

Transformation Mode of Intangible Cultural Heritage Tourism Productization based on the Concept of In-depth Tourism

Gang Wang, Yi Kang*

Shandong University of Technology, Zibo, Shandong, 255000, China

Abstract

In recent years, with the declaration of intangible cultural heritage list and the promotion of heritage protection, the tourism development of intangible cultural heritage has become the focus of people's attention. The transformation of domestic intangible cultural heritage into tourism products has formed three main modes dominated by museums, theme parks and live stage plays. Intangible cultural heritage museum mainly displays the heritage statically, which better maintains the authenticity of intangible cultural heritage. Intangible cultural theme park realizes the carrier of heritage landscape by the original reconstruction of intangible cultural heritage and virtual experience space; The live stage play is the intangible cultural heritage activated by people's performance activities, and it is the most creative mode of transforming intangible cultural heritage into tourism products. Based on the concept of In-depth tourism, this paper analyzes and discusses the transformation mode of intangible cultural heritage tourism productization.

Keywords

Deep Tourism Concept; Intangible Cultural Heritage; Transformation of Tourism Products.

1. Introduction

In recent years, the tourism development of intangible cultural heritage has attracted much attention. Intangible cultural heritage carries the cultural genes and national memories of all nationalities in the world, and is of great significance to the diversity and sustainable development of human culture [1]. Although China is rich in intangible cultural heritage, the protection of intangible cultural heritage started very late, so that many intangible cultural heritage have disappeared before people can wait for rescue [2]. Under the background of the accelerating trend of economic globalization, the influence of strong culture and mainstream culture on weak culture and folk culture is gradually strengthened, which makes people's outlook on life and values converge and the regional cultural differences narrow [3]. With the deepening of people's exploration of the law of intangible cultural heritage protection, the protection concepts and measures have also been improved to some extent. Some progress has been made in the protection of intangible cultural heritage, but the disappearance rate of intangible cultural heritage is still accelerating [4]. The integrated development of intangible cultural heritage and tourism is the product of the general trend of industrial integration. The development of tourism provides new space and opportunities for the inheritance of "intangible cultural heritage" [5]. In the context of marketization, intangible cultural heritage is also developing towards industrialization in order to better develop and inherit [6]. Tourism has become an effective way to inherit and protect intangible cultural heritage, which is a cultural tourism resource with unique taste [7]. In order to get intangible cultural heritage out of the protected deep houses and courtyards, we must give full play to the cultural and artistic function of cultural heritage, combine it with modern lifestyle and life content, actively integrate modern scientific and technological elements and industrial consciousness, and

appear in public life in the form of a living cultural product, so as to return intangible cultural heritage to mass culture and meet people's spiritual and cultural needs, Promote the development of cultural industry [8].

2. Intangible Cultural Heritage

Oral and intangible cultural heritage of mankind is a project set up by UNESCO to protect intangible cultural heritage, also known as intangible heritage. It is a kind of intangible heritage that depends on individual existence and is passed down from mouth to mouth. It includes national tradition and folk knowledge, various languages, oral literature, customs and habits, national etiquette, handicrafts, traditional medicine and architectural arts, etc. [9]. Intangible cultural heritage is the externalization of a local cultural and spiritual wealth, which can be widely recognized and accepted by the public. Intangible cultural heritage is a kind of cultural phenomenon, which is the product of development along with local productive labor, sacrificial customs and entertainment activities, and is widely recognized and liked by local people. Intangible cultural heritage has no material carrier, and its existing form is completely different from that of material cultural heritage. It is immaterial and intangible, and does not exist in a certain environment in a certain material form.

Intangible cultural heritage is the crystallization of wisdom left by all Chinese nationalities in the long history and life practice, an important part of Chinese excellent traditional culture, various practices of people in production and life, and represents our unique national spirit. At the same time, it is also the link connecting all ethnic groups, and undertakes the heavy responsibility of maintaining the unity and common prosperity of all ethnic groups in China [10]. At present, there is a contradiction between China's rapidly developing modernization process and the protection process of traditional culture, which leads to the crisis of traditional culture represented by intangible cultural heritage. It is embodied in the aging of inheritors, marketization and homogenization of product types caused by over-industrialization development, and some material carriers of intangible cultural heritage are facing the risk of being gradually eliminated in the process of modernization. How to help intangible cultural heritage get better protection, inheritance and development has become a top priority. Up to now, China's Kunqu opera art and Guqin art have been selected as the intangible cultural heritage of mankind. However, with the acceleration of China's modernization and the threat of cultural standardization, environmental deterioration, tourism and other factors, countless cultural heritages are in an endangered state, and they are like shadows that may die out at any time.

