

Research on the Development of Intangible Cultural Heritage Tourism Products in Nanchong

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Abstract: Promoting the integrated development of intangible cultural heritage and tourism is an important direction of China's development. Nanchong City, the central city of Northeast Sichuan Economic Zone of China, is selected as the research object. Based on the statistics of the existing intangible cultural heritage tourism resources in Nanchong City, the development status of its intangible cultural heritage tourism products is deeply analyzed by using ASEB grid analysis method. Based on the analysis results, it is proposed that the intangible cultural heritage tourism in Nanchong should be strengthened by constructing the product spectrum of cultural tourism, broadening the channels of tourism publicity, optimizing the design of tourist routes and creating distinctive brand images.

Keywords: Intangible Cultural Heritage, AESB Grid Analysis, Integrated Development.

1. Introduction

The deep integration of culture and tourism has become the main theme of high-quality tourism development during the period of China's 14th Five-Year Plan. Intangible cultural heritage is the spiritual property with rich cultural connotations and diverse forms of expression created by human beings in their long-term production and life. We should protect, inherit and make good use of intangible cultural heritage to promote the integrated development of intangible cultural heritage and tourism. It is of great significance to continue the historical context, strengthen cultural confidence and build a strong socialist culture. China has nearly 900,000 intangible cultural heritage resources. For tourism destinations, it is necessary to base on their own cultural and tourism resources, understand the real needs of tourists, and develop effective tourism products in order to develop and develop intangible cultural heritage tourism well.

2. Research Object and Research Method

(1) Overview of Nanchong's intangible cultural heritage

Nanchong, as the core city of Northeast Sichuan Economic Zone, is in a leading position in economic operation and cultural and tourism development. According to websites such as China Intangible Cultural Heritage Network and Sichuan Intangible Cultural Heritage Network, relevant projects in Nanchong were classified, sorted out and counted. The results showed that: By October 2022, it has received 2 entries on UNESCO Intangible Cultural Heritage list, including 6 representative items of national intangible cultural heritage, such as North Sichuan Grand Puppet, North Sichuan Lantern Play, Sichuan Shadow Play (Hejiaban Shadow Play), Sichuan Shadow Play (Langzhong Shadow Play), carpet weaving skills and traditional brewing craft of

Baoning Vinegar. The categories mainly focus on traditional drama and traditional arts; Fanshan Lianzi, Shigongzi in the middle of Jialing River, Nuo Opera in the South, Sichuan handmade paper-cut (Yilong Paper-cut), Sichuan Pingshu, Langzhong Spring Festival custom, Southern Du's traditional Chinese medicine, traditional silk weaving and dyeing techniques, Songxi Neijiarangdi and other 29 representative list of provincial intangible cultural heritage, covering nine other categories except folk literature; And 118 municipal representative lists of intangible cultural heritage, covering all 10 categories.

Among the five cities in northeast Sichuan, Nanchong's intangible cultural heritage projects show the characteristics of comprehensive category, rich amount and high grade, which has strong regional representation. In recent years, Nanchong has fully integrated intangible cultural heritage projects with cultural tourism festivals and tourist attractions for protection and development, strengthening the functions of intangible cultural heritage projects in exhibition, interpretation, experience, sales and other aspects. The cultural tourism market is running well and has achieved good results in tourism income and tourist reception.

(2) Introduction to ASEB grid analysis method

ASEB grid analysis combines SWOT analysis (strength, weakness, opportunity, threat) with Manning-Hass-Driver-Brown's hierarchy of needs analysis (activity, setting, experience, benefit) to form a matrix of 16 units (Table 1). From SA to TB, the units formed by the crossing are studied and analyzed in order to form a grid table. From the perspective of consumers, ASEB grid analysis focuses on including the feelings and experience of tourists into the analysis content, so as to evaluate the satisfaction of tourists' experience in a more effective way, effectively grasp the behavioral intention of tourists, and better meet the personalized tourism needs of tourists[1].

