Research on the Integration Path and Practice of Intangible Cultural Heritage Visual Symbols with Cultural Tourism from the Perspective of Living Inheritance

Meishan Cheng

School of Art and Design, Wuchang Shouyi University, Wuhan, China

1257921667@qq.com

Abstract: From the perspective of living inheritance, visual symbols of intangible cultural heritage (ICH) have become an important carrier for the integration of culture and tourism. This paper explores the role played by ICH visual symbols in the process of combining culture and tourism and analyzes their positive effects in enhancing cultural identity and promoting local economic development. Through case studies, the paper reveals the forms of ICH visual symbols under different regional and cultural contexts and their impact on tourists' experiences. The study points out that the integration of culture and tourism requires fully exploring the cultural connotations and historical value of ICH visual symbols to stimulate their vitality in modern society and to promote traditional culture. Strategies for optimizing the application of ICH visual symbols in cultural tourism activities are proposed to provide reference for related policy-making and practice.

1. Introduction

1.1. Research Background

In the context of the gradual disappearance of global cultural diversity, intangible cultural heritage (ICH), as an important part of traditional culture, urgently needs effective ways for protection and transmission. In recent years, the protection of ICH has gradually shifted from static preservation to living inheritance, in order to promote its application and development in modern society. At the same time, the integration of culture and tourism has gradually become a new trend in the development of the cultural industry. By combining cultural resources with tourism activities, it is possible to maximize cultural value and enhance economic benefits. As an important form for carrying cultural information, ICH visual symbols have unique artistic beauty and contain rich historical and social value. Today, tourists' demand for cultural experiences is increasing, which also promotes the attention paid to ICH visual symbols. Through the dissemination and application of ICH visual symbols, tourists' cultural identity can be enhanced, tourism experiences improved, and local economic sustainable development promoted. Researching the integration path and practice of ICH visual symbols with cultural tourism from the perspective of living inheritance has significant theoretical meaning and practical value.

1.2. Research Significance

This study, from the perspective of living inheritance, explores specific paths for the integration of ICH visual symbols with cultural tourism. The research has both important theoretical value and significant practical significance. From a theoretical perspective, the study helps to further enrich the academic framework of ICH protection and transmission and deepens the academic understanding of the concept of living inheritance. By analyzing the multiple attributes of ICH visual symbols in depth, it can provide the academic community with new perspectives and research methods. The research can also effectively promote the coordinated development of the cultural industry and tourism, providing empirical support for theoretical research in related fields and promoting a virtuous cycle between culture and economy. From a practical perspective, the research results can provide effective

decision-making support for local governments, cultural institutions, and tourism enterprises, helping these organizations better use ICH resources to design attractive cultural tourism products, achieving both cultural promotion and economic development goals. It can also improve public awareness and participation in ICH. Through specific case analysis, feasible strategies for the living inheritance of ICH visual symbols can be provided, enhancing the vitality of ICH in modern society and ultimately realizing the sustainable transmission and innovation of cultural wealth.

2. Current Application of ICH Visual Symbols in Cultural Tourism from the Perspective of Living Inheritance

2.1. Transformation Principles of ICH Visual Symbols and Characteristics in Cultural Tourism Integration

The transformation principle of ICH visual symbols is mainly reflected in their modernization of cultural expression and diversified application [1]. As an important carrier of traditional culture, visual symbols carry rich historical information and regional characteristics and have the ability to be recreated and disseminated in contemporary society. In the context of cultural tourism integration, the transformation of ICH visual symbols requires in-depth exploration and understanding of their cultural value. By analyzing the form, color, and symbolic meaning of the symbols themselves, their applicability in modern contexts can be clarified. To achieve cultural tourism integration, the application of ICH visual symbols emphasizes interactivity and participation, allowing tourists to communicate with cultural content in various ways, enhancing their cultural experience and identity. In this process, ICH visual symbols show flexibility and adaptability, dynamically adjusting according to different market demands and cultural backgrounds, forming diversified cultural products and attracting a wider audience. Through these characteristics, ICH visual symbols play a unique role in cultural tourism integration, effectively promoting local economic and cultural sustainable development and achieving an organic combination of tradition and modernity.

