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The Details Exploration of Intangible Cultural Heritage From the Perspective of Cultural Tourism Industry: A Case Study of Hohhot City in China

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Abstract

The intangible cultural heritage is an important part of the cultural tourism industry marketing. As the cultural element, the intangible cultural heritage can impel the main cultural tourism industry become more diversified and more extensively involved in public. Intangible cultural heritage can enhance the experience of tourists in culture. The intangible cultural heritage of Hohhot has an important value, keeping up with the times and has gone through a long history, it is synchronic, all this can increase the value of tourism destination by exploiting the innovation of intangible cultural heritage. With the help of real dramatic culture, the local brand value of intangible cultural heritage can be created. And it can realize the endorsement value of the people's speaker. This article explores the intangible cultural heritage from the perspective of cultural tourism in order to promote tourism development in Hohhot.

Key words: Intangible cultural heritage; Exploration; Hohhot cultural tourism industry

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INTRODUCTION

The People's Republic of China on Intangible Cultural Heritage Protection Law has proposed guidance for the protection of intangible cultural heritage, national government is highly concerned about it, each region also response in succession. The intangible cultural heritage exhibition hall was opened in June 2014 in Hohhot. Based on the research on the intangible cultural heritage in Hohhot exhibition hall, the author proposed research on the related problems and countermeasures of Hohhot intangible cultural heritage marketing from the perspective of cultural tourism industry in order to promote the development of the tourism industry.

1. INTANGIBLE CULTURAL HERITAGE AND CULTURAL TOURISM INDUSTRY

1.1 Intangible Cultural Heritage

In many forms of culture, intangible cultural heritage is a very important part.

What is the meaning of the intangible cultural heritage? UNESCO has adopted *The Convention of Intangible Cultural Heritage* in October 2003. The intangible cultural heritage is defined as "the part of their cultural heritage of a variety of social practice, the concept of expression, knowledge, skills and related tools, material objects, handicrafts and cultural sites that the various communities, groups or individuals were regarded as" (UNESCO, 2003). China's authoritative definition of the concept of intangible cultural heritage is released on the *Strengthening Opinions About the Protection of the Intangible Cultural Heritage of China* in March 2005 by the general office of the State Council. The document expressed the intangible cultural heritage as

The people of all ethnic groups in China pass them on from generation to generation, and the variety of traditional cultural

forms closely related to people's life. (Such as folk activities, performing arts, traditional performing arts and cultural space).

Including: a) oral traditions, but also Including the language; b) the traditional performing arts; c) customs, etiquette, festivals; d) the folk traditional knowledge and practice about nature and universe; e) traditional arts and crafts skills; f) the expression of the above forms of cultural space. Song (2014) proposed in 2014, although the concept of intangible cultural heritage has changed, but its basic content remains stable, it mainly refers to the folk creation or the traditional folk culture and the cultural space.

Hohhot was named the historical and cultural city by the State Council in 1986. According to *The Chinese Intangible Cultural Heritage Survey Manual 2007* version, classified to the intangible cultural resources in Hohhot which based on the classification criteria, by now, the city of Hohhot preliminary census of more than 160 intangible cultural heritage items. Among them, there are 59 counties (districts) have been included in the list, 67 projects have been included in the municipal list, 32 projects have been included in the autonomous region, Erren-tai, Helingeer paper-cut and other 5 items have been included in the national list. Now it has owned 4 national heritage people speakers, 16 provincial heritage people speakers, 104 municipal heritage people speakers.

1.2 Cultural Tourism Industry

The relationship between tourism and culture is inseparable, culture is the soul of tourism, tourism is an important carrier of culture. In the domestic and foreign research literature, Al-Hagla (2005) in the first use of the "cultural tourism industry", but he did not define the concept. Shao (2011) defined the concept of cultural tourism industry as: The cultural tourism industry is a comprehensive industry based on the cultural content and tourism, Its basic features are super comprehensive, ductility, carrier, experience, creativity, quality, national character and internationalism, etc. and stated the interaction between culture and tourism industry.

