

## **Spatial Relationship Between Intangible Cultural Heritage and Tourist Attractions Based on GIS Buffer Zone: A case study of Quanzhou City**

Yan Xing Li<sup>1</sup>, Yu Ying Huang<sup>2</sup> and Yi Min Zhao<sup>1</sup>

<sup>1,2,3</sup>Quanzhou Normal University, Quanzhou, China

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### **ABSTRACT**

*ARCMAP was used to visualize the spatial location of intangible cultural heritage and tourist attractions in Quanzhou City. Then GIS buffer analysis method was used to study the spatial relationship between intangible cultural heritage and tourist attractions in Quanzhou City. The research shows that: 1. Intangible heritage projects of traditional skills occupy a dominant position in Quanzhou city, and the overall distribution is "southeast cluster, northwest scattered". 2. Among the tourist attractions in Quanzhou, the proportion of natural scenic spots is the largest, which is densely distributed in the range of Yongchun County - Anxi County, with the overall distribution state of "southwest cluster, northeast scatter". 3. Natural scenic spots in Quanzhou City cover 89% of intangible heritage resources, with the highest degree of integration. Finally, the author puts forward some countermeasures for the integrated development of intangible heritage and tourism in different types of areas in Quanzhou City.*

**Keywords:** intangible cultural heritage; GIS buffer zone; Tourist attractions; Spatial relationship; Fusion of culture and tourism

### **Introduction**

Intangible cultural heritage is defined as a form of traditional cultural expression in an immaterial form, which is closely related to the life of the masses and inherited from generation to generation. The 2022 National Conference on the Protection of Intangible Cultural Heritage emphasized (Government portal of Ministry of Culture and Tourism, 2022) the implementation of the Opinions on Further Strengthening the Protection of Intangible Cultural Heritage issued by the General Office of the CPC Central Committee and The General Office of the State Council, and the effective implementation of the 14th Five-Year Plan for the Protection of Intangible Cultural Heritage. On September 1, 2023, Fujian Province took the lead in issuing the Work Plan of Fujian Provincial Department of Culture and Tourism to Promote the Deep Integration of

Intangible cultural Heritage and Tourism, aiming to find new methods, new ideas and new paths to promote the deep integration of intangible cultural heritage and tourism, so as to help the growth and development of cultural tourism economy ( Department of Intangible Cultural Heritage,2023). The practical cases of the integrated development of intangible cultural heritage and tourism show that it has significant economic benefits. During the Mid-Autumn Festival and National Day celebrations in 2023, the number of tourists received and tourism income in Quanzhou achieved significant growth, increasing by 32.2% and 39.5% over the same period of last year, respectively, and recovering to 112.8% and 106.5% in the same period of 2019.

In the context of the rapid development of cultural industry, it is very necessary to study the relationship between intangible cultural heritage and tourist attractions. First of all, tourism promotes the development of local economy, thus providing sufficient funds for the protection of intangible cultural heritage. Secondly, tourism development of intangible cultural heritage is the integration of economy and culture. Taking non-heritage works as products of tourism economy can better inherit and develop intangible culture, and the distribution characteristics and relations between them can provide a new idea of non-genetic inheritance and development of Quanzhou City, and provide certain reference significance for studying the development path of intangible cultural heritage in Quanzhou city from the perspective of spatial analysis. It provides a theoretical and scientific basis for further exploration and research in this field, and makes a contribution to the sustainable development of the intangible heritage city of Quanzhou.

## **1. Research status**

### **1.1. Research on the relationship between intangible cultural heritage and tourist attractions**

In recent years, the research on the relationship between intangible cultural heritage and tourist attractions mainly focuses on the theoretical research on the integrated development path of the two and the spatial distribution of the two.

#### ***1.1.1. Theoretical research on the integrated development path of intangible cultural heritage and tourist attractions***

This field mainly focuses on the innovation and development of intangible cultural heritage in the context of the integration of culture and tourism, and the protection and inheritance of intangible cultural heritage in the process of combining intangible cultural heritage with tourism industry.

Jiang Wei et al. mainly discussed the development strategy of cultural and creative products in Jiangsu with intangible cultural heritage as the core under the background of cultural and tourism

integration (Jiang&Zhou,2020). Xia Yunfan et al. mainly discussed the development mode and optimization strategy of intangible heritage scenic spots, and proposed optimization strategies to promote the development of intangible heritage scenic spots by combining two development modes: specific space mode and unlimited space mode (Xia&He,2023). Zhao Yue et al. discussed three major contradictions in the development of intangible cultural heritage tourism: the contradiction between protection and development, the contradiction between development subjects, and the conflict of interests between stakeholders (Zhao&Shi,2013). Dong Hongan et al. (Dong&Ding,2019) discussed the development and protection of intangible cultural heritage tourism in ethnic minority rural areas from the perspective of industrial integration, and conducted an empirical study taking She nationality County in Jingning as an example. Wang Lili (Wang&Sun,2020)discussed the inheritance and protection of intangible cultural heritage in northern Jiangsu, and put forward corresponding tourism development strategies based on the background of cultural and tourism integration. Xu Huiming et al. discussed the tourism development and protection of intangible cultural heritage in northern Jiangxi (Xv&He,2019).

### ***1.1.2. Study on the spatial distribution of intangible cultural heritage and tourist attractions***

Jiang Juanli et al. studied the spatial pattern and tourism development model of intangible cultural heritage in Chongqing to improve its management and protection level (Wang & Yang & Zhang, 2019). Yan Jiyao et al. have made a relatively full study on the spatial differentiation of intangible cultural heritage in China and its relationship with the integrated development of tourism industry (Yan & Zhao & Guo,2023). Yin Ding et al. (Yin & Shi & Chen, 2018)discussed the spatial distribution and causes of sports intangible cultural heritage tourism resources in China.

## **1.2. Comprehensive statement evaluation**

The above research mainly explores the feasibility of the integrated development path of intangible cultural heritage and tourist scenic spots and arranges the spatial distribution of the existing intangible cultural heritage and tourist scenic spots. The research on the integrated development path of the two is only presented in words, lacking the visual presentation of the relationship between the two by scientific means. However, the research on the spatial distribution of the two only stays at the superficial level of the distribution characteristics of intangible cultural heritage and tourist attractions, and does not carry out in-depth research on the spatial relationship between the two to present the logic behind the relationship.