2.2. Analysis of Application Scenarios

2.2.1. Construction of Cultural Tourism Audience Profile and Aesthetic Preference Tag System

In the study of ICH visual symbols in cultural tourism integration, analyzing the construction of audience profiles and the aesthetic preference tag system is very important. Cultural tourism audiences can be mainly divided into local residents, regional tourists, and cultural enthusiasts [2]. Each group has significant differences in acceptance and preference for ICH visual symbols. Local residents usually have strong cultural identity and prefer visual symbols reflecting local cultural characteristics, mainly through personal experience. Regional tourists focus more on the local characteristics conveyed by the symbols and tend to choose representative cultural elements to enhance the uniqueness of their tourism experience. Cultural enthusiasts have higher requirements for the deeper connotations and artistry of ICH visual symbols and tend to participate in more professional cultural activities.

2.2.2. Immersive Experience Design and Cultural Product Development

Immersive experience design is one of the important methods for applying ICH visual symbols in cultural tourism integration. By guiding tourists to participate with multiple senses, cultural experience and emotional connection can be effectively enhanced [3]. The design concept emphasizes integrating ICH visual symbols into all aspects of scene creation, creating spaces with both cultural atmosphere and interactive characteristics, allowing tourists to truly feel the unique charm of traditional culture in real cultural scenes. With the use of virtual reality, augmented reality, and other technologies, tourists can not only watch ICH performances but also participate in handicraft activities, achieving effective knowledge transmission and emotional resonance through personal involvement. In cultural product development, ICH visual symbols provide rich inspiration for design. By combining traditional elements with modern design ideas, the developed cultural products can retain the cultural connotation of ICH while meeting market demand and commercial value.

2.2.3. Management of Tourists' Cultural Experience Journey and Enhancement of Brand Recognition

Managing tourists' cultural experience journeys is an important step in improving the effect of cultural tourism integration [4]. Through detailed management strategies and systematic experience process design, tourists' understanding and participation in ICH culture can be effectively enhanced. In the journey planning stage, tourists' interests, needs, and aesthetic preferences need to be comprehensively considered, designing cultural experience routes with coherence and layering to ensure that tourists encounter rich ICH visual symbols in different segments. During the experience process, data analysis tools can be used to collect tourists' feedback in real time, adjusting and optimizing experience content to improve satisfaction. The enhancement of brand recognition is built on the basis of deep tourist experience. Through effective dissemination of ICH visual symbols, the uniqueness and recognition of local culture are strengthened, allowing tourists to form positive recognition of the brand during visits. In this process, enterprises can use social media and online and offline activities to enhance the visual expression and emotional resonance of cultural brands, encouraging tourists to share their cultural experiences, creating word-of-mouth promotion and establishing strong brand loyalty.

3. Challenges in the Integration of ICH Visual Symbols with Cultural Tourism from the Perspective of Living Inheritance

3.1. Challenges at the Symbol Operation Level

3.1.1. Homogenization of Symbol Expression and Difficulty in Integrating Regional Characteristics

In the process of integrating ICH visual symbols with cultural tourism, the homogenization of symbol expression has become increasingly prominent, weakening the uniqueness of cultural products and making it difficult to fully display regional characteristics [5]. Fundamentally, many ICH projects, in order to meet market demands during cultural dissemination and commercialization, generally adopt standardized design models and expression methods. This leads to similarity in the presentation of ICH visual symbols and prevents the full display of local cultural uniqueness. Homogenization not only weakens the cultural depth of ICH symbols but also reduces the attractiveness of cultural tourism products in a competitive market. From the perspective of integrating regional characteristics, there are large differences in cultural background, historical inheritance, and presentation forms among ICH visual symbols from different regions. How to effectively combine various elements into attractive cultural products has become a major challenge. Many projects, in the process of integration, simply overlay multiple elements, often leading to cultural fragmentation and lack of overall coherence. This not only affects tourists' cultural experience but also limits the deeper development of ICH visual symbols in cultural tourism integration.

