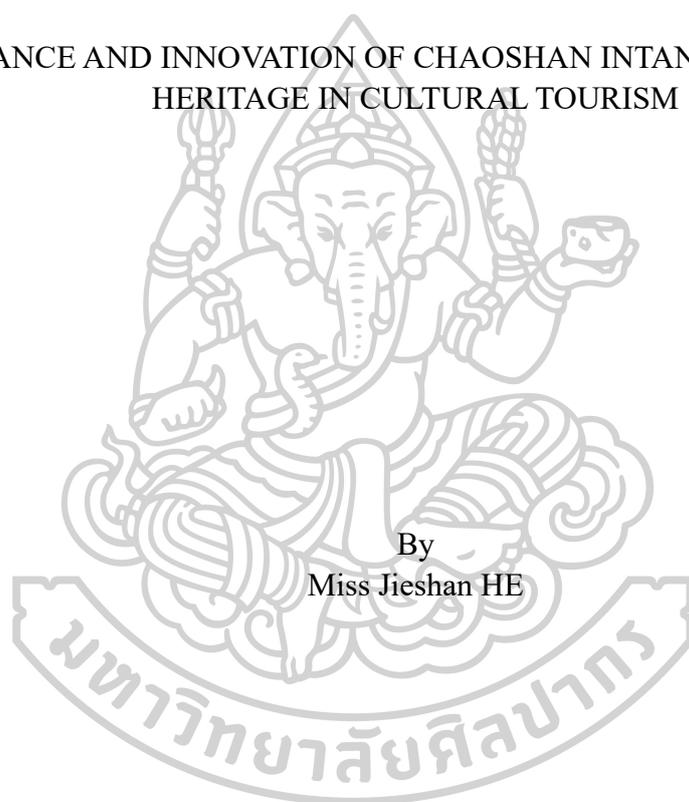




INHERITANCE AND INNOVATION OF CHAOSHAN INTANGIBLE CULTURAL  
HERITAGE IN CULTURAL TOURISM



A Thesis Submitted in Partial Fulfillment of the Requirements  
for Doctor of Philosophy Design  
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โดย  
MissJieshan HE

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By  
Miss Jieshan HE

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Title                    Inheritance and Innovation of Chaoshan Intangible Cultural  
Heritage in Cultural Tourism  
By                        Miss Jieshan HE  
Field of Study        Design  
Advisor                Assistant Professor Dr. Watanapun Krutasaen

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Miss Jieshan HE : Inheritance and Innovation of Chaoshan Intangible Cultural Heritage in Cultural Tourism Thesis advisor : Assistant Professor Dr. Watanapun Krutasaen

This dissertation explores the integration of Chaoshan's intangible cultural heritage (ICH) with modern tourism innovation, particularly leveraging its designation as a "City of Gastronomy." The main objectives of this study are to assess the current status of ICH protection and tourism utilization in Chaoshan, analyze the specific impacts of cultural heritage tourism on ICH protection and transmission, and propose targeted protection and development strategies. This research employs Cultural Capital Theory, Tourism Motivation Theory, and Cross-Cultural Adaptation Theory to comprehensively analyze the dynamic interaction between Chaoshan's cultural heritage and its tourism industry.

The mixed-methods approach was used in this study, involving qualitative and quantitative data collection and analysis. Qualitative insights were gathered through semi-structured interviews with 23 individuals, consisting of tourists, tourism workers, museum staff, and ICH conservationists. Quantitative data were collected from a survey of 895 participants to validate the research hypotheses. Additionally, data from the "Chaoshan Cultural Experience Day – Intangible Cultural Heritage Activity Week" event at City College Huizhou were collected through the responses to questionnaires from 307 participants, focus group interviews with 30 people, and expert evaluations.

The findings indicate that cultural heritage tourism activities, particularly culinary tourism, positively and negatively impact Chaoshan ICH. Innovative strategies adopted in Chaoshan, including digital platforms and social media, have effectively leveraged the title "City of Gastronomy." However, challenges remain in aligning tourists' expectations with their actual experiences.

This dissertation offers practical recommendations for enhancing the authenticity of cultural activities, improving tourism policies, and developing educational initiatives. By addressing gaps in cultural protection and leveraging contemporary technologies, this research contributes to sustainable tourism practices that respect and celebrate Chaoshan's rich cultural traditions.

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Jieshan HE

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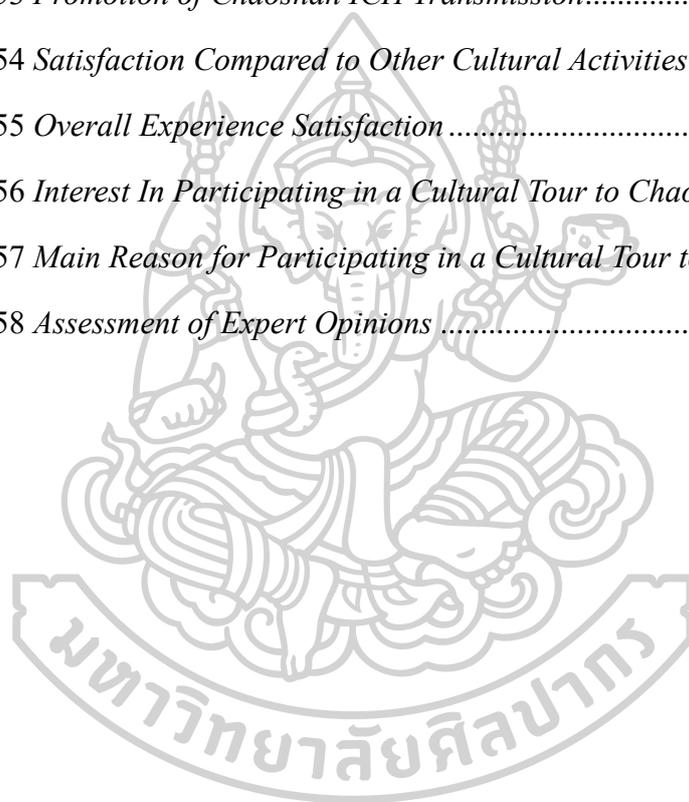
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# CHAPTER 1

## INTRODUCTION

### 1.1 RESEARCH BACKGROUND

In the era of globalization and modernization, the transmission of intangible cultural heritage (ICH) faces unprecedented challenges and opportunities. Cultural tourism is crucial for protecting and transmitting ICH, contributing to the innovative development of the tourism industry (Bitušíková, 2021). Integrating ICH with tourism facilitates cultural heritage protection and fosters economic growth, offering a sustainable pathway for the preservation of cultural identities. Globally, the protection and transmission of ICH have become significant concerns for the international community. UNESCO advocates active measures to protect ICH and promote its innovative utilization in modern society.

In China, the government and academia have increasingly recognized the importance of ICH, intensifying protection efforts through legislation, education, and cultural activities. The 2022 report of the 20th National Congress explicitly stated that advancing the deep integration of culture and tourism is crucial. The sustainable development of ICH is inseparable from its integration with the cultural industry (Dang et al., 2021). Fusing traditional Chinese culture with tourism development preserves culture for future generations and enhances the tourism appeal of cultural resources (Zhu & Sha, 2023). (Tan et al., 2023). The City of Gastronomy, listed in the ICH directory, is expected to contribute positively to China's international tourism in the long term. Therefore, the effective integration of tourism resources is essential for transmitting and continuing local ICH.

Located in the eastern part of Guangdong Province, the Chaoshan region includes the cities of Chaozhou, Shantou, and Jieyang. The region is renowned for its unique language, Chaozhou cuisine, exquisite embroidery, and vibrant opera (Yuan, 2019). These cultural elements form a rich heritage that presents opportunities and

challenges for tourism development. Chaozhou cuisine, celebrated for its distinctive flavors and culinary techniques, has gained worldwide recognition and is often revered as “the best cuisine under heaven” (Aretha, 2024). In 2023, Chaozhou was designated as a “City of Gastronomy” by UNESCO, significantly enhancing its international reputation and providing a new impetus for researching the cultural tourism of the Chaoshan region. This prestigious designation enhances the global standing of Chaozhou but also provides a strategic advantage in promoting sustainable development through cultural tourism (Chen & Wu, 2023).

According to a 2023 public report by the Chaozhou government, the cultural and tourism market remains active, with tax revenue from tourism-related industries reaching 17.65 million yuan, representing a year-on-year increase of 50.6%. During the Spring Festival and the May Day holiday, the tourist flow in Chaozhou far exceeded the historical peak for the same period, with the Spring Festival’s tourist volume surpassing the resident population of Chaozhou. Integrating vibrant ICH from the grassroots level into tourism development and using this opportunity to coordinate efforts in policy, resources, market, and industrial innovation can promote the transmission and continuation of traditional culture, bringing new dynamics, developments, and innovations to tourism. This can further advance the synergistic innovation of ICH and tourism. This coordinated approach will further enhance the synergistic innovation between ICH and tourism, creating a sustainable model for cultural preservation and economic growth.

This study focuses on the integration of ICH and tourism, specifically examining the unique cultural landscape of the Chaoshan region in Guangdong. It seeks to explore effective strategies for incorporating traditional cultural elements, particularly the culinary heritage of Chaoshan, into modern tourism practices to promote both cultural transmission and tourism innovation. Compared to other regions that focus on historical preservation or natural beauty, such as Lijiang, Chaoshan’s primary emphasis on culinary and performing arts presents a unique opportunity for

sustainable tourism development, aligning with the region's cultural strengths (Haiming et al., 2023). Sustainable tourism development ensures growth without compromising cultural or environmental integrity (Yuan et al., 2022). This study investigates the various factors related to the innovative protection of Chaoshan's ICH, aiming to optimize and reshape the allocation of cultural tourism resources, creating a new integrated system that supports both cultural transmission and tourism development.

This research involves the transformation of ICH into tourism resources, assets, and capital, promoting effective conversion and recycling between resources and capital. Understanding and promoting the integration of culture and tourism is crucial since it aids in protecting and revitalizing traditional culture while injecting new vitality and innovation into the tourism industry. These cultural elements attract numerous visitors, raising questions about protecting these fragile cultural assets while promoting economic growth in tourism. This study explores how ICH can be combined with modern tourism practices to enhance cultural transmission and innovation in the Chaoshan region.

**Figure 1**

*Map of The Chaoshan Region, Including Chaozhou, Shantou, and Jieyang.*





*Note.* Drawn and translated from the Online Google Map by the author.

## 1.2 PROBLEM STATEMENT

The core issue addressed in this research is the necessity for effectively protecting and transmitting Chaoshan's ICH in the context of globalization and modernization while leveraging the international recognition of Chaozhou as a "City of Gastronomy." Rapid globalization and modernization pose a significant threat to traditional principles and cultural heritage, making it imperative to develop a tourism model that effectively integrates economic, environmental, and cultural heritage protection.

According to Duxbury et al. (2020), tourism in areas outside major cities can enhance cultural vitality and potential regeneration by strengthening unique local features, stimulating interactions between local and external elements, and serving as platforms for local cooperation, exchange, and development. Tourism development serves as a means for sustained economic growth, but leads to environmental damage and social inequality (Bellato et al., 2023). Cultural tourism provides opportunities for

ICH protection, but how to commercialize culture without sacrificing authenticity and depth requires in-depth exploration.

Currently, the development of cultural tourism in Chaoshan faces several challenges, including the proper interpretation of cultural heritage balancing protection and utilization while enhancing the understanding and appreciation of Chaoshan culture through tourism activities. The comparative analysis of different strategies for ICH protection and tourism integration in Chaoshan and other Chinese cities highlights the unique challenges and opportunities faced by the region. Specifically, Chaoshan faces the following issues:

**Conflicts between Cultural Heritage Protection and Commercial Development:** Balancing economic benefits with cultural authenticity.

1. **Lack of Innovative Cultural Tourism Projects:** More interactive experiences are needed to attract younger tourists.

2. **Underutilization of “City of Gastronomy” Status:** The title has not been fully leveraged to promote cultural tourism.

3. **Lack of Impactful Events and Festivals:** Few significant events attract tourists and promote cultural dissemination.

Finding a balance between modern civilization and ICH is a significant challenge. Integrating traditional culture with tourism strategies to protect cultural authenticity under various macro-environmental factors is crucial. Transforming cultural elements into tourist attractions also increases the risk of losing authenticity, potentially leading to the erosion of cultural value. Chaoshan, known for its unique dialect, music, and cuisine, must preserve its authenticity to ensure the balanced transmission of its heritage to future generations. Each city has unique values and cultures, requiring specific protection strategies and decisions. Gastronomy plays a key role in the central space of a historic tourist city (Derek et al., 2020). Current challenges include maintaining cultural authenticity and depth while achieving commercialization.

UNESCO World Heritage sites provide strategies for ICH protection and tourism integration, sharing the challenges and opportunities faced.

This study applies Cultural Capital Theory, Tourism Motivation Theory, and Cross-Cultural Adaptation Theory to explore how these frameworks can elucidate the dynamic interactions between Chaoshan's cultural heritage and the tourism industry. This research focuses on transforming ICH into tourism reNotes, assets, and capital, thereby promoting effective conversion and recycling of reNotes and capital. Understanding and promoting the integration of culture and tourism is crucial since it aids in protecting and revitalizing traditional culture while injecting new vitality and innovation into the tourism industry. These cultural elements attract numerous visitors, raising questions about protecting these fragile cultural assets while promoting economic growth in tourism. This study explores how ICH can be combined with modern tourism practices to enhance cultural transmission and innovation in the Chaoshan region.

### **1.3 RESEARCH OBJECTIVES**

The main aim of this study is to analyze how Chaoshan effectively combines the transmission of ICH with modern tourism innovation, particularly by leveraging its designation as a "City of Gastronomy." This research focuses on the specific impacts of these practices on ICH protection and regional tourism development.

#### **Objectives:**

1. Assess the Current Status of intangible cultural heritage Protection and Tourism Utilization in Chaoshan region.
2. Analyze the Specific Impact of Cultural Tourism on the Protection and Transmission of Chaoshan Intangible Cultural Heritage.
3. To explore food and culinary tourism as part of the cultural tourism of Chaoshan.

## **1.4 RESEARCH QUESTIONS**

RQ1: What is the current state of development of Chaoshan ICH and the tourism industry, especially in leveraging its “City of Gastronomy” status, and what are the main challenges and issues faced?

RQ2: What innovative strategies have been adopted in Chaoshan to integrate cultural tourism and ICH transmission, and how effectively is the “City of Gastronomy” title utilized in these strategies?

RQ3: What are the differences between tourists’ expectations and the actual experiences of Chaoshan ICH activities, including culinary/food tourism? What are the attitudes of tourists toward the food offered by Chaoshan?

## **1.5 SIGNIFICANCE OF THE STUDY**

This research is critically significant in examining Chaoshan’s integration of ICH with contemporary tourism, leveraging Chaozhou’s designation as a “City of Gastronomy” to enhance regional cultural preservation, economic development, social identity, and environmental sustainability. Focusing on specific case studies in Chaoshan, this study aims to provide strategies and insights for culturally rich regions to promote cultural heritage protection and tourism development within a globalized context. The findings are intended to offer empirical foundations for policymakers, local governments, the tourism industry, and cultural protection organizations to develop more effective cultural tourism strategies while achieving a synergistic balance between cultural transmission and economic benefits.

### **1.5.1 CULTURAL PROTECTION**

This research contributes significantly to the protection and revitalization of traditional Chinese culture. Chaoshan boasts a rich cultural heritage characterized by unique customs, language, arts, and traditions. By exploring methods for incorporating these cultural elements into tourism, mainly focusing on culinary

heritage, this study helps ensure their preservation and transmission to future generations. Protecting local dialects, traditional music, folklore, and culinary arts as ICH is crucial for preventing cultural homogenization and erosion amid globalization.

### **1.5.2 ECONOMIC DEVELOPMENT AND SUSTAINABLE TOURISM**

A crucial aspect of this research is its focus on achieving sustainable economic development through tourism. Tourism serves as a significant economic driver, especially in culturally rich regions. By integrating traditional culture with tourism, these areas can create unique and authentic experiences, attracting diverse tourists. Leveraging the “City of Gastronomy” status can further enhance the region’s appeal, significantly contributing to long-term local economic development.

### **1.5.3 TOURISM INNOVATION**

The findings of this research contribute to the innovation of tourism practices in China, particularly in Chaoshan. Insights derived from tourists’ perceptions and opinions on the integration of culture and tourism can provide valuable guidance for future cultural protection and development improvements. This study explicitly examines how the title “City of Gastronomy” can stimulate tourism innovation, enhance the overall tourist experience, and promote cultural tourism.

### **1.5.4 ACADEMIC CONTRIBUTION**

This research contributes to academic knowledge of cultural studies, tourism management, and sustainable development. Through a comprehensive analysis of how different regions in China integrate their unique cultural heritage with tourism development, this study provides valuable insights into the mechanisms and strategies that facilitate such integration. The comparative analysis across regions highlights best practices and common challenges, offering lessons that can be applied globally. This enhances the broader understanding of cultural protection and tourism development dynamics, fostering a nuanced appreciation of how these elements

coexist and mutually benefit each other. The findings are expected to benefit scholars, policymakers, and practitioners seeking to balance the preservation of cultural heritage with the demands of modern tourism, thereby contributing to the ongoing discourse on sustainable cultural tourism.

## **1.6 RESEARCH SCOPE**

### **1.6.1 CONTENT**

This study investigates the transmission and innovation of Chaoshan's ICH within the cultural tourism framework. It focuses on three primary areas:

**Protection and Utilization of ICH:** This research examines the strategies employed in Chaoshan for preserving and utilizing its ICH, ensuring both conservation and accessibility. It assesses how these strategies protect cultural heritage while promoting its use in tourism.

**Development of Cultural Tourism:** This study analyzes the role and impact of cultural tourism in safeguarding ICH, focusing mainly on Chaoshan's culinary heritage. It evaluates how the "City of Gastronomy" designation enhances tourism and cultural preservation.

**Innovative Practices:** This research evaluates the impact of Chaozhou's designation as a "City of Gastronomy" on local tourism and cultural heritage preservation. It provides empirical data and insights into how international recognition can be strategically utilized to boost cultural tourism, offering a blueprint for other cities aiming for similar accolades.

### **1.6.2 POPULATION**

The study encompasses a diverse range of stakeholders to ensure a comprehensive understanding of ICH and tourism integration:

**Local Residents:** This research explores residents' attitudes toward and participation in the protection of ICH. It seeks to understand their role in preserving and promoting cultural heritage through tourism.

**Tourists:** This study examines the demands and experiences of tourists from various backgrounds regarding Chaoshan's cultural tourism products. It analyzes their perceptions and satisfaction levels to provide insights into improving tourist experiences.

**Policymakers and Cultural Workers:** This investigation includes the roles and perspectives of policymakers and cultural workers in integrating ICH protection with tourism development. It assesses strategies and actions for promoting cultural heritage through tourism.

### **1.6.3 GEOGRAPHICAL LOCATION**

The primary focus of this research is the Chaoshan region in Guangdong Province, which includes the cities of Shantou, Chaozhou, and Jieyang, selected for their rich ICH and unique geographical and cultural contexts. Additionally, the research extends to the city of Huizhou and other regions within Guangdong Province to explore how Chaoshan's innovative practices can influence and benefit the broader region. This broader geographical scope allows for a comprehensive analysis of the diffusion of cultural tourism practices and their impact on regional development.

## **1.7 RESEARCH FRAMEWORK**

This study adopts a mixed-methods approach, integrating qualitative and quantitative methodologies to comprehensively analyze the effectiveness of ICH protection, tourism development, and innovative strategies. The research framework includes the following components:

**Field Surveys:** Direct observations and data collection were conducted during cultural activities in the Chaoshan region, Huizhou, and other selected areas within

Guangdong Province. These surveys aimed to capture the real-time dynamics and practices of cultural tourism in these regions.

**Interviews:** In-depth interviews were conducted with various stakeholders, including cultural workers, residents, tourists, policymakers, and cultural protection staff in the Chaoshan region. These interviews aimed to gather detailed qualitative data on the perspectives and experiences of those directly involved or impacted by cultural tourism.

**Questionnaire Surveys:** The survey was distributed to a broad range of participants, including residents, tourists, cultural workers, and students, to obtain quantitative data that supports the research objectives. The surveys collected information on the participants' cultural experiences, motivations, satisfaction, and perceptions of tourism development.

**Testing Activities:** Various cultural tourism activities were organized and evaluated to test their effectiveness in promoting ICH and enhancing the tourist experience. The activities were assessed through participant feedback and observational data.

**Expert Evaluation:** Assessments from cultural heritage and tourism experts to evaluate implemented strategies and activities. Experts provided evaluations and insights into the effectiveness, feasibility, and potential improvements for ICH and tourism integration.

The research was conducted from 2022 to 2024. It included five field investigations in the Chaoshan region, Huizhou, and other selected areas within Guangdong Province and questionnaire surveys to gather data on 895 tourists and 307 students. This study focuses on multiple domains, such as cultural analysis, comparative regional studies, economic evaluation, social and community impact assessments, environmental considerations, policy and management strategies, and tourist perspectives, to provide valuable insights and recommendations for integrating ICH into tourism development.

This study emphasizes the use of sustainable and respectful practices that benefit the region and its visitors. This comprehensive approach ensures that the study addresses the multifaceted aspects of integrating ICH with cultural tourism, providing a robust foundation for developing effective strategies to enhance cultural preservation and tourism innovation across Guangdong Province.

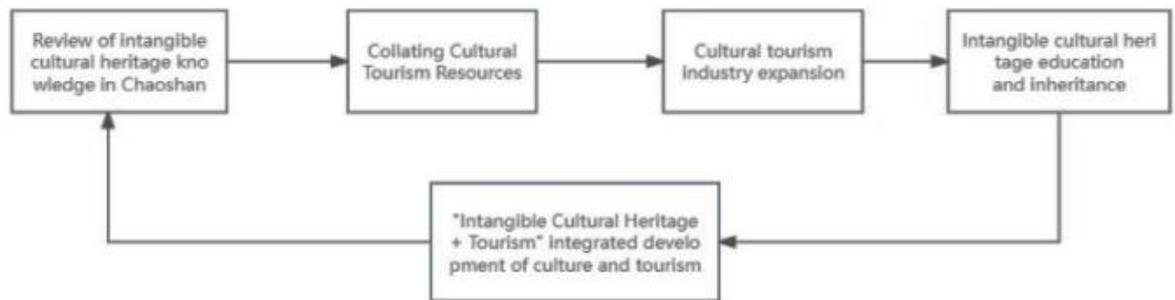
#### Student Participation

In addition to surveys, the study included post-activity questionnaire surveys on 307 students and focus group interviews to gather detailed data on students' engagement and feedback regarding cultural tourism activities. This ensures that the research reflects diverse audience perspectives and includes insights from younger generations.

Furthermore, this research focuses on methodologies for analyzing the integration of cultural tourism and ICH in the Chaoshan region. Specifically, it discusses how Cultural Capital Theory, Tourism Motivation Theory, and Cross-Cultural Adaptation Theory can be applied to the research design and implementation. This chapter details the research methods, research design, data collection methods, and ethical measures taken to ensure the transparency and completeness of the research. By revisiting the theoretical review post-data collection, the research methods can be reassessed and adjusted to better reflect the key elements of these theories, enhancing the theoretical depth and specificity of the data analysis.

#### **Figure 2**

*Protection of Intangible Cultural Heritage and the Mutually Promoting Development Path of the Tourism Industry*



*Note.* Created by the author.

## 1.8 DEFINITION OF PREDICATE

### 1.8.1 CHAOSHAN INTANGIBLE CULTURAL HERITAGE

UNESCO defines cultural heritage as encompassing oral traditions, performing arts, social practices, rituals, festive events, knowledge, practices related to nature and the universe, and skills that generate traditions and artifacts. According to the China Intangible Cultural Heritage Digital Museum, the national list of ICH comprises 10 categories with 1,557 items: folk literature, traditional music, traditional dance, traditional theater, Qui (a form of Chinese folk art), traditional sports, recreation and acrobatics, traditional fine arts, traditional craftsmanship, traditional medicine, and folk customs. Safeguarding the ICH is an essential economic reNote, necessitating continuous innovation and active public engagement (Yan & Li, 2023). The protection of natural and cultural heritage requires the avoidance of loss and destruction (DeSilvey & Harrison, 2020). Studies have shown that ICH tourism aids significantly in preserving culture and promoting the sustainable development of ICH (Dang et al., 2021). Chaozhou's ICH is crucial for regional economic development and cultural exchange. Cultural and creative industries have become powerful drivers of regional growth (Kalfas et al., 2024).

### **1.8.2 CULTURAL HERITAGE TOURISM**

Cultural heritage tourism is a participatory and meaningful experience that immerses tourists in the rich cultural heritage of a region by visiting destinations, services, and places and learning about different cultures while traveling (Kastenholz & Gronau, 2022). This form of tourism aims to increase an individual's understanding of a place's historical and cultural significance while preserving and promoting its unique heritage. The ICH is dynamic and continuously evolving, enhancing tourism products and industry vitality as well as the sustainable conservation of World Heritage sites through the development of sustainable tourism development (Hosseini et al., 2021). These elements ensure that ICH contributes to modern society's cultural prosperity and inheritance.

### **1.8.3 CULTURAL INTEGRATION**

In tourism, cultural integration refers to the intentional and seamless incorporation of traditional cultural elements into the tourism industry. Tang and Xu (2023) argued that cultural integration requires the development of experiences that allow tourists to understand regional traditions, cultures, and lifestyles. Cultural integration, broadly divided into historical and natural categories, forms the foundation for tourism development (Kaikara, 2020). Effective cultural integration management is vital for tourism sustainability and necessitates multidisciplinary integration and new methods (Arbolino et al., 2021). Cultural integration enhances tourism product attractiveness and drives the protection and revitalization of ICH, ensuring its continuous transmission.

### **1.8.4 SUSTAINABLE TOURISM**

Sustainable tourism minimizes adverse impacts on culture, the environment, and society while maximizing benefits for destinations and residents. It seeks to protect biodiversity, reduce carbon emissions, stimulate the local economy, and respect

indigenous rights and customs (Jerez, 2021). Research indicates that tourist demand is crucial for sustainable tourism planning, emphasizing the need for tourists to sustain tourism (Zhang & Wei, 2023). Careful and controlled planning is necessary to prevent tourism-related activities from damaging the environment, eroding local culture, and depleting natural resources. Sustainable tourism strives to balance environmental protection, economic development, and cultural heritage preservation, ensuring future generations can enjoy the benefits.

## 1.9 CONCLUSION

Integrating Chaoshan's ICH with modern tourism presents challenges and opportunities, especially given Chaozhou's designation as a "City of Gastronomy." This chapter provides a comprehensive overview of the research background, emphasizing the importance of cultural tourism in protecting and promoting ICH. The problem statement identifies critical issues, while the research objectives and questions are designed to evaluate the current status of ICH protection and tourism utilization, the impact of cultural tourism on ICH, and propose strategies to optimize the cultural tourism experience.

Potential contributions to cultural protection, economic development, tourism innovation, and academic knowledge are highlighted, while the study scope defines the content, demographic, and geographical focus, ensuring a thorough understanding of the integration between ICH and tourism. The research framework employs a mixed-methods approach, combining qualitative and quantitative methods to comprehensively address the research questions. Key terms, such as Chaoshan ICH, cultural heritage tourism, cultural integration, and sustainable tourism, are defined to clarify the core concepts of this study.

