

# Exploration of the Integrated Development Path of Intangible Cultural Heritage and Tourism Industry from the Perspective of Intellectual Property—Take Shaoxing City as An Example

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**Abstract:** *Intangible cultural heritage, as the soul of the nation and the region, not only carries deep historical heritage, but also is a bridge to spread traditional culture and continue the national spirit. In such an era, how to combine the intangible cultural heritage with tourism industry has become an important proposition to enhance the national cultural soft power and promote the protection of intangible heritage. Shaoxing, as one of the first 24 famous historical and cultural cities, has a long history, deep cultural heritage and numerous intangible cultural heritages, and is known as a museum without walls. Taking Shaoxing as an example, the article discusses in depth how to deeply integrate the intangible cultural heritage with the tourism industry through the creation of cultural IPs, providing new ideas for the protective development of intangible heritage.*

**Keywords:** IP perspective, Intangible cultural heritage, Shaoxing City, Cultural tourism integration.

## 1. Introduction

The Ministry of Culture and Tourism of the People's Republic of China issued the Circular on Promoting the Deep Integration and Development of Intangible Cultural Heritage and Tourism in February 2023, highlighting the close connection between intangible cultural heritage (ICH) and the tourism industry, as well as the importance of their mutual promotion. As a unique cultural resource, ICH can greatly enrich the connotation of tourism and provide tourists with a deeper and richer cultural experience. While enjoying the beautiful scenery, tourists can also feel the historical vicissitudes and cultural charm conveyed by intangible cultural heritage, thus better satisfying their spiritual and cultural needs. Tourism, as a kind of cultural life experience, provides a broader practice and application scene for intangible cultural heritage. Through tourism activities, intangible cultural heritage can not only be more widely spread and inherited, but also be constantly innovated and developed in practice [1]. Shaoxing Culture and Tourism "14th Five-Year Plan" is clearly put forward, to scientifically protect, deeply excavate and inherit Shaoxing's cultural heritage, and innovate its utilization, in order to enrich the cultural connotation of the "Shaoxing landscape", and enhance its tourism attractiveness. This is not only a positive response to the integration of intangible cultural heritage and tourism development, but also the full excavation and utilization of Shaoxing's profound cultural heritage [2]. Therefore, the integration of ICH and tourism is not only an important link in the integration of culture and tourism, but also a core indicator of the quality of tourism industry development. The article introduces the new perspective of IP precisely to deeply excavate and organize the contemporary value of Shaoxing culture, to promote the protection and inheritance of intangible cultural heritage, and to realize the high-quality development of the integration of culture and tourism.

## 2. The Necessity of Integration and Development of Intangible Cultural Heritage and Tourism Industry

Intangible cultural heritage, which is a cultural treasure of our Chinese nation's long history, contains the wisdom and emotions of generations [3]. It is an important mission of our time to skillfully transform intangible cultural heritage resources into tourism resources and realize the deep integration of intangible cultural heritage and tourism. As times change, the needs of tourists are also changing. They are no longer satisfied with simple natural scenery or historical relics, but pursue a higher level of cultural experience. Intangible cultural heritage, however, is a valuable resource that can satisfy such deep-seated cultural needs. It injects a unique cultural charm into tourist destinations, enabling tourists to feel the deep culture during their travels. The integration of intangible heritage and tourism is an interaction between cultural needs and economic needs. The inheritance of intangible cultural heritage needs economic support, while the development of tourism also needs cultural boost. This interdependence and mutual promotion relationship makes the integration of intangible cultural heritage and tourism a necessity. The incorporation of intangible cultural heritage elements into the tourism industry not only enriches tourism resources but also facilitates the preservation and innovation of cultural heritage. Additionally, tourism serves as a platform for exhibition, thereby revitalizing intangible cultural heritage and attracting greater attention and participation from younger generations. More significantly, the integration of intangible cultural heritage with tourism offers the public enhanced opportunities to engage with and appreciate traditional culture. In contemporary fast-paced lifestyles, individuals often find it challenging to encounter authentic traditional culture. Through tourism initiatives, the public can gain a profound understanding and firsthand experience of the allure of

intangible cultural heritage in an amiable and relaxed environment, thereby enhancing their cultural literacy and quality of life. In summary, this integration represents a mutually beneficial strategy. It not only infuses new dynamism into the tourism sector but also establishes a superior platform for the preservation and promotion of intangible cultural heritage.

