The shortening of time and space distance has made the whole society in a violent flow and accelerated the pace of life. Few people calm down to seriously experience classical culture [2]. Information technology has expanded the scope of intangible cultural heritage inheritance tourism, improved the quality and efficiency of intangible cultural heritage tourism, broken through the bottleneck of inheritance tourism, and met the audience's personalized and diversified experience needs for intangible cultural heritage [3]. Information technology means such as digital scanning, stereoscopic scanning, digital recording, digital photography, motion capture, holography and virtual reality are used to record the intangible cultural heritage in a true, comprehensive and systematic way.

After standardized processing and transformation, the collected digital resources of intangible cultural heritage can be conveniently classified, systematically integrated, permanently preserved and searched in a one-stop manner with the help of database, multimedia and network technologies. This lays a solid foundation for the extensive sharing, dynamic dissemination and reuse of intangible cultural heritage. Facing the realistic dilemma of intangible cultural heritage tourism development in the information age, this paper proposes innovative paths from multiple perspectives to achieve the perfect integration of intangible cultural heritage protection and tourism industry development.

2. The Realistic Dilemma of Intangible Cultural Heritage Tourism Development in the Information Age

2.1 The Information Age Accelerates the Decline and Extinction of Intangible Cultural Heritage

Intangible cultural heritage is the cultural wealth that ancestors used in their daily life and retained to the modern age. It naturally emerged and constantly developed in the long river of history. It contains the unique way of thinking, folk customs and aesthetic habits of each nation, and retains the original style of national life. In the information age with the rapid development of science and technology, industrial mass production has become the mainstream. Those "time-consuming" traditional handicrafts and intangible cultural heritage are being forgotten in this era of rapid development. Some traditional customs and cultural memories are fading, some ancient arts are dying out in the face of people's indifference, and some inheritors of traditional skills are aging.

2.2 In the Information Age, Intangible Cultural Heritage Lacks Its Own Impetus for Innovation

Under the various cultural shocks caused by the new media era, intangible cultural heritage must keep up with the trend of The Times and constantly innovate and develop if it wants to stand out and spread in the information explosion. At present, the innovation of intangible cultural heritage is not optimistic. Most of the intangible cultural heritage is based on the original and time-honored "old craft" as the inheritance criteria, and they are more resistant to new things, which leads to the lack of innovation ability and single form in the communication, and it is easy to become stuck in its own way, and ultimately difficult to survive. In the long run, with the gradual decrease of the audience, and the subsequent inheritors only imitate and copy the classics, it is difficult to make breakthroughs and innovations in intangible cultural heritage.

2.3 Intangible Cultural Heritage is Facing the Challenge of Marketization in the Information Age

Informationization provides technical support and information guarantee for marketization. In the era of maximizing market efficiency and profit in many fields of society, the development of intangible cultural heritage tourism is also faced with the same dilemma, and there are more contradictions between it and the market whose main goal is to pursue interests. For example, most of the traditional art or art projects rely on traditional means of production, complicated processes, time-consuming and laborious, and high production costs. Some performance items such as traditional music or dance can only be displayed in a specific time and space according to custom, which is different from conventional performances and does not have commercial value and cannot meet the market demand of tourism.

2.4 The Shortage of Intangible Cultural Heritage Professionals in the Information Age

Intangible cultural heritage tourism is mainly a museum mode, but the staff of museums at all levels are aging and difficult to move, there are few professionals, low education and professional titles, and professional personnel are insufficient to receive on-the-job training and continuing education, which makes it difficult to adapt to and undertake the protection of intangible cultural heritage in the information age. Due to the lack of professional talents with theoretical literacy and good management, the protection of intangible cultural heritage in some places has been deviated, and cultural ecological reserves have been built into tourist areas or even development zones. In the promotion of productive protection, in order to pursue profits, they even gave up the core technology of traditional handmade production and improved it by relying on information technology.