This chapter lays the foundation for the subsequent chapters, setting the stage for an in-depth exploration of the literature, research methods, findings, and study implications. By examining how Chaoshan leverages its rich cultural heritage and

status as a “City of Gastronomy,” this study aims to provide valuable insights and practical recommendations for sustainable cultural tourism development.



## **CHAPTER 2**

### **LITERATURE REVIEW**

This section introduces the study's theoretical framework, which includes Cultural Capital Theory, Tourism Motivation Theory, and Cross-Cultural Adaptation Theory, highlighting the significance of Chaoshan's recognition as a "City of Gastronomy" by UNESCO identifying gaps to promote the integration of cultural tourism in the region. Chaoshan's strategic location in Guangdong Province (Figures 4 and 5) enhances its potential as a cultural tourism hub. Its unique geographical and cultural background provides a rich foundation for tourism development, making it an ideal case study for examining the integration of ICH and tourism. Furthermore, the literature review on cultural tourism emphasizes the relationship between tourism and culture and the importance of integrating the Chaoshan food culture into tourism.

Subsequent sections discuss best practices in countries such as France, Portugal, and Thailand, as well as regions like Lijiang in the Yunnan Province, Xiamen in the Fujian Province, and Chengdu in the Sichuan Province, China, to illustrate how these practices can guide cultural tourism development in Chaoshan. The focus then shifts to food-driven cultural tourism applications in Chaoshan, exploring the potential contributions of Chaoshan's ICH, mainly through integrating its unique culinary traditions with tourism development. The final section identifies gaps in the existing literature to guide future research directions.

The literature review relates to ICH and its integration into the development of the cultural tourism industry. A critical analysis of the existing literature allows new research questions to be posed. This comprehensive review aims to provide a robust foundation for understanding how Chaoshan can leverage its cultural heritage to enhance tourism development sustainably and innovatively.

**Figure 3**

*Location of The Chaoshan Region in Guangdong Province*



*Note.* Drawn by the author from the map.

**Figure 4**

*Location of The Chaoshan Region in China*



*Note.* Drawn by the author from the map.

## **2.1 THEORETICAL FRAMEWORK**

The integration of ICH and tourism involves complex systems characterized by intricate dynamics and interdependencies. The mutual influences, interactions, and co-development between these two systems embody the principles of complex systems theory. To comprehensively understand how ICH and tourism co-develop, adapt, and influence each other, three theories—Cultural Capital Theory, Tourism Motivation Theory, and Cross-Cultural Adaptation Theory—are systematically analyzed and synergized in this study. This combined theoretical framework provides robust analytical tools for promoting the sustainable development of these intertwined areas. By examining the coupling mechanisms and dynamic coordination between these systems, strategic initiatives can be developed to enhance the integration of ICH and tourism, fostering cultural preservation and economic growth.

Additionally, UNESCO's recognition of Chaozhou as a "City of Gastronomy" adds a significant layer to this integration, offering unique opportunities to leverage its rich culinary traditions within cultural tourism. This designation enhances the city's international reputation and provides a platform for innovative tourism practices that celebrate and preserve Chaoshan's culinary heritage. By incorporating its "City of Gastronomy" status into tourism strategies, Chaoshan can attract food enthusiasts and cultural tourists, further solidifying its position as a premier cultural destination. This multifaceted approach ensures that both cultural preservation and tourism development are sustainable and mutually reinforcing.

### **2.1.1 CULTURAL CAPITAL THEORY**

French sociologist Pierre Bourdieu proposed the Cultural Capital Theory in the late twentieth century, suggesting that cultural practices, artifacts, and knowledge possess societal value, enhancing economic and social standards (Haines & Lötter, 2022). This theory demonstrates how a society's cultural legacy can enrich tourists' experiences and support the gradual development of the tourism sector (Stahl & Mu,

2022). Essentially, cultural capital encompasses the knowledge of societal symbols and practices vital for attracting tourists and enhancing cultural tourism. In tourism development, educational and cultural institutions play a pivotal role in disseminating and preserving cultural knowledge. Effective collaboration through cultural exhibitions, public workshops, and interpretation centers can significantly enrich tourist experiences while preserving Chaoshan's cultural heritage (Giampiccoli & Mtapuri, 2021).

Chaoshan's regional development has benefited immensely from the integration of traditional crafts, such as porcelain manufacturing and silk weaving, into tourism. For instance, the widespread dissemination of Nanshan Yingge Dance on social media platforms like Douyin has captured significant domestic and international attention, boosting local tourism. Additionally, Chaozhou's recognition as a UNESCO Creative City for its rich culinary culture exemplifies the dynamic use of cultural capital in promoting tourism and cultural activities for economic growth, like food festivals and culinary workshops, transforming cultural tourism into economic drivers while fostering the integration of cultural and tourism industries.

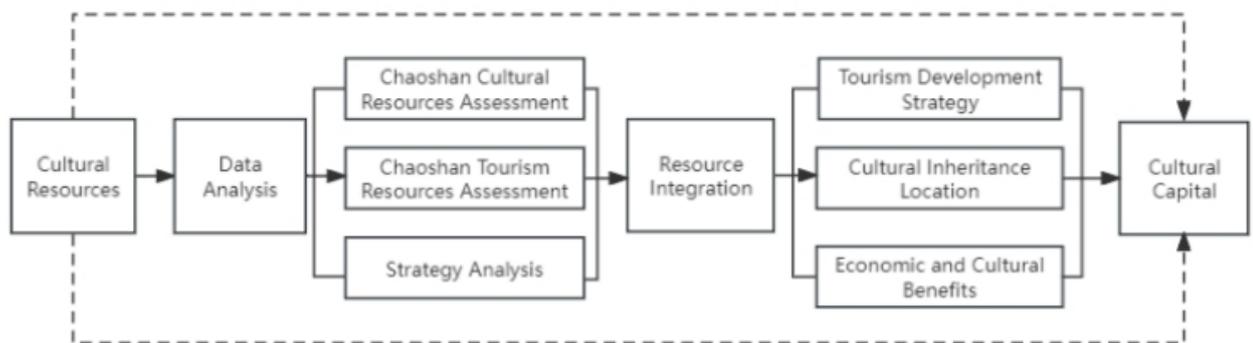
Cultural Capital Theory also underscores the importance of preserving and transmitting cultural knowledge through educational and cultural institutions. Practical strategies, such as cultural exhibitions and workshops, are essential for enriching tourists' experiences and safeguarding cultural treasures (Lin et al., 2024). The integration of traditional crafts into tourism in Chaoshan has revived and preserved these arts, boosting local economies and attracting tourists.

The selection of Chaozhou as a UNESCO Cultural City highlights the effective transformation and utilization of cultural capital in promoting tourism and economic development. Interactive cultural experiences enrich tourists' understanding and offer new perspectives on existing cultural traditions (Li et al., 2022). This dynamic use of cultural capital ensures the innovation and transmission of traditional culture, showcasing the mutual benefits of cultural and economic development.

Cultural Capital Theory offers a comprehensive framework for understanding the importance of traditional cultural forms and their integration into tourism. It highlights cultural elements as potential tourist attractions that drive social relations and economic profitability (Meissner, 2021). In Chaoshan, promoting traditional cultural practices through innovative tourism has brought substantial economic and cultural benefits. This study demonstrates the practical application of Cultural Capital Theory in the modern era, particularly in the context of globalization and digitalization, where the innovative transformation of culture is a crucial driver of economic and social development.

**Figure 5**

*The Use of Cultural Capital Theory for Analyzing the Chaoshan ICH*



*Note.* Created by the author.

### 2.1.2 TOURISM MOTIVATION THEORY

Tourism Motivation Theory is based on exploring the factors that motivate and encourage tourists to visit places. This research explicitly examines the link between tourists' perspectives on traditional culture and their travel decisions, focusing on the Chaoshan culture. Huang (2021) identifies several motivational factors for tourists, including cultural enrichment, social influences, relaxation, adventure, and exploration. Key models and theories such as the Travel Career Patterns Model,

Travel Career Ladder, Dann's Push-Pull Theory, and Maslow's Hierarchy of Needs elucidate why tourists might choose Chaoshan as their destination.

Chaoshan, renowned for its rich cultural traditions and ICH, attracts tourists who seek a deeper understanding of local culture and arts. The pivotal factors influencing cultural tourism include authenticity, participation, cultural exchange, food attraction, and service quality (Seyfi et al., 2020). Tourists often aspire to immerse themselves in rich cultural experiences. Chaoshan's intangible cultural heritage—encompassing Chaozhou cuisine, traditional music, and intricate woodcarving—allows tourists to engage deeply with authentic cultural practices, providing a unique and enriching experience that fosters a deeper appreciation of its traditions.

A critical step in integrating culture and tourism involves enhancing tourists' cultural experiences. This includes the development of integrated cultural experience spaces, the creation of a cultural tourism performance industry that combines artistic performances with tourism, the cultivation of cultural and creative industries centered around tourist souvenirs, and the development of an entertainment industry based on themed cultural displays (Zhang & Zhu, 2020). ICH tourism significantly influences tourist decision-making behavior (Hsu et al., 2022). Awe, inspired by intangible cultural heritage, is a crucial motivation and experience for tourists (Su et al., 2020). Understanding tourists' motivations is essential for developing effective cultural tourism strategies in Chaoshan. By addressing the diverse motivations of tourists, Chaoshan can enhance its attractiveness and competitiveness as a cultural tourism destination. Practical applications of Tourism Motivation Theory in Chaoshan include creating tourism packages that highlight Chaoshan's unique characteristics, such as culinary tours, cultural heritage tours, and handicraft workshops. These packages may appeal to tourists with varied interests and can be tailored to provide personalized and enriching experiences based on diverse motivations.

Tourism Motivation Theory underscores the diversity of personal travel motivations. In planning future tourism products and experiences, Chaoshan tourism

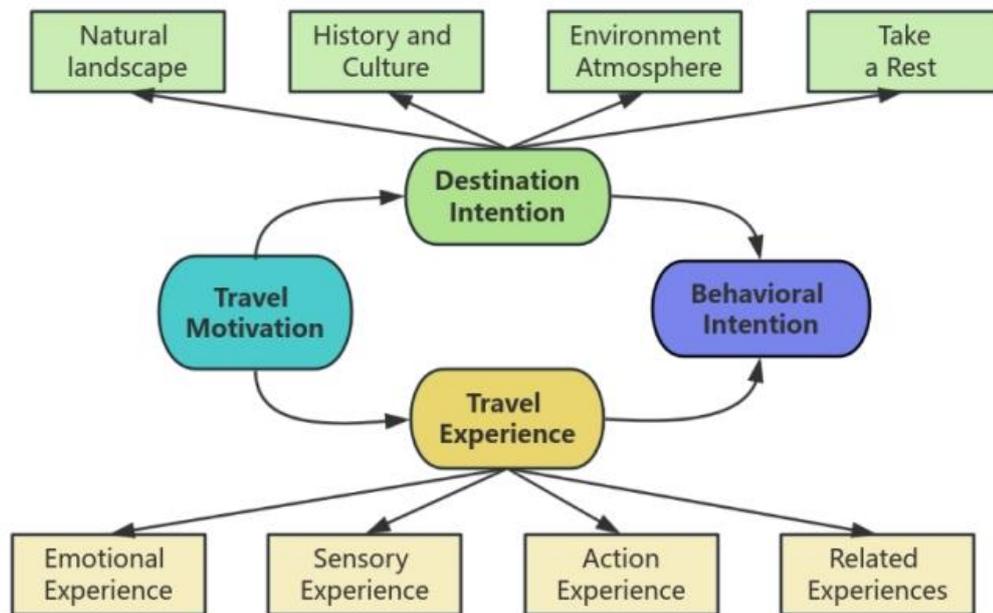
planners and cultural preservationists must continue to explore and enhance this diversity. Ensuring that cultural heritage is preserved and effectively transformed into tourism to meet modern tourists' expectations is crucial. In doing so, Chaoshan can preserve its rich cultural heritage while maintaining its appeal and competitiveness as a culturally vibrant tourist destination.

The designation of Chaozhou as a "World City of Gastronomy" by UNESCO further enhances the region's appeal. UNESCO's Creative Food Cities initiative aims to raise public awareness and improve understanding of culinary traditions (Xie, 2021). This accolade acknowledges Chaozhou's rich culinary heritage, making it a significant attraction for food enthusiasts worldwide. Food tasting is a pivotal event for tourists exploring cultural heritage (Menor-Campos et al., 2022). Integrating this prestigious accolade into Chaoshan's tourism marketing strategies can attract more tourists motivated by culinary experiences.

Highlighting Chaozhou's renowned cuisine, including traditional dishes, food festivals, and culinary workshops, can boost tourism. Its "World City of Gastronomy" status validates the authenticity and uniqueness of Chaoshan's culinary traditions and serves as a powerful attraction for tourists seeking authentic food experiences. This focus on gastronomy aligns with the Tourism Motivation Theory by fulfilling tourists' desire for cultural enrichment and unique experiences, further solidifying Chaoshan's position as a premier cultural tourism destination.

## **Figure 6**

*Exploring Tourism Motivation Theory in Chaoshan, ICH*



*Note.* Created by the author.

### 2.1.3 CROSS-CULTURE ADAPTATION THEORY

Cross-Cultural Adaptation Theory serves as a framework for understanding how tourists from various regions, including other provinces in China and international destinations, assimilate into different cultures when visiting Chaoshan. According to Wei et al. (2020), perceived authenticity and cultural adaptation positively impact Chinese tourists visiting heritage sites, suggesting similar effects for visitors to Chaoshan.

Tourists bring diverse beliefs, cultural views, expectations, and food tastes, thus influencing their interactions with Chaoshan's heritage culture. For instance, in Japan, cultural elements like the tea ceremony (Chanoyu) and flower arrangement (Ikebana) provide immersive experiences, allowing visitors to appreciate the harmonious fusion of nature and aesthetics (Prough, 2022).

In Europe, the tourism industry integrates history and traditional culture into attractions through medieval festivals and museums, allowing tourists to connect with the past and appreciate its historical significance. In South Korea, tourists engage in

traditional Korean culture by wearing hanbok (traditional Korean clothing) and experiencing Buddhist meditation (Ponting, 2022). These examples illustrate how different regions successfully integrate traditional cultural elements into tourism programs to meet international tourists' needs and promote cross-cultural dialog.

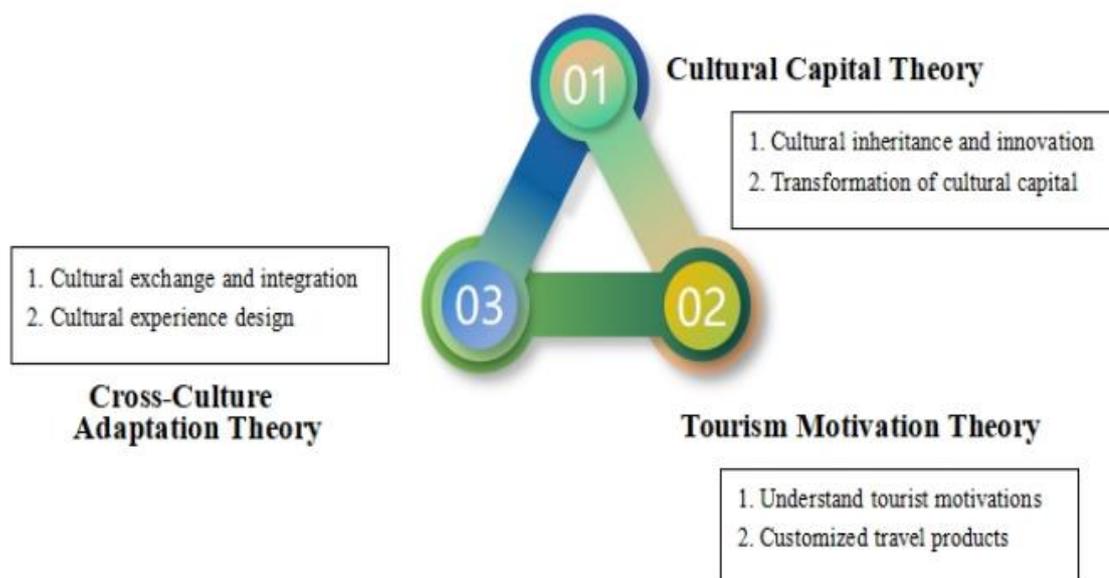
Cross-Cultural Adaptation Theory helps tourists understand how various cultural activities and interactive experiences enhance their understanding and appreciation of Chaoshan culture. Promoting Chaoshan as the "World Food Capital" can attract tourists driven by food experiences. Designing ICH experiences incorporating game elements can motivate participants to learn about the culture (Xiang et al., 2021). Activities like cooking classes, food-tasting events, and food tours immerse tourists in Chaoshan's unique flavors and techniques, facilitating their adaptation to the local culture through traditional cuisine (Malota & Mucsi, 2023).

However, cultural differences in food tastes, especially between Chinese and Western flavors and between Chaoshan and other regions, present obstacles that must be recognized. Different countries' dietary habits reflect the multiculturalism of daily life (Reddy & van Dam, 2020). The diversity of gastronomic activities has significant potential for integrating tourism development policies (Visković, 2021).

Cultural exchange and adaptation practices protect and inherit Chaoshan's rich cultural heritage and promote regional tourism and economic development by attracting domestic and foreign tourists. Highlighting Chaoshan's status as a UNESCO Creative City of Gastronomy and introducing diverse tourism products that cover the cultural characteristics of different countries and regions can enhance understanding and tolerance of different cultures. Creative cities for gastronomy should develop specific marketing strategies to enhance their destinations' attractiveness (Alimohammadirokni et al., 2021). This approach can further boost Chaoshan's cultural tourism appeal, attract food lovers and cultural tourists, and promote deeper cultural understanding and economic growth.

**Figure 7**

*Use of Three Theories to Analyze the Chaoshan ICH*



*Note.* Created by the author.

## 2.2 OVERVIEW OF CULTURAL TOURISM

Cultural tourism is a strategy for maintaining a balanced use of cultural heritage and destinations to generate sustainable cultural tourism (Du Cros & McKercher, 2020). This approach has gained global traction, attracting tourists by leveraging cultural assets as motivational elements (Richards, 2021). This section provides an overview of cultural tourism, emphasizing its importance in preserving cultural values, practices, and traditions.

### 2.2.1 THE RELATIONSHIP BETWEEN TOURISM AND CULTURE

Tourism and culture are closely linked; tourism provides a platform for cultural exchange and preservation, while culture enriches the tourism experience. According to Chen and Li (2022), cultural tourism brings sustainable, positive social values to tourist destinations. Chaoshan's successful integration of cultural elements into the tourism industry has increased tourism appeal while ensuring the preservation and

promotion of cultural heritage. This dynamic relationship between tourism and culture in Chaoshan highlights the importance of cultural tourism in promoting sustainable cultural and economic development. Cultural tourism disseminates and preserves cultural values, practices, and essential historical traditions in the modern world by expressing them as art and identity.

The relationship between Chautauqua tourism and culture is mutually reinforcing, with tourism providing the means for preserving and promoting culture while enriching the tourism experience. Tea culture tourism drives development under the far-reaching influence of multimedia and online marketing. Meanwhile, interest in culinary tourism appears to be steadily growing, especially in terms of developing a roadmap to enhance the competitive advantage of culinary tourism. One of the most critical aspects of Chaoshan culture is its culinary tradition. Chaoshan cuisine has been recognized as a UNESCO “Capital of Creative Cuisine” and a major tourist attraction. The region’s culinary culture is characterized by complex cooking techniques and unique flavors, providing visitors with an immersive experience that connects them to the local culture. Cultural festivals and traditional events in Chaoshan, such as the Teochew Kung Fu Tea Ceremony and the Annual Lantern Festival, attract tourists and provide a platform for cultural exchange and education. These festivals allow visitors to witness and participate in ancient traditions, promoting a deeper understanding and appreciation of Chaoshan’s cultural heritage.

By integrating cultural elements into tourism, Chaoshan has succeeded in enhancing its tourism appeal while ensuring the preservation and promotion of cultural heritage. The region’s approach demonstrates how tourism can be a powerful tool for cultural preservation and the ability of cultural elements to significantly enrich the tourism experience. This dynamic relationship between tourism and culture in Chaoshan highlights the importance of cultural tourism in promoting sustainable cultural and economic development.

### **2.2.2 SIGNIFICANCE OF CULTURAL TOURISM IN THE INHERITANCE OF INTANGIBLE CULTURAL HERITAGE**

Cultural tourism plays a crucial role in the preservation and transmission of ICH. The active participation of the public is an effective way to safeguard ICH (Yan & Li, 2023). By reproducing, recreating, and regenerating traditional crafts and designs, ICH is integrated into modern life and tourism to realize the value of safeguarding. Digital technology helps to protect ICH (Liu et al., 2023). The entry of NHs into scenic spots enhances their cultural appeal, popularity, and influence. Younger people are increasingly participating in ICH inheritance and cultural dissemination through tourism. Yu et al. (2023) analyzed 22 cultural heritage sites in western China. They proposed a way to balance cultural heritage preservation with tourism development, using industrialization and traditional areas to promote cultural tourism. The Silk Road attracts tourists interested in culture and history, demonstrating the importance of cultural tourism in the preservation of historically essential areas and community practices. According to Hu (2022), the innovative development of cultural tourism can enrich the tourist experience by combining it with historical and traditional cultural practices.

Cultural tourism and folk art promote connections and understanding between people and provide essential support for the preservation and transmission of ICH. Through tourism development, people with ICH skills can increase their incomes, leading to better protection and transmission. Tourism has become an essential support for ICH since it gathers funds, attracts talent, deepens development, and promotes transmission.

### **2.2.3 INTEGRATION OF CULTURE AND TOURISM**

Integrating culture and tourism is essential for creating enriching and sustainable tourism experiences. Jia and Sutunyarak (2022) studied the Laoshan Taoism areas of Tsingtao City, highlighting the inseparable role of Taoist culture in regional

development. They argue that cultural tourism and sustainability adaptations can help a region economically by creating jobs, business opportunities, and infrastructure. Similarly, Chen and Li (2022) researched tourism in Hunan Province's traditional villages, finding that cultural creativity and preservation play significant roles in tourism development, especially during challenging times. Their study indicates that cultural tourism supports economic growth while protecting historically significant places, buildings, and artifacts.

Community collaboration is crucial for cultural tourism. Suhandi et al. (2022) examined the Wae Rebo Traditional Village, demonstrating that community participation in tourism helps protect cultural values, increase income, and enhance education and awareness. Similarly, Song et al. (2022) found that the creative performance of agricultural heritage systems contributes to sustainable development through cultural identity and knowledge transfer. Their research shows that cultural tourism can promote environmental sustainability and address global issues like climate change.

The reviewed literature highlights the benefits of cultural tourism for economic, educational, and historical preservation. This fosters cooperation among people by encouraging creativity and preserving cultural heritage, thereby improving regional development. These studies emphasize the dynamic relationship between tourism and culture while balancing preservation and development.

Promoting Chaoshan's cultural tourism, especially as a "City of Gastronomy," by integrating culinary traditions into the tourism experience can attract food enthusiasts and cultural tourists. The unique flavors and cooking techniques of Teochew cuisine provide an immersive gastronomic experience, enhancing cultural tourism's appeal and fostering deeper cultural understanding. Incorporating culinary tourism into Chaoshan's strategies offers tourists a holistic experience, contributing to regional economic growth and cultural preservation.

## **2.3 UNESCO CREATIVE CITIES NETWORK AND “CITY OF GASTRONOMY”**

The Creative Cities Network was established in October 2004 and is dedicated to fostering creative industries and promoting sharing and exchange among member cities. Adapted by the recognized global institution, the UNESCO Creative Cities Network (UCCN) has influenced the formation of cultural governance in its participating cities. UCCN membership ensures national and international recognition, attracting more tourists, investors, and creative enterprises, as well as a more distinctive brand identity, increasing media and civic pride (Gathen et al., 2021). UNESCO’s visibility continues to grow, with many countries and cities striving to join the UNESCO Capitals of Creative Gastronomy.

### **2.3.1 OVERVIEW OF THE UNESCO CREATIVE CITIES NETWORK**

According to UNESCO (2023), the Creative Cities Network currently includes 350 cities from more than 100 countries, involving seven creative fields: handicrafts and folk art, design, film, food, literature, media arts, and music. Each field has iconic cities, such as Lyon, France (food), Bologna, Italy (music), and Edinburgh, UK (literature). Six cities have been certified a “City of Gastronomy” by the United Nations in China: Chengdu, Sichuan, Shunde, Guangdong, Macau, Yangzhou, Jiangsu, HuaiYang, Jiangsu, and Chaozhou, Guangdong. Cuisine is an integral part of a destination’s tourism reNotes and attractions and plays a vital role in the marketing and promotion of a destination (Jiang et al., 2023). Selection by the Creative Cities Network positively impacts its member cities’ economic, social, and cultural development. Firstly, the development of creative industries can drive local economic growth. Secondly, the brand image of creative cities is enhanced, attracting more tourists and investors. Finally, enhanced cultural exchanges and cooperation promote social diversity and inclusiveness.

Despite the remarkable achievements of the Creative Cities Network, some challenges still exist, such as the uneven distribution of reNotes and differences in development among cities. In the future, the network is expected to continue to strengthen cooperation among cities and explore new creative fields and development models in response to the opportunities and challenges posed by globalization.

**Table 1**  
*Six Cities in China Designated as “World Culinary Capitals”*

Six chinese cities

Image display

Chengdu is representative of Sichuan cuisine. In 2010, it was certified by the United Nations as a “City of Gastronomy” and the first city in the country to receive this honor.

Most of the food is seasoned with chili peppers. Dishes include dandan noodles, husband and wife lung slices (or brisket and tripe), egg cakes, rabbit heads, tofu pudding, ice jelly, and other snacks, as well as yuanyang hot pot, mapo tofu, and Chengdu duck.



Shunde, a district of Foshan City, Guangdong Province, is also known as Fengcheng. It is the birthplace of Cantonese cuisine.

Shunde cuisine emphasizes fresh ingredients, fine knife skills, innovation, and a wide variety of dishes. The food is light and delicious, consisting of dim sum, porridge, double-skin milk, and Chencun noodles.



Macau is a place where Chinese and Western food cultures merge, creating a variety of delicacies. As a former Portuguese colony, Macau has been filled with the Portuguese style of architecture and food culture since its return in 1999. Dishes include Portuguese chicken, roast suckling pig rice, sour pork, and Andrew's Portuguese tart.



Yangzhou not only has beautiful scenery but also exquisite food, with good color, fragrance, and taste, like a fine work of art.



Yangzhou fried rice, crab roe soup dumplings, lion head, boiled, dried silk, Wensi tofu, etc., represent the classic Huaiyang cuisine, famous for its meticulous preparation. The knife skills are delicate, the heat exquisite, and the taste refreshing.



Huai'an is the birthplace of Huaiyang cuisine. Located on the north-south dividing line, this unique geographical location is characteristic of Huai'an cuisine, appealing to both the north and south.



Yangchun noodles, Xuyi crayfish, Pingqiao tofu, Hongze Lake hairy crabs, Wenlou soup dumplings, etc., are all representative of Huai'an cuisine.



Chaozhou is an integral part of Cantonese cuisine, one of the four major cuisines in China. It is known for its seafood, exquisite seasoning, and light and elegant taste. It was rated as a City of Gastronomy by UNESCO in 2023.