### 3. Cultural Intellectual Property (IP) and Its Value Articulation

Intellectual Property (IP) refers to the exclusive rights granted to individuals over their creations. Since its inception, the concept of IP has progressively emerged as a pivotal driver for the development of the cultural tourism industry [4]. Today, IP not only embodies emotions, narratives, and personality rights but has also withstood rigorous market scrutiny, evolving into an emblematic symbol rich in cultural significance. This transformation positions IP as a bridge connecting creators with audiences, reality with imagination, and tradition with innovation.

Cultural IP represents a valuable asset in the era of knowledge innovation, seamlessly integrating traditional culture with contemporary life and showcasing unique appeal. The development of cultural IP involves transforming and leveraging intellectual property rights centered around specific cultural content or intangible cultural heritage projects. Through diverse platforms and channels, this value is strategically introduced to the market, promoting the valorization of intangible cultural heritage resources via branding and industrialization strategies. This approach attracts greater attention and participation from younger generations, facilitating the integration of intangible cultural heritage into modern society and achieving dual objectives of preservation and development. In summary, constructing a robust IP is both a complex and evolving endeavor that requires deep exploration and presentation of unique content value, flexible utilization of various platforms and channels, and strong engagement with audiences. Only through these efforts can we fully realize the immense potential of IP and provide sustained impetus for the protection of intangible cultural heritage and the advancement of the cultural tourism industry.

## 4. Current Status and Analysis of the Integrated Development of Intangible Cultural Heritage and Tourism in Shaoxing

### 4.1 Good Fundamental Condition of Intangible Cultural Heritage Resources

Shaoxing City, located in Zhejiang Province and historically known as Kuaiji, is not only one of China's first national historical and cultural cities but also a city rich in profound historical heritage and cultural legacy. Its history can be traced back to the Neolithic period. As a cradle of Wuyue culture, Shaoxing has been a witness to the origins and development of Chinese civilization. Renowned for its waterways, bridges, wine, calligraphy, and notable figures, Shaoxing embodies a wealth of distinguished "humanistic culture". The calligraphy master Wang Xizhi penned the

"Lanting Collection", whose elegant style has endured through the ages, infusing Shaoxing with a rich "calligraphy culture". Xie Lingyun, the progenitor of Chinese "landscape poetry", attracted poets like Li Bai, Du Fu, and Meng Haoran, leading to the creation of the celebrated "Tang Poetry Road in Eastern Zhejiang". This landscape culture imbues Shaoxing with a sense of spirituality. As the birthplace of Chinese yellow wine, Shaoxing's "wine culture" serves as a catalyst for literature, filling the city with the fragrance of wine. Delving into Shaoxing's intangible cultural heritage can inject value and depth into the development of its intellectual property.

Shaoxing boasts a rich and diverse array of intangible cultural heritage projects, which can be likened to luminous pearls embedded in the long river of history, radiating profound historical and cultural significance. To date, Shaoxing has catalogued over 1,000 representative intangible cultural heritage items at various levels, including 26 national-level projects. These projects span eight categories such as traditional drama, folk literature, and traditional craftsmanship, each embodying deep historical and cultural value and serving as testament to the wisdom and talent of the people of Shaoxing. In order to preserve and promote these invaluable intangible cultural heritages, the city has nurtured a significant number of representative inheritors, with 21 being recognized as national-level representatives and 134 as provincial-level representatives in Zhejiang Province. They are the living embodiment of intangible cultural heritage, and it is through their relentless efforts in inheritance and innovation that these traditions have been passed down from generation to generation. Additionally, Shaoxing places great emphasis on the development of intangible cultural heritage inheritance bases, dedicating itself to the establishment of scenic spots, experience pavilions, research routes, and image stores, among others, thereby providing robust material support for the protection and flourishing of intangible cultural heritage. This initiative aims to enable more people to appreciate and cherish Shaoxing's intangible cultural heritage, fostering collective efforts to safeguard this precious spiritual wealth.