3. The Innovative Path of Intangible Cultural Heritage Tourism Development in the Information Age

3.1 Develop a Smart Tourism System for Intangible Cultural Heritage in the Information Age

Smart tourism is a process that takes tourists as the center and uses big data, Internet of Things, cloud computing, artificial intelligence, virtual reality and other information technologies to provide tourists with a full range of tourism services and experiences through extensive collection, mining and analysis, real-time transmission and automatic sensing of tourism information with the help of mobile devices and intelligent terminals [4]. With the continuous development of intangible cultural heritage tourism industry, the development of tourism service informatization has attracted much attention. Promoting the integration of tourism-related industries and promoting informatization service and quality is a research direction that attracts much attention in the tourism industry. The use of images displayed on the Internet or other carriers enables the intangible cultural heritage tourism landscape to be dynamically and realistically presented, allowing tourists to choose their favorite travel routes and viewpoints, realizing that they can enjoy intangible cultural heritage resources thousands of miles away when they open their mobile phones, and deepening the coverage depth and breadth of smart tourism. The core function of the system is composed of panoramic display module, navigation map module and interactive hot spot module. The panoramic display is a cost-effective virtual reality solution, and the roaming scene should be hierarchical, with primary and secondary scenes. The system should provide a diversified user experience, solve the problem of real-time display of scene browsing, keep the picture clear, natural and smooth transition, and give the audience an immersive experience by displaying beautiful scenery. The navigation map is designed based on the 3D panoramic roaming technology, and the navigation map of thumbnail, combo box and list box is realized for users to shuttle through the sightseeing scene at will. Add marks to the map through the navigation map to synchronize with a scene, so that the viewer can easily identify the specific location and direction of the scene. In terms of scene jump, the interactive hot spot module is designed to give tourists the feeling of passing through. By clicking on the corresponding hot spot, the scene can be changed, which is convenient for tourists to choose the scene.

3.2 Enhance the Immersive Experience of Intangible Cultural Heritage Tourism Resources

Immersive experience is to use people's sensory experience and cognitive experience, create an atmosphere for participants to enjoy a certain state, provide participants with a completely immersive experience, and make users feel like they are in a virtual world. There are many ways to realize immersive experience, mainly relying on virtual reality technology, stereo technology, three-dimensional image technology and interactive devices. In the field of intangible cultural heritage tourism, through head-mounted displays, projection mapping and stereo systems, visitors are placed in a virtual 3D environment to enjoy immersive visual and auditory feelings. From the sensory level, it mainly includes visual, auditory and tactile senses. On the basis of ensuring a beautiful and reasonable interface and rich and diverse materials, combined with the characteristics of intangible cultural heritage, a variety of senses are comprehensively applied to the development of tourism resources, so that tourists can have a better interactive experience in the use process. It pays attention to the rationality of the interface layout, determines the interface layout from the visual focus, level, visual weight and visual direction, and guides users to operate and use the software. It focuses on the aesthetics of interface vision, and the visual experience directly affects the user's experience. It pays attention to the cultural characteristics of the interface, considers the cultural characteristics of the intangible cultural heritage in the design, integrates the cultural connotation into the interface design, and creates a good cultural experience atmosphere. It pays attention to the diversity of expression forms of intangible cultural heritage, so that users can focus their attention in the process of use and better enter the immersive experience [5]. The integrated development of immersive tourism and intangible cultural heritage can not only activate a huge amount of cultural resources, enrich tourism supply, but also enable intangible cultural heritage to be inherited and developed. Therefore, efforts to realize the development of new forms of tourism is the key to comprehensively enhance the regional brand image.

3.3 Build an Informatization Industry Chain of Intangible Cultural Heritage Tourism Resources

The whole industrial chain of consumer demand-oriented, upper, middle and downstream enterprises connecting with each other is the key to the "link" and "derivative" of differentiated products, and the core is the "value" value-added of integrated supply. As cultural industry and tourism

are two forms of business with strong correlation, the cultural tourism industry chain is considered to dissolve the boundary between tourism and cultural industry, and become the connection and extension of cultural industry chain and tourism industry chain. The digitization, informatization, integration and experientialization of intangible cultural heritage tourism activities require the long tail effect and honeycomb effect of the industrial chain [6]. From the perspective of operation process, the intangible cultural heritage tourism industry chain is built around the tourist demand chain and tourism product chain, and is a complete industrial chain formed by the organization of production, service and sales by enterprises, including cultural enterprises, tourism enterprises, supporting service enterprises or organizations. The whole process of production and consumption of intangible cultural heritage tourism products is the focus and center of the industrial chain. From the perspective of development mode and effect, the intangible cultural heritage tourism industry chain takes symbolic creativity as the core and cultural content as the link, emphasizing that symbolic creativity runs through the node enterprises of the industry chain, and realizes the value-added of intangible cultural heritage tourism products while providing intellectual property. With the help of online platforms to introduce and promote intangible cultural heritage tourism commodities, traditional craftsmen can also directly develop e-commerce sales forms, and promote the formation of intangible cultural heritage tourism industry chain while continuously expanding the scope of intangible cultural heritage tourism publicity. At the same time, in the process of information inheritance and network communication, attention is paid to the construction of intangible cultural heritage tourism industry chain by means of network live broadcasting and other ways, so as to achieve the inheritance of intangible cultural heritage while obtaining economic benefits from operating the industry chain.