First of all, regarding the tourism development of intangible cultural heritage, in view of the current status of intangible cultural heritage resource development, managers only plan for a certain intangible cultural heritage, focusing on how to turn the present intangible cultural

heritage into a card punch point for Internet celebrities to attract tourists, ignoring how the overall intangible cultural heritage in a certain region can interact with local tourist attractions at the macro level. Therefore, it is urgent to study the relationship between intangible cultural heritage and scenic spots by means of spatial relationship visualization. Secondly, because of the regional characteristics, intangible cultural heritage often has a unique connotation that is exclusive to the region. If intangible cultural heritage projects with the same cultural connotation can be identified after the visual analysis of the spatial relationship of intangible cultural heritage in a certain region, the intangible cultural heritage project circle can be formed through overall planning to achieve cost reduction and efficiency increase for the tourism development and management of intangible cultural heritage projects.

## **2. Data collation and research methods**

### **2.1. Data source and collation**

The list of tourist attractions in Quanzhou City is from the official website of Quanzhou Culture, Radio, Television and Tourism Bureau. The deadline for viewing the list of tourist attractions is December 15, 2023. In this study, the listed scenic spots are divided into natural scenic spots, historical and cultural scenic spots, red tourism scenic spots and traditional village scenic spots (ecological parks are divided into natural scenic spots and traditional village scenic spots based on various factors). The research objects are A-level tourist attractions and above, and the address of latitude and longitude data source is selected from the mailing address of the list of A-level tourist attractions in Quanzhou city published by Quanzhou Culture, Radio, Film and Tourism Bureau.

The intangible cultural Heritage List of Quanzhou City is from the Intangible Cultural Heritage Protection Center of Fujian Museum of Art. The data deadline is December 15, 2023. The list contains 35 national intangible cultural heritage items and 119 provincial intangible cultural heritage items of Quanzhou City. In this study, the intangible cultural heritage project in Quanzhou City of Fujian Province was selected as the research object in the intangible cultural heritage list published by Fujian Museum of Art Intangible Cultural Heritage Protection Center. The geographical location to obtain latitude and longitude shall be subject to the address of the protection unit of the intangible cultural heritage item. If there are multiple protection units, the first protection unit in Quanzhou City in the published list shall be subject to it. When there is no specific location of the protection unit, the latitude and longitude are selected as the communication addresses of the city, county, and district governments. The national intangible heritage of Quanzhou City is all provincial intangible heritage, so the research object of this paper is the provincial intangible heritage project of Quanzhou City. In addition, the data of Kinmen County can not be collected from the official website, so only the geographical location

of Kinmen County is indicated in the figure, and no specific data statistics are done.

After collecting traditional intangible cultural heritage items and scenic spots in Quanzhou city from the official website of the department, they cannot be directly visualized. Therefore, this study transforms the latitude and longitude data of geographical locations on the list. Firstly, the directory on the official website of the department was converted into the list table of Quanzhou regional scenic spots and intangible cultural heritage projects for batch conversion and sorting, and then maplocation tool was used to convert the longitude and latitude of the geographical location of the text.

## **2.2. GIS buffer analysis method**

Firstly, the location information of Quanzhou city is obtained. This study uses Alibaba Cloud visualization platform to obtain the location information of Quanzhou City, and then uses mapshaper to convert the location information into shp format file and import it into ARCGIS software. Then all the latitude and longitude information of the intangible cultural heritage projects in Quanzhou tourist attractions was input into ARCGIS to form a distribution map of the intangible cultural heritage and tourist attractions in Quanzhou. Finally, scenic spots are selected as the spatial elements of buffer analysis, the appropriate buffer distance is determined, and the buffer is created according to the buffer distance, and the results are analyzed.

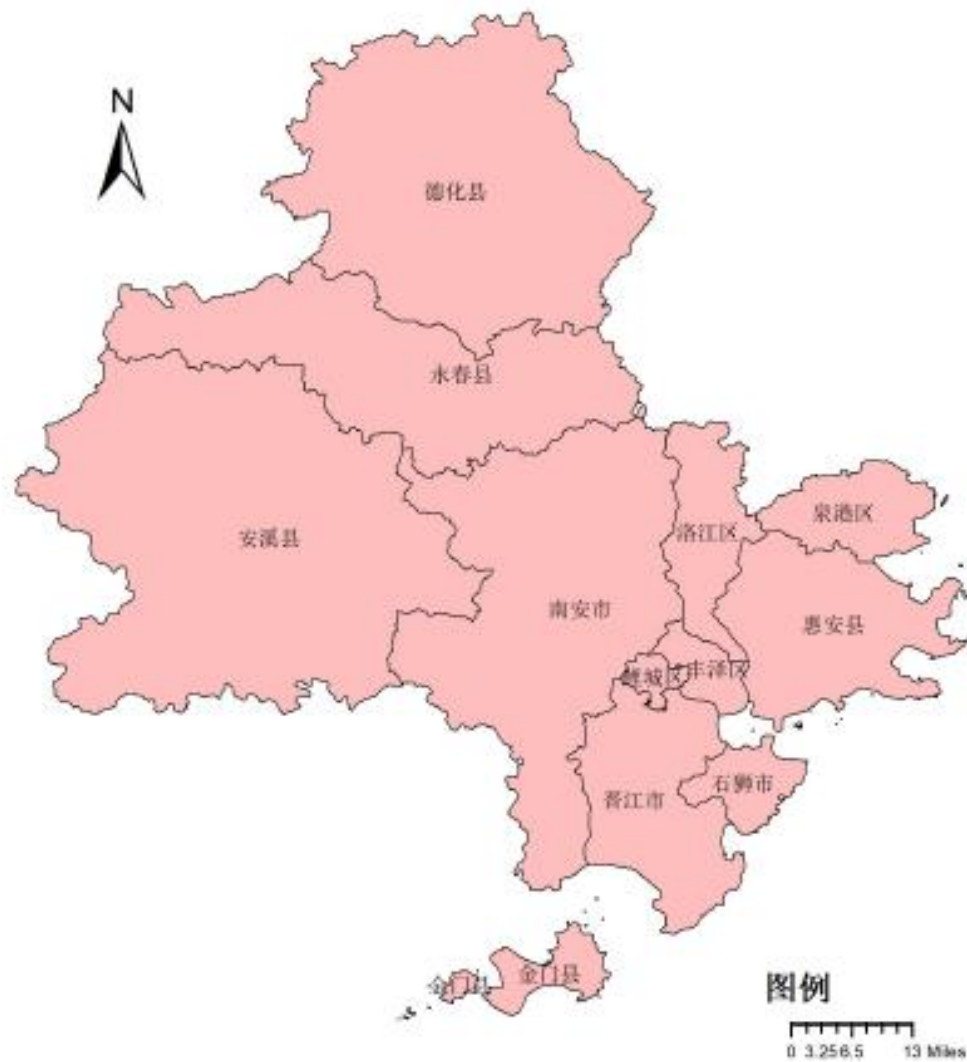
## **3. Research basis and research program of the relationship between intangible cultural heritage and tourism landscape space**

