

# ***Research on the integrated development of intangible cultural heritage and tourism under the background of rural revitalization Strategy—A case study of rural non-cultural heritage in Lu'an City, Anhui Province***

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**Abstract:** With the progress of The Times and the development of economy, the traditional rural form is also undergoing great changes. A series of rural problems, such as the "hollowing out" of traditional villages, the difficulty of protecting intangible cultural heritage, and the destruction of ecological environment, restrict the development of rural economy and the inheritance of intangible cultural heritage. Culture is the soft power of a region, and vigorously developing the cultural industry is also an important step we need to complete. Now more and more people pay attention to intangible cultural heritage, but it may only be limited to understanding the term intangible cultural heritage, the difference between intangible cultural heritage and material cultural heritage, and what aspects of intangible cultural heritage are still the knowledge blind spot of most people. This requires local governments to strengthen the promotion and protection of intangible cultural heritage. In the context of rural revitalization, most tourists have a deep curiosity and love for the intangible cultural heritage of the destination, and they hope to express their feelings for historical and cultural heritage through different ways and means. In recent years, Lu 'an has made gratifying achievements in the protection of "intangible cultural heritage". In 2016, the Archives Bureau of Lu 'an City also proposed that the collection of intangible cultural heritage archives should be an important part of the collection of archives, and the archive work should be involved in the protection of "intangible cultural heritage", transforming the intangible "intangible cultural heritage" into tangible "intangible cultural heritage", and the archives will leave more "intangible cultural heritage" resources for future generations.

## **1. Foreword**

In recent years, affected by the epidemic, more people have a longing for the relaxation brought by tourism. After the epidemic is released, the development of tourism continues to show a growth trend. With the shift from mass tourism to personalized tourism, rural tourism with rural destinations is becoming more and more popular. In the development of rural tourism, on the basis of continuous exploration of rural culture, it is to integrate "intangible cultural heritage" into tourism development,

activate the cultural elements of rural tourism, and integrate "intangible cultural heritage" into the purpose of doing so, so that rural construction is booming, and the employment rate in rural areas is improved. At the same time, more people will pay attention to local economic development and contribute to the revitalization of the whole countryside.

## **2. Rural tourism cultural industry and "intangible cultural heritage" cultural protection and development texture**

In the journey of leap-forward development, Anhui, which has a profound cultural heritage, regards the cultural industry as the "soft power" of its development. Now more and more intangible cultural heritage is not well known, and the content of intangible cultural heritage is rarely encountered in daily life, which greatly increases the difficulty of the dissemination of intangible cultural heritage. In recent years, Lu'an City government has promoted rural revitalization. We should vigorously promote and publicize intangible cultural heritage projects, promote the economic development of Lu'an City, improve people's living standards, and promote the development of tourism and cultural industry in Lu'an City.

