Highlights in Art and Design
ISSN: 2957-8787 | Vol. 2, No. 2, 2023

Research on Cultural tourism Resources of Developing "Intangible Cultural Heritage"

-- Taking Huaihe Culture as an example

Yuqing Sang, Jian Yang

Academy of Arts, Anhui University of Finance and Economics. Bengbu City, Anhui Province, China

Abstract: Cultural tourism development is one of the important ways to protect and inherit intangible cultural heritage. However, the development of intangible cultural heritage tourism is faced with many difficulties. Taking Huaihe Culture as an example, the development of intangible cultural heritage tourism is faced with such difficulties as the disconnection between planning and resource integration, the disharmony between resources and brand construction, and the incompatibility between utilization and creative development. The specific path of the development of intangible cultural heritage tourism is to strengthen resource integration, pay attention to brand operation, and adhere to creative development.

Keywords: Intangible cultural heritage; Huaihe culture; Cultural tourism; Development strategy.

1. Introduction

As an ancient country with 4,000 years of civilization history, China has created a rich and colorful culture, and the intangible culture is an important part of the Chinese cultural system. It is the spiritual wealth gradually accumulated by hundreds of millions of Chinese people in the long journey of history, a symbol of the self-affirmation of national culture, and also the spirit of the Chinese nation that continues to this day and stride confidently toward the future the source and the foundation of culture. Anhui as a representative of China's intangible cultural heritage is an indispensable part. As one of the four major cultures of Anhui culture, Huaihe Culture has rich intangible cultural heritage resources, complete kinds and high tourism value. According to archaeological findings, as early as the Paleolithic Age, there were human activities in the Huaihe River basin. More than 100 cultural sites of ancient times have been discovered. The Confucian theory of Confucius, the Mohist school, the legalist school of Han Fei and Li Si were all founded in the Huaihe River basin. Therefore, rational utilization and development of Huaihe intangible cultural heritage to develop tourism industry is more conducive to influence people. Make the intangible cultural heritage continue to gain popular support and strengthen the public's protection of the intangible cultural heritage industry. And make reasonable planning and utilization to the problems of tourism space discovered in the first place.

2. Literature review

Zhang Bo and other scholars have earlier carried out research on intangible cultural heritage and cultural tourism. By combing and describing the characteristics of the intangible cultural heritage, they believe that the protection of the intangible cultural heritage must pay attention to some basic issues, which can become the basic principles for the treatment of cultural tourism and the development and protection of the intangible cultural heritage. Peng Jiankang put forward practical suggestions on the development of intangible cultural heritage and cultural tourism in Sichuan province from the aspects of government development strategy, departmental work promotion, cultural industry undertakings, enterprise market positioning and so on. Since then, the academic discussion on intangible cultural heritage and cultural tourism mainly focuses on the development of intangible cultural heritage tourism resources and case studies, which will not be repeated here.

Undoubtedly, these discussions have enriched the content of the development of intangible cultural heritage cultural tourism, but there are few thematic studies on the countermeasures of the development of intangible cultural heritage cultural tourism. In view of this, on the basis of academic research, through the analysis of the current situation of Huaihe intangible cultural heritage cultural tourism development, this paper finds out the existing problems, puts forward feasible countermeasures and suggestions for the development of Huaihe intangible cultural heritage cultural tourism, and on this basis, hopes to find a feasible road for the development of intangible cultural heritage cultural tourism.

