

# THE INTEGRATION OF TOURISM AND CHINESE CULTURAL HERITAGE

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China is a large country in terms of intangible cultural heritage, and all sectors of society are paying more and more attention to intangible cultural heritage, and the value of intangible heritage resources has become very high. The integrated development of cultural heritage and tourism is one of the important ways of cultural heritage protection, and is also an effective way to meet the growing spiritual and cultural needs of the people. To promote the deep integration and development of cultural heritage and tourism, it is necessary to creatively transform and innovatively develop cultural heritage under the premise of effective protection, highlight the charm and value of heritage in the times, and let tourism become an important carrier to carry forward the traditional Chinese culture.

**Keywords:** cultural heritage; tourism; development.

# ИНТЕГРАЦИЯ ТУРИЗМА И КИТАЙСКОГО КУЛЬТУРНОГО НАСЛЕДИЯ

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Китай является большой страной с точки зрения нематериального культурного наследия, и все слои общества уделяют все больше внимания нематериальному культурному наследию, а ценность ресурсов нематериального наследия стала очень высокой. Комплексное развитие культурного наследия и туризма является одним из важных способов охраны культурного наследия, а также эффективным способом удовлетворения растущих духовных и культурных потребностей народа. Чтобы способствовать глубокой интеграции и развитию культурного наследия и туризма, необходимо творчески преобразовывать и инновационно развивать культурное наследие на основе эффективной защиты, подчеркивать очарование и ценность такого наследия во времени и позволить туризму стать его важным носителем для продвижения традиционной китайской культуры.

**Ключевые слова:** культурное наследие; туризм; развитие.

With the continuous development of society, people's material standard of living has been significantly improved. But people are no longer satisfied with the enjoyment of life only, so they pay more attention to the pursuit of the spiritual world, and travelling is a way for people to pursue the spiritual world. At present, China's tourism industry is developing rapidly, and more and more people are taking tourism as a new way of life. It is well known that the number of domestic tourists was about 4.55 billion in 2023, an increase of about 80 per cent year-on-year, and about 76 per cent recovered to 2019.

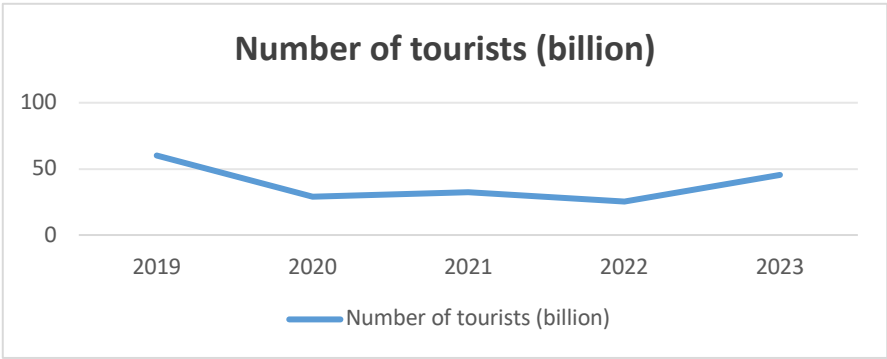


Fig. 1. Number of Tourists in China, 2019-2023, in billion.  
Source: [1]

Domestic tourism revenues of about 4 trillion RMB in 2023, up about 95 per cent year-on-year, recovering to about 70 per cent of 2019 levels [1].

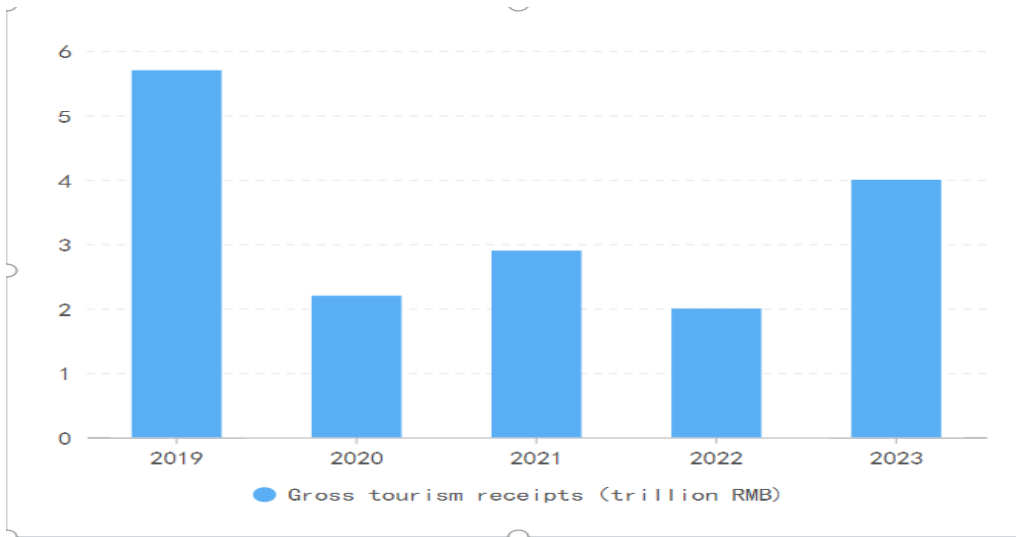


Fig. 2. China Tourism Revenue, 2019-2023, in trillion RMB.  
Source: [1]

Firstly, the integration mechanism of cultural heritage and tourism can be explored through the following four models: cultural heritage preservation model, experiential model, creative model and educational model [2].

