

Research on Intangible Cultural Heritage Tourism Integration Development System Based on Symbiosis Theory

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How to cite this paper: Li, M., & Di, Y. C. (2023). Research on Intangible Cultural Heritage Tourism Integration Development System Based on Symbiosis Theory. *Open Journal of Social Sciences*, 11, 479-493. <https://doi.org/10.4236/jss.2023.1110027>

Received: September 15, 2023

Accepted: October 24, 2023

Published: October 27, 2023

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Open Access

Abstract

Intangible Cultural Heritage (ICH) Cultural Tourism is the contemporary hot spot of integrative development in cultural tourism, in response to the general trend of the integrated development of ICH tourism, taking the integrated development of culture and tourism as an opportunity, and taking the protection of ICH as the goal, exploring the innovative development paths of ICH into mass tourism. Therefore, on the basis of clarifying the connotation and methodology of symbiosis theory through literature search, the current conditions and problems of ICH inheritance and tourism development are grasped through case study and design research. And analyse the tourism subjects from the perspective of symbiosis theory in terms of symbiotic unit, symbiotic mode, symbiotic interface and symbiotic environment, to summarize the conditions applicable to symbiosis and integration of ICH and tourism, propose a high-quality integrative symbiotic development strategy that integrates symbiotic units, optimizes symbiotic modes, links symbiotic interfaces, and improves the symbiotic environment to create “ICH + Tourism” symbiotic development system. Then promote the high-quality integrative and symbiotic development of ICH and tourism. On the premise of protecting and inheriting ICH, create cultural value for tourism. Thereby improving the quality of cultural tourism and achieving mutual benefit and win-win results between ICH and tourism.

Keywords

Component, Formatting, Style, Styling, Insert Symbiosis Theory, Culture-Tourism Integration, Intangible Cultural Heritage, Intangible Cultural Heritage Creative Products

1. Introduction

ICH continues to inject soul into tourism as the accumulation of excellent traditional culture. As a new mass lifestyle, tourism is an important carrier for the inheritance and development of ICH which can effectively stimulate the vitality and vigor of ICH (Ouyang et al., 2021). Relying on its rich cultural connotation and artistic value, ICH has a natural junction point and integrating point with tourism. From intangible cultural resources to event experience, from cultural inheritance to space creation, both complement each other. At the beginning of this year, the Ministry of Culture and Tourism issued a notice, proposing that “under the premise of effective protection, promote the integration of intangible cultural heritage and tourism in a wider range, deeper level and higher level” (The Ministry of Culture and Tourism, 2023). Therefore, this paper intends to explore the symbiotic path of “shaping tourism with culture and manifesting culture with tourism”, embedding the symbiosis theory into the study of the deep integrative development in ICH and tourism. Reasonably explore the advantages of intangible cultural resources, comprehensively release the strong potential of ICH in the integration of culture and tourism, and actively build quality tourism. At the same time, it plays the radiation-driven role of culture and tourism integration, realises the systematic inheritance of ICH, and promotes the innovative and sustainable development of ICH and tourism.

2. Concept and Application of Symbiosis Theory

The term “symbiosis” originated in the field of biology, meaning “different organisms living closely together according to some kind of material connection”, and then gradually penetrated into various fields such as economics and sociological. Symbiosis specifically refers to the interdependent and co-evolutionary combination of symbiotic units based on a specific symbiotic environment and relying on a symbiotic interface. From the point of view of the development goal, symbiosis theory advocates the essential attributes of co-evolution, co-development and co-adaptation, and its core concepts are win-win and co-existence (Sun & Qin, 2012). Among them, the symbiotic unit refers to the basic unit of energy production and conversion in the symbiotic system. The symbiotic mode is the form of combination or interaction between symbiotic units (Hu et al., 2021). The symbiotic environment is the external condition on which the symbiotic relationship depends. As the basis for the development of the symbiotic relationship, the symbiotic interface refers to the media or medium for the transmission of energy, material and information among symbiotic units (Zhang et al., 2013).

