

Research on the Path of Intangible Cultural Heritage Projects in Mount Huangshan City to Promote the Deep Integration of Culture and Tourism

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Abstract—This paper explores the path for intangible cultural heritage projects in Mount Huangshan City to promote the deep integration of culture and tourism. With rich intangible cultural heritage resources and a mature tourism industry foundation, Mount Huangshan City has formed integration modes such as scenic spot scene, theme line development, new business integration and cultural and creative product development, but faces challenges such as inheritance fault of intangible cultural heritage, product homogenization, and lagging infrastructure. It is necessary to promote the deep coupling between intangible cultural heritage and tourism in terms of cultural value, industrial ecology, and service experience through strengthening the protection and inheritance system of intangible cultural heritage, deepening the innovation of integration connotation and mode, improving the support system and brand construction, and providing theoretical reference and practical guidance for the integrated development of local culture and tourism.

Keywords— Huangshan City, Intangible Cultural Heritage Projects, Integration of culture and tourism.

I. INTRODUCTION

In the context of the integrated development of culture and tourism industry, intangible cultural heritage (hereinafter referred to as "intangible cultural heritage"), as a living carrier of regional culture, has become an important path to enhance the connotation of tourism culture and promote the active inheritance of intangible cultural heritage through deep integration with the tourism industry. Mount Huangshan City, the center of Anhui culture's legacy, boasts a comprehensive system and diverse range of intangible cultural heritage assets. At the same time, relying on world-class tourism resources such as Mount Huangshan Scenic Area and Xidi Hongcun, it has formed a unique advantage in the integration of intangible cultural heritage and tourism. The national level is currently actively promoting the strategy of "cultural tourism integration," which clearly calls for the in-depth integration of intangible cultural heritage and tourism, while the local level is working to transform from "natural landscape sightseeing" to "cultural experience tourism" in Mount Huangshan City". In this context, exploring an effective path for intangible cultural heritage projects to promote the deep integration of culture and tourism has important theoretical and practical value.

"Intangible cultural heritage is not only an explicit symbol of the historical and cultural inheritance of various

ethnic groups, but also an integral part of the overall Chinese culture"^[1], from a theoretical perspective, Current research still provides a fragmented analysis of the processes, models, and effects of integrating intangible cultural heritage and tourism, and there is still a lack of systematic investigation of the full chain of "cultural value transformation tourism scene construction industrial ecological cultivation". Taking Mount Huangshan City as a sample, this study builds an analytical framework of "resource endowment - integration path - security system", which helps to enrich the theoretical connotation of cultural tourism integration and provide theoretical reference for the development of local intangible heritage tourism. From a practical perspective, the integration of intangible cultural heritage resources and tourism industry in Mount Huangshan City still has problems such as insufficient depth and single mode. This study can provide practical guidance for local governments to formulate cultural and tourism integration policies, tourism enterprises to develop intangible cultural heritage products, and help Mount Huangshan City to build a "benchmark city for intangible cultural heritage tourism" by combing the integration status, analyzing practical challenges, and proposing optimization strategies.

II. INTANGIBLE CULTURAL HERITAGE PROJECTS AND TOURISM INDUSTRY IN MOUNT HUANGSHAN CITY

(1) The holistic characteristics of intangible cultural heritage resources

Intangible cultural heritage resources in Mount Huangshan City are characterized by multiple types, distinct levels and regional coupling. From the perspective of genre, it covers folk literature, traditional skills, folk activities, and other categories, forming a complete system from material culture (such as Huizhou Three Carvings and Huizhou Ink Production) to spiritual culture (such as Huizhou Opera and Xin'an Medicine). From a hierarchical perspective, there are both world-class intangible cultural heritage sites (such as green tea making techniques) listed by UNESCO, as well as national, provincial, and municipal intangible cultural heritage projects, forming a pyramid shaped protection system. From the perspective of regional distribution, intangible cultural heritage projects are closely related to geographical space: the

Xin'an River basin gathers traditional intangible cultural heritage of crafts, the ancient villages gather architectural and folk intangible cultural heritage, and the surrounding Mount Huangshan Mountain is characterized by intangible cultural heritage of tea. This spatial distribution has a high degree of overlap with tourist attractions, providing a congenial condition for integrated development.

