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Development Strategies of Anyang Intangible Cultural Heritage Archives Resources from the Perspective of Cultural Tourism

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Abstract: Under the background of the integration of culture and tourism, the development of intangible cultural heritage archives resources has become an important measure to inherit local culture and promote local economic development. Anyang, as one of the eight ancient capitals in China, is rich in intangible cultural heritage resources, but the development of its intangible cultural heritage archives resources still faces many challenges. By analyzing the present situation of intangible cultural heritage archives resources in Anyang City and combining with the development trend of cultural and tourism integration, this paper puts forward a series of targeted development strategies, aiming at promoting the effective protection and utilization of intangible cultural heritage archives resources in Anyang City and promoting the deep integration of culture and tourism.

Keywords: Intangible Cultural Heritage Archive, Intangible Cultural Heritage Tourism, Integration of Culture and Tourism.

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INTRODUCTION

Excellent traditional culture is the spiritual home of a nation and the internal driving force of national development. The report of the 20th National Congress of the Communist Party of China emphasizes the importance of inheriting Chinese excellent traditional culture. As a cultural practice, expression form and knowledge system created by human beings and passed down from generation to generation, intangible cultural heritage bears the crystallization of human wisdom and the collective memory of specific communities. Intangible cultural heritage contains the creativity of a nation or group, which not only helps people to know and understand their own cultural identity, but also promotes the communication and mutual respect between different cultures [1]. Protecting, inheriting and making good use of intangible cultural heritage is of great significance for continuing historical context, strengthening cultural self-confidence, promoting exchanges and mutual learning among civilizations and building a socialist cultural power.

Anyang is rich in intangible cultural heritage resources and excellent geographical location, which makes it have inherent advantages in the development of intangible cultural heritage tourism [2]. With the policy of strengthening China's culture and enhancing the country's cultural soft power put forward, "intangible

cultural heritage + tourism" has become the leading mode actively promoted by governments at all levels. The tide of intangible cultural heritage is a rare opportunity for Anyang, which is located in the hinterland of Central Plains. Only by firmly grasping it can Anyang keep up with the mainstream of cultural development and enhance its brand influence. This paper is based on the present situation, starting from reality, sorting out the occurrence of intangible cultural heritage in Anyang, including the situation of holding intangible cultural heritage activities and statistics of intangible cultural heritage projects in Anyang, studying the problems existing in the current and future development of intangible cultural heritage resources in Anyang, and seeking feasible strategies for the development of intangible cultural heritage resources in Anyang from the perspective of cultural and tourism integration.

DISCUSSION OF FINDINGS

1. Present Situation of Intangible Cultural Heritage Archives Resources in Anyang

Anyang City, located in the north of Henan Province and at the eastern foot of Taihang Mountain, is a regional central city in the border area of Henan, Shanxi and Hebei provinces. The city has a large resident population, sustained economic development, convenient transportation and increasing tourism attraction. Anyang Municipal Bureau of Culture, Sports

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and Tourism actively promotes the development of characteristic tourism and integration, and brands such as red tourism, research tourism and low-altitude tourism have gradually formed. The development opportunity of tourism economy provides a good opportunity for the living utilization of intangible cultural heritage archives resources.

Anyang is rich in intangible cultural heritage resources. By July 2022, Anyang City had 231 national, provincial and municipal intangible cultural heritage projects, including 7 at the national level (Daping Tune, Daxian Opera, Running Curtains, Erjiaxian, Hua County Wooden New Year Pictures, Huaidiao, Luoqiang), 60 at the provincial level and 164 at the municipal level. There are 560 representative inheritors at national, provincial, municipal and county levels in the city, including 7 national representative inheritors, 61 provincial representative inheritors, 109 municipal representative inheritors and 383 county representative inheritors [3]. Anyang has also set up a intangible cultural heritage protection center, a number of intangible cultural heritage research bases, social inheritance bases, demonstration exhibition halls and study centers, which provide strong support for the protection and inheritance of intangible cultural heritage archives.