Under the promotion of the cultural and tourism integration policy, "promoting tourism through literature, invigorating culture through tourism" has become an important guiding ideology and development path, and what kind of cultural resources can be developed into popular and popular tourism products? In this respect, intangible heritage is undoubtedly a great treasure. Driven by the Ministry of Culture and Tourism's three important concepts of "protecting intangible cultural heritage in the process of improvement", "entering modern life" and "seeing people, seeing things, seeing life", a lot of exploration has been carried out in the development of intangible cultural heritage tourism in China in recent years, and the following modes have emerged: (1) "Intangible cultural heritage + research and learning" -- research and learning tourism is a new way of cultural tourism after sightseeing and leisure tourism. (2) "Intangible cultural heritage + homestay" - Homestay can accompany the sudden rise of the tourism economy, because it meets people's functional needs of experience. The combination of intangible cultural heritage and homestays not only enhances the cultural experience of guests, but also opens up a path for the activation of intangible cultural heritage. (3) "Intangible cultural heritage + Cultural creation" - In the past, in the eyes of many young people, the historical counterpart of intangible cultural heritage was "outdated", and the cultural counterpart was "local". However, when black pottery, handmade paper, traditional tie-dye, embroidery, paper cutting and other non-heritage products appear in the tourism commodity market, the combination of traditional handicrafts and modern creativity reflects the cultural temperature, which is immediately sought after by them. (4) "Intangible cultural heritage + performing arts" -- if the intangible cultural heritage projects of traditional skills are mostly exhibition and product development to become tourism economic growth points, then large and small landscape performances, cultural tourism performance and song and dance performances are undoubtedly the redevelopment of intangible cultural heritage cultures such as dance, music, clothing, festivals and customs. (5) "Intangible Cultural Heritage + Festivals" -- China is one of the earliest countries in the world to use the calendar, and traditional festivals such as New Year's Day, Spring Festival, Lantern Festival, Dragon Boat Festival, Double ninth Festival, Mid-Autumn Festival, Tibetan New Year and Yi Year have laid the foundation for the integration of "intangible cultural heritage + tourism"<sup>[1]</sup>. Every year from the first day of the New Year to the fifteenth day of the first month, the colorful folk festival activities across the country are launched, becoming a "punch card" to attract tourists.

### **3. The realistic dilemma of the integration of tourism cultural industry and intangible cultural heritage**

With the continuous improvement of the breadth and depth of world cultural communication, the importance of intangible cultural heritage communication also increases. At present, China pays more and more attention to the protection of intangible cultural heritage. The 14th Five-Year Plan points out that the protection and inheritance of intangible cultural heritage should be strengthened. The government and relevant departments need to improve the intangible cultural heritage investigation and filing system, representative project system, representative inheritors identification and management system, implement the dynamic management of national intangible cultural heritage representative projects, discover and identify representative inheritance groups, and strengthen the training of non-genetic inheritors. Improve the ability of non-genetic practice<sup>[2]</sup>.

We will strengthen overall and systematic protection, and build national-level cultural and ecological reserves, villages, towns and blocks with intangible cultural heritage characteristics. We should strengthen the integration with production and life, carry out innovative theme communication activities, and promote intangible cultural heritage into the campus, into the community, and into the network. Social inheritance has become the main way of inheritance in the field of intangible cultural heritage. The survey results show that about 60% of intangible cultural heritage projects select inheritors through social inheritance, breaking the limitations of inheritance methods such as blood and family in the past, opening up non-genetic inheritance to the society, attracting intangible cultural heritage talents from the society, and expanding the scope of cultivation of non-genetic inheritors. Although China's intangible cultural heritage resources are in the first place in the world, there are still many problems, such as the serious homogenization of projects, the deepening of mutual imitation between similar projects, or the intervention of modern means, resulting in the weakening of intangible cultural heritage characteristics, and increasingly serious problems. There are also some disappearances that are not protected in time. For example, the number of handicraft industries is decreasing, the inheritance methods such as family inheritance, master and apprentice inheritance, and social inheritance, and there are many rules in the inheritance process, and "passing on men and women, passing on length and not passing on young children" may lead to cultural loss. There are also some inheritors of intangible cultural heritage who are seriously aging and lack of inheritors.

### **4. The basic conditions for the integrated development of Lu 'an intangible cultural heritage and rural areas**

Intangible cultural heritage is a treasure that embodies the characteristics of traditional culture and times, and an important resource for us to understand and learn excellent traditional culture. It is necessary to develop non-inherited work in the context of rural revitalization, which not only gives full play to local advantages, but also drives local economic development, improves local people's living standards, and propagates intangible cultural heritage into villages, which can help rural construction personnel fully understand local characteristics and advantages. The intensity of publicity has not achieved the best effect. Taking Lu 'an as an example, in some villages of Lu 'an City, the publicity of intangible cultural heritage has not achieved the expected effect. This situation is very common, and it also shows whether the Angle of publicity is not diversified.

