

A Review of Chinese and Foreign Intangible Cultural Heritage Tourism

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Abstract: The study of intangible cultural heritage tourism is of great significance to deeply explore the connotation of intangible cultural heritage and promote the in-depth integration of culture and tourism, and it is necessary to grasp the research trend of intangible cultural heritage tourism. This paper takes 3329 documents selected from the CNKI database and the "Web of ScienceTM Core Collection" database as data samples, and uses Citation Space (CiteSpace software) to conduct metrological analysis to summarize the research situation of Chinese and foreign intangible cultural heritage tourism. The results show that: (1) The research on foreign intangible cultural heritage tourism started 10 years earlier than that in China, and the volume of literature was higher than that in China, and it experienced three stages: the initial period, the rapid development stage, and the deepening and expansion period. Although domestic research started late, the growth rate is fast, from 2008 to 2016, the number of publications caught up with foreign countries, and then entered a period of steady development. (2) In general, domestic and foreign authors have not formed a close cooperation network, foreign authors have partial cooperation, but domestic has not formed a stable core author group. (3) Independent research between domestic research institutions, lack of cooperation, scattered and unbalanced research geographical distribution, lack of cross-regional cooperation, high-yield research institutions are Tarim University, Guilin University of Technology, Guangxi and Xinjiang are the leading places for research. There are many cross-border and cross-regional research institutions in foreign countries. China, the United States and Spain are the research centers, and Sichuan University, Chinese Academy of Sciences and Sun Yat-sen University are the backbone of research. (4) The research on intangible cultural heritage tourism in domestic hot spots mainly includes the development, protection, inheritance and development of intangible cultural heritage tourism, the research on the authenticity and temporal and spatial characteristics of intangible cultural heritage tourism, the research hotspots of foreign intangible cultural heritage tourism focus on the comprehensive attributes of intangible cultural heritage tourism, the impact of the authenticity, sustainable development, management, protection and development of intangible cultural heritage tourism, the development model and the experience summary of intangible cultural heritage tourism in destinations, and the research on the subject's participation attitude, emotional perception and satisfaction. In short, there are differences in the research of intangible cultural heritage tourism between China and foreign countries, and domestic research should strengthen the collaboration between research institutions and authors, continuously broaden the research content, improve research methods, and make research more scientific and objective.

1. Introduction

Intangible cultural heritage refers to various traditional cultural expressions that exist in intangible form, are closely related to people's lives, and are passed down from generation to generation, which is the continuation of the bloodline of national culture^[1]. In 2003, UNESCO added "the influence of tourism on intangible Cultural Heritage" to the revision of the Operation Guidelines for the Implementation of the Convention on the Protection of Intangible Cultural Heritage. It can be seen that the relationship between tourism and intangible cultural heritage is a topic that all countries should pay attention

to^[2]. In 2018, China established the Ministry of Culture and Tourism, the integration of culture and tourism has become the trend of the times, intangible cultural heritage has become an important tourism attraction, is the cultural resource foundation for tourism development, tourism can stimulate the inherent vitality of intangible cultural heritage, relying on intangible cultural heritage cultural resources to promote the integration of culture and tourism has become the trend of the times. The research of intangible cultural heritage tourism is of great significance to deeply explore the connotation of intangible cultural heritage and promote the in-depth integration of culture and tourism, and it is necessary to grasp the current

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situation of intangible cultural heritage tourism research. At present, a small number of scholars in China have sorted out the research on intangible cultural heritage tourism^[3-4], but the research methods are mainly qualitative analysis, and the sample literature in quantitative analysis is mainly CSSCI(Chinese Social Sciences Citation Index) and core journal papers, the sample objects are not comprehensive enough, and the latest comprehensive and systematic visual research results are lacking, and in recent years, no scholars have compared and analyzed intangible cultural heritage tourism research at home and abroad.

Based on this, this study takes the research results of intangible cultural heritage tourism at home and abroad over the years as samples, combine the qualitative and quantitative analysis, and uses CiteSpace scientific econometric tools to reveal the current status and development trend of intangible cultural heritage tourism research at home and abroad from the aspects of the number and time distribution of literature, research institutions, research authors, research hotspots and frontier trends, so as to understand the trend of intangible cultural heritage tourism research at home and abroad, in order to provide certain ideas and directions for the protection, utilization and intangible cultural heritage tourism research in China.

