

Research on the Path of Integrating Literary Creation with Tourism Product Development Based on the Inheritance of Intangible Cultural Heritage

Wenjing Li*

Ningxia Vocational College of Finance and Economics, Yinchuan 750011, Ningxia, China

**Author to whom correspondence should be addressed.*

Copyright: © 2025 Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0), permitting distribution and reproduction in any medium, provided the original work is cited.

Abstract: This paper focuses on integrating literary creation with tourism product development against the background of the inheritance of intangible cultural heritage. It analyzes the significance, current situation, and problems this integration faces. It deeply explores specific paths for integration from multiple aspects, such as digging into the cultural connotations of intangible cultural heritage, innovating forms of literary creation, creating diversified tourism products, strengthening cooperation and coordination, and expanding communication channels. The aim is to provide useful references for promoting the inheritance of intangible cultural heritage, enriching the cultural connotations of tourism products, and facilitating the high-quality development of the cultural tourism industry.

Keywords: Intangible cultural heritage; Literary creation; Tourism product development; Integration path

Online publication: April 28, 2025

1. Introduction

Intangible cultural heritage bears rich historical and cultural memories and regional characteristics and is a gem of human civilization. With the vigorous development of the tourism industry, how to better integrate intangible cultural heritage into tourism product development has become a focus in the field of cultural and tourism integration^[1]. Literary creation, as a cultural expression form with great appeal and communicative power, can build a bridge between intangible cultural heritage and tourism products, enabling a deep integration of the two. This helps with the inheritance and dissemination of intangible cultural heritage and enhances the cultural quality and attractiveness of tourism products. This paper aims to conduct in-depth research on the effective paths for integrating literary creation with tourism product development based on the inheritance of intangible cultural heritage to contribute to the coordinated development of the cultural tourism industry^[2].

2. Significance of integrating literary creation with tourism product development under the background of intangible cultural heritage inheritance

2.1. Assisting in the inheritance and dissemination of intangible cultural heritage

Literary creation can vividly display the historical origins, technical characteristics, and cultural connotations behind intangible cultural heritage through various forms such as stories, poems, and prose. For example, many works by Mr. Feng Jicai present the intangible cultural heritage elements of folk culture in Tianjin, making more people aware of and interested in these intangible cultural heritages. This expands the audience group of intangible cultural heritage, breaks the limitations of region and time in traditional inheritance, and enables it to be inherited and disseminated in a wider range.

2.2. Enriching the cultural connotations of tourism products

Traditional tourism products often focus on natural scenery or simple entertainment projects. After integrating elements of literary creation and combining them with intangible cultural heritage, tourism products can be infused with profound cultural deposits ^[3]. For instance, the tourism development of Phoenix Ancient City in western Hunan, relying on “Border Town” (written by Shen Congwen), makes the local folk customs and the love story of Cuicui in the book complement the local intangible cultural heritage of folk customs. Tourists can not only enjoy the beautiful scenery during the tour but also experience a unique cultural charm, enhancing the depth and quality of the tourism experience.

2.3. Promoting the coordinated development of the cultural tourism industry

The reading and aesthetic value of literary works will make readers, who are the main body of reading reception in the process of literary dissemination, “generate emotions from the text” and be inspired to have the impulse to travel to the places where the literary scenes are located ^[4]. Intangible cultural heritage plays an indispensable role in the field of literature and art ^[5]. Therefore, the integration of literary creation and intangible cultural heritage is conducive to integrating the resources of culture and tourism. It also protects and promotes the virtuous cycle of the entire cultural tourism industry chain, driving the prosperity and development of the local economy, culture and other aspects. While the cultural influence brought by literary creation attracts tourists, the consumption of intangible cultural heritage tourism products by tourists can, in turn, feed back to literary creation and intangible cultural heritage.

3. Current situation and problems of the integration of literary creation and tourism product development

3.1. Lack of awareness of integration

Some cultural tourism departments, tourism enterprises, and literary creators in certain regions lack the awareness of active integration and have not fully realized the important value of literary creation for the inheritance of intangible cultural heritage and tourism product development ^[6]. In the process of planning and developing tourism products, they fail to deeply tap into intangible cultural heritage resources and package and promote them through appropriate literary creation. As a result, many high-quality intangible cultural heritages remain hidden and tourism products lack unique cultural charm.

3.2. Lack of in-depth exploration

In some existing attempts at integration, the exploration of the cultural connotations of intangible cultural heritage is often superficial. Literary creation only briefly mentions the names or forms of intangible cultural heritage without truly integrating the spirit and the inheritance context of the skills contained in intangible cultural heritage. Tourism product development also mostly stays at the primary stage of displaying intangible cultural heritage objects and performing traditional skills, failing to enable tourists to deeply appreciate the essence of intangible cultural heritage and making it difficult to form lasting attractiveness.