### 1. Cultural heritage protection model.

In this mode, cultural heritage is regarded as an important resource that needs to be protected and inherited. Tourism activities mainly focus on the display and promotion of cultural heritage, and enhance people's awareness of the protection of cultural heritage by showing the value and significance of cultural heritage to tourists. The integration mechanism of this model is mainly embodied in the use of income from tourism to support the protection of cultural heritage, and at the same time to promote the importance of cultural heritage through tourism activities to enhance public awareness of the value of cultural heritage.

### 2. Cultural heritage experience mode.

In this mode, tourists can learn about cultural heritage through hands-on experience. For example, by participating in traditional handicraft production, folk activities, festivals and other forms, tourists can gain a deeper understanding of the connotation and value of cultural heritage. The integration mechanism of this mode is to promote the protection and inheritance of cultural heritage by providing rich experiential activities so that tourists can feel the charm of cultural heritage through participation.

### 3. Creative mode of cultural heritage.

In this mode, creative industries are combined with cultural heritage to form innovative and attractive tourism products. For example, creative cultural tourism products are developed by integrating cultural heritage elements into modern art, film and television production, fashion industry and other fields. The integration mechanism of this mode is to give new vitality and attraction to cultural heritage through the innovative power of creative industries, while providing unique resources for tourism industry.

### 4. Cultural heritage educational mode.

In this mode, cultural heritage is widely used as educational resources in tourism activities. For example, the knowledge and value of cultural heritage are taught to the public through the establishment of cultural education bases and the organization of cultural heritage visits for student groups. The integration mechanism of this mode is to promote the educational dissemination of cultural heritage through tourism activities and to enhance the public's cultural literacy and conservation awareness.

Secondly, cultural heritage is an important part of the history and culture of a country and nation, which not only represents the splendor of the past, but is also a source of inspiration for the present and the future. In the process of tourism development, how to balance the protection and utilization of cultural heritage has become a topic of great concern nowadays. The following are some cases of cultural heritage protection and tourism development.

#### 1. Tours of ancient monuments.

2. *The Forbidden City*: As the largest ancient architectural complex in China, the Forbidden City attracts a large number of tourists every year. In addition to enjoying the magnificent architecture, tourists can also participate in various cultural activities organised by the Forbidden City, such as calligraphy and painting, to deeply experience the charm of Chinese culture.

3. Folk Culture Experience.

4. *Lijiang Old Town*: Lijiang is famous for its unique Naxi culture and Dongba script. Visitors can participate in local folk activities, such as playing Naxi ancient music and learning Dongba script, to experience the history and culture of the Naxi people.

5. Non-heritage Crafts Learning.

6. *Jingdezhen Ceramic Craft Experience*: Jingdezhen ceramics is the treasure of Chinese traditional crafts. Visitors can make ceramics in the local ceramics workshop and feel the charm of traditional crafts.

7. Theme line development.

8. *Journey to the Great Wall*: The Great Wall, as a military defence project in ancient China, is regarded as the crystallisation of ancient Chinese wisdom. Developing theme routes for the history, culture and architectural features of the Great Wall allows tourists to fully understand the value of the Great Wall.

9. Festivals.

10. *Dai Water Festival*: Every April, the Dai people in Xishuangbanna, Yunnan Province celebrate the Water Festival. Tourists can participate in it to experience this unique festival atmosphere and learn about the traditional culture of the Dai people.

11. Special Food and Local Specialties.

12. *Sichuan Hot Pot Tour*: Sichuan hot pot is one of the famous local cuisines in China. By organising a hotpot tour, visitors can not only taste the authentic Sichuan hotpot, but also learn about the history and culture behind it.

13. Integration of B&B with local environment.

14. *Fujian Tulou B&B*: Fujian Tulou is a treasure of traditional Chinese architecture. By combining B&B with Tulou, visitors can experience the local characteristics while gaining a deeper understanding of the cultural connotation of Tulou.

15. Integration of science and technology with cultural heritage and tourism.

*Dunhuang Virtual Reality Museum*: This is a project that uses modern technology to recreate the murals and culture of Dunhuang, where visitors can experience the artistic charm and history and culture of Dunhuang through virtual roaming and digital displays. Ecology and Cultural Heritage Protection.

*Three Gorges Ecological Protection Project*: The Three Gorges of the Yangtze River is not only an important cultural heritage in China, but also an ecologically sensitive area. Through tourism activities, the public will be

guided to pay attention to the protection of ecological and cultural heritage, so as to achieve a harmonious symbiosis between economic development and ecological protection.

*In addition*, the preservation and utilization of cultural heritage is often challenged in the process of tourism development. In order to balance the interests of cultural heritage protection and tourism development, a series of measures need to be taken to ensure the effective protection of cultural heritage and the sustainable development of tourism. For example, strengthening laws and regulations, establishing a sound regulatory mechanism for cultural heritage protection and tourism development, ensuring the effective implementation of laws and regulations, and in the process of tourism development, the Formulate protection plans at different levels according to the characteristics and values of cultural heritage, and ensure that key cultural heritage is protected on a priority basis. Popularize knowledge of cultural heritage through the media, exhibitions and lectures to enhance the public's cultural confidence and awareness of protection [3].

*In conclusion*, through the analysis, it can be seen that combining tourism with Chinese cultural heritage is a win-win strategy: it not only enriches the content and experience of tourism, but also effectively protects and inherits the cultural heritage. With the improvement of people's demand for spiritual culture, this integration mode will become an important trend in the future development of tourism. In conclusion, the integration of cultural heritage and tourism is a systematic project, which needs to start from resource integration, planning coordination, benefit sharing, market docking and policy support. Through an effective integration mechanism, a virtuous cycle of cultural heritage protection and tourism development can be realized, providing tourists with a richer and deeper tourism experience while promoting the sustainable development of the local economy and society.

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