

# Research on the Development Model of Intangible Cultural Heritage Tourism Industry

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**Abstract:** *Intangible cultural heritage is a unique cultural gene of a nation, carrying the spirit and cultural connotations of the nation. It is also a vivid manifestation of cultural diversity. At the same time, intangible cultural heritage has important economic and artistic value. The tourism industry, as an effective form of protection, plays an important role in the inheritance and development of intangible cultural heritage. With the advancement of economic globalization, socio-economic and urbanization, there is an impact on the protection of intangible cultural heritage. This article studies the development models of intangible cultural heritage tourism industry from the perspectives of intangible cultural heritage protection and tourism economic exhibition, including cultural scenic area models, museum models, cultural ecological protection zones, stage based performance models, and commodity development models, providing effective paths for the development of intangible cultural heritage tourism industry.*

**Keywords:** *Intangible Cultural Heritage; Tourism Industry; Development Model; Cultural Scenic Spot; Cultural Ecology; Stage Performance*

## 1. Introduction

According to the UNESCO Convention for the Protection of Intangible Cultural Heritage, "intangible cultural heritage" refers to various practices, performances, forms of expression, knowledge and skills, as well as related tools, objects, handicrafts, and cultural venues that are considered as cultural heritage by various organizations. With the changing environment, interrelationships with nature, and historical conditions, various groups continuously innovate this intangible cultural heritage that has been passed down from generation to generation, while also possessing a sense of identity and history, promoting cultural diversity and human creativity. Intangible cultural heritage is a unique cultural gene of a nation, carrying the spirit and cultural connotations of the nation, and also a vivid manifestation of cultural diversity. With the advancement of economic globalization, social economy, and urbanization, the cultural ecological environment of intangible cultural heritage has been impacted, and protection and inheritance have become a way for the sustainable development of intangible culture. The development of the tourism industry provides a way to protect and inherit intangible cultural heritage, but currently, the development of the tourism industry is mainly focused on tourism, lacking participation, and the consumption needs of tourists cannot be met. This article studies the development model of intangible cultural heritage tourism industry from the perspective of intangible cultural heritage protection and economic development, explores cultural connotations from multiple aspects, improves the level of tourism industry, improves the path of intangible cultural heritage protection, and achieves mutual benefit and win-win between the two.

## 2. Cultural Scenic Area Mode

Cultural scenic spots are scenic spots that attract cultural tourism resources and carry out tourism activities, and are currently a popular type of tourist attraction. As a popular platform, cultural tourism scenic spots can showcase intangible cultural heritage well and combine with other cultural forms, which is conducive to forming new tourism products and expanding the tourism product market; Cultural tourism scenic spots rely on their high popularity to promote the promotion of intangible cultural heritage. From the perspective of inheritors, the development of intangible cultural heritage in cultural tourism scenic areas cannot be separated from cooperation with inheritors. The inheritors of

intangible cultural heritage are themselves cultural resources, which provides a development platform for inheritors and promotes the inheritance and protection of intangible cultural heritage. From the perspective of tourists, relying on the development of intangible cultural heritage in cultural tourism scenic spots has created a strong cultural atmosphere, met tourists' desire to understand intangible cultural heritage and tourism needs, increased knowledge, and broadened horizons.

Hongdong Big Pagoda Tree Rooting and Ancestral Worship Park is a national intangible cultural heritage tourist attraction. Ancestral Worship is a long-standing cultural and folk custom in the nearby area, which integrates the local customs and traditions of Hongdong on the basis of ancient root seeking and ancestor worship customs. The local custom of seeking roots and worshipping ancestors in Hongdong is mainly reflected in important traditional festivals such as the Spring Festival and Qingming Festival[1]. The local customs of seeking roots and worshipping ancestors in the Hongdong area provide a growing soil for cultural tourism of seeking roots and worshipping ancestors. Hongdong has a unique geographical location, convenient transportation, and abundant resources, providing conditions for large-scale population distribution. Therefore, the government has established an office in Guangji Temple to handle immigration procedures for the relocated people. There is a large locust tree at the entrance of Guangji Temple, where people migrate out, giving rise to the term "big locust tree immigration". After a hundred years of vicissitudes, these descendants of migration have now spread throughout the world, and have been confirmed in numerous folk genealogies and genealogies, with clear records indicating that they migrated from the Hongdong Pagoda Tree.

