

Research on Virtual Tourism Management of Intangible Cultural Heritage in Jiangsu Province

Xuyun You

School of Economics and Management, Beijing Jiaotong University, China

1047654032@qq.com

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Abstract: With the development of the era of science and technology, the virtual reality technology come into people's horizons, virtual tour become a new form of tourism, this article will intangible cultural heritage tourism and the combination of virtual tourism and provide a new angle of view for the protection and inheritance of intangible resources. And the it combined with the research of intangible resources in Jiangsu province at the same time, putting forward four intangible virtual tourism management ideas in Jiangsu province. It provides a new direction for the management of intangible cultural heritage virtual tourism.

1. Introduction

At the beginning of 2018, the merger of the ministry of culture and the tourism bureau shifted the development trend of domestic tourism to the path of integrated cultural and tourism development. Since China joined "The Convention on The Protection of Intangible Cultural Heritage" in 2003, intangible cultural heritage has been appearing in the public view, and the most important one is the value of tourism. There is a natural connection between intangible cultural heritage and tourism ^[1-4].

With the advent of the experience economy era ^[5], people have higher and higher requirements for tourism experience, and the consumer demand turns to diversification, individuation and high participation. Intangible cultural heritage tourism resources have a profound historical accumulation and cultural connotation. Only when tourists participate in them, can they truly get a better understanding of them. At present, the development mode of intangible cultural heritage tourism in China is mainly practical ^[6] cars only. There is a serious phenomenon of "commercialization only" for handicraft intangible cultural heritage and "stage only" for performance intangible cultural heritage, and tourists cannot get in-depth experience ^[7] cars only.

In addition, due to the extensive distribution of intangible cultural heritage, the scarcity of non-genetic inheritors and the influence of some non-genetic inheritors by foreign cultures, the authenticity of intangible cultural heritage is lost ^[8], which has hindered non-mortuary travel. However, with the progress of times and technology, the proposal of virtual reality technology can solve the above problems to a certain extent. Virtual reality can use a variety of sensing devices, objects in the virtual world can be inspected or operated to participate in events. By combining virtual technology with intangible cultural heritage tourism resources, tourists can not only immerse themselves in historical and folk activities, but also make virtual handicrafts, solving the problem of low experience of intangible cultural heritage tourism nowadays.

Chinese scholars' research on intangible cultural heritage tourism focuses on the basic research on the characteristics and value of intangible cultural heritage, as well as the operational research on tourism development, utilization, protection and inheritance cars only after 2010, the research results of adopting spatial analysis method gradually presented by adding spatial perspective cars only and there are only two articles on virtual tourism of intangible culture.

In this paper, Jiangsu province is selected for the study of intangible cultural heritage. On the one hand, it has rich intangible cultural heritage resources and comprehensive types; on the other hand, it

is similar to the distribution of intangible cultural heritage in China due to its wide and uneven distribution of intangible cultural heritage resources. The research results are of certain reference value and provide feasible Suggestions for the management of virtual tourism of intangible cultural heritage.

2. Analysis of Intangible Cultural Heritage Resources in Jiangsu Province

2.1 Analysis of the Quantity of Intangible Cultural Heritage Resources in Jiangsu Province.

According to data statistics, the quantitative distribution of national intangible cultural heritage in different prefecture-level cities in Jiangsu province is shown in table 1. Table 1 shows that the average number of intangible cultural heritage in 13 prefecture-level cities in Jiangsu province is 10 items. Suzhou has the most intangible cultural heritage sites with 33 items, ranking first. Yangzhou 18, as the second tier; Wuxi and Changzhou ranked third with 11 and 12 respectively. Suqian and the least, with 2 ranked last. In order to get a more intuitive understanding of the situation of different prefecture-level cities, the average value of 10 items and the number of intangible cultural heritage of each prefecture-level city are plotted (figure 1). As can be seen from figure 1, the quantity distribution of intangible cultural heritage in most prefecture-level cities differs greatly from the median line, indicating that the overall distribution of intangible cultural heritage in Jiangsu province is unbalanced in terms of quantity. In general, the number of intangible cultural heritage is more in the south and less in the north and less in the west and east, and there is a large gap between the number of intangible cultural heritage cities.