3.3. Imperfect cooperative mechanism

There is a lack of effective communication and cooperation mechanisms among literary creators, intangible cultural heritage inheritors, and tourism developers. Creators are unaware of the needs of the tourism market and the key points of intangible cultural heritage inheritance. Intangible cultural heritage inheritors have difficulty transforming their skills into content that meets the requirements of tourism products. Tourism developers do not know how to use the power of literature to improve product quality. With each party acting independently, it is difficult to achieve high-quality integration.

3.4. Limited communication channels

Although there are some literary works involving intangible cultural heritage and related to tourism products, there are limitations in communication. There is no systematic and multi-channel promotion model. Relying solely on traditional publishing and distribution or a small amount of publicity within scenic areas, it is difficult to reach a wider audience. As a result, the integrated tourism products have low awareness and insufficient market influence.

4. Paths for integrating literary creation with tourism product development based on the inheritance of intangible cultural heritage

4.1. Dig deep into the cultural connotations of intangible cultural heritage to provide materials for literary creation

4.1.1. Conduct a comprehensive survey and research on intangible cultural heritage

Organize professional personnel to conduct a comprehensive and meticulous census of local intangible cultural heritage resources, and gain an in-depth understanding of the origin, development, technical characteristics, cultural implications and other aspects of each item of intangible cultural heritage. Through the documentary descriptions and re-creations of various intangible cultures, incorporate them into the scope of literary expression ^[7]. For example, for the intangible cultural heritage project of traditional embroidery techniques, it is necessary to sort out the evolution of embroidery stitches, the symbolic meaning of patterns, and the differences in regional styles, providing a detailed and accurate material base for literary creation.

4.1.2. Extract the core elements of intangible cultural heritage

Extract representative and appealing core elements such as mythological legends, classic stories, and iconic symbols from the complex information of intangible cultural heritage ^[8]. Taking paper-cutting, the intangible cultural heritage, as an example, the legend stories behind the paper-cutting patterns related to folk festivals and carrying good wishes can be selected, and integrate them into literary creation to create attractive stories, poems, etc., which

makes it easier for tourists to understand and remember the paper-cutting intangible cultural heritage project.

4.2. Innovate forms of literary creation to fit the characteristics of tourism products

4.2.1. Develop thematic literary works

Create novels, scripts, and other long-form works centered around the theme of intangible cultural heritage, setting up fascinating plots and vivid character images to make them highly readable and watchable. For example, create a historical novel with the background of the ceramic firing techniques in Jingdezhen, telling the inheritance stories of several generations of ceramic craftsmen and their emotional entanglements with porcelain. This can not only show the charm of ceramic firing techniques but also attract tourists to explore related tourism products in depth.

4.2.2. Create interactive literary content

Combined with modern technology, interactive literary experiences are created by utilizing technologies such as virtual reality (VR) and augmented reality (AR), along with a new model of “literary animation works + tourism,” which brings brand-new experiences to consumers ^[9]. For example, when tourists visit the intangible cultural heritage site of the ancient stage, they can read an interactive novel adapted from local opera stories by scanning the QR code with their mobile phones. Readers can choose the plot direction as if they were in the opera story themselves, enhancing tourists’ sense of participation and experience, and making literary creation better serve tourism products.

4.3. Create diversified tourism products and integrate elements of literary creation

4.3.1. Develop tourism products of cultural experience

Based on the intangible cultural heritage scenes depicted in literary works, immersive experiences of tourism projects are created by breaking through the traditional “viewing mode” ^[10]. For example, according to the display of intangible cultural heritage elements such as traditional clothing, diet, and etiquette in “A Dream of Red Mansions,” create a “Dreaming Back to the Red Mansions” experience tour in relevant scenic areas. Let tourists personally participate in making Red Mansions-style food, trying on traditional clothing, and learning ancient etiquette. Through such experiential tourism products, deeply integrate literature, intangible cultural heritage, and tourism.

4.3.2. Design literary theme-based tourism routes

Design theme-based tourism routes with the regions mentioned in the works of famous writers that involve intangible cultural heritage. For example, the “Lu Xun’s Hometown Intangible Cultural Heritage Tour” route connects scenic spots related to Lu Xun’s works such as Baicao Garden and Sanwei Bookstore, as well as local intangible cultural heritage projects such as yellow rice wine brewing and Yue opera in Shaoxing. Tourists can follow the route to trace the footsteps of the literary master and experience the rich charm of intangible cultural heritage, enriching the diversity of tourism products.

4.4. Strengthen cooperation and coordination to gather the joint force for integrated development

4.4.1. Build a cooperation platform

Government departments and industry associations should take the lead in building an exchange and cooperation

platform among literary creators, intangible cultural heritage inheritors, and tourism developers, and regularly hold seminars, project matchmaking meetings, and other activities. Through these platforms, all parties can share resources, exchange ideas, and jointly discuss how to better integrate literary creation with the development of intangible cultural heritage tourism products and promote the implementation of cooperation projects.

4.4.2. Cultivate cross-disciplinary talents

Universities and vocational colleges should set up relevant majors or courses to cultivate cross-disciplinary talents who understand literary creation, are familiar with intangible cultural heritage, and master the knowledge of tourism product development. For example, set up a compound major of “Intangible Cultural Heritage, Literature and Tourism,” build an art gallery, and take “passing on” as a way of “inheriting” to establish clubs with the characteristics of intangible cultural heritage ^[11]. Through theoretical learning and practical training, students can acquire the ability to integrate multiple resources for integrated development and continuously supply professional talents for the industry.

