

# New Construction of the Integration of Intangible Cultural Heritage and Tourism Industry

Lihua Cheng<sup>1,2</sup>, Eral Jimenez<sup>1,\*</sup>

<sup>1</sup>Philippine Women's University, Manila, Philippines

<sup>2</sup>Tongren Preschool Education College, Tongren, Guizhou, China

\*Corresponding author

**Abstract:** *This paper aims to explore the theoretical and practical issues of the new construction of the integration of intangible cultural heritage and tourism industry. Firstly, the importance of protecting and inheriting intangible cultural heritage was analyzed, and ways and strategies were proposed to strengthen investigation and recording work, cultivate the awareness of inheritance among the younger generation, and establish professional inheritance institutions and teams. Secondly, key measures for tourism product development and innovation were explored, including designing diverse tourism routes and themed activities, and utilizing technological means to enhance the tourist experience. Finally, the role of the government in policy support and management mechanisms was discussed, and suggestions were put forward to introduce relevant policies and regulations, establish a sound management system, and strengthen talent cultivation and knowledge transfer. Through the analysis of these aspects, the aim is to provide effective ideas and suggestions for promoting the integration and development of intangible cultural heritage and tourism industry.*

**Keywords:** *intangible cultural heritage, tourism industry, tourism product development*

## 1. Introduction

Intangible cultural heritage, as an important carrier of human history and cultural traditions, carries rich national culture and wisdom, and is of great significance for maintaining cultural diversity and promoting social development. At the same time, the tourism industry, as an important component of global economic development, plays an important role in promoting cultural exchange and regional economic development. The integration of intangible cultural heritage and tourism industry can not only promote the inheritance and protection of intangible cultural heritage, but also inject unique cultural charm into the tourism industry, enhance tourism experience, and promote local economic development[1].

This paper is titled "New Construction of the Integration of Intangible Cultural Heritage and Tourism Industry", aiming to explore new ways and models for the integration of intangible cultural heritage and tourism industry, deeply explore the internal connection between the two, and explore their common development paths. Firstly, by reviewing the current research status and progress at home and abroad, analyzing the problems and challenges in the integration of intangible cultural heritage and tourism industry, this provides a foundation and impetus for subsequent research. Subsequently, this article will start with the definition, characteristics, and significance of the integration of intangible cultural heritage and tourism industry, and explore the new values and opportunities brought by the integration of the two. At the same time, the focus will be on analyzing the application and development of intangible cultural heritage in the tourism industry, exploring its positive impact on tourism attraction, tourist experience, product development, etc., and revealing the win-win situation brought about by integration. However, the integration of intangible cultural heritage and tourism industry also faces many challenges and problems, such as the balance between cultural protection and commercial development, the conflict between traditional cultural inheritance and modernization needs, and the imperfect relevant policies and regulations. This article will deeply analyze these issues and propose targeted solutions and suggestions, providing theoretical support and practical guidance for promoting the sustainable development of the integration of intangible cultural heritage and tourism industry. Finally, through case analysis and comparative research, successful integration case experiences are summarized, and lessons from failed cases are analyzed to provide reference and inspiration for building a new model of integration between intangible cultural heritage

and tourism industry. At the same time, this article will also explore new development ideas and prospects for the integration of intangible cultural heritage and tourism industry, providing reference and inspiration for academic research and practical work in related fields.

Through the research in this paper, the aim is to promote the integration and development of intangible cultural heritage and tourism industry, promote the integration and innovation of cultural inheritance and tourism experience, and contribute wisdom and strength to building a strong cultural and tourism country.

## **2. Overview of intangible cultural heritage and tourism industry**

### ***2.1 Concept and characteristics of intangible cultural heritage***

Intangible cultural heritage refers to intangible cultural heritage such as human oral traditions, performing arts, social practices, rituals, festivals, etc [2]. It is the crystallization of cultural traditions and wisdom passed down from generation to generation. These intangible cultural elements have been passed down from generation to generation through oral and practical transmission. They have become an important component of national culture with their unique characteristics and connotations.