Chaozhou cuisine consists of beef balls, Chaoshan rice noodles, Chaoshan casserole porridge, salty rice cakes, rice dumplings, beef hot pot, pig intestines, glutinous rice, and hundreds of other delicious Chaozhou dishes.




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*Note.* Compiled by the author from [https://www.sohu.com/a/545226875\\_100140727](https://www.sohu.com/a/545226875_100140727)

### **2.3.2 SIGNIFICANCE OF CHAOZHOU’S DESIGNATION AS A “CITY OF GASTRONOMY”**

Chaozhou’s culinary culture has a long history and deep cultural heritage, and it is of great significance for Chaozhou to be recognized by UNESCO as a “City of Gastronomy.” This accolade is not only in recognition of the rich culinary culture of Chaozhou but also the enhanced status of Chaozhou in the global gastronomic field. Through this international platform, Teochew can showcase its unique culinary skills and traditional food customs and, at the same time, learn from the experiences of other creative cities to promote the modernization and internationalization of local gastronomic culture.

UNESCO recognizes a city’s cultural heritage as shaping the region’s “sense of place” and important to the development of cultural tourism at the destination. Gastronomy, in the context of both cultural heritage and tourism, reinforces the cultural and social identity of a destination. At World Heritage sites, gastronomy can

serve as a complementary tool to deepen the socialization of a destination, as well as allow visitors to experience the destination's heritage through their senses, increasing the intensity of their lived experience (Lima et al., 2023). The flourishing of gastronomic tourism has led to the development of related industrial chains, including food and beverage, accommodation, transportation, culture, and entertainment, thus contributing to the overall development of the local economy.

Gastronomy has been incorporated into city promotion by local stakeholders in the creation of destinations. There has been an increase in urban promotion activities, including gastronomic tourism, in cities (Hocaoglu, 2024). As a "Gourmet Capital," Chaozhou has more opportunities to participate in the international network of creative cities. By participating in global food festivals, cultural exchanges, and creative projects, Chaozhou can share these with other creative cities and thus increase its influence on the international stage.

### **2.3.3 GASTRONOMY AS A DRIVER OF CULTURAL TOURISM IN CHAOZHOU**

In 2023, Chaozhou was selected as a "Creative City of Gastronomy" by UNESCO, marking a milestone in its food culture development. Chaozhou cuisine is famous for its unique flavor and the exquisite cooking skills required, attracting many food lovers to try it. Chaozhou is committed to building a food brand and combining rich local tourism to create a unique tourism product. From classic Chaozhou beef balls and oyster omelets to Chaozhou porridge and stewed food, various food experiences satisfy tourists' taste buds, providing them with a deeper understanding of Chaozhou's food culture and lifestyle. By developing food-themed tourism routes, tourists can visit traditional markets, experience cooking classes, learn about ingredients and production processes, and enjoy a comprehensive food culture journey. This in-depth experience improves tourist satisfaction and encourages them to extend their stay in Chaozhou.

Chaozhou food is popular in China and has gradually gained international recognition. As a “food capital,” Chaozhou actively participates in international food festivals and cultural exchange activities, spreading Chaozhou culture through food and attracting more international tourists. This international influence should be expanded to enhance Chaozhou’s position in the global tourism market and promote the sustainable development of the local cultural tourism industry.

In the future, Chaozhou should continue to leverage the advantages of its food culture, promote the innovation and development of cultural tourism, and contribute to the city’s sustainable development.

## **2.4 IMPORTANCE OF INTEGRATING GASTRONOMIC CULTURE INTO TOURISM AND COUNTRIES WITH THE BEST PRACTICES**

Integrating culture into tourism is essential for preserving cultural heritage and identity, promoting sustainable development, and enhancing the visitor experience. Research has shown that integrating culture and tourism helps preserve historic buildings, promote economic development, provide educational benefits (Lak et al., 2020), foster sustainable tourism, improve international relations, and enhance creativity and innovation. This integration preserves the customs, language, and character of historical sites while creating jobs and supporting local businesses through arts and crafts, hospitality, and guided tours. This section focuses on countries that use gastronomy to attract tourism. The experiences of three countries—France, Portugal, and Thailand—provide different perspectives for this study.

### **2.4.1 PRACTICE OF FRENCH CULINARY ART**

Cultural tourism in France promotes and preserves traditional customs, cultural practices, and landmarks in cities like Paris. Despite the pressures of industrialization and modernization, France has successfully preserved its cultural wealth and historical values through innovative tourism approaches. France exemplifies the best

practices in integrating culture and tourism, yielding various advantages and directions for development.

The development of culinary tourism drives economic growth. France places great importance on wine tourism, and the development of wine routes has become increasingly popular for promoting tourism. French wine is globally renowned for its rich history, diverse regions, and exceptional quality. As one of the world's leading wine producers, France has a long-standing tradition and expertise in viticulture, winemaking, and wine culture. Understanding the experience economy approach is crucial for developing wine tourism (Haller et al., 2021). Over the past decade, the demand for tourism experiences in traditional and prestigious wine regions like Burgundy has evolved (Fountain et al., 2021). Organic wine tourism holds the potential for rebranding (van Tol, 2021). Improvements in wine tourism management, marketing, and monitoring the quality of products and services offered in tourism packages are vital for the continued success of wine tourism. The frequency of tourist visits significantly impacts their travel motivation (Santos, 2023).

The Michelin Guide, a globally recognized authority on culinary excellence (Chiang & Guo, 2021), has garnered significant attention from food enthusiasts through its annual updates. France boasts the highest number of Michelin-recommended restaurants in the world. The French public widely accepts the core definition of gastronomy (Ueda & Poulain, 2021). Michelin-starred restaurants are pivotal in promoting rural and urban tourism activities (Batat, 2021). Many tourists travel to France to explore its culinary offerings based on the Michelin Guide. The symbiotic relationship between French cuisine and tourism has flourished for centuries. French cuisine attracts millions of tourists annually, eager to experience the country's rich culinary traditions (Халимова, 2024).

Seyfi et al. (2020) conducted face-to-face interviews with 29 tourists visiting cultural sites in Paris, following the theoretical model of memorable cultural tourism. According to the study's findings, cultural tourism focuses on understanding the

multifaceted attributes of history and emphasizes the authentic essence of memorable tourism experiences. The authors state that opportunities to engage with culture, authenticity, cultural exchange, and culinary attractions are key factors in drawing visitors to Paris as a cultural site. This indicates that the French excel in integrating tourism and culture in engaging ways, contributing to economic growth, global recognition, and awareness of French cuisine and culture.

As a model of contemporary Western cuisine, French haute cuisine has become increasingly prominent in the appreciation of food through touch, vision, and hearing (Del Moral, 2020). Since food tourism has high cultural connotations and unique artistic charm, the taste of cities can be improved to promote urban economic growth. Food and wine are essential bridges for cultural exchange and interaction in the French cultural tourism industry.

#### **2.4.2 CULTURAL AND SUSTAINABLE TOURISM PRACTICE IN PORTUGAL**

Portugal is internationally recognized as a leader in sustainable tourism, integrating cultural heritage with environmental conservation to create unique tourist experiences. The study by Roriz and Oliveira (2023) highlights the best practices in nature conservation and territorial enhancement. Their research emphasizes the importance of fostering sustainable tourism by protecting local culture, people, and the environment, which is essential for development without drawbacks. These considerations help build strong brand images for different destinations and attract quality tourists who share similar values and interests.

Yousaf et al. (2018) conducted a quantitative and survey-based study on rural tourism development in Portugal, showcasing how the promotion of local cuisine, especially locally recognized fish and seafood, enhances visitors' experience and establishes distinctive, sustainable tourist destinations. Portugal's initiatives in Tavira, for instance, focus on the ICH of the Mediterranean diet. Freitas et al. (2022) describe

the development of an application that creates a virtual route to navigate key geographical locations based on cultural experiences, landscape history, and identity. This application centers around Mediterranean cultural elements, such as olive oil production and the manufacturing process, and provides educational explanations on conservation and Mediterranean studies.

Research on Mediterranean culture emphasizes the role of culinary activities and gastronomy services in increasing tourist motivation when creating and managing gastronomic tourism experiences (Hribar et al., 2021). These efforts in Portugal illustrate how the integration of cultural heritage and sustainable practices can enhance the attractiveness of tourism destinations while promoting economic and environmental sustainability.

### **2.4.3 THE THAI STREET FOOD MODEL**

Thailand, one of Southeast Asia's most popular tourist destinations, has consistently performed well in attracting international visitors. Thailand's tourism industry is renowned for its diversity, offering experiences ranging from urban exploration in Bangkok, a modern metropolis known for its cityscape, shopping, and local cuisine, to memorable street food experiences.

Interest in street food is growing, significantly enhancing tourists' willingness to visit. Key factors influencing this interest include cultural and local experiences, menu variety, ambiance, core food quality, value for money, product appeal, packaging, portion size, tradition, and authenticity (Jeaheng & Han, 2020). Street food vending is a long-standing tradition in Southeast Asia, representing local characteristics and cultural identity (Henderson, 2019). The commercial development models of street food stalls on Yaowarat Road and Khao San Road captivate tourists' interest (Praesri et al., 2022).

Thailand's tourism industry and celebrated cuisine can leverage online platforms to connect tourists with local communities. The utilization of existing online travel

platforms allows for better planning and design of culinary tourism experiences within local communities (Kattiyapornpong et al., 2022). The perception of destination food image, food satisfaction, and loyalty significantly contribute to this process (Praesri et al., 2022).

The appeal of Thailand's central location in Southeast Asia is enhanced through the promotion of culinary tourism. Research indicates a direct link between the current state of tourism studies in Southeast Asia and the theme of culinary tourism (Naruetharadhol & Gebsubut, 2020). The Thai government is committed to positioning Thailand as a tourism hub by enhancing tourist experiences, promoting must-do activities, increasing awareness of beautiful yet lesser-known attractions, developing regional tourism connections with neighboring countries, and hosting world-class events to drive economic growth.

#### **2.4.4 ECONOMIC AND SOCIAL BENEFITS**

Cultural tourism significantly contributes to economic development by creating job opportunities and enhancing local businesses. Tourism destinations play a crucial role in promoting sustainable local economic development. As noted by Wijijayanti et al. (2020), activities such as the large-scale production of arts and crafts, the construction of hotels and resorts, and the development of guided tours are primary drivers of economic growth. Additionally, cultural tourism provides marginalized groups in remote areas with opportunities to showcase their skills and lifestyles, leading to substantial financial and educational benefits. Ferreira et al. (2020) emphasize that tourists' consumption of cultural products is a critical factor in driving regional and local development, thereby fostering sustainable economic growth.

#### **2.4.5 CULTURAL AND SUSTAINABLE TOURISM**

Gastronomy is a fundamental pillar of the tourism industry, offering visitors a deep understanding of a destination's cultural heritage through culinary delights,

which often become decisive factors when choosing travel destinations. Ueda and Poulain (2021) highlight that culinary experiences positively impact food satisfaction and destination loyalty. Integrating gastronomy into tourism also addresses various sustainability challenges, influencing future global culinary tourism trends and shaping tourists' expectations.

The role of gastronomy in destination branding, sustainable tourism practices, and the preservation of culinary traditions is paramount. Culinary experiences co-created by visitors and hosts are highly valued, with tourists who learn new skills being more likely to appreciate the co-created value of culinary tourism experiences (Rachao et al., 2020). Achieving sustainable tourism requires cultural heritage to be the main attraction, ensuring that the benefits of tourism are long-lasting and do not deplete local resources.

The economic impact is a significant aspect of integrating gastronomy into tourism. Promoting local cuisine attracts tourists, creates jobs, and supports local businesses, leading to economic uplift through the development of new infrastructure, such as hotels and restaurants, and the increasing demand for local products and services. Furthermore, cultural tourism provides a platform for marginalized communities to showcase their unique skills and traditions, promoting social inclusiveness and cultural pride. Such exposure generates income for these communities and fosters educational opportunities since tourists often seek to learn about the local way of life.

Co-created culinary experiences, where tourists participate in cooking classes, food tours, and tastings, offer hands-on learning opportunities that enhance tourists' appreciation of the local culture. This educational aspect of culinary tourism fosters a deeper connection between the tourist and the destination, creating a more meaningful and memorable experience. While culinary tourism offers numerous benefits, it also faces challenges such as maintaining authenticity, managing tourist expectations, and ensuring sustainable practices. Addressing these challenges requires continuous

innovation and adaptation to changing tourist preferences and environmental considerations.

Sustainable culinary tourism emphasizes the protection and promotion of local food heritage, including using locally recognized ingredients, traditional cooking methods, and eco-friendly practices that minimize the environmental impact. The cultural significance of gastronomy also plays a crucial role in destination branding, helping to build a destination's identity and attracting tourists interested in unique food experiences. For instance, regions that emphasize traditional cuisine and culinary history can distinguish themselves from other destinations by creating a unique brand that appeals to specific tourist demographics. These sections emphasize the economic, social, and sustainable benefits of integrating gastronomy into tourism and the importance of culinary tourism in promoting cultural heritage, supporting local economies, and fostering sustainable development.

## **2.5 OVERVIEW OF CHAOZHOU CULTURAL TOURISM**

Chaozhou culture is a dynamic and open system formed through the continuous interaction and integration of indigenous and immigrant cultures. This cultural evolution has been marked by the mutual influence and absorption of diverse cultural elements, leading to a unique and rich cultural tapestry. The migration of the Chaozhou people has further facilitated the spread of Chaozhou culture overseas, where it has continued to integrate foreign cultural influences, resulting in a long-term cultural fusion and development process.

As a regional subculture of Han culture, Chaozhou culture has gradually formed and become integrated into the broader Han cultural framework under the influence of the natural environment and historical evolution in the Chaoshan region, which now encompasses Shantou, Chaozhou, and Jieyang (Huang & Hemchua, 2023). Reflecting on Chaozhou culture provides a deeper understanding of its intricacies and facilitates its effective integration into cultural tourism development.

To promote Chaozhou's distinct cultural tourism appeal, it is essential to consider the historical and environmental contexts that have shaped its unique cultural identity. This involves recognizing the significant contributions of indigenous traditions and external influences that have collectively forged Chaozhou's distinctive cultural heritage. By embracing this rich cultural history, efforts to promote cultural tourism can be more effectively aligned with the authentic experiences and historical narratives that attract and engage tourists.

### **2.5.1 CHAOZHOU CITY TOURISM**

Chaozhou, located in southeast China, is a cultural treasure trove with a history spanning over two thousand years. The ancient city boasts numerous historical sites and nurtures unique cultural and artistic forms. Chaozhou Opera, a national ICH site, captivates locals and tourists with its distinctive performance style and dialect. The exquisite craftsmanship of Chaozhou embroidery and wood carving combines traditional and modern aesthetics, reflecting its deep cultural heritage. Gongfu tea culture, central to Chaozhou's cultural identity, epitomizes the local people's pursuit of quality life and spiritual fulfillment. Guangji Bridge, an outstanding example of ancient Chinese engineering, stands as an iconic structure of Chaozhou and is a significant case for studying ancient Chinese bridge technology. Other historical landmarks, such as the ancient city walls and Kaiyuan Temple, attract numerous history and architecture enthusiasts due to their historical significance and aesthetic features.

Chaozhou is rich in cultural and historical heritage and offers many culinary experiences. The locals lead an unassuming yet rich lifestyle: starting their mornings with a cup of Gongfu tea, enjoying the Chaozhou Opera, savoring the Chaozhou cuisine that attracts visitors from all over the world, and leisurely strolling through artisanal markets. Since being designated as a City of Gastronomy in 2023, Chaozhou has built a solid foundation in cultural heritage preservation. The culinary techniques

of Chaozhou cuisine are recognized as a national ICH, supported by comprehensive standards for culinary excellence and robust training systems for culinary talents. Chaozhou is the only “City of Food” in Guangdong Province, with its cuisine being deeply integrated into other industries such as arts and crafts, ceramics, and tourism, fostering a symbiotic development model.

Chaozhou’s cultural tourism industry capitalizes on its abundant historical and cultural landscapes, attracting a steady flow of visitors. The city’s profound historical and cultural heritage provides a solid foundation for cultural tourism, with Chaozhou cuisine enjoying widespread popularity. Moving forward, the city should focus on developing various products that explore the stories behind scenic spots, culture, and urban life, effectively harnessing the influx of tourists to boost economic growth. The prestigious “City of Gastronomy” accolade significantly enhances Chaozhou’s tourism economy, offering a culinary experience beyond mere taste. It allows a deep dive into Chaozhou’s rich cultural history, urban charm, and folk traditions, all encapsulated in the intricate flavors of its cuisine. The integration of food, culture, and tourism enriches the tourist experience, strengthening Chaozhou’s position as a leading cultural tourism destination and fostering a deeper understanding and appreciation of its unique heritage. Protecting Chaozhou’s cultural assets involves both preservation and production, allowing traditional crafts like Chaozhou embroidery to flourish and promoting the development of Chaozhou’s cultural heritage (Liu, 2021). Leveraging the “City of Gastronomy” brand can positively impact Chaozhou’s sustainable tourism (Cai et al., 2024).

**Figure 8**

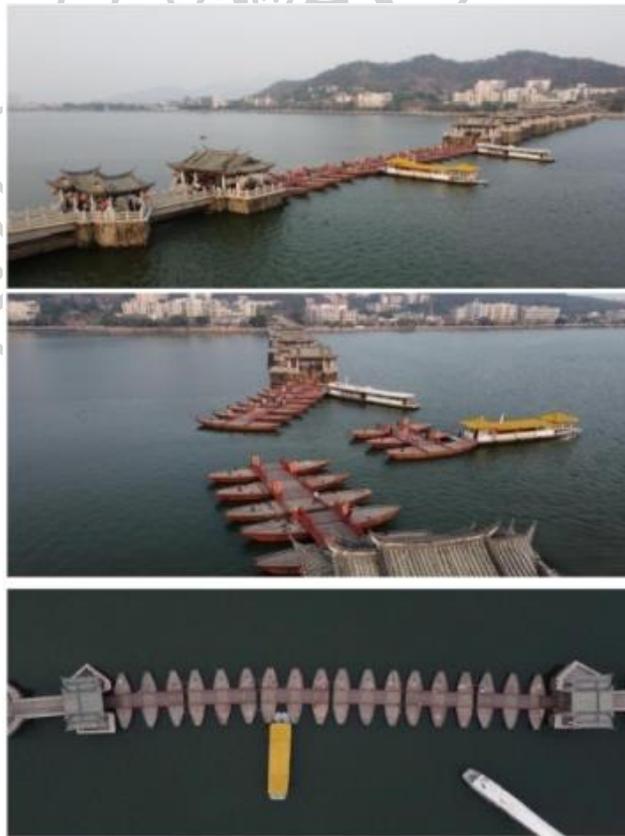
*“City of Gastronomy” Billboards Can be Seen Everywhere in Chaozhou*



*Note.* Photo taken by the author.

**Figure 9**

*Aerial Photo of Guangji Bridge, Chaozhou, Guangdong*



*Note.* CN, China Daily, 2021.

**Figure 10**

*The Light Show Held Every Night at Guangji Bridge*



*Note. Photo taken by the author.*

**Figure 11**

*Night View of Chaozhou Archway Street*





*Note.* Photo taken by the author.

### 2.5.2 SHANTOU CITY TOURISM

As a Special Economic Zone and a key city in the Chaoshan region, Shantou uniquely blends modern and traditional cultures. It is one of the major port cities in southern China and among the first to be designated as a Special Economic Zone during the reform and opening-up period. Shantou boasts attractions such as the Nan'ao Island Ecotourism Area, Lotus Peak Scenic Area, Taian Hall Traditional Chinese Medicine Museum, Ma Yu Island Tourist Area, Donghua Village Chaoshan Tourist Area, Zhongshan Park, Chen Cihong Mansion, and Xiaogongyuan historical and cultural street.

Nan'ao Island is the only island county in Guangdong Province. Nan'ao Island has always been a necessary berth and transfer station for trade along the southeast coast of China, a significant channel from the Chinese Mainland to Taiwan for maritime trade, and an essential node of the "Maritime Silk Road." Therefore, it is a must-visit tourist attraction in Shantou (Figure 14).

Shantou's advantageous geographical location, proximity to the port, and establishment of the Chaoshan high-speed railway make it the most developed city in the Chaoshan region. In 2023, during the May Day Golden Week, the "Tide Rising in Shantou: Dancing Yingge" event showcased the Yingge Dance, a traditional Chaozhou folk dance performed by ten dance troupes with nearly a thousand

participants. This event attracted nearly 30,000 residents and tourists. High-speed rail connections have increased the frequency of tourists traveling by train, effectively promoting the impact of urban tourism (Gao et al., 2022).

Tourism plays an important role in the economic development of coastal cities (Ji & Wang, 2022). Shantou's unique "Big Nao Re" (big festive) events have gained significant popularity online, frequently appearing on national and provincial media platforms and spreading widely on social media, drawing tourists from various regions eager to witness the "Chinese War Dance" live. Additionally, Shantou, known for its rich culinary heritage, is committed to building its food culture. Efforts are underway to preserve, protect, and develop the unique brand of Chaoshan cuisine, enhancing its influence both domestically and internationally.

Shantou has a large amount of delicious food and famous Chaoshan restaurants. The most famous restaurant is Fuyuan Restaurant (Figure 14), a time-honored establishment in Shantou, recommended by countless media. The menu encompasses various impressive dishes, including seafood, braised food, cakes, etc.

With a travel time of approximately one hour between Chaozhou and Shantou, the interaction between the cities is extensive. Integrating culture and tourism has undoubtedly brought new vitality to Shantou. It is a city full of charm, boasting beautiful natural scenery and a rich historical and cultural heritage.

**Figure 12**

*Nan'ao Island in Shantou*



*Note.* [thepaper.cn/news](http://thepaper.cn/news), n.d.

**Figure 13**

*Fuyuan Restaurant, Shantou*



*Note.* Photo taken by the author.

### 2.5.3 JIEYANG CITY TOURISM

Jieyang is a rapidly developing manufacturing hub within the Chaoshan region. It is a comprehensive city that has achieved notable success in preserving and transmitting ICH, gaining national attention. According to the study findings, the Jieyang area is generally suitable, but large regional spatial differences exist (Wang, 2023). During the Spring Festival in 2023, Jieyang showcased various cultural tourism activities, including the Qing Shishi Lion Dance, part of its ICH, performed at the Jinxiandu Tower. The dance is renowned for its complex movements, such as rolling lions, bridge crossing, star stepping, and walking along the Bagua, symbolizing the unique lion dance tradition of the Chaoshan region. The Puning Yingge Dance parade attracted over 100,000 spectators and 500 performers, highlighting the area's vibrant cultural landscape. These events garnered media

attention and became viral attractions on social media platforms, boosting Jieyang's cultural tourism appeal.

Jieyang has effectively utilized digital platforms like "Discover Jieyang" to launch New Year specials, featuring videos with greetings from Jieyang residents, online quizzes, and exhibitions of ICH wood carvings. These initiatives have successfully combined traditional cultural activities with modern digital technology, expanding the reach and audience of cultural dissemination. These efforts reflect Jieyang's commitment to cultural tourism and ICH protection, transforming traditional culture into a vital reference point for tourism and cultural education while enhancing the city's soft power and social cohesion. As the only city in the Chaoshan region with an airport, Jieyang is situated in the most prominent area.

The perception of the cultural tourism destination of Sanshan Ancestral Temple in Jiexi is significantly affected by geography. Business people constitute the main tourist group. Family trips are more common, with the purpose of these trips being mostly to pray for blessings. For local tourists, regular visits have become a tradition and are even regarded as an important ritual for family communication and good wishes. Due to these emotional connections, local tourists tend to have strong feelings about the attractions, revisiting more frequently and exhibiting a strong willingness to recommend them (Zhang & Zhang, 2021).

Jieyang holds a significant position. It boasts a diverse culinary scene, although its vast area means that the cuisine is more diverse. Together with Chaozhou and Shantou, Jieyang forms the core of Chaoshan culture, with each city offering unique flavors and cultural attributes. Notable local delicacies include Puning Fried Tofu, valued for its crispy exterior and tender interior, and various traditional snacks such as Jieyang Pingpong Rice Cakes, Jiexi Lei Cha (pounded tea), Puning Bean Sauce Chicken, Nanmen Oyster Omelets, Longjiang Pig's Trotter Rice, Longjiang Mung Bean Cakes, and Puning Rice Rolls.

#### **2.5.4 INTEGRATION OF CULTURE AND TOURISM IN THE CHAOSHAN REGION**

The integration of culture and tourism in the Chaoshan region, encompassing Chaozhou, Shantou, and Jieyang, has been instrumental in preserving and revitalizing the area's rich cultural heritage while enhancing its appeal as an international cultural tourism destination. Effective cultural reNote management and innovative international promotion strategies have been crucial to this integration. These cities host international cultural festivals, food festivals, and art exhibitions, significantly boosting the global influence of local culture and promoting diverse regional economic development.

Handmade red clay teapots, teacups, and unique handicrafts from the region attract global tourists interested in ancient artifacts and crafts. These artisanal items connect people with ancient traditions and provide valuable research opportunities. The unique spatial order of Chaozhou's ancient city, with its various functional areas, shapes tourist attractions and enhances their appeal. Integrating tourism with everyday life, blending local values, lifestyles, and daily processes with tourism strategies enhances socioeconomics and establishes connections with a broad audience. Overall, cultural tourism in the Chaoshan region is thriving, driven by unique handicrafts and historical monuments, reconnecting people with ancient traditions and offering rich research opportunities. The region's growth and development are further highlighted through digital efforts integrating cultural and tourism tools, enhancing its international visibility and attractiveness.

#### **2.5.5 TOURISM PRODUCTS BASED ON THE “CITY OF GASTRONOMY” BRAND**

Chaoshan culture, characterized by its rich ICH and historical legacy, provides a unique foundation for developing tourism products under the “City of Gastronomy” brand. The intricate craftsmanship of Chaozhou woodcarving, vibrant colors of inlaid

porcelain, artistic expression of Chaozhou Opera, and local customs and cuisine offer essential windows into the study and appreciation of Chaoshan's ICH.

Shantou's coastal location and unique seaside tourism resources, such as Nan'ao Island and the historic Xiaogongyuan Park, combine cultural and natural attractions. Chaozhou, designated as a National Historical and Cultural City, features attractions such as Paifang Street, Guangji Bridge, and Kaiyuan Temple, which are crucial for cultural heritage research. The selection of the top ten boutique tourism routes in 2020, including coastal and culinary routes, reflects the successful integration of culture and tourism, marking Chaoshan's active exploration in promoting cultural sustainability and economic development.

By leveraging effective cultural management and innovative promotion strategies, Chaozhou, Shantou, and Jieyang have enhanced their appeal as international cultural tourism destinations. Hosting international cultural festivals, food festivals, and art exhibitions significantly boosts the global influence of local culture and promotes diversified regional economic development. The multifaceted approach of combining historical preservation, cultural celebrations, culinary experiences, and innovative digital promotion underscores the significant role of cultural tourism in fostering sustainable economic and cultural development.

This approach protects the region's rich cultural heritage and enhances its attractiveness as an international cultural tourism destination. It reinforces the region's cultural identity and fosters more profound cultural exchanges, highlighting the importance of cultural tourism in regional growth and development. The "City of Gastronomy" brand provides a powerful platform for showcasing Chaoshan's unique culinary heritage, attracting food enthusiasts, and offering profound insights into the cultural and historical aspects of Chashan's cuisine.