### **3.1. Quanzhou regional introduction**

Quanzhou (FIG. 1), a prefecture-level city under the jurisdiction of Fujian Province, is located in the southeast coast of Fujian Province and was the starting point of the Maritime Silk Road in the Song and Yuan Dynasties. It borders Fuzhou to the north, Xiamen to the south, Taiwan's Baodao to the east, and Zhangzhou, Longyan and Sanming to the west.

Quanzhou is not only one of China's famous historical and cultural cities, but also an important node of the "Maritime Silk Road". It was announced by The State Council as one of the first 24 historical and cultural cities in China, and won the title of "East Asian Cultural Capital". Quanzhou City has also been awarded the national public cultural service system demonstration zone, the national culture and tourism consumption pilot city, its "Quanzhou: Song and Yuan China's World Marine business Center" project was included in the World Heritage List.

Figure 1. Map of Quanzhou city and county



### 3.2. Present situation of intangible cultural heritage in Quanzhou City

#### 3.2.1. Quanzhou City intangible heritage structure

By collecting and sorting out the list of intangible cultural heritage in Quanzhou, this study concluded that there are 119 items of intangible cultural heritage at the provincial level in Quanzhou (Table 1), covering folk literature, traditional music, traditional dance, traditional drama, folk art, traditional sports, entertainment and acrobatics, traditional art, traditional skills, traditional medicine and folk customs, accounting for 100% of all intangible cultural heritage items.

**Table 1 Number of various types of provincial intangible cultural heritage projects in Quanzhou City**

Quanzhou provincial intangible cultural heritage project category	Number of different types of intangible cultural heritage
Traditional skill	34
Folk custom	25
Traditional art	12
Traditional drama	7
Traditional music	10
Traditional sports, entertainment and acrobatics	9
Traditional medicine	9
Folk literature	8
Traditional dance	4
quyi	1

Among them, traditional art intangible heritage projects occupy a dominant position, with a total of 34 items, accounting for 29% of the total. Secondly, there are 25 intangible cultural heritage items in the category of folklore, including folk beliefs, festival customs and so on. In short, the provincial intangible cultural heritage projects in Quanzhou City cover many fields such as traditional skills, folk customs, fine arts, drama, music, sports, medicine, folk literature, dance and folk art, showing a rich and diverse face.

**3.2.2. Spatial distribution of intangible cultural heritage in Quanzhou City**

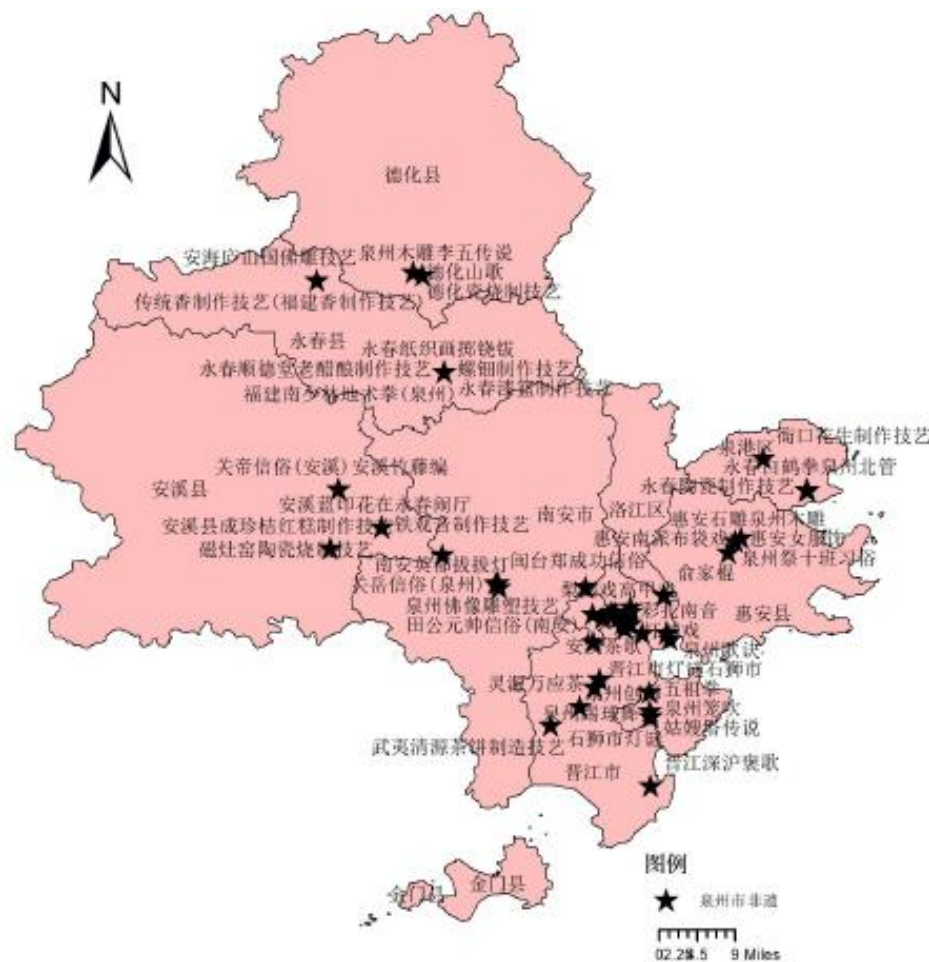
By sorting out the collected intangible cultural heritage items by county (city, district), we can see the number of preserved intangible cultural heritage items in each district and county of Quanzhou. It can be seen from the distribution difference of 119 provincial intangible heritage projects in Quanzhou in 11 districts and counties that the distribution of 119 ethnic minority intangible heritage projects is mainly 26 in Licheng District, accounting for 22%; Fengze district 24 items, each accounted for 20%; Jinjiang City 13, accounting for 11%; There were 9 in Anxi County, Shishi City and Yongchun County, accounting for 8% each. Luojiang District and Nan'an City each had 6, accounting for 5%; Dehua County 3, accounting for 1%.

