

## Research on Tourism Development of Intangible Cultural Heritage

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**Abstract.** Cultural development of intangible cultural heritage can inject capital into the protection of intangible cultural heritage and realize its unique charm. The further excavation of cultural connotation of intangible cultural heritage also promotes the further development of tourism development, thus forming the protection and tourism of intangible cultural heritage Development of benign interaction. This paper analyzes the positive interaction between the protection of intangible cultural heritage and tourism development by using the interaction principle and framework interactive system, from the interactive dynamic factors, interactive behavior, interactive level and interactive stage. And pointed out that the development of intangible cultural heritage is the purpose of tourism development is the means of interaction is the channel, win - win is the goal, heritage protection and sustainable development is the principle.

### Introduction

Intangible cultural heritage is relative to cultural relics, sites, ancient buildings and other tangible material cultural heritage and put forward. Intangible cultural heritage is the essence of national traditional culture, is the precious wealth of human civilization. It contains a national unique way of thinking, imagination and cultural awareness, carrying a country a national or ethnic culture life password. It is the height of the people's life and creativity, but also reflects the diversity of world culture, safeguarding the country independent of the world culture of the forest - cultural identity and cultural sovereignty of the basic basis. However, since the intangible cultural heritage is extremely fragile, in the process of globalization and modernization, the cultural ecology of the world has undergone tremendous changes, and the intangible cultural heritage of the national spiritual homeland has been hit hard and some are facing extinction The Therefore, the scientific implementation of intangible cultural heritage protection, is the modernization of national spirit, independent and sustainable development of the inevitable cultural demands, is increasingly becoming the focus of attention of countries around the world. The preservation and inheritance of intangible cultural heritage is of great significance to maintain the diversity of human culture, establishing our cultural identity, implementing the scientific concept of development and building a harmonious society.

### The Value and Significance of Non-material Cultural Heritage Tourism Development

Intangible cultural heritage can enhance the regional tourism image of cultural connotation and characteristics, is an important element of tourism planning. Today's society is an era of image winning, and cultural connotation is the core elements of the image. Intangible cultural heritage nurtured in a certain geographical background, in turn, has become the region's cultural tourism image of the important elements and support. Tourism destination in shaping the image of their own tourism, if the region can be unique charm of the intangible cultural heritage of the relevant factors effective integration, will be able to receive unexpected results, at the same time, in the tourism planning, tourism and Promotional activities, the intangible cultural heritage is also an important element that can be used for us. In celebration and folk song and dance, for example, they are usually more representative tourism activities of tourism destination, if you can hold on a regular basis, must be known for the majority of tourists, and can be used as the image of the brand to carry out extensive publicity, to attract more tourists to come to sightseeing.

Development of tourism, resources are the foundation, the attraction is the key. Attractive

tourism resources should have the characteristics of: uniqueness, artistic, national and location. There is no doubt that intangible cultural heritage is an important element in attracting tourists. It is because of the myth, legends, folk culture and other infiltration, the landscape was love, vegetation was vivid, travel more interesting. Facts have proved that the more Chinese characteristics, ethnic customs of things, the more welcomed by the world. In the ethnic minorities in Yunnan, Guizhou and other provinces, the use of colorful ethnic song and dance, national customs, national beliefs and other activities to carry out tourism, attracting tourists is very common. Yunnan Shilin Yi Autonomous County became a tourist destination, in addition to the beautiful scenery of the ancient stone forest, the Yi people quite distinctive folk customs, renowned Chinese and foreign myths and legends is to make people fascinated by the important reason.

Intangible cultural heritage is an important part of traditional Chinese culture. It is a material for traditional culture and education. It contains a lot of traditional moral and moral resources and has a good tourism education function. If the intangible cultural heritage can be applied to the development of tourism, so that people in the process of easy travel, the rich and varied traditional culture of the experience of the experience, will be able to enhance people's national pride and identity. Visitors through the healthy and progressive, colorful cultural activities and comfortable and thoughtful service, to achieve physical and mental, emotional adjustment, growth knowledge, broaden their horizons, exercise physique, cultivate the purpose of sentiment. On the basis of the patriotism education, the dissemination of historical and cultural knowledge and aesthetic enjoyment of art and other effects, to promote the comprehensive progress of society and improve the overall quality of people are important factors can not be ignored. In addition, the use of non-material cultural resources to develop tourism, but also can enhance the tourists, local residents and the local government on this resource attention and cherish, and to promote the relevant departments of non-material cultural resources to further mining, sorting and protection.

### **Intangible Cultural Heritage Tourism Development Principles**

We must be in the non-material cultural heritage tourism development, must be non-material cultural heritage protection and sustainable development as the basic premise, "must be valuable original state, non-renewable, can not copy the intangible cultural heritage, and can be copied and To the scale of non-material culture to accurately distinguish between the former to be strictly protected to ensure the integrity of its historical and cultural values and the survival of the environment optimization; and for the latter, you can in the correct guidance and scientific planning and management, moderate Development and use. "It should focus on quality, to be scientific development. It is carefully selected the most vivid and most attractive activities as the basic content of tourism projects. For those living in the endangered heritage, must be to save the main protection.