## **2.6 INTANGIBLE CULTURAL HERITAGE RENOTES IN CHAOSHAN**

### **2.6.1 CHAOSHAN CUISINE**

With its long history, the Chaoshan region has a unique culinary culture accumulated through centuries of historical evolution. As one of the primary settlement areas for Han people migrating south from central China, Chaoshan has seen a fusion of Central Plains and Lingnan culture, laying a solid foundation for the development of its distinctive cuisine. Furthermore, Chaoshan is a prominent emigration area, with many of its people coming from abroad. Consequently, Chaoshan's culinary culture has been influenced by Indian, Southeast Asian, and other international cuisines, endowing it with an openness and diversity that is rare among regional Chinese cuisines. Additionally, the extensive mountainous and hilly areas of Chaoshan are suitable for growing a variety of crops and raising poultry, ensuring a steady supply of fresh ingredients for its cuisine.

Throughout its long history, the people of Chaoshan have continuously accumulated and passed down their unique culinary traditions, resulting in a rich and diverse food culture. The favorable geographical environment and natural resources have provided essential conditions, allowing Chaoshan cuisine to flourish. Moreover, the economic development and stable social structure of the region have further supported the growth and prosperity of its culinary culture, offering the material and social foundations necessary for its advancement. Collectively, these factors have contributed to the vibrant and thriving culinary culture of Chaoshan, establishing it as a renowned culinary capital not only in China but also around the world.

The combination of historical influences, geographical advantages, and cultural exchanges has made Chaoshan cuisine a prominent example of how regional culinary traditions can achieve international recognition. As such, Chaoshan's rich food heritage continues to attract scholars and culinary enthusiasts worldwide, seeking to explore and understand the intricate flavors and techniques that define this unique gastronomic tradition. To promote the high-quality development of the Chaoshan

cuisine industry, Shantou and Chaozhou have published the “First List of Famous Chaoshan Dishes and Restaurants” based on comprehensive evaluations, including written reviews, on-site visits, expert tastings, and online voting.

**Table 2**

*Chinese Chaoshan Cuisine (Shantou) “Top Ten Featured Snacks”*

Name	Introduction	Photo
Beef Balls	Also known as hand-pounded beef balls, Chaoshan people use two special iron rods and their hands to beat the beef into a pulp, enhancing the taste of the meatballs. Only beef balls with a beef content exceeding 90% can be called “Shantou beef balls.”	
Fish Balls	For this dish, the head and bones of the sea fish are removed, and the remainder of the fish is then beaten until mashed. Seasoning is added, and the meat is made into balls.	
Rice Noodles	A Cantonese-style Chaoshan snack made by mixing rice flour with water, egg, minced meat, squid, lettuce, beef, mushrooms, shrimp, etc., commonly eaten for breakfast.	

Duck twist A sweet soup is known for its soft, glutinous texture and sweet taste, similar to Northern Chinese tangyuan (glutinous rice balls).



Chaoshan Rice Cakes Snacks made from various ingredients are often used in traditional rituals and ceremonies among the Chaoshan people.



Hou gue The Chaoshan area was once rich in horseshoe crabs. Made by mixing potato starch, rice flour, rice porridge, salt, and MSG and then steaming with various fillings like pork, shrimp, eggs, and mushrooms.



Rice Dumplings Sweet and refreshing, made from glutinous rice, chicken, mushrooms, dried shrimp, salted egg yolk, red beans, and sugar and wrapped in bamboo leaves.



Ginger Sweet Potato A type of tuber from eastern Guangdong, also called "little yam" in some areas. The soup is thick and smooth, with a sweet fragrance.



Oyster Omelet Made by mixing sweet potato starch with water and green onions and frying on a flat iron pan with oysters and eggs, served with fish sauce.



Falling Soup Coins Made primarily from glutinous rice flour, powdered sugar, peanuts, and sesame seeds.



*Note.* Translated by the author.

[https://mp.weixin.qq.com/s?\\_\\_biz=MzA4ODYyMTEyNg==&mid=2650098372&idx=4&sn=bb8520fc2bebd30c0e3bf9ea97e9aec9&chksm=882683edbf510afb16211bec54d4ce86112d563be791c56cc4e1dac3df1dbe106c544ecd698d&scene=27](https://mp.weixin.qq.com/s?__biz=MzA4ODYyMTEyNg==&mid=2650098372&idx=4&sn=bb8520fc2bebd30c0e3bf9ea97e9aec9&chksm=882683edbf510afb16211bec54d4ce86112d563be791c56cc4e1dac3df1dbe106c544ecd698d&scene=27)

**Table 3**

*“Top Ten Famous Cuisine” of Chaoshan Cuisine (Shantou) in China*

Name	Introduction	Photo
Braised Lion’s Head Goose	A specialty of the Chaoshan region featuring fatty and flavorful goose meat braised to perfection.	

Garlic Crab with Bean Paste  
A dish made with crab meat, garlic, and bean paste, resulting in a rich and savory flavor.



Chaoshan Fish Rice  
A unique dish consisting of fresh sea fish boiled in seawater served cold or reheated and eaten with Puning bean paste.



Chaoshan Braised Pork Trotters  
Made using whole pig's trotters, cleaned, and soaked in a special braising sauce.



Steamed Abalone in Soup  
Abalone cooked with chicken, pork, dried squid, mushrooms, and other ingredients and then stewed in a clay pot until tender.



Oil-soaked Wheat Spike Squid  
Squid soaked in cold water, cleaned, sliced in a specific pattern, and then cut into triangular pieces as desired.



Charcoal Grilled Sea Conch  
Sea conch is cooked in a special broth over a charcoal fire, then doused with high-proof alcohol, and grilled.



Braised Chicken with Bean Paste  
Chicken cooked with Puning bean paste, sesame paste, and sugar, resulting in a golden, tender, and intensely flavorful dish.



Red Braised White Eel  
A dish made with white eel, pork fat, and other ingredients, creating a rich and flavorful meal.



National Defense Vegetables  
A nutritious dish made with sweet potato leaves, ham, and broth, known for its delicious taste and rich in vitamins and minerals.



Note. Translated by the author. from

[https://mp.weixin.qq.com/s?\\_\\_biz=MzA4ODYyMTEyNg==&mid=2650098372&idx=4&sn=bb8520fc2bebd30c0e3bf9ea97e9aac9&chksm=882683edbf510afb16211bec54d4ce86112d563be791c56cc4e1dac3df1dbe106c544ecd698d&scene=27](https://mp.weixin.qq.com/s?__biz=MzA4ODYyMTEyNg==&mid=2650098372&idx=4&sn=bb8520fc2bebd30c0e3bf9ea97e9aac9&chksm=882683edbf510afb16211bec54d4ce86112d563be791c56cc4e1dac3df1dbe106c544ecd698d&scene=27)

## 2.6.2 CHAOZHOU GONGFU TEA

### 2.6.2.1 HISTORY AND CULTURE OF GONGFU TEA

Originating in the Song Dynasty, Kung Fu tea was not a specific type of tea but rather a brewing method emphasizing finesse and skill. This tea-making technique is most popular in the Chaozhou region of Guangdong and parts of Fujian. The term “Gongfu” reflects the meticulous effort and time required to brew tea. Su Zhe, a famous poet of the Song Dynasty, praised the excellence of Gongfu tea and emphasized the dedication involved in making it.

The custom of Gongfu tea is deeply rooted in the daily lives of the Han Chinese in the Chaoshan region. It embodies a rich cultural tradition that goes beyond quenching one’s thirst. Kung Fu tea has become a daily practice and mode of behavior for commercialized leisure in the Chaoshan region. Kungfu tea is primarily used to foster social connections with family, friends, and coworkers. It is an integral part of daily life, not just a skill (Zhou, 2023). This tea culture has been passed down from generation to generation and symbolizes the hospitality and cultural heritage of expatriates in Chaoshan and southern Fujian.

Oolong is generally used as a brew for Chaoshan Gongfu tea. The finished product has an elegant fruity and floral flavor with a sweet aftertaste and the magical effect of regulating blood lipids, refreshing the mind, aiding weight loss, and improving health (Chen et al., 2023).

The Chaozhou Gongfu Tea Ceremony is at the core of folklore, a symbol of “Teochew people’s elegant customs and superb weightlifting skills.” It is not only famous in Guangdong but also in Fujian, with its influence spreading all over the country and even overseas. At the same time, the Chaoshan Tea Ceremony, as a unique traditional handicraft in Chaoshan, is a national ICH project in Guangdong Province.

**Table 4***Four Treasures of Chaozhou Gongfu Tea*

Name/Description	Photo
<p><b>Yushu Kettle</b></p> <p>This ceramic kettle is used for boiling water and is sometimes called a “Yushu Kettle.” It is typically placed on a red clay stove to boil water for tea. The design ensures even heating, enhancing the oxygen content in the water, thus improving tea quality.</p>	
<p><b>Chaoshan Stove</b></p> <p>A traditional form of heat note in tea ceremonies, the Chaoyang red clay stove is usually made of red clay. It is compact and suitable for tabletop use. It can hold olive charcoal or other special fuels, with a design that is both functional and aesthetically pleasing. Some models come with an alcohol burner for heating without charcoal.</p>	
<p><b>Mengchen Pot</b></p> <p>Typically referring to Zisha teapots from Yixing, Jiangsu, made from unique Zisha clay, has excellent breathability and heat retention, enhancing the flavor of the tea. Zisha teapots do not absorb tea aromas, preserving the original taste of the tea. Over time, the teapot develops a patina, making it a cherished item for tea enthusiasts.</p>	

Huimingchen was a famous Zisha teapot maker during the Qing Dynasty, and therefore, high-quality Zisha pots are often called “Mengchen Pots.”



#### Ruocheng Cup (Small Tea Cup)

A Ruocheng cup is a small, delicate white porcelain cup from Jingdezhen, Jiangxi, known for its thin, paper-like quality. The cup’s design is exquisite and small in capacity, ideal for enjoying Kung Fu tea, allowing drinkers to appreciate the tea’s color and clarity while savoring its aroma. Three Ruocheng cups can be stacked without spilling, demonstrating their lightweight properties.




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*Note.* Translated by the author.

[https://mp.weixin.qq.com/s?\\_\\_biz=MzA5NzM2MTA0Mw==&mid=2653044006&idx=1&sn=1f36b82f277ed5b15930e0c8dbdf2025&chksm=8a20ac670cfc4bdffa040713ddb0b0437d370a4173c59d54f64b5001a2448c659dfc99e59774&scene=27](https://mp.weixin.qq.com/s?__biz=MzA5NzM2MTA0Mw==&mid=2653044006&idx=1&sn=1f36b82f277ed5b15930e0c8dbdf2025&chksm=8a20ac670cfc4bdffa040713ddb0b0437d370a4173c59d54f64b5001a2448c659dfc99e59774&scene=27)

#### 2.6.2.2 VARIETIES OF GONGFU TEA

While Gongfu tea generally refers to the method of preparation and several specific tea varieties are closely associated with this practice, particularly oolong. The three main Gongfu tea styles are Chaozhou Gongfu, Fujian Gongfu, and Taiwanese Gongfu, each of which has unique characteristics but all closely linked to oolong tea. The production process of Phoenix Single-Colony tea includes six procedures: sun-drying, drying, greening, greening, killing, kneading, and baking. The different

production processes can be divided into ten models of more than 80 strains, such as cinnamon incense, yellow branch incense, and honey orchid incense.

Phoenix Dancong tea is a specialty of Chaozhou, Guangdong, and is known as the “Perfume tea” due to its diverse and unique fragrance. Grown in Phoenix, a town named after Phoenix Mountain, this tea is praised for its natural floral scent and rich, mellow taste. It is considered the “king of fragrant teas” in China.

### 2.6.2.3 TEA SETS AND BREWING TECHNIQUES

The Gongfu tea set includes a teapot, tea cups, and a tea tray. The brewing process is meticulous, involving steps such as warming the cups, adding tea leaves, pouring water, and serving the tea. The key factors include the quality of water, temperature, amount of tea used, and brewing time.

“The special feature of Gongfu tea lies not in its essence but in the well-equipped teaware and leisurely brewing process.” The so-called Gongfu tea refers not to the type of tea itself but a combination of tea brewing techniques and teaware. “Gongfu” means “to do things meticulously and carefully” in Chaoshan dialect.

Teaware is exquisite: usually including the “four treasures of tea,” namely, Yushu (water kettle), Chaoshan wind furnace (for boiling water), Mengchen pot, Ruochen Ou (small teacup), and other auxiliary teaware such as a tea tray, teaspoon, etc. These four treasures together constitute the basic tea art tools of Chaoshan Gongfu. Each piece carries profound cultural significance and practicality, reflecting the unique understanding and pursuit of tea culture in the Chaoshan region.

**Table 5***Chaozhou Gongfu Tea 21-Step Brewing Method (Full Version)*

Formula 1: Tea Set Presentation	Formula 2: Cleansing Hands	Formula 3: Starting a fire in a mud furnace
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Explain and display tea utensils such as Meng Chen's teapot, a Ruoshen cup, a Yushu pot, and a Hongni stove.



Before brewing tea, hands must remain clean and odorless.



The water boiled by charcoal in a mud furnace has strong burning power, and the fireworks are pure.



Formula 4: Using a sand chow to pour Water

Sha Yao: In the Song Dynasty, it was referred to as a small container for boiling water, cooking tea, and warming wine.

Gongfu tea refers to a small pottery pot used for boiling water.

Formula 5: Boiling water using olive charcoal

Boiling water brewed with oolong charcoal can have the effect of "activating the fire to cook the spring" and make the tea soup fresh and sweet. At the same time, the flame is green, blue, and smokeless, with a faint aroma of olive oil.

Formula 6: Hot water tank

A small teapot, commonly known as a flushing can, is best used with a small cup to retain the fragrance without storing water. Alternatively, a covered bowl may also be used.



Formula 7: Warm the teacup  
Regardless of the number of people, only three cups are used. Everyone takes turns drinking, reflecting the humanistic spirit of working together to achieve harmony.



Formula 8: Mingqing Plain Paper  
Replacing tea with palm-sized square white paper embodies the spirit of simplicity and frugality, as well as the principle of “not adding substances unless necessary.” It is also convenient to observe the dry tea strands and their colors.



Formula 9: Pot Na Oolong  
Gongfu tea is made with oolong tea and can also be brewed into other types of tea.



Formula 10: Washing tea with spring water  
Use sweet spring water to wash tea to remove the foam



Formula 11: Ti Yao Gao Chong  
Boiling water is poured into the pot at a fixed point



Formula 12: Scraping foam on the lid of the pot  
Fill the pot with hot water without overflowing and allow the foam to float to

and avoid bitterness.

along the edge. High pressure causes the boiling water to flow directly into the bottom of the pot to remove stringency. High the surface of the pot. Lift the lid, scrape the foam from the spout, and then cover it firmly.



Formula 13: Heating the lid



Formula 14: Hot and rolling cup



Formula 15: Gently sprinkled tea soup

The function of the lid is to remove the foam and warm it up. Heating it outside the pot allows the aroma to fill the pot.

The purpose of scalding a cup is to increase the temperature of the cup, while the aroma of tea can be enhanced by boiling the soup. The rolling of the cup causes its edges to collide with each other, emitting a sound resembling gold and jade, just like the melodious sound of instrumental music.

Pour the soup slowly; do not splash or create bubbles to retain its fragrance and hidden charm.



Formula 16: Guan Gong  
patrols the city

Gongfu tea does not require a certain cup. Holding the pot and returning it at a constant speed to release the soup is called “patrol.” The purpose is to ensure that the tea soup in the three cups is evenly distributed without bias or discrimination.

Formula 17: Han Xin  
points out troops

“Han Xin points out troops, more is better.” is an eight-character idiom that only mentions the first four words, reflecting a sense of humor, with a focus on the second half of the sentence that has not been spoken. Every drop of tea soup must be used, while the residue must not be allowed to soak for too long to avoid bitterness.

Formula 18: Tasting the tea

After sprinkling the tea, the guests exchange courtesies and take turns drinking it in order of seniority. Guests must be put first, and all guests need to wait for each other to drink before it is the host’s turn. The best way to treat guests is to give way three times first.



Formula 19: Smelling the  
fragrance of the tea

Formula 20: Sipping with  
harmony

Formula 21: Three nose  
cup bottom, auspicious Qi,  
and harmony

The cup faces the nose, and the aroma is concentrated. Chaozhou single-cluster tea has a distinct fruity and flowery aroma. There are up to 108 aroma types. Taste, appreciate, and enjoy it.

Holding a heated cup, the rim of the cup touches the lips and is sipped to its fullest. The fragrance overflows, the sweetness moistens the throat, and the aftertaste is long-lasting.

The aroma of tea hanging in the cup is warm and cold, with a distinct difference in flavor. After drinking the tea and sniffing the bottom of the cup three times, Lin Yutang said, “The aroma is fragrant and more distinct than the chewing of plum blossoms.”



*Note.* The manuscript has been translated by the author.

[https://mp.weixin.qq.com/s?\\_\\_biz=MzA3MTQwMzg3MA==&mid=2648938975&idx=1&sn=bd94663039d5c44073e9f80aa54f8505&chksm=873929eeb04ea0f81afc729e83a11b7a58a4d1c5ba643e8698adcbb8f8e9a3c02f996b8720bb&scene=27](https://mp.weixin.qq.com/s?__biz=MzA3MTQwMzg3MA==&mid=2648938975&idx=1&sn=bd94663039d5c44073e9f80aa54f8505&chksm=873929eeb04ea0f81afc729e83a11b7a58a4d1c5ba643e8698adcbb8f8e9a3c02f996b8720bb&scene=27)

**Table 6**

*Introduction to Modern Kung Fu Tea Sets*

Name/Description	Photo Present	Name/Description	Photo
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### Teapot

A teapot is typically used for brewing and pouring tea, typically into gaiwan.



### Tea filter

A tea filter is used to remove tea leaves when pouring brewed tea into the fair cup.



### Gaiwan

A gaiwan (or lidded cup) consists of a bowl and saucer.



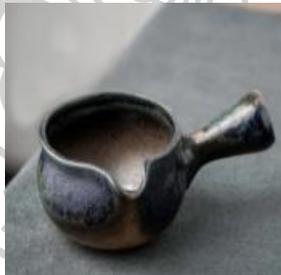
### Six gentlemen of the tea ceremony

The six gentlemen of the tea ceremony include a tea caddy, tea scoop, tea funnel, teaspoon, tea tongs, and tea needle, essential tools for tea enthusiasts.



### Tea pitcher (fair cup)

A tea pitcher or fair cup is used to hold the brewed tea before pouring it into individual cups.



### Tea tray

A tea tray is used to hold teacups to prevent them from directly touching the table, keeping the setup clean.



### Aroma cup

An aroma cup is taller and thinner than a tasting cup and is used for smelling the tea, especially those with a strong aroma such as oolong.



### Tea tray

A tea tray is used to present the teapot, tea cups, and tea leaves and helps to avoid tea being spilled. It comes in various shapes, such as square, round, and fan-shaped, as well as polygonal.



### Tea cup

A tea cup is used for drinking tea. The brewed tea is poured from the fair cup into the tasting cup. Tasting cups can be categorized into host and guest cups.



### Tea towel

A tea towel (or tea cloth) is typically made of cotton or linen fibers and used to dry the bottom of the teapot, tea pitcher, and tea cups before pouring, as well as to wipe any spilled tea on the tea tray and table.




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*Note.* Translated and edited by the author.

#### 2.6.2.4 TEA ART DEMONSTRATIONS AND INTERACTIVE ACTIVITIES

The Chaoshan region attracts tourists to tea art demonstrations and courses offering interactive and immersive experiences. These activities enhance the cultural

tourism appeal by allowing visitors to engage directly with the traditional tea culture. Through these demonstrations, participants can appreciate the intricate process and rich heritage of Gongfu tea, fostering a deeper connection to the Chaoshan culture. By incorporating detailed explanations and visual aids, these activities not only educate visitors but also promote the cultural significance and intricate artistry of Gongfu tea, contributing to the overall cultural tourism experience in Chaoshan.

## 2.7 POTENTIAL CONTRIBUTIONS OF TRADITIONAL CULTURES IN TOURISM DEVELOPMENT

### 2.7.1 CHAOSHAN INTANGIBLE CULTURAL HERITAGE RENOTES

The Chaoshan region is rich in ICH reNotes, which play an essential role in tourism development. According to the Guangdong Provincial Cultural Center website, Chaozhou has 17 items on its national ICH list, Shantou City has eight, and Jieyang City has seven, equating to 32 items in the Chaoshan region. The following charts have been translated and compiled.

**Table 7**

*Chaozhou National Intangible Cultural Heritage (17 Items)*

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Chaozhou Music

Chaozhou Drawn Yarn

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Chaozhou Opera



Bead Embroidery



Chaozhou Iron Branch Puppet Show



Chaozhou Inlaid Porcelain



Chaozhou Songbook



Chaozhou Fengxi Porcelain Firing Technique



Chaozhou Embroidery



Chaozhou Colored Porcelain Firing Technique



Chaozhou Woodcarving



Chaozhou Cuisine Cooking Techniques



Chaozhou Paper-cutting



Chaozhou Gongfu Tea Art



Chaozhou Dawu Clay Sculpture



Chaozhou Fengxi Hand-pulled Red Clay Pot Making Technique



Chaozhou Lanterns



**Table 8***Shantou National Intangible Cultural Heritage (8 Items)*

Yingge (Chaoyang Yingge)	Folk Belief Customs (Guiyu Double Loyalty Belief Customs)
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Traditional Chinese Medicine Preparation Method (Tai'antang Qilin Pill Making Technique) Inner Painting (Guangdong Inner Painting)



Riddle (Chenghai Lantern Riddle)



Ceramic Microbook



Centipede Dance



Inlay




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Note. Translated and edited by the author <http://www.gdsqyg.com/agdfyzg/minglu>

**Table 9**

*Jieyang National Intangible Cultural Heritage (7 Items)*

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Dragon Dance (Qiao Lin Fireworks and Fire Dragons)	Ancestral Worship Customs (Lantern Pole and Colored Phoenix Customs)
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Yingge (Puning Yingge)



Lion Dance (Green Lion)



Puppetry (Jieyang Iron Branch Puppetry)



Inlay



Jade Carving (Yangmei Jade Carving)





*Note.* Translated and edited by the author. <http://www.gdsqyg.com/agdfyzg/minglu>

#### 2.7.1.1 CHAOZHOU WOOD CARVING

Chaozhou woodcarving is a folk art practiced in Chaozhou, Guangdong, with typical “tide color and taste,” requiring fine carving skills and rich subject matter. The main technological processes include drafting, rough chiseling, fine carving, lacquer, and gilding. Chaozhou woodcarvings have high artistic and ornamental value and are among the most popular tourist souvenirs. In 2006, Chaozhou woodcarving was included in the first batch of national ICH projects.

#### 2.7.1.2 TEOCHEW(CHAOZHOU) OPERA

Teochew opera, also known as Chaozhou and Chaoyin opera, is an ancient local opera sung in the Chaozhou dialect. Its traditional repertoire comes from Southern Opera of the Song and Yuan Dynasties, Zaju of the Yuan and Ming Dynasties, and local folklore. The language of Teochew Opera is vivid, the singing voice gentle and low-pitched, and the lyrics beautiful. In 2006, Teochew Opera was included in the first batch of national ICH projects.

#### 2.7.1.3 TIDE EMBROIDERY

Chao embroidery is a type of Cantonese embroidery originating from the Chaoshan area, famous for its three-dimensional raised patterns, local solid colors,

and features similar to gold velvet embroidery. In 2006, Chaozhou embroidery was included in the first batch of national ICH projects.

#### 2.7.1.4 CHAOZHOU LANTERNS

Chaozhou lanterns have a unique style and strong local essence. They are an essential part of festivals and sacrificial activities and can be divided into screen and hanging lanterns. Screen lanterns integrate color tying, painting, embroidery, clay sculpture, cutting, and carving. Hanging lanterns are framed with rattan, bamboo, and metal strips covered with silk paper, poems, paintings, pictures, and texts on silk and glass. The 2008 Chaozhou lanterns were included in the second batch of national ICH projects.

#### 2.7.1.5 YINGGE DANCE

Yingge Song and Dance represent Chaoshan culture, integrating theater, martial arts, dance, and other arts with a long history and deep ICH in China. In the Chaoshan area, whether in the early days of the God's Tour or at today's festivals, inaugurations, bridge openings, foreign exchanges, and other significant events, the active figures of Yingge Song and Dance can be observed. Yingee Song and Dance not only bring people positive energy through auspicious celebrations but also play a positive role in the remembrance of water, harmony, and unity, stabilizing society. As a bright business card, Yingge Dance has led Chaoshan folk art to spread from Chaoshan to the entire country.

### **2.7.2 APPLICATION OF CHAOSHAN INTANGIBLE CULTURAL HERITAGE IN TOURISM**

The Chaoshan region not only possesses a large amount of ICH but is also an area of significant tourism value. Realizing the linkage between cultural heritage preservation and tourism development is critical (Cai et al., 2021). Promoting the

development of the local tourism economy with the help of ICH is feasible and enhances the preservation and transmission of cultural heritage. Cultural heritage is an essential flow, enriching the cultural experiences of individuals and communities and providing opportunities for intercultural exchange (Panzera et al., 2021). Tourist satisfaction can be significantly increased by providing high-quality cultural tourism attractions and personalized experiences (Kim et al., 2022).

#### 2.7.2.1. CULTURAL FESTIVALS AND EVENTS

Events such as Chaoshan cultural festivals, Chaozhou Opera performances, and Chaozhou embroidery exhibitions attract tourists to learn about and experience the culture of Chaoshan. These activities not only showcase the rich cultural heritage of Chaoshan but also promote local economic development. As part of the city's cultural economy, festivals bring socioeconomic benefits through marketing and tourism activities (Finkel & Platt, 2020). Local governments play a crucial role in supporting and organizing these cultural events, which is essential for sustainable festival development (Zou et al., 2021).

#### 2.7.2.2 CULTURAL HERITAGE TOURISM ROUTES

The design and promotion of tourism routes cover the central ICH of the Chaoshan region, such as the Teochew Opera Theater, Teochew Embroidery Workshop, Wood Carving Museum, and Tea Culture Experience Museum, provide tourists with one-stop cultural experiences and enhance the attractiveness of tourism. Younger tourists are more interested in nightlife, music events, and festivals (Smith et al., 2022). Developing interactive cultural experiences, such as Chao embroidery production, wood carving lessons, and Kung Fu tea tasting, allows tourists to participate in person and enhances their interest in tourism. Through these activities, tourists can understand the culture of Chaoshan and experience and practice it themselves.

### 2.7.2.3 DIGITAL DISPLAY

Virtual reality (VR) and augmented reality (AR) technologies are utilized to create digital cultural display platforms that enable tourists to understand Chaoshan's ICH through digital devices. For example, tourists can visit the ancient city of Chaozhou and learn about its history and cultural background through VR devices. This technology provides an innovative way to display culture and enhances tourists' overall experience. Through these strategies, the Chaoshan region can effectively integrate ICH into the tourism industry, protecting valuable cultural resources and promoting economic development. This not only helps to enhance tourist satisfaction but also promotes the inheritance and innovation of cultural heritage.