Table 1 Quantitative Distribution of Intangible Cultural Heritage in Each Prefecture-level City of Jiangsu Province 1

City	Suzhou	Wuxi	Changzhou	Zhenjiang	Nantong	Huai'an	Nanjing
Quantity	33	11	12	9	9	4	6
City	Yangzhou	Lian Yungang	Suqian	Xuzhou	Yancheng	Taizhou	
Quantity	18	6	2	9	3	7	

2.2 Analysis of Resource Types of Intangible Cultural Heritage in Jiangsu Province.

Jiangsu province intangible cultural heritage types are complete, but the number of different types. Jiangsu province has complete categories of intangible cultural heritage, but the quantity varies greatly. The first step is traditional skills, accounting for 26.4% of the total. The second tier is traditional art, traditional music and traditional drama, accounting for 16.8%, 12% and 12% respectively. The third tier is folk literature, folk art, folk customs and traditional dance, accounting for 8.8%, 7.2%, 7.2% and 6.4% of the total. Traditional medicine and traditional sports, entertainment and acrobatics are the fourth tier, accounting for only 4% of the total.

From the perspective of prefecture-level cities, Suzhou has the largest number of traditional art projects, with a total of 11 items, ranking the top, while Yancheng, Huai'an, Suqian and Xuzhou, cities in northern Jiangsu, have 0 items, showing obvious spatial differences. In addition, traditional art also presents this phenomenon. The project space of traditional drama and traditional music shows little difference and is relatively balanced. However, there are not many other types of national intangible cultural heritage projects, and most of them are regional clusters. For example, folk literature is mainly concentrated in southern Jiangsu, and traditional dance is mainly concentrated in central Jiangsu. In general, cities south of the Yangtze river, such as Suzhou, Wuxi and Changzhou, have relatively complete types of intangible cultural heritage with dense spatial distribution. However, cities north of the Yangtze river, such as Suqian, Xuzhou and Lian Yungang, have few intangible cultural heritage projects with sparse spatial distribution, as shown in table 2.

Table 2 Distribution of intangible cultural heritage types of prefecture-level cities in Jiangsu province²

Name of prefecture-level city	Folk literature	Traditional music	The traditional drama	quyi	Traditional art	Traditional skills	folk	Traditional sports, entertainment and acrobatics	Traditional dance	Traditional medicine
Suzhou	2	4	3	1	11	11	4	0	0	0
Wuxi	2	1	1	0	3	2	1	0	0	1
Changzhou	1	2	1	1	4	1	1	0	1	0
Nanjing	0	1	0	1	1	5	1	0	3	1
Zhenjiang	2	3	1	0	1	2	0	0	0	0
Yangzhou	0	3	2	4	4	6	0	0	0	1
Taizhou	1	1	1	0	1	1	2	0	0	0
Nantong	0	2	1	0	2	3	0	0	0	1
Yancheng	1	0	1	0	0	0	0	1	1	0
Huai'an	0	2	3	0	0	0	0	0	1	0
Suqian	0	0	1	0	0	0	0	0	1	0
Lian Yungang	2	1	1	0	0	1	0	0	0	0
Xuzhou	0	1	2	1	4	0	0	0	1	0

3. Development and Research of Virtual Tourism of Intangible Cultural Heritage in Jiangsu Province

3.1 Build a Provincial Intangible Cultural Heritage Virtual Museum.

For the characteristics of wide distribution of unbalanced distribution development in Jiangsu province. We can integrate the resources management development in the province, in order to achieve holistic development and protection of the intangible resources, at the same time due to various cities in Jiangsu province tourism development not balanced, south Jiangsu and Nanjing tourism compared to other regions development degree is high, strong appeal. By building provincial intangible cultural heritage virtual museums in the core areas, more tourists can learn about intangible cultural heritage culture in relatively underdeveloped areas, so as to generate some attraction and drive the development of tourism in other cities. Through consideration of various aspects, the author chooses Suzhou as the architectural site of intangible cultural heritage virtual museum. First, it is the first choice for tourists to enter Jiangsu province. Second, its intangible cultural heritage resources are the first echelon in terms of quantity and type, rich. Third, its geographical location is good.