1.3 Intangible Cultural Heritage and Cultural Tourism Industry

Tourism as a cultural and economic industry, its cultural characteristics have decided its industrial advantage for its cultural advantage. Therefore, in order to obtain the maximum benefit, after the material cultural heritage has been developed, tourism developers and tourism destination government have also added the elements of the intangible cultural heritage in the tourism competition.

1.3.1 Intangible Cultural Heritage Is an Important Part of the Cultural Tourism Industry

The intangible cultural heritage is distributed in various forms in the whole destination area, but not limited to the specific tourist products or tourist attractions (spots) (Ouyang, 2012). Cultural tourism industry refers to "the

tourism operators depend on tourism resources to create tourism products and services in the design of cultural ideas to enhance the added value of tourism products and services". It is one way in satisfaction and creation of consumers' cultural needs on the true and the good and the beautiful, to realize the exchange of the market. On one hand, cultural tourism industry needs to achieve the highest level about cultural satisfaction of tourists by the grasp and acclimation of cultural, on the other hand, needs to realize the maximize value of tourism products by through the cultural connotation of tourism products, excavating and packaging (Cheng, 2005). So the cultural tourism industry is a kind of industry which is based on the core of the cultural factors of the tourism industry. Its scope can be small to a scenic spot, big to a tourist area and even a country and region, such as Asian cultural tourism, European cultural tourism, of course, the contents of intangible cultural heritage is an important part for its broad forms and distribution in cultural tourism.

1.3.2 The Intangible Cultural Heritage and Cultural Tourism Industry Marketing Connotation Are Consistent

The intangible cultural heritage is a reflection of the production and life of the people and the display of collective memory, the crystallization of the public aesthetic. The intangible culture is incorporated into the cultural tourism industry which can enrich the cultural connotation of destination, initiate the emotional resonance of tourists and destination residents. The intangible cultural heritage has to express the destination residents' knowledge of culture, spiritual culture and emotional culture. Although the cultural tourism of "culture" covers a wide range, but it is traceable. Tourism and cultural marketing can be divided into six main types according to the factors of cultural structure, such as knowledge, meaning, emotion, music and so on. That is knowledge culture, spiritual culture, fashion culture, emotional culture, aesthetic culture and entertainment culture (Mao, 2003). So, the profound cultural connotation of the two expressions are similar.

1.3.3 The Integration of Intangible Cultural Heritage Can Impel Cultural Tourism Destination Become More Diversified, Broad Participated to the Public

As a living culture, intangible cultural heritage has the characteristics of the masse participation, folk custom and other. Its integration can make the destination residents become a messenger of propaganda as destination marketing mission, participate in the shaping of destination tourism image. Such as a million people takes part in "You Mian" competition. In Wu Chuan county in Hohhot. Tourists and local residents are naturally fused together. Local residents naturally become "youmian" cultural heritage people and innovation messenger. In addition, the intangible cultural heritage's marketing department has turned into the government propaganda department, the culture department, culture media

companies and the original residence, and not just the tourism industry management department or tourism enterprises. Therefore, the integration of cultural heritage can promote cultural tourism destination marketing becomes more diversified and comprehensive.

1.3.4 The Integration of Intangible Cultural Heritage Can Deepen the Tourists' Experience and Understanding of Cultural Tourism

The living state and inheritance of intangible cultural heritage provide a vivid museum to the public. From the perspective of experience economics, it offers a product that allows visitors to feel the charm at short range, participate in the interactive experience of the project, exploring learning, it can get rid of the situation of the passive role of tourists in tourism activities. Because of the mobility, the product can be separated from the specific scenarios

exist, through the scale and commercialization of the development of traditional cultural products, it makes the development of traditional cultural products on inheritance and protection of intangible cultural heritage. Relying on the cultural tour souvenirs, cultural heritage museum, cultural protection zone, cultural ecological park can across the region limit to the visitors. It can deepen the tourists' experience of cultural tourism, understanding of cultural tourism and enhance the image of tourism destination.