2. Problems Existing in the Construction of Intangible Cultural Heritage Archive Resources in Anyang

2.1 Resources Survey is Not Comprehensive, and Information is Not Fully Grasped

The intangible cultural heritage resources in Anyang are widely distributed, involving many fields and regions, and the census work is difficult and arduous. At present, the census of intangible cultural heritage resources has not fully covered all areas and fields, resulting in the intangible cultural heritage projects in some remote areas not being effectively excavated and sorted out. In addition, there are some problems in the census process, such as insufficient understanding of the historical origin, cultural connotation and inheritance status of intangible cultural heritage projects, which makes it difficult to fully reflect the real situation of intangible cultural heritage resources in Anyang. This not only affects the integrity and accuracy of intangible cultural heritage archive resources, but also restricts the inheritance and development of intangible cultural heritage.

2.2 Low Degree of Digitization and Limited Utilization of Resources

Most of the intangible cultural heritage archives resources in Anyang are preserved in paper form, and the degree of digitalization is low, which makes it difficult to meet the needs of modern society for rapid access and utilization of information. The lack of digital means makes the retrieval, utilization and sharing of intangible cultural heritage archives resources inefficient, which not only affects the spread of intangible cultural heritage

culture, but also limits the innovative application of intangible cultural heritage archives resources. For example, in the digital age, people are more inclined to obtain information through the Internet, mobile devices and other channels, but the digitalization of intangible cultural heritage archives resources is low, which makes it difficult to meet this demand. In addition, the low degree of digitalization also restricts the application of intangible cultural heritage archives resources in the integration of culture and tourism, such as digital display and virtual reality experience, which makes it difficult to attract more tourists' attention and participation [4].

2.3 Protection and Inheritance Mechanism Is Not Perfect, and the Subject of Inheritance Is Lost

In the process of inheriting intangible cultural heritage, the role of "people" can not be ignored, and the inheritors have the responsibility and obligation to pass on intangible skills. Most of the non-genetic inheritors in Anyang are between 60 and 70 years old, and even fewer are under 40 years old. Non-genetic inheritors are aging seriously, and the younger generation of inheritors are lacking, so the protection and inheritance mechanism needs to be improved urgently. At present, the intangible cultural heritage protection funds mainly depend on government investment, but the capital investment is insufficient, which makes it difficult to meet the comprehensive needs of intangible cultural heritage protection and inheritance. At the same time, the intangible cultural heritage protection policy system is not perfect, and there is a lack of specific support measures and incentive mechanisms for non-genetic inheritors, which makes it difficult for non-genetic inheritors to obtain sufficient economic support and social recognition. In addition, the cultivation and inheritance methods of non-genetic inheritors are also facing challenges, and the traditional inheritance methods of oral transmission are difficult to meet the development needs of modern society, resulting in serious loss of inheritance subjects. This not only affects the inheritance and development of intangible cultural heritage skills, but also restricts the construction and utilization of intangible cultural heritage archives resources.

2.4 Cultural Identity of Intangible Cultural Heritage Is Weakened and Social Attention Is Low

With the acceleration of urbanization and the advancement of economic globalization, the introduction of foreign culture has had a profound impact on the values of Anyang people, and the identity of intangible culture has gradually weakened. Many folk activities are gradually simplified or even disappeared. Young people have low interest and awareness of intangible culture and lack enthusiasm and initiative to participate in non-genetic inheritance. This leads to the gradual weakening of the influence of intangible culture in society and the decrease of social attention. At the same time, the construction and utilization of intangible cultural heritage archives resources also lack sufficient social

support, which makes it difficult to form a good atmosphere for the whole society to participate in the protection and inheritance of intangible cultural heritage archives. This not only affects the inheritance and development of intangible cultural heritage culture, but also restricts the application and promotion of intangible cultural heritage archives resources in the integration of culture and tourism.¹

2.5 Social Support for the Activation of Intangible Tourism Is Insufficient, and the Policy Environment Needs To Be Optimized

At present, Anyang gives 20,000 yuan/year to the national representative inheritors, 6,000 yuan/year to the provincial representative inheritors and 1000 yuan/year to the municipal representative inheritors. The activation of intangible cultural heritage tourism is an important way to promote the inheritance and development of intangible cultural heritage culture. The funds for intangible cultural heritage protection in Anyang mainly depend on government investment, but the investment is insufficient, which makes it difficult to meet the comprehensive needs of intangible cultural heritage tourism activation. At the same time, the policy support system related to intangible cultural heritage tourism is not perfect, and there is a lack of specific policy measures and incentive mechanisms for intangible cultural heritage tourism, which makes it difficult for intangible cultural heritage tourism projects to obtain sufficient policy support and financial support. In addition, the lack of intangible cultural heritage tourism professionals and low social participation also restrict the development of intangible cultural heritage tourism. In order to promote the activation of intangible cultural heritage tourism, it is necessary to increase social support, optimize the policy environment and provide strong policy guarantee and financial support for intangible cultural heritage tourism projects.