In ARCGIS, the addresses of intangible cultural heritage protection units in Quanzhou were converted into latitude and longitude, and the spatial distribution of districts and counties of the intangible cultural heritage projects in Quanzhou was obtained (Figure 2 and Figure 3). The distribution and intensity of the intangible cultural heritage projects in each district and county of

Quanzhou were visualized from the figure. The darker the color, the more intangible cultural heritage projects were distributed in the region. The lighter the color, the less intangible heritage items are distributed in the area. The intangible cultural heritage projects in Quanzhou City are densely distributed in Fengze District and Licheng District, showing a concentrated distribution, while in other areas of Quanzhou City, they are distributed far away from each other, showing a discrete distribution, and the overall distribution is "southeast cluster, northwest scattered".

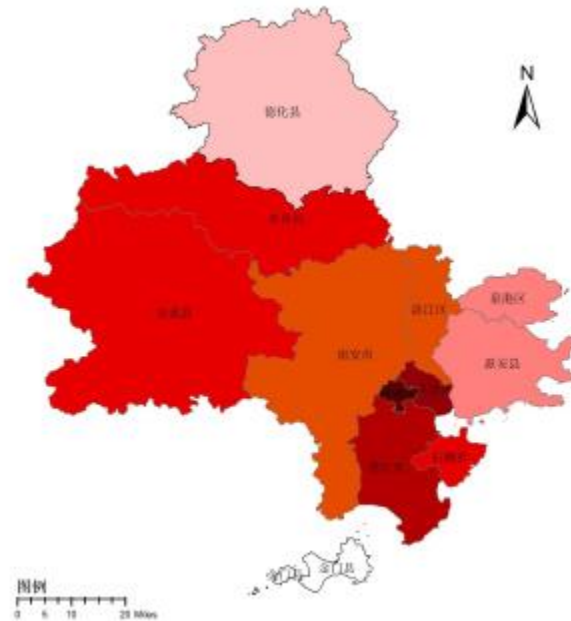
In general, the relationship between regional intangible cultural heritage and local economy should complement each other. Intangible cultural heritage is an important cultural resource for regional economic development, and economic development also provides a solid material foundation for the protection and inheritance of existing intangible cultural heritage.

**Figure 2. The spatial distribution of intangible cultural heritage projects in Quanzhou can be viewed**





**Figure 3. The spatial distribution density of intangible cultural heritage projects in Quanzhou can be viewed**



Consult the GDP of all counties of Quanzhou in 2022 in Quanzhou Statistical Yearbook 2023 from Quanzhou Statistics Bureau, and display the line chart with the number of intangible heritage lists of all counties in Quanzhou to generate the relationship chart between the number of intangible heritage lists and GDP of all counties in Quanzhou. As shown in Figure 4, Anxi County, Yongchun County and Luojiang District, Quangan District and Dehua County in Quanzhou City have high coupling degree with the GDP line chart, while Licheng District, Fengze District, Nan 'an City of Jinjiang City and Hui 'an County have low correlation with the total GDP. Licheng District and Fengze District have a high total amount of intangible cultural heritage but a low economic level, while Jinjiang City, on the contrary, has a high economic total amount but a low level of intangible cultural heritage. From this, it can be seen that the current situation of unbalanced economic development in Quanzhou City. As an important manufacturing base and one of the important foreign trade ports in Fujian Province, Quanzhou City has made remarkable achievements in the manufacturing and foreign trade industries, while the development of the service industry, mainly intangible cultural heritage tourism, is relatively backward. The rich cultural resources of Quanzhou City are not fully explored and utilized, and the potential and value of cultural industry are ignored.

Intangible cultural heritage represents the cultural characteristics and spiritual connotation of a nation, not only that, but also an important part of the national identity and cultural inheritance.

The minority population of Quanzhou covers 55 ethnic groups, among which Hui, Tujia, Miao and She are the main ethnic groups. The Hui people are mainly distributed in Jinjiang City, Taiwan investment zone and Quangang District. She nationality is mainly distributed in Nan 'an City, Anxi County and Quangang District. The Tujia mainly live in Jinjiang City and Nan 'an City. It can be seen that the distribution of ethnic minorities in Quanzhou is not highly correlated with the number of counties with intangible cultural heritage.

**Figure 4. The relationship between the number of intangible cultural heritage lists and GDP in Quanzhou county (city, district)**



### 3.3. Present situation of Quanzhou tourist attractions

#### 3.3.1. Structure of tourist attraction

There are 54 A-level or above scenic spots in Quanzhou, including 1 AAAAA scenic spot and 17 AAAA scenic spots. 28 AAA scenic spots; And 8 AA level scenic spots, such as Hui 'an Huinu Romantic Park, Yongchun Cloud Valley scenic spot. This study divides the tourist attractions of Quanzhou into natural scenic spots, historical and cultural scenic spots, contemporary cultural scenic spots, traditional village scenic spots and red tourist spots.

The number of natural scenic spots in Quanzhou is the largest, reaching 23, occupying a large proportion of the city's tourist attractions. There are 15 historical and cultural scenic spots in

Quanzhou, which witness the long history and culture of Quanzhou, such as Kaiyuan Temple. There are 11 contemporary cultural scenic spots in Quanzhou, including urban parks, art galleries, museums and so on. There are four traditional village scenic spots in Quanzhou, including Jinjiang Tulou, Yongchun Niumlin, Dehua Porcelain Capital, Hui 'an Women's Folk Culture Village and so on. There are fewer red tourist attractions in Quanzhou, and there is a total of 1, that is, Quanzhou Overseas Chinese Revolutionary History Museum.