### 4.2 Safeguarding Framework and System for Intangible Cultural Heritage Have Been Progressively Enhanced

In 2006, the State Council announced the inaugural National Intangible Cultural Heritage List. Among the ten projects included were Shaoxing Opera, the Da Yu Festival, Shaoxing Lotus, the Xishi legend, and rice wine brewing techniques. This recognition not only underscored Shaoxing's rich historical and cultural heritage but also revitalized efforts to protect intangible cultural assets. To further safeguard these treasures, the Shaoxing municipal government promptly established an Intangible Cultural Heritage Protection Center and a database of expert consultants to provide professional guidance and policy support. Subsequently, legislative initiatives were launched to ensure that China's invaluable cultural heritage would be protected through systematic and legal frameworks. Shaoxing has consistently been at the forefront of national efforts in intangible cultural heritage protection, adhering to the guiding principles of "protection first, rescue when necessary, rational utilization, and sustainable development", as well as the philosophy of

“people-oriented, object-focused, and life-integrated” preservation. These measures have not only paved the way for the sustainable development of intangible cultural heritage but have also ushered in a new era of innovative service models.

#### 4.3 Construction of Digital Intellectual Property and Development of Cultural Products

In the era of digital transformation, the cultural tourism industry is undergoing unprecedented changes. Digital intellectual property (IP), as a novel form of intangible asset, is progressively emerging as the central driver for innovation within the cultural and tourism sectors. It has revitalized the traditional tourism industry by infusing it with new dynamism and has charted an innovative course for cultural preservation. Shaoxing, a city steeped in history, has proactively embraced this digital revolution by creating a series of distinctive digital IP images, thereby sharing its rich narratives with the world and amplifying the city’s unique voice.

For aficionados of calligraphy, Wang Xizhi stands as an unparalleled pinnacle. To vividly interpret the ancient narratives of Lanting and Wang Xizhi and to bolster the influence of the Lanting Scenic Area brand, a distinctive digital IP named “Lanting Lao Wang” was conceived. This character is depicted holding a brush and donning attire from the Jin Dynasty, accompanied by a cute pet in the form of a large white goose, which significantly enhances the recognizability of the role. His signature handlebar moustache, expressive dark eyes, and round, endearing stuffed-bun face imbue this cartoon figure with unparalleled charm. Concurrently, Shaoxing’s cultural tourism sector has introduced another popular IP, “Xiao Shiye”, a quick-witted boy who serves as an ambassador for Shaoxing Cultural Tourism. Through his childlike perspective, he showcases the city’s captivating landscapes, authentic cuisine, and rich cultural heritage. Moreover, Lu Xun’s legacy has been vividly portrayed through the lovable “Xun Ge” IP image, which has garnered widespread acclaim. Other notable figures from Shaoxing, such as Xie Lingyun and Xi Shi, have also emerged as digital IPs and emojis, attracting youthful attention in a more relaxed and humorous manner, thereby promoting the broader dissemination of Shaoxing culture.

Cultural and creative products at major scenic spots in Shaoxing not only extend the functionality of cultural sites but also integrate intangible cultural heritage elements. Through modern technological means, these products creatively promote cultural resources and leverage intellectual property development to produce high-value-added items. For instance, bookmarks and lamps are modeled after sacrificial vessels found at the Da Yu Memorial. Innovations using traditional Shaoxing rice wine brewing techniques have led to the creation of rice wine popsicles, rice wine milk tea, rice wine chocolate, and other dessert series. By combining new technologies with traditional craftsmanship, the aroma of yellow rice wine is infused into postcards. Products inspired by Lu Xun include refrigerator magnets, keychains, notebooks, and decorations. Additionally, 3D images of Baicao Garden and Sanwei Bookstore are featured on ice cream, allowing visitors to enjoy a treat while gaining deeper insights into Lu Xun’s life and works. These cultural and creative products seamlessly bridge Shaoxing’s cultural

heritage with contemporary aesthetics and needs, enabling tourists from around the world to experience and appreciate Shaoxing culture more profoundly, ultimately bringing home a piece of Shaoxing’s charm.