2. THE VALUE OF INTANGIBLE CULTURAL HERITAGE IN HOHHOT

2.1 The Category and Evaluation of Intangible Cultural Heritage in Hohhot

Table 1
Hohhot Intangible Cultural Resources Items

Number	Categories	Items
1	Folk literature	Wang Zhaojun legend, Tuoketuo folk tales, Broom hill folk tales
2	Folk fine arts	Painting around Kang, Qingshuihe fabric art, Huhhot Haoqin town painting in Kang box, Mongolian calligraphy, Assembled horn carving making skills, Mongolian traditional hand-made inlay techniques, Huhhot sugar painting making skill
3	Folk music	Camel song
4	Folk dance	Manchu Taiping drum dance, Shuangqiang yangko, Kick drum yangko
5	Chinese opera	Er-ren-tai (song-and-dance duet), Pashandiao (A Tune of Mountain Climbing), Shanxi opera
6	Ballad singing	Togtoh folk music, Liaofenzi (A freestylechinese folk art forms), Manchu octagonal drum
7	Folk acrobatic	Naoge art (In ones system, child or actor is put up straight and fixed on poles on the wooden or iron platform), Adagio walk on stilts, Stilt yangko, Shouyang drum
8	Folk craft skill	Horinge paper-cut, Togtoh paper-cut, Haoqin town paper-cut, Saihan paper-cut, Folk art of wood inlay, Wu family clay art, Mongolian cow boots handmade art, Huhhot dough figurine art, Heifan ditch porcelain art, Simulation of micro fabrication, Morin khuur handmade craft, Saihan bellows making skills, Yin family clay figurine making skills, Felt making skills, Horinger dough figurine, Togtoh dough carving, Xincheng egg carving, Mongolian leather painting, Saihan paper-cut for window decoration
9	Product and trade customs	Dashengkui hong merchant culture, Mules carried the sedan, Horinger Gujiang Bands
10	Consumption customs	Manchu costumes, Wuchuan naked oats making skills, Maixiangcun Shao-mai making skills, Huhhot Dexingyuan Shao-mai, Horinge stewed mutton, Sip beanflour making skills
11	Life rites	Manchu marriage custom, Huhhot muslim wedding
12	Time and seasons	Guluban village dragon lantern festival
13	Folk belief	Chama (a dance form of a religious ceremony), Tuzuoqi festival obo group, Guanggedong temple fair, Togtoh folk Shehuo
14	Folk knowledge	Fu integral dialectical Massage Therapy, Sankong Lee bonesetting, Wangyitie plaster, "Mengaoshen" plaster making skills
15	Recreation, traditional sports and athletics	The Jiuqu Yellow River array, Tuzuoqi Jiuqu, Qiandajing Jiuqu lantern festival, Xishuimo Jiuqu lantern, Hui wrestling

Note. Code and categories based on the Chinese Intangible Cultural Heritage survey manual >2007 version; specific projects root in official website of the Hohhot intangible cultural protection center.

2.2 Evaluation

(a) Hohhot intangible cultural heritage is more abundant

It covers most of the Chinese Intangible Cultural heritage survey, among them are the largest number of folk crafts.

(b) A number of rare and precious cultural relics in Hohhot can be preserved

The number of unique precious cultural relics is preserved, such as scars octagonal drum art once again had boarded the Qingcheng culture stage after the 1911 revolution in Hohhot.

(c) The special “Shaomai” production process, Wuchuan

“Youmian” production process and Helin stewed mutton and so on have distinctive local characteristics.

(d) Hohhot intangible cultural heritage has a deep foundation for the masses.

“The nine of the Yellow River front” is still in the traditional entertainment project, which local residents will participate in fifteen of the first month of lunar year. Shehuo, temple fairs activities have many participants.