3. Development status of intangible cultural Heritage tourism in the Huaihe River Basin

3.1. The planning of intangible cultural heritage is disconnected from the integration of cultural tourism resources

In recent years, a large number of planning documents have been issued in the Huaihe River Basin to protect and inherit the intangible cultural heritage, especially the Regulations of Bengbu City on the Protection and Management of Intangible Cultural Heritage and the Interim Measures of Bengbu City on the Identification and Management of Representative Inheritors of Intangible Cultural Heritage Projects, which are two supporting documents to carry out the intangible cultural heritage work from two aspects: protection, management, inheritance and communication It clarifies the responsibility of "protection and management" of the intangible cultural heritage and the implementation rules of "identification and

inheritance", and divides the "safeguard measures" and "legal responsibilities" in detail, effectively promoting the protection of the intangible cultural heritage in the Huaihe River Basin into a legal and standardized track. In 2015, relevant departments jointly issued the Measures for the Implementation of the Project of "Famous Teachers and Apprents" for Intangible Cultural Heritage Talents in the Huaihe River Region, which normalized the dissemination of intangible cultural heritage. However, from a series of documents issued to support cultural development in the Huaihe River Basin, we find that the cultural tourism development of the intangible cultural heritage is not enough, leading to the reiteration of the intangible cultural heritage, protection, light development and utilization. In the specific cultural tourist attractions, there are some phenomena such as carrier without culture or culture without carrier. For example, some scenic spots with carrier without culture have pleasant scenery but little culture. Having culture without carrier is manifested in numerous "national" and "provincial" intangible cultural heritage with rich resources and meaningful connotation, but it is seriously disconnected from the integration of cultural tourism resources.

3.2. Intangible cultural heritage resources and cultural tourism brand construction is not coordinated

Intangible cultural heritage, as a symbol of different cultures, is a unique cultural resource in a region. The intangible cultural heritage of the Huaihe River Basin has rich connotation, unique characteristics and high visibility, so that it has a certain brand effect. For example, "Huaihe River Basin Nuo", which was listed in the first batch of national intangible cultural heritage projects, constitutes a unique scenery in Huaihe River Basin culture and even Anhui culture, which is very well-known and has become a value recognized by people in the region. Another example is the "Dongzhi Huadeng", which is listed in the second batch of national intangible Cultural Heritage projects. It has a long history and various kinds of lanterns. The featured lanterns are mainly "Six Wild Animals", "Five Wild Pingping", "Mopan" and "Eight Immortalities Crossing the Sea", as well as the lion lamp, land boat lamp and Dragon Boat lamp. The Lantern Festival generally begins on the second day of the first lunar month. The Lantern Festival is called "round Lantern" on the 15th day of the first lunar month. Some lanterns are called "round Lantern" on the second day of the second lunar month. In addition, there are also national intangible cultural heritages such as Qingyang Opera and Jiuhuashan Temple Fair. In contrast to the rich connotation, distinctive characteristics and high popularity of cultural heritages, the intangible cultural heritage resources in the Huaihe River Basin appear incongruous contradictions with the construction of cultural tourism brand. So far, there has not been a real use of intangible cultural heritage to build regional cultural tourism in the Huaihe River Basin Brand case.

3.3. The utilization of intangible cultural heritage does not adapt to the creative development of cultural tourism

In modern society, culture not only becomes a tourism resource, but also brings new vitality to the development of modern tourism. It can even be said that the success of cultural tourism industry depends on the success of cultural tourism creativity in a sense. Intangible cultural heritage can play a unique role in the process of cultural tourism creativity, because "creativity is the core of the operation of the (cultural) industry. Therefore, its success or failure often depends on the uniqueness of the creative product in terms of style, tone, artistic features, etc., and on the psychological power of the product to evoke collective emotion. "Therefore, intangible cultural heritage, which preserves collective memory, naturally becomes the most valuable creative material." There are many successful cases in the creative utilization of intangible cultural heritage in cultural tourism, such as the Xinjiang Intangible Cultural Heritage Project Protection Park, the famous large-scale original ecological song and dance drama Yunnan Image, the landscape live performance play Impression of Liu Sanjie, the live performance play Impression of Lijiang, etc., whose theme content belongs to the category of intangible cultural heritage, and the performance itself is the intangible culture The concrete expression form of heritage carrier.

