Research on the Inheritance and Development Path of Intangible Cultural Heritage in the Context of Integration of Culture and Tourism—Nanning City as An Example

Zhicheng Duan, Zhigang Huang, Xueke Tang, Jiahe Kang

Abstract: Nanning, as a city with a population composed mainly of ethnic minorities, is rich in intangible heritage resources, and there are relatively few studies that use intangible cultural heritage in Nanning as a case study to explore the integration of culture and tourism. The article suggests that Nanning should optimize the development of Nanning's NRM tourism in several aspects, such as establishing an intangible cultural heritage complex, organizing regular large-scale NRM art exhibitions, developing innovative NRM products, and broadening digital NRM dissemination paths, in order to provide reference and reference for the high-quality development of Nanning's NRM cultural tourism integration.

Keywords: Nanning, Ethnic Minorities, Intangible Cultural Heritage, Cultural and tourism integration.

1. Introduction

The Ministry of Culture and Tourism of China points out that it should insist on shaping tourism with culture and highlighting culture with tourism, promote the development of deep integration of culture and tourism, and promote the implementation of China's rural revitalization strategy by promoting the deep integration of culture and tourism. Rural revitalization is not only the revitalization of industry, but also the revitalization of culture. From the perspective of rural revitalization, the integration of culture and tourism can be found that there is consistency in goals and coupling in values between rural revitalization and the integration of culture and tourism [1], and the two have each other. The integration of cultural tourism is not only a new way to promote the rapid development of tourism industry and establish a cultural heritage system, but also an important means to promote the implementation of rural revitalization strategy. The fusion of culture and tourism is a "limited fusion", based on the recognition of the differences between the two industries and the preservation of the characteristics of culture and tourism as subjects of their own industries [2]. Between the two, it can neither be understood as a common generalization of "culture + tourism", nor as a "merger of all" of culture and tourism industries, but as a dynamic balance mechanism of culture and tourism. In the process of cultural tourism integration, regional characteristics should be taken into account, and the layout and adjustment should be made according to the different regions to which they belong, instead of reading from the book, and the corresponding cultural tourism integration plan should be made according to the regional and cultural characteristics of the places to which they belong [3]. Intangible cultural heritage is a cultural treasure formed by individual mastery of special skills and knowledge passed down from generation to generation [4], which is the core of culture of a specific space or a specific nation [5], combining the folklore of a specific region, the aesthetic artistry of a local social group and the statute of moral beliefs in the process of formation[6]. Because of its unique artistry, the festival or performance centered on the display of NRM can be effectively combined with tourism to realize the integration of culture and tourism, based on the above, this paper takes the deep integration of NRM culture and tourism industry in Nanning as an entry point to explore the current situation and development path of the integration of culture and tourism industry in Nanning, so as to provide reference for the reasonable development of NRM tourism market in Nanning and promote the deep integration of culture and tourism in the city. It will provide a reference for the rational development of Nanning's NRM tourism market and promote the deep integration of the city's cultural tourism.

2. Overview of Intangible Cultural Heritage Resources in Nanning

Nanning is located in the central south direction of Guangxi Zhuang Autonomous Region and is the capital of Guangxi. As of 2020, the city has a resident population of 7,913,800, with 4,575,700 ethnic minorities, accounting for 57.76% of the city's total population. As of 2022, Nanning has a total of 9 national intangible cultural heritage items in five categories (see Table 1), accounting for 12.85% of the total national intangible cultural heritage in the region, 159 autonomous regions-level intangible cultural heritage items, and 252 municipal-level intangible cultural heritage items. The rich intangible cultural heritage makes Nanning have the conditions and potential to develop cultural tourism integration.

Among the various kinds of intangible cultural heritage in Nanning, there are intangible cultural heritage such as Cantonese opera, traditional martial arts, incense dragon dance and flower cannon snatching related to performance arts, as well as traditional handicraft intangible heritage such as Laoyou noodles, Hengxian fish sashimi, Bingyang sour noodles and five-color glutinous rice related to food. In addition, the Nanning NRM with rich local ethnic culture such as the March 3 of Zhuang, the singing of mountain songs and the legend of Nanning Wuxiang have injected great vitality to promote the integrated development of Nanning's cultural tourism. All in all, Nanning's intangible cultural heritage is mainly based on folklore and skills, which are rich in local cultural connotation and at the same time have certain ornamental and participatory qualities, while part of the skills intangible cultural heritage has given rise to a wide variety of intangible cultural heritage cuisines, making it easy for
Nanning's intangible cultural heritage to form industrial integration with tourism under the premise of proper operation.

