

Dynamic Inheritance Industry Empowerment: An Innovative Path Research on the Cultivation Base of Renowned Craftsmen in the Integration of Intangible Cultural Heritage and Cultural Tourism in Wuhu

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Abstract: In recent years, various regions have been exploring the integration paths of intangible cultural heritage and cultural tourism. However, how to break through the predicament of intangible cultural heritage inheritance and enhance the cultural connotation of the cultural tourism industry through talent cultivation, especially the construction of a team of renowned craftsmen, remains an urgent practical issue to be addressed. Wuhu, as an important node city in the Yangtze River Delta, not only boasts abundant natural and historical cultural and tourism resources, but also has over 160 intangible cultural heritage projects, possessing a unique advantage for the integrated development of "culture and tourism + intangible cultural heritage". This research focuses on the construction of well-known craftsman training bases in the process of integrating "culture and tourism + intangible cultural heritage" industries in Wuhu City. By sorting out the current situation of cultural and tourism resources and intangible cultural heritage inheritance in Wuhu, it explores the integrated development model of culture and tourism and intangible cultural heritage, and reveals its driving mechanism for the local cultural economy. The research employs various methods such as field investigation and case analysis, and in light of the actual situation in Wuhu, proposes practical construction plans, striving to contribute to the high-quality development of the local economy in Wuhu.

1. Introduction

In recent years, the domestic "culture and tourism + intangible cultural heritage" industry integration model, as an important path to promote local cultural and economic development and achieve sustainable development goals, has been widely practiced and explored in various regions. Wuhu not only preserves a large number of precious historical and cultural relics, but also boasts a rich and diverse array of intangible cultural heritages.

In the current context where market competition is becoming increasingly fierce and tourists' demands are becoming more diverse, deeply exploring and integrating the cultural tourism and

intangible cultural heritage resources of Wuhu City, and building a "cultural tourism + intangible cultural heritage" industry integration development model that suits local conditions, especially by establishing well-known craftsman training bases to cultivate a team of intangible cultural heritage inheritors with both exquisite skills and innovative capabilities, is conducive to enhancing the economic growth of the city's regions. And promoting the inheritance and protection of intangible cultural heritage has significant theoretical value and practical significance [1].

2. Review of the Current Situation of Cultural Tourism and Intangible Cultural Heritage Resources in Wuhu City

2.1 Tourism Resources

Wuhu boasts numerous natural mountain landscapes. Zheshan is one of the symbols of Wuhu City. It is also a national 4A-level scenic area and the top of the "Eight Ancient Scenic Spots of Wuhu". It was once the location of the Huangshan Valley study Place and the earliest higher education institution established in Anhui Province. Tianmen Mountain, located on the banks of the Yangtze River in the northern suburbs of Wuhu, is renowned worldwide for Li Bai's poem "Looking at Tianmen Mountain". The mountain is steep and the Yangtze River turns northward here, creating a unique scene. Fushan, located in Sanshan District, Wuhu City, has a history of over 1,700 years since the Eastern Jin Dynasty. It features 483 cliff carvings, which possess extremely high artistic value in calligraphy. Ma Ren Qifeng, located in Fanchang District, is renowned for its unique Danxia landform. It is dotted with strange peaks and cragged rocks, with a forest coverage rate of over 95%. Moreover, the special fragrance of nanmu wood keeps mosquitoes away in summer, earning it the title of "natural oxygen Bar"[2]. However, at present, these scenic spots generally have problems such as insufficient development characteristics and inadequate supporting facilities. For instance, the exploration of the historical and cultural connotations of Fushan is insufficient. Some sections of the hiking trail on Ma Ren Qi Feng are in disrepair for a long time, causing inconvenience to tourists. The catering services within the scenic area are relatively monotonous, lacking the supply of local specialties, and so on.

Wuhu is located along the Yangtze River and is rich in distinctive water resources, mainly including the following points: 1) The scenery along the Yangtze River is unique. In recent years, Wuhu City has been guided by the concept of getting close to nature, creating the "Ten-Mile River Bend" ecological green bank of the Yangtze River, making the scenery along the Yangtze River more beautiful. 2) The scenery of Jinghu Lake is very pleasant. Jinghu Lake is located in the center of Wuhu City. It is an artificial lake with a long history, complementing Zheshan Mountain and Qingyi River, forming one of the new ten scenic spots of Wuhu such as "Jinghu Slender Willows". The buildings in the garden have the characteristics of Jiangnan gardens. 3) The landscapes of other water areas are also unique. The Taoxin Shuiyun Scenic Area is meandered by the Qingyi River, with numerous ditches crisscrossing within its territory, forming a distinctive landscape. In addition, there are also water landscapes such as Fengming Lake, Zhusi Lake, Jiangdong Ecological Park and the Qingyi River. In terms of development and utilization, the tourism projects along the Yangtze River mainly focus on sightseeing and lack in-depth experience projects. Meanwhile, water-based entertainment projects are also relatively scarce, failing to fully leverage the advantages of water resources.