From the perspective of the utilization of intangible cultural heritage and the current situation of cultural tourism creativity in the Huaihe River Basin, At present, the contradiction between the two is quite prominent, that is, the development and utilization of intangible cultural heritage of cultural tourism does not meet the requirements of cultural tourism for cultural creativity in modern society, resulting in the use of intangible cultural heritage of cultural tourism in the Huaihe River basin is at a low level, and intangible cultural heritage cultural tourism cannot constitute a strong attraction to tourists.

4. Countermeasures for the development of intangible cultural tourism in Huaihe River Basin

4.1. Strengthening resource integration

The core of resource integration is "to connect or combine scattered or independent elements with each other in some way, and penetrate, interact and couple with each other, so that each element can exert the maximum effect in the whole and realize the effect of 1+1 greater than 2". Resource integration is of great significance to the overall and overall protection and inheritance of intangible cultural heritage. It should be noted that the understanding of resources not only includes the intangible cultural heritage itself, but also includes representative inheritors of intangible cultural heritage projects, research institutions and researchers in the location of intangible cultural heritage.The intangible cultural heritage resources in the Huaihe River Basin have strong experience and practicability and are easy to form products. The intangible cultural heritage of traditional skills occupies a certain proportion in the intangible cultural heritage resources in the Huaihe River Basin and has a certain operating space according to the principle of resource integration. From the current situation, due to the single production mode and the resulting product form, traditional handicraft intangible heritage is mainly limited to the local area of the Huaihe River Basin, and outsiders know little about it, which limits the development of the market of traditional handicraft products. Therefore, the main problem now is to broaden people's cognitive field of traditional handicraft intangible heritage of the Huaihe River Basin, from cognition to acceptance, and then to Willing to consume, in order to enhance the market competitiveness of the Huaihe

River Basin traditional art intangible heritage. To strengthen resource integration, it is also necessary to establish a talent pool of intangible cultural heritage including non-genetic inheritors, relevant management institutions, research institutions, researchers and even volunteers, and develop industrial exchanges and cultural tourism development, so as to provide intellectual support for cultural tourism development.

4.2. Pay attention to brand operation

Intangible cultural heritage itself is a brand because of its uniqueness and unreplicability, as well as its cultural identity in the lives of local people. Therefore, in the market economy environment, how to better play the value of intangible cultural heritage as a brand is a problem that must be taken seriously. The Huaihe River Basin has various forms of intangible cultural heritage, good resource endowment and high visibility, but the intangible cultural heritage cultural tourism development has not really formed a brand. Take provincial intangible heritage Qingyang farmer paintings as an example. According to local county records, Qingyang farmer paintings started in the middle and late Ming Dynasty and have a long history. However, as time has changed, today's farmer paintings are faced with the awkward situation of inheritance and inability to protect. How to run such an intangible heritage brand well is an urgent problem to be solved. For example, Tianjin Yangliuqing wood-plank New Year Pictures, which have great influence both at home and abroad, Thanks to the regional brand effect formed by the unique skills of arts and crafts and the industrial model of intangible cultural heritage + related products, there are dozens of workshops of New Year pictures in Yangliuqing. The New Year picture association has been established, and the New Year pictures have been developed as local teaching materials in compulsory education courses, so that the New Year pictures have been inherited and developed. To develop Qingyang farmers' paintings, it is not enough to rely only on its own strength.

It is also necessary to rely on external forces, pay attention to brand operation, broaden channels, and highlight the social influence of Qingyang farmers' paintings. Attention should be paid to brand operation. First of all, brand operation is a long-term process, which should not rush for quick success and instant benefits. Therefore, it is necessary to respect the original nature of intangible cultural heritage and retain its uniqueness, so as to realize the organic unity of social and economic benefits. Secondly, the new media era, especially the application of new media information technology, On the one hand, it has changed the communication mode of intangible cultural heritage, on the other hand, it has also changed the production mode of intangible cultural heritage, especially some handmade intangible cultural heritage to a large extent. With the rapid development of digital technology today, how to use new media technology to build the development platform of intangible cultural heritage itself and carry out brand operation needs to be taken seriously. In addition, in the era of new media, brand marketing has also undergone revolutionary changes, especially the increasing difficulty of marketing. Now the information is almost completely transparent. Therefore, the key to the success of brand marketing lies in whether to truly understand and meet the tourism consumers, promote the real integration of cultural tourism and intangible cultural heritage brands, and achieve the same brand image inside and outside.