3.2 Build a Network Digital Museum to Realize Remote Publicity.

When choosing a travel destination, tourists often reference is the destination of tourist attractions, folk customs, cuisine, etc., and the lack of understanding of the intangible destination, with reference to Chinese intangible cultural heritage digital museum, the construction of a provincial digital museum, in the province of national, provincial and municipal intangible cultural heritage to conduct a comprehensive collection of data integration, and through the cooperation with various tourism e-commerce platform, put a link in the related tourism product page as part of the publicity. Jiangsu provincial government websites can also place relevant links at the bottom of the page to expand the scope of release. The construction of digital museum needs to pay attention to the comprehensive intangible resources, by combining and can be combined with the introduction of voice, at the same time to ensure that the simplicity of the page, operation convenience, tourists through links into the digital museum, easy to understand intangible, Jiangsu province, so as to produce certain tourism will, prompted the formation of tourism activities, which in turn to a certain extent promote the development of tourism industry in Jiangsu province.

3.3 Combine with Research and Study Tourism to Promote the Inheritance of Intangible Cultural Heritage.

For most of the residents of the province, for their intangible resources have a certain

understanding of the city, but due to various cities of the importance of intangible resources, people often is not practical to intangible activities, only when the festival to watch traditional dance, drama and other types of intangible, in Suzhou Pingtung, polarisation is very serious, the ornamental age young viewer in the majority with tourists, largely as a one-off experience, and gathered in the tourism scenic area at pingkiang road. Elderly people watch more times, mainly in the lane - tang small theater. This phenomenon of polarization has caused a certain destructive impact on the inheritance of intangible cultural heritage.

If intangible cultural heritage virtual tourism is combined with research and study tourism, it can well drive the participation of tourists in this province, and also has considerable benefits for the inheritance of intangible cultural heritage. The virtual museum of intangible cultural heritage can be used as a practice base to carry out research and learning activities, inviting non-genetic inheritors from all over the country to regularly carry out learning lectures, on-site experience and basic courses to attract some parent-child and student tourists. Or we can refer to wuxi yixing practical education base and cooperate with colleges and universities for short-term practical teaching. Let more people at a lower age know about intangible cultural heritage and promote its inheritance.

3.4 Cultivate Compound Non-genetic Inheritors.

A long-term policy in the protection of intangible cultural heritage in China provides policy support, spiritual commendation, identity recognition and financial aid for selecting representative inheritors. However, this policy also makes intangible cultural heritage become institutionalized and standardized, and the inheritors of intangible cultural heritage have different levels due to grading, which is divorced from folk life, and has certain destructive effects on the inheritance and protection of intangible cultural heritage. So, for intangible virtual tourism, in order to guarantee its intangible sense of purity, in choosing to cultivate compound of genetic person first consideration is the skill of the original reality, then carries on the unified training, applying virtual reality technology combining virtual technology and craft itself, used in the development of heritage tourism products, so that Jiangsu intangible get bigger and more widely.

4. Summary

Intangible cultural heritage is the crystallization of human wisdom. However, in the process of global integration, foreign cultures continue to shock, and some regions pay little attention to intangible cultural heritage resources, resulting in challenges to its protection and inheritance. The mangement of virtual reality technology makes intangible cultural heritage virtual tourism possible, which not only protects intangible cultural heritage resources, but also provides more possibilities for its inheritance. Through the construction of the virtual scene and the construction of the remote landscape, tourists can appreciate and understand beyond time and distance, and at the same time, combine with data gloves to achieve deep experience participation. This paper studies the management of virtual tourism of intangible cultural heritage in Jiangsu province, and obtains four kinds of management Suggestions, namely, the establishment of provincial virtual museum of intangible cultural heritage; Build the network digital museum, realize the remote publicity; Combine with research and study tourism to promote the dissemination of intangible cultural heritage; Cultivate complex non-genetic inheritors.

However, it should be pointed out that this study has some limitations. First, virtual reality technology is still in the development stage, and the application of some virtual reality technology needs to be improved. Meanwhile, new technologies are emerging. There's still a lot of room for virtualisation. Second, this paper studies the development of intangible cultural heritage virtual tourism in Jiangsu province. Although its resource distribution is roughly the same as that of the whole country, it does not conform to the situation of intangible cultural heritage resources in each province. For the management of provincial intangible cultural heritage virtual tourism, it is still necessary to study the situation of each region in detail and analyze according to local conditions. The above two points need to be studied and improved.

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