Wuhu retains a large number of historical and cultural relics of great value. The Zhongjiang Tower, built in the Ming Dynasty, is one of the landmark buildings in Wuhu, carrying hundreds of years of historical memory. At present, the promotion and publicity work of Zhongjiang Tower is seriously lagging behind, and the surrounding environment of Zhongjiang Tower is chaotic, resulting in a poor visiting experience. The Renzidong Site in Fanchang District is an important

relic of the Paleolithic Age. Currently, the display form of the site is rather monotonous, relying only on text display boards and a small number of unearthed cultural relics. It lacks vivid display methods such as multimedia interaction and scene restoration, making it difficult to attract tourists.

2.2 Intangible Cultural Heritage Resources

At present, more than 160 intangible cultural heritage items at all levels have been recognized in Wuhu City and its subordinate districts and counties, covering multiple categories such as traditional craftsmanship, traditional fine arts, traditional sports and acrobatics, folk customs, and folk literature. Among them, the national-level intangible cultural heritage project in the field of traditional craftsmanship, Wuhu iron Painting, is the most representative. Folk intangible cultural heritages such as the Wuwei Fish Lantern and the Nanling Ten Beasts Lantern, as well as other folk literature like the Mulian Opera, Wuhu Xinyi Liuhe Quan, the Legend of Jiaoji Temple, and the Legend of Guanxiang, all showcase the regional culture of Wuhu from various perspectives and are precious cultural treasures (Table 1).

Table 1 Intangible Cultural Heritage Resources of Wuhu

Intangible Cultural heritage category	Representative project	Level	Cultural value
Traditional craftsmanship	Wuhu Iron Painting	National-level	It reflects the integration of traditional forging techniques and painting art
Folk customs	Wuwei Fish Lantern, Nanling Ten Beasts Lantern	Provincial level	Reflect local folk culture and the living customs of the people
Traditional sports games and acrobatics	Wuhu Xinyi Liuhe Quan	Municipal level	Showcase the inheritance and development of traditional martial arts culture
Folk literature	The legends of Jiaoji Temple and Guanxiang	Municipal level	It carries the historical memory and folk cultural connotations of the local area

However, the inheritance of Wuhu's intangible cultural heritage projects in modern society faces many challenges. A large number of intangible cultural heritage projects lack funds for inheritance and are in a crisis of breakage, which restricts the research and innovation of intangible cultural heritage skills and the cultivation of talents. There is still a serious shortage in the development and utilization of intangible cultural heritage resources, and they have poor appeal to young people, leading to these precious cultural heritages gradually being marginalized in daily life. It is difficult to gain wide attention.

3. Exploration of the Integration Model of Cultural Tourism and Intangible Cultural Heritage Industries

3.1 Draw on Successful Domestic Cases

Many places in China have achieved remarkable results in the integration of "culture and tourism + intangible cultural heritage" industries, providing valuable and referential experience for Wuhu City.

Taking Songcheng in Hangzhou as an example, it has rationally integrated intangible cultural heritage performances into tourism shows. Songcheng has created a large-scale song and dance performance called "Songcheng Everlasting Love", incorporating intangible cultural heritage projects from Zhejiang regions such as Yue Opera and Hangzhou embroidery into the performance. With its exquisite stage presentation effects, it presents intangible cultural heritage to tourists in a vivid and intuitive way. This model not only increases the cultural proportion of tourism

performances, but also enables intangible cultural heritage projects to be promoted on a larger stage, attracting a large number of tourists to visit and watch. The Lihuang Opera, a provincial-level intangible cultural heritage of Wuhu, is rich in local characteristics, reflecting the life, labor and emotions of the local people, and has high artistic value and cultural significance. As a traditional folk dance, the Ten Beasts Lantern in Nanling area integrates drama art, folk handicrafts, painting art and mythological legends, carrying rich cultural heritage. Relying on professional stage design and performance planning, it integrates the representative intangible cultural heritage of Wuhu into tourism performance programs, which can bring tourists a special cultural experience.

The ancient street of Jinli in Chengdu has also found new ways to effectively combine intangible cultural heritage projects with the sale of local snacks and handicrafts. In the ancient street, there are display and sales shops for intangible cultural heritage projects such as Shu embroidery and bamboo weaving (Figure 1). While enjoying the local snacks of Chengdu, tourists can witness the production process of intangible cultural heritage skills up close and also purchase their favorite intangible cultural heritage handicrafts. This model makes rational use of the tourist flow of the ancient street, creates commercial value for intangible cultural heritage projects, and also adds color to tourists' travel experience [3]. Referring to the approach adopted by Jinli Ancient Street, Wuhu City can create a cluster of intangible cultural heritage commercial areas around local commercial streets and tourist attractions, integrating intangible cultural heritage projects with characteristic restaurants, shopping, etc., to achieve diversified consumption scene forms.