4.5. Expand communication channels to enhance the influence of integrated products

4.5.1. Utilize new media platforms

Take advantage of new media platforms such as WeChat official accounts, Douyin, and Xiaohongshu to release fragments of literary works related to intangible cultural heritage, introductions to tourism products in video form, and tourists’ experience sharing. Attract netizens’ attention through exquisite pictures and texts, interesting short videos, etc., and create internet-famous intangible cultural heritage tourism products ^[12]. For example, Douyin influencers can show the production process of handicrafts adapted from folk legend literary creations, attracting a large number of fans’ attention and thus increasing the popularity of related tourism products.

4.5.2. Carry out cultural festival activities

Hold cultural festival activities with the theme of intangible cultural heritage and integrating literary elements, such as the “Intangible Cultural Heritage and Literature Festival.” During the activities, hold literary work recitation meetings, intangible cultural heritage skill competitions, and the release of tourism routes of intangible cultural heritage theme based on literary works ^[13]. Invite the media to participate in the reporting to expand the influence of the activities, attract more tourists to participate, and spread the integrated tourism products in a wider range.

5. Conclusion

Culture is the soul of tourism, while tourism is the carrier of culture ^[14]. The creation of tourism literature has also promoted the prosperous development of the tourism industry to some extent ^[15]. Under the background of the inheritance of intangible cultural heritage, the integration of literary creation and tourism product development is of great significance and has broad prospects. The integration of culture and tourism can be effectively promoted through paths such as deeply digging into the cultural connotations of intangible cultural heritage, innovating forms of literary creation, creating diversified tourism products, strengthening cooperation and coordination, and expanding communication channels. It achieves a win-win situation for the inheritance of intangible cultural heritage and the development of tourism products, injects new vitality into the high-quality development of the cultural tourism industry, and enables intangible cultural heritage to shine more brightly in the new era with the

help of literature creation and tourism.

Disclosure statement

The author declares no conflict of interest.

References

- [1] Guo Y, 2024, Research on the Integration of Culture and Tourism to Promote the Creative Transformation and Innovative Development of Intangible Cultural Heritage. *Dahe Art Newspaper*, November 29.
- [2] Wang S, 2024, Regional Culture Empowers the Development of Tourism Products. *Cultural Industry*, 2024(24): 121–123.
- [3] Chen L, 2006, The Protection of Intangible Cultural Heritage from the Perspective of Folk Traditional Entertainment Culture. *Guizhou Ethnic Studies*, 26(3): 105–110.
- [4] Sun K, 2023, A Study on Guilin's Literary Tourism Resources in Liang Yusheng's "The Sword of Guangling," thesis, Guangxi Normal University.
- [5] Wei L, 2023, The Inheritance and Development of Literature and Art from the Perspective of Intangible Cultural Heritage. *Literature and Art Weekly*, 2023(21): 52–54.
- [6] Yang Y, Liu L, Tang Q, 2018, Research on the Development of Jia Pingwa's Literary Tourism from the Perspective of Experience Economy. *Liaoning Agricultural Sciences*, 2018(1): 20–23.
- [7] Liu Y, Xie C, 2020, A New Theory on the Creation of Tourism Literature Based on the Expansion of the Tourism Market. *Northern Economy and Trade*, 2020(12): 153–154.
- [8] Lu P, 2024, Innovative Paths for the Application of Folk Arts in Shandong Province in the Development of Tourism Products. *Love Art*, 2024(3): 122–125.
- [9] Shi H, 2022, Research on the Development and Design Paths of Xiamen's Cultural Tourism Animation Products. *Journal of Jimei University (Philosophy and Social Sciences Edition)*, 25(6): 87–92.
- [10] Liu L, Jiu Z, 2024, Development Paths for Immersive Tourism Experience Products of Intangible Cultural Heritage. *Cooperative Economy & Science*, 2024(14): 64–66.
- [11] Zhou S, 2014, On the Inheritance and Development of Local Intangible Cultural Heritage in Colleges and Universities. *Northern Music*, 2014(9): 11–19.
- [12] Tan H, Tan C, 2020, "Animation Creation Project": A New Path for the Protection and Inheritance of Folk Stories. *Journal of Original Ecological Ethnic Culture*, 12(6): 138–144.
- [13] Zhang W, 2015, Research on the Tourism Development Modes of Intangible Cultural Heritage. *Frontier Economy and Culture*, 2015(6): 34–37.
- [14] Xu Q, 2022, Research on the Paths and Modes of the Development of Cultural Tourism Products. *Tourism & Photography*, 2022(14): 72–74.
- [15] Li T, 2019, Tourism Literature and Its Application in Tourism Development. *Marketing*, 2019(35): 91–92.

Publisher's note

Bio-Byword Scientific Publishing remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.