#### 4.4 Multi-modal Innovation and Multi-channel Promotion

Movies and TV series have increasingly become pivotal in promoting urban development. For instance, the “Kuang Biao” series has boosted the popularity of Jiangmen City, while “My Altai” has placed Altai City in the spotlight. To capitalize on this trend, Shaoxing Cultural Travel is actively collaborating with film and television enterprises to attract more high-quality productions. By integrating film and television works with physical locations, Shaoxing is pioneering a new consumption model: “film and television + cultural tourism”. This model not only enhances audience understanding of local intangible cultural heritage, cuisine, and regional characteristics but also fosters a positive impression of Shaoxing, thereby invigorating the cultural tourism industry. Moreover, the star effect in these productions attracts fans and tourists, further stimulating local cultural tourism. The online mini-drama “Guest Officials Please Take a Seat”, filmed in Shaoxing’s yellow wine town, draws on the city’s rich cultural history and stories of historical figures. Beyond its picturesque natural scenery, the drama integrates local customs and specialties such as rice wine, stinky tofu, and smelly amaranth. Through these elements, young audiences can appreciate Shaoxing’s profound historical and cultural heritage and intangible charm in an engaging and enjoyable manner, fostering greater appreciation for this ancient yet vibrant city.

Zhejiang Guyue Longshan Shaoxing Wine Co., Ltd., a renowned producer of rice wine, has successfully launched the co-branded product “Only This Turquoise” in collaboration with Oriental Performing Arts Group. This product masterfully integrates Song Dynasty culture with the rich heritage of Shaoxing rice wine, showcasing both profound cultural depth and contemporary aesthetics, thereby establishing itself as a leading brand in premium rice wines. Accompanying the national tour of the dance poem “Only This Turquoise”, which visited over 40 cities and featured more than 200 product demonstrations, the initiative attracted over 500,000 visitors. This strategic partnership has significantly enhanced the global visibility and influence of Shaoxing rice wine culture and brewing techniques. Furthermore, by incorporating elements of intangible cultural heritage into cultural performances, audiences can experience the allure of these traditions firsthand, fostering greater enthusiasm for their preservation and continuation. Such collaborations have not only bolstered the local market presence of Shaoxing rice wine culture but also elevated its profile on the international stage. This cross-sector cooperation has opened new horizons in the cultural industry, increasing awareness and appreciation of the unique charm of Shaoxing rice wine. By blending tradition with modernity, it preserves the historical legacy of Shaoxing rice wine while offering contemporary consumers a fresh cultural experience. Like the product “Only This Turquoise”, this endeavor embodies both historical continuity and modern innovation, becoming a hallmark of Shaoxing yellow wine culture.

#### **4.5 Stay Abreast of Emerging Trends in Cultural and Tourism Consumption, Facilitate the Integrated Development of Intangible Cultural Heritage with Other Sectors**

Shaoxing has implemented the “ICH+” initiative to foster integrated development across various sectors, including “ICH + Study”, “ICH + Performing Arts”, and “ICH + National customs”. This initiative aims to promote the emergence of new formats in global tourism. Study travel has emerged as a key highlight of Shaoxing’s cultural and tourism integration. In Lu Xun’s hometown, children have the opportunity to engage in hands-on activities such as assembling black awning boat models, creating custom bookmarks, and experiencing the “Three Wu Culture”. These activities deepen their understanding of the profound thoughts and rich emotions embedded in Lu Xun’s works. Additionally, they can don traditional attire, explore historical sites, learn ancient etiquette, and recite family instructions, thereby following in the footsteps of their ancestors and appreciating the wisdom of integrating knowledge with action. At the Porcelain Source Culture Town, children can admire classic porcelain from various dynasties, understand the historical significance behind celadon, and participate in hands-on workshops led by research instructors to create Yue kiln celadon. Through these educational activities, children can enhance their knowledge, broaden their horizons, appreciate the depth and breadth of Chinese culture, and cultivate a sense of responsibility for cultural heritage preservation. With its abundant cultural resources and unique research experiences, Shaoxing is attracting an increasing number of tourists and students, injecting significant momentum into the city’s cultural tourism industry.

He Zhizhang is a prominent cultural icon of Shaoxing, embodying an image of generosity and optimism. Recently, the Shaoxing Cultural Tourism Bureau adapted He Zhizhang’s “Hui Xiang Ou Shu” into a comprehensive live-action performance titled “Laughing and Asking Where Visitors Come From”, which has attracted a significant number of citizens and tourists. The performance integrates various art forms, including traditional opera, folk arts, popular music, and modern dance, providing the audience with a relaxed and enjoyable experience. This initiative promotes the innovative development of cultural heritage in contemporary times, ensuring that cultural traditions evolve alongside modern society and remain accessible to the public. By connecting cultural heritage with modern life, this approach enhances its appeal and encourages greater appreciation and preservation of traditional culture.