2.6 Digital Technology of Intangible Tourism Lags Behind, and the Experience Effect Needs To Be Improved

In the digital age, the digital technology of intangible cultural heritage tourism is an important means to improve the attraction and dissemination of intangible cultural heritage culture. However, the utilization of digital technology of intangible cultural heritage tourism in Anyang lags behind, and the display of intangible cultural heritage archives resources still stays in the static and flat stage of physical objects and graphic description, lacking the integration of digital technologies such as 3D and VR. This reduces tourists' sense of experience and the attraction of intangible culture, and it is difficult to meet the demand of modern tourists for high-quality tourism experience. In order to improve the experience effect of intangible cultural heritage tourism, it is necessary to introduce advanced

digital technology and equipment, build a intangible cultural heritage digital display platform, and provide tourists with a more intuitive and vivid intangible cultural heritage experience. At the same time, it is necessary to strengthen cooperation with intangible cultural heritage tourism related enterprises to jointly promote the development and application of digital technology of intangible cultural heritage tourism.

2.7 Insufficient Publicity of Intangible Tourism and Low Market Awareness

Publicity is an important link in the development of intangible cultural heritage tourism, but the publicity of intangible cultural heritage tourism in Anyang is not enough and the market awareness is low. At present, the publicity means of intangible cultural heritage tourism is single and the scope of publicity is limited, which makes it difficult to attract more tourists' attention and participation. In order to improve the market awareness of intangible cultural heritage tourism, it is necessary to adopt multi-channel and multi-form publicity means, such as social media, short video platform and tourism website, to expand the publicity scope of intangible cultural heritage tourism. At the same time, it is necessary to strengthen cooperation with universities, middle schools and other educational institutions, carry out intangible cultural heritage education activities, and improve public awareness and protection awareness of intangible cultural heritage culture. By strengthening publicity, more tourists can be attracted to pay attention to and participate in intangible cultural heritage tourism, and promote the inheritance and development of intangible cultural heritage culture.

3. Development Strategy of Intangible Cultural Heritage Archives Resources in Anyang

The activation of Anyang intangible cultural heritage tourism should be based on the new development stage, implement the new development concept, build a new development pattern, and carry out targeted development of its intangible culture, but at the same time, it should have a moderate interest concept and combine protection with development reasonably. Actively explore new ideas, new means, new models and new mechanisms for the inheritance and utilization of intangible cultural heritage archives resources with Anyang characteristics, transform the advantages of cultural resources into brand advantages, further transform them into economic advantages, and realize the development value of intangible cultural heritage archives resources.

3.1 Strengthen the Census and Digital Construction of Intangible Cultural Heritage Archives Resources

To develop the intangible cultural heritage archives resources in Anyang City, it is necessary to conduct a comprehensive and systematic resource survey

to ensure that no valuable intangible cultural heritage items are missed. By setting up professional teams, we go deep into villages, communities, schools and other places, conduct on-the-spot investigation and records of intangible cultural heritage projects, and establish a detailed database of intangible cultural heritage archives resources. At the same time, promote the digital processing of intangible cultural heritage archives resources, and use modern information technology means, such as scanning, transcription, digital modeling, etc., to transform paper archives into digital resources and improve the readability and accessibility of resources. Establish digital archives, realize online retrieval and sharing of intangible cultural heritage archives resources, and facilitate the public and researchers to obtain and utilize intangible cultural heritage resources. In addition, we should pay attention to the construction of digital display platform, and use advanced technologies such as 3D and VR to provide the public with a more intuitive and vivid intangible experience.