2. Research methods and data sources

2.1. Data Sources

In order to have a more comprehensive grasp of the historical context, research hotspots and characteristics of "intangible cultural heritage tourism" research, this study searches and analyzes relevant literature at home and abroad. In order to improve the relevance, this study searched with "intangible cultural heritage" and "tourism", "intangible cultural heritage" and "tourism" as the title, and removed irrelevant documents, and retrieved a total of 1505 documents as research samples. Foreign literature

was searched with "Web of Science TM Core Collection" as the data source, "culture", "heritage", "intangible cultural heritage" and "tourism" as the theme terms, and a total of 1824 related literature was retrieved as research samples for this paper.

2.2. Research methods

Citation Space, abbreviated as CiteSpace, is a measurement software developed by American scholar Professor Chaomei Chen^[5] for analysis, mining and visualization of literature data, which can identify and display hot keywords, research progress and frontier directions in this field through an intuitive knowledge graph^[6]. This paper analyzes the documents retrieved in CNKI and Web of science in time-sharing, dynamic and multivariate analysis, and draws a knowledge map and visual analysis by using the analysis functions of collinear, cooperation, and co-citation of software, mainly including the trend analysis of publication volume, core author analysis, research institution analysis, keyword analysis, etc., So as to vividly and intuitively display the context of "intangible cultural heritage tourism" research and the hot spots and evolutionary trends at the research frontier.

3. Analysis of the characteristics of intangible cultural heritage tourism research

3.1. Analysis of publication time and publication volume

Through Citation Space (CiteSpace) duplication, the number of intangible cultural heritage tourism articles published at home and abroad over the years was counted, the research progress of CNKI and Web of science intangible cultural heritage tourism was analyzed, and a trend chart was drawn (figure 1).

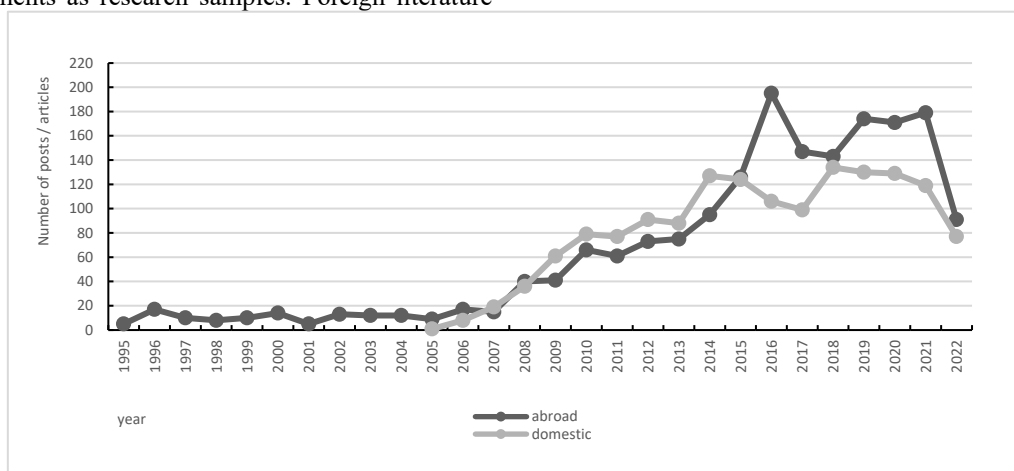


Fig. 1 Annual trend of intangible cultural heritage tourism publications at home and abroad from 1995 to 2022 (Self-drawn)

Since 1995 foreign countries began the research on intangible cultural heritage tourism, went through three stages, 1995-2007 as the initial stage, SILBERBERG, T (1995)^[7] first began the research on the cultural tourism

and business opportunities in museums and heritage sites; 2007-2014 was a stage of rapid development, during which foreign scholars paid more attention to the originality and authenticity of intangible cultural heritage

resources, and began to pay attention to and discuss the use of intangible cultural heritage as tourism resources [8-10]. From 2015 to 2022, in order to deepen and expand the research stage, scholars expanded from the utilization and protection of intangible cultural heritage resources to anthropology, sociology, economics and other fields, and began to conduct cross-disciplinary research, such as focusing on culture, product differentiation and market details, Romao, J (2015) [11] used structural equation models to analyze the structure of visitor motivation and satisfaction in Amsterdam's intangible culture.