**Table 2 Number of different categories of tourist attractions in Quanzhou**

Quanzhou scenic area category	Number of different types of scenic spots	Percent
Natural scenic spot	23	43
Historical and cultural scenic spot	15	28
Contemporary cultural scenic spot	11	20
Traditional village scenic spot	4	7
Red tourist attraction	1	2

**3.3.2. Spatial distribution of tourist attractions in Quanzhou City**

By sorting out the collected intangible cultural heritage items by county, we can see the number of tourist attractions in each county of Quanzhou (see Table 4). The distribution of 54 scenic spots in Quanzhou City shows different characteristics in each county: mainly Yongchun County is the most 11, accounting for 23%; Anxi County and Jinjiang City each had 7 items, accounting for 15%; There were 6 in Dehua County and 6 in Fengze District, accounting for 12%. 4 in Hui 'an County, accounting for 8%; 3 in Shishi City, accounting for 6%; Carp City District 2, accounting for 4%. Luojiang District and Quangang District are at least 1 each, accounting for 2% each.

In ARCGIS, the communication address of Quanzhou scenic spot is converted into latitude and longitude, and a spatial distribution view of Quanzhou scenic spot is obtained (Figure 5 and Figure 6). In the figure, the distribution and density of Quanzhou scenic spot in each district and county are visualized. The darker the color, the more tourist spots are distributed in this region, while the lighter the color, the less tourist spots are distributed in this region. The tourist attractions in Quanzhou city are densely distributed in the area of Yongchun County - Anxi County, showing a concentrated distribution. In the southeast of Quanzhou, there is a "tourist scenic area resource circle" with Jinjiang City as the main area and counties around it as the auxiliary area. In the northeast area of Quanzhou city, the distribution of each other is far away, showing a discrete distribution state, the whole belongs to the "southwest cluster, northeast scattered" distribution state.

Figure 5. The spatial distribution of counties in Quanzhou tourist attractions can be viewed

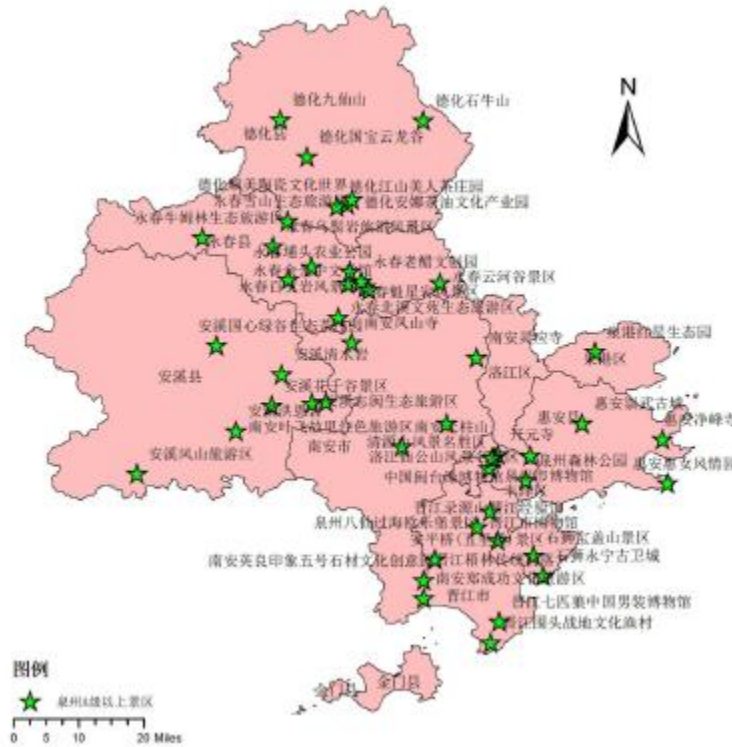
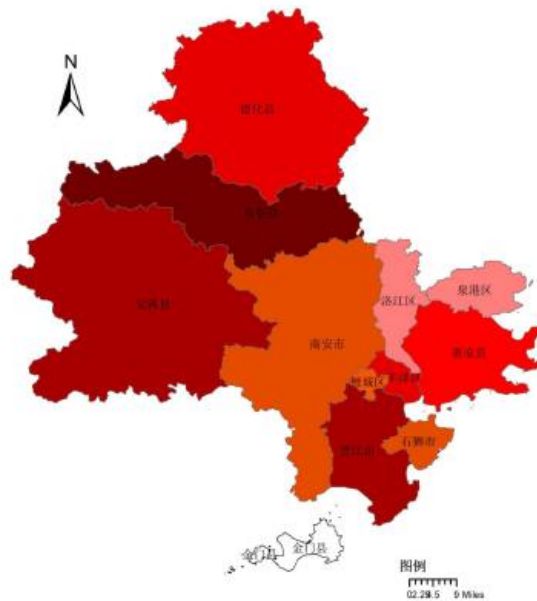


Figure 6. The spatial distribution density of Quanzhou scenic spot can be viewed



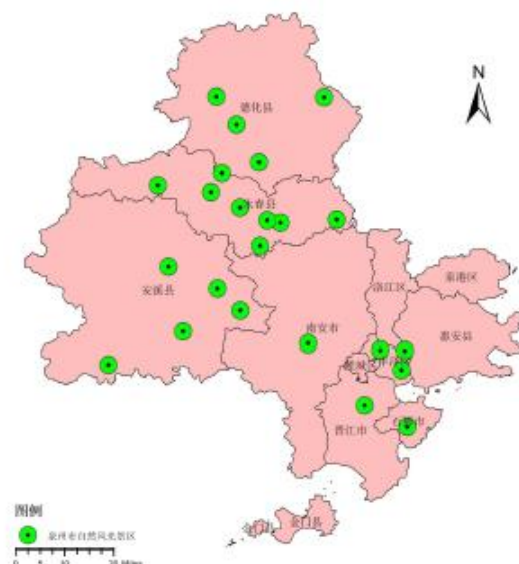
### 3.4. Research program

Based on GIS buffer zone analysis technology, this study analyzes the spatial relationship between different types of scenic spots in Quanzhou and its intangible cultural heritage. Since there are relatively few red tourist spots, convincing research results cannot be formed, so natural scenic spots, historical and cultural scenic spots, contemporary humanistic scenic spots and traditional village scenic spots are selected as the elements for buffer zone analysis and research.