By inputting the condition: ((title='Symbiosis Theory' or v_subject='Symbiosis Theory') AND (title='Tourism' or v_subject='Tourism')) in National Knowledge Infrastructure for all journals, there are a total of 296 articles based on the researches in the field of Tourism Symbiosis. Among them, Zhong Jun (2001) initiated the first research on symbiosis theory of tourism in 2001, creatively ela-

borated the basic connotation, characteristics and measures of tourism symbiosis; Lu (2016), Xiong & Qi (2020), and Zhan (2022) mainly combined the actual situation of a specific region to analyze its cultural resources construct a symbiotic mode of culture and tourism integration for the region. With the diversity of integrative development in cultural tourism, He (2007) proposed symbiotic research on the protection and tourism development of world heritage sites; Shao & Liu (2021) and Chai et al. (2022) studied the integrative development in red cultural and tourism based on the symbiotic system. Under the perspective of symbiosis, Zhu & Zhang (2012) and Tan (2011) analyzed the symbiotic relationship in the development of contemporary national cultural tourism based on different modes of cultural symbiosis. Then the search criteria were further refined to ((title='Symbiosis Theory' or v_subject='Symbiosis Theory') AND (title='Tourism' or v_subject='Tourism') AND (title='Intangible Cultural Heritage' or v_subject='Intangible Cultural Heritage')), and there were only three documents. Shi (2023), Shi et al. (2022) and others talked about the integration of ICH and rural tourism to help rural revitalisation. Li and Wang (2022) explored the research on the integration and symbiosis of ICH and tourism with tourist attractions as an example.

It can be seen that the academic researches on tourism symbiotic mechanisms, symbiotic modes, and symbiotic relationships are becoming increasingly rich. The symbiotic relationship between ICH and tourism has been mentioned but less specialised research. Therefore, this paper will analyse the symbiotic unit between ICH cultural resources and tourism resources in the context of culture and tourism integration, establish the symbiotic mode of different subjects in tourism development, study on the system of symbiotic development of ICH and tourism, and explore the symbiotic development concept of reciprocal coexistence of ICH and tourism, to provide a feasible theoretical basis for the high-quality integrative development in ICH and tourism (Figure 1).

3. Research Design

3.1. Method

Through the collection of information on ICH tourism projects as well as ICH cultural and creative products and tourism cultural and creative products. Comparison and discovery of the current phenomenon, problems and causes of formation, through a large number of cases of analysis and comparison to understand the direction and feasibility of the design of the theme of ICH tourism based on the theory of symbiosis. At the same time, we went deep into the ICH scenic spots and made use of the design research methods commonly used in social science research, such as observation method and interview method. Communicate with some local craftsmen, obtain first-hand information through interviews, record visits and research, explore the development status of ICH and tourism integration and existing problems, and then analyse, summarise and sort them out appropriately (Table 1).

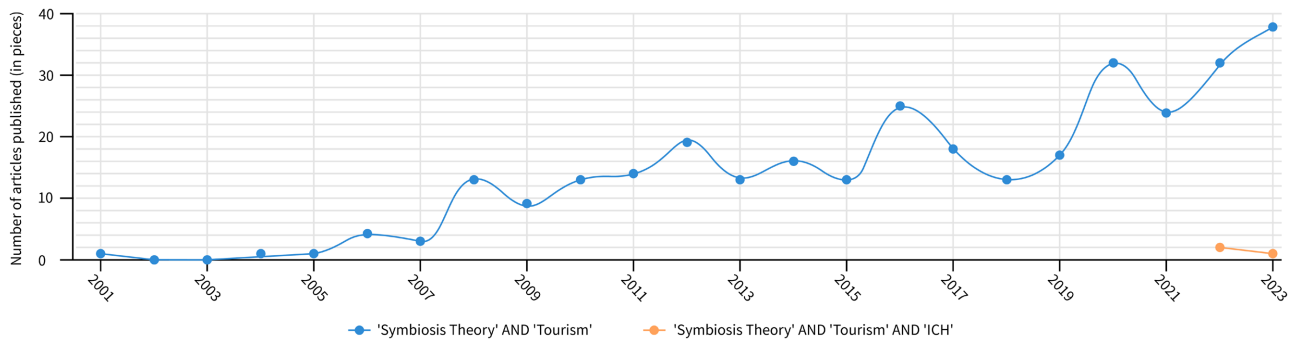


Figure 1. Overall annual trends published.

Table 1. Case study table.