Since the promulgation of the Convention for the Safeguarding of Intangible Cultural Heritage in 2004, domestic academics have begun to attach importance to promoting the development of intangible cultural heritage through tourism development. Although it started late, the growth rate was fast, from 2005 to 2008 was the initial stage, and in 2007, the number of domestic scholars studying intangible cultural heritage tourism literature exceeded the number of foreign research, and maintained this trend until 2015; 2009-2014 was a period of rapid development, and in 2009, the domestic academic community began to set off an upsurge in intangible cultural heritage tourism research, probably due to the inscription of 22 Chinese intangible cultural heritage items on UNESCO's intangible cultural heritage list that year; 2015-2022 is a period of steady development, although the enthusiasm for research on intangible cultural heritage tourism in China decreased slightly from 2014 to 2017, and then rose rapidly, the total number of papers during this period still exceeded 100 papers per year. Since 2017, in terms of overall trends and stages, similar frequencies have been maintained at home and abroad, and the research on domestic intangible cultural heritage tourism has gradually shifted from protection and development to the deep integration of of tourism, so as to achieve sustainable development of intangible cultural heritage.

3.2. Author analysis

The number of articles published by authors can represent the influence of scholars in this field to a certain extent, and by analyzing the characteristics of domestic and foreign author cooperation networks, it can reflect the core author groups and their cooperative relationships in the field of intangible cultural heritage tourism research at home and abroad. In the visual map, the number of nodes indicates the number of authors who have conducted research on intangible cultural heritage tourism, the size of nodes is positively correlated with the author's achievements in intangible cultural heritage tourism research, and the thickness of the connection between nodes indicates the strength of cooperation between authors.

Through analysis, the authors of domestic intangible cultural heritage tourism research analyzed that a total of 487 nodes and 140 connections were formed, and the overall authors' cooperation network density was 0.0012, which did not form a close cooperation network. The authors of foreign intangible cultural heritage tourism

research analyzed that a total of 580 nodes and 232 connections were formed, and the overall author cooperation network density was 0.0014, and the overall cooperation network did not form a close cooperation network, and the authors were distributed, but some authors also had partial cooperation. According to statistics, the core authors with a high number of articles are mainly Chen Wei and Yu Xiaoling in China, and LIUY and LIY in China and abroad (Table1). In general, foreign authors have a higher degree of local cooperation and a higher volume of high-yield publications, which can reflect that their research capabilities are stronger than those in China.

Table 1 Authors who have published more than 4 articles on intangible cultural heritage tourism research at home and abroad (Self-drawn)

Post volume	Author	Post volume	Author
16	CHEN Wei	325	UNKNOWN
10	Yu Xiaoling	14	LIU Y
9	Liu Min	13	LI Y
7	UNKNOWN; Wang Ping	11	LI X
6	Zhang Wei; Xin Ru; Han Zhu	7	WANG Y; WALL G; ZHANGS; ZHANG M JAAFAR M; SU M;
5	Wu Juan; Zhou Can; Song He has; Jia Hongyan	6	RASOOLIMAN ESH S; LEE C; ZHANG C;
4	No golden Flower; Zhang Xiyue; Zhang Mingfu; Peng Xiaozhou; Wenjing; Li Gang; Ouyang Zhengyu; Wang Chunyan	5	WANG J; KIM H; SUN Y

3.3. Research institutions and country analysis

Through the visual analysis of the research institutions and national distribution of domestic intangible cultural heritage tourism by Citespace, it can be seen that the institutional analysis of domestic intangible cultural heritage tourism research has formed a total of 435 nodes and 88 connections, and the overall author cooperation network density is 0.0009. The high-yield institutions are mainly Tarim University and Guilin University of Technology, mainly concentrated in Xinjiang, Guangxi, Fujian, Shanxi, Gansu, Inner Mongolia, Beijing, Yunnan and other places, and the distribution is relatively scattered and unbalanced. Among them, Guangxi is the core main force of the output of intangible cultural heritage tourism research results, followed by Xinjiang, indicating that Guangxi and Xinjiang are the leading areas of intangible cultural heritage tourism research in China, and attach great importance to the research in the field of intangible cultural heritage tourism.