3.2 Improve the Intangible Cultural Heritage Protection and Inheritance Mechanism

The inheritance and development of intangible culture can not be separated from the perfect protection and inheritance mechanism. Anyang City should increase investment in intangible cultural heritage protection funds to ensure adequate support for the protection, inheritance and development of intangible cultural heritage projects. At the same time, improve the intangible cultural heritage protection policy, clarify the main body of protection responsibility and protection measures, and provide a strong policy guarantee for non-genetic inheritance. In terms of inheritors, we should establish a perfect inheritor training system, and train a new generation of non-genetic inheritors through mentoring, school education and social training. Increase incentives for inheritors, such as awarding honorary titles, providing economic subsidies, supporting inheritance activities, etc., so as to improve the social status and economic treatment of inheritors. In addition, inheritors should be encouraged to actively innovate, combine traditional skills with modern aesthetics, and promote the inheritance and development of intangible culture. At the same time, strengthen the intellectual property protection of non-genetic inheritors to ensure that their labor achievements are respected and protected.

3.3 Promote the Deep Integration of Intangible Cultural Heritage and Tourism

The deep integration of intangible cultural heritage and tourism is an important way to promote the inheritance and development of intangible cultural heritage. Anyang should make full use of abundant intangible cultural heritage resources and develop intangible cultural heritage tourism products and projects with local characteristics. For example, a intangible cultural heritage experience tour route can be designed, so that visitors can experience the production process of

intangible cultural heritage skills and feel the charm of intangible cultural heritage culture while visiting intangible cultural heritage projects. Set up intangible cultural heritage exhibition areas in tourist attractions, and show tourists the historical origin, cultural connotation and inheritance status of intangible cultural heritage projects through physical display and live performances. At the same time, it is also possible to hold intangible cultural heritage cultural festivals and intangible cultural heritage skill performances in combination with cultural festivals to attract more tourists to visit and experience. In addition, strengthen cooperation with tourism enterprises, jointly develop intangible cultural heritage tourism products, form a complete industrial chain, and promote the development of intangible cultural heritage tourism. Through the deep integration of intangible cultural heritage and tourism, it can not only enhance the cultural connotation and attraction of tourism, but also promote the dissemination and inheritance of intangible cultural heritage.

3.4 Improve the Utilization Rate of Digital Technology for Intangible Cultural Heritage Tourism

In the digital age, improving the utilization rate of digital technology of intangible cultural heritage tourism is the key to enhance tourists' experience and attraction of intangible cultural heritage culture. Anyang should make full use of advanced technologies such as 3D and VR to build a digital display platform for intangible cultural heritage, so as to provide tourists with a more intuitive and vivid intangible cultural heritage experience. Through digital means, virtual reconstruction and restoration of intangible cultural heritage projects are carried out, so that visitors can feel the charm of intangible cultural heritage culture immersively. At the same time, we can also develop new means of communication, such as intangible cultural heritage digital education products and interactive games, to improve public awareness and interest in intangible cultural heritage culture [5]. In addition, strengthen the digital construction of tourism facilities and service level, such as intelligent navigation system and online booking platform, so as to improve the convenience and satisfaction of tourists. By improving the utilization rate of digital technology of intangible cultural heritage tourism, it can not only enhance tourists' experience, but also promote the dissemination and inheritance of intangible cultural heritage culture.

3.5 Increase the Publicity of Intangible Cultural Heritage Tourism

Publicity is an important link in the development of intangible tourism. Anyang City should make full use of various publicity channels and means to increase the publicity of intangible cultural heritage tourism. Through social media, short video platforms, travel websites and other new media channels, we will publish information and strategies related to intangible cultural heritage tourism to attract more tourists'

attention and participation. At the same time, strengthen cooperation with traditional media, such as television and radio, and produce special programs and advertisements for intangible cultural heritage tourism to expand the influence of intangible cultural heritage tourism. In addition, in combination with cultural festivals, intangible cultural heritage tourism promotion conferences, exhibitions and other activities can be held to enhance the popularity and reputation of intangible cultural heritage tourism. In the publicity process, we should pay attention to the innovation and interest of the content to attract more young tourists' attention and participation. By strengthening the publicity of intangible cultural heritage tourism, we can enhance the market awareness of intangible cultural heritage tourism and promote the dissemination and inheritance of intangible cultural heritage culture.