3.4 Improve the Intelligence Level of Intangible Cultural Heritage Tourism Development

In the network information age, the core of intangible cultural heritage communication is no longer sharing, but the cooperation behind sharing. Only by building the database of intangible cultural heritage tourism resources can the digital tourism resources of intangible cultural heritage move from "isolated island" to collaboration, and provide solid technical and data support for the intelligent dissemination of intangible cultural heritage. First, improve the ability of intelligent development of intangible cultural heritage tourism resources. The scenario-based development model of "algorithmic decision-making + intangible cultural heritage tourism" is adopted to improve the intelligent level of intangible cultural heritage tourism resource development. Algorithmic decision-making is to use a large number of Internet audience information and a series of algorithmic analysis methods to outline the tourism needs of different audiences. According to the information, the developer effectively combines the cultural background and living environment to design a tourism cultural space common to the audience and arouse the spiritual and emotional resonance of tourists. Secondly, it is to improve the visualization level of intangible cultural heritage tourism resources. This research organization excavates intangible cultural heritage and its tourism resources, realizes the knowledge expression of intangible cultural heritage tourism resources in time and space, and helps tourists correctly reconstruct, remember and apply these resources in this way, so that intangible cultural heritage tourism can move from passive acceptance to active experience. Finally, the level of accurate distribution and personalized service of intangible cultural heritage tourism should be improved [7]. By improving the service quality, the degree of value matching and functional integration between the audience and the audience, the audience and the intangible cultural heritage, the audience and the media, the intangible cultural heritage and the media in the process of intangible cultural heritage tourism can be improved, so as to realize the personalized and precise service ability in the process of intangible cultural heritage tourism.

3.5 Strengthen the Training of Talents for the Development of Intangible Cultural Heritage Tourism

Nations that rise economically but do not rise culturally will be submerged in world civilization. With the policy support and the unremitting efforts of non-genetic successors, China's intangible cultural heritage tourism talent team continues to expand, and the protection concept continues to strengthen. Despite this, problems such as the aging of inheritors, the relatively single mode of talent training, and young people's lack of understanding of intangible cultural heritage are still prominent. Compared with the actual needs of intangible cultural heritage protection and inheritance, the large gap of tourism talents is a long-term difficulty that needs to be solved. If we want to fully understand the core value of intangible cultural heritage education and strengthen the construction of intangible cultural heritage tourism-related majors, we need more supporting measures and landing practices. We need to clarify the objectives of personnel training, revise the personnel training program, and focus on

cultivating professional and skilled personnel with modern tourism management expertise, familiar with intangible cultural heritage related knowledge, information technology knowledge, certain operation and display skills, and able to engage in tourism management. We need to follow the planning of tourism administrative departments and tourism enterprises and institutions at all levels. The focus will be on professional practice courses centered on local intangible cultural heritage, full use of rich practical resources such as tourist attractions and intangible cultural heritage enterprises, implementation of integration of production and education, joint training of schools and enterprises, construction of a training system focusing on strengthening intangible cultural heritage education and experience, and formation of distinctive talent training programs [8]. According to the actual needs of the integration of culture and tourism, we should build an appropriate tourism professional management system, comprehensively implement the protection of intangible cultural heritage in the information age and the concept of innovative development, and provide students with good tourism service technology and advanced tourism professional education system.

4. Conclusions

Intangible cultural heritage is a kind of human cultural phenomenon which is gradually recognized by people after cultural heritage, natural heritage, cultural and natural heritage, and shows its important significance day by day. Intangible culture is the cultural heritage created by different nations, which not only contains a long national history and wisdom, but also an important part of national culture. The protection and development of intangible cultural heritage, as well as the interweaving with the development of tourism industry, has become the future development trend. The development of intangible cultural heritage tourism in the information age requires the use of digital technology, resource storage technology, resource retrieval technology and visualization technology to realize the collection, classification, storage, management and display of intangible cultural heritage tourism resources. Through the combination and support of various digital technologies, it can effectively ensure the effective use of intangible cultural heritage tourism, promote the protection of intangible cultural heritage and local economic development.

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