The visual analysis of foreign intangible cultural heritage tourism research institutions has formed a total of 531 nodes and 219 connections, and the cooperation network density of the overall institution is 0.0016, which shows that there are more foreign institutions paying attention to intangible cultural heritage tourism research than in China, and the degree of cooperation is more closely than that in China. Among the research institutions, the Chinese Academy of Sciences, Sichuan University and Sun Yat-sen University in China are the top one and two high-prolific institutions abroad, and they pay the most attention to the research of foreign intangible cultural heritage tourism, and there are more transnational and cross-institutional cooperation, and the centrality is high. Kyung Hee University in South Korea is third, Hong Kong Polytechnic University is fourth, the sixth is Universiti Sains Malaysia, and the seventh is the University of Jinan, the University of Johannesburg and the University of Waterloo. The research areas are distributed in Chinese mainland, South Korea, Hong Kong, Macao, Australia, Spain, the United Kingdom, the United States, New Zealand, Italy and other places, and some institutions have cross-regional connections, but the high-yield institution is still the Chinese Academy of Sciences in China, indicating that its research ability is relatively strong.

In the visual analysis of foreign intangible cultural heritage tourism research countries (figure 2), a total of 99 nodes, 311 connections, and a cooperation network density of 0.0641 has been formed, which shows that there are many countries investing in intangible cultural heritage tourism research, widely distributed, and close research links between countries, among which the top five countries with the most output and strong research capabilities are China, the United States, Spain, Italy and the United Kingdom. Sichuan University, Chinese Academy of Sciences and Sun Yat-sen University pay the most prominent attention to the research of foreign intangible cultural heritage tourism, and are also the backbone of the research, and at the same time the relationship between each other is relatively close. However, the research force of domestic intangible cultural heritage tourism is relatively scattered, Xinjiang and Guangxi are the focus of research, and there is little contact between research teams, and there is even less cross-regional cooperation.



Figure 2 Visual map of the national distribution of intangible cultural heritage tourism research (Drawing by the Citespace software)

4. Research hotspots and trend analysis

4.1. Domestic research hotspots and trends

4.1.1. Research hotspots and content

Through keyword collinear and keyword clustering analysis, there are 497 nodes and 778 connections in the co-emergence map of domestic intangible cultural heritage tourism, with a network density of 0.0063, and the relationship between keywords is relatively close. In the cluster atlas, there were 11 types of domestic intangible cultural heritage tourism keyword clusters, of which the Q value was $0.6424 > 0.3$ and the S value was $0.8936 > 0.7$, indicating that the cluster structure was significant and the clustering was credible. "Tourism development" and "protection" has the highest frequency of words, of which "tourism development" node is the largest and centrality is also the largest, indicating that it is the hottest research topic in China, and it can be seen from the timeline that "protection and development" has always been a hot topic throughout the research of intangible cultural heritage tourism.

Therefore, the comprehensive analysis shows that the research hotspots of domestic intangible cultural heritage tourism mainly include:

First, research on the development of intangible cultural heritage tourism. It mainly evaluates development, explores development models, and develops and researches specific intangible cultural heritage resources and products. The beginners mainly evaluated the attractiveness^[12], development potential^[13] and suitability of intangible cultural heritage tourism development, and paid attention to the development of intangible cultural heritage tourism resources and tourism destinations and intangible cultural heritage tourism products. Later, with the deepening of research, it began to pay attention to the risk assessment and development value of intangible cultural heritage tourism development, and at the same time paid attention to the coordination of the five major stakeholders (government, community residents, inheritors, tourists and tourism enterprises) in the process of intangible cultural heritage tourism development, and gave full play to the important role of the government, inheritors and community residents in supervision, guidance, inheritance and protection, continuously explored tourists' satisfaction, emotional perception and behavior, and guided by tourists' satisfaction and demand for products, carried out the development of intangible cultural heritage tourism^[14-16]. For example, Zheng Jiuliang takes tourists' perception of quality and value as the mediating variable to explore the internal mechanism of the diversified influence path of local sense on satisfaction and loyalty, so as to promote the development and development of intangible cultural heritage tourism^[17].