Based on the situation of agricultural industry and the construction of beautiful countryside in Lu 'an City and the achievements of their integrated development, this paper analyzes the problems in the development of agricultural industry and the construction of beautiful countryside, and puts forward the countermeasures and suggestions in six aspects, namely, strengthening the policy guidance and improving the relevant system and mechanism construction; First of all, the government needs to increase financial investment to realize the modernization of rural infrastructure. Secondly,

cultivate and introduce talents, give full play to the supporting role of talents and science and technology; It also needs to support key projects and play a leading and exemplary role; Finally, build an industrial chain to promote the integrated development of rural primary, secondary and tertiary industries; We will make coordinated efforts across the whole region to build a beautiful countryside<sup>[3]</sup>.

In recent years, based on regional resource advantages, Lu 'an City has promoted the structural reform of agricultural supply side, developed the advantageous industries with agricultural characteristics, and gradually formed eight characteristic leading industrial clusters, such as tea, vegetables, fruits, Chinese herbal medicine, crayfish, Wanxi white goose, Houshou black pig, Wanxi Mahuang Chicken, etc. By 2021, the comprehensive output value of 54.2 billion yuan will be achieved. It has laid a solid foundation for the realization of a well-off society in an all-round way and the construction of a beautiful and happy Lu 'an. First, we will strengthen top-level planning and design and strengthen policy guidance. The promotion of the development of rural industries into the overall layout of economic and social development is coordinated and promoted, and the development of characteristic industries is specially planned and distributed in the Outline of the 13th Five-Year Plan for National Economic and Social Development of Lu 'an City and the Rural Revitalization Plan of Lu 'an City (2018-2022). Lu 'an has issued the "13th Five-Year Plan \* Agriculture and Rural Economic Development Plan", formulated a series of supporting policies in base construction, resource protection, product research and development, processing and circulation, brand creation, market development and other aspects, and set up funds for the development of characteristic industries<sup>[4]</sup>.

Relevant departments should provide policy and financial support for the development of our city's characteristic industries. The second is to rely on the platform carrier to promote the "138+N" project. The third is to develop deep processing and extend the industrial chain. In 2021, the total number of agricultural product processing enterprises above designated size (20 million yuan) in the city reached 384, and the output value of agricultural product processing reached 44.73 billion yuan, and the output value of agricultural product processing industry accounted for 35% of the city's industrial added value, driving the per capita income of farmers to increase by 1,700 yuan, becoming an important force driving the city's industrial economy and GDP growth. Fourth, the government and enterprises should strengthen the linkage of interests and promote industrial poverty alleviation. All kinds of parks, leading enterprises, farmers' cooperatives, and family farms will be built in an all-round way. Fifth, the society promotes green development and improves the quality and efficiency. The government has formulated and implemented technical standards and regulations for tea, vegetables, fruits, Chinese herbal medicines, and Wanxi white geese, and promoted the construction of standard tea gardens, facility gardens, green gardens, and ecological medicine gardens. Led by the implementation of the rural revitalization strategy, the Municipal Party Committee and the municipal government focus on the overall goal of "the beauty of ecological livable villages, the beauty of prosperous people's life, and the beauty of civilized and harmonious countryside", and take improving the rural living environment as a breakthrough, organically combine the construction of beautiful villages with poverty alleviation. The scope of the construction of beautiful villages in the city is expanding day by day, and the atmosphere is becoming stronger and stronger. The popularity and reputation of beautiful rural construction are increasingly evident, showing a good situation of "beads into a line, with a line and a surface." First, we will steadily promote the construction of provincial-level beautiful rural central villages. As of 2021, 679 provincial-level beautiful rural central villages have been built in Lu 'an with provincial approval. Second, we will create beautiful rural demonstration villages and key demonstration villages. By the end of 2020, 100 beautiful rural demonstration villages and 51 key demonstration villages have been built<sup>[5]</sup>.