Firstly, intangible cultural heritage has inheritability. These intangible cultural elements have been passed down throughout the entire history and have been preserved through generations of efforts. This inheritance is not only reflected in the material level, but more importantly in the intangible cultural core. As the crystallization of traditional wisdom, they carry the wisdom and experience of their predecessors and provide valuable cultural resources for future generations. Secondly, intangible cultural heritage has creativity. They not only carry past experiences and wisdom, but also constantly keep up with the times and innovate and develop. In the process of inheritance, people will innovate and develop intangible cultural heritage according to the needs and changes of contemporary society, making it suitable for modern society. This creative inheritance has enabled intangible cultural heritage to maintain its freshness and vitality through continuous evolution. Once again, intangible cultural heritage has a communicative nature. These cultural elements are inherited and developed through communication and interaction between people. Whether it is oral tradition, performing arts, or social practice, they all rely on communication and sharing among people. This communicative nature enables the inheritance of intangible cultural heritage while also achieving cultural dissemination and exchange, promoting cultural interaction and integration between different regions and ethnic groups. Finally, intangible cultural heritage has a collective nature. They are often cultural activities that involve the entire community or nation, reflecting collective wisdom and creativity. Intangible cultural heritage is not only related to individual inheritance, but more importantly, it involves the identity and cohesion of the entire community or nation. Through collective participation and joint efforts, intangible cultural heritage is protected and inherited, injecting cultural power into the development of communities or nations.

In summary, intangible cultural heritage, as an important cultural resource, carries national identity, historical memory, and spiritual pursuit. It has the characteristics of inheritance, creativity, communication, and collectivity, reflecting the diversity and richness of ethnic culture. Therefore, protecting and inheriting intangible cultural heritage is of great significance for promoting national culture, promoting cultural inheritance and innovation.

### ***2.2 Development status and trends of tourism industry***

The tourism industry, as an important engine of global economic growth, has shown a sustained growth and rapid development trend in recent years. With the improvement of people's living standards and the increasing demand for tourism consumption, tourism has become one of the important economic pillar industries in various countries. At the same time, the application of new technologies such as digitization and intelligence has also brought new development opportunities and challenges to the tourism industry. In the future, the tourism industry will pay more attention to cultural connotations, personalized experiences, and sustainable development, promoting the development of the tourism industry towards a more diversified and intelligent direction.

### ***2.3 The significance of integrating intangible cultural heritage with the tourism industry***

The integration of intangible cultural heritage and tourism industry can not only promote the

inheritance and protection of intangible cultural heritage, but also inject unique cultural charm into the tourism industry, enhance tourism experience, and promote local economic development. Firstly, by integrating intangible cultural heritage into tourism products and services, it can attract more tourists and enhance the visibility and attractiveness of the destination. Secondly, intangible cultural heritage, as a unique cultural symbol, can enrich the cultural connotation of tourism products, enhance tourist experience and satisfaction. In addition, the inheritance and development of intangible cultural heritage can also promote the prosperity and development of local cultural industries, and promote the diversified development of local economy.

In summary, the integration of intangible cultural heritage and the tourism industry has important significance and far-reaching impact, and plays a positive role in promoting cultural inheritance, local economic development, and sustainable development of the tourism industry. Therefore, in-depth exploration of the integration path, mode, and mechanism between the two, strengthening relevant policy support and management guidance, will be the key to promoting the integrated development of intangible cultural heritage and tourism industry, and it is also an important issue that urgently needs attention and exploration in current research and practice.

#### ***2.4 The value of intangible cultural heritage in the tourism industry***

Intangible cultural heritage, as a unique cultural resource, has rich and diverse forms of expression and profound historical accumulation, playing an important role in the attractiveness of tourist destinations. The traditional performances, folk activities, and traditional crafts of intangible cultural heritage can provide tourists with unique cultural experiences, stimulate their curiosity and exploration desire, and attract more tourists to come and experience. These intangible cultural elements with regional characteristics and cultural connotations have added characteristics and charm to tourism destinations, making them stand out in the fierce competition of the tourism market, and enhancing the destination's visibility and attractiveness.