Second, research on the protection of intangible cultural heritage tourism, including the principles and methods of intangible cultural heritage protection, problems in the protection process, and protection actors,

etc. [18-19]. Scholars have always upheld protection as the primary factor, realized the principle of economy and social benefits, and promoted sustainable development. Emphasizing the government's advocacy, management and coordination functions, while paying attention to the participation of tourism enterprises and cultural subjects, some scholars pointed out that it is necessary to establish a sound legal system, with the government as the lead and the participation of the masses, so as to achieve the protection of intangible cultural heritage.

Third, the research on the inheritance and development of intangible cultural heritage tourism, mainly carrying out research on the development model, the development path and inheritance mode of intangible cultural heritage tourism, scholars pay great attention to the integrated development of various types of intangible cultural heritage and tourism, such as diet, embroidery, traditional national sports [20], etc. At the same time combine the development of intangible cultural heritage tourism with cultural tourism, global tourism and rural tourism, explore new ideas for the integration of cultural heritage, so as to further promote the living inheritance and economic revitalization of intangible cultural heritage. At present, "living" inheritance has become the most mainstream form of intangible cultural heritage inheritance, and living inheritance is realized by means of research and tourism development of intangible cultural heritage and the construction of digital intangible cultural heritage tourism IP [21].

Fourth, Research on the authenticity of intangible cultural heritage tourism. Scholars believe that the authenticity of intangible cultural heritage tourism includes two meanings: the authenticity of tourism attractions and the authenticity of tourism subjects (tourists) [22-23]. Since intangible cultural heritage is symbolized as a commodity in the process of cultural tourism consumption, the discussion of authenticity in academia is basically concerned with the authenticity of tourism subjects, and the discussion of the authenticity of heritage itself is relatively weak [24].

Fifth, Research on the temporal and spatial characteristics of intangible cultural heritage tourism. Through regional empirical research on the spatial and temporal distribution of intangible cultural heritage resources, scholars involved the types, levels, spatiotemporal evolution characteristics of intangible cultural heritage resources [25], and regional spatial distribution characteristics [26], and then put forward development ideas or suggestions for the development of intangible cultural heritage tourism.

4.1.2. Research trends

Through the analysis of key words in the field of intangible cultural heritage tourism in China, it can be seen that at the beginning of the study, the "protection" of intangible cultural heritage tourism was the key theme of scholars' attention, with a sudden occurrence rate of 8.42 between 2005 and 2010, and then scholars began to pay attention to the protection, development and development of intangible cultural heritage tourism resources, cultural

tourism and global tourism, especially the development of intangible cultural heritage tourism in Henan Province. In recent years, the sudden occurrence rate of "cultural and tourism integration" has reached 11.05, indicating that the research popularity of cultural and tourism integration is quite high from 2019 to 2012, which shows that the academic community has also begun to pay attention to the promotion of intangible cultural heritage tourism for "cultural and tourism integration". The sudden increase in the incidence of intangible cultural heritage tourism and "rural tourism", "rural revitalization" and "intangible cultural heritage" in the past two years has become a topic that scholars have paid more attention to since 2005, which coincides with the goal of realizing the 14th five-Year Plan, exploring the "intangible cultural heritage tourism" to promote the revitalization of rural intangible cultural heritage, drive the realization of rural economic discovery, and promote rural revitalization.

4.2. Foreign research hotspots and trends

4.2.1. Research hotspots and content

Through analysis, the keyword Co-occurrence map of foreign intangible cultural heritage tourism research was obtained (figure 3), and then the keywords closely related to foreign intangible cultural heritage tourism were clustered by CiteSpace algorithm to obtain the keyword clustering map (Figure4).