## 5. Advantages and characteristics of the integrated development of Lu 'an intangible cultural heritage and rural areas

Under the promotion of the cultural and tourism integration policy, "promoting tourism through literature, invigorating culture through tourism" has become an important guiding ideology and development path, and what kind of cultural resources can be developed into popular and popular tourism products? In this respect, intangible heritage is undoubtedly a great treasure. Driven by the Ministry of Culture and Tourism's three important concepts of "protecting intangible cultural heritage in the process of improvement", "entering modern life" and "seeing people, seeing things, seeing life", a lot of exploration has been carried out in the development of intangible cultural heritage tourism in China in recent years, and the following modes have emerged: 1. "Intangible cultural heritage + research and learning" -- research and learning tourism is a new way of cultural tourism after sightseeing and leisure tourism. 2. "Intangible cultural heritage + homestay" - Homestay can accompany the sudden rise of the tourism economy, because it meets people's functional needs of experience. The combination of intangible cultural heritage and homestays not only enhances the cultural experience of guests, but also opens up a path for the activation of intangible cultural heritage. 3. "Intangible cultural heritage + Cultural creation" - In the past, in the eyes of many young people, the historical counterpart of intangible cultural heritage was "outdated", and the cultural counterpart was "local". However, when black pottery, handmade paper, traditional tie-dye, embroidery, paper cutting and other non-heritage products appear in the tourism commodity market, the combination of traditional handicrafts and modern creativity reflects the cultural temperature, which is immediately sought after by them. 4. "Intangible cultural heritage + performing arts" -- if the intangible cultural heritage projects of traditional skills are mostly exhibition and product development to become tourism economic growth points, then large and small landscape performances, cultural tourism performance and song and dance performances are undoubtedly the redevelopment of intangible cultural heritage cultures such as dance, music, clothing, festivals and customs. 5. "Intangible Cultural Heritage + Festivals" -- China is one of the earliest countries in the world to use the calendar, and traditional festivals such as New Year's Day, Spring Festival, Lantern Festival, Dragon Boat Festival, Double ninth Festival, Mid-Autumn Festival, Tibetan New Year and Yi Year have laid the foundation for the integration of "intangible cultural heritage + tourism". Every year from the first day of the New Year to the fifteenth day of the first month, the colorful folk festival activities across the country are launched, becoming a "punch card" to attract tourists.

At present, local governments are developing in the direction of rural revitalization, which is an effective way to expand the achievements of poverty alleviation, promote the increase of rural residents' income and improve the rural industrial structure. In the context of rural revitalization, the promotion and protection of intangible cultural heritage is an effective measure to promote the improvement of local residents' income level and the development of cultural industry in Lu 'an, and also plays a positive role in promoting the development of other industries in Lu 'an. First of all, the cultural management department of Lu 'an should strengthen coordination and cooperation with the tourism industry to further promote the development of cultural tourism industry based on intangible cultural heritage. Secondly, non-genetic inheritance and protection should not be confined to material forms, and local village committee staff should also conduct effective cooperation with cultural management departments. Finally, Lu 'an government departments can strengthen infrastructure construction around intangible cultural heritage projects on the basis of exchanges and discussions with cultural management departments and expert testimony, so as to optimize the local living environment and promote the expansion of intangible cultural influence.

## 6. Research on the path of integrated development of Lu 'an intangible cultural heritage and rural areas

Relevant departments need to dig deep into Lu 'an intangible cultural heritage and carry out rich and colorful intangible cultural heritage projects; Under the background of rural revitalization, most tourists have deep curiosity and love for the intangible cultural heritage of the destination, and they hope to express their feelings for historical and cultural heritage through different forms and means. Therefore, it is necessary to make use of the unique rural resources and intangible cultural heritage of Shanzhou Underground Pit to develop diverse intangible cultural heritage projects and show its unique charm for tourists. For example, citizens learn paper-cutting, weeding and printing techniques from intangible cultural heritage inheritors, and carry out intangible cultural heritage learning interest classes for tourists.