**Table 1: National Intangible Cultural Heritage of Nanning**

<table>
<thead>
<tr>
<th>Folklore Events</th>
<th>Traditional Theatre</th>
<th>Traditional Music</th>
<th>Acrobatic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zhuang Song Pike</td>
<td>Nanning Opera, Nanning Institute of Ethnic Culture and Art</td>
<td>Folk Songs in Three Voices</td>
<td>Firecracker Grab</td>
</tr>
<tr>
<td>Binyang Cannon Dragon Festival</td>
<td>Nanning Institute of Ethnic Culture and Art</td>
<td>Nanning Institute of Traditional Music</td>
<td>Yongnang Culture Museum</td>
</tr>
<tr>
<td>Wuming Culture Museum</td>
<td>The fourth batch</td>
<td>The fourth batch</td>
<td>The fourth batch</td>
</tr>
<tr>
<td>The third batch</td>
<td>The second batch</td>
<td>2008</td>
<td>The fifth batch</td>
</tr>
</tbody>
</table>

Note: The above data comes from the Nanning Culture, Sports, Radio, Film and Television Administration Bureau.

**3. The Necessity of Developing Intangible Cultural Heritage Resources in Nanning**

**3.1 Safeguarding the Heritage of Nanning's Intangible Cultural Heritage**

Intangible cultural heritage is a kind of cultural heritage that has been passed down from generation to generation with local ethnic culture. In the process of inheritance, some intangible cultural heritage gradually loses its initial practical value through the changes of the times and the changes of social production and lifestyle, which leads to the loss of most of the inheritance subjects and the emergence of a fault line in the inheritance. The lack of practical value has led to the fact that most of the inherited subjects have no way to make a living from the intangible cultural heritage skills they have mastered, so that most of them are in a state of poverty and can only make a living through subsidies from relevant units and governments at all levels. The form of inheritance is also the government's "blood transfusion" inheritance. Therefore, the guarantee of material livelihood is the basic condition for all ICH inheritors to survive and continue to develop their ICH. By reasonably developing Nanning's non-heritage cultural resources and combining the non-heritage resources with tourism attributes with the local tourism market, the current "blood transfusion" protection of non-heritage can be changed into "blood-making" inheritance. After entering the tourism market, NRM can not only recover its practical value and realize the transformation from cultural value to economic value, but also attract the young people who are the main inheritance group to return and thus solve the crisis of Nanning's NRM inheritance.

**3.2 Enhance the Cultural Confidence of Nanning Citizens**

The revitalization of the countryside is not only the revitalization of industry, but also the revitalization of culture. Promoting the prosperity of cultural industry and preserving the essence of each nationality's culture is a sure way to build a cultural power and move towards cultural confidence. Guangxi belongs to the autonomous region of ethnic minorities, and there is a specific culture belonging to its own ethnic groups. Thanks to the large variety of ethnic minority population, the folklore cultural resources in the region are extremely rich, and by further integrating and developing the ethnic cultural resources in Nanning city into the tourism market, foreign tourists can further understand the ethnic cultural connotation of Guangxi through Nanning, the capital city of the province, through the dispersion of tourism industry. The development of intangible cultural heritage resources in Nanning is not only to achieve economic income in combination with the tourism industry, but also for the far-reaching purpose of making all Chinese people know more about the national culture of Guangxi. In the process of tourism, the appreciation and recognition of Guangxi county by foreign tourists can not only expand the cultural awareness of Guangxi in the whole China or even the whole world, but also greatly increase the cultural pride of the inheritors of intangible cultural heritage and the people of Guangxi and Nanning, enhance the cultural self-confidence of the people in the region, and at the same time, implement the strategy of "cultural strengthening district" for Guangxi through the development of cultural tourism integration industry. At the same time, it also provides a great impetus for Guangxi to implement the strategy of "cultural strengthening" through the development of non-heritage industry.