During the National Day, Lanting Scenic Spot launched its inaugural night banquet and garden party, attracting numerous visitors. The event highlighted the unique charm of ancient night tours, offering a comprehensive experience from traditional attire and makeup to photography. Participants were able to recreate the scene of ancient scholars visiting Lanting at night, while professional narrators provided complimentary insights into the historical anecdotes of the Lanting and Wang Xizhi. This interactive experience allowed visitors to appreciate the calligraphy in the Lanting Xu and immerse themselves in the artistic conception described therein. Under the starry sky, participants recited the poem

together, savoring the grandeur of calligraphy art and experiencing the allure of ancient culture. The entire event transported participants through time, immersing them in an atmosphere rich with cultural and artistic significance, allowing them to experience the refined interests and elegance of ancient times.

With the evolution of cultural tourism consumption, intangible cultural heritage has increasingly become an integral part of new tourism experiences, serving as a key attraction for tourists. In established tourism routes, the integration of intangible cultural heritage exhibits and experiences has emerged as a highlight, providing travelers with a wider array of enriching travel options.

### **5. Challenges Encountered in the Integration of Intangible Cultural Heritage and Tourism in Shaoxing**

#### **5.1 Lack of Excitement and Vitality in Projects and Products**

Currently, the scenic spots in Shaoxing lack a clear orientation and suffer from significant homogenization issues, resulting in a deficiency in appeal and vitality. Intangible cultural heritage projects are predominantly presented in a static manner, with insufficient integration into the tourism industry, which limits the provision of deeper cultural experiences and spiritual enjoyment for tourists. Moreover, Shaoxing exhibits low levels of nighttime economic activity, limited content in its characteristic districts, and a lack of fashionable and innovative formats. This has led to tourists being “unable to stay”, “unable to live”, and “not spending much”, thereby diminishing the tourism “siphon effect”. To address these challenges, Shaoxing must clarify its urban image positioning, create a unique brand IP that incorporates cultural essence, enhance the innovative vitality of the night economy, enrich the connotation of characteristic blocks, and attract more tourists and citizens to participate in order to achieve sustained prosperity and growth in the tourism market.

#### **5.2 Shortage of Human Resources and Outdated Forms of Publicity**

Traditional intangible cultural heritage projects, primarily developed by local communities, have historically relied on oral transmission and master-apprentice relationships, limiting their visibility and influence to regional boundaries. Despite the advent of the information age and the proliferation of diverse dissemination channels, many elderly intangible cultural heritage bearers often struggle to effectively leverage new media and social platforms for promotion. They also lack a nuanced understanding of market dynamics, resulting in publicity efforts that are simplistic in form and outdated in content, which fail to capture public interest. Furthermore, the younger generation’s waning interest in traditional intangible cultural heritage leads to a shortage of new talent, causing some skills to be preserved only through static means such as photographs and videos, thereby risking their loss. Additionally, current promotional efforts lack targeted strategies, with content being overly diffuse and lacking focus, failing to highlight the unique allure of intangible cultural heritage. Consequently, Shaoxing’s intangible cultural

heritage suffers from low overall visibility and limited audience reach.

### 5.3 Absence of Cross-disciplinary Collaboration with Other Sectors

Currently, the promotion of the intangible cultural heritage industry in Shaoxing faces a series of challenges and limitations. To achieve innovation and market integration, it is imperative for intangible cultural heritage traditional techniques to engage in cross-sector collaborations with enterprises or institutions in fields such as film and television, education, fashion, and technology. Such collaborations can broaden communication channels and enhance market competitiveness. However, the current intangible cultural heritage industry chain remains underdeveloped, with insufficient coordination among various links. This has led to a limited variety of cultural and creative products that lack design appeal and practicality, resulting in a disconnect from modern life. Additionally, these products exhibit homogenization and fail to provide unique cultural or collectible value, making it difficult to meet consumer needs. Moreover, tourists often lack a deep understanding of the intangible cultural heritage techniques behind the products they purchase, which hinders the promotion of intangible cultural heritage and limits market competitiveness. Consequently, the production scale of intangible cultural heritage projects is small, and there is a lack of brand building and marketing awareness, making it challenging to achieve market breakthroughs. Furthermore, the absence of partnerships with new media platforms, cultural celebrities, and opinion leaders impedes the establishment of a mature communication network, thereby posing significant challenges to the promotion of intangible cultural heritage.