Relevant departments need to make the intangible cultural heritage "alive", carry out "research" activities, and train technical talents; The promotion and inheritance of intangible cultural heritage should start from children, and under the guidance of the government and various departments of the Education Bureau, a variety of research and tourism activities should be carried out to provide high-quality and meaningful cultural tourism resources for student tourists, so that intangible cultural heritage culture can be effectively integrated into student education and promote the sustainable development of rural economy. Under the new situation, in the work of rural revitalization, the cultural tourism industry needs "local specialties" and "farmhouse music", but also needs new connotations and new products, so it needs a large number of talents who can integrate in marketing, tourism and entertainment management, tourist attraction management, international exchanges and other aspects, and needs a large number of talents who can realize cross-border development in emerging fields such as cultural tourism and agricultural tourism.

Leading sustainable rural development and rational development of sustainable resources: Rural development cannot be blindly developed, nor can it be only superficial economic development, nor can it be redevelopment in the form of "bulldozing and rebuilding". Therefore, the new countryside must also develop rationally in terms of cultural landscape. Starting from the war of rural revitalization, the local culture and characteristic resource elements of Shanzhou underground courtyard area are taken as the starting point to build a design strategy exclusive to Shanzhou underground courtyard characteristics. In contemporary times, traditional villages should not only maintain their original characteristics, but also adapt to the development of today's society, meet the requirements of people's modern life, and carry out sustainable development.

Enhance the brand image and characteristic cultural and creative products of Lu 'an: The brand image is the intangible wealth of the tourism destination, which can reflect the unique cultural connotation of the scenic spot, and also enable local residents and foreign tourists to have emotional resonance with the region. In today's era of rapid development of tourism and fierce competition, in order to obtain long-term benefits, it is necessary to build a good and distinctive brand image and cultural and creative products, in order to effectively improve the visibility and attractiveness of Lu 'an, and drive the development of the entire tourism industry.

Cultural ecology is the interaction between man and culture and culture. In the cultural ecological chain, energy, material and information are constantly transmitted, circulated and interexchanged, which promotes the birth of culture, the generation of characteristics and self-adjustment. [11 As a product of modern tourism culture, rural intangible cultural heritage tourism is generated and developed in the system interaction of cultural tourism resources, industrial model and development mechanism, with tourism suppliers, operators and consumers as the main body and affected by market demand development policies, science and technology and other environmental factors. Harmonious cultural ecology can give culture strong vitality, its essence is the rationalization of ecological

relations, the continuous self-adjustment of culture in the dynamic cultural habitat, and the order of the element system. The sustainable development of intangible cultural heritage tourism in rural habitats is due to the reasonable symbiotic cycle of system elements such as cultural tourism resources and industrial model development mechanism within the industry in a specific market, policy, social and technological environment. Among them, the cultural resource system with non-heritage as the core provides content supply for the industry; the industrial model system is the key to the transformation of intangible cultural heritage into tourism products; the development mechanism system provides a path for multiple subjects to participate in, develop and share the rural intangible cultural heritage tourism industry and development achievements.

With the global outbreak of the novel coronavirus epidemic and the rapid development of the fourth scientific and technological revolution, the tourism industry has brought great changes, and consumers tend to rational tourism consumption, and put forward new requirements on the cultural content, presentation form and supply mode of tourism products. Faced with the challenges brought by the upgrading of tourism consumption, the deep integration of culture and tourism, and the application and sinking of digital technology, the rural intangible cultural heritage tourism has reconstructed the symbiotic relationship between the elements of the cultural ecosystem, and formed a virtuous cycle ecology of protection-development and development-protection that ADAPTS to the new consumption mode. Make the tourism industry in the "14th Five-Year Plan" period towards high-quality development, sustainable access to endogenous development guarantee.

