

# Development Strategies for Intangible Cultural Heritage Tourism Products in Gao'an City under the Background of Rural Revitalization

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## Abstract

Tourism products are traditional handicrafts and a city name card of Gao'an City. From the 1930s to the 1970s, tourism products were always at the forefront of the industry, but in the 1980s, tourism products began to decline. Given the weaknesses of the market, the influence of foreign products, and the lack of talent, the development of tourism product brands in Gao'an City is an urgent task. The origin and original intention of this article is how to inherit, promote, and develop the brand of intangible cultural heritage tourism products in Gao'an City, and apply it to the market environment of the new era. The protection of intangible cultural heritage tourism products plays an important role in protecting cultural diversity and promoting human creativity. With the rapid disappearance of intangible cultural heritage, rescuing intangible cultural heritage has become an urgent issue that the international community needs to solve. This article is based on the basic theory of intangible cultural heritage protection, combined with the current situation of intangible cultural heritage protection in Gao'an City, and has very important practical significance.

**Keywords:** Gao'an City, Intangible Cultural Heritage, Tourism Products

## Introduction

Intangible cultural heritage, as an important component of China's national culture, carries rich historical information and cultural connotations. In the context of the integration of culture and tourism, how to develop and utilize it has become a highly concerned research topic. This article believes that the protection, development, and utilization of intangible cultural heritage is a mutually reinforcing and complementary process. Only on the basis of effective protection of intangible cultural heritage can its inheritance and innovation be achieved, allowing cultural values and connotations to be permanently inherited (Zhou & Liu, 2022).

This article views the development process of intangible cultural heritage tourism products as an activity process that maximizes social and economic benefits while protecting intangible cultural heritage, and achieves mutual benefit and win-win outcomes. This process not only helps to enhance the visibility and influence of intangible cultural heritage, but also injects new vitality into local economic development and drives the development of related industrial chains. Therefore, when developing intangible cultural heritage tourism products, a balance between social and economic benefits should be fully considered to ensure a win-win situation for both parties.

### **Current Situation of the Development of Intangible Cultural Heritage tourism Products in Gao'an City Under rural Revitalization**

#### *Introduction to Intangible Cultural Heritage Tourism Products in Gao'an City*

In the vast river of history, the people of Gao'an have created a brilliant culture with diligence and simple spirit, leaving behind unique cultural and tourism assets, laying a solid foundation for the vigorous development of cultural tourism in China. The national treasure Yuan Qinghua and the national heritage of tea picking opera are well-known and well-known. The folk and traditional culture of Gao'an is colorful and diverse.

Gao'an Rolls of dried bean milk creams has a long history, starting from the Tang Dynasty, and has a history of more than 1000 years. It is said that during the late Tang Dynasty, a tofu master from Fuzhou, Jiangxi went to Bajingli Port in Gao'an to make a living by making tofu. In the long-term processing practice, he gradually found the oil skin on the surface of soybean milk, and made the original Rolls of dried bean milk creams prototype accordingly. Therefore, Gao'an is known as the birthplace of Rolls of dried bean milk creams. Gao'an Rolls of dried bean milk creams won the title of National Geographic Indication Product of China.

Gao'an tea has a profound cultural heritage and a long history of tea production, making it a feng shui treasure trove for famous teas. The "Ruichun" brand Yunmen Snow Green Tea produced by Jiangxi Hualin Tea Industry Co., Ltd. originates from the Hualin mountain village at an altitude of nearly kilometers. It has been certified by the China Green Food Development Center and is licensed to use the green food logo. This tea is verdant and colorful, with a clear soup color, an elegant aroma, and a fragrant taste. It has health benefits such as clearing the heart, brightening the eyes, refreshing the mind and quenching thirst, aiding digestion, and lowering fat and blood pressure. Gao'an tea picking opera, as a profound folk art, has a long history of development. Since ancient times, the culture of Gao'an region has been prosperous, and local opera has been popular. Among them, puppetry, Ruihe opera, gongs and drums opera, silk string opera (also known as Gao'an tea picking opera), Beijing opera and other types of opera are dominant, thus enjoying the reputation of "hometown of opera". Thanks to its advantageous geographical location, Gao'an Tea Picking Opera draws on the folk music characteristics of the surrounding areas, including mountain songs, lantern songs, tea songs, etc., laying the foundation for its generation and development. Under the joint influence of historical changes and the innovative development of tea opera artists, Gao'an Tea Picking Opera has gradually formed a unique style, manifested in vivid and popular language, simple and elegant performance, a balance of hardness and softness, and a simple and gentle melody. In May 2011, with the approval of China, Gao'an Tea Picking Opera was officially listed as the third batch of national intangible cultural heritage, becoming a representative of local opera art in Jiangxi.