### 5.4 Cultural Tourism Industry Urgently Needs Digital Transformation and Upgrading

In light of the current application of modern digital and new media technologies in cultural museums within Shaoxing city, while initial successes have been observed, several challenges and issues remain. Firstly, despite some scenic spots and tourism platforms beginning to adopt these technologies, their implementation has not significantly enhanced the tourist experience. For instance, certain virtual reality (VR) tourism products merely digitize static images or videos of attractions without adequately addressing interactivity and realism, leading to an incomplete immersive experience for users. These products also fall short in replicating scenery, tactile sensations, and olfactory experiences, thus failing to deliver the anticipated user experience. Secondly, limited funding for the development of smart scenic spots has become a bottleneck for digital advancement, thereby constraining the growth of the cultural tourism sector. Moreover, data collected from various sources exhibit heterogeneity, encompassing tourist expenditures, traffic flow, geographic location, and social media metrics. Ensuring accurate integration and purification of this diverse data to reflect true conditions is a complex and challenging task that current technical capabilities are not fully equipped to handle, necessitating more refined operations and robust technical support.

## 6. Analysis of the IP-driven Strategy for Integrated Development of Intangible Cultural Heritage and Tourism in Shaoxing

### 6.1 Deeply Cultivate Shaoxing Culture and Shape Characteristic IP Image

History and culture serve as the foundation and soul of a city, playing a pivotal role in shaping its IP image. Delving into the city's cultural heritage and integrating it into the construction of the IP image can facilitate the coordinated development of tourism, culture, performing arts, cuisine, film, television, and other industries. Through a comprehensive analysis of the connotations of intangible cultural heritage and the characteristics of tourism formats, the core value of the IP can be precisely positioned, regional cultural resources can be deeply integrated, and sustainable development of cultural IPs can be promoted. This approach extends the market lifecycle, enhances tourist satisfaction, and increases revisit rates. For instance, Jingdezhen's Silent Bodhisattva, a unique cultural IP, skillfully integrates ceramic culture, art exhibitions, and interactive experiences, leveraging geographical advantages to provide tourists with continuous novel discoveries and experiences. The digital representation of IP, known as the digital IP image, has become a crucial component in expanding the cultural tourism industry. It integrates multiple elements such as cities, enterprises, and scenic spots, infusing humanized features, interactive functions, and cultural depth. The resulting derivative products not only reflect the brand image but also serve a promotional role, significantly enhancing influence.

Content forms the bedrock of a super IP, and its distinctive personality traits are key to progress. In shaping the characteristic IP of Shaoxing, integrating local features is essential. By clarifying "role setting", unique and appealing intangible cultural heritage story IPs can be crafted, thereby enhancing the appeal of intangible cultural heritage and tourism. Such IPs can resonate with contemporary audiences, achieving a "broken circle" effect.

### 6.2 Cultural Tourism IP+ Live Broadcast, Become a Hit

The emergence of short video platforms has provided a novel avenue for the dissemination of intangible cultural heritage (ICH), enabling practitioners and enthusiasts to showcase the unique allure and craftsmanship of ICH through dynamic visual content. This enhances visibility, attracts public attention and engagement. For instance, Kuaishou has collaborated with brands to create an "ICH Jianghu" intellectual property (IP) project, effectively bridging the gap between the public and ICH by leveraging storytelling and cultural events.

Driven by the rapid growth of live broadcasting, numerous tourist destinations are exploring innovative models such as "cultural tourism IP + live broadcast". The key lies in identifying IPs that resonate with local culture and executing thematic planning. Following the success of the TV series "My Altai", Altai emerged as a popular tourism IP. Dong

Yuhui's team capitalized on this IP to present Altai's local customs and characteristics via live broadcasts, incorporating elements like musical instrument demonstrations, ICH inspections, horse shows, and more, thereby promoting both local tourism and merchandise sales while preserving ICH. Shaoxing should develop a distinctive ICH tourism IP and leverage short video and live broadcast platforms to achieve deeper penetration and more efficient transformation of cultural tourism communication effectiveness.