As the core element of rural intangible cultural heritage tourism, the essence of intangible cultural heritage is the daily life and materialized expression of rural society, the historical accumulation created and continued by the cultural community in a specific habitat, carrying the cultural memory of rural farming civilization, and its content is diverse. Under the impact of modern culture, the original functions of this kind of culture continue to weaken and disappear, but from the perspective of cultural heritage, its rich diachronic and synchronic value is very significant. In the integration of culture and tourism, its vitality, regionality and other characteristics can enhance the cultural charm of rural tourism. In order to better protect this "never outdated cultural resources". Intangible cultural heritage tourism industry is a cultural heritage that is landscaped according to commodity and market laws in order to satisfy tourists' experience of "other culture" in leisure and entertainment, and realize knowledge accumulation and self-superposition in the process of staring. The process of the integration of intangible cultural heritage and tourism industry is a game between short-term tourism benefits and long-term cultural protection. However, under the guidance of commercial interests, the protection of intangible cultural heritage is constantly compromised with the commercial development of tourism, and the culture is screened, decomposed, reconstructed and restructured based on the criteria of consumer consumption preference and consumption time, and the landscape treatment is carried out without distinction. As a result, the culture within the intangible cultural heritage Bureau and external culture, sacred culture and secular culture are transferred to the outside world without limitation, and intangible cultural heritage gradually moves towards fragmentation, simplification and de-living in the dislocation of time and space. The ecological contradiction between the protection of intangible cultural heritage and the development of tourism is caused by the difference between the two cultural attributes, but it is not irreconcilable. The development concept of "culture-oriented" is the key to build a harmonious relationship between the two.

The sustainable development goal of rural intangible cultural heritage tourism should be diversified, and the pursuit should be to drive the comprehensive development of rural culture, economy and society. The government has integrated local cultural resources for tourism through in-depth excavation of intangible cultural heritage.

Society needs to promote literature, revitalize local culture represented by intangible cultural heritage, and realize sustainable development of rural culture; Centering on the goal of "one industry

prospering and all industries prospering", we can achieve industrial linkage and coordination by improving the rural intangible cultural heritage tourism industry chain.

Regional coordinated development; With the large-scale development of the intangible cultural heritage tourism industry, more people can be attracted to return to their hometown for employment and entrepreneurship, so as to increase income and enrich the people and promote rural economic development.

However, the former rural intangible cultural heritage tourism industry model is mainly extensive management, and is still in the initial stage of development. The industrial layout lacks integrity and forward-looking scientific planning, the management body is diversified but scattered, the organization degree is low, and the intensive industrial chain with high correlation has not been formed. At the same time, the development of intangible cultural heritage tourism lacks the analysis and mining of deep cultural characteristics, and the development content is left on the surface, presenting simple and similar forms. The extensive industrial model of low utilization and shallow development restricts the transformation of excellent cultural resources into high-quality cultural capital. At the same time, the operation of low-efficiency industries makes it difficult to form an industrial ecology with rural intangible cultural heritage tourism industry as the core and developing in tandem with other industries in the development of township economy. The traditional industrial model with low total factor productivity restricts the potential productivity release of rural intangible cultural heritage tourism industry, and forms a sharp gap with the ecological pursuit of promoting the sustainable development of rural culture, economy and society.

The "14th Five-Year Plan" period is a critical period for China's economic transformation of growth drivers, rural intangible cultural heritage tourism industry from the traditional resource-driven, quantity surge, economy first traditional model, to innovation-driven, emphasis on quality. [3] System and mechanism construction is the guarantee for the high-quality development of rural intangible cultural heritage tourism. At present, the rural intangible cultural heritage tourism industry still has imperfect mechanisms from the aspects of cultural resources generation, industrial operation and achievement distribution. The resource management mechanism is not perfect, and there is a lack of standardized scientific evaluation and management for the development of intangible heritage industry. The main body participation and distribution mechanism are not perfect, and social forces such as cultural enterprise groups and cultural tourism investment base are not fully mobilized to invest in the construction of rural intangible cultural heritage tourism. At the same time, the non-genetic inheritors and communities lack institutional guarantees in the aspects of cultural transfer, development decision-making and benefit distribution, resulting in the lack of discourse power. The risk prevention mechanism is not perfect, and the ability of industry associations to guide and integrate the industry to fight against risks and manage crises is low; The innovation mechanism is not sound, it is difficult to mobilize the creativity of each participant, and limits the integration of science and technology, culture and tourism.