**3.3 Promote the Development of Tourism Industry in Nanning**

In recent years, the development of tourism in Nanning is relatively slow, the city's tourism resources are relatively scarce, the familiar tourist attractions are currently only one Qingxiu Mountain Scenic Area, lack of outstanding competitiveness in the surrounding tourism market, the tourism competitiveness of the region compared to Guilin, Liuzhou and other cities lack of endogenous power. The city's tourism receipts and comprehensive tourism revenue are fluctuating in trend, with 2020 and 2022 showing different degrees of decrease compared to the previous year (see Table 2). There are many reasons for this result, such as the control of Covid-19 in 2020-2022 and the economic downturn, but the main reason is the lack of core competitiveness of tourism in Nanning. By introducing Nanning's unique intangible cultural heritage resources into the tourism industry, we can greatly complement the scarce cultural tourism resources in Nanning, enhance the core competitiveness of Nanning's tourism industry with a unique form of tourism presentation, inject fresh vitality into Nanning's tourism industry through the deep integration of culture and tourism, and promote the further development of Nanning's tourism industry.

**Table 2: Overview of tourism revenue and number of visitors**

<table>
<thead>
<tr>
<th>Year</th>
<th>Tourist arrivals/billion</th>
<th>Comprehensive tourism income / billion yuan</th>
<th>Year-on-year growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>1.31</td>
<td>1387.54</td>
<td>23.08%</td>
</tr>
<tr>
<td>2019</td>
<td>1.52</td>
<td>1699.02</td>
<td>22.45%</td>
</tr>
<tr>
<td>2020</td>
<td>1.15</td>
<td>1215.40</td>
<td>-28.46%</td>
</tr>
<tr>
<td>2021</td>
<td>1.37</td>
<td>1529.14</td>
<td>23.80%</td>
</tr>
<tr>
<td>2022</td>
<td>1.16</td>
<td>1278.63</td>
<td>-16.38%</td>
</tr>
</tbody>
</table>

Note: The above data comes from the Nanning Culture, Sports, Radio, Film and Television Administration Bureau, via the author's own collection.
4. The Dilemma of Developing Intangible Cultural Heritage Resources in Nanning

4.1 Insufficient Development of Practical Value of Intangible Cultural Heritage Resources

With the progress of the times and changes in production and lifestyle in daily life, the practical value of intangible cultural heritage has been weakened to a large extent. Take Zhuang embroidery, an intangible cultural heritage of the autonomous region, as an example, in the early years, Zhuang embroidery was mainly used to decorate clothes, straps and bedding with rich auspicious meanings, representing the aspirations of Zhuang compatriots for a better life in the future. However, with the change of the times, the market is full of clothes and accessories, and the young Zhuang people themselves tend to choose clothes from some new trendy brands, so the folk traditions of Zhuang embroidery in earlier years are gradually replaced by the new market environment and lose their practical meaning and value. Except for some intangible cultural heritage that can be expressed in the form of food and performance, most of the intangible cultural heritage resources in Nanning can not be further explored to find out the practical value that fits the current context, and under the premise of lack of practical value, intangible cultural heritage resources can not be combined with tourism industry. Only on the premise of preserving the cultural connotation of intangible cultural heritage itself can the practical significance and use value of intangible cultural heritage resources be explored in depth to further promote the deep integration of cultural industry and tourism in Nanning.

4.2 Unbalanced Publicity of Various Intangible Cultural Heritage

Nanning's intangible cultural heritage resources have a large gradient in terms of popularity and publicity, i.e., the famous intangible cultural heritage is known nationwide, such as the March 3 of Zhuang, Nanning Laoyou noodles, Cantonese opera, Hengxian fish sashimi, etc. These intangible cultural heritage resources have been deeply integrated into Nanning's tourism industry to a certain extent. However, in addition to the above-mentioned famous intangible cultural heritage, there are also many lesser-known intangible cultural heritage in Nanning, and the difference in popularity has led Nanning to prefer the more well-known intangible cultural heritage as a means of promotion when promoting local culture and creating city business cards, in order to facilitate the development of tourism in Nanning through the fame and traffic carried by this type of cultural resources themselves, and to improve This has led to the selection of high-profile ICH as a means of promotion. As a result, intangible cultural heritage with high visibility becomes more famous with government promotion, while intangible cultural heritage that lacks social attention is gradually forgotten with the passage of time. Over time, the "horse-trading effect" between different intangible cultural heritages in Nanning in terms of visibility and publicity has emerged, and the imbalance in publicity has led to the lack of integrated development of intangible cultural heritage resources in Nanning, so solving the above imbalance is an urgent problem for Nanning to promote the deep integration of cultural industry and tourism industry.