Table.1 Matrix table and unit code of ASEB analysis

	Activity	Setting	Experience	Benefit
Strength	SA	SS	SE	SB
Weakness	WA	WS	WE	WB
Opportunity	OA	OS	OE	OB
Threat	TA	TS	TE	TB

3. ASEB Analysis on The Development of Intangible Cultural Heritage Tourism Products in Nanchong City

(1) SWOT analysis of activities

SA-Strengths of Activities: Among the intangible cultural heritage projects of Nanchong, there are festivals and folk activities with high participation of tourists, including drama, dance, music performance and traditional skill experience, etc. The city also holds exhibitions and conferences related to intangible cultural heritage regularly. Tourists can pay or free to participate in intangible cultural heritage experience activities, watch and participate in festivals and folk activities, and also buy commemorative commodities of intangible cultural heritage projects.

WA-Weaknesses of Activities: Under the traditional development mode, tourists mainly participate in Nanchong's intangible cultural heritage projects in the form of visiting and watching, which is relatively simple and cannot meet the diversified tourism needs of tourists. At the same time, Nanchong lacks high-level inheritors of intangible cultural heritage projects, and the number of inheritors is small, so the extensive development of intangible cultural heritage inheritance activities is limited to a certain extent. Therefore, in actual operation, some scenic spots believe that intangible cultural heritage activities serve the economy. On the other hand, the number of inheritors is insufficient, and there is a trend of aging. The concept may be alienated from young tourism consumer groups, which is not conducive to Nanchong to develop new intangible cultural heritage tourism activities with The Times.

OA-Opportunities of Activities: In terms of macro policies, China's rural revitalization and intangible cultural heritage development and protection policies simultaneously provide a good policy environment for Nanchong's intangible cultural heritage tourism activities. At the market level, residents' income continues to grow, and tourists' experience needs are diversified, which facilitates the innovation of activity development mode and the expansion of consumer market. At the product level, the development of domestic intangible cultural heritage tourism activities presents characteristics, brand and innovation, which is conducive to Nanchong City's learning and development of new ideas.

TA-Threats of Activities: At the macro level, the local government of Nanchong lacks strong awareness and mature experience in the development of specific intangible cultural heritage projects, so there are still difficulties in the overall planning, development and implementation of intangible cultural heritage tourism activities. At the medium level, the development of intangible cultural heritage tourism is the common development direction of many provinces or cities, and the competition of domestic cultural tourism is fierce. At the micro level, the main object of tourism development is tourists. How to effectively investigate and predict consumers' travel preferences is still a difficult problem, so there are many uncertain factors in the development of local

intangible cultural heritage tourism activities.

(2) SWOT analysis of settings

SS-Strengths of Settings: In terms of natural environment, Nanchong is located in the northeastern hilly region of Sichuan Province and the middle reaches of Jialing River. It has a subtropical climate and distinct regional characteristics, which is suitable for carrying out regional intangible cultural heritage tourism activities. In terms of social environment, the national and local awareness of the protection and development of intangible cultural heritage projects has been enhanced, and the attraction of relevant social capital has been enhanced, which can effectively help the comprehensive development of intangible cultural heritage tourism projects. In terms of cultural environment, the Red culture, The Three Kingdoms culture, silk culture and other cultural resources are rich, and the cultural environment is good. In terms of transportation environment, roads, railways and aviation have been equipped with improved infrastructure. It only takes about 2 hours to get to Chengdu, the capital of Sichuan Province, and Chongqing Municipality by high-speed rail, making transportation accessibility more convenient for tourists.

WS-Weaknesses of Settings: Nanchong has gathered national-level intangible cultural heritage projects in the city center, but provincial and municipal intangible cultural heritage projects are scattered in spatial distribution, which is not conducive to large-scale joint development of intangible cultural heritage tourism activities. Moreover, individual intangible cultural heritage projects are relatively closed, and social capital investment is small.