Intangible cultural heritage has artistic and entertainment functions and can meet the spiritual and cultural needs of the public. Culture not only expresses people's inner values, but also shows the spontaneous cohesion of a nation and a local people. Folk art is a symbol of a local unique charm. Cultural tourism industry is an important part of China's tourism industry at present, and the demand of Chinese people for cultural tourism is growing. Intangible cultural heritage is an important part of the development of China's cultural tourism industry. Tourists get aesthetic enjoyment through cultural tourism products of intangible cultural heritage, meet the needs of increasing knowledge and self-realization, so cultural tourism projects and tourism products with intangible cultural heritage as the core become popular. Compared with other tourism products, intangible cultural heritage tourism products are more vital and attractive, and also become an important handle of China's economic growth, providing a new path for China's economic transformation and development.

3. The Transformation Model of Intangible Cultural Heritage Tourism Productization

3.1. The Key to the Transformation of Intangible Cultural Heritage Resources into Cultural Products

At present, there are three main problems in the protection of intangible cultural heritage. First, the cultural ecological environment for the survival of China's intangible cultural heritage has changed dramatically, the loss of resources is serious, there are few successors, and some traditional skills are facing extinction. Second, the construction of laws and regulations needs to be accelerated, and the intangible cultural heritage has not been protected according to law. Third, the awareness of cultural heritage protection needs to be improved. Fourth, the protection mechanism needs to be improved urgently. Intangible cultural heritage is a valuable property left by our predecessors, but our protection of her should not be like unearthed cultural relics, let her break away from life, completely seal her in the time and space of history, and become an exhibit in the museum or a simple market commodity. Only by realizing the transformation of form and function, integrating into modern society and becoming an organic component of contemporary culture, can she be truly protected and inherited.

In the means of cultural products, heritage culture should actively use scientific and technological means to realize product innovation. Science and technology has always had a very important and even decisive impact on the development of cultural industry. Although the production and consumption of art as a commodity has existed since ancient times, the change of its business form, type and pattern often depends on the progress of science and technology. To protect intangible cultural heritage, tourism development is one of the protection methods. Cultural tourism industry refers to the operational industry engaged in cultural production and providing cultural tourism services. Tourism is a comprehensive industry and an important driving force for economic development. The tourism industry has a growing pulling force, integration force and promotion force. While expanding its own development space, it integrates with relevant industries and fields, gives birth to new business forms, optimizes and improves the value of relevant industries and fields. More and more tourists pursue personalized and customized tourism products. This means that only by constantly innovating various forms of resources can they be favored by tourists. As a part of culture, intangible cultural heritage plays a vital role in the integration of tourism and culture. It is a win-win situation for tourists to better understand the importance of intangible cultural heritage protection while pursuing cultural experience.

In the context of the development of cultural industry, borrowing the different characteristics of intangible cultural heritage, further carrying forward the advantages of local culture, and combining the content of intangible cultural heritage with modern lifestyle and life content can not only stimulate the feelings of intangible cultural heritage, better popularize and inherit local culture, but also promote industrial transformation and upgrading and cultural modernization.

3.2. The Main Model of Intangible Cultural Heritage Tourism Productization

Intangible cultural heritage is not only a valuable cultural resource, but also a valuable source of product creativity. On the carrier of cultural products, intangible cultural heritage should actively integrate into relevant industries and seek breakthroughs. In order to expand the market, create customers and find a market for intangible cultural heritage, we must select specific products according to the product attributes of intangible cultural heritage, carry out standardized and enterprise production, and integrate innovation with scientific and technological means to organically combine the inheritance of traditional folk art with modern scientific and technological means and enterprise mechanism through creation and re

innovation, Infiltrate cultural originality and realize the synchronous development of art, art and industry. Figure 1 shows the structure of national traditional intangible cultural heritage.