### **2.7.3 EMPHASIZING THE INTEGRATION OF TEOCHEW CUISINE AND CULTURAL TOURISM**

Teochew cuisine is famous for its unique flavor and expert cooking skills, which are essential to the Chaoshan culture. The vast selection of ingredients, careful use of materials, emphasis on knife work, freshness, and original flavor reflect the unique regional culture of Chaoshan (Haiming et al., 2023). Incorporating Teochew cuisine into cultural tourism enriches the tourist experience while preserving and promoting the region's culinary heritage. The three main drivers of motivation for culinary tourism destinations are food flavor, socialization, and cultural experiences (Su et al., 2020). Tourism destination authorities and operators can utilize the hierarchical structure of culinary holiday experiences to enhance the quality of the visitor experience and promote culinary tourism (Chang et al., 2020a).

Culinary experiences co-created by tourists and suppliers can contribute to the evolution of the destination's gastronomic landscape through processes that help invent new gastronomic products, integrate tourists into local gastronomic spaces, and expand local gastronomic horizons (Park & Widyanta, 2022). By providing

high-quality cultural products, cultural facilities, cultural spaces, and cultural activities, the Chaoshan region can enhance the general public's sense of well-being and security, creating a positive urban cultural atmosphere. The Chaoshan area's traditional, Chinese, commercial, gastronomic, architectural, and marine cultures collide and merge here.

The cultural label represented by ICH is becoming a bright business card, allowing outsiders to recognize and understand Chaoshan. In recent years, Chaoshan has further integrated the culinary experience with tourism development, playing the combination card of "food + tourism," enlarging and strengthening the cultural brand of Teochew cuisine, promoting the development of culture and tourism, and enhancing the international influence and popularity of the "Gourmet Capital of the World." Chaozhou City regularly organizes the Chaozhou Culture and Tourism Gourmet Festival, involving a series of activities such as master culinary performances, exhibitions, and sales of Chaozhou cuisine and tourism commodities, along with cultural and artistic performances to promote exchanges and cooperation in the field of gastronomy. Teochew cuisine is publicized and promoted through domestic and international platforms to enhance its influence and reputation further. At the same time, the high-quality development of the Chaozhou cuisine industry is promoted by focusing on various aspects, such as tourism cuisine branding, cuisine innovation, research and development, talent cultivation, and regulatory services.

#### 2.7.3.1 GOURMET TOURS

Chiu Chow Cuisine Gourmet Tours allow tourists to visit famous local restaurants and food markets to taste authentic Chiu Chow dishes and learn about the history and cultural stories behind them. For example, visitors can visit the famous Pai Fang Street in Teochew or a small park in Shantou to taste Teochew beef balls, red peach teow, and other traditional snacks.

### 2.7.3.2 COOKING CLASSES

Teochew cooking classes allow visitors to learn and experience the preparation of Teochew dishes first-hand, increasing their knowledge and interest in the local culture. Through interaction with local chefs, visitors can learn how to cook Teochew cuisine and continue practicing it when they return home.

### 2.7.3.3 FOOD FESTIVALS

Teochew food festivals are organized regularly to showcase various traditional and innovative varieties of Teochew cuisine and attract food lovers to try the dishes. Such events can be combined with other Teochew cultural performances, such as Teochew Opera and English Song and Dance, to provide an all-round cultural experience.

### 2.7.3.4 CULINARY AND CULTURAL PROMOTION

Teochew cuisine and culinary culture are promoted through multimedia platforms and social media to attract more international visitors to learn about and experience Teochew's culinary culture. Videos, live streaming, and blogs are utilized to introduce the history, preparation methods, and cultural background of Teochew cuisine. Through these strategies, the Chaoshan region can utilize the "World Culinary Capital" business card to enhance its international influence and promote the in-depth integration of local culture and tourism for economic and cultural development.

## **2.7.4 ENHANCEMENT OF TOURISM ATTRACTIVENESS IN CHAOSHAN THROUGH CULTURAL HERITAGE**

Cultural heritage, such as historical palaces, temples, and buildings, can significantly enhance the attractiveness of a place for tourists. The rich cultural heritage of the Chaoshan region, including Teochew opera, wood carving, Kung Fu tea culture, and Nanshan Ying Song and Dance, can significantly enhance the tourism

experience and attract international tourists. The unique practices of Chaoshan culture, such as the art of paper-cutting and porcelain inlay, provide authentic and immersive experiences for global tourists. By incorporating Chaoshan historical sites, traditional festivals, and culinary heritage into tourism strategies, innovative tourism products can be created while preserving the traditional culture. Existing studies have explored the positive impacts of incorporating cultural factors into tourism strategies. However, some gaps have yet to be identified in the research, especially concerning innovation and the preservation of Chaoshan's ICH in cultural tourism. These aspects need to be further explored to fully understand and exploit the contribution made by Chaoshan culture to tourism development.

## **2.8 POTENTIAL CONTRIBUTIONS TO CULTURAL TOURISM DEVELOPMENT IN CHINA**

The cities of Xiamen in Fujian Province, Chengdu in Sichuan Province, and Lijiang in Yunnan Province have set exemplary standards for the development of cultural tourism within China. Each city has leveraged its unique cultural assets, innovative strategies, and robust infrastructure to attract tourists and promote sustainable cultural heritage, contributing to the cultural tourism market in China. Chengdu, designated as a "City of Gastronomy" by UNESCO in 2010, is famous for its rich culinary heritage, including Sichuan cuisine. The city has effectively leveraged its gastronomic reputation to boost cultural tourism.

### **2.8.1 LIJIANG, YUNNAN: SUSTAINABLE DEVELOPMENT PRACTICES FOR INTANGIBLE CULTURAL HERITAGE AND TOURISM**

Lijiang, Yunnan Province, is endowed with rich natural and human resources, providing unique conditions for the development of cultural tourism. In 1997, Lijiang's Old Town was included in UNESCO's World Heritage List, making it one of

the most representative tourist attractions in Yunnan Province. The cultural tourism program in Lijiang, Yunnan, highlights the application of sustainable development theory by preserving the ICH of ethnic minority communities while promoting tourism (Bai et al., 2023).

The Lijiang Culture and Tourism Bureau and the Lijiang Intangible Cultural Heritage Protection Center have released four “Intangible Heritage Tour” itineraries: Naxi Dongba hieroglyphic writing and painting experience in Lijiang Ancient Town, Dongba painting, calligraphy and embroidery experience at Baisa Embroidery Art Institute, Baisa Copper Art experience in Baisa Ancient Town, and the Lijiang Xiuhong Dongba Papermaking Experience Museum. The mutual integration of Yunnan’s local non-heritage skills and tourism, Lijiang Dongba papermaking, and other diversified tourism experience projects allow tourists to deepen their understanding of the local culture through interaction, fully meeting their experiential and participatory requirements. According to the Lijiang Culture and Tourism Bureau, the Dongba hieroglyphics painting experience attracted more than 50,000 tourists in 2023, about 70% of whom stated that the experience had deepened their understanding and appreciation of Naxi culture while promoting direct economic benefits and social cohesion through engagement with local communities. This approach emphasizes the balance between economic growth and cultural heritage, exemplifying how cultural assets can be transformed into economic benefits under Cultural Capital Theory.

However, Mahadevan and Zhang (2022) suggest that despite the international attention received by its “World Heritage” label, the practical effect of attracting tourists on a sustained basis has been limited. This suggests that there is a need to focus more on the depth and quality of the experience rather than relying solely on the reputation of cultural heritage. The Old Town of Lijiang is a model for cultural tourism due to its rich natural and cultural resources. Cultural Capital Theory suggests that cultural assets can be transformed into social and economic capital. Lijiang

demonstrates the transformation of cultural capital by preserving the ICH of minority communities while promoting tourism.

### **2.8.2 XIAMEN, FUJIAN: CULTURAL CAPITAL AND CITY BRAND BUILDING**

Xiamen, Fujian Province, is rich in cultural tourism, especially Gulangyu Island, which is listed on the World Heritage List of 2017. Gulangyu's cultural activities have been criticized for their commercialization trends. Xiamen City has actively adjusted its integration strategy of culture and tourism to achieve sustainable development. The government has promoted the inclusion of ICH tourism in regional economic development plans, forming a diversified development model guided by the cultural, tourism, and administrative departments with the participation of all sectors of society. Langyu's cultural heritage has been used to enhance the city's cultural status and social identity (J. Zhang et al., 2024).

Future strategies should consider balancing commercial interests with the authenticity and depth of cultural heritage. The COVID-19 pandemic has caused a downturn in the tourism market (Zhang & Wei, 2023), and Xiamen is still working hard to revive its tourism industry by providing rich cultural experiences.

Xiamen has enhanced the city's cultural status and social identity through its ICH, such as Gulangyu Island. Cultural Capital Theory posits that cultural heritage can enhance local identity and economic benefits. However, the commercial trend of cultural activities in Xiamen requires a balance between economic interests and the authenticity and depth of cultural inheritance. Tourism Motivation Theory demonstrates that rich cultural experiences help to attract tourists. Even during the pandemic, Xiamen still managed to revive its tourism industry through rich cultural experiences.

### **2.8.3 CHENGDU, SICHUAN: MODERN INTEGRATION OF INTANGIBLE CULTURAL HERITAGE AND TOURISM PROMOTION**

Chengdu, a historical and cultural city in Southwest China, is renowned for its rich tourism and unique cultural charm. Recognized by UNESCO as a “City of Gastronomy,” Chengdu boasts a highly developed food industry, professional culinary institutions, numerous skilled chefs, and traditional cooking techniques. The city promotes and preserves traditional foods through various activities, such as food festivals and cooking competitions, making it the first city in Asia to receive this honor. In recent years, various magazines have repeatedly selected Chengdu as one of the world’s most desirable travel destinations.

The sensory experience of Chengdu’s culinary environment significantly impacts the city’s brand perception (Dai et al., 2021). It is crucial to note that contemporary media, particularly social media, effectively influences city branding. The use of social media can impact brand personality perception by conveying attractive brand traits according to public preferences, thus enhancing customer brand engagement (Peco-Torres et al., 2020). TikTok food video reviews, for example, can easily affect the emotional image of a destination. City branding based on gastronomy offers valuable insights into destination image development (Li et al., 2020).

Chengdu’s cultural tourism strategy, particularly the protection and integration of ICH, demonstrates how traditional arts, such as Sichuan Opera and Shu Embroidery, can be effectively incorporated into modern tourism activities, elevating the city’s status as an international consumption center. Chengdu not only focuses on protecting and showcasing traditional arts but also on the attractiveness of tourism and the depth of cultural experience by integrating these cultural elements into modern tourism operations. This approach helps balance heritage and tourism development while promoting harmonious growth.

A notable example is the collaboration between Chengdu and neighboring Chongqing in launching the “Top Ten-Themed Tour Routes.” These routes encompass

significant cultural sites such as Sanxingdui, Jinsha, and Diaoyu City, along with magnificent natural landscapes like Jiuzhaigou Valley, Jinfo Mountain in Nanchuan, and Wulong Karst. They also include red tourism destinations of crucial historical significance, such as the hometowns of Deng Xiaoping and Zhu De. These diverse tourism products perfectly showcase the natural beauty and rich cultural history of the Bashu region. This innovative tourism development aligns with current consumer trends. It conforms to the theory of cultural protection and sustainable tourism, promoting regional economic growth and cultural development through the accumulation and effective use of cultural capital.

Chengdu's success as a center for cultural tourism and gastronomy provides a model for other cities aiming to enhance their brand image and achieve economic and social benefits. However, sustained investment is necessary to increase awareness among potential tourists and investors and boost pride and coordination among city residents and businesses. By integrating traditional arts such as Sichuan Opera and Shu Embroidery with modern tourism activities and leveraging Chengdu's status as a City of Gastronomy, Chengdu can significantly enhance its cultural appeal. According to Cultural Capital Theory, this approach helps balance heritage protection with tourism development. Tourism Motivation Theory indicates an increasing demand for in-depth cultural experiences among tourists. Chengdu meets this demand through modern technologies, such as interactive digital museums and VR experiences, alongside its renowned culinary culture. It provides valuable insights for other cities holding the City of Gastronomy accolade.

#### **2.8.4 EXPERIENCE IN CHAOSHAN CULTURAL TOURISM**

Chaoshan's approach to cultural tourism serves as a valuable model for other regions. Chaoshan offers more authentic cultural experiences by integrating culture and tourism through immersive and participatory activities such as tea ceremonies, cooking classes, and opera performances. Social media and digital technologies,

including augmented reality and virtual tours, can also be leveraged to engage modern travelers. These digital tools enhance tourists' cultural experiences and broaden the scope of cultural communication. The success of Chaoshan illustrates that combining local characteristics and ICH with modern tourism practices can significantly enhance the tourist experience while effectively protecting and promoting local cultural heritage.

**Table 10**

*Experiences of Chaoshan Cultural Tourism in Lijiang, Chengdu, and Xiamen*

Region	Cultural Focus	Cultural Presentation Methods	Visitor Engagement Level	Integration of Modern and Traditional Elements
Yunnan Lijiang	Minority Cultures	Diverse Intangible Heritage Experiences	High	Emphasis on transforming cultural assets into economic benefits.
Fujian Xiamen	Colonial History and World Heritage	Historical Building Museums	Medium	A balance between commercialization and cultural preservation.
Sichuan Chengdu	Traditional Arts (Sichuan Opera, Shu Embroidery)	Modern Tourism Activities	High	Enhancing cultural experiences through modern technology while promoting heritage protection and development.

*Note. Created by the author.*

## 2.9 LITERATURE GAPS

The existing literature on the integration of cultural factors into tourism development encompasses various dimensions. However, significant gaps are revealed, particularly regarding Chaoshan's unique ICH and its designation as a "City of Gastronomy."

One significant gap is the insufficient attention given to the distinctive elements of Chaoshan's ICH—such as Teochew cuisine, Chaozhou Opera, and traditional crafts like woodcarving and embroidery—within the cultural tourism framework. There is a pressing need for more comprehensive research to establish how these cultural components can be effectively integrated into tourism strategies to elevate Chaoshan's attractiveness as a cultural destination. Comparative studies with other regions renowned for their culinary traditions, especially those recognized as a Creative City of Gastronomy by UNESCO, are noticeably limited. Such comparative analyses could provide valuable insights into successful models for integrating culinary heritage with tourism.

Another notable gap is the need for further exploration of the advantages and challenges associated with incorporating Chaoshan's ICH into tourism strategies. Existing research needs to investigate the significant barriers to effectively merging cultural and tourism activities, including infrastructural limitations, marketing challenges, and the need for capacity building among local artisans and cultural practitioners. Identifying these barriers is crucial for developing robust strategies to leverage Chaoshan's cultural assets for tourism development.

Additionally, while some studies have examined the role of cultural factors in regional development through tourism, more in-depth research is required on tourists' perceptions and experiences related to Chaoshan's cultural offerings. The predominant use of quantitative survey methods in existing studies may not capture the nuanced perspectives of tourists. Qualitative research methods, such as in-depth interviews and focus groups, are necessary to thoroughly understand tourists'

motivations, preferences, and experiences. These qualitative insights are essential for tailoring tourism strategies to resonate with diverse tourist profiles.

Furthermore, the application of Cultural Capital Theory, Tourism Motivation Theory, and Cross-Cultural Adaptation Theory in the context of Chaoshan's cultural tourism needs to be effectively explored. Future research should investigate how these theoretical frameworks can elucidate the dynamic interactions between Chaoshan's cultural heritage and the tourism industry. This includes examining how cultural capital can enhance tourism experiences, how tourists' motivations can be aligned with cultural offerings, and how cross-cultural adaptation processes can facilitate more profound engagement with Chaoshan's ICH.

Addressing these literature gaps through targeted research is critical for advancing the understanding and implementation of effective cultural tourism strategies that capitalize on Chaoshan's unique cultural heritage and gastronomic reputation.

## **2.10 SUMMARY**

This chapter comprehensively reviews the existing literature and identifies emerging research themes related to the integration of cultural factors into tourism development. Future research should prioritize the design and co-creation of unique local gastronomic tourism experiences, the development of innovative culinary activities, the incorporation of culinary medicine, the establishment of vital stakeholder involvement in gastronomic tourism, and the utilization of social media to facilitate such experiences (Chang et al., 2020b). Additionally, it is crucial to address how tourism, commodification, and digitalization strategies may exacerbate inequalities in the enjoyment of ICH (Eichler, 2021).

The integration of cultural elements enhances the tourist experience by providing authentic and unique components that deepen tourist engagement with local culture.

Integration also plays a vital role in community events, fostering collaborative solutions to local challenges and promoting sustainable development.

The theoretical frameworks underpinning this study, namely Cultural Capital Theory, Tourism Motivation Theory, and Cross-Cultural Adaptation Theory, are thoroughly examined, providing a robust foundation for further investigation. The literature review highlights the best practices in cultural tourism, notably the French model, which demonstrates how deeply rooted cultural elements—such as ethnic foods, traditional costumes, historic architecture, artisanal crafts, and music—can create memorable and unique tourist experiences. The French approach significantly enhances a region's attractiveness through the integration of cultural heritage into tourism.

Furthermore, the literature review underscores the benefits of integrating traditional Chinese culture into tourism development. By modifying cultural products and spaces, integration offers valuable learning opportunities for local communities and tourists.

The next chapter delves deeper into the integration of cultural tourism, addressing the identified research gaps through empirical research and in-depth interviews, combining quantitative and qualitative analyses. Special attention has been given to the characteristics and trends of the cultural tourism industry and how innovative strategies and methods can enhance the effectiveness of cultural tourism integration. By adapting these strategies to the needs of different cultures and markets, the goal is to improve tourism sustainability while enhancing the transmission and promotion of cultural heritage.

The findings emphasize the importance of leveraging cultural elements to enrich the tourism experience, foster community development, and promote sustainable tourism practices. Future research should build on these insights to develop more effective cultural tourism strategies that can be adapted to diverse cultural contexts and market needs.

## CHAPTER 3

### RESEARCH METHODOLOGY

This chapter considers the research methodology used to analyze the integration of cultural tourism and ICH in the Chaoshan region, particularly how Cultural Capital Theory, Tourism Motivation Theory, and Cross-Cultural Adaptation Theory were used to design and implement the study. A mixed-methods approach, combining qualitative and quantitative data collection and analysis, comprehensively addresses the research objectives. Various areas of research methodology, research design, and data collection methods are discussed in detail in this chapter, as well as the ethical measures taken to ensure the transparency and integrity of the study. By conducting a theoretical review following data collection, the research methodology was reassessed and better adapted to reflect the key elements of the three theories, thereby enhancing the study's theoretical depth and the relevance and accuracy of data analysis.

**Table 11**  
*Methods and Research*

Research Purpose	Research Methodology	Research Tools
Studying the concept of cultural heritage tourism	Literature review	
Chaoshan's intangible cultural heritage tourism	Field research	Tourist and worker interviews
Analysis of the current tourism situation in China (Lijiang, Yunnan, Xiamen, Fujian, Chengdu, Sichuan)	Case study	Literature review
Conducting research tests	Quantitative and qualitative analyses	Questionnaire, focus group interviews, and interviews with experts

Exploring the forms of intangible cultural heritage	Qualitative analysis	Interviews
Applying the concept of cultural tourism	Quantitative analysis	Questionnaire
Application of innovative activities in cultural tourism	Test activities	Post-test questionnaire User evaluation form

*Note.* Created by the author.

### 3.1 RESEARCH APPROACH

This study adopts a mixed research approach, combining qualitative and quantitative data collection and analysis methods. By integrating qualitative and quantitative elements, the mixed-methods approach allows for a comprehensive analysis of the research problem. It aids the in-depth exploration of the inheritance and innovation of Chaoshan ICH in cultural tourism.

Qualitative methods focus on understanding human behavior, experiences, and viewpoints to help understand tourists' perceptions of culture and tourism integration. Qualitative research allows researchers to explore all elements of the interaction between Generation Z and technology and understand their views and demands. In-depth online semi-structured interviews ensure that all needs, desires, and requirements are captured through conversation (Buhalis & Karatay, 2022). These methods help document the complexity and diversity of participants' opinions and experiences, details that purely quantitative methods might overlook.

Quantitative methods support mathematical or statistical analysis through quantitative data, ensuring the accuracy of the research results. This approach allows the research to satisfy interpretive principles (Rajasinghe et al., 2021) and supports objective findings through quantitative analysis. Quantitative research helps develop supporting evidence and solutions using the required mathematical or statistical support during data analysis to obtain accurate findings.

The use of mixed-methods research improves the validity and reliability of the results and allows for a comprehensive and in-depth exploration of complex research issues. Qualitative data provide deep insights and details, while quantitative data offer objective support. Combining these two methods helps achieve a more comprehensive understanding and analysis of the inheritance and innovation of Chaoshan's ICH in cultural tourism.

### **3.1.1 JUSTIFICATION OF MIXED METHODS**

The mixed-methods research approach is chosen for this dissertation because it aligns well with the study objectives. This study explores the inheritance and innovation perspectives and experiences of Chaoshan ICH in cultural tourism. Examining exploratory and subjective elements through a qualitative lens can provide in-depth and detailed information about the data. The approach provides a robust analysis of tourists' personal experiences to understand how ICH attributes can be absorbed in tourism. It requires the exploration of complex and abstract topics related to travel motivations, cultural influences on tourist experiences, and tourists' overall cultural perceptions. Qualitative methods also facilitate the collection of rich descriptive data, which is crucial for addressing the research questions, objectives, and ethical issues (Urcia, 2021). Qualitative methods can document the complexity and diversity of participants' perspectives and experiences, which may be overlooked by quantitative methods alone (Chivanga & Monyai, 2021). Quantitative research improves the validity of research results by quantifying data and outlining the statistical significance and percentages of tourism innovation.

### **3.1.2 SURVEY PREPARATION**

According to the China Tourism Green Book: Analysis and Forecast of China's Tourism Development in 2023–2024, released by the Tourism Research Center of the Chinese Academy of Social Sciences, the integration of culture and tourism is

conducive to the development and adaptive utilization of characteristic tourism reNotes. This study analyzes new practices, methods, and experiences in the integrated development of ICH and tourism. Generation Z (those born in the mid-to-late 1990s to the early 2010s) has become the main emerging force in the cultural tourism market because it focuses on experiential consumption (İlhan et al., 2022). Activities targeting this age group can effectively introduce Chaoshan's ICH and promote cultural inheritance.

In choosing Chaozhou and Shantou for the field research, this study focuses on the cultural capital of the participants, including their knowledge, skills, and attitudes toward cultural heritage. The choice of location is based on the Cultural Capital Theory, which holds that individuals with specific cultural knowledge and skills tend to provide deep insights. The questionnaire and interviews specifically explore how these participants use their cultural capital to inherit and innovate ICH.

**Figure 14**

*Map of Huizhou*



*Note.* Drawn by the author from an existing map.

Based on the theory of tourism motivation, a questionnaire was designed to investigate tourists' motivation to participate in Chaoshan ICH activities, such as cultural interest, seeking novel experiences, and personal growth. Through in-depth exchanges with local artisans, residents, and cultural protectors, first-hand information on the current status, challenges, and future development directions of cultural heritage protection can be obtained. This in-depth cultural exchange and observation, which is difficult to achieve through a literature review or remote research, provides an empirical basis for comparing the protection of ICH and utilization strategies in different regions.

Huizhou was chosen as the field test site because of its geographical location and cultural background, allowing the influence and spread of Chaoshan culture to be explored over a broader area. The application of the Cultural Capital Theory can be strengthened according to the selection of an appropriate research site. The study questionnaire was designed to investigate the motivation of tourists to participate in Chaoshan ICH activities, such as cultural interest, seeking new experiences, and personal growth. In-depth exchanges with local artisans, residents, and cultural protection workers allow first-hand information to be obtained on the current status, challenges, and future directions of cultural heritage protection. These in-depth cultural exchanges and observations provide an empirical basis for comparing ICH protection and utilization strategies in different regions.

### **3.2 PARTICIPANT SELECTION**

Based on the Cultural Capital Theory, this study selected Chaozhou and Shantou as the field research locations, focusing on the participants' cultural capital, including their knowledge, skills, and attitudes toward cultural heritage. Questionnaires and interviews were used to assess the depth of participants' knowledge of Chaoshan culture, the type and frequency of cultural activities in which they participate, and their perceptions of personal value from these cultural experiences. The purpose of

this selection is to understand how cultural capital affects individuals' participation in and inheritance of ICH.

This study adopts a purposive sampling strategy to ensure data richness and relevance (Campbell et al., 2020). The advantage of this approach is the ability to select participants according to the purpose of the study and provide detailed and in-depth data. Although there are certain limitations, such as the lack of generalizability of the results and the possible influence of researcher bias, purposive sampling is a reasonable and necessary choice due to the specificity of this study. One of the critical advantages of purposive sampling is the ability to provide detailed and rich data on request, which is impossible with random or other forms of sampling. Overall, purposive sampling methods are also flexible, allowing researchers to adjust their selection criteria according to the latest updates and need to ensure the most relevant data are collected through the ideal and most informed participants (Rahman et al., 2022). Therefore, a purposive sampling strategy was considered appropriate for the survey and interview participant selection in this study.

### **3.2.1 SAMPLE SIZE**

A mixed-methods approach was used in this study, with two different sample sizes considered.

Three different groups were selected for the qualitative data. The first group consisted of 12 participants, including tourists who had traveled to Chaoshan and other areas, individuals with international travel experience, and six tourism industry practitioners. The second group comprised 11 participants, five ICH safeguarders from Chaozhou and Shantou, and six museum staff. The third group consisted of 60 Huizhou City Vocational College students interviewed in a focus group during the “Chaoshan Cultural Journey: Interactive Experience of Intangible Cultural Heritage.” For quantitative data collection, the sample included 895 tourists who had visited Chaoshan and other parts of China in the past year. In addition, 307 students from

Huizhou City Vocational College participated in related activities. Therefore, the total sample size for quantitative data was 1202 respondents. Data collection was conducted through online and campus questionnaires to ensure data diversity and representativeness. These two methodologies allowed a wide range of travel experiences and perspectives to be captured, providing a solid database for the study.

For quantitative purposes, 895 people completed the online survey. Among the questionnaires distributed after the test, 307 valid responses were collected. Therefore, the sample size of the survey data was significant, ensuring the robustness and reliability of the findings.

The mixed-method approach in this research employs qualitative and quantitative data collection strategies, including three qualitative groups and a sizable quantitative sample size, to ensure a comprehensive and representative analysis of the research questions.

### **3.2.2 RESEARCH ACTIVITY SETTINGS**

Huizhou is located in the eastern part of Guangdong Province, geographically adjacent to the Chaoshan area, which makes it closely connected culturally and influenced by Chaoshan (as shown in the picture). Due to this proximity, Huizhou has culturally absorbed many characteristics of Chaoshan, especially in terms of ICH (Zhou et al., 2024). In 2024, the Fumei Youth English Chorus, a British singing group from the Chaoshan area, shocked the audience with its free and easy pace and hearty momentum, setting them on fire. The leader also said that he had once led the British singing team to Thailand to exchange experiences with local British singing and dancing people and perform together. He felt highly proud to see the folk culture born in the Chaoshan region of Guangdong spread abroad. Therefore, it is necessary to promote the inheritance of Chaoshan ICH outside the Chaoshan area. The choice of Huizhou as the venue for the “Inheritance and Innovation of Chaoshan Intangible

Cultural Heritage in Cultural Tourism” event will help explore and demonstrate the influence and spread of Chaoshan culture in the broader region.