For the time being, the social benefits and cultural benefits of the tourism development and utilization of the intangible cultural heritage are in some ways more important than the economic benefits. We need to awaken the whole society to cherish the kind of heritage and the protection of consciousness, to strengthen the public understanding of the intangible cultural heritage and understanding, especially the cultural carrying the main body of the local cultural identity and pride, and promote the harmonious development and progress of society. But all this is completely out of economic efficiency is not possible, access to economic benefits is the intangible cultural heritage tourism development of the important purpose, the developer must consider the issue of efficiency, such as worthy of development? How much do I need to invest? What is the output after the investment? and many more. While gaining social and cultural benefits, getting economic benefits will make our actions more meaningful. But we are never allowed to only seek economic interests, while ignoring the social benefits, cultural benefits. Any distortion of the history and culture of the true, damage to the development of social and public interests must be firmly prohibited.

Only the ornamental tourism project is shallow in the tourism attraction, so the tourism development of the intangible cultural heritage and the degree of participation of the tourists in the tourism activities are not only possible but also necessary. For example, for the national customs,

local characteristics of the national holiday tourism development, can organize visitors to observe the song and dance, sports, etc. or participate in the festive life, by the tour guides to explain in detail the significance of these festivals and myths or The mystery of tourists, to attract tourists to participate in the interest, so that tourists have not only been entertainment, but also increased the knowledge. Development of participatory activities, mainly by exploring the local history and social customs of the national cultural connotation, to strive for real nature, to strengthen the local flavor, to avoid artificial and performance for the performance of the practice, dilute the atmosphere of business operations. To be true, artistic, scientific and participatory combination can really become the majority of tourists to attract the activities.

Intangible cultural heritage as an important cultural tourism resources, national characteristics, geographical characteristics is the key to its tourism development. The study of tourists' decision-making behavior shows that the cultural difference between tourists and tourists is easier to be selected. Therefore, for a country and a region, the more the national flavor is, the more distinctive the national characteristics, the more attractive to tourists, The greater the value of tourism development. Every nation has its own artistic style and performance techniques, tourists are often interested in reflecting the local ethnic style, local characteristics of rich things. China's first batch of national intangible cultural heritage of the country has 518, as well as many provincial and municipal non-material heritage projects, due to historical development and other reasons, there are many heritage projects there are similarities. All local tourism development, we must give priority to the development of the most national characteristics and local representative of the heritage projects, at the same time, should highlight the personality and rich and colorful combination.

### **Intangible Cultural Heritage Tourism Development Model**

At present, China's cultural heritage as the theme of the development of tourism products are mostly tourism-type tourism products, such products to convey to people's cultural feelings are very limited, can not meet the market demand. How to enrich the connotation of tourism products, enhance their cultural appeal, has been experts and the industry people need to solve the problem. From the operator's point of view, the development of such high-grade tourism resources and the shaping of tourism brands if it is limited to materialization level, it is impossible to form a brand effect, thus driving the entire region of the cultural industry. And the development and use of intangible cultural heritage, it is an effective way to form a good brand.

In recent years, along with the rapid development of domestic tourism and the continuous warming of tourism, the market demand for tourism products grew rapidly, thus stimulating the tourism industry and the arts industry benign interaction, organic combination of development momentum. Tourism products as a cultural product, regional culture is its core competitiveness lies. Only in the full excavation of the local history and culture, national culture and other regional culture on the basis of the theme, artistic image and local context combined, and through a variety of performances in the form of show in order to form the core competitiveness of tourism products The Performance class, art class of intangible cultural heritage, regional characteristics, distinctive national characteristics, suitable for mining through the cultural connotation, comprehensive multi-element, leisure and leisure products for tourism development.

Festival tourism is a kind of special tourism form with the celebration and celebration of various festivals, events and events. The tourism is becoming an important way to develop the tourism industry and revitalize the tourism economy. Intangible cultural heritage in the performance class, skills, etc. can be planning through events, festivals, exhibitions and other tourism products to carry out tourism development and utilization. For example, in Zhengzhou, Henan Province, held by Shaolin Kung Fu-based large-scale activities, "Zhengzhou International Shaolin Wushu Festival", "World Traditional Martial Arts Festival" held in Beijing, "China Embroidery Culture and Art Festival", 2006 by the World Tourism Organization and Iranian Cultural Heritage and Tourism Bureau in Tehran jointly organized the first international tourism and handicrafts conference and so on.

## **Conclusion**

Intangible cultural heritage has a high tourism brand, art, aesthetic, experience value, in shaping and strengthening the regional tourism image, lengthen the tourism industry chain, promote tourism and entertainment and tourism shopping development has great potential for image management , Leisure and entertainment, tourism, tourism, tourism and other forms of tourism development and use of the development and use of the process, but also pay attention to other materials with the combination of tourism resources and linkage development, in order to achieve the best results.

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