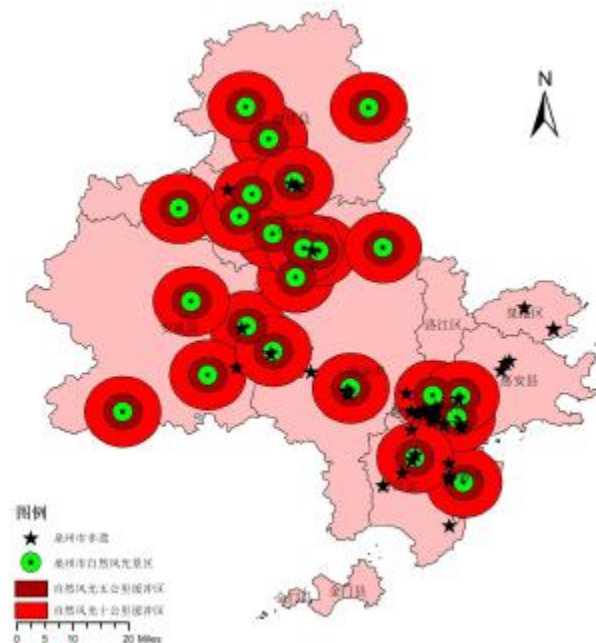
#### 3.4.1. The spatial relationship between intangible cultural heritage and natural scenic spots in Quanzhou

Quanzhou City is rich in natural scenery scenic resources. There are 23 scenic spots above grade A (as shown in FIG. 7 and FIG. 8), accounting for 43% of the total scenic spots. The main reason is that Quanzhou City is located in the southeast coast of Fujian Province, with complex terrain such as mountains, hills, plains and islands, which creates objective conditions for the formation of natural scenery scenic spots. In addition, Quanzhou has a subtropical monsoon climate, which is warm and humid throughout the year, which is conducive to the growth of vegetation and the formation of scenic spots. It can be seen from the distribution map of Quanzhou natural scenic spots in counties that the distribution of natural scenic spots in Quanzhou is relatively average. From the perspective of orientation, mainly in the northwest of Dehua County, Yongchun County and Anxi county natural scenery scenic resources are more rich, only three counties of natural scenery scenic spots, accounting for 74% of Quanzhou City.

**Figure 7. Quanzhou natural scenery scenic area county distribution can be viewed**



**Figure 8. The spatial relationship between natural scenic spots and intangible cultural heritage in Quanzhou City**



Based on the spatial relationship diagram between natural scenic spots and intangible cultural heritage in Quanzhou, five buffer zones are formed in the whole city based on the maximum buffer radius of 10km and interval zone of 5km, based on the calculation and correction of relevant calculation and combining with the local traffic conditions in Quanzhou. These five buffer zones contain 106 intangible heritage resources, accounting for 89% of the total. From the perspective of regional distribution, the intangible heritage gathered in "Licheng District - Fengze District" is the most, mainly Liyuan Opera, Gaojia Opera and Nanyin. As a whole, the coverage of the scenic spots in the southeast direction centered on Fengze District and Jinjiang City is good, while the coverage of the northwestern buffer zone centered on Yongchun County is poor.

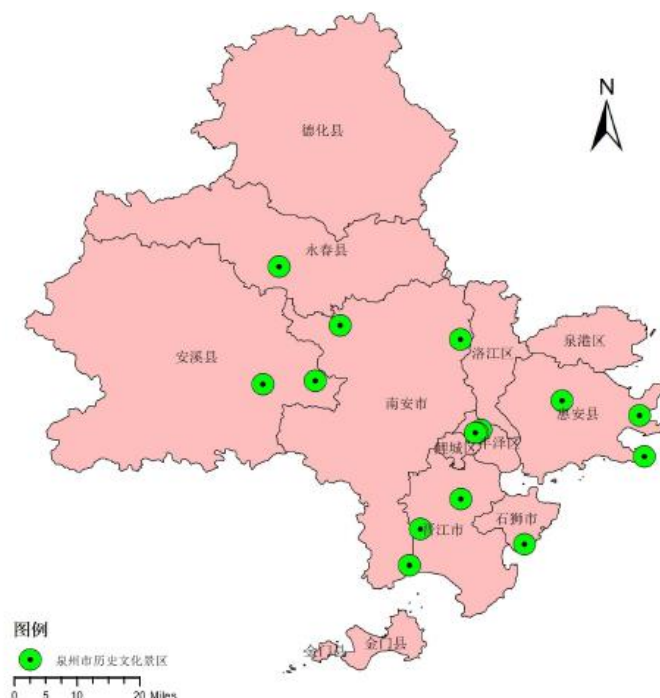
### ***3.4.2. The spatial relationship between intangible heritage and Quanzhou historical and cultural scenic spots***

As the starting point of the Maritime Silk Road in the Song and Yuan Dynasties, Quanzhou played an important role in cultural exchange. Cultural diversity is an important feature of Quanzhou, which combines the Central Plains culture, Marine culture, Islamic culture, Christian culture and other cultural elements. The reflection of this cultural diversity in Quanzhou is to create 11 historical and cultural scenic spots in Quanzhou. From the perspective of the whole

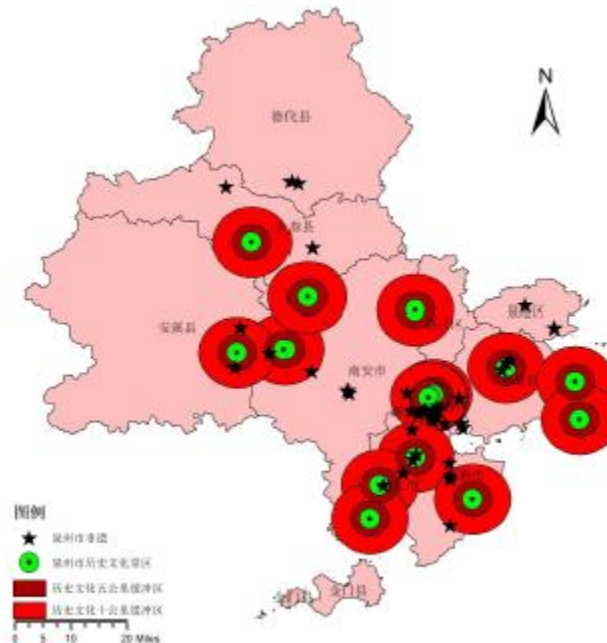
region, the historical and cultural scenic spots are concentrated in Fengze District in Quanzhou, showing that "the southeast is more and more,"Northwest less "state (FIG. 9, FIG. 10).