(2) The development trend of the tourism industry

Mount Huangshan's tourism industry has formed a diversified product system of "world heritage sightseeing, ancient village cultural experience, and ecological leisure vacation". As the world's first tourist destination integrating world cultural heritage, natural heritage and geological park, the annual tourist volume data of Mount Huangshan Scenic Spot can be checked, and ancient villages such as Xidi and Hongcun have become the core carriers of Anhui cultural experience. In recent years, the structure of tourism consumption has gradually upgraded, and the proportion of cultural experience consumption has continued to increase. Tourists' demand for in-depth products such as intangible cultural heritage experience and cultural research has significantly increased, promoting the transformation of the tourism industry from a "sightseeing economy" to an "experience economy". In terms of tourism infrastructure, the three-dimensional transportation network (airports, high-speed railways, tourist routes) covers major intangible cultural heritage sites, and supporting facilities such as characteristic homestays and cultural exhibition halls are gradually improving, providing hardware support for the integration of intangible cultural heritage and tourism.

(3) The basic conditions for integrated development

Intangible cultural heritage complements resources by infusing tourism with cultural essence, turning historic towns and natural landscapes into "interpretable" cultural carriers. By offering display scenes and dissemination methods for intangible cultural heritage, tourism aids in the shift from "static protection" to "dynamic inheritance". This complementarity is particularly prominent in ancient village tourism: architectural techniques such as Huizhou Three Carvings endow ancient residential culture with depth, while tourism development maintains the vitality of these techniques through tourist flow and consumption demand.

Policy support system: National, provincial, and municipal policies form a joint force to promote integrated development from the top-level design level. At the national level, the "Guiding Opinions on the Integration of Culture and Tourism Development" have been issued, at the provincial level, the "Huizhou Cultural Ecological Protection Zone Plan" has been implemented, and at the municipal level, the "Three Year Action Plan for the Integration of Intangible Cultural Heritage Tourism" has been formulated, with special support funds established, and a policy chain of "planning guidance funding support project implementation" has been constructed.

Market demand driven: Under the background of upgrading tourism consumption, tourists' demand for cultural experience has shifted from "shallow viewing" to "deep

participation". The survey shows that a large number of tourists regard "cultural experience" as the core factor in choosing Mount Huangshan tourism. Among them, the willingness to participate in intangible cultural heritage related experience projects is significantly higher than that of ordinary sightseeing activities. Integration development is now primarily driven by market demand.

III. THE MODE CONSTRUCTION OF MOUNT HUANGSHAN INTANGIBLE CULTURAL HERITAGE PROJECT PROMOTING THE DEEP INTEGRATION OF CULTURE AND TOURISM

(1) The scenario based model of integrating intangible cultural heritage projects into tourist attractions

Empowering Landscape Culture: Incorporating intangible cultural heritage elements into scenic area planning and transforming technical symbols into landscape language. To preserve and showcase the Huizhou Three Carvings craftsmanship in the restoration of ancient villages, making the architecture a material carrier of intangible cultural heritage; Setting up intangible cultural heritage signs in natural scenic areas, transforming knowledge of Xin'an medical herbs into popular science landscapes, and realizing the experiential construction of "landscape is culture".

Experience activity design: Develop interactive intangible cultural heritage projects within the scenic area, enhancing cultural immersion through the experience chain of "viewing participation creation". For example, Tunxi Old Street has set up experience areas for Huizhou ink making and Sheyan carving, where tourists can participate in the production process by themselves; The scenic area regularly holds performances such as Huizhou opera and bamboo horse jumping, and enhances participation through role-playing, interactive games, and other forms, transforming intangible cultural heritage from static display to dynamic experience.

(2) Systematic development model of intangible cultural heritage themed tourism routes

Route design logic: With intangible cultural heritage projects as the core, following the principle of "cultural relevance+spatial accessibility+experiential hierarchy", connecting scattered intangible cultural heritage resources and tourist attractions. The "Traditional Craft Experience Line" combines Huizhou ink, Sheyan, and Huizhou papermaking initiatives to create a comprehensive cultural chain of the Four Treasures of the Study; The "Huizhou Folk Customs Line" connects folk activities such as fish lanterns and jumping of Zhong Kui, presenting the regional cultural ecology.

Route operation strategy: Adopting a "theme IP+festival marketing" model to enhance the influence of the route. For example, creating a core IP for the "Huizhou Cultural Intangible Cultural Heritage Tour" and strengthening brand awareness through unified identification and storylines; Holding intangible cultural heritage tourism festivals in conjunction with traditional festivals such as the Spring Festival and Mid Autumn Festival, igniting the market with activities such as fish lantern parades and Anhui opera

performances, and forming a promotion mechanism of "normalized route operation+centralized festival marketing".

(3) Innovative model of integration between intangible cultural heritage and new tourism formats

Intangible Cultural Heritage+Homestay: Creating cultural themed homestays that integrate intangible cultural heritage elements into architectural decoration and service experiences. For example, traditional Huizhou architectural style and wood carving decoration are used to provide intangible cultural heritage experience services such as Anhui Cuisine cuisine production and Huizhou tea ceremony, making the accommodation space a cultural experience scene. This type of homestay enhances its competitiveness through cultural premium and forms a differentiated brand image.