At present, the development of intangible cultural heritage in cultural tourism scenic areas is still in the exploratory stage, lacking experience in management and development depth. Many intangible cultural heritage projects are developed for display purposes, lacking extensive participation and experiential experience. As a result, most tourists in the scenic area visit and take photos, without changing their tourism roles, experiencing the connotation and fun of culture, and staying in the scenic area for a short time, Walking on horseback and watching fancy games, the catering, accommodation, and entertainment related tourism products in the scenic area have been neglected.

### 3. Museum Mode

Museums are institutions established for the collection, management, research, and display of historical, cultural, and artistic relics[2]. They are not only display windows for national civilization, but also places for national education, historical and cultural education, science popularization, and artistic cultivation. Fully leveraging the important role of museums can have a direct impact on the protection of intangible cultural heritage, significantly improving the pertinence and effectiveness of protection work, and promoting comprehensive innovation in protection work[3]. In the context of the new era, accurately positioning the role of museums in the protection of intangible cultural heritage, actively exploring measures to effectively play the role of museums, building a good platform for the protection of intangible cultural heritage, and laying a foundation for the healthy development and sustainable promotion of protection work.

Museums themselves have cultural promotion functions, which coincides with the protection of intangible cultural heritage. There are various types of intangible cultural heritage that can increase the commercial value of museums, forming a mutually beneficial relationship between the two and developing together[4]. Museums participate in the protection of intangible cultural heritage, reflecting the cultural value of museums, not only protecting intangible cultural heritage itself, but also inheriting national spirit and civilization; They reflect the social functions of museums, showcase the craftsmanship, spirit, and cultural connotations of intangible cultural heritage, enable more people to understand and be attracted by intangible cultural heritage, master traditional skills in intangible cultural heritage, revitalize intangible cultural heritage, and promote the promotion and development of intangible cultural heritage; Let more people understand the connotation of intangible cultural heritage, thus liking it, and promoting and protecting it.

The protection of intangible cultural heritage in museums is influenced by various factors. In the process of exploring innovative development of protection work, it is necessary to fully leverage the role of museums, formulate targeted protection plans based on specific circumstances, and formulate measures for the protection and management of intangible cultural heritage in museum collections from multiple perspectives to promote efficient management. It is important to strengthen the functional positioning of museums, broaden protection ideas, and truly place the protection of intangible cultural heritage in the field of social life and inheritance, forming an ecological protection model that adapts to

local conditions and materials, highlighting the long-term and overall nature of intangible cultural heritage protection, and more comprehensively showcasing the historical context of civilization development on the basis of protection and inheritance. It is important to play the role of displaying collections, expand the scope of publicity and promotion, formulate reasonable measures from multiple perspectives, promote the coordinated promotion of intangible cultural heritage protection and cultural promotion, and accelerate the overall process of intangible cultural heritage protection and inheritance.

#### **4. Cultural and Ecological Protection Zone**

The cultural and ecological protection zone compensates for the shortcomings of museums in terms of tourist participation and experience. With ethnic minority villages or areas with concentrated folk customs as tourist destinations, natural scenery, dwellings, cuisine, festivals, and other folk customs as tourist attractions, experiencing exotic cultures, pursuing simplicity and cleanliness, and meeting the psychological needs of "seeking novelty, difference, joy, and knowledge", it is a living open-air museum with natural and simple characteristics. It can better meet the needs of tourists to appreciate and experience ethnic culture. Intangible cultural heritage is a type of active culture that exists in a specific ecological environment and is a complete protection of culture. It is not only necessary to protect the appearance, but also to strengthen the protection of its dependent environmental atmosphere. Establishing ethnic cultural ecological protection zones not only establishes safety barriers for intangible cultural heritage, but also restores the original state and living environment of ethnic cultural heritage.