Figure 1 Intangible Cultural Heritage Project of Jinli Ancient Street - Shu Fan

3.2 Exploration of Local Fusion Mode

Creating theme scenic spots centered around intangible cultural heritage and deeply integrating intangible cultural heritage projects into the planning and construction of tourist attractions is a key approach to enhancing the cultural heritage of the scenic spots. For instance, in the Wuhu Binjiang Park, iron painting exhibitions are held to comprehensively explain to tourists the historical origin, production skills and artistic connotations of Wuhu iron paintings. By opening iron painting workshops and inviting professional iron painting artisans to give on-site lessons, tourists can personally get involved in the process of making iron paintings and truly experience the charm of intangible cultural heritage [4-5]. In addition, in places such as the Ma Ren Qi Feng Scenic Area where natural and cultural landscapes blend well, it is necessary to build landscape cultural and creative products with the theme of iron painting. This will enable tourists to appreciate the unique

charm of intangible cultural heritage while enjoying the natural scenery, thereby enhancing the competitiveness of the scenic area.

The government and cultural and tourism authorities are integrating resources to promote the upgrading of the cultural and tourism industry in Wuhu. Based on the trend of cultural and tourism integration, we will organically combine natural scenery with folk culture, develop characteristic tourism routes, deeply explore the intangible cultural heritage connotations of Wuhu and incorporate local characteristics, and develop various cultural and creative products to meet the diverse needs of tourists [6-7].

Local colleges and universities, in collaboration with local cultural institutions, have established renowned craftsman training bases to further pass on intangible cultural heritage [8]. In the vicinity of renowned universities in Wuhu, such as Anhui Normal University and Anhui Polytechnic University, or within cultural and creative industrial parks, intangible cultural heritage (ICH) training bases have been established. ICH inheritors are invited to give lectures, and artisan studios are opened to allow tourists to observe ICH production up close and enhance their sense of cultural participation.

4. Analysis of the Impact Mechanism of Industrial Integration on Cultural Economy

4.1 Promote Economic Growth

As consumers' demands for travel experiences continue to rise, merely sightseeing can no longer meet their requirements. In the context of the "culture and tourism + intangible cultural heritage" model, tourists can deeply participate in the experience stage of intangible cultural heritage projects. Such immersive experiences have aroused tourists' higher desire to consume. Some scholars published a study in the "Statistics and Information Forum" stating that When tourists are deeply involved in intangible cultural heritage experience activities, their willingness to purchase related cultural and creative products will increase significantly, and they are willing to pay a slightly higher price than ordinary tourist souvenirs.

The development and promotion of intangible cultural heritage projects can drive the progress of upstream and downstream industries. From raw material supply, product design and production, to sales and logistics and other links, a close industrial connection relationship has been formed. As explained in "Economics of Cultural Industry", this industrial synergy effect can achieve effective resource integration, increase production efficiency and reduce production costs. This will create more economic benefits. The coordinated development of related industries can attract more enterprises to engage in industrial integration, further driving industrial innovation and upgrading, and adding sustained impetus to economic growth.

4.2 Promoting Employment

Industrial integration has given rise to a large number of job opportunities, covering a wide range of fields, from traditional handicraft making to modern tourism services. From the perspective of traditional handicraft production, the transmission of skills by intangible cultural heritage inheritors has become a core link. To meet the market demand for intangible cultural heritage products, inheritors of intangible cultural heritage need to recruit apprentices. This not only lays a solid foundation for the inheritance of traditional handicrafts but also creates job opportunities for society.

With the development pace of the "culture and tourism + intangible cultural heritage" industry, tourist attractions need a large number of tour guides and interpreters who are familiar with intangible cultural heritage to vividly explain the historical and cultural connotations of intangible

cultural heritage projects to tourists. Cultural and creative enterprises, on the other hand, need professionals in multiple fields such as design, marketing, and management to promote the development and publicity of intangible cultural heritage creative products. This entire set of employment opportunities It provides a broad employment space for people with differences in skill levels and professional backgrounds, effectively alleviating the pressure of employment.

5. Relevant Strategies for Enhancing the Cultural Economy

5.1 Policy Guarantee

Policy support at the government level is an important guarantee for promoting the development of the "culture and tourism + intangible cultural heritage" industry. First, the government has established a "Special Fund for Intangible Cultural Heritage" to specifically address the financial needs for the protection and development of intangible cultural heritage projects. It also sponsors intangible cultural heritage inheritors to organize skills training courses and inheritance exchange activities. On the other hand, it can also facilitate the in-depth integration of intangible cultural heritage with modern tourism industries and promote the construction of infrastructure such as intangible cultural heritage exhibition venues and experience bases. Second, the government, in collaboration with the tax authorities, has implemented tax reduction and exemption policies to effectively lower the operating costs of "culture and tourism + intangible cultural heritage" enterprises, attract more enterprises to participate in the development of the industry, and encourage existing enterprises to increase investment in the research and development and promotion of intangible cultural heritage projects.