Intangible Cultural Heritage+Research and Learning: Develop a systematic curriculum for intangible cultural heritage research and learning, and construct an educational chain of "knowledge learning skills practice cultural reflection". Design curriculum difficulties for different age groups, such as Huizhou Paper Cuttings experience for primary and secondary students, and Xin'an medical research projects for colleges and universities, promote the organic combination of intangible heritage inheritance and educational tourism, and cultivate the cultural identity of the young generation.

Intangible Cultural Heritage+Digital Technology: Utilizing VR, AR and other technologies to create immersive intangible cultural heritage experience projects. If the "Huizhou Architecture Virtual Creation" system is developed, tourists can "participate" in the process of building ancient buildings through digital technology; Launching the "Intangible Cultural Heritage Cloud Exhibition" platform, breaking through the limitations of time and space to spread Huizhou culture, and realizing the digital transformation of intangible cultural heritage experience.

(4) Value chain development model for non heritage cultural and creative products

Product design philosophy: Following the principle of "cultural gene extraction modern context translation", core symbols (such as patterns, techniques, stories) are extracted from intangible cultural heritage elements, and innovative designs are carried out in combination with modern lifestyles and aesthetic needs. For example, transforming the design language of Huizhou fish lamps into modern lighting fixtures and accessories, while retaining the cultural core and adapting to market demand.

Building an industrial ecosystem: creating a complete industrial chain of "design production marketing". Collaborate with design majors in universities to carry out creative research and development, establish intangible cultural heritage workshops to combine handmade and standardized production, expand the market through the channel network of "online mall+offline store+scenic area counter", and enhance the added value and market competitiveness of intangible cultural heritage.

IV. THE REALISTIC CHALLENGE OF INTEGRATED DEVELOPMENT OF INTANGIBLE CULTURAL HERITAGE TOURISM IN MOUNT HUANGSHAN CITY

(1) The structural contradiction between the protection and inheritance of intangible cultural heritage

The discontinuity of inheritor groups: Some intangible cultural heritage projects are facing the dilemma of "aging population, low education, and lack of reserves". Due to the long learning cycle, low economic benefits, and insufficient willingness of young people to participate in traditional handicrafts, there is a lack of successors in the inheritance of skills such as Huizhou Three Carvings and Huizhou Ink Making; Inheritors generally lack modern industrial operation thinking, making it difficult to adapt to the demands of the tourism market.

The mechanism for protecting funds is not perfect: the protection funds for intangible cultural heritage mainly rely on government investment, with low participation of social capital and limited financial support, resulting in outdated facilities and insufficient investment in innovative research and development in inheritance bases, making it difficult to support the tourism development and sustainable inheritance of intangible cultural heritage projects.

(2) The Depth and Benefit Limitations of Cultural Tourism Integration

Serious homogenization of products: Most intangible cultural heritage tourism products are still in the primary stage of "display+experience", lacking in-depth exploration of cultural connotations. The performance of Huizhou opera is mostly fragmented and has not formed a complete narrative cultural play; The proportion of conventional categories such as pen holders and bookmarks in non legacy cultural and creative industries is too high, lacking creative breakthroughs and insufficient market competitiveness.

Low level of industrial integration: The integration of intangible cultural heritage and tourism is mostly concentrated in shallow levels such as landscape decoration and commodity sales, and there is insufficient cross-border integration with industries such as technology, education, and health care. A complete industrial chain has not yet been formed, which makes it difficult to fully release the benefits of integration and has limited driving effect on local economy.

(3) Shortcomings and shortcomings of the supporting system

Infrastructure support lags behind: some intangible cultural heritage sites are located in remote rural areas with poor transportation accessibility and lack of tourism dedicated lines and signage systems; The hardware facilities of the experience venue are rudimentary and the reception capacity is limited, making it difficult to meet the needs of tourists for comfort and convenience.

The service quality varies greatly: the professional competence of intangible cultural heritage tourism practitioners is insufficient, the tour guides have a shallow understanding of cultural connotations, and the guidance of

experiential activities lacks professionalism, resulting in tourists' understanding of intangible cultural heritage remaining on the surface, which affects their satisfaction with the experience and the effectiveness of cultural dissemination.

Weak brand and marketing system: intangible cultural heritage tourism lacks a unified brand image and communication strategy, fragmented market promotion, insufficient application of new media, and in Mount Huangshan City, it is challenging to establish a viable market presence, which limits the brand premium and market growth of tourism centered around intangible cultural heritage.