A national cultural and ecological protection zone refers to a specific area established with the approval of the Ministry of Culture and Tourism, with the core of protecting intangible cultural heritage and providing comprehensive protection for cultural forms with rich historical and cultural heritage, good survival status, important value, and distinct characteristics. The construction of national cultural and ecological protection zones should adhere to the concept of prioritizing protection and overall protection, not only protecting intangible cultural heritage, but also protecting the human and natural environment that nurtures and develops intangible cultural heritage, achieving the goal of "rich heritage, strong atmosphere, distinct characteristics, and benefiting the people". By comprehensively protecting intangible cultural heritage and the cultural and natural ecological environment it nurtures and develops, and constructing cultural and ecological protection zones with an open mind and systematic concept, we have embarked on a path of holistic and active protection.

The application conditions for national cultural and ecological protection zones are as follows: rich traditional cultural and historical accumulation, distinct regional or ethnic characteristics, and good cultural and ecological preservation; Intangible cultural heritage resources are abundant and an important component of local production and life; The inheritance of intangible cultural heritage is orderly, and the inheritance practice is full of vitality and a strong atmosphere. Local people widely participate and have a strong sense of identification; The physical objects and places closely related to intangible cultural heritage are well preserved and utilized, and the surrounding natural ecological environment can provide a healthy development space for intangible cultural heritage; The local people's government attaches great importance to cultural and ecological protection, and has formulated protection measures and measures for key areas such as towns, villages, and neighborhoods where intangible cultural heritage projects are concentrated, the natural ecological environment is basically good, and the traditional cultural ecology is relatively intact; Having a management organization and staff for the construction of cultural and ecological protection zones; The overall protection of cultural ecology in the region has been implemented for more than two years and has achieved significant results.

#### **5. Stage Based Performance Mode**

The stage based performance mode is to adapt intangible cultural heritage that meets the development conditions into scripts and put them on stage. Through actor performances and stage effects, the charm of intangible cultural heritage is displayed in front of tourists[5]. Stage based tourism is a development model for intangible cultural heritage that combines traditional drama and music. Dynamic performances, exquisite makeup, and local costumes have become important factors in attracting tourists. In recent years, large-scale performances have become more popular, with real landscapes as the background and folk legends and distinctive customs as the theme. They integrate music, dance, and clothing into a comprehensive live stage play, conveying and expressing intangible

cultural heritage through performances. In the evolution of history, humans have innovation and inheritance. In terms of liveliness and inheritance, live stage dramas have endowed intangible cultural heritage with vitality, and have innovated and continued it, making folk stories and legends more vivid, improving the level of tourism, leisure and entertainment, and stimulating tourists' desire to participate. The development of intangible cultural heritage tourism industry with stage based performance mode, "Impression · Liu Sanjie" is the most successful.

The classic tourism performance work "Impression · Liu Sanjie", as the world's first completely new concept of "landscape reality performance", takes Liu Sanjie's legendary story as the clue, local historical and cultural connotations, natural creation as the real stage, and uses large-scale new exhibition equipment to showcase Guilin's clear mountains, beautiful water, and misty rain, as well as elements such as folk songs, ethnic customs, and ethnic clothing[6]. Since the performance of "Impression Liu Sanjie", it has attracted a large number of domestic and foreign tourists and made significant contributions to the development of the cultural tourism industry. The innovative combination of natural and cultural elements such as folk legends, classic mountain songs, ethnic customs, Guilin landscapes, and the fishing fire of the Lijiang River in "Impression of Liu Sanjie" has created a spectacle of Chinese performing arts and caused a sensation at home and abroad. Traditional stage performances are created by humans, and "Impression: Liu Sanjie" is hailed as a "masterpiece of cooperation between humans and God".