ICH Tourism	Area	Project Title	Characteristics and Problems
Cultural and Creative Products	Nanjing	Qinhuai Lantern Festival	Branding development, dual training at home and abroad. Low utilisation of symbiotic units and lack of innovation.
	Jiangxi Jingdezhen	Ancient Kiln Impression	A wide range of re-fired products and many fine cultural and creative artefacts are on display, making them a popular souvenir for tourists. Featured activities are more homogeneous.
Featured Activities	Yunnan Dali	Torch Festival	Extensive interaction between city and countryside, deep mutual integration of culture and tourism. The symbiotic environment is poor and has not changed for many years.
	Inner Mongolia Ordos	Korean Elephant Hat Dance	Inherit ICH around the local rich tourism resources and cultural connotation. The form is too single and the content monotonous.
Publicity and Promotion	Shanxi	Culture of the Historical Records	In-depth excavation of the connotation of the Historical Records and the use of traditional and modern media integration and convergence of promotional means. Poor synergistic efficacy of various tourism subjects.
Featured Scenic Spots	Hunan	Yuhua ICH Museum	It is a demonstration site of culture and tourism integration, which is the focus of Hunan Provincial Department, and has built a chain system of “production, learning, research and marketing”. Insufficient publicity.

3.2. The Development Status of the Integrative Development in Intangible Cultural Heritage and Tourism

As far as the current situation of protection and inheritance of ICH is concerned, ICH is intangible and is usually inherited between families or masters and disciples, which makes it difficult to pass on. In addition, ICH bearers lack systematic innovative design thinking and brand marketing concepts, which is not conducive to the dissemination and development of ICH (Xiao et al., 2020). At the same time, as the pace of modernization continues to accelerate, many young people are no longer willing to engage in traditional handicrafts or performing arts and other ICH work, resulting in the gradual reduction of the main body of ICH inheritance. Secondly, with the continuous acceleration of

urbanization, traditional villages, temples, theaters and other places for inheriting ICH are gradually disappearing, and the environment for ICH is gradually getting worse. Furthermore, the way of inheriting ICH has gradually become single, which also affects the inheritance of ICH.

At present, the integrative development in ICH and tourism has been given more and more attention, which has aroused great concern from all walks of life. Provinces and cities have successively introduced policies to ensure the high-quality development of cultural and tourism integration, laying a solid foundation for the integrative development in ICH and tourism (Liu, 2022). Driven by demand and policy to promote the double impact, in recent years, clever ideas have emerged frequently across the country, and vivid practices of integrative development in ICH and tourism have been carried out. ICH has been innovatively and dynamically inherited in tourism, tourism has fired out of the circle with the blessing of history and culture, achieving the symbiotic development in “ICH + Tourism”. However, looking at the overall situation, most of the regions of ICH tourism is still in the initial stage of exploration and cultivation, and there is no systematic development mode. The development industry of ICH tourism cultural and creative products still has many shortcomings such as homogeneity, poor quality, and excessive commercialisation.

3.3. The Problems of the Integrative Development in Intangible Cultural Heritage and Tourism

3.3.1. Weak Sense of Symbiosis and Lack of Synergistic Efficacy

At present, the concept of symbiosis between the various subjects of ICH and tourism industry has not yet been fully established, most of them don't fully understand the inherent value creation ability of ICH consumption and fail to break through the flexible boundaries of culture and tourism. There are still traditional concepts such as localism that hinder the intrinsic linkage of symbiotic units and undermine the symbiotic development in culture and tourism. In addition, there is insufficient awareness of nurturing new forms of the integrative development in ICH and tourism. The current symbiotic development is only a simple combination of existing resources, with no deeper organic integration. The internal compatibility of each symbiotic unit is poor, resulting in the synergistic effect of the ICH and tourism industry not being fully utilised.

3.3.2. Homogenization of Symbiotic Units and Insufficient Cultural Creativity

Although there is no lack of fine products of ICH tourism products or cultural and creative products, more of them are sticking to the old handicrafts, only inheritance without innovation, and innovation is insufficient. Not in line with contemporary aesthetics, difficult to integrate into the context of contemporary life, and lack of excavation of their own cultural connotations, resulting in generally low quality ICH tourism products and serious homogenisation of symbiotic units. Secondly, there is a lack of brand and intellectual property rights

awareness. The copyright operation of ICH and its peripheral derivatives are underdeveloped in terms of historical and cultural value, and the added value is relatively low. It is not conducive to the long-term development of cultural tourism integration.