The core element of rural intangible cultural heritage tourism is fragile, and improper industrial development will accelerate cultural dissolution. In the industrial chain, suppliers, operators and consumers all need to establish a consensus on the development of protection priority. In particular, inheritors and community residents, who are creators and practitioners of intangible cultural heritage, should enhance their awareness and cultural identity of their own cultural status and value through publicity and teaching, and fulfill the responsibility of protecting, innovating and developing excellent traditional culture. At the same time, multi-subjects should be guided by high-quality development, form an ecological consensus of adjusting industrial function positioning and coordinating economic, cultural and social development. On the premise of protecting and maintaining the integrity and diversity of intangible cultural heritage, while meeting the economic, social and spiritual needs of the current generation, they should not damage the rights of future



generations to enjoy and dispose of the heritage. Let enterprises realize intergenerational sharing of culture and build a circular economy system. Improving the development system and mechanism with positive guidance and negative constraint functions is an important guarantee for rural intangible cultural heritage tourism industry to innovate development methods, improve the quality of tourism products and services, and achieve the goal of coordinated economic and social development. Therefore, it is necessary to carry out institutional and mechanism reform and improve the generation mechanism of intangible cultural heritage tourism resources from multiple aspects such as tourism resource generation, industrial operation, subject participation and benefit distribution, and establish a tourism resource generation mechanism with scientific evaluation, separate opening and multi-value superposition, so as to ensure effective and productive protection of intangible cultural heritage truly suitable for development in the tourism field. The government should improve the innovation system and mechanism, and encourage enterprises to introduce technology into rural intangible cultural heritage tourism projects through policy support. Secondly, it is necessary to improve the project incubation mechanism, establish a scientific and technological cooperation platform, improve the scientific and technological content of rural intangible cultural heritage tourism, and encourage inheritors to adhere to honest innovation through effective incentive measures and intellectual property protection. To improve the participation mechanism, we should not only guide the entry of strong social capital such as cultural and tourism groups, but also provide guarantees for the participation and empowerment of inheritors and communities. Enterprises should establish a "joint-stock" profit distribution mechanism, mobilize the enthusiasm of diversified business subjects, ensure inheritance and community benefits, and achieve social benefits of enriching the people and increasing income.

Cultural tourism integration entered a stage of in-depth development during the "14th Five-Year Plan" period, and consumers put forward higher requirements for the safety of cultural tourism consumption. Coupled with the maturity and application of Internet technology, various factors have joined forces to promote rural intangible cultural heritage tourism to get rid of the traditional resource-driven development model of low experience, low compound and low extension, and establish an innovation-driven development model of deep development. These methods are more suitable for the new development model, especially in line with the consumption needs of the new generation of people. In the face of limited intangible cultural heritage and unlimited market demand, the company makes use of the accumulation of cultural resources, excavates cultural connotations and inherits stories for intangible cultural heritage resources that have the conditions for in-depth development, and pays attention to the research and development of peripheral products. The government has vigorously developed and developed intangible cultural heritage digital tourism products, and introduced immersive digital products such as "cloud tourism", "cloud live broadcast", "cloud view" and "cultural and creative" using virtual reality technology, 5G, virtual interface and other technology applications. At the same time, the government needs to explore the mode of multi-business integration. In the context of the rise of round-city tourism, the innovative integration of intangible cultural heritage and medical, sports and scientific research in rural space can improve the rate of urban people's re-visit, which is not only a short-term strategy to hedge the huge impact of the epidemic, but also a long-term measure to promote the development of rural intangible cultural heritage tourism.

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