4.3 Shortage of Professionals in Culture and Tourism

The comprehensive quality and quantity of tourism practitioners are important indicators to ensure the prosperous development of local tourism industry and enhance the competitiveness and attractiveness of regional tourism. In Nanning, there is a lack of professional talents with "intangible cultural heritage knowledge + tourism literacy", and most of those who are engaged in intangible cultural heritage + tourism-related integration industries have only a partial understanding of intangible cultural heritage knowledge and lack of professional knowledge and skills, compared to intangible cultural heritage inheritors with relevant professional knowledge. In the process of explanation, they often have problems such as rigid application and lack of thorough understanding, which leads to the process of receiving tourists without giving them a strong sense of immersion experience, so that tourists cannot deeply experience the local ethnic culture connotation of Nanning City, and the scarcity of relevant talents greatly limits the development of cultural tourism integration programs in Nanning City. Although the intangible cultural heritage inheritors themselves have excellent expertise, they are limited by their literacy, communication style and lack of training in professional tourism reception knowledge, therefore, the expression of intangible cultural heritage inheritors in the process of receiving tourists is not necessarily accepted by the majority of tourists, which leads to the intangible cultural heritage inheritors are not able to join Nanning City as professional tourism practitioners Tourism industry. The lack of knowledge of intangible cultural heritage among tourism practitioners and the lack of knowledge of professional intangible cultural heritage among inheritors is the main reason for the lack of professional talents in the integration of intangible cultural heritage and tourism in Nanning.

5. Development Path of Intangible Cultural Heritage Resources in Nanning

5.1 Establishment of Intangible Cultural Heritage Tourism Gathering Areas

One of the major problems in the development of intangible cultural heritage in Nanning is the lack of display platforms for intangible cultural heritage that has received little attention, and the establishment of intangible cultural heritage tourism clusters such as intangible cultural heritage tourism towns and other "intangible heritage complexes” can provide certain exposure and display platforms for such intangible cultural heritage resources. The establishment of "ICH complexes” not only promotes the development of Nanning's tourism industry, but also provides a place rich in cultural values and local cultural characteristics for various groups who come to Nanning for tourism, so that they can have a deeper understanding of Nanning's local folk cultural characteristics. In addition, the establishment of the "Intangible Heritage Complex" allows for the further integration of intangible cultural heritage resources in Nanning, and also provides an excellent opportunity for such intangible cultural heritage inheritors to realize economic income, completing the transition from "blood-sucking" protection to their own the transformation from "blood-sucking" protection to "blood-making" inheritance. After the development of related
industries, the Dazhai County Wanda Town gradually introduces the integration of primary, secondary and tertiary industries, such as catering, accommodation and handicrafts [7], to create a Nanning tourism complex and promote local economic development. Relying on this platform, it can also attract and locally train a group of integrated tourism talents with integrated management, development, and service to help the integration of cultural tourism in Nanning.