The embroidery of intangible cultural heritage tourism products in Gao'an City is a traditional handicraft with a long history and rich cultural connotations. This embroidery

technique has a long history, dating back to the late Ming Dynasty, with a history of over 300 years. Gao'an embroidery is renowned for its exquisite craftsmanship, unique style, and diverse forms of expression. It is known for its delicate needlework, vivid colors, and vivid images, combining the softness of Jiangnan water towns with the simplicity of folk art. The themes of Gao'an embroidery are rich and diverse, including flowers and birds, characters, landscapes, etc. Each theme is full of rich folk customs and life atmosphere. During the production process, craftsmen follow traditional craftsmanship processes, striving for excellence in design, material selection, and embroidery. This embroidery technique not only has high artistic value, but also has high practical value, and is widely used in fields such as clothing, home furnishings, and gifts. Gao'an City actively protects and inherits this intangible cultural heritage, encourages craftsmen to innovate, combines traditional craftsmanship with modern design, and brings new vitality and vigor to Gao'an embroidery. At the same time, we will also promote this exquisite tourism product to the market, allowing more people to understand and love Gao'an embroidery, and feel its unique charm (Wang, 2023).

### **Overview of the Development of Intangible Cultural Heritage Tourism Products in Gao'an City under Rural Revitalization**

Gao'an City is located in the central part of Jiangxi Province and has rich intangible cultural heritage resources, such as traditional opera, folk dance, traditional handicrafts, etc. These intangible cultural heritage not only represent the unique cultural charm of Gao'an City, but also an important resource for rural revitalization.

Developing intangible cultural heritage tourism products can enrich the tourism industry of Gao'an City and improve the quality of tourism. By combining intangible cultural heritage with the tourism industry, unique tourism products can be created to attract more tourists to come and experience. For example, an intangible cultural heritage exhibition hall can be established to showcase traditional handicrafts, folk art, etc. in Gao'an City, allowing tourists to have a deeper understanding of local culture. At the same time, intangible cultural heritage experience activities can also be carried out, such as opera performances, folk dance teaching, etc., allowing tourists to experience the unique charm of Gao'an City firsthand.

The development of intangible cultural heritage tourism products helps to inherit and protect the intangible cultural heritage of Gao'an City. By integrating intangible cultural heritage into the tourism industry, its visibility and influence can be enhanced, further inheriting and promoting these traditional cultures. At the same time, the benefits of the tourism industry can provide economic support for the protection of intangible cultural heritage, ensuring that these cultural resources are properly preserved and inherited.

The development of intangible cultural heritage tourism products can also promote local economic development and drive employment. With the increase in the number of tourists, related industries such as catering, accommodation, and transportation will also develop, creating more employment opportunities for local residents. At the same time, inheritors of intangible cultural heritage can leverage their strengths in tourism development, earn income through showcasing their skills, and further improve their quality of life.

### **Problems in the Development of Intangible Cultural Heritage Tourism Products in Gao'an City**

#### *Lack of Creative Talents*

The intangible cultural heritage (ICH) tourism products in Gao'an City have yet to establish dedicated professional research and design teams, leading to a significant shortage

of talent in related fields. Historically, these products have relied heavily on pre-existing artworks, with minimal attention to copyright ownership. As awareness of intellectual property protection grows, so do copyright disputes. Several high-quality tourism product works have faced legal challenges for not securing the necessary copyright authorizations. There is a strong demand for innovative and protected tourism products and artworks, but many themes remain unembellished due to the lack of creative talents and proper intellectual property safeguards (Ge, 2023).

### **Inheritance Gap**

Traditionally, tourism products were viewed as supplementary income rather than primary livelihoods. This perception originated from the initially low profits these products generated, causing their significant potential value to be overlooked. With the tourism industry's growth, these products have become a critical economic source for many. Yao Jianping, a noted inheritor of ICH in the tourism product sector, observes that most young embroidery women currently involved in production have lower educational levels (Chen et al., 2023).