4.3. Adhere to creative development

Creative development is one of the concrete ways to develop intangible cultural heritage tourism, and product innovation is an important point. In terms of product innovation, the development of Huaihe River intangible cultural heritage tourism should pay attention to at least the following three aspects: First, in the level of product research and development, we need to find creative breakthrough points. At present, due to the weak link of product research and development, the creative development of intangible cultural tourism products in the Huaihe River Basin is seriously insufficient. Therefore, it is urgent to find creative breakthrough points at the level of product research and development.

According to the research, we believe that it is feasible to create an intangible cultural heritage tourism route in the Huaihe River Basin according to the specific distribution locations of the intangible cultural heritage and the tourism cultural characteristics of the intangible cultural heritage sites. Secondly, in the application of technology, it is necessary to promote the integration of culture and technology. Science and technology play a driving role in cultural development, especially network technology and digital technology have greatly changed the way of cultural development and communication, and have also brought profound impact on people's lifestyle and entertainment consumption mode. In addition, the promotion of the competitiveness of intangible cultural heritage tourism products cannot be separated from the promotion of science and technology. At present, the development of intangible cultural heritage tourism in the Huaihe River Basin lags behind in making use of the integration of culture and science and technology to create cultural tourism products, and there is a long way to go. Thirdly, effective measures should be taken to train innovative talents in the construction of cultural talent team.

We need to start with the innovative ability and quality of the inheritors, and cultivate the basic skills, especially the innovative skills, needed by the non-genetic inheritors to adapt to the development of intangible cultural heritage tourism, such as certain creative and design abilities, so as to meet the skills and quality requirements of the inheritors put forward by the industrial transformation.

5. Conclusion

This paper takes Huaihe River Basin as the discussion material and tries to put forward the countermeasures of intangible cultural heritage cultural tourism development. The development of intangible cultural heritage tourism is not only related to the protection and inheritance of intangible cultural heritage itself, but also concerned about the development and utilization of intangible cultural heritage resources by cultural tourism, which is a problem worthy of careful study.

Acknowledgements

This paper is funded by the Innovation and Entrepreneurship Training Program of Anhui University of Finance and Economics, Project name: Research on Cultural Tourism Resources of "Intangible Cultural Heritage" under the background of Huaihe River Culture (S202110378609); The study was supported by Research Project of the

Innovation and Development of Anhui Social Science in 2021 Research on Non-inheritance and Innovation of Huaihe River Basin of Anhui from the Perspective of the Integration of Culture and Tourism (2021CX534); Key Project of Humanities and Social Science Research in Anhui Universities in 2021 Researchon Non-inherited Utilization and Innovation Path in Huaihe River Basin from the Perspective of the Integration of Culture and Tourism (SK2021A0261).

References

[1] ZHOU Xiaofang. Intangible Cultural Heritage Protection from the perspective of Cultural Tourism [J]. Peony,2021(14):197-198.

[2] Notice of Sichuan Provincial Department of Culture and Tourism on printing and distributing the Administrative Measures for the Record of Representative Inheritors of Sichuan Level Intangible Cultural Heritage [J]. Bulletin of Sichuan Provincial People's Government,2022(01):68-71.

[3] Wu Xinxin. Research on Intangible Cultural Heritage Dissemination from the perspective of Digital Creative Industry -- A Case study of Miao Embroidery in Western Hunan [J]. Textile Report,202,41(11):120-122.

[4] Jiang Wei. Research on Resource Integration Model and Regional Economic Development [M]. Beijing: People's Publishing House,2013.56-58.

[5] Bai Huiying. Government Responsibility in the development of Intangible Cultural Heritage Creative Industry [J]. Journal of Henan Commercial College,2014, (06) :81-84.