3.3.3. Sluggish Symbiotic Interface and Backward Presentation Form

With the arrival of the experience economy, it is difficult for single-form tourism cultural and creative products to meet the public's demand for novel cultural and tourism experience projects. The current display and dissemination methods of ICH tourism cultural and creative products still remain in traditional ways, with low interactive experience and weak attraction. Visitors receive a relatively limited degree, can only experience the low-level culture, difficult to contact the deeper level of culture behind the product, pulling down the interface efficiency of the symbiotic development in culture and tourism. In addition, through the research found that the brand strength promotion is not strong, and the channel is single, resulting in a greater difficulty in market development. The lack of core competitiveness in brand promotion and product promotion hinders the effective release of tourists' consumption potential.

3.3.4. Unbalanced Symbiotic Environment and Depression Specialty Consumption

However, the current supply of relevant local supportive policies is insufficient, and there are problems such as a lack of talented people and insufficient funds. This leads to an imbalance in the creation of a diverse environment and uneven allocation of factor resources. The unstable symbiotic environment has seriously affected the energy conversion of the ICH symbiotic system, and the uneven distribution of resources among the symbiotic units has led to the lack of characteristic consumption units. Therefore, the government should actively adjust its policies to provide several popular cultural tourism scenes and services that the public loves to see and hear, to continuously meet the cultural consumption needs of tourists.

4. Symbiotic Conditions for the Integrative Development in Intangible Cultural Heritage and Tourism

There exists a close connection of "two-way empowerment" between culture and tourism, culture can enhance the depth of tourism as the core attraction of tourism, and tourism can promote cultural heritage and innovation as the carrier of culture. The symbiosis theory stresses the concept of mutual optimisation and co-evolution, which is a good fit and suitability for the integration of culture and tourism. In terms of symbiotic units, ICH and tourism have cultural homology and regional tourism image consistency, and their resources are complementary. The convenience of spatial connection determines that ICH tourism has the same symbiotic interface. The completeness of facilities and the diversity of tourism activities make ICH tourism have a superior symbiotic environment.

4.1. Sharing of Resources

In terms of symbiotic units, the strong correlation between ICH and tourism determines that there are symbiotic units that can be utilised together. Rich and diverse cultural resources and tourism resources are the basis for the integrative development in ICH and tourism. The natural complementary synergistic properties of ICH and tourism make them uniquely symbiotic in terms of cultural resources, clientele, markets, capital, science and technology, and other resources. These resources provide rich historical heritage and unique cultural connotation for ICH tourism. Therefore, in the process of symbiotic development in ICH and tourism, they should put their respective excellent resources into a larger scope of reintegration and redistribution, and share the resources according to a variety of ways of mutual benefit and reciprocity. ICH and tourism continue to empower both sides and allocate resources in a balanced manner to promote the exchange and linkage of information and energy, so that the symbiotic relationship can be further improved and stabilized.

4.2. Co-Construction of Foundations

For the integrative development in ICH and tourism, the symbiotic units between them have some kind of connection in time or space. And under specific time and space condition, there should be a symbiotic interface between them suitable for the development of ICH and tourism, such as infrastructures, publicity platforms, public services, network systems and other forms of media and channels for information and energy transmission. Therefore, each tourist attraction or tourism enterprise must break regional and individual boundaries in the construction of infrastructure such as transportation and reception service facilities, and join hands to build an integrative infrastructure. So that the ICH and tourism are conveniently connected in space and time, and these complete infrastructures and service systems are conducive to enhancing tourists' satisfaction and tourism experience.

4.3. Co-Creation of Advantages

Before being in the symbiotic mode, there was usually only a small connection between ICH and tourism projects, and each of them mainly focused on their own development. However, the competitiveness of a single tourist attraction or tourism enterprise is limited after all. Therefore, based on the symbiotic mode, ICH and tourism both focus on the common point of development, each of their symbiotic units contributes their core competitiveness for the integration of advantages, which will enhance the overall competitive advantage when co-creating. To promote the in-depth integrative development of ICH and tourism, and jointly construct a harmonious and unified development system, which will not only enable tourism to have a greater sense of historical importance and cultural impact, but also effectively realise the artistic and conservation value of ICH.