3.1.2. Insufficient Depth in Symbol Connotation Exploration and Experience Transformation

In the practice of integrating ICH visual symbols with cultural tourism, the problem of insufficient depth in exploring symbol connotations and transforming them into experiences has become more prominent. Many ICH projects, in the process of dissemination, often remain at the surface level of visual display, lacking systematic analysis of their deeper cultural value and historical background [6]. This makes it difficult for tourists to gain sufficient cultural understanding during participation. Traditional explanation methods and single forms of display cannot meet the modern tourist's need for rich cultural connotations, making the cultural experience of ICH appear hollow and uninteresting.

3.2. Challenges Brought by the Business Characteristics of Cultural Tourism

3.2.1. Changing Market Demand and Complex Consumption Scenarios

From the perspective of living inheritance, the integration of ICH visual symbols with cultural

tourism is facing dual challenges of changing market demand and complex consumption scenarios [7]. With rapid social and economic development and rising consumption levels, tourists' cultural needs and aesthetic preferences are increasingly diverse. Traditional cultural products are no longer able to fully meet the actual expectations of modern consumers. Modern tourists not only hope to gain physical and mental relaxation and entertainment during travel but also hope to enrich their knowledge and emotional experience through in-depth cultural participation. Effectively understanding tourists' multi-layered demand for ICH culture has become an important problem for cultural tourism enterprises and institutions to solve. The complexity of consumption scenarios poses new challenges for cultural tourism integration. Tourists' psychological state and needs vary at different stages and contexts of travel. This requires enterprises to fully consider the switching and integration of various scenarios when designing cultural experiences, such as online consultation, on-site interaction, and follow-up feedback, in order to achieve seamless and continuous experiences.

3.2.2. Difficulty in Attributing Cultural Value and Quantifying Input-Output

In the process of integrating ICH visual symbols with cultural tourism, attributing cultural value and quantifying input-output faces significant difficulties. The challenge mainly lies in the multidimensional and intangible nature of ICH cultural value. Traditional commercial evaluation methods often fail to fully reflect the cultural and social benefits of ICH projects, as well as tourists' emotional resonance, cultural identity, and the influence on local characteristics. The protection and transmission of ICH are not projects that can achieve obvious returns through short-term investment. The realization of cultural value usually requires long-term accumulation and sustained market cultivation. The difficulty of quantifying input and output is reflected in data collection and analysis. The relevant data lacks systematicity and standardization, and it is difficult to establish an effective evaluation model. The benefits of cultural tourism projects are often reflected in implicit achievements such as tourist satisfaction, repeated consumption and word-of-mouth promotion, which are usually difficult to quantify and monitor. This makes it difficult for investors to accurately assess the long-term sustainability and cultural value of the project.

3.3. Ethical and Cultural Dilemmas

3.3.1. Balancing Cultural Authenticity Protection and Commercial Development

In the integration of ICH visual symbols with cultural tourism, balancing the protection of cultural authenticity and commercial development is a complex and important task. Cultural authenticity refers to the inherent historical value, artistic characteristics, and social significance of ICH, while commercial development aims to increase the economic benefits of cultural projects through market means [8]. When conflicts arise between the two, it often leads to the loss of cultural connotation and the intensification of standardization, damaging the uniqueness of ICH and weakening the cultural identity of local communities.