OS-Opportunities of Settings: The Nanchong government attaches great importance to the cultural atmosphere of intangible cultural heritage, and has opened a number of cultural centers such as libraries, science and technology centers, museums and grand theaters in the city to show the performances and cultural connotations of representative intangible cultural heritage projects such as Northern Sichuan Lantern Opera and Northern Sichuan Grand Puppet to citizens and tourists. Langzhong Ancient City in Nanchong, one of the most important tourist attractions in Sichuan, can attract a large number of tourists. Langzhong ancient City and other important tourist attractions apply intangible cultural heritage elements to scenic spot decoration, village appearance improvement, museum layout and so on, and constantly enrich the intangible cultural heritage experience activities in the scenic spot to enhance the sense of cultural atmosphere.

TS-Threats of Settings: In terms of policy environment, there is no joint protection and cooperation mechanism among the intangible cultural heritage protection institutions in Nanchong City, and the coordination is not enough. In terms of economic environment, the overall economic development level of Nanchong in 2022 ranks the fifth in Sichuan. The development level is not high enough, resulting in the lack of depth and breadth of the development of intangible cultural heritage tourism products in Nanchong and weak attraction to social capital.

(3) SWOT analysis of experiences

SE-Strengths of Experiences: Based on the occurrence characteristics of Nanchong's intangible cultural heritage, the cultural and participatory nature of the project brings tourists unique historical and cultural experience and participation experience. The cultural, historical and cultural experience of tourists comes from the traditional drama and folk festival related activities, and the participation experience is mainly through the traditional skills, such as the use of Baoning vinegar experience, bamboo weaving experience, paper cutting experience, silk tie-dye experience.

WE-weaknesses of experiences: The tourism venues such as museums and cultural centers in Nanchong City deviate from the tourism mode where the intangible cultural heritage projects are located, and the cultural environment and space of the intangible cultural heritage have certain distortion phenomenon. The activities carried out around intangible cultural heritage projects in tourist attractions have a high degree of commercialization, most of which are cursory, and lack of participation and vividness. The inheritance mode of the inheritors is relatively simple, which makes it difficult for tourists to accurately perceive the cultural charm of the intangible cultural heritage.

OE-Opportunities of Experiences: Nanchong should be in line with the opportunity of integrating into Chengdu-Chongqing economic circle and constructing Bashu cultural tourism corridor, enriching local cultural connotation and increasing tourist experience to a certain extent. At the same time, domestic research shows that tourists are more interested in dynamic participation and experience of intangible cultural heritage tourism products, so it can be developed and operated as a pilot. It actively promotes the integrated development of red culture, silk culture, ecological culture, Spring Festival culture, Three Kingdoms culture and other cultural forms and intangible cultural heritage in Nanchong City, bringing diversified cultural experience.

TE-Threats of Experiences: On the one hand, Nanchong's intangible cultural heritage tourism products have shortcomings in theme design and experience project design, such as weak innovation and weak attraction to tourists. On the other hand, since tourists' experience is affected by psychological expectation, tourism demand, tourism preference and other factors, tourists themselves have a variety of uncontrollable factors in the process of tourism, and it is difficult to measure their experience perception degree in a standardized way.

(4) SWOT analysis of benefits

SB-Strengths of Benefits: Nanchong's intangible cultural heritage tourism activities will bring many positive benefits to tourists, local residents and the government. First of all, it can increase tourists' understanding of Nanchong's intangible cultural heritage projects and local history and culture, relieve tourists' pressure in life and work, and enhance local residents' sense of identity and pride in local culture. Secondly, the development of tourism activities can stimulate tourism consumption, promote the development of local tourism industries such as "food, accommodation and transportation", provide more job opportunities for local residents and increase the fiscal revenue of local governments.

WB-Weaknesses of Benefits: At present, the development of intangible cultural heritage tourism products in Nanchong is still in the initial stage of the product life cycle, and the richness and creativity of the activities are low, which is easy to make the tourists' evaluation of the tourism experience inconsistent. The chain reaction brought by the low

satisfaction of tourists will reduce the tourists' willingness to visit again, which is not conducive to the publicity of intangible cultural heritage tourism destinations.