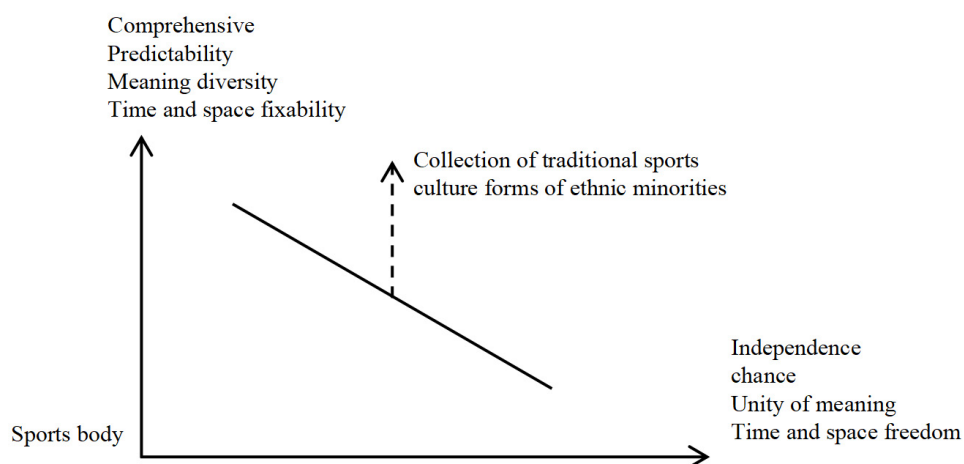


Figure 1. National traditional intangible cultural structure

At present, the development of intangible cultural heritage in China is mainly based on festivals, and intangible cultural heritage days or festivals are held to show intangible cultural heritage in various places. The museum mainly collects, displays, studies and publicizes all kinds of cultural relics, and comprehensively displays the natural and social characteristics of a country or region in different historical periods. The intangible cultural heritage museum is a place for collecting and displaying the intangible cultural heritage of a country, region or nation. It is also a window for tourists to understand the intangible cultural heritage of a certain country, region or nation, and an important way to preserve and display intangible cultural heritage in the form of records, videos or other carriers. The intangible cultural heritage museum is presented through the intangible cultural heritage collections of entities, and then plays a role in promoting the intangible cultural heritage. It is an important manifestation of the intangible cultural heritage, with strong stability and solidity in cultural inheritance, which ensures the "original taste" of the intangible cultural heritage and won't be alienated or misinterpreted due to various factors.

Cultural productization can give play to the entertainment and education function of cultural products. The theme park of intangible cultural heritage refers to the leisure and entertainment activity space that meets the commercial goals of tourists and developers at the same time, and is characterized by virtual environment shaping and garden environment carrier. Intangible cultural heritage theme park is a kind of theme scenic spot with strong participation and knowledge, which aims at showing intangible cultural heritage, satisfying tourists' diversified leisure and entertainment, and displaying in a concentrated way.

Heritage originates from life and lays the foundation for cultural products to go to market. Live stage play is a popular large-scale performance form in China in recent years. The live stage play is a comprehensive artistic interpretation of intangible cultural heritage by using professional actors and performing arts such as songs, dances and figures, combining content, landscape and performing arts. The live stage play has strong attraction and appreciation for tourists. From the concept definition, we can see that the theme content of the performance belongs to the category of intangible cultural heritage, and from the words "live stage play", "live scene" is the scenic spot and scenic spot on which it depends. "Stage play" is the stage and carrier form of intangible cultural heritage.

4. Conclusion

As an ancient country with an uninterrupted civilization history of 5000 years, China has a very rich intangible cultural heritage. These living cultures not only constitute the profound cultural heritage of the Chinese nation, but also carry the gene of the cultural origin of the Chinese nation. Intangible cultural heritage tourism development models are diverse, and the advantages of industrialization are obvious. Attention should be paid in the development process: on the one hand, we should actively promote the industrialization operation, seek the market opportunities for the inheritance and development of intangible cultural heritage in the current environment, and realize the sustainable and healthy development of intangible cultural heritage industry. On the other hand, at the same time of industrialization, establish the management mechanism and income distribution system of intangible cultural heritage after marketization, such as evaluation, monitoring and standardization. And adhere to the principle of overall protection, and actively seek the survival and development space of intangible cultural heritage under the background of the new era. Intangible cultural heritage is an important tourism resource in China. Through the research, reform and innovation of the product transformation model of intangible cultural heritage tourism, on the one hand, it can give better play to the tourism economic value of intangible cultural heritage, but also contribute to the protection and inheritance of intangible cultural heritage.

Acknowledgments

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