Also, the buffer zone of Quanzhou historical and cultural scenic spot is established with 10km as the maximum buffer radius and 5km as the interval area. Based on the spatial relationship diagram between Quanzhou historical and cultural scenic spot and intangible cultural heritage, when 10km is the maximum buffer radius, five buffer zones are formed within the whole city. These five buffer zones contain a total of 104 intangible cultural heritage resources, accounting for 87% of the total. From the perspective of regional distribution, the intangible cultural heritage gathered in "Licheng District - Fengze District" is the most, mainly in Liyuan Opera, Gaojia Opera and Nanyin. From the perspective of Quanzhou as a whole, only Fengze District and Jinjiang City as the historical and cultural areas in the southeast direction of the center have a good coverage of intangible heritage, while the buffer zone in other areas generally has no advantage in the coverage of intangible heritage. There are a lot of intangible cultural heritage in the buffer zone of Kaiyuan Temple, while the distribution number of intangible cultural heritage in the buffer zone of Nan 'an Lingying Temple is zero. The results show that the spatial distribution of intangible cultural heritage resources in Quanzhou city is extremely unbalanced, which is also the reason for the "uneven drought and flood" of the linkage between tourist attractions and intangible cultural heritage resources in Quanzhou City.

**Figure 9. Quanzhou historical and cultural scenic spot county distribution can be viewed**



**Figure 10. The relationship between Quanzhou historical and cultural scenic spots and intangible cultural heritage**



### *3.4.3. The spatial relationship between intangible cultural heritage and contemporary humanistic scenic spot in Quanzhou*

With the help of Quanzhou's local cultural heritage and the support of policies, Quanzhou's contemporary cultural scenic spots have developed rapidly in the past two years, and now there are 11 contemporary cultural scenic spots above grade A. Contemporary cultural scenic spots in Quanzhou present a contemporary cultural scene zone stretching from Dehua in the west to Jinjiang in the east, in which contemporary cultural scenic spots are concentrated (see FIG. 11 and FIG. 12).

The buffer zone of contemporary cultural scenic spot in Quanzhou was established with 10km as the maximum buffer radius and 5km as the interval area. Based on the spatial relationship diagram between contemporary cultural scenic spot and intangible cultural heritage in Quanzhou, two buffer zones were formed within the city when 10km was the maximum buffer radius. The two buffer zones contain a total of 99 intangible cultural heritage resources, accounting for 83% of the total. From the perspective of regional distribution, the intangible cultural heritage gathered in "Licheng District - Fengze District" is the most, mainly Liyuan Opera, Gaojia Opera and Nanyin. From the whole area of Quanzhou, Quanzhou cultural scenic spot and Quanzhou intangible heritage resources are well combined, and the main scenic buffer zone is the



distribution area of Quanzhou non-heritage collection. This indicates that in recent years, the local government has begun to attach importance to the development and utilization of intangible cultural heritage resources, and combined with the development of intangible cultural resources into contemporary cultural scenic spots, but the southwest and northeast areas of the city have not yet developed contemporary cultural scenic spots, so it is necessary to further combine with the intangible cultural heritage in the region to further promote the whole-domain tourism policy of Quanzhou.

Figure 11. Quanzhou contemporary cultural scenic spot county distribution can be viewed

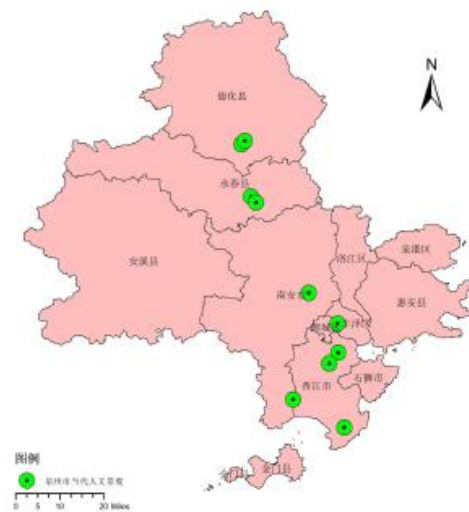
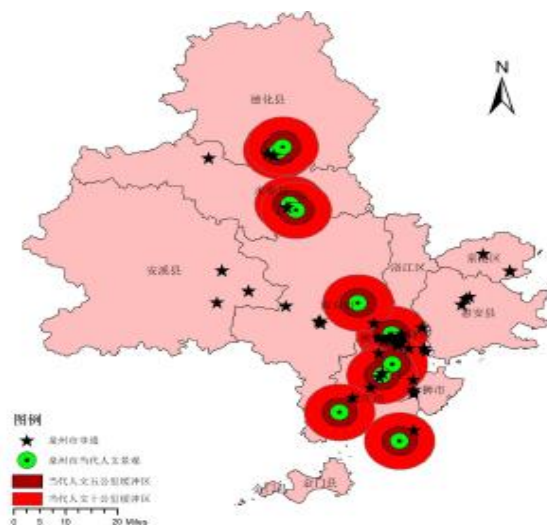


Figure 12. The spatial relationship between contemporary cultural scenic spot and intangible cultural heritage in Quanzhou City