The integration of intangible cultural heritage can greatly enrich the tourism experience of tourists, allowing them to not only appreciate the scenery of scenic spots, but also deeply experience the local cultural heritage and lifestyle. Participating in experiential activities related to intangible cultural heritage, such as folk song and dance performances, handicraft production, traditional festival activities, etc., can allow tourists to experience and participate in them firsthand, enhancing their understanding and emotional resonance with the destination culture. This kind of deep experience can not only improve tourist satisfaction and loyalty, but also promote cultural exchange and understanding, and promote the sustainable development of the tourism industry.

The existence and inheritance of intangible cultural heritage provide rich creativity and inspiration for the development of tourism products. By exploring and utilizing unique elements and stories in intangible cultural heritage, more attractive and unique tourism products can be designed to meet the needs of different tourist groups. At the same time, by combining local intangible cultural heritage for product development, tourism routes and themed activities with regional characteristics and cultural heritage can be created, enhancing the market competitiveness and added value of the products. This product development model based on intangible cultural heritage can not only achieve cultural inheritance and protection, but also promote innovative development of the tourism industry, and promote the tourism industry to move towards a more diversified and distinctive direction.

In summary, intangible cultural heritage has important value and significance in the tourism industry, playing a positive role in enhancing the attractiveness of tourist destinations, enriching tourist experiences, and promoting the development of tourism products. Therefore, strengthening the integration and innovation of intangible cultural heritage and tourism industry will be one of the important paths to promote sustainable development of tourism industry, and also an effective way to promote cultural inheritance and protection.

### **3. Challenges and issues in the integration of intangible cultural heritage and tourism industry**

#### ***3.1 Balance between cultural protection and tourism development***

As a precious cultural heritage, intangible cultural heritage faces the challenge of balancing protection and development [3]. On the one hand, tourism development may potentially damage and dissolve intangible cultural heritage, and excessive commercial development activities may lead to the

loss of original cultural characteristics and the loss of traditional skills. On the other hand, if cultural protection is overly emphasized while tourism development is ignored, it will also limit the dissemination and development of intangible cultural heritage. Therefore, how to find a balance between cultural protection and tourism development, effectively protect and inherit intangible cultural heritage, and promote its organic integration with the tourism industry is one of the urgent problems to be solved.

### ***3.2 The contradiction between cultural heritage and commercial development***

The inheritance and development of intangible cultural heritage require long-term and sustained investment and efforts, while commercial development is often guided by economic interests, focusing on short-term benefits and market returns. This brings about a contradiction between cultural inheritance and commercial development. Some commercial development activities may simplify, deform, or exaggerate intangible cultural heritage, and even lead to false packaging and commercial hype, thereby weakening its authenticity and cultural connotation. Therefore, how to find a balance between commercial development and cultural inheritance, so that intangible cultural heritage can be respected and protected in the commercialization process, and become a sustainable driving force for the tourism industry, is a difficult problem that needs to be considered and solved at present.

### ***3.3 Shortcomings in relevant policies, regulations, and management systems***

In the process of integrating intangible cultural heritage with the tourism industry, the lack of relevant policies, regulations, and management systems is also an urgent problem to be solved. In many regions, the policies and regulations for the protection, inheritance, and utilization of intangible cultural heritage are not yet perfect and clear, and there is a lack of effective supervision and enforcement. The insufficient management system has led to the abuse and destruction of some intangible cultural heritage resources, affecting their sustainability and inheritance. Therefore, establishing a sound policy and regulatory framework, strengthening the regulatory capacity of relevant management institutions, and enhancing the standardization level of the integration of intangible cultural heritage and tourism industry are of great significance for solving the current challenges and problems.

In summary, the integration of intangible cultural heritage and tourism industry faces many challenges and problems, which require joint efforts from all parties to seek practical and feasible solutions. Only by fully respecting cultural traditions and emphasizing sustainable development can we achieve a positive interaction and symbiosis between intangible cultural heritage and the tourism industry, injecting new vitality and momentum into cultural inheritance and tourism development.