2.3 The Value of the Intangible Cultural Heritage in Hohhot

2.3.1 Experience Time, Synchronic Character, Temporal Spirit of Hohhot Intangible Cultural Heritage Can Enhance the Value of the Destination

Types of intangible cultural heritage in Hohhot city, national style and multi culture blend is the core cultural competitiveness. Among them, “the Naoge” and “the Zhonglu Bangzi” programs are imported in Inner Mongolia area, combined with the Mongolian and Yuan dynasty culture and mixed with the local dialect of Inner Mongolia, compared to the original folk (Northern Shanxi and Shanxi) are more competitive. Its experience time characteristic reflected the Changes in people’s social life in the recent hundred years especially since the Yuan dynasty. Its synchronic character reflected the time is changing, but it has survived in the heart of the people. Its temporal spirit reflects the national style, regional style which have value of education and research. It is the first hand information to study the history of the evolution of human civilization.

2.3.2 We Can Enhance the Value of Cultural Heritage by the Innovation of Intangible Cultural Heritage

At present, Hohhot intangible cultural heritage just shows a formality at the venue. Lack of the origin of intangible cultural heritage, culture, heritage, experience, development, significance of excavating. In the excavating details of the theme, the intangible cultural heritage should be combined with modern culture, visitors can deeply understand the profound cultural heritage. The Zhonglu Bangzi, as an example: Zhonglu Bangzi is not only staged the traditional repertoire *Call the Golden*

Bough, *Qinxianglian* and so on, but also compiled a modern drama *White Haired Girl*, *Liu Hulan*, *Jiao Yulu* and *Manduhaisiqin* etc.. Through continuous innovation, in the protection of traditional culture and national culture at the same time. The intangible cultural heritage bursts out vitality. In addition, intangible cultural heritage has important value, such as Mr. Jin Zhilin called “living fossil” of the history and culture of the ethnic groups and Helingle paper cut accumulated to reflect life in the sun in the region of ancient ancestors worship, worship of life, reproductive worship the concept of cultural relics, become an important information of the ancient culture in the central and southern parts of Inner Mongolia. Intangible cultural heritage marketing should deliver its important value. Local governments, companies and residents should participate in intangible cultural heritage, excavate it and protect it.

2.3.3 With the Aid of the Real Drama Form, the Brand Value Will Be Created of Intangible Cultural Heritage

At the beginning of 2006, the Hohhot municipal government established the national, autonomous region, city, county (district) four level intangible cultural heritage systems. At present we have four kinds of intangible cultural heritage park, Heritage Museum, the intangible cultural heritage of the cultural industry park, intangible cultural heritage protection of the experimental ecological area of the protection of intangible cultural heritage venues (Shu, 2014). Hohhot city is only a simple cultural heritage museum, to create the brand of intangible cultural heritage is still a long way to go. The tourism destination only has the aid of certain activities to create the brand of intangible cultural heritage, in order to continuously improve the value of the destination. With the large-scale live performance as an example, Zhang Yimou created the intangible cultural heritage of the first large-scale live performance. It has played a huge role in promoting the establishment of the intangible cultural heritage brands, enhance the destination marketing image and so on. But Zhang Yimou’s some large real performances such as *Chanzong—Shaolin*, *Song of Eternal Conditions and Dreams of Tang Dynast* and so on, are need huge investment in the guidance of the government. According to the media, public data shows, *The Impression of Third Sister Liu* invest 60 million yuan RMB, *The Impression of Dahongpao* invest \$1.5 to 2 billion yuan RMB (Qin, 2010). Therefore, the expression of real dramatic cultural form is a successful destination brand case, and the destination is to use one of the brand strategy implementation of the intangible cultural heritage. Therefore, to create a successful brand of intangible cultural heritage is a social system programs, and not just a single department mission.