### 6.3 Cross-border Cooperation to Develop IP Derivatives

In recent years, the IP derivatives market has exhibited a remarkable growth trend. Its distinctive cultural attributes and personalized consumer experiences have attracted a substantial following, demonstrating significant consumption potential and commercial value. By leveraging intellectual property rights such as branding and imagery, IPs engage in cross-industry collaborations with sectors including fashion, film and television, technology, education, and others, launching co-branded products or services. This interdisciplinary cooperation expands communication channels, also fosters the development of unique cultural-commercial tourism and performing arts brands, thereby achieving market breakthroughs.

Shaoxing can draw upon the successful experiences of major IPs such as the Forbidden City and Dunhuang by selecting enterprises with significant brand influence for collaboration on joint products. For instance, partnering with leading fashion brands to launch clothing, accessories, tea beverages, household items, and other merchandise. Additionally, collaborating with renowned IPs in film, television, gaming, animation, and music industries to produce films, games, documentaries, and other content based on intangible cultural heritage stories. By aligning with market demands, aim to develop innovative and practical cultural and creative products that embody profound cultural significance and meet contemporary aesthetic and functional standards. Through continuous brand collaborations and promotional efforts, enhance the performance of these products in terms of creative design and cultural attributes, broaden creative concepts and sales channels for intangible cultural heritage IPs and traditional culture, and expand the reach of target markets.

### 6.4 Technology Empowered to Create an Immersive Experience

With the advancement of 3D holography, virtual reality, and other cutting-edge technologies, immersive tourism has emerged as a pivotal force driving the integration of culture and tourism. Immersive projects such as performances and exhibitions are proliferating to cater to the demand for participatory experiences among modern travelers, particularly Generation Z tourists. The application of advanced technology enables visitors to experience various aspects comprehensively, thereby enhancing their emotional engagement and cognitive understanding. Through immersive interactive projects, visitors can delve into specific scenarios, experience temporal and spatial shifts, and connect with ICH tourism resources, thus achieving a profound sense of immersion.

In 2022, Shanghai Disney and SoReal collaborated to launch the "Super Space SoReal VR" project, which integrates modern digital technology with elements from the classic Chinese literary work, *Journey to the West*, offering a diversified and panoramic immersive experience. In 2023, the "Twelve Hours of Chang'an" initiative in Shaanxi Province enables visitors to explore Tang Dynasty culture and television drama narratives through virtual reality and other advanced technologies, facilitating an interactive experience across time and space. Immersive experiences significantly enhance tourists' understanding and appreciation of intangible cultural heritage by engaging their sensory and perceptual systems, including vision, hearing, smell, touch, and taste. Through these immersive encounters, visitors feel as if they are traveling through time, personally experiencing the unique charm and historical depth of ICH projects, leaving a lasting impression. This type of experience enriches the essence of tourism and promotes its high-quality development. By leveraging immersive experiences, the tourism industry can better preserve and promote traditional culture, increase the value of tourism products, attract more tourists seeking profound experiences, and achieve a win-win outcome for both economic and social benefits.

## 7. Conclusion

In the pursuit of fostering the deep integration between intangible cultural heritage (ICH) and the tourism industry, it is imperative to enhance the supply of high-quality products and elevate the market's consumption level. To effectively address developmental challenges and facilitate industrial upgrading, the introduction and application of intellectual property (IP) have become indispensable. With the ongoing innovation in technologies such as the Internet and big data, cultural tourism IP has emerged as a digital bridge connecting ICH with tourism scenarios. Leveraging these cutting-edge technologies, ICH, rich in historical significance, can be seamlessly integrated into tourism experiences, thereby enhancing the appeal and profitability of ICH tourism projects. This approach revitalizes cultural heritage through expanded value and innovative products and infuses it with new vitality. Shaoxing should adopt an IP-centric mindset and market-oriented strategy, focusing on developing a series of nationally influential ICH tourism IP brands. By building a comprehensive IP brand system across multiple dimensions including products, routes, enterprises, and services, Shaoxing can establish itself as a leader in this field. Simultaneously, the government must provide timely policy support and financial assistance, utilizing IP as a catalyst for the high-quality development of Shaoxing's ICH and tourism sectors. Furthermore, it is essential to deepen strategic partnerships with leading domestic cultural tourism enterprises to fully unlock the potential value of cultural IP, thereby promoting the high-quality development of intangible cultural heritage and tourism industries and offering tourists more diverse and unique cultural heritage tourism experiences.

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