They have upheld this traditional craft through their passion and persistence. Using needle and thread as their tools, they create intricate embroidery, symbolizing the unique essence of tourism products. However, as times change and migrant work offers higher income, many young practitioners are shifting away from these traditional crafts. This trend not only impacts production but also creates a gap in the lineage of skilled artisans, threatening the continuity of these traditional skills and posing a major challenge to the protection and inheritance of ICH (Wang & Li, 2022).

### **Market Development Constraints**

Externally, in a commodity-driven economy, industry practitioners are often focused on costs and profits. The advent of machine age has lowered the market entry threshold for tourism products. Fast and efficient machine embroidery is replacing traditional handmade products, transitioning from high-quality crafts to uniform replicas. Many mechanically produced embroidery items lack cultural heritage value but satisfy consumers who do not demand high quality, thereby squeezing the market for handmade products (Zhang & Liu, 2022).

Internally, ICH tourism products in Gao'an City often involve separate processes for painting and embroidery. Most practitioners use existing art drafts, lacking innovation. As noted by tourism product master Teacher Liang Xuefang, "Embroidery" and "painting" are distinct skills. If embroiderers were to create independent artworks, they would pursue painting. Field research reveals that most paintings used by ordinary embroiderers on Xiupin Street are downloaded online, predominantly traditional Chinese paintings with few oil paintings and little variation. High-quality tourism products quickly face counterfeit reproductions, which not only encroach on market space but also damage the reputation of the original works. Scholars have highlighted that the educational background, life experience, and professional level of embroiderers prevent them from producing higher-level works. Whether ordinary embroiderers or masters, the unauthorized use of others' artistic works constitutes copyright infringement, impacting the integrity and marketability of ICH tourism products (Journal of Sichuan Tourism University, 2023).

## Countermeasures for the Development of Intangible Cultural Heritage Tourism Products in Gao'an City under Rural Revitalization

### *Creating a distinctive e-commerce platform*

Inheriting cultural heritage not only requires inheritors to have a strong sense of mission and responsibility, but also relies on the concerted efforts of society and the general public. Therefore, effective dissemination of cultural heritage is one of the most important tasks. However, in real usage scenarios, cultural heritage is often overlooked by the public. Because many people do not know how to recognize, protect, and utilize cultural heritage, or know very little about heritage itself. Therefore, creating a sales platform specifically targeting intangible cultural heritage products has become particularly important. This platform can make it more convenient for consumers to browse and understand intangible cultural heritage products, and also enable more young people to have a deeper understanding of the country's cultural heritage. By understanding these products, they can experience the profound connotation of Chinese culture and actively protect and inherit them. We also hope that through this platform, more people can participate in the research of intangible cultural heritage projects. Culture constitutes the spiritual core of a nation, therefore the purpose of establishing such a platform is to ensure that these cultural essence can be effectively inherited and further developed. This paper mainly discusses how to use Internet technology to build an online platform for promoting intangible cultural heritage products. By focusing intangible cultural heritage products on this platform, we can significantly improve the efficiency of online sales of intangible cultural heritage products, enhance their collective promotion effectiveness, and enable consumers to have a deeper understanding and recognition of intangible cultural heritage products. Therefore, the promotion of intangible cultural heritage products needs to start from multiple aspects, including design and development, brand positioning, etc., while also paying attention to combining with other products. In addition, a detailed description of the product is a key step in helping consumers better understand intangible cultural heritage products. By designing the text, images, etc. of the product to attract consumer attention and generate interest. When constructing this content, e-commerce should give sufficient attention, not only highlighting the uniqueness, importance, and materials used of the product, but also detailing the various processes related to the product, and improving the overall effect through a combination of graphics and text. Expressing the cultural connotations contained in the product through pictures will attract more people to purchase and generate consumer demand. In addition, the website can also showcase the daily life experiences of the inheritors, making every item vibrant. Secondly, it is necessary to combine online sales with offline promotion. Ultimately, it is crucial to attach great importance to the social functions of the platform. E-commerce should use social media to promote their products and brands, so that consumers can learn more about the products and brands and increase their purchasing desire. While collecting feedback from consumers, a series of product design images were also released, which not only attracted their attention but also strengthened their overall impression of the product.