4.4. Coexistence of Environments

As far as the existence of symbiotic units and the establishment of symbiotic modes are concerned, a certain symbiotic environment is indispensable, so the symbiotic environment must play a positive role in the whole symbiotic development system, and have a beneficial internal and external environment (Xiong & Qi, 2020). For instance, powerful policies, robust facilities, comfortable sightseeing scenarios and a synergistic organisational environment, among other things. The government actively supports and formulates relevant policies and plans to improve the protection and inheritance of ICH. At the same time, the government should increase investment, mobilize the active participation of all social entities, and constantly change and adjust the symbiotic environment. A superior tourism symbiotic environment will help promote the integrative development in ICH and tourism, improve efficiency and enhance its competitiveness, thereby forming a mutually perfect, common development, mutually beneficial cultural-tourism symbiotic system.

From the above analysis, it can be seen that in the integrative development of culture and tourism, the symbiosis of all symbiotic subjects are in the optimal type of symbiosis, and the conditions of symbiosis are sufficient, and the application of symbiosis theory to the field of integration of ICH and tourism is feasible (Tang et al., 2019).

5. Construction of a Symbiotic System for the Integrative Development in Intangible Cultural Heritage and Tourism

Symbiotic system is the basic attribute of the existence of symbiotic relationship, which refers to the set of symbiotic relationship constituted by symbiotic units according to a certain symbiotic mode. Aiming at the current situation and existing problems of the integrative development in ICH and tourism, based on the generation of symbiotic energy, the following solutions are proposed: to build a symbiotic development system with inherent stability of ICH tourism by integrating symbiotic units, optimising the symbiotic modes as well as linking the symbiotic interfaces, and improving the symbiotic environments, so as to promote the integrative development in ICH and tourism.

5.1. Integrate the Symbiotic Units to Create High-Quality Cultural and Creative Brands

Symbiotic units are the key elements in the composition and transmission of symbiotic energy, and symbiotic units can constitute symbiotic relationships only if they have some kind of intrinsic connection, which is manifested in the compatibility of qualitative parameters reflecting the internal nature of symbiotic units. Generally speaking, the closer the combination between the symbiotic units, the more stable the symbiotic relationships will be.

In the process of integrative development in ICH and tourism, there is a symbiotic entity with industry as the core, ICH resources as the basis, and tourism

area as the platform. To effectively enhance the diversity of symbiotic unit combinations, build the highlights of the integrative development in ICH and tourism, and continuously empower the symbiotic development ecosystem of ICH and tourism. Therefore, all cooperating entities should fully explore and integrate the characteristic cultural resources of each tourism area according to local conditions, diversely integrate the tourism industry with the protection and inheritance of ICH, the creation of handicrafts, and the promotion of folk activities. Creatively transform the spiritual connotation, artistic symbolic meaning and artistic form contained in ICH to form innovative design ideas for ICH tourism products. It is committed to designing high-quality ICH tourism cultural and creative products with characteristics, depth and regional iconic cultural symbols, creating ICH tourism cultural and creative brands in various forms and with rich cultural values. Then overcome the current low level of cultural and tourism products, poor quality and other problems, to fully meet the flexible and diverse consumer demand of tourists, and constantly improve the quality of tourism services. Based on developing cultural and creative products, attention should also be paid to expanding the application scenarios of the products, and further creating a unique regional style of ICH and tourism brand. As an illustration, the ancient fishing town of Dongsha, Zhejiang, builds an ecological network of ICH through specialization of thematic activities, integration of ICH stores, and branding of ICH joint exhibitions. It effectively makes use of the branding effect of cultural and creative products with a high cultural added value, enhances the cultural influence of ICH in the town, and shapes the degree of identification of the Dongsha Ancient Fishing Town of Zhejiang, where ancient shops with the imprints of the old trade names can be seen everywhere in the antiquated alleyways, and the atmosphere of the sea is pervading everywhere.

5.2. Optimize the Symbiotic Modes and Focus on Personalized Tourism Experience

Symbiotic modes are diverse and evolutionary, and any kind of symbiotic relationship is the result of the joint action of behavioural and organisational patterns, reflecting the changes in the degree of symbiosis at different stages. However, with the improvement of people's material living standards, especially the arrival of the experience economy era, the public value orientation has changed, and the behavioral psychology of tourists will be from the "survival" stage into the "enjoyment" stage, and even across to the "creation" stage. Traditional cultural products or tourism products can no longer meet the growing cultural consumption needs of tourists, and tourists are no longer limited to a single tourist travel mode. Compared with passive acceptance of travel arrangements, more and more tourists pay more attention to the experience provided by different tourism projects, and are more eager to actively participate in the whole process of the tourism experience. Therefore, it is particularly important to closely exchange information and interact with elements among symbiotic units,

create an integrated and mutually beneficial symbiotic mode, focus on improving and upgrading cultural experiences and tourism projects, and provide deeper, personalised and interesting immersive cultural experience tourism in the era of experience economy.