2.3.4 The Value of the Intangible Cultural Heritage of People Speaker

At present, many intangible cultural heritage project is serious lack of heritage speaker in Hohhot. This is also

the existing problems in the Inner Mongolia and even the nation in tourism development and protection. As everyone knows, the core carrier of the intangible culture is residents. Only a set of research of intangible cultural heritage speaker in culture work motivation mechanism could support the work. So that they can become the image of regional culture for a long time and as a lifelong career. They work with the spirit of the craftsman to realize the intangible cultural heritage continuously and create the value of the endorsement in career and take pride of it. Therefore, Hohhot intangible cultural heritage protection center hired 10 experts and scholars to form the expert review committee, focus on the problems related to the intangible cultural heritage, but this is only the beginning. To this end, the government should strengthen the support of the heritage, protection, encouragement and spur. Through the inheritance of people's endorsement value to achieve the maximum value of the intangible cultural heritage...

3. EXCAVING DETAILS FOR HOHHOT INTANGIBLE CULTURE HERITAGE FROM THE PERSPECTIVE OF CULTURAL TOURISM INDUSTRY

3.1 The Image Positioning for Hohhot

"The lovely Green City, the extremely charming heaven" (Overall planning of tourism development for Hohhot in 2012-2020) is how the government position on the image of the city. However, this position is mainly for the grassland view, and it is not included cultural elements here. From the view of cultural development, the history and the follow-up development characteristics should be added to the city image. From the view of intangible cultural heritage, characteristics of Hohhot cultural tourism resources should be highlighted as well. So, if we orientate Hohhot as Mongolian Style Cultural City, Multinational grassland Ecomuseum. The cultural city beyond the Great Wall, Mongolian and Yuan dynasty style Museum' could stand out its cultural meaning.

3.2 Excavating Details for Intangible Culture Heritage Under the Perspective of Tourism Culture

The author searched keyword 'products of Intangible Culture Heritage' from the Internet and found the related 96 articles in recent three years. The other Chinese scholars came up with 7 models about exploring the intangible culture heritage of tourism: festival and event tourism development model, theme park model, tourism commodity development model, tourism performing arts model, tourism image management model, the theme of the museum development model and archaize street, ancient folk houses, ancient folk villages and towns, such

as the combination of patterns. Jia (2007) also presents native static mode, Native active development model, Primary comprehensive development model, the remote collection type development mode etc.. Thinking on the orientation of tourism image in Hohhot city, I put forward some ideas for the intangible cultural heritage tourism culture of the tourism culture perspective of mining.

3.2.1 We Should Expand the Construction of Exhibition Venues and Exhibition Areas of Intangible Cultural Heritage in Hohhot

Hohhot is currently only the one learning place of Intangible cultural heritage. According to the survey, the new stadium is constructing, even if it has been completed, there is only one learning place of Intangible cultural heritage in Hohhot. Therefore it is proposed to increase the layout of the exhibition venues, increase the number of display platform, for example, the intangible cultural heritage display area should be increased in the Inner Mongolia museum, Inner Mongolia exhibition hall, Inner Mongolia meeting and exhibition center, as well as the Inner Mongolia Mengliang customs garden that visitors are more concentrated in exhibition area to carry out folk culture, show the manual skills. In addition, the government should set intangible cultural performances, investment in advertising display of intangible cultural heritage, extensive contact with the public and the intangible heritage of culture and tourists in Zhongshan Road, Wanda Plaza, such as the central business street, Dazhao square and other populated areas.

3.2.2 Festival and Event Tourism Development Model

With the help of traditional festival and event activities to excavating intangible cultural heritage. As a kind of special tourism product, festival and event activities have become an important marketing mode of scenic spot and tourist destination. Intangible heritage festival products. According to traditional festival products and theme cultural festival products, there are two major categories of Intangible cultural heritage. Traditional festivals majorly include Chinese Spring Festival, Lantern Festival, Mid Autumn Festival and so on. During the festivals. With the aid of a certain space, a series of related Intangible cultural heritage has been displayed and performance, such as TaiGe, NaoGe programs, etc., is according to the holiday atmosphere of the first lunar month fifteen. Intangible cultural heritage products are combined with the traditional festivals, this can arouse tourists's cultural memory. At the same time, the intangible cultural heritage products will show for tourists that can develop the intangible cultural heritage products itself from the perspective of tourism. Second, the tourist city or destination can be around the theme of cultural festivals, such as the Old Suiyuan Shaomai diet festival, Wuchuan Youmian diet festival, Errentai Drama Festival, the traditional handicraft commodity series theme festival. Deeply mining the value of intangible cultural heritage.