### **Integrating Resources to Enhance Products**

Under the current tourism development pattern in Gao'an City, China, we will conduct a comprehensive investigation and sorting of the local cultural resources to fully explore and showcase the rich ecological and natural tourism resources and diverse intangible cultural heritage tourism resources in Gao'an City. This measure aims to integrate various resources and build a new tourism development path centered on cultural tourism (Zhou et al., 2022).

To achieve this goal, we will conduct a scientific, comprehensive, and effective analysis of the tourism market, clarify the positioning of the tourism market, and capture market hotspots. On this basis, we will strive to create a series of high-quality tourism products, including intangible cultural heritage tourism products, intangible cultural heritage tourism performances, and fashionable entertainment activities, to provide tourists with a rich and diverse tourism experience. In addition, we will also focus on improving the level of tourism services, allowing tourists to experience high-quality services while enjoying beautiful natural scenery and rich cultural experiences. Transforming from creating high-quality tourism products to providing high-quality tourism services, comprehensively improving the overall quality of cultural tourism in Gao'an City.

China has always attached great importance to the development of cultural tourism industry. On this basis, we will continue to increase investment in the industry to improve the level of tourism infrastructure, optimize tourism service processes, and improve the quality of tourism services. This is not only a manifestation of China's determination to promote the development of the tourism industry, but also to enable tourists to experience the rich and colorful cultural heritage and beautiful natural scenery of our country during their travels. On this basis, we will further cultivate and introduce cultural tourism talents. Talents are the key to industrial development, and they will inject new vitality into the cultural tourism industry. By improving the professional quality of cultural tourism practitioners, we can make them more professional and enthusiastic in providing services to tourists, making them feel at home and warm. In addition, we will also enhance the cultural connotation of tourist destinations and enrich the tourist experience by organizing various cultural activities. The development of cultural tourism industry can not only drive the prosperity of related industrial chains, but also promote regional economic development and enhance China's overall strength.

### **Carry Out Productive Protection**

After two to three thousand years of development, tourism products have formed their unique tourism product style. However, with the continuous development of the economy and society, artistic creation also needs to keep up with the times. In this situation, tourism product enterprises also need to adapt to the changes of the times and carry out reforms. In this process, it is particularly important to change the image of tourism products as "luxury goods" in people's minds and enter thousands of households.

The development of the intangible cultural heritage tourism product market in Gao'an City is facing problems such as single product types, severe homogenization, and insufficient innovation. In this regard, the author believes that local characteristic products and derivative products can be developed in combination with productive protection. At present, a small number of tourism products on the market, such as high-quality fashion products such as clothing and sachets, as well as daily necessities such as travel products and household items and bedding, are good attempts. This innovative attempt can better leverage the decorative and practical functions of tourism products. In addition to the combination of tourism products with specific products, physical experience halls for tourism products can also be developed, allowing the public to have more exposure, understanding, and participation in intangible cultural heritage projects related to tourism products. The "101 Embroidery Bar" created by the Tourism Products Studio aims to combine tourism products with cultural visits. At 101 Embroidery Bar, in addition to observing the embroidery skills of female flying needles and threads from zero distance, you can also embroider by yourself. The completed work can be taken home as a tourist souvenir. Personalized customization allows tourism products to

no longer be limited to old models, but to incorporate more of the buyer's thoughts and concepts. Minimalist tourism products not only have artistic value, but also incorporate a humanized taste (Teng et al., 2023).

The development of intangible cultural heritage tourism products is of great significance in Gao'an City, China. This not only promotes the development of local tourism, but also effectively inherits and protects intangible cultural heritage. In order to better promote the development of this industry, government departments at all levels should fully leverage their functions, strengthen coordination and cooperation. Tourism development committees at all levels should be based on the overall situation and formulate development plans for intangible cultural heritage tourism products. This includes a comprehensive review and evaluation of intangible cultural heritage resources, as well as determining the development focus and direction of related tourism products. At the same time, it is necessary to strengthen communication and collaboration with cultural departments and intangible cultural heritage protection centers to ensure that the implementation of the plan can effectively promote the development of intangible cultural heritage tourism. The cultural department should attach importance to the excavation, organization, and inheritance of intangible cultural heritage. This includes the collection, recording, and research of intangible cultural heritage, as well as the cultivation of relevant professional talents. Through these efforts, we aim to provide the tourism sector with abundant intangible cultural heritage resources and ensure the sustainability of tourism product development. The Intangible Cultural Heritage Protection Center should strengthen the protection of intangible cultural heritage. This includes the application, evaluation, and monitoring of intangible cultural heritage projects to ensure proper protection of intangible cultural heritage. At the same time, attention should also be paid to potential issues that may arise during the development of intangible cultural heritage tourism, such as commercialization and homogenization, and corresponding prevention and control measures should be formulated in advance.