The establishment of school activities in Huizhou is mainly based on the school’s position as the center of education and cultural dissemination. Schools are an ideal place to educate young generations to understand and respect the cultural heritage of their native and neighboring regions. By holding relevant activities in schools, Chaoshan’s ICH knowledge and values can be directly brought to students, thereby promoting cultural education and inheritance. Several aspects need to be considered when choosing students as test subjects. Generation Z is familiar with digital technology and social media, making this group ideal for testing innovative ICH communication methods. The use of modern technological means and innovative interactive methods is likely to attract their interest in traditional culture while exploring new methods of protection and promotion. ICH can be effectively passed on and protected by educating students. Integrating the education of ICH into school experiential activities helps students develop their understanding and respect for ICH during learning and experience. At the same time, young people are active members of the tourism market, and their participation and promotion may positively impact the tourism industry.

Such activities in Huizhou schools affect students and these cultural values can be spread through students to families and the wider community. In addition, schools usually have the facilities needed to host such events, making their organization and implementation more feasible and educational. Huizhou and its schools were chosen as the locations with students being test subjects for the “Inheritance and Innovation of Chaoshan Intangible Cultural Heritage in Cultural Tourism” activity, not only due to geographical and cultural considerations but also based on the importance of education and feasibility of practical operations. This setting helps to effectively educate and inspire the younger generation’s interest in and respect for the ICH of local and neighboring areas, thereby promoting long-term protection and innovative

development of the culture. New methods of inheriting ICH need to be explored, and the attraction and educational effect of specific interactive experiences must be tested on younger generations.

### **3.3 DATA COLLECTION TOOLS**

#### **3.3.1 QUANTITATIVE DATA COLLECTION**

This study employs a descriptive research design to develop a structured survey to collect quantitative data on tourists' perceptions, experiences, and interactions with Chaoshan's ICH during their visits. This method facilitates the analysis of respondents' patterns, preferences, and behaviors, providing insights into the current status and potential future directions for integrating Chaoshan's ICH into cultural tourism. A closed-ended questionnaire consisting entirely of multiple-choice questions (MCQs) was developed as a survey instrument for quantitative data collection. The survey questions were categorized into different groups, including demographic information, awareness and exposure, tourists' experiences and perceptions of the topic, and their overall opinions.

The survey was conducted over three months through multiple online channels, leveraging social media platforms for distribution. To ensure the validity and reliability of the survey results, a pilot test was conducted with a small group of tourists. Using surveys as part of the mixed research method offers several advantages for studying the inheritance and innovation of Chaoshan's ICH. First, it allows for the efficient collection of large amounts of data from diverse respondents. The target sample size of 875 tourists provided ideal data access within a relatively short timeframe, ensuring the statistical significance of research results and reflecting a wide range of tourist experiences. Additionally, 307 Huizhou City Vocational College students who participated in the activities contributed to the survey, genuinely reflecting post-event sentiments.

The structured nature of the survey tool ensures standardized data collection, guaranteeing the survey sample's consistency and comparability. The survey process also offers greater flexibility in exploring topics relevant to the research objectives. Data collection included surveys, face-to-face interviews, and field observations to gather information on tourists, residents, and cultural heritage protectors.

### **3.3.2 QUALITATIVE DATA COLLECTION**

For qualitative data collection, the study considered focus group discussions divided into three groups: the first group consisting of 12 tourists and the second group of 12 local cultural heritage protectors and museum staff. The third group, consisting of 60 Huizhou City Vocational College students, participated in focus group discussions following the “Chaoshan Cultural Tour—Intangible Cultural Heritage Interactive Experience Week.” Semi-structured interviews were conducted with all three groups. The interview plan was designed in the form of initial interview questions to guide the conversations.

This format also allowed participants the flexibility to share their stories and insights on cultural tourism and innovation. Semi-structured interviews effectively combined open-ended questions with the opportunity to follow up on individual participants' responses (Saarijärvi & Bratt, 2021). Interviews were conducted in both English and the local language and later translated into English according to the participants' preferences. Each Interview lasted approximately 60 minutes and was audio-recorded with the participants' consent.

Thematic analysis was employed to interpret the qualitative data, focusing on recurring themes and patterns suitable for understanding the perceptions of Chaoshan's ICH (Alamri, 2019). The interviews specifically examined how tourists understand and adapt to the Chaoshan cultural environment through processes described in Cross-Cultural Adaptation Theory. Interview questions included “How do tourists' perceptions and experiences of local culture differ before and after

arriving in Chaoshan?” “How do they assimilate into the local culture through specific behavioral and cognitive adjustments?” By employing thematic analysis, the study identified recurring patterns related to cultural conflict, adaptation strategies, and the depth of cultural understanding, thus evaluating the manifestation of Cross-Cultural Adaptation Theory in actual cultural exchanges. This data, collected through semi-structured interviews, ensured that detailed descriptions and personal experiences of cultural adaptation were captured. This iterative process of reading and rereading the transcribed interviews facilitated the derivation of the research findings.

### **Integration of Theoretical Frameworks**

**Cultural Capital Theory:** This theory was employed to understand participants’ cultural knowledge, skills, and attitudes by evaluating their awareness and methods of transmitting Chaoshan culture.

**Tourism Motivation Theory** was applied to explore tourists’ motivation to participate in ICH activities by analyzing their cultural immersion experiences, educational opportunities, and social interaction needs.

**Cross-Cultural Adaptation Theory** was applied to study how tourists adapt to the Chaoshan cultural environment, exploring cultural conflicts, adaptation strategies, and the depth of cultural understanding.

These integrated theoretical frameworks ensured that the study comprehensively addressed the key elements of cultural capital, tourism motivation, and cross-cultural adaptation, thus enhancing the theoretical depth and relevance of the data analysis.

**Table 12**

*Summary of Research Methods*

Research			Participant	Sample
Method	Type	Description	Type	Size
Qualitative	Semi-struct	Participants included tourists in the	Tourists who	6 people

analysis	ured interviews	Chaoshan area, recommended by tour guides and hostel owners, with interviews arranged in restaurants and cafes.	participated in various cultural activities in Chaoshan	
Qualitative analysis	Semi-struct ured Interviews	Recommended by the hostel owners, interviews were held in restaurants and cafes.	Hotel operators and tour guides	6 people
Qualitative analysis	Semi-struct ured interviews	Interviews with relevant staff at the Intangible Cultural Heritage Protection Center.	Intangible Cultural Heritage Protection Staff	5 people
Qualitative analysis	Semi-struct ured Interviews	Participants included museum workers in Chaozhou and Shantou.	Museum staff	6 people
Qualitative analysis	Focus group discussions	Participants were students from Huizhou City Vocational College who voluntarily participated in focus group discussions after attending the “Chaoshan Cultural Tour—Intangible Cultural Heritage Interactive Experience Day” event.	Students participating in the “Chaoshan Cultural Tour: Intangible Cultural Heritage Interactive Experience Day.”	60 people
Qualitative analysis	Observation	Mainly observing the participation of attendees during the “Chaoshan Cultural Tour: Intangible Cultural Heritage Interactive Experience Day.”	Participants of the “Chaoshan Cultural Tour: Intangible Cultural Heritage Interactive Experience Day”	

Qualitative analysis	Document analysis	Analyze texts, images, and video materials related to the intangible Chaoshan cultural heritage.	Documents and multimedia materials
Qualitative analysis	Case study	A case study of cities in China with similar cultural and tourism situations (Lijiang, Yunnan, Xiamen, Fujian, Chengdu, Sichuan). File and multimedia materials.	Documents and multimedia materials
Quantitative Analysis	Open-ended Questionnaire	Designing a questionnaire with multiple-choice and Likert scale questions, covering tourists' cultural experiences, motivations, and satisfaction.	Online platform 895 people "w.wjx.com"
Quantitative Analysis	Questionnaire	Structured questionnaire to survey participants' experiences and feedback after the event.	Online platform 307 people "w.wjx.com"

*Note.* Compiled by the author.

### **3.4. DATA ANALYSIS METHODS**

#### **3.4.1 RESEARCH TOOL DESIGN PROCESS**

The questionnaire "Inheritance and Innovation of Chaoshan ICH in Cultural Tourism" was distributed in the form of a link on the platform ([www.wjx.cn](http://www.wjx.cn)). The interview process examined how foreign tourists adapt through cross-cultural adaptation. The process described in this theory aims to understand how people adapt to the cultural environment in Chaoshan. Through analytical methods, repeated patterns regarding cultural conflict, adaptation strategies, and depth of cultural understanding can be identified, thereby evaluating the implementation of

Cross-Cultural Adaptation Theory through actual cultural exchanges and using it to promote subsequent activities.

### 3.4.2 RESEARCH IN CHAOSHAN

Interviews were conducted with 12 tourist hotel owners and tour guides who had traveled to Chaoshan. The second group comprised 11 people: six local museum staff members from Chaozhou and Shantou and five workers involved in protecting ICH.

### 3.4.3 INTERVIEWS WITH INTANGIBLE CULTURAL HERITAGE

#### EXPERTS

ICH experts from inside and outside the industry were invited to be interviewed. The participants consisted of research scholars specializing in ICH, professors of tourism route research, designers, and those engaged in ICH preservation and inheritance. The experts conducted a seminar on the upcoming “Chaoshan Cultural Journey: Intangible Cultural Heritage Interactive Experience Week.” Experts were invited from different fields to ensure that the study examines issues from multiple perspectives, increasing the study’s comprehensiveness and depth. The experts were expected to provide different insights into the cultural heritage of Chaoshan and strategies on how best to effectively integrate this heritage into modern cultural tourism. Through an in-depth analysis of existing data, suggestions could be made for a practical and feasible approach to heritage and innovation. It is also possible for this study to explore new and creative ways to pass on and innovate the ICH of Chaoshan so that it can maintain its traditional characteristics while adapting to modern social and economic development needs.

**Table 13**

*List of Experts Evaluating the Program of Activities*

Number	Name	Gender	Title	Research Field
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1	Gong Chengwei	Male	Professor, Dean of the School of Art and Design, City College of Huizhou, China	Intangible cultural heritage, cultural heritage, digital media art design
2	Ye Min	Female	Professor, Dean of the School of Tourism and Culinary Arts, City College of Huizhou, China	Cultural tourism, the integration of culture and tourism
3	Jiang Fujie	Male	Associate Professor, Secretary of the Party Committee of the School of Art and Design, City College of Huizhou, China	Animation design and the integration of culture and tourism
4	Liang Naifeng	Male	Professor, Head of Department of Science and Technology, City College of Huizhou, China	Responsible for science and technology in the countryside and the integration of culture and tourism
5	Su Huaijie	Male	Director of the Cultural Heritage Protection Center in Shantou, Chaozhou, China	Intangible cultural heritage protection
6	Yuan Xinhuan	Female	Director of the Huizhou Intangible Cultural Heritage Protection Center, China	Protection and inheritance of intangible cultural heritage in Huizhou City
7	Liu Dinghuai	Male	Head of Kaihuai Communication Co., Ltd.	Event planning and visual design

*Note.* Compiled by the author.

### **3.4.4 ACTIVITY DATA COLLECTION**

Focus interviews were conducted with 60 students who attended the “Chaoshan Cultural Journey-Intangible Cultural Heritage Interactive Experience Week”; 330 students who participated in the event completed voluntary questionnaires.

### **3.4.5 SURVEY DATA ANALYSIS**

A quantitative approach was employed to interpret the questionnaire data. The data analysis process consisted of the following steps:

#### **Step 1: Data Collection and Preparation**

Survey data were collected in comma-separated values (CSV) format to enable direct access in Microsoft Excel. The initial step involved filtering the data to remove any empty response rows. The correct headers were then added based on the survey questions. Each response percentage and option were carefully aligned in the charts to ensure accurate representation.

#### **Step 2: Descriptive Statistical Analysis**

Descriptive statistics were applied to the dataset, focusing on the calculation of key statistical measures, such as the mean, median, mode, standard deviation, and range of quantitative variables. This process was facilitated by Microsoft Excel to aid the understanding of participants’ perspectives and views. Descriptive statistics provide a foundational understanding of the data distribution and central tendencies.

#### **Step 3: Data Visualization**

Various charts and graphs were generated using Excel’s visualization tools to supplement the descriptive analysis. Bar charts, pie charts, and histograms were employed to visually represent the findings, making the data more accessible and interpretable. These visualizations helped illustrate the patterns and trends within the data, providing a clear and concise summary of the survey results.

Overall, the use of descriptive statistical methods along with comprehensive data visualization ensured robust analysis of the survey data. This approach facilitated a thorough understanding of the participants' responses, enhancing the reliability and validity of the research findings.

### 3.4.6 INTERVIEW DATA ANALYSIS

Thematic analysis was chosen to interpret the qualitative data collected through interviews and develop the research findings. A multi-stage thematic analysis process was advocated, including data reading, coding, and theme development.

**Transcription and Familiarization:** All interview data were transcribed from the audio recordings and read multiple times to understand the key points to initiate data familiarization. The main focus was on the City of Gastronomy patterns, ideas, and underlying themes in the participants' narratives.

**Coding:** Various codes were developed by identifying similar patterns and viewpoints within the data. Manual coding was used due to the unavailability of software.

**Initial Themes:** Initial themes were created from all the codes developed in Step 2. Considering the research objectives, two or three codes were combined to generate single themes.

**Review:** The themes were reviewed to ensure they formed coherent patterns and accurately reflected the collected data.

**Reporting and Writing:** The research findings were presented in a final report based on the different themes.

Limitations of Thematic Analysis.

**Risk of Subjectivity:** Researchers' biases and viewpoints might influence data interpretation. Ethical methods and standards help to mitigate this risk.

**Overreliance on the Researcher's Framework:** Thematic analysis depends on the framework used, potentially leading to an overreliance on the researchers' perspectives while overlooking other meaningful patterns.

**Potential for Oversimplification:** Simplifying complex data into themes risks losing essential nuances.

**Time Consumption:** Thematic analysis can be time-consuming, especially during the coding and theme development stages.

#### Rationale for Using Thematic Analysis

Thematic analysis is appropriate for studying the integration of traditional Chinese culture into tourism development. It excels at unpacking complex human experiences and perceptions, making it suitable for understanding stakeholders' perspectives on cultural integration in tourism.

### 3.5 ETHICAL CONSIDERATIONS

Maintaining research ethics is paramount, guiding extensive data collection and analysis to avoid misconduct. Ethical considerations for tourism and cultural conservation research involving human participants enhance the quality and transparency of research results.

**Participant Information Sheet:** This document provides potential participants with comprehensive details about the study, including its purpose, expectations, potential risks, benefits, confidentiality, and data handling procedures.

**Consent Form:** A crucial document for obtaining participants' permission to use their interview results for research. The form covers all research areas and agreements, allowing researchers to use the information obtained during interviews for future research.

#### **Privacy and Voluntary Participation**

**Respect for Privacy:** Participants' privacy is respected at all stages. Data are stored in encrypted files, and pseudonyms are used to maintain confidentiality.

**Emphasis on Voluntariness:** Participants are informed that their participation is voluntary and they can withdraw at any time without adverse consequences.

**Avoiding Data Manipulation and Bias:** Efforts are made to collect data objectively and ensure the integrity of research data by avoiding any form of manipulation or bias.

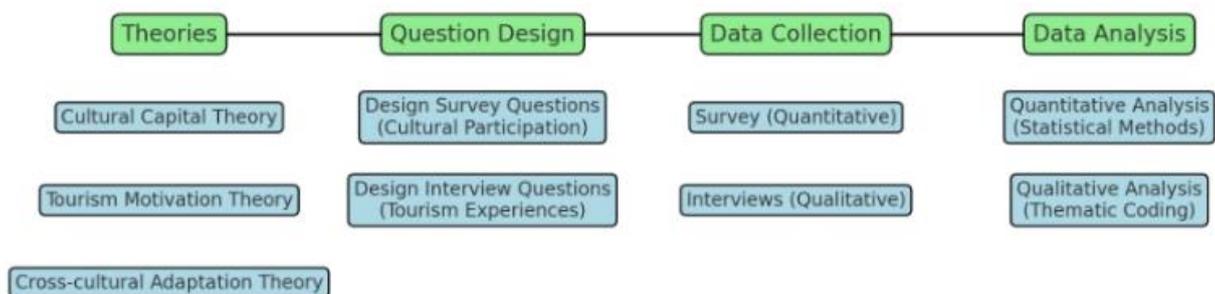
**Objective and Unbiased Data Collection:** Data collection and transcription processes are conducted impartially using the participants' exact words to create interview transcripts.

**Transparent Data Handling:** Processes for handling, analyzing, and storing data are documented and transparent, including clear procedures for coding and analyzing qualitative data.

**Addressing Researcher Bias:** Researchers remain vigilant about personal biases that could influence the research.

Ethical considerations are the cornerstone of any research involving human subjects. Adhering to these principles protects participants and ensures the validity and credibility of research findings. Ethical research practices maintain the integrity of the research process and foster trust between researchers and participants. This careful attention to research ethics ensures that the findings can be practically applied to develop and improve China's tourism industry. The conclusions drawn can help develop future marketing, management, or operational strategies for various World Heritage sites and cities, increasing annual tourism revenue. Therefore, the results of this study are highly valid and reliable, focusing on the thorough exploration of cultural and tourism businesses through interviews with hotel operators and tourists from different regions to collect diverse data and develop high-quality research findings.

**Figure 15**  
*Details of the Research Process*



*Note.* Compiled by the author.

### 3.6. LIMITATIONS

This study has several limitations that should be acknowledged. The relatively short duration of the research means that it may only partially capture the seasonal variations in tourism patterns and cultural activities in the Chaoshan region. The number of interviews was limited to 25 potentially hindering the ability to capture a broader range of perspectives and experiences, thereby impacting the depth and richness of the qualitative data. The sample size, particularly for qualitative interviews and focus groups, was relatively small, affecting the generalizability of the findings across different demographic groups and geographical regions.

Researcher bias may have been introduced in semi-structured interviews and participant observations since the researcher's perspectives and interpretations could influence the data collection and analysis processes. Although purposive sampling effectively obtained detailed and relevant insights, it limited the generalizability of the findings since the sample may not represent the broader population of tourists, cultural heritage workers, and other stakeholders.

The availability of crucial participant groups, such as museum staff and ICH workers, could have been improved, affecting the number and depth of the interviews conducted. Despite the significant number of responses from quantitative surveys,

non-response bias is always possible. Those who chose not to participate may have different perspectives not reflected in the findings.

Observations and data collection during specific cultural events, such as the “Chaoshan Cultural Tour—Intangible Cultural Heritage Interactive Experience Day,” may reflect event-specific behaviors and attitudes that do not represent everyday cultural interactions and tourism experiences. Although the event lasted a week, it was only held once, so the data collected may only partially capture ongoing trends. Consequently, the results and conclusions drawn from this study may not be directly applicable to other regions with different cultural dynamics.

### **3.7 SUMMARY**

This chapter provides a comprehensive overview of the selected research methodologies and approaches, detailing the application of Cultural Capital Theory, Tourism Motivation Theory, and Cross-Cultural Adaptation Theory in the design and implementation of the study. This chapter outlines the choice and application of mixed-methods research to ensure the study is conducted systematically, ethically, and effectively.

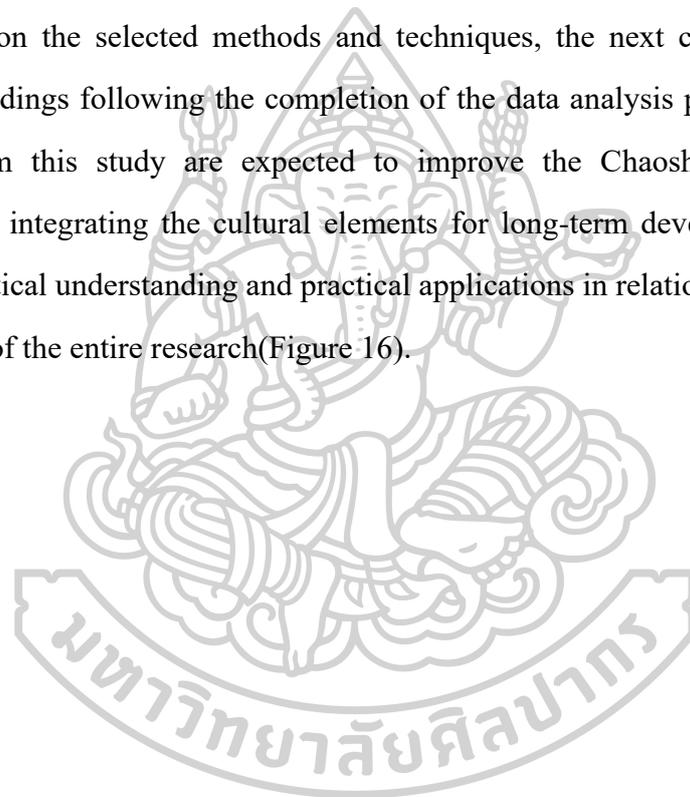
The mixed-methods approach is chosen as the core methodology because it captures complex human experiences and perspectives on tourism and culture. This approach facilitates the integration of qualitative and quantitative insights, providing a more comprehensive understanding of the research problem. Purposive sampling is employed to strategically select research participants, ensuring a balanced group to gather various perspectives that could offer valuable information on different aspects of cultural integration in China’s tourism industry.

Ethical considerations, including informed consent, voluntary participation, confidentiality, and data integrity, have been thoroughly addressed in this study. This chapter’s commitment to ethical and transparent research practices lays a solid foundation for the subsequent analysis and discussion of research findings. Adhering

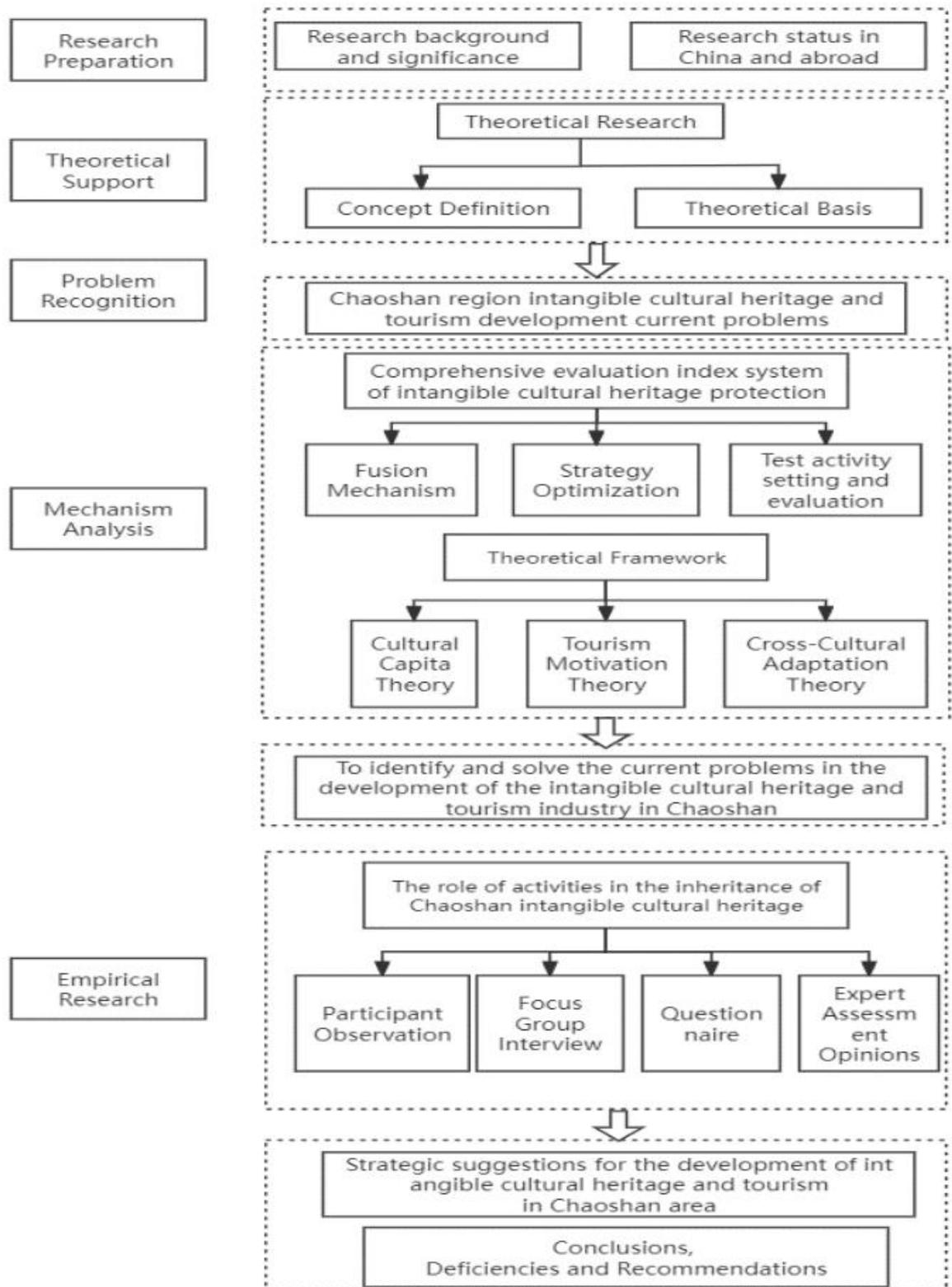
to ethical standards and transparency improves the validity and reliability of the research results, contributing to the development of new insights that enhance the knowledge base.

Additionally, this chapter highlights the specific design of questionnaires and interview questions, analyzing the impact of the three theoretical frameworks on the integration of cultural tourism and ICH. This detailed design provides a robust foundation for subsequent data analysis and the discussion of results.

Based on the selected methods and techniques, the next chapter discusses the research findings following the completion of the data analysis process. The insights gained from this study are expected to improve the Chaoshan cultural tourism industry by integrating the cultural elements for long-term development, enhancing both theoretical understanding and practical applications in relation to cultural tourism. Mind map of the entire research(Figure 16).



**Figure 16** *Mind Map of Overall Framework of the Research*



Note. Created by the author.

## **CHAPTER 4**

### **RESEARCH PROCESS AND RESULTS**

#### **4.1 INTRODUCTION**

This chapter outlines the research process and presents the results of the mixed-methods research, conducted to examine the transmission and innovation of Chaoshan intangible cultural heritage (ICH) within cultural tourism. Leveraging the reputation of Chaozhou as “The World City of Gastronomy,” the study utilized the theoretical frameworks of Cultural Capital Theory, Tourism Motivation Theory, and Cross-Cultural Adaptation Theory to analyze the role and impact of ICH in cultural tourism.

Qualitative insights were gathered through semi-structured interviews with six Chaoshan tourists, six tourism-related workers, six museum staff, and five ICH conservationists. These interviews provided a comprehensive understanding of the current situation and challenges in relation to Chaoshan’s cultural tourism. The qualitative data helped to explore the integration of ICH in tourism, the role of cultural experiences, and challenges in preserving cultural heritage. Quantitative data were collected from a survey of 895 participants to validate the research hypotheses. The survey included questions on public awareness, participation, and attitudes toward Chaoshan’s ICH. The data were analyzed and presented through various charts and tables, offering a visual representation of the findings.

Based on research and hypotheses, expert interviews and innovative interactive experiences targeting younger audiences were designed and implemented. The feasibility of the “Chaoshan Cultural Journey – Interactive Intangible Cultural Heritage Experience Day” held at Huizhou City Vocational College was evaluated. This event’s interactive nature and participant feedback were documented through focus group discussions and a post-event survey with 307 responses, along with expert reviews conducted post-activity.