3.3.2. Risk of Symbol Misuse and Experience Homogenization

In the integration of ICH visual symbols with cultural tourism, the risk of symbol misuse and experience homogenization is increasingly evident. Symbol misuse specifically refers to excessive commercialization and improper use of ICH visual symbols, often leading to the loss of their cultural meaning and historical background. Driven by short-term economic interests, some enterprises simplify ICH elements to sell products with local characteristics without fully respecting their cultural depth and complexity. This cultural fragmentation negatively affects the local society and erodes the artistic and social value of ICH symbols. At the same time, the risk of experience homogenization is increasing. Many cultural products in the market are based on similar ICH visual symbols, making it difficult for tourists to gain unique experiences across different cultural scenes. This affects their recognition and emotional connection with ICH culture. Homogenization reduces the attractiveness of cultural travel and causes cultural fatigue and aesthetic exhaustion for tourists.

4. Optimization Strategies for the Integration of ICH Visual Symbols with Cultural Tourism from the Perspective of Living Inheritance

4.1. Symbol Optimization Paths

4.1.1. Constructing a Unique Symbol System and Managing Cultural Narrative Lines

Constructing a unique symbol system and managing cultural narrative lines is an important path to achieve effective dissemination of ICH visual symbols and integration with cultural tourism [9]. It requires systematically integrating various ICH visual symbols to form a set of symbols with regional characteristics and cultural depth. Core elements of visual symbols can present rich meaning of ICH thereby ensuring its consistency and recognizability in various scenarios. In this process, attention should be paid to the close connection between symbols and local historical background and folk culture, making cultural expression more persuasive and appealing. In managing cultural narrative lines, by constructing a multidimensional story framework, ICH visual symbols can be incorporated into specific cultural narratives to form coherent cultural experience routes. This enhances tourists' sense of participation and guides them to understand the background and value of ICH culture. During implementation, interactive display and storytelling methods should be used, such as participating in handicraft making and traditional festival activities, so that tourists can perceive the charm of culture through practice.

4.1.2. Deepening Symbol Connotation and Integrating with Technology

Exploring the connotations of ICH visual symbols and applying technology is a key strategy to promote cultural tourism integration. To improve the communication effect of ICH symbols, it is necessary to deeply analyze their cultural and artistic value, clarifying historical origin, social function, and aesthetic characteristics. This can be achieved through interdisciplinary collaboration and comprehensive research in art, history, anthropology, and other fields, thus discovering the multiple meanings of ICH symbols in contemporary society. Applying new technology to the display and dissemination of ICH visual symbols can effectively enrich tourists' cultural experience. By using virtual reality (VR) and augmented reality (AR) technologies, the stories behind ICH symbols can be combined with interactive experiences, allowing tourists to better appreciate the charm of traditional culture in immersive environments. Using big data and artificial intelligence to analyze tourist feedback and behavior can accurately adjust and optimize cultural product design, thereby improving tourists' participation and satisfaction [10].

4.2. Strategies to Improve Cultural Tourism Integration

4.2.1. Achieving Full-Scenario Audience Reach and Emotional Interaction

Achieving full-scenario audience reach and conducting emotional interaction is an important strategy to enhance cultural tourism integration. In the dissemination of ICH visual symbols, diversified touchpoints and interaction methods should be selected to ensure coverage of different target groups. Offline activities should be combined with online platforms, using social media, mobile apps, and official websites to improve information accessibility and transmission efficiency, thus reaching tourists of different ages, cultural backgrounds, and consumption habits. In terms of emotional interaction, emphasis should be placed on the emotional connection between tourists and ICH culture. Through immersive experience activities, such as participating in traditional handicraft making and watching ICH performances, tourists' sense of participation and experience can be enhanced. Storytelling about representative cases and displaying the experiences of inheritors can create emotional resonance, allowing tourists to feel the cultural charm of ICH and gain emotional recognition. With modern technologies such as VR and AR, tourists can have more diverse and dynamic interactive experiences, further strengthening emotional connections.