In the development process of cultural tourism, only by allowing the public to experience, understand, appreciate and enjoy ICH at close range, the ICH will really be better inherited and sustainable development (Qu & Yi, 2021). On the one hand, increases tourists' in-depth participation in DIY projects to experience handicrafts. An ICH exhibition hall, an ICH experience base, and an ICH study base will be added. A permanent platform will be specially built to provide exhibition and display services for ICH handicraft activities and innovative products, and enhance special functions such as interactive demonstrations. On the other hand, relying on new technologies such as Metaverse's digital twins, blockchain, scene reproduction, virtual reality (VR), and augmented reality (AR), ICH can be integrated into the meta-universe scene, strengthen the digital display, and successively launch a number of rich, efficient, focused immersive ICH tourism interactive experience activities to make intangible culture "alive" (Liu & Jiao, 2022). Through the realistic visual effects, simulated auditory and tactile effects to feel the restored ICH content, the tourists' previous passive horse-riding excursion is transformed into a spontaneous and highly participatory experience, so as to strengthen the tourists' sense of participation and identity in the ICH, so that every tourist can leave a wonderful tourism experience. By way of example, the ICH project experience hall and exhibition area set up in the Shuiyukou Shentan Grand Canyon Scenic Area. It includes the display of ICH tourism products, intangible cultural heritage research services, and teaching of ICH handicrafts, which integrates exhibition, production, research, study and sale. Visitors can zero-distance experience of traditional earth cloth textile technology, grass weaving production, cloth tiger embroidery technology and other embroidery and other exquisite production techniques here, greatly enhancing the overall participation of tourists.

5.3. Link the Symbiotic Interfaces to Develop Multi-Dimensional Cloud Channels

Under the specified space-time, there should exist some definite symbiotic interfaces between symbiotic units, which is the platform for the existence and development of symbiotic relationships. The symbiotic interface is endogenous, which is determined by the nature of the symbiotic units, while factors other than the symbiotic units, such as the symbiotic environments, may also influence or give rise to other exogenous symbiotic interfaces. The choice of symbiotic interface type not only determines the quantity and quality of symbiotic units, but also has a direct relationship with the production and circulation mechanism of symbiotic energy, and symbiotic interfaces with flexible and convenient linkage media and communication platforms are more conducive to the stimulation of symbiotic energy. The symbiotic interface for the integrative de-

velopment in ICH and tourism is multiple and complex, including various original symbiotic interfaces generated by natural factors or inherited from history; it also includes the creative symbiotic interfaces developed by human beings that are conducive to the formation of symbiotic relationship. Therefore, to promote the upgrading of the symbiotic development system of ICH and tourism, the focus should be on the innovation of the symbiotic interface, and emphasis should be placed on upgrading online and offline communication platforms and product sales platforms. Accelerate the multi-dimensional linkage of the symbiotic interface of culture and tourism integration, promote the smooth exchange of information and energy between the symbiotic units, to make ICH can “go out of the circle” through multi-channels on the online cloud.

According to the characteristics of scenic spots around the world, digging out the excellent national cultural connotations that have deeper underpinnings. Integrate advantageous tourism projects and create special tourism routes to achieve differentiation of tourism projects and services in scenic spots around the world, so that the majority of tourists can enjoy the unique charm and contemporary elegance of the splendid and diverse traditional intangible cultural treasures. In terms of publicity, build online and offline platforms to increase tourists' knowledge of the destination and tourism products by carrying out exhibitions, tourism festivals and other activities. Optimise the presentation method and make use of social networking sites such as WeChat, Weibo and RenRen to carry out extensive promotion, improve the dissemination effect and expand the popularity. For instance, Jinan has repeatedly carried out the Shandong Arts and Crafts Fair, where more than 10,000 ICH artefacts were gathered together, demonstrating the rich cultural connotation and high artistic attainments. At the same time, various parties have made efforts, combined with the advantages of “Internet+”, to actively establish their own new media promotion platform and share online sales channels. Organize online activities such as the “ICH Shopping Festival” and “ICH New Year's Fair” to directly display traditional skills in the form of selling ICH crafts. Thousands of classic ICH craft brands have used company websites and product online marketing platforms to build effective product online promotion platform systems, which have enhanced the visibility of the local tourism industry and promoted the revitalization and return of traditional ICH crafts.