OB-Opportunities of Benefits: Local governments at the national level continue to attach importance to intangible cultural heritage tourism, and do not update the level of intangible cultural heritage projects. At the same time, they set up intangible cultural heritage experience centers and intangible cultural heritage ecological reserves to help tourists improve the depth of sightseeing experience. At the same time, under the background of the deep integration of culture and tourism, tourists can spend lower consumption costs and obtain richer cultural experience.

TB-Threats of Benefits: Some institutions pay more attention to economic benefits in the protection and development of intangible cultural heritage projects, which weakens the original cultural value of some intangible cultural heritage projects to a certain extent and distorts tourists' cultural experience and perception. The development of intangible cultural heritage tourism products in Nanchong is still restricted by the lack of awareness of large-scale development, the development planning of specific intangible cultural heritage projects and the policy suitability.

4. Development Path of Intangible Cultural Heritage Tourism Products in Nanchong

Based on the ASEB grid analysis method, this paper comprehensively evaluates and analyzes the development and development status of the tourism resources, tourism products, tourism infrastructure and tourism activities related to the intangible cultural heritage in Nanchong City, and concludes that it should take its own cultural attributes as the core fulcrum of tourism development. Through the construction of cultural tourism product spectrum[2], expanding tourism publicity channels, optimizing tourism route design^[3], creating distinctive brand image and other methods to strengthen the strength.

(1) Construct the pedigree of cultural tourism products

It can be seen from the analysis that Nanchong has rich intangible cultural heritage resources of traditional drama, traditional arts, folk customs and other categories, but the utilization rate of its tourism development is not high. The tourism products and forms formed at present are relatively simple, and the development of the same type of cultural resources can be transformed into a series of tourism products of different cultural themes. Thus, Nanchong's intangible cultural heritage tourism product pedigree is formed. Based on the nature of intangible cultural heritage projects, starting from the perspectives of development products, identification products, experience products, functional products and innovative products, the tourists' needs to enhance recreation experience, knowledge and history education, art appreciation, emotional identification and practicability are respectively corresponding. To enrich and improve the tourism supply structure, fully meet the diversified cultural needs of tourists.

(2) Expand tourism publicity channels

At present, the Internet is very developed, we should fully rely on the advantages of the network, combine online and offline methods, create a variety of propaganda channels, and publicize its resource advantages and cultural connotation. In

the offline publicity, posters and videos can be carried out in stations, and brochures can be issued. Online, improve the official account of city tourism, and regularly release tour guide videos, text push, etc., which not only enables tourists to understand the recent status of city cultural tourism, but also enables them to communicate in the comment section, improve the feedback mechanism of tourists, and adopt the third party to help publicize.

(3) Optimize the design of tourist routes

Nanchong is rich in intangible cultural heritage resources, but the distribution is scattered. In order to connect several representative scenic spots in series, it is necessary to optimize the tourism routes. When designing routes of different types of tourism, their emphasis is also different. For example, tourism experience should attach importance to the development of experience content, arrange the connection of various activities, and list the specific time of activities such as performance, so that tourists can prepare in advance, so as to save time and energy, harvest satisfactory experience and leave good memories.

(4) Create a distinctive brand image

Cultural brand is the core competitiveness of a city to participate in the market competition of intangible cultural heritage tourism. Cultural characteristics are the core elements of cultural brand. The characteristics of Nanchong in building "intangible cultural heritage" tourism culture brand can be explored from the following three aspects: First, the intangible cultural heritage inheritance enterprises and inheritors with high visibility can better export the economic and social value of "intangible cultural heritage" culture; Secondly, it has a wide influence on the intangible culture, which can effectively demonstrate the vitality and

authenticity of "intangible cultural heritage" culture. The third is to cultivate the enthusiasm and ability of the general public to read and publicize the "intangible cultural heritage" culture, so that the public can become the "intangible cultural heritage" messenger.

5. Conclusion

By sorting out Nanchong's intangible cultural heritage tourism products, the author finds out their strengths, weaknesses, opportunities and threats in four aspects of activities, settings, experience and benefits, helps them analyze the current environment they are facing and provides alternative development paths, hoping that their tourism development will be better and better.

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