5.2 Approaches to Talent Cultivation

The education department has strengthened cooperation between schools and enterprises, guiding universities in Wuhu to set up relevant majors and providing professional talents for the industry. Wuhu is home to many regular colleges and universities, which are rich in educational resources and scientific research capabilities. Through in-depth cooperation with tourism agencies and enterprises, these universities can formulate targeted talent cultivation plans based on market demands. By setting up majors such as cultural industry management and tourism management (intangible cultural heritage tourism direction), offering courses like intangible cultural heritage skills inheritance, cultural and creative design, and tourism marketing, and introducing real enterprise projects into classroom training, we aim to cultivate compound talents who not only understand intangible cultural heritage but also possess modern industrial operation capabilities [9].

The Wuhu Municipal Bureau of Culture and Tourism has improved the traditional master-apprentice system for inheritance and guarantee, and cultivated more outstanding inheritors of intangible cultural heritage. Master-apprentice inheritance is an important way of intangible cultural heritage inheritance. By setting up master-apprentice inheritance subsidies and providing inheritance venues, the enthusiasm of intangible cultural heritage inheritors can be enhanced. Meanwhile, the government regularly organizes master-apprentice activities such as skills exchanges and works exhibitions to enhance the social status and influence of intangible cultural heritage inheritors.

Implementing vocational training to enhance the cultural background of tourism practitioners, tourism practitioners are an important bridge for spreading intangible cultural heritage to tourists. Their cultural level directly affects the quality of tourists' experience. By regularly holding training sessions on intangible cultural heritage knowledge and tour guide interpretation skills, tourism practitioners can be fully familiar with the intangible cultural heritage projects in Wuhu City, and be

able to vividly and accurately introduce the connotation and charm of intangible cultural heritage to tourists.

The Culture and Tourism Bureau, in collaboration with the Human Resources and Social Security Bureau, has formulated a certification system for renowned craftsmen, and carry out certification and recognition for artisans who have reached a certain level of skills and possess innovative capabilities. The certification system can cover multiple links such as skill assessment, work review, and innovation ability evaluation. Artisans who obtain certification can receive corresponding honors and rewards, enhancing their social status and economic returns. The certification system can also provide a reference scale for tourists, and assist them in selecting high-quality intangible cultural heritage creative products.

5.3 Marketing Promotion Methods

Modern marketing promotion methods are more diverse than before, with fast dissemination speed and strong interactivity. For instance, by leveraging modern media platforms such as Douyin and Xiaohongshu to release relevant activities and products of Wuhu's "culture and tourism + intangible cultural heritage", such as the Wuhu Intangible Cultural Heritage Tourism Festival and the Iron Painting Art Exhibition, it is possible to quickly attract the attention and interaction of potential tourists, thereby enhancing the brand's social recognition and user loyalty [10].

In addition, by participating in domestic and international tourism exhibitions and establishing cooperative relationships with domestic and foreign tourism institutions and enterprises, it can promote the various intangible cultural heritage and creative products of Wuhu to go global.

6. Conclusion

Wuhu is rich in cultural and tourism resources, with unique natural landscapes and historical relics, and a large number of intangible cultural heritage projects. However, its development and utilization are insufficient, and its inheritance is facing difficulties. By drawing on successful domestic cases such as Songcheng in Hangzhou and Jinli Ancient Street in Chengdu, and in light of local conditions, Wuhu can explore integrated models such as creating intangible cultural heritages theme scenic spots, integrating resources to develop characteristic routes and cultural and creative products, and building well-known craftsman training bases. Industrial integration has a significant impact on the cultural economy, promoting economic growth, driving employment. Wuhu needs to provide policy guarantees, set up special funds, implement tax reductions and exemptions, cultivate talents through strengthening school-enterprise cooperation, improving the master-apprentice system, conducting vocational training, and formulating a craftsman certification system, and promote the market through modern media platforms and participation in tourism exhibitions, so as to promote the high-quality development of the local economy and achieve the inheritance and protection of intangible cultural heritage. In the future, efforts can be made to further enhance cultural and tourism cooperation with surrounding cities in the Yangtze River Delta region, launch cross-regional intangible cultural heritage tourism special lines, expand influence through resource sharing and mutual sending of tourists, continuously improve the professionalization and scale of well-known craftsman training bases, and truly bring intangible cultural heritage to life in industrial development.

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