By integrating theoretical insights with empirical data, this chapter illustrates the practical application of the theoretical framework in real-world contexts. The diverse research methods and in-depth data analysis emphasize the commitment to cultural heritage preservation and innovation, providing valuable insights for the sustainable development of cultural tourism in the Chaoshan region.

## **4.2 QUALITATIVE FINDINGS**

### **4.2.1 INTRODUCTION OF SEMI-STRUCTURED INTERVIEWS**

In order to gain a deeper understanding of the transmission and innovation of Chaoshan ICH in cultural tourism, semi-structured interviews were conducted involving 23 individuals who have direct contact with Chaoshan culture. The interviewees included tourists, hoteliers, tour guides, museum staff, and protectors of ICH. The interviews centered on their perceptions of the integration of culture and tourism in Chaoshan, the role of culture in tourism, and memorable cultural experiences. The interviews were all completed within 30 to 45 minutes and focused on five main questions. The data were summarized in two groups according to the type of interviewer and time sequence. The first group consisted of six tourists, four hotel operators, and two tour guides, while the second group comprised five workers engaged in the transmission or protection of Chaoshan intangible heritage and six museum staff members.

### **4.2.2 INTERVIEW QUESTIONS**

The questions were designed based on the theoretical framework established in Chapter 2, incorporating Cultural Capital Theory, Tourism Motivation Theory, and Cross-Cultural Adaptation Theory.

#### **Questions for Tourists**

Q1. Can you share an unforgettable travel experience? If you have ever traveled internationally, can you share your experience?

Q2. Based on your travel experience, have you observed the integration of traditional culture and tourism?

Q3. What role do you think culture plays in tourism? How can culture and tourism be combined to promote tourism development?

Q4. Have you developed a deeper connection with Chinese culture through your travel experiences? Please mention the different places you have visited so far.

Q5. Has experiencing traditional culture firsthand affected your view of the local area?

#### **Interview Questions for Museum Workers and ICH Workers**

Q1. Is combining culture and tourism vital to developing China's tourism industry?

Q2. How do you integrate traditional Chinese culture into hotel or tourism services?

Q3. What are the main challenges in integrating Chinese traditional culture into tourism products?

Q4. What role do hotels or tourism services play in inheriting and promoting traditional Chinese culture?

#### **For ICH Protection Workers**

Q1. Please describe your main responsibilities in ICH work.

Q2. How do you evaluate the current situation of ICH protection in Chaozhou and Shantou?

Q3. What do you think is the biggest challenge you currently face?

Q4. In your experience, what is the public's attitude toward protecting ICH?

Q5. What suggestions or ideas do you have for protecting ICH?

#### **For Museum Staff**

- Q1. How do you view the role of museums in disseminating Chaoshan culture?
- Q2. What measures has the museum taken to preserve and display ICH?
- Q3. What do you think is the biggest challenge facing museums?
- Q4. What new measures do you think museums can take to protect cultural heritage?
- Q5. How do you think the role of museums in cultural heritage will develop in the future?

#### 4.2.3 INTERVIEW SUMMARY

**Table 14**

*Tourist Interview Summary*

Role	Observations on Cultural and Tourism Integration	Role of Culture in Tourism	Memorable Travel Experience
Tourist	I observed significant integration in China, where cultural customs are deeply rooted in the tourism industry.	Culture plays a central role in creating unique and unforgettable experiences, enhancing the educational and immersive travel experience.	I witnessed the unforgettable light show on Guangji Bridge in Chaozhou.
Tourist	I noticed China's unique approach, where cultural customs become part of daily life, contrasting with the tailored experiences for tourists in Thailand and Brazil.	Culture is the heartbeat of tourism, enriching travel by providing authentic experiences that allow people to understand and appreciate the local way of life.	I participated in a traditional Bai tie-dye workshop in Yunnan, learning an ancient art form.

- Tourist Compared to business travel destinations like London or Dubai, China's integration is unique, with cultural sites being purely scenic. Cultural elements transform sightseeing into an educational and immersive experience, enhancing the attractiveness and value of the destination. I attended a Sichuan opera performance in Chengdu, including a backstage experience with the artists.
- Tourist Unlike Europe, in China, culture is part of daily life that tourists can experience rather than just being preserved in museums. The thoughtful combination of culture and tourism creates authentic and unforgettable experiences, closely connecting tourists with the destination. I attended a memorable performance in Guilin.
- Tourist Compared to North America, China inherently integrates culture into daily experiences, making it less commercialized. Culture enriches the travel experience by providing authentic insights into a country's heritage and way of life. I visited a local workshop in Xi'an where terracotta warriors are made, learning about their historical significance.
- Tourist In the City of Gastronomy the integration of culture into daily life, especially the art forms and culinary traditions of Chaozhou, contrasts with other international experiences. Culture distinguishes one place from another, offering not only entertainment but also insights into art and social customs. I experienced local Chaozhou cuisine and Gongfu tea in Shantou.
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*Note.* Compiled by the author

**Figure 17**

Interviews with tourists



*Note.* Photos taken by the author.

**Table 15**

*Summary of Interviews With Hotel Operators and Tour Guides*

	Observations on Cultural Role of Culture in	Role of Culture in	Meaningful Initiatives
Hotel Operator	and Tourism Integration Integrating culture into the tourism industry is	Tourism Hotels and tourism services play a key	Hosting performances at the hotel, offering

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	crucial for China's role in preserving local performances development, helping to and promoting and art displays to protect heritage and culture by enrich guest share traditions. incorporating it into experiences. their products.
Hotel Operator	The integration of Hotels should offer Hosting cultural culture and tourism is authentic workshops at the essential for the experiences that hotel, allowing guests development of China's reflect local culture, to learn about local tourism industry and enhancing the crafts and traditions. provides unique educational value of experiences. tourism.
Hotel Operator	The integration of Hotels contribute to Offering cooking culture and tourism is cultural technique classes at vital for enriching the understanding by the hotel, teaching tourism experience and providing authentic guests to cook one or promoting an demonstrations and two local dishes in a understanding of activities reflecting short time. Chinese cultural values. local culture.
Hotel Operator	Integrating culture into Hotels and resorts Providing Chaozhou tourism is seen as key to help in the opera performances developing China's preservation and and local art displays tourism industry, promotion of culture, within the hotel to especially in culturally especially in regions promote Chaoshan rich areas like Chaoshan. with unique cultural cultural elements. characteristics.
Tour Guide	The close integration of Integrating culture Promoting the culture and tourism is into tourism can development of local

vital for maintaining enhance global tourism routes, using  
 China's cultural identity understanding and tourism to protect  
 in the process of appreciation of local culture.  
 globalization. China's heritage.

Tour Guide Emphasizing the Tourism is seen as a Collaborating with the  
 importance of means of educating tourism bureau to  
 integrating culture into the public and develop  
 tourism is important for protecting the culture-focused  
 maintaining the cultural diversity of cultural itineraries,  
 diversity and heritage. highlighting local  
 characteristics of China, traditions and history.  
 especially in ethnic  
 minority areas.

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*Note.* Compiled by the author.



**Figure 18**

*Interviews with Hotel Staff*



*Note.* Photo taken by the author.

**Table 16**

*Summary of Interviews With Museum Staff*

Gender	Age	Workplace	Job Role	Interview Content
Male	35	Chaozhou Museum	Museum Exhibition Planner	<p>Most visitors are very interested in Chaoshan culture, but traditional skills are hard to pass down through displays alone.</p> <p>Lack of funds limits the scale and quality of exhibitions. Utilizing new media and digital tools, such as virtual exhibitions, could enhance visitors' understanding of Chaoshan culture.</p>
Female	29	Chaozhou Museum	Docent	<p>Limited space in the museum affects the use of new technologies for presenting culture, impacting the interactivity and educational effect of exhibitions.</p> <p>The younger generation is interested in</p>

traditional culture but prefers interactivity and storytelling.

Young people visit the museum during school trips, but the educational time is limited. Introducing traditional cultural skills into schools could better promote cultural transmission among the youth.

Male	40	Xiangqiao District Intangible Cultural Heritage Protection Center, Chaozhou	Intangible Cultural Heritage Protection	<p>Chaozhou has a very rich ICH that is worth preserving.</p> <p>The Chaozhou government often organizes traditional art and craft exhibitions and activities. Collaborating with inheritors and schools promotes the transmission of traditional skills, with the aim of passing down Chaoshan's excellent ICH.</p> <p>The types of activities also need innovation and breakthrough.</p>
Female	37	Shantou Museum	Cultural Relic Sorting	<p>Public participation could be increased through exhibitions and educational activities.</p> <p>The museum needs to enhance its publicity efforts to encourage public participation in public welfare activities.</p>
Male	45	Shantou Museum	Museum Security	<p>The young generation visiting the museum is full of vitality and eager to learn.</p> <p>The safety of exhibits needs to be ensured and the museum's cultural dissemination activities supported.</p>

Female	33	Shantou Museum	Docent	Excavating artifacts and telling historical stories would enhance visitors' understanding of history. Young visitors show high interest in learning about traditional culture and actively respond to learning about ICH.
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*Note.* Compiled by the author.

**Figure 19**

*Interviews With Museum Staff*



*Note.* Photo taken by the author.

**Table 17***Summary of Interviews With ICH Preservation Practitioners*

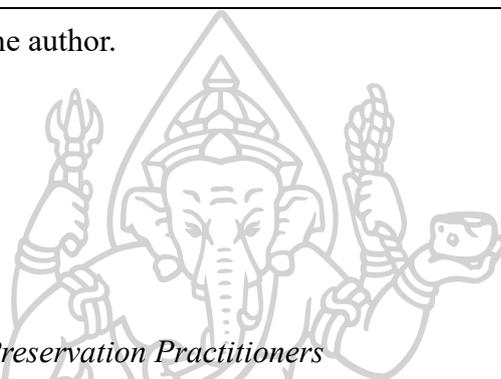
Gender	Age	Workplace	Job Role	Interview Questions and Summary of Answers
Male	36	Xiangqiao District Carved Lacquer and Embroidery Intangible Cultural Heritage Workshop, Chaozhou	Deputy Director of the Carved Lacquer and Embroidery Intangible Cultural Heritage Workshop	Hands-on workshops are provided, combining modern art with traditional wood carving. Changes in market demand and reduced interest from young people present challenges. Wood carving festivals and exhibitions promote local economic and tourism development.
Female	35	Chaozhou Paifang Street Teahouse	Inheritor of Chaoshan Gongfu Tea Art	The Gongfu tea ceremony provides a cultural tourism experience. Innovative tea art performances attract tourists. Educational programs improve public awareness of Gongfu tea.
Male	40	Guangdong Yanghang Food Co., Ltd.	Inheritor of Red Peach Cake-Making Technique	Red peach cakes have cultural significance. Balancing tradition and innovation in the face of modernization. Promoting and educating the new generation on cake-making techniques.
Female	42	Wood Carving Studio	Inheritor of Chaozhou Wood Carving	Wood carving workshops and modern design. Maintaining traditional techniques and

materials.

Integrating wood carving art into the school art education curricula.

Male	36	Wood Carving Studio	Inheritor of Chaozhou Wood Carving	of Wood carving workshops and modern design. Integrating wood carving art into the school art education curricula.
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*Note.* Compiled by the author.



**Figure 20**

*Interviews with ICH Preservation Practitioners*



*Note.* Photo taken by the author.

#### **4.2.4 ANALYSIS OF THE INTERVIEW RESULTS**

##### **4.2.4.1 INTEGRATION IN CHAOSHAN CULTURE AND TOURISM**

The results of the interviews indicate a high degree of integration between culture and tourism in Chaoshan. Respondents generally view Chaoshan as a tourist destination where cultural elements are well represented and highlighted. Chaoshan's unique approach allows tourists to make cultural experiences an intrinsic part of their visit. This integration engages visitors in various ways, such as inviting them to participate in traditional tea ceremonies and watch local artists at work. These experiences highlight the region's commitment to keeping its cultural practices alive and integrating them into the daily experiences of locals and visitors alike. The authenticity of these interactions is particularly notable when compared to experiences in other countries, where cultural attractions often feel more staged or commercialized. An important aspect of integration highlighted in the interviews was the active participation of tourists in cultural activities, such as attending tea ceremony seminars or cooking classes in Chaoshan, which helped tourists gain a deeper understanding and appreciation of Chaoshan's intangible culture.

##### **4.2.4.2 THE ROLE OF ACTIVITIES IN PROMOTING AND LEARNING ABOUT INTANGIBLE CULTURE IN CHAOSHAN**

The results of the interviews indicate that activities are an essential way of promoting cultural participation. From the interviewees' perspective, activities such as traditional embroidery workshops, tea ceremonies, and shadow workshops were entertaining and educational for visitors. These activities provide opportunities for hands-on experience, allowing visitors to participate and actively learn about the local culture. The interview data revealed that this participatory approach was particularly effective in promoting a deeper connection to and understanding of Chaoshan's ICH. Tourists highly appreciated their participation in these activities, recognizing this

approach as an effective way of preserving and passing on traditional culture while also adding to the attractiveness of the culture.

#### 4.2.4.3 SIMILARITIES AND DIFFERENCES IN THE WAYS OF INTEGRATING TRADITIONAL CULTURE INTO TOURISM

The results of the interviews provide a comparative perspective, revealing various approaches to cultural tourism in different regions. All regions emphasize the display of local culture as a significant tourist attraction. Whether it be the embroidery workshops in Chaoshan, cuisine in Chengdu, sights and sounds of Xiamen, or the intermingling of nature and Naxi culture in Lijiang, each region attracts tourists with its unique cultural attributes. However, there are significant differences in how cultural experiences are presented in various regions. Chaoshan is known for its immersive and participatory approach. Unlike other cities where cultural experiences tend to be more observational, Chaoshan actively involves tourists in cultural practices to make their experiences more interesting. In addition, Chaoshan extensively uses modern technology in cultural tourism, enhancing the cultural experience through interactive digital museums and virtual reality, a technological integration that sets it apart from more traditional cultural presentations.

#### 4.2.4.4 SUGGESTIONS FOR FURTHER INTEGRATION OF CHAOSHAN ICH WITH MODERN TOURISM

The interview results indicate that there is much room for improvement in the preservation of ICH and the integration of tourism in Chaoshan. Importantly, the interviewees suggested using digital platforms and technologies, such as social media, virtual tours, and augmented reality, to attract modern tourists and interact positively with the younger generation. Creating online content showcasing Chaoshan's rich cultural activities and traditions could improve its attractiveness and increase tourism revenue. In addition, the development of interactive experiences was also suggested

by interviewees, including guided cultural walks and interactive museums, to present strong historical and cultural narratives during site visits, making the trip more exciting and ensuring visitors maximize their understanding of intangible heritage.

#### 4.2.4.5 SUGGESTIONS FOR FURTHER INTEGRATION OF CHAOSHAN ICH WITH MODERN TOURISM

From the results of the interviews, various suggestions for improvement in preserving and integrating ICH in Chaoshan were identified. One potential suggestion by the interviewees was to use digital platforms and technologies in practices such as tour guiding and ticketing. The results of the interviews suggest that Chaoshan can utilize innovative initiatives such as social media, virtual tours, and augmented reality to attract modern tourists and positively interact with the younger generation. Therefore, creating online content that appropriately showcases Chaoshan's rich cultural activities and traditions could improve its ability to attract a more diverse and global audience, thereby increasing tourism revenue. Utilizing more digital technologies to improve services could improve the connection between traditional heritage and modern tourism, as indicated by the interviewees' responses.

#### 4.2.5 SUMMARY OF THE FINDINGS FROM SEMI-STRUCTURED INTERVIEWS

The Chaoshan region has a rich array of ICH, particularly in wood carving and culinary traditions, which hold significant cultural capital. These elements are critical attractions for tourists interested in cultural heritage tourism. The primary motivations for tourists visiting the Chaoshan region include leisure and the allure of its cuisine and traditional culture. The preservation and transmission of Chaoshan's ICH enhance tourists' motivation to visit and improve their cross-cultural adaptation.

The interview results reveal that Chaoshan's cultural tourism products have successfully enhanced tourists' cultural experiences by emphasizing educational, interactive, and participatory designs. However, the findings also highlight a gap in

providing hands-on cultural activities for foreign tourists. Specifically, while many visitors enjoy the local cuisine, their experiences often need to be broadened to taste rather than engagement in cooking classes or culinary demonstrations. Moreover, Chaoshan cuisine's distinct and mild flavor profile may require adjustment to cater to the palates of tourists from other provinces or countries, promoting sustainable consumption and tourism.

Leveraging Chaoshan's reputation as a "City of Gastronomy," there is significant potential to attract tourists through cooking classes and culinary explanation sessions. Despite Chaoshan's diverse and renowned culinary offerings, there needs to be more structured and guided itineraries that integrate cultural heritage with culinary experiences. This suggests an opportunity for developing curated cultural routes that combine heritage sites with culinary activities, providing tourists with a more immersive and educational experience.

In summary, while Chaoshan's cultural tourism products effectively enhance tourists' cultural experiences, there is room for improvement by offering more interactive and participatory culinary experiences. By addressing these gaps, Chaoshan can further leverage its cultural and culinary heritage to attract and engage a broader range of tourists, promoting sustainable tourism and enriching visitors' overall experiences.

## **4.3 QUANTITATIVE RESEARCH**

### **4.3.1 QUESTIONNAIRE DESIGN**

In order to gain a deeper understanding of the public's initial impression of Chaoshan's ICH and its inheritance and innovation in cultural tourism, a questionnaire survey was designed and distributed through <https://www.wjx.cn/vm/Pp0aSJJa.aspx#>. The aim of the questionnaire was to collect data on the awareness, participation, and protection attitudes of people of all ages and social backgrounds toward ICH in the Chaoshan region, providing data support and an empirical basis for subsequent

cultural tourism development. The questionnaire responses were used to evaluate the interests of different groups in Chaoshan ICH and their willingness to participate in cultural activities. In addition, the questionnaire also explored the public's views on the integration of ICH into tourism activities, which has important guiding significance for formulating test activities. The results of this survey will help understand the public's expectations for the protection and inheritance of Chaoshan's ICH and provide customized insights into the cultural tourism strategy of Chaoshan. It would not only help improve the visibility and participation of Chaoshan culture but also enhance the appeal of local culture and promote the sustainable development of culture and tourism.

#### 4.3.2 QUESTION SETTING

The questions were set to collect the demographic details of the participants, including age and gender. Details of the questions are presented in Appendix 1.

#### 4.3.3 QUESTIONNAIRE SUMMARY

A total of 866 people were selected to provide feedback for this survey. The age distribution of the respondents showed a predominance of young people, with the 18 to 25 age group being the largest, accounting for 33.49%, followed by the 25 to 35 age group, with 16.97%, and the 35 to 45 age group, with 13.86%. The survey also included the representation of younger (under 18) and older (45 to 60 and 60 and over) age groups, which accounted for 18.71% and 16.97% of respondents, respectively. The gender distribution of the survey participants was almost evenly balanced, with 51.04% being female and 48.73% male.

**Table 18**

*Survey Participants*

Age Range	Number of People	Percentage
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Under 18 years	162	18.71%
18 to 25	290	33.49%
25 to 35	147	16.97%
35 to 45	120	13.86%
45 to 60	79	9.12%
60 and above	68	7.85%
Total respondents	866	

*Note.* Summary of the survey results compiled by the author.

Regarding occupation, the largest group of participants was students, accounting for 37.88% of the total respondents, consistent with the reported young population structure. The second largest group comprised individuals in the business and service personnel category, accounting for 19.86%. This was followed by professional and technical workers (13.63%), workers (9.01%), and self-employed people (6.47%). A smaller proportion of participants were engaged in agriculture (2.66%) and other unspecified occupations (3.23%).

**Table 19**

*Participants' Gender*

Gender	Number of People	Percentage
Male	422	48.73%
Female	442	51.04%
Uncertain	2	0.23%
Total respondents	866	

*Note.* Summary of the survey results compiled by the author.

Regarding occupation, the largest group of participants was students, accounting for 37.88%, consistent with the reported young population structure. The second largest group comprised individuals in the business and service personnel category, accounting for 19.86%, followed by professional and technical workers (13.63%), workers (9.01%), and self-employed people (6.47%). A smaller proportion of participants were engaged in agriculture (2.66%) and other unspecified occupations (3.23%)

**Table 20**

*Participants' Occupations*

Occupation	Number of People	Percentage
Manager	63	7.27%
Professional skilled worker	118	13.63%
Business and service industry personnel	172	19.86%
Worker	78	9.01%
Self-employed	56	6.47%
Student	328	37.88%
Farming	23	2.66%
Other	28	3.23%
Total respondents	866	

*Note.* Summary of the survey results compiled by the author.

According to the survey results, 83.37% of respondents had an understanding of ICH, providing a good foundation for further cultural education and activity promotion. A significant 50.46% considered themselves knowledgeable, indicating that although not experts, they understood well. Additionally, 32.91% of participants felt they knew the concept very well, indicating a high awareness of the topic and deeper involvement or interest.

A small minority of respondents (13.39%) admitted not knowing much, which may reflect a general awareness of the concept but a lack of detailed understanding or exposure. Only a small percentage of respondents (3.23%) stated that they had no idea, indicating an almost negligible presence in the sample. These findings indicate that participants demonstrated considerable awareness and understanding of ICH, potentially laying a solid foundation for further educational activities or targeted cultural tourism development strategies. The data revealed that this concept was not unfamiliar to most respondents, which may benefit regions such as Chaoshan that wish to promote ICH as part of the tourism experience.

The survey results regarding the likelihood of traveling to areas rich in traditional cultural heritage indicate a robust positive inclination among respondents. The following findings were revealed. In total, 64.78% of participants (26.21% of whom “strongly agreed” and 38.57% “agreed”) showed a clear preference for traveling to areas known for their rich cultural heritage. According to the Tourism Motivation Theory, cultural experience is one of the essential motivations for tourists choosing a travel destination. This overwhelming majority suggests that cultural heritage significantly appeals to these respondents and may influence their travel decisions.

**Figure 21**

*Role of Rich Traditional Cultural Heritage in Travel Decisions*



*Note.* Summary of the survey results compiled by the author.

In contrast, only 17.09% of respondents were “neutral” on this issue, suggesting that while potentially appreciating cultural heritage, it may not be a decisive factor in their travel choices. Those who said they “disagree” (11.43%) or “strongly disagree” (6.7%) were in the minority, meaning that for them, rich cultural heritage is not the main attraction when considering a travel destination. The survey results indicate that although a City of Gastronomy accolade may be a compelling factor in travel decisions, it may have important implications for tourism strategies in culturally rich regions such as Chaoshan. This highlights the potential for these areas to market their cultural assets as a critical aspect of attracting tourists.

**Table 21**

*Cultural Integration in Tourism*

Cultural Integration in Tourism	Number of People	Percentage
Strongly agree	211	24.36%

Agree	304	35.1%
Neutral	155	17.9%
Disagree	106	12.24%
Strongly disagree	90	10.39%
Total respondents	866	

*Note.* Summary of the survey results compiled by the author.

Most respondents favored exploring the necessity for cultural integration in tourism through the survey. As can be seen from Table 21, most respondents were optimistic about the role of cultural integration in tourism for the preservation and transmission of traditional culture. More than half the participants (59.46%) either “strongly agree” (24.36%) or “agree” (35.1%), indicating a positive link between cultural tourism and cultural heritage preservation from the tourists’ point of view.

During the survey, the respondents were asked questions about their willingness to understand and learn about traditional culture through activities and demonstrated strong positive responses. Many people (31.64%) said they were “very willing” to participate in activities to understand and learn about ICH. This reflects a high level of enthusiasm and a proactive attitude toward cultural engagement. The largest group of respondents (45.96%) said they would be “more willing” to participate in such activities. According to the survey results, 77.60% of the respondents were willing to participate in cultural activities, further validating the Tourism Motivation Theory, namely that tourists need to obtain cultural capital by participating in activities.

A small minority of participants (15.36%) adopted a more passive attitude, indicating that they were generally willing to learn more about cultural heritage if curious, meaning that their interest might be piqued under the right circumstances. Only 7.04% of respondents were “unwilling” to participate in activities to learn about ICH. This low ratio suggests that the respondents had little resistance to cultural learning.

**Table 22***Cultural Integration in Tourism*

Willingness to Engage in Cultural Activities	Number of People	Percentage
Very willing	274	31.64%
More willing	398	45.96%
Generally, only the curious	133	15.36%
Unwilling	61	7.04%
Total respondents	866	

*Note.* Summary of the survey results compiled by the author.

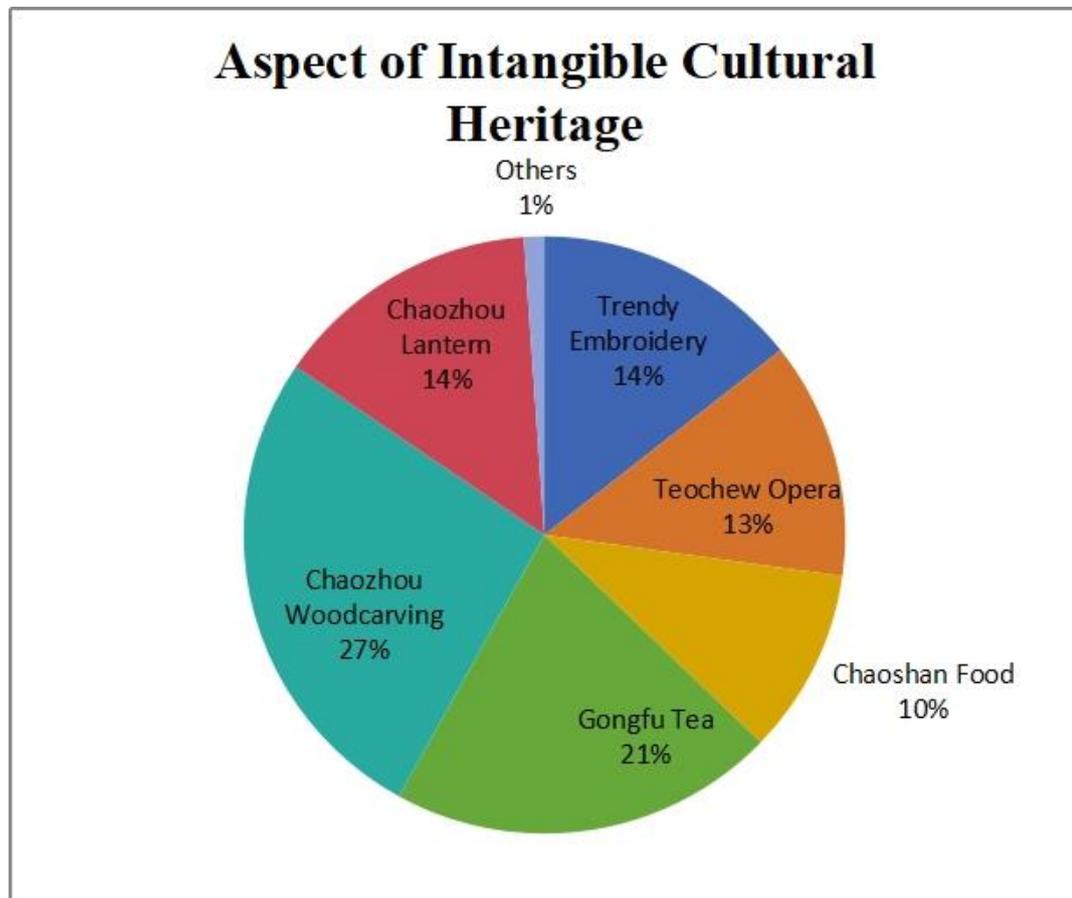
The survey results indicate that respondents exhibited strong interest and engagement in traditional culture through activities. A notable 31.64% of participants were “very willing” to engage in cultural activities, while 45.96% were “more willing,” totaling 77.60% and demonstrating a proactive attitude toward cultural engagement. A smaller group (15.36%) showed conditional interest, while only 7.04% were “unwilling” to participate, reflecting low resistance to cultural learning.