There are 636 nodes in the collinear graph, 3062 links, and the network density is 0.0152, which shows that the connection between keywords is relatively close, of which cultural tourism nodes are the largest, followed by cultural heritage and heritage tourism, mainly because these three are the subject words of the search, followed by "sustainable tourism, impact, management, model, authenticity, experience" appear more frequently. In the cluster map, there were 11 types of foreign intangible cultural heritage tourism keywords, the cluster module value (Q value) was 0.4089 > 0.3, the cluster structure was significant, and the S value was 0.7636 > 0.7, this clustering is trusted.

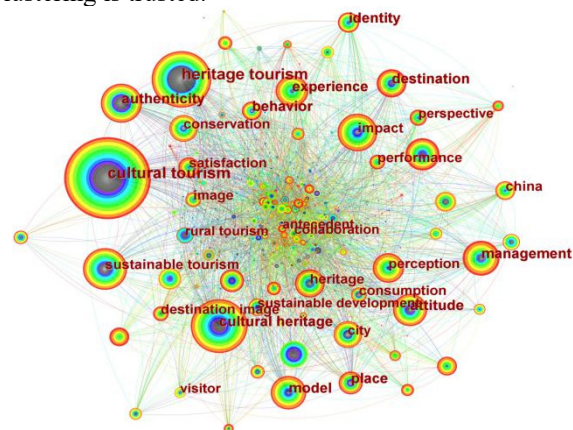


Figure3 Common linear network of foreign intangible cultural heritage tourism keywords (Drawing by the Citespace software)



Figure 4 Cluster diagram of foreign intangible cultural heritage tourism keywords (Drawing by the Citespace software)

Therefore, from the comprehensive analysis, foreign research hotspots include: first, the definition of the concept of intangible cultural heritage tourism, foreign scholars believe that "intangible cultural heritage tourism" has the comprehensive attributes of "cultural tourism", "heritage tourism", "cultural heritage" and "sustainable tourism" [27-28]; Second, take intangible cultural heritage as the main body, study its authenticity, protection, sustainable development, management and impact of tourism development^[29-30], and explore the research and experience summary of intangible cultural heritage tourism development models in cities, the world heritage, sites, heritage traditions and other destinations; Third, taking community residents and tourists as the main body, explore their participation attitude, emotional perception and satisfaction in the development of intangible cultural heritage tourism^[31-32].

4.2.2. Research trends

Through the analysis of keyword emergence in the field of foreign intangible cultural heritage tourism research, it can be seen that the emergence rate of "heritage tourism" is the highest, reaching 10.39, indicating that the research popularity of heritage tourism was quite high from 2004 to 2012. Since 1995, "tourism development" and "rural tourism" has been combined with the development of intangible and cultural heritage tourism, and the research popularity peaked between 2006 and 2018, with the emergence rate reaching 8.98 and 8.35 respectively. With the passage of time, the research hotspots have gradually expanded, and in the past five years, they have focused on "virtual reality", "perception", "tourism landscape" and "subject participation".

4.3. Comparative analysis of frontiers in Chinese and foreign research

Generally speaking, academic circles at home and abroad have formed an academic research network on intangible cultural heritage tourism that has begun to take shape, with a wide range of research topics and a clear research thread. In the medium term, the research popularity of foreign "rural tourism" and "intangible cultural heritage tourism development" reached its peak in 2006-2017, while domestic "rural tourism" and "cultural tourism integration" only attracted widespread attention from

2019 to 2022. With the passage of time, the research trends at home and abroad in the past five years have been different, and foreign countries have focused on "virtual reality", "perception", "tourism landscape" and "subject participation", indicating that in the future, foreign countries will pay more attention to the subject participation and the application of emerging technologies in intangible cultural heritage tourism, while domestic research themes such as "cultural and tourism integration", rural tourism" and "rural revitalization" are in line with the current direction of the 14th five-Year Plan, which is in line with China's national conditions.