3.6 Integrate Social Participation and Realize the Empowerment of Live Transmission

The inheritance and development of intangible culture needs extensive participation and support from all walks of life. Anyang City should give full play to the forces of government, enterprises, social organizations and the public to jointly promote the inheritance and development of intangible culture. The government should strengthen the guidance and support for the development of intangible cultural heritage archives resources, introduce relevant policies and measures, and encourage all sectors of society to participate in the inheritance and development of intangible cultural heritage culture. Enterprises should actively fulfill their social responsibilities and participate in the protection and development of intangible cultural heritage culture, such as supporting the excavation, collation, protection and inheritance of intangible cultural heritage projects through investment and sponsorship. Social organizations should play the role of bridge and link, strengthen cooperation and exchanges with intangible cultural heritage inheritors, governments, enterprises and other parties, and jointly promote the inheritance and development of intangible culture. The public should improve the awareness and protection awareness of intangible culture and actively participate in the inheritance and development of intangible culture. By integrating social participation, we can realize the promotion and empowerment of intangible culture in live transmission and promote the inheritance and development of intangible culture.

3.7 Dig Deep Into Intangible Cultural Heritage Tourism Resources and Create Intangible Cultural Heritage Characteristic Blocks

Anyang City is rich in intangible cultural heritage tourism resources, so it is necessary to dig deep into its potential and value and build intangible cultural heritage blocks with local characteristics. By combing and classifying the intangible cultural heritage resources, the lots and projects suitable for building intangible cultural heritage characteristic blocks are determined [6].

Combined with urban renewal and rural revitalization, the space design, renovation and upgrading of the block are carried out to create a strong intangible atmosphere and cultural characteristics. Attract practitioners and inheritors of intangible cultural heritage culture to settle in the block, form a cluster of intangible cultural heritage industries, and promote the inheritance and development of intangible cultural heritage culture. At the same time, various intangible cultural heritage cultural activities, such as handicraft fairs and intangible cultural heritage art performances, are held to attract tourists and citizens to participate and increase the vitality and attractiveness of the neighborhood. By creating intangible cultural heritage blocks, we can not only enhance the cultural taste and image of the city, but also promote the spread and inheritance of intangible cultural heritage culture.

3.8 Promoting the Activation of Intangible Cultural Heritage Tourism and Industrial Integration and Development

Activation of intangible cultural heritage tourism is an important way to promote the inheritance and development of intangible cultural heritage culture. Anyang should actively explore new paths and models for the integration of intangible cultural heritage tourism and industry. Through cooperation and innovation with intangible cultural heritage tourism-related enterprises, we will jointly develop intangible cultural heritage tourism products with market competitiveness. For example, intangible cultural heritage elements can be integrated into cultural and creative products to develop cultural and creative products with local characteristics; or combine intangible cultural heritage skills with modern science and technology to create innovative intangible cultural heritage tourism products. At the same time, strengthen cooperation with intangible cultural heritage tourism related industries, such as establishing linkage mechanism with tourism enterprises, hotels and catering industries, and jointly promote the development and growth of intangible cultural heritage tourism industry. By promoting the activation of intangible cultural heritage tourism and industrial integration, we can achieve a win-win situation of economic value and social value of intangible cultural heritage culture.

3.9 Keeping Close to the Main Task and Innovating the Concept of Non-Genetic Broadcasting

In the process of spreading intangible culture, we should closely follow the main task and innovate the communication ideas and methods. Anyang City should make full use of modern scientific and technological means and communication platform, build a display space with intangible cultural heritage as the core culture, and create a "domestic + international" media communication matrix. Through the combination of traditional media and new media, the intangible culture will be publicized and promoted from all directions and angles. At the same time, pay attention to the innovation and interest of the communication content to attract more

young audiences' attention and participation. In addition, the dissemination and promotion of intangible culture can be carried out in combination with cultural festivals and educational activities. By closely following the main task and innovating the concept of non-genetic broadcasting, we can enhance the popularity and influence of intangible cultural heritage culture and promote the inheritance and development of intangible cultural heritage culture.

CONCLUSIONS

Through in-depth analysis of the development strategy of intangible cultural heritage archives resources in Anyang City, this paper provides a useful reference for the inheritance and development of intangible cultural heritage culture. In the future, Anyang should continue to strengthen the construction and utilization of intangible cultural heritage archives resources and promote the inheritance and development of intangible cultural heritage culture. At the same time, we should actively explore new ideas, new means, new models and new mechanisms for the development and utilization of intangible cultural heritage archives resources with Anyang characteristics, transform the advantages of cultural resources into brand advantages and economic advantages, and realize the development value of intangible cultural heritage archives resources.

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