4.2.2. Constructing a Dynamic Brand Operation Strategy Matrix

Constructing a dynamic brand operation strategy matrix is an important strategy to promote the integration of ICH visual symbols with cultural tourism. The strategy matrix should focus on three

core dimensions: brand awareness, brand experience, and brand loyalty. At the brand awareness level, multi-channel communication and public relations activities can be used to improve the recognition of ICH brands, using social media, KOL promotion, and online and offline events to increase public understanding and interest in ICH culture, creating a positive brand image. At the brand experience level, diverse cultural experience activities should be created, including interactive exhibitions, workshops, and festival events, allowing tourists to deeply appreciate the unique charm of ICH culture. Improving the satisfaction and participation of tourists through immersive experience and personalized services, and form a positive emotional connection with the brand. At the level of brand loyalty, the establishment of a membership system and feedback mechanism can encourage tourists to share experiences, form word-of-mouth promotion, regularly reward loyal customers, and maintain their attention and support for the brand.

4.3. Ethical and Cultural Safeguard Measures

4.3.1. Improving the Protection and Activation Mechanism for ICH Culture

Improving the protection and activation mechanism for ICH culture is a key link to promote the integration of ICH visual symbols with cultural tourism. A systematic ICH cultural protection system should be established, including laws, regulations, and policy frameworks. Through legal documents such as the *"Intangible Cultural Heritage Law,"* the scope and implementation procedures of ICH protection can be clarified, increasing social awareness of the importance of ICH culture [11]. Government departments should set up special funds and support policies to encourage the inheritance and innovation of ICH projects, ensuring that cultural inheritors and related organizations receive necessary resources and support. In terms of activation mechanisms, the construction of diverse participants, including social organizations, enterprises, and communities, should be encouraged to form joint efforts, promoting the innovative application of ICH culture. By organizing ICH-themed events, cultural festivals, and handicraft experiences, public participation can be stimulated, enhancing the recognition and influence of ICH culture. Modern technologies such as digital display and online dissemination can expand the channels for spreading ICH culture, making it more easily accepted and appreciated by modern society.

4.3.2. Establishing Brand Uniqueness and Experience Diversity Review Standards

Establishing review standards for brand uniqueness and experience diversity is an important measure to ensure the effective application of ICH visual symbols in cultural tourism integration. Brand uniqueness review should focus on the uniqueness and authenticity of ICH culture. By evaluating ICH projects, it can be ensured that protection and dissemination do not damage cultural connotation. A review mechanism can be established, inviting experts, scholars, and inheritors to participate in regularly reviewing various cultural tourism projects, assessing their respect for cultural traditions and the reasonableness of innovative applications, ensuring that brand image truly and accurately reflects the core value of ICH culture. For experience diversity, relevant standards should encourage research and analysis of the cultural needs of different audience groups. When designing cultural tourism activities, the cultural background and interests of different tourists should be considered. Participatory experiences and interactive displays should be used to ensure that tourists can genuinely feel the charm and value of ICH culture while enjoying cultural experiences.

5. Conclusion

From the perspective of living inheritance, the integration of visual symbols of intangible cultural heritage and tourism industry is a key way of cultural dissemination, and it is also a powerful means to promote local economic and social progress. Through in-depth analysis of the characteristics of intangible visual symbols and their specific applications in the integration of tourism and cultural industries, this article puts forward a number of improvement measures, covering the creation of a unique symbol system, strengthening the application of scientific and technological means, and achieving global audience coverage, in order to cope with the continuous changes in market demand

and the ethical issues involved in cultural protection. It is necessary to build a sound cultural protection and revitalization system, formulate review guidelines on brand uniqueness and experience richness, so as to ensure the vivid continuation of intangible cultural heritage, promote the deep integration of cultural fields and industrial circles, and promote non-heritage visual symbols to show new vitality in contemporary society, and improve the public's awareness and participation in intangible cultural heritage with the help of innovative and diversified development trajectory. Looking forward to the future, only under the premise of scientific deployment and multi-party coordination can achieve the sustainable development of intangible cultural heritage and ensure that these precious cultural resources can be better inherited and carried forward in the context of the new era.

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