In "Impression: Liu Sanjie", the faint appearance of mountains, the reflection of water mirrors, the embellishments of misty rain, the gentle singing of bamboo forests, and the moonlight are all included in the performance at any time, becoming wonderful interludes. On a sunny day in the Lijiang River, the clear breeze and charming reflections; The misty rain of the Lijiang River gives people another kind of beautiful enjoyment. Impression · Liu Sanjie "uses the largest environmental art lighting in China, unique smoke effects, and hidden sound, showcasing the five main theme colors of" red, green, blue, gold, and silver ". It innovatively combines elements such as folk song singing, ethnic customs, Lijiang fishing fire, and mountain and water holy land, seamlessly integrating them into mountains and rivers, restoring them to nature, giving people a strong visual and auditory impact, Reached a state of poetry and dreams.

## 6. Product Development Model

Tourism products are valuable labor products for tourists and related consumers to purchase. They organically combine the culture of a certain region with the atmosphere of the times, reflecting commemorative, artistic, and practical aspects, as well as ethnic and local styles. They have become the main way of communication to improve the regional economic structure. The development of tourism products relying on intangible cultural heritage cannot be separated from the environmental or regional characteristics of the location, which conforms to the spatial distribution relationship, spatial competition, and cooperation laws of geography. Taking traditional handicrafts and historical sedimentation as the core of sales, promoting effective acceptance by consumers, and becoming the foundation for the effective extension of intangible cultural heritage. Intangible cultural heritage has national and regional characteristics, and is closely related to the production, life, customs, and cultural economy of local community residents. At present, many tourism products are priced too high, leading to deviations in the measurement of cultural heritage and affecting the promotion of intangible cultural heritage[7]. Therefore, in the sales of intangible cultural heritage products, corresponding audience platforms should be constructed for different prices to effectively reflect the value of tourism products.

The development of intangible cultural heritage tourism products in the southern Anhui region is very exquisite, creating products with obvious regional characteristics and full personality, and shaping a high-quality brand image. The creative development of tourism products, on the one hand, fully integrates the cultural connotations, forms of expression, and functional values of intangible cultural heritage; On the other hand, attention should be paid to the auditory, visual, and olfactory experiences of tourists. The intangible cultural heritage tourism products in the southern Anhui region not only contain a sense of historical significance, but also have a sense of the times, with diverse forms of expression and distinct characteristics[8]. For example, folk literature such as Huizhou folk songs and Huizhou couplets are printed into lightweight and cute "comic strips" or "comic books" and other tourism products. From appearance design to paper selection, they have the characteristics of southern Anhui. They focus on personalized experiences in smell and touch, and are bundled with other intangible cultural heritage tourism products to increase popularity. For the intangible cultural heritage of traditional sports and acrobatics such as Huizhou martial arts, vivid performance equipment and

action sculptures have been created as tourism products.

Intangible cultural heritage is the essence of tourism culture dissemination, and tourism products are the material carriers of tourism culture. Although tourism products can directly create economic benefits, the economic benefits generated by carrying culture are more significant. Due to the convergence of tourism products in many scenic spots, there are fewer products with creative and cultural connotations, which have become a "soft spot" in the development of the tourism industry. Tourism products should not only meet the quality requirements of general products, but also reflect the cultural characteristics of the tourism area[9]. To build a tourism commodity cultural industry chain, it is necessary to deeply explore cultural heritage, grasp cultural genes, and comprehensively consider cultural inheritance issues. Building a tourism commodity cultural industry chain requires technical support, human resources support, financial support, legal and policy support, as well as other social resource support, including the planning, development, production, sales, and after-sales service of derivative goods. The construction of the tourism commodity cultural industry development chain is essentially the deep integration of cultural resources. In addition to the investment of designers and cultural workers, it also requires government guidance and tourists' profound understanding of cultural resources. Only when all parties work together can truly successful tourism products be developed.

## 7. Conclusions

Intangible cultural heritage carries the wisdom of humanity, the civilization and glory of human history, and has immeasurable value. Intangible cultural heritage is the most dynamic part of cultural diversity. Cultural diversity, like biodiversity, requires a variety of organisms to achieve balance in nature, and the normal development of human society also relies on multiple cultures. Intangible cultural heritage has important cultural and economic value. Only by fully utilizing the resource, industrial, and development advantages of the tourism industry under the important premise of protection and inheritance, and integrating and exploring various tourism industry models, can the sustainable development of intangible cultural heritage tourism be promoted.

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