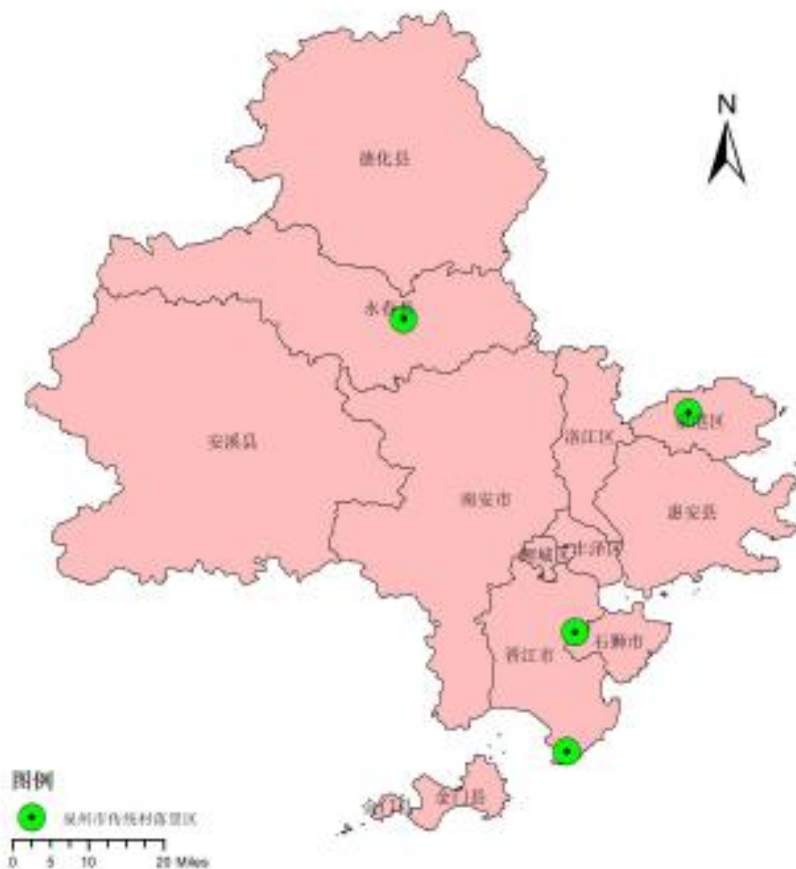


**3.4.4. The spatial relationship between intangible cultural heritage and Quanzhou traditional village scenic spot**

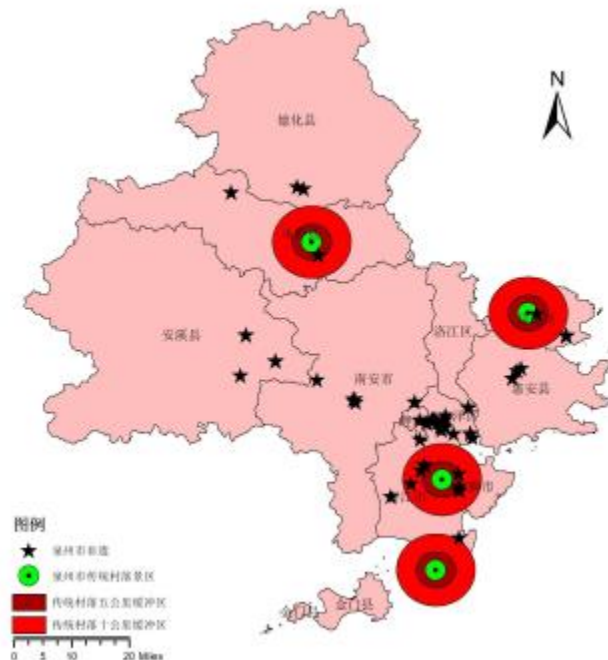
There are many traditional villages in Quanzhou City, and up to now, there are four scenic spots in Yongchun County, Quangang District and Jinjiang City (FIG. 13 and 14).

With 10km as the maximum buffer radius and 5km as the interval area, the buffer zone of traditional village scenic spot in Quanzhou City is established. Based on the spatial relationship diagram between traditional village scenic spot and intangible cultural heritage in Quanzhou City, when the maximum buffer radius is 10km, four buffer zones are formed within the city. These four buffer zones contain 16 intangible cultural heritage resources, accounting for 13% of the total. From the perspective of regional distribution, the intangible cultural heritage gathered in Jinjiang City is the most.

**Figure 13. Quanzhou traditional village scenic spot county distribution can be viewed**



**Figure 14. The spatial relationship between traditional village scenic spot and intangible cultural heritage in Quanzhou City**



#### 4. Conclusion

Quanzhou has a total of 119 provincial-level intangible cultural heritage items, accounting for 100 percent of all intangible cultural heritage items. The overall spatial distribution of intangible cultural heritage is not balanced, and the intangible cultural heritage projects in Quanzhou City are densely distributed in Fengze District and Licheng District, showing a concentrated distribution. At present, there are a lot of intangible heritage resources in Quanzhou, but there is no clear route for series and linkage between intangible heritage resources. Quanzhou can establish the "Fengze District - Licheng District intangible cultural resources circle", which is the center of the cultural circle combined with research enterprises to extend the tourism route, and drive the inheritance and development of other intangible cultural heritage. In other areas of Quanzhou city, intangible cultural heritage is distributed far away from each other, showing a discrete distribution state, and the overall distribution is "southeast cluster, northwest scattered".

The tourist attractions in Quanzhou are densely distributed in Yongchun County and Anxi County, showing a concentrated distribution of "southwest cluster, northeast scattered" distribution. Quanzhou has rich types of tourist attractions and various scenic spots have their own characteristics. All kinds of tourist attractions should also give full play to their own

advantages, strengthen cooperation with the tourism market, improve visibility and influence, and attract more tourists to visit and play.

Quanzhou City has many natural scenic spots, covering 89% of intangible heritage resources, and the highest degree of integration. Therefore, the collaborative development of intangible cultural heritage and tourist attractions in Quanzhou City is feasible. For example, Yongchun County and Anxi County actively develop cultural tourism industry based on rich natural scenery scenic spots, and establish cultural tourism industrial parks to guide intangible cultural heritage scenic spots.

Similarly, in natural scenic spots with a high degree of integration with intangible cultural heritage resources nationwide, the author believes that this advantage should be given full play in natural and cultural scenic spots, guided by cultural and tourism integration, linkage with nearby intangible cultural heritage resources to add cultural deposits to natural scenic spots, and provide places for the display and development of intangible cultural heritage.

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