5.2 Organize Large-scale Intangible Cultural Heritage Arts and Festivals

The government plays an extremely important leading role in promoting the deep integration of culture and tourism, and regularly organizes large-scale exhibitions and performances such as city-wide or even provincial-level large-scale intangible cultural heritage art activities exhibitions, intangible cultural heritage history and culture exhibitions, etc. Through the large-scale intangible cultural heritage exhibitions and performances, intangible cultural heritage resources such as folklore songs and dances, dramas and legends are used to stimulate local and foreign tourists' interest in intangible cultural heritage and popularize intangible cultural heritage knowledge. By regularly holding intangible cultural heritage exhibitions and performances, we have broadened the path of intangible cultural heritage protection and further promoted the deep integration of culture and tourism on this basis. In addition, by combining local characteristics and intangible cultural heritage festivals, the festivals with local ethnicity, culture and experience are combined with the tourism market, and the universal participation of the festivals can not only show the local characteristics of Nanning but also greatly increase the participation of tourists and further enhance the economic benefits. For example, the Miao New Year of the Miao compatriots in Dazhai, Guizhou, the Bulotuo Folk Culture Tourism Festival in Baise, Guangxi, and the Dai Water Splashing Festival in Xishuangbanna, Yunnan, all of the above festivals have attracted a large number of tourists to participate in them, and properly organized festivals have brought huge economic benefits to the local area while demonstrating the ethnic characteristics.

5.3 Develop Innovative Products of Intangible Cultural Heritage and Establish a Special Marketing Model

In the process of integrating intangible cultural heritage with tourism industry, the commercial attributes in intangible cultural heritage should be refined by developing innovative intangible cultural heritage tourism products in combination with the characteristics of intangible cultural heritage itself. These products should not be limited to the material attributes of intangible cultural heritage itself, but should consider the immateriality of intangible cultural heritage. For example, combining the skills and culture of intangible cultural heritage with study tours, transforming intangible cultural heritage from traditional sales of handicrafts and exhibitions to sales of skills and culture, and converting its commercial attributes from material to immaterial. A reasonable study route is designed and the route is planned to the key commercial locations in Nanning so that tourists can spontaneously consume under the premise of fully experiencing the local ethnic cultural characteristics of Nanning. In the process of selling culture, it should also combine the innovation of material intangible cultural heritage products, establish a marketing model of intangible cultural heritage with local characteristics of Nanning, customize intangible cultural heritage handicrafts with characteristics according to tourists’ preferences, rely on intangible cultural heritage of skills such as Laoyou Powder and Hengxian Fish Raw combined with local dietary habits to focus on creating intangible cultural heritage cuisine, and carry out The tourism development strategy of “intangible cultural heritage food in Nanning”.

5.4 Strengthening the Comprehensive Quality of Nanning’s Intangible Cultural Heritage Inheritors and Cultural Tourism Practitioners

We invite experts, scholars and famous teachers in the fields of ethnology, tourism and intangible cultural heritage to hold regular training courses to improve the comprehensive quality of Nanning's non-hereditary bearers and practitioners engaged in the integration of cultural tourism industry. In the process of training, we focus on improving the comprehensive ability of non-hereditary bearers in tourism reception, production skills and cultural innovation, improving the training mechanism of non-hereditary bearers, broadening the training channels of non-hereditary bearers, and continuously promoting the "training program for non-hereditary bearers". Through the implementation of "revitalization of non-heritage talents" to solve the current crisis of inheritance of intangible cultural heritage in Nanning, strengthen the training of non-heritage bearers and practitioners of non-negotiable tourism industry to make the integration of culture and tourism in Nanning more thorough, enhance the endogenous development momentum of non-heritage bearers in Nanning, and help Nanning to improve the ability of the tourism industry. The training will enhance the endogenous development momentum of Nanning's non-genetic inheritors and help the rapid development of Nanning's cultural tourism industry.

6. Conclusion

At present, the development of tourism industry in Nanning is rather unstable, and the comprehensive tourism revenue and the number of tourist arrivals have increased to a small extent or even negative growth, and the endogenous development momentum of the city's tourism industry is insufficient. As a city inhabited by ethnic minorities, Nanning is rich in intangible cultural heritage resources. Therefore, by making full use of intangible cultural heritage resources and integrating them into the tourism industry, it can not only promote the rapid development of the city's tourism industry and inject fresh vitality into Nanning's tourism industry, but also help protect Nanning's intangible cultural heritage and solve the crisis of Nanning's intangible genetic inheritance. However, it should be noted that in the process of promoting the deep integration of culture and tourism and exploring the commercial attributes of Nanning's NRMs, it should be understood that the development of NRMs is not a blind development and cannot arbitrarily transform the culture itself, the premise of transformation is to retain the core cultural connotation of NRMs themselves, and only by developing the culture on the basis of respecting the culture itself can the most essential aspects of the culture be displayed and accepted by the public.

References


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