The government plays a crucial role in promoting the development of the tourism industry. In order to enhance the tourism attraction of Gao'an City, the government needs to increase financial investment, continuously improve tourism infrastructure, and make it more sound. This will help improve the overall living environment of the city, enhance its cultural taste, and ultimately enhance its tourism and residential functions. In addition, improving the quality of tourism services is also a focus of government attention, which will help attract more tourists to come to Gao'an City for sightseeing and tourism.

In the development process of tourism industry in Gao'an City, transportation accessibility is a crucial factor. The government should strive to improve transportation conditions, enhance the connection between the city and the outside world, and enable tourists to travel more conveniently. At the same time, the government also needs to pay attention to the transportation facilities within the city to ensure convenient travel for tourists within the city. During peak tourism periods, such as festivals such as March 3rd each year, the number of tourists increases sharply. The government should set up fully equipped public rest areas in places with high foot traffic. These rest areas can be equipped with flexible rest seats, toilets, trash cans and other supporting facilities according to the size of passenger flow, providing tourists with a comfortable rest environment. This not only helps to improve tourist satisfaction, but also provides basic support for the development of intangible cultural heritage tourism products in Gao'an City. The government plays a crucial role in the development of tourism in Gao'an City. By increasing financial investment, improving tourism infrastructure, enhancing transportation accessibility, improving urban living environment,

enhancing cultural taste, enhancing tourism and residential functions, and improving the quality of tourism services, the government will help promote the prosperous development of the tourism industry in Gao'an City. At the same time, fully utilizing intangible cultural heritage resources and developing distinctive tourism products will further enhance the competitiveness of Gao'an's tourism industry, making it a desirable tourist destination for domestic and foreign tourists.

In order to regulate the orderly development of the intangible cultural heritage tourism market in Gao'an City, promote the provision of efficient and high-quality intangible cultural heritage tourism products and services, the Gao'an City government also needs to establish scientific and reasonable industry standards and laws and regulations, form a standardized intangible cultural heritage tourism service system, and promote the dual protection of the legitimate rights and interests of intangible cultural heritage tourists and intangible cultural heritage tourism operators.

### **Conclusion**

On the one hand, with the development of modern technology and the popularization of computer tourism product technology, the habitat of handmade tourism products has decreased. The inheritance of tourism products and high-quality art tourism products are gradually decreasing. The ancient tourism product art is facing a crisis of orderly inheritance. On the other hand, the difficulties that have occurred in the embroidery industry in recent years have further hindered the correct inheritance and healthy development of tourism products. The protection and inheritance of tourism products have become an urgent problem to be solved. At present, a comprehensive population census has been conducted on the intangible cultural heritage of Gao'an City, and necessary centralized and statistical measures have been taken, laying a solid foundation for the next step of protection research. Based on literature review, an investigation was conducted on the issue of intangible cultural heritage in Gao'an City, proposing measures such as heritage system, civil rights protection, and production protection of intangible cultural heritage tourism products. Suitable solutions were sought within the intellectual property framework to resolve litigation disputes faced by intangible cultural heritage tourism products in Gao'an City. Due to limited research, there has been no detailed discussion on how relevant laws define the protection of tourism products.

Although there are still some problems in the protection of intangible cultural heritage tourism products in Gao'an City, with the attention of scholars and the support of the government, the prospect of tourism product protection is promising. When the intangible cultural heritage tourism products of Gao'an City one day "withdraw" from the intangible cultural heritage list and "revive" from the heritage, we say that only in this way can they truly be protected.

Through my research on intangible cultural heritage tourism products in Gao'an City, I had the privilege of personally participating and conducting preliminary research. I hope to open up a gap for the protection and development of tourism products in Gao'an City, and attract more attention to this intangible cultural heritage project.

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