## **4. New construction of the integration of intangible cultural heritage and tourism industry**

### ***4.1 Path for the protection and inheritance of intangible cultural heritage***

In order to protect and inherit intangible cultural heritage, it is necessary to develop clear paths and strategies. Firstly, efforts should be made to strengthen the investigation and protection of intangible cultural heritage, and to thoroughly explore and record traditional techniques, festivals, celebrations, oral traditions, etc. in various regions to ensure their authenticity and completeness. Secondly, in the process of inheritance, attention should be paid to cultivating the interest and participation of the younger generation, and through traditional education and training mechanisms, stimulate their love and awareness of intangible cultural heritage inheritance. In addition, we establish institutions and teams for the inheritance of intangible cultural heritage, provide professional guidance and support, promote intangible cultural inheritance activities, and integrate them into the education, community, and tourism industries.

### ***4.2 Strategies for tourism product development and innovation***

To achieve the organic integration of intangible cultural heritage and tourism industry, the development and innovation of tourism products are crucial. On the one hand, by developing diverse tourism routes and themed activities, intangible cultural heritage can be included, providing tourists with a comprehensive cultural experience. For example, organizing folk tourism activities and holding intangible cultural heritage exhibitions during traditional festivals, allowing tourists to personally participate and experience the charm of traditional culture. On the other hand, technological means

such as virtual reality and augmented reality can be used to innovate tourism product forms, showcase intangible cultural heritage in a more vivid and interactive way, and enhance the participation and experience of tourists.

#### **4.3 Improvement of policy support and management mechanisms**

To promote the integration of intangible cultural heritage and tourism industry, the government should strengthen policy support and improve management mechanisms. Firstly, it is necessary to develop specialized policies and regulations to clarify the direction and goals of the integration of intangible cultural heritage and tourism industry, and provide policy guarantees and incentive measures. Secondly, we establish and improve management systems to strengthen supervision and guidance on the integration and development of intangible cultural heritage and tourism industry, ensuring its rationality and sustainability. In addition, it is necessary to strengthen the talent cultivation and professional knowledge transmission of relevant institutions, improve management level and service quality, and promote the positive interaction between intangible cultural heritage and the tourism industry.

In summary, the new construction of the integration of intangible cultural heritage and tourism industry needs to be achieved through the formulation of clear protection and inheritance paths, the development of innovative tourism product strategies, and the improvement of policy support and management mechanisms. Only with the joint efforts of the government, professional institutions, communities, and tourism practitioners can the protection and inheritance of intangible cultural heritage be achieved, the sustainable development of the tourism industry be promoted, and rich and diverse cultural experiences be provided for tourists.

## **5. Conclusion**

The new construction of the integration of intangible cultural heritage and tourism industry is a field full of challenges and opportunities. By organically combining intangible cultural heritage with the tourism industry, a win-win situation can be achieved between cultural inheritance and economic development. This paper delves into the protection and inheritance path of intangible cultural heritage, tourism product development and innovation strategies, as well as the improvement of policy support and management mechanisms, providing effective ideas and suggestions for promoting the integration and development of intangible cultural heritage and tourism industry.

In terms of the protection and inheritance of intangible cultural heritage, it is necessary to strengthen investigation and recording work, cultivate the inheritance awareness of the younger generation, and establish professional inheritance institutions and teams. In the development and innovation of tourism products, attention should be paid to designing diverse tourism routes and themed activities, and using technological means to enhance the tourist experience. In terms of policy support and management mechanisms, the government should introduce relevant policies and regulations, establish a sound management system, and strengthen talent cultivation and knowledge transfer.

In summary, the new construction of the integration of intangible cultural heritage and tourism industry is an important way to promote cultural inheritance and economic development. Only through multi-party cooperation and efforts, and fully leveraging the unique charm of intangible cultural heritage in the tourism industry, can we achieve the protection and inheritance of cultural heritage, promote the sustainable development of the tourism industry, and inject new vitality into social and economic development. I believe that with the joint efforts of all parties, the integration of intangible cultural heritage and tourism industry will usher in a better future.

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