V. THE OPTIMIZED PATH OF MOUNT HUANGSHAN INTANGIBLE CULTURAL HERITAGE PROJECT TO PROMOTE THE DEEP INTEGRATION OF CULTURE AND TOURISM

(1) Strengthening the systematic construction of intangible cultural heritage protection and inheritance

Building a diversified inheritance mechanism: establishing a talent cultivation system led by the government, supported by universities, and participated by enterprises, offering intangible cultural heritage related majors in vocational colleges, and carrying out the "Inheritors Entering Campus" activity; Promote the dual track training of "master apprentice system+modern apprenticeship system", and attract young people to participate in intangible cultural heritage inheritance through policies such as project funding and entrepreneurship support; Strengthen the training of inheritors, enhance their cultural literacy and market operation capabilities.

Innovative funding model for protection: Increase government investment in special funds for intangible cultural heritage protection and establish a dual fund system of "intangible cultural heritage protection fund+industry guidance fund"; Investigate the "intangible cultural heritage IP authorization+market-oriented operation" paradigm and implement preferential policies to encourage social capital to engage in the creation of tourism centered around intangible cultural heritage; promote the pilot of intangible cultural heritage asset securitization, broaden financial support channels, and form a diversified investment mechanism.

(2) Deepening the connotation and mode innovation of cultural tourism integration

Promote the deep transformation of cultural connotations: Strengthen academic research on intangible cultural heritage projects, deconstruct their cultural genes and value systems, and develop tourism products with storytelling and experiential elements on this basis. For example, "Traditional Chinese Medicine Culture Experience Tour" is built against the background of Xin'an Medical Science, integrating the scene of consultation and Tonic Diet production, to upgrade from "skill display" to "cultural immersion".

Innovative integrated development model: exploring cross-border integration paths such as "intangible cultural heritage+technology", "intangible cultural heritage+health and wellness", and "intangible cultural heritage+education".

Utilizing digital technology to create intangible cultural heritage virtual museums and immersive experience halls; Developing traditional Chinese medicine health and wellness tourism products in conjunction with Xin'an Medical; Cooperate with schools to develop a curriculum system for intangible cultural heritage research, form a diversified integrated business model, and enhance industrial added value.

(3) Improve support system and brand building

Optimize infrastructure and services: strengthen the construction of transportation and reception facilities in intangible cultural heritage sites, open intangible cultural heritage tourism lines, improve identification systems and smart tourism services; Establish standards for intangible cultural heritage tourism services, strengthen training for practitioners, implement the "intangible cultural heritage mentor" system, and enhance the professionalism of explanation and experiential guidance.

Building a brand marketing system: Extracting the core brand values of "Huizhou culture+intangible cultural heritage experience", designing a unified brand identity and communication language; Integrate online and offline channels, use new media such as short videos and live broadcasts to carry out creative marketing, and produce documentaries and microfilms on intangible cultural heritage themes; Increase the brand recognition and market impact of intangible cultural heritage tourism in Mount Huangshan City by participating in tourism exhibitions at home and abroad, holding seminars to promote intangible cultural heritage tourism, and doing other activities.

"Intangible cultural heritage is an important component of China's excellent traditional culture, and its dissemination is one of the protection and inheritance measures recognized and supported by national laws and regulations. Especially in today's media environment, the new media dissemination of intangible cultural heritage is not only an irreversible trend of the times, but also a social issue that the country, society, and academia must address"^[2]. Through the systematic analysis of the integrated development of intangible cultural heritage projects and tourism industry in Mount Huangshan City, this paper reveals the important value of intangible cultural heritage in promoting the connotation of tourism culture and promoting the transformation of local economy, builds a scenario based, systematic and innovative integration model, and proposes an optimization path for practical challenges. Research has shown that the deep integration of intangible cultural heritage and tourism requires coordinated promotion from three dimensions: cultural value mining, industrial model innovation, and guarantee system construction, in order to achieve a win-win situation between the active inheritance of intangible cultural heritage and the high-quality development of tourism. In the future, with the popularization of digital technology and the upgrading of cultural tourism consumption, the integrated development of Mount Huangshan's intangible cultural heritage tourism can be deepened in the following directions: first, strengthen the systematic development of intangible cultural heritage IP and create cultural symbols with international influence; Secondly,

promote the integration of intangible cultural heritage tourism with rural revitalization, and facilitate cultural interaction and balanced economic development between urban and rural areas; The third is to explore the "intangible cultural heritage+low-carbon tourism" model, integrate traditional ecological wisdom into modern tourism development, and achieve the unity of cultural inheritance and ecological protection. Through continuous innovation and practice, Mount Huangshan City is expected to become a model for the deep integration of national intangible cultural heritage and tourism, and provide "Mount Huangshan Plan" for the living

inheritance of cultural heritage and the sustainable development of local economy.

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