5.4. Improve the Symbiotic Environment and Build a Three-Dimensional Tourism Space

For the symbiosis of culture and tourism, natural, political, economic, cultural and technological elements together constitute the symbiotic environment for the integration of culture and tourism. In a scientifically sound symbiotic ecosystem, the symbiotic environment must contribute positively to the symbiotic relationships and the symbiotic modes. Decision-makers guide mutually beneficial symbiosis rather than parasitism in which one party benefits and the other

party suffers, which requires a comprehensive analysis of the dynamic mechanism of symbiotic development in ICH and tourism based on symbiotic energy circulation and symbiotic interface identification. At the same time, the multiple symbiotic development environment created through the collaboration of all relevant stakeholders plays an important role in enhancing the capacity and inclusiveness of the symbiotic system, thus realising the two-way reasonable capacity increase of the density and dimension of the symbiotic units. As far as the ecosystem of symbiotic development in ICH and tourism is concerned, improving the symbiotic environment, deepening the concept of compatibility of interests, and expanding a multi-dimensional collaboration space is conducive to building a symbiotic development system of intangible cultural tourism with inherent stability. On the premise of protecting resources and rationally developing them, a development mode of multi-stakeholder cooperation should be established through local government guidance, tourism operations and mass participation. Collaboratively improve the symbiotic environment, closely focus on the main line of “suitable for business, suitable for living, suitable for entertainment, and suitable for traveling” throughout the region, and build a tourism space that is “scenery everywhere and suitable for traveling at any time”.

The local government should build a unified and shared structural system based on the symbiotic relationship among ICH and tourism and the current status of symbiotic construction. Actively provide policy guarantees, pay attention to the allocation of resources, continuously optimize policies enhance their service awareness, and activate folk customs. At the same time, the government should pay attention to various cultural and tourism entities such as handicraft workshops, traditional villages, cultural neighborhoods, and community people, and actively carry out cross-sector collaboration. On the basis of enriching the cultural connotation of scenic spots, it has created ICH workshops, non-heritage places of learning, and strung together iconic and characteristic cultural facilities to create characteristic towns and net red hit points, so that ICH culture can be further integrated into tourist attractions, resorts, leisure neighbourhoods, key villages and towns of rural tourism, red tourism classic scenic spots and other tourist spaces. It can not only output the artistic value of traditional ICH culture to tourists in a complete way, but also enhance the cultural heritage of tourism in various regions, and help tourists to obtain a deeper perception beyond the audio-visual (Zuo, 2020). Such as the following, Hubei Zhijiang Cloth Shoe ICH Workshop has a clear division of labor between the government and various cultural and tourism entities, and the collaborative development of each region has been achieved. When creating a unique immersive tourist attraction, the authenticity of ICH is maintained. Pay attention to the harmony and unity of ICH scenes and tourist spaces. The place has developed a number of tourism projects such as the highly participatory “Zhijiang Nicangzi” real-life intangible cultural heritage, which has attracted many tourists to stop and watch and participate in the experience.

6. Conclusion

The in-depth development and collaborative innovation of the integration of ICH and tourism are not only the general trend of market allocation of tourism resources, but also an inevitable requirement to promote the protection and inheritance of excellent traditional culture and activate the potential of cultural and tourism resources. In the context of the integrative development in culture and tourism, based on the symbiosis theory, the capabilities of the symbiotic unit are improved, and the focus is on exploring the cultural connotation of traditional ICH. Emphasize the importance of a symbiotic mode that is vertically and horizontally coherent and full of interaction, and strengthen the in-depth experience conveyed by tourism. Build online and offline platforms and expand multi-dimensional symbiotic interfaces. Deeply reflect the humanistic spirit and local characteristics of the location where traditional ICH is located, and optimize the symbiotic development environment of ICH and tourism. In the process of protecting and inheriting ICH, the symbiotic evolution and sustainable development of the ICH tourism industry will be achieved. ICH promotes the high-quality development of tourism, and tourism supports the two-way empowerment of the living inheritance of ICH. Tourism provides application scenarios for ICH and points out the direction for its activation and utilization. At the same time, ICH gives the tourism industry rich cultural connotations, provides tourists with a deeper cultural tourism experience, and better meets the growing spiritual and cultural needs of the public.

Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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