5. Conclusion and outlook

5.1. Conclusion

This paper uses CiteSpace to analyze 1505 domestic documents and 1824 foreign documents in the field of "intangible cultural heritage tourism", and concludes as follows:

(1) In terms of the number and time variation of literature studies. In general, the research on foreign intangible cultural heritage tourism started 10 years earlier than that in China, and the volume of literature was higher than that in China, and since 1995, it has gone through three stages: the initial stage, the rapid development stage, and the deepening and expansion research stage. Although the research on intangible cultural heritage tourism in China started late, the growth rate was fast, reaching a climax in 2009, between 2008 and 2016, the number of intangible cultural heritage tourism research literature exceeded that of foreign countries, and then entered a period of steady development, since 2017, domestic and foreign intangible cultural heritage tourism research has always maintained a similar frequency.

(2) In terms of research authors, although some foreign authors have partial cooperation, on the whole, domestic and foreign authors have not formed a close cooperation network. Foreign Mckercher B, Richards G and Cohen E has the greatest influence and close connection, domestic high-prolific authors mainly include Chen Wei, Yu Xiaoling, their connection is not close, has not yet formed a core author group, and foreign high-yield publications are higher, its research ability is stronger than domestic.

(3) In terms of research institutions and the state, there are more institutions for intangible cultural heritage tourism research at home and abroad, more abroad than in China, and the degree of cooperation is more closely than in China. Domestic intangible cultural heritage tourism institutions carry out independent research, lack of cooperation, and do not form a close cooperation network, and the high-yield institutions are mainly Tarim University and Guilin University of Technology. Research institutions are mainly in Xinjiang, Guangxi, Fujian, Shanxi, Gansu, Inner Mongolia, Beijing, Yunnan and other places, the geographical distribution is

distributed, unbalanced, and lack of cross-regional cooperation, of which Guangxi and Xinjiang are the leading places for intangible cultural heritage tourism research in China. Sichuan University, Chinese Academy of Sciences, Sun Yat-sen University pays the most prominent attention to the research of foreign intangible cultural heritage tourism, and are also the backbone of research, and at the same time the relationship between each other is relatively close, the cooperative relationship between countries on intangible cultural heritage tourism research is close, there are cross-border, cross-regional and institutional collaboration, China, the United States, Spain is the research center, Chinese research institutions have relatively strong research capabilities and the highest output.

(4) In terms of research hotspots and trends, domestic research hotspots mainly focus on the development and protection of intangible cultural heritage tourism, the inheritance and development of intangible cultural heritage tourism, the authenticity of intangible cultural heritage tourism, and the research on the temporal and spatial characteristics of intangible cultural heritage tourism, while foreign research hotspots mainly focus on the definition of the comprehensive concept of intangible cultural heritage tourism, the authenticity, sustainable development, management and protection of intangible cultural heritage tourism, the impact of tourism development, development mode and experience summary of intangible cultural heritage tourism in destinations, and the research on subjects' participation attitude, emotional perception and satisfaction.

In the future, foreign countries will pay more attention to the participation of subjects in intangible cultural heritage tourism and the application of emerging technologies, while domestic countries will be more inclined to the combination of "intangible cultural heritage tourism" and "cultural tourism integration", rural tourism, "rural revitalization", which are research themes in line with China's national conditions.

5.2. Outlook

Through comparative analysis of domestic and foreign intangible cultural heritage tourism research, domestic intangible cultural heritage tourism research is 10 years later than foreign countries, research is weak, in the future, attention should be paid to grasp the following aspects: First, research institutions and researchers should realize that cooperation can achieve win-win results, domestic scholars and research institutions should continue to strengthen communication and collaboration in the field of intangible cultural heritage tourism research, enhance cross-regional exchanges, learn from each other's strengths, and seek common development; China is an ancient civilization with a long history and rich and diverse intangible cultural heritage, and should make full use of outstanding traditional ethnic minorities and intangible cultural heritage with distinct regional characteristics to develop intangible cultural heritage tourism, and infer the in-depth development of the research field of intangible cultural heritage tourism;

Third, in terms of research methods, the application and quantitative analysis of emerging information technologies should be strengthened, and when conducting research on the development of intangible cultural heritage tourism in line with China's national conditions and development plans, quantitative analysis methods such as the model calculation should be strengthened, the objectivity of research should be improved, emerging information technologies should be appropriately introduced, and subjects should be paid attention to participating in research, such as using virtual information technology to provide smart intangible cultural heritage tourism services.

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