At the same time, with the influence of the activities of the festival to show its history, culture, education and other values. We can use for “the held of grassland culture festival” to show the intangible cultural heritage programmes, attract tourists to participate, study, and experience.

3.2.3 Tourism Commodity Development and the Theme Park of the Intangible Cultural Heritage Mode

If we transplant the intangible cultural into the cultural park, we can create the national tourist souvenirs ecological garden in Hohhot. Shopping is one of the six key elements in tourism. The government should be set up by the national tourist souvenirs ecological garden in Hohhot. After finished, Wujia Clay sculpture, Qingcheng Fuwa, Qingshuihe Porcelain craft, Mongolia boots, Helin county paper-cut, Kang Wei paintings, the folk wood embedded techniques, etc.. Intangible cultural heritage should be included in it. In order to provide development space and sale places to a national technology souvenir. At the same time, use of Hohhot, the capital of status and the favorable conditions of the distribution centre of tourism, the heritage tourism souvenirs and other famous tourist souvenirs in the Inner Mongolia autonomous region can be introduced in ecological garden, and create a culture and tourist shopping center with the core of the intangible cultural heritage of Inner Mongolia. This can improve the tourism shopping environment, model and innovate the image of Hohhot as a cultural tourism city. Among the intangible cultural heritage in Hohhot, paper-cut, clay sculpture, Fuwa, egg carving, leather, leather picture etc., and folk craftsmanship is the largest number. Production technology processes are the precious skill spread down by the Generation. If we change them into the quality of tourism products, souvenirs, etc., we can effectively solve the problem of the homogeneity of tourism commodities. By the means of mining the connotation of the heritage tourism, such as the sale of Wu family clay with Mongolian characteristics, or produce the Shaomai which is easy to carry on long term preservation for visitors. Make the daily wear of the Mongolian boots etc., Hohhot will show its non-heritage cultural features to tourists combining the Intangible cultural heritage resource and tourism product, and constantly improve the cultural value of the tourism products.

3.2.4 The Development of the Folk Culture and Tourism Image Operation Mode

We should integrate into the content of the intangible cultural heritage of folk customs in Inner Mongolia area and create folk tourism culture Village Theme Pavilion. Hohhot is famous for its unique diversity of local characteristics and national characteristics resources. We can draw on the experience of the Shenzhen folk culture village. Shanghai national culture village and other successful cases and set up folk tourism culture village in Hohhot. At that time, the intangible folk cultural

heritage in Hohhot and other regions of Inner Mongolia can be brought into it. Including build a folk museum in it. We can build the folk tourism village into a special tourism center, national culture exhibition center, tourists sightseeing destination. So the tourists can appreciate the rich and colorful folk culture of the Inner Mongolia autonomous region, especially for Hohhot which can meet the demand of tourists about their experience, participation in it and improve multicultural features in Hohhot.

3.2.5 Create a Delicious Local Food Street With the Core of the Intangible Cultural Heritage

To make a comprehensive survey about the national excellent tourist city in China, generally they have a food street or a famous snack area. Hohhot city should depend on its own resource superiority to create a food culture street under the unified planning of the local government and Integrate distributed food resources together. After the food street has finished, Dexing-yuan Shaomai, Maixiangcun Shaomai, Wuchuan-Youmian etc. items of diet can be introduced as the intangible cultural heritage. At the same time, the Mongolian diet, Muslim food, Manchu Diet can be introduced as the representative of the local characteristics. A unique national cultural tourism catering street will be built. Under the unified planning of the local government. Visitors can taste and appreciate the representative traditional food of Inner Mongolia and Hohhot city in food street. Tourists in tourism activities can develop and promote the intangible cultural heritage as the core of the food culture in Inner Mongolia.

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