Regarding the current status of cultural heritage protection in Chaoshan, 45.52% of respondents had a positive view, with 13.86% rating it as “excellent” and 31.76% as “good.” However, 20.32% took a neutral stance, while 25.64% expressed dissatisfaction, indicating areas needing improvement. A modest 8.43% were unable to evaluate the protection status, suggesting a lack of awareness or experience with cultural heritage efforts.

Interest in specific aspects of Chaoshan’s ICH varied. Chaozhou woodcarving attracted 89.72% of respondents, highlighting its cultural significance. Gongfu tea also garnered significant interest from 70.55% of participants, underscoring its importance in the local cultural landscape and potential for cultural tourism.

**Figure 22**

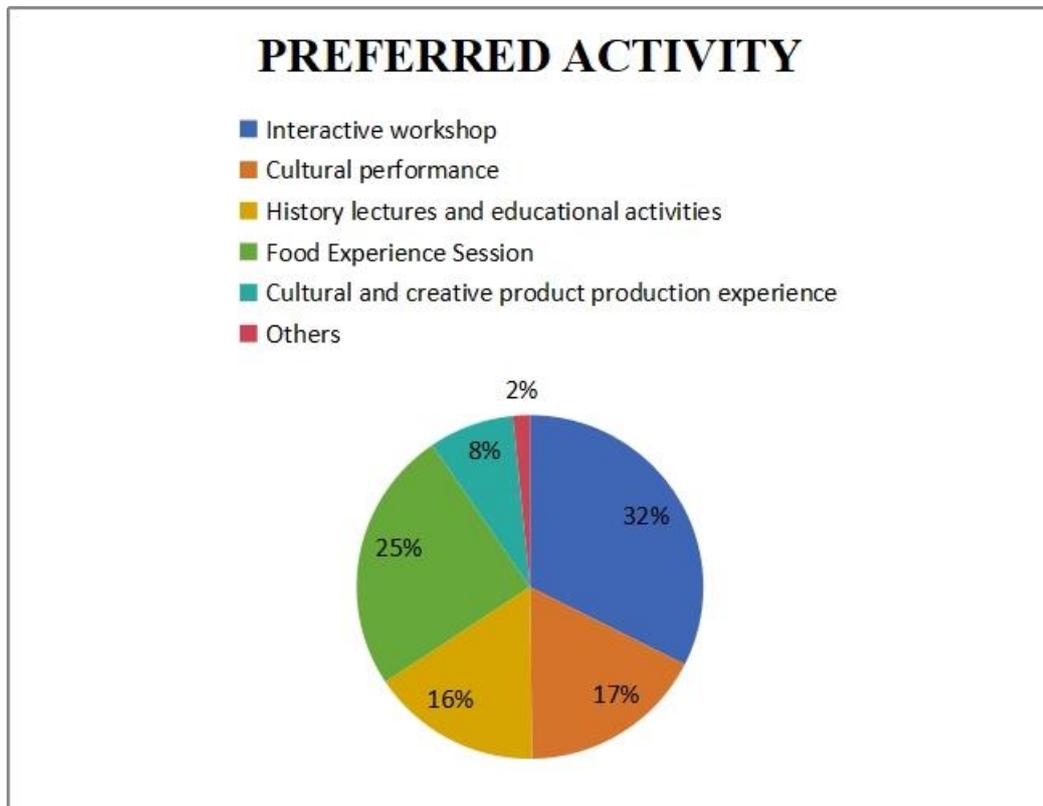
*Areas of Interest in Chaoshan's ICH*



*Note. Summary of the survey results by the author.*

**Figure 23**

*Types of ICH Activities Expected by Tourists*



*Note.* Summary of the survey results compiled by the author.

The survey results regarding the platforms for learning about Chaoshan's ICH projects revealed a variety of choices among participants. TikTok was the preferred platform, chosen by 36.61% of respondents. This suggests that the short-form video content popular on TikTok was a favored medium for learning about cultural projects, reflecting its reach among a younger audience and the growing trend of consuming quick, engaging content.

#### 4.3.4 COMPARISON OF SURVEY AND INTERVIEW FINDINGS

**Table 23**

*Comparison of Survey and Interview Results*

Research Objective	Survey Findings	Interview Summary

Understanding the Status of Chaoshan Cultural Heritage	89.03% recognize the importance of heritage	Participants viewed the City of Gastronomy as a high reverence for cultural practices and considered authentic experiences to be important
Exploring Approaches for Tourism and Heritage Inheritance	Innovative Interactive workshops (62.12%) and technological engagements were highly anticipated.	Innovative methods like VR and interactive storytelling were highlighted as being effective.
Comparative Analysis of Tourism Innovations	Cultural performances (33.26%) and food experiences (47.46%) were preferred.	Chaoshan's integrated and participatory approach contrasted favorably with other cities.
Integration of Intangible Heritage with Tourism	Strong willingness to engage in cultural activities (78.64%) either "Very willing" or "More willing".	Emphasis on authentic experiences that allow active participation in cultural practices.
Factors of Cultural Heritage		
Elements	Survey Findings	Interview Findings
Intangible Heritage of Chaoshan	89.03% value heritage	Participants expressed high interest in cultural practices and the importance of preserving these traditions.
Preferences for Heritage in Tourism	64.78% were influenced by cultural richness in their travel	Cultural integration was deemed essential for authentic travel experiences by tourists.

choices.

Interest in Activities for 78.64% were either Tourists favored hands-on, Learning Traditional very willing or more participatory experiences and Culture While Traveling willing to engage in valued the depth they added to the cultural learning travel experience. activities.

Areas of Interest in Toys, Tableware, and Authentic experiences in tea Chaoshan Cultural Heritage Chaozhou ceremonies, embroidery Woodcarving were of workshops, and traditional opera most interest. performances were highlighted.

Type of Innovations High anticipation for Innovative methods like VR, interactive workshops digital storytelling, and interactive and technological digital museums were preferred for engagements. enhancing cultural understanding.

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*Note.* Summary of the survey results compiled by the author.

#### 4.3.5 QUESTIONNAIRE DATA SUMMARY

The interview results and questionnaire data indicate that cultural tourism products in the Chaoshan region enhance tourists' cultural experience and promote local economic and social development through educational, interactive, and participatory design.

The questionnaire elicited responses to better understand tourists' points of interest in Chaoshan's ICH to facilitate the accurate selection of the most representative and popular cultural activities. According to the questionnaire results, the respondents showed a high interest in participating in the following Chaoshan cultural activities: 1. Chaoshan wood carving; 2. Chaoshan Gongfu tea art; 3.

Chaozhou lanterns; and 4. Chaozhou cuisine skills. The selection of these activities reflects tourists' eagerness to understand and experience Chaoshan culture in depth.

Combined with the Cultural Capital Theory, Tourism Motivation Theory, and Cross-Cultural Adaptation Theory, cultural tourism in the Chaoshan region enhances the value of cultural capital. It strengthens tourists' motivation and cross-cultural adaptation ability through innovation and the application of modern technology while preserving and inheriting ICH.

#### **4.4 RESEARCH HYPOTHESES AND OBJECTIVES**

##### **4.4.1 RESEARCH HYPOTHESES**

1. Leveraging the “City of Gastronomy” Accolade: The f “City of Gastronomy” award significantly impacts the innovative strategies employed in tourism and cultural heritage protection. Analyzing the effects of existing innovative strategies concerning tourism and cultural heritage protection suggests that a good gastronomic reputation can enhance tourist attraction and engagement.

2. Impact of Cultural Tourism on Chaoshan ICH: Cultural tourism, especially activities related to gastronomic tourism, has positive and negative impacts on the protection and transmission of Chaoshan ICH. By exploring these impacts, strategies can be proposed to optimize these activities, thereby strengthening the preservation and transmission of cultural heritage.

3. Protection and Development Strategies: Based on the research findings, targeted strategies and recommendations should be proposed to optimize the Chaoshan cultural tourism experience. Emphasis should be placed on fully leveraging the “City of Gastronomy” accolade while ensuring the protection and promotion of regional ICH.

#### 4.4.2 RESEARCH QUESTIONS

RQ1: What is the current state of Chaoshan's ICH and tourism development, particularly in leveraging the "City of Gastronomy" accolade, and what are the main challenges and issues faced?

RQ2: What innovative strategies has Chaoshan adopted in integrating cultural tourism and ICH preservation, and how effectively do these strategies leverage the "City of Gastronomy" accolade?

RQ3: What are the differences between tourists' expectations and their actual experiences of Chaoshan ICH activities, including culinary/food tourism, and what are the attitudes of tourists toward the food offered by Chaoshan?

#### 4.4.3 DATA ANALYSIS AND HYPOTHESIS VALIDATION

Following the completion of the questionnaire survey and preliminary interviews, the next step involved the analysis of the collected data and validation of the research hypotheses.

1. **Data Analysis:** Statistical analysis was conducted on the survey data to identify trends, patterns, and significant findings. This involved using descriptive statistics, inferential statistics, and possibly regression analysis to understand the relationships between variables.

2. **Mechanism Analysis:** The underlying mechanisms that explain the observed data patterns were explored. This involved qualitative analysis of the interview data to provide context and deeper insights into the quantitative findings.

3. **Hypothesis Validation:** The analyzed data were compared with the proposed hypotheses to confirm or refute them. This step determines whether the initial assumptions about the impact of the "City of Gastronomy" accolade, the influence of cultural tourism, and the effectiveness of protection and development strategies are based on empirical evidence.

## **4.5 ACTIVITY DESIGN AND IMPLEMENTATION**

### **4.5.1 TESTING THE ACTIVITY DESIGN**

This study integrates quantitative questionnaires and qualitative interviews grounded in Cultural Capital Theory, Tourism Motivation Theory, and Cross-Cultural Adaptation Theory. A series of campus activities aimed at inheriting and innovating Chaoshan ICH were designed.

Since vocational schools were considered to be the best choice for this event to attract young people from Generation Z, the Huizhou City Vocational College Art School was chosen as the destination for this “Intangible Cultural Heritage Interactive Experience Day – Chaoshan Cultural Journey.” Furthermore, Huizhou is located in the eastern part of Guangdong Province, with a favorable geographic location close to the Chaoshan region and a cultural background with many similarities to that of Chaoshan. This geographic proximity makes Huizhou City Vocational College an ideal place to showcase Chaoshan culture and attract visitors and culture enthusiasts from within and outside the region.

### **4.5.2 SPECIFIC ACTIVITY PROJECTS**

#### **4.5.2.1 TRADITIONAL CRAFT INTERACTIVE WORKSHOPS**

1. Chaoshan Woodcarving Workshop: Students can experience Chaoshan woodcarving by inviting artisans to demonstrate and guide the creation of woodcarving works.

2. Chaoshan Lantern Workshop: Inviting artisans to teach students the craft of Chaoshan lantern making allows the students to make lanterns themselves.

#### **4.5.2.2 CULTURAL PERFORMANCES**

1. Yingge Dance Performance: Inviting a Yingge dance troupe to perform a traditional Chaoshan dance.

2. Tea Art Demonstration: Chaoshan Gongfu tea performance, with explanations about tea culture and opportunities for student participation.

#### 4.5.2.3 INTERACTIVE LECTURES AND EDUCATIONAL ACTIVITIES

1. Cultural Lectures: Arranging for experts and scholars to explain Chaoshan's ICH past and current status.

2. Historical Story Sharing: Enhancing students' understanding of Chaoshan culture by telling stories of the region's history and culture.

#### 4.5.2.4 GASTRONOMY EXPERIENCE

1. Chaoshan Cuisine Production and Tasting: Inviting Chaoshan cuisine masters to demonstrate how to make traditional dishes and allowing students to participate in the cooking process.

#### 4.5.2.5 CULTURAL TOURISM ROUTE DISPLAY

1. Interactive Map: Creating an interactive map on campus showcasing cultural attractions in Chaoshan, providing detailed introductions and video materials. 2. Cultural Creative Products Making Experience—DIY Cultural Creative Products: Providing materials and tools to guide students in creating cultural products related to Chaoshan culture, such as handicrafts and cultural souvenirs.

### 4.5.3 ACTIVITY ARRANGEMENTS

Location and Time: April 16 to 17, 2024, at Huizhou City Polytechnic Art Design College.

Activity Background: Combining the academic reNotes and innovative environment of Huizhou City Polytechnic, this activity aims to deepen students' understanding of Chaoshan's ICH through education and interactive experiences and exploring its application in cultural tourism.

#### 4.5.4 ACTIVITY GOALS

To enhance the inheritance and education of Chaoshan's ICH among the young generation, the following activity goals are proposed:

**Cultural Immersion:** Deepen the understanding of traditional Chaoshan culture through interaction with artisans and cooking practices.

**Interpersonal Communication:** Promote cultural exchange among students, educators, and cultural experts.

**Innovative Participation:** Encourage students to think creatively about preserving culture and its traditional practices in modern society.

**Feedback and Reflection:** Collect participants' insights to evaluate the educational impact of the activity and promote cultural tourism in Chaoshan

#### 4.5.5 ACTIVITY PLAN

1. April 16, 2:40 PM: Opening ceremony hosted by Teacher He Jieshan.

2. April 16, 3:00 PM: Workshops and lectures, including an interactive woodcarving experience by Master Mao Guozhong, an interactive lantern-making class by Master Chen Wanjing, and a Gongfu tea performance and related lectures.

**Interactive Experience Zone:** Setting up a zone for embroidery experiences, allowing students to learn and practice firsthand.

3. April 17: Full exhibition showcasing Chaoshan culture and students' creative works, including traditional costumes, crafts, artworks, and photographs.

4. April 17, Afternoon: Student focus group interviews and questionnaire surveys.

#### 4.5.6 EXPECTED OUTCOMES

1. Students will gain a deeper understanding of Chaoshan's ICH.

2. Enhancement of students' career interest in the cultural creative industries.

3. Promotion of Chaoshan's cultural tourism within and outside the campus to increase interest.

#### **4.5.7 ACTIVITY EVALUATION AND FEEDBACK**

The study aims to design and implement interactive and educational campus activities to inherit and innovate Chaoshan ICH. Integrating quantitative questionnaires and qualitative interviews also provides empirical and theoretical support for future cultural tourism development. The following strategy is proposed.

Collect feedback and suggestions from participating students on various activities through questionnaires and interviews. Evaluate the acceptance, impact, and improvement in students' cultural awareness. Analyze the data, conclude the activity's effectiveness, and propose improvement suggestions.

Invite seven experts to conduct post-activity evaluations.

#### **4.5.8 EVALUATION METRICS**

1. Participation: Count the number of students participating in each activity and the frequency of participation.
2. Satisfaction: Students' satisfaction with the activities.
3. Cultural Awareness Improvement: Assess changes in students' awareness.
4. Chaoshan culture before and after the activities.
5. Feedback Suggestions: Collect students' opinions and suggestions on the activities to analyze areas for improvement.

#### **4.5.9 ACTIVITY RESEARCH GOALS**

Analyze the Specific Impact of Cultural Tourism on the Protection and Inheritance of Chaoshan Intangible Cultural Heritage: Explore the effects of cultural tourism activities on Chaoshan ICH, identify the positive and negative impacts of tourism activities, and propose strategies to optimize cultural tourism activities.

Propose Protection and Development Strategies: Based on the research findings, propose a series of targeted strategies and recommendations to optimize the cultural tourism experience in Chaoshan while protecting and promoting the region's ICH.

#### **4.5.10 TEST ACTIVITY RESULTS**

To comprehensively assess the campaign's impact and improve the effectiveness of future projects, qualitative and quantitative research methods are employed in this study with the aim of collecting data from multiple dimensions through questionnaires and student-focused group interviews. Combining quantitative questionnaire data can quantitatively reflect participants' feedback and attitudes, while qualitative focus interviews can allow an in-depth exploration of students' personal experiences and views on the activity details. Such a comprehensive research strategy not only enhances the diversity of data and breadth of the study but also enables the researcher to comprehensively understand the effects and impacts of the activities from a statistical and narrative perspective. The Test Activity Questionnaire is provided in the Appendix.

##### **Focus Interview Questions**

1. How effective was the “Chaoshan Cultural Experience Day – Intangible Cultural Heritage Experience Day” in learning about Chaoshan ICH?
2. If there were opportunities to improve or add new interactive experiences, what would you suggest?
3. What type of experience activities organized by the school would be most effective in enhancing your motivation to learn and your sense of cultural identity?
4. If you were to participate in a school-organized cultural tourism program in Chaoshan, what activities would you expect to be included?
5. How effective do you think the combining of Chaoshan Gongfu tea culture or Chaoshan cuisine skills with modern culture will be in enhancing the attractiveness of Chaoshan culture?

6. What factors are important for the younger generation to accept and appreciate the ICH of Chaoshan?

7. Can you think of a way to utilize modern design concepts to make ICH more interesting?

8. Can you suggest a creative method through which you and your peers can present Chaoshan culture in a novel way?

#### 4.6 EVENT-RELATED DESIGN

##### 4.6.1 EVENT-RELATED VISUAL DESIGN

**Figure 24**

*Background Poster Design*



*Note.* Created by the author.

The background of the poster is in the style of a landscape painting unique to the Chaoshan region, symbolizing the rich culture and history of the region. A traditional building with Chaoshan characteristics is highlighted in the center of the poster, representing a cultural landmark of the Chaoshan region. Surrounding figures and

activities depict the ICH of the Chaoshan region, such as English song and dance performances, traditional cuisine, and the ancient city of Chaozhou. These illustrations enhance the theme of the interactive experience. The use of bright colors such as green, orange, and blue creates a lively and welcoming atmosphere, capturing the attention of the target audience.

**Figure 25**  
*Logo Design*

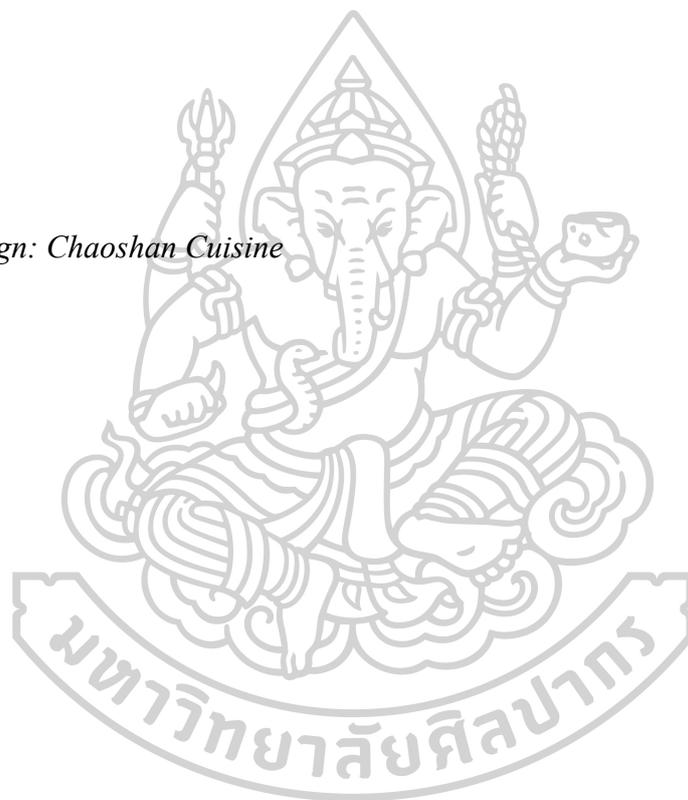


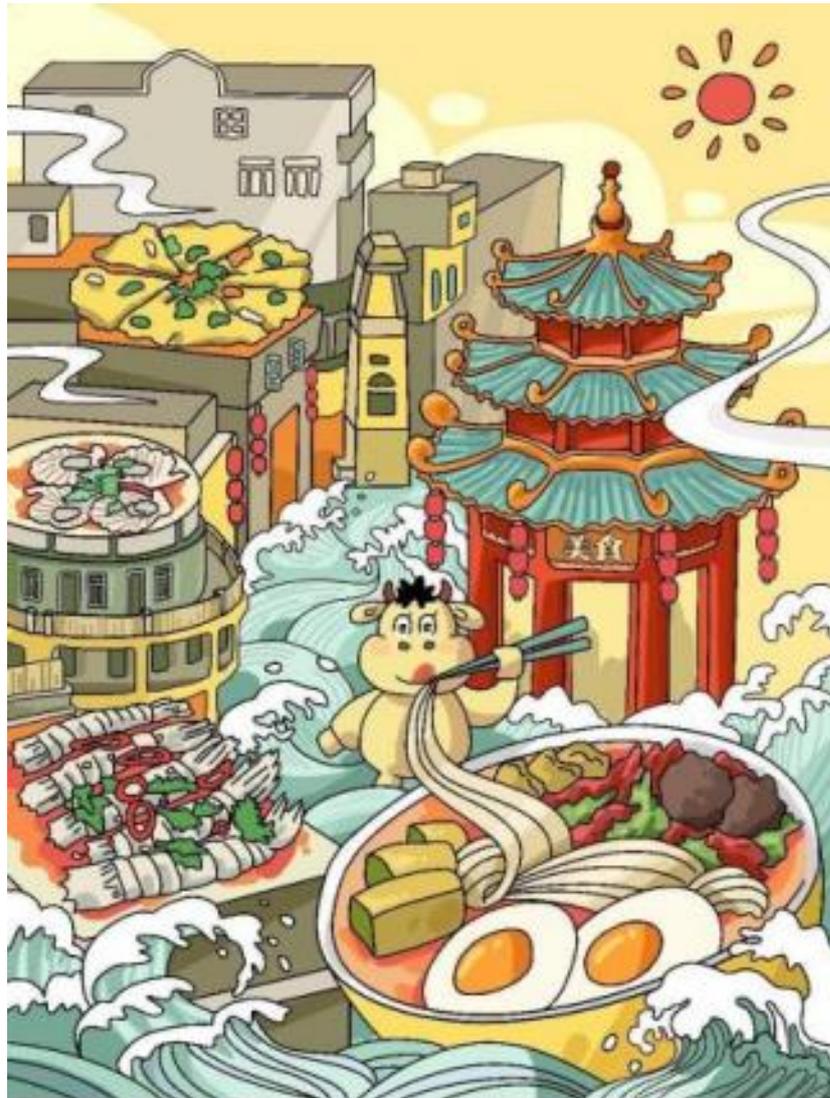
*Note.* Created by the author.

The logo is circular to enhance its visual appeal while maintaining clarity and recognition in various sizes and application scenarios. The iconic Guangji Bridge was chosen for the center of the logo, and the use of blue and pink tones, combined with a mild gray background, creates a visual sensation that is both modern and traditional. The “Chaoshan Culture” at the bottom of the logo clearly indicates the cultural orientation and promotional purpose.

**Figure 26**

*Poster Design: Chaoshan Cuisine*





*Note.* Created by the author.

Chaoshan Food Poster: Showcasing authentic Chaoshan dishes such as beef meatballs, Chaoshan dumplings, and congee in casserole. Anime style are used to make the poster appear friendly and fun.

**Figure 27**  
*Yingge Song and Dance Poster*



*Note.* Created by the author.

The poster showcases the traditional English song and dance performance in Chaoshan against the background of traditional buildings, using anime style to make the performance more appealing to the younger audience.

**Figure 28**  
*Guangji Bridge Poster*



*Note.* Created by the author.

Centered on the Guangji Bridge and surrounded by fireworks and celebrating crowds that symbolize the festival, the use of vibrant colors and anime-style characters convey a joyful and enthusiastic atmosphere. Considering the eco-bag as one of the young people's favorite items, the design is centered around the food of Chaoshan, Guangji Bridge, and Yingge Dance. By promoting the culture of Chaoshan

through modern visual arts, people can feel its rich cultural heritage when using these environmentally friendly bags.

**Figure 29**  
*Eco-Bag Design*



*Note.* Created by the author.

**Figure 30**  
Stamp Design



*Note.* Created by the author.

**Figure 31**  
*Reference Image of The Step*



*Note.* Created by the author.

Each seal is an artistic expression of Chaoshan cuisine, allowing students to feel and appreciate the unique charm of these traditional elements through interactive experiences. The designs include Beef Hotpot, Pork Intestine Swollen Glutinous Rice, Kuey Teow, Chaoshan Intestine Noodle, Pig Feet Ring, and Red Peach Kuey Teow, highlighting their cultural significance and characteristics.

**Figure 32**

*Keychain Design*



*Note.* Created by the author.

The Ying Ge Dance mask keychain design celebrates and promotes the traditional performing arts unique to the Chaoshan region. Each mask represents a different character in the English song and dance with unique colors and patterns. The keychains are practical and decorative and can be bought for personal use or given as gifts.

**Figure 33**

*Site Guide Poster Design*



Note. Created by the author.

The theme is a cultural showcase, introducing the ICH experts presenting and enhancing the event's image. The experts include Chen Wanjing, Mao Guozhong, and Thai expert Watanapun Krutasaen. The attractiveness and visual effects of the event will be enhanced through these designs.

The plan is to invite professional masters to participate in the event:

1. Chen Wanjing
2. Mao Guozhong

Introduction to Master Chen Wanjing:

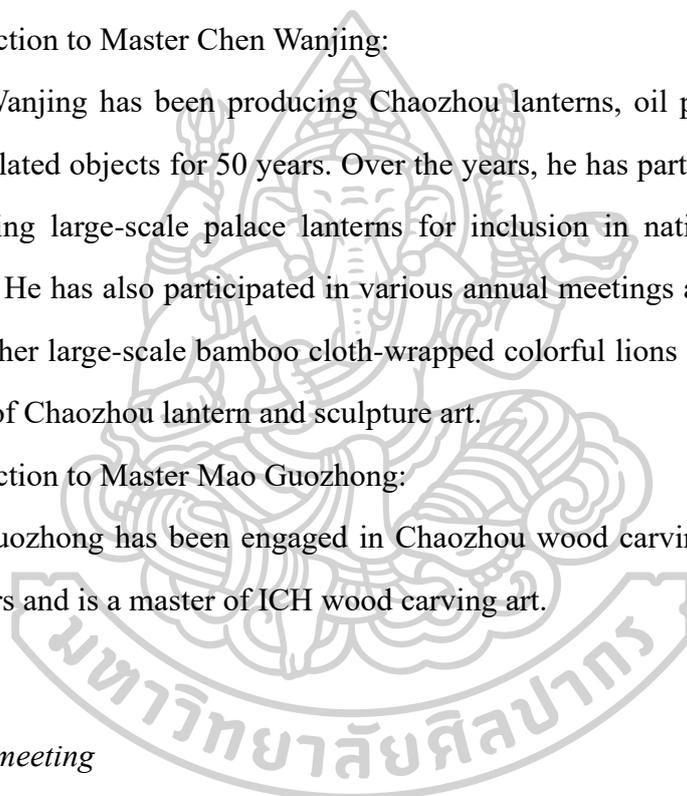
Chen Wanjing has been producing Chaozhou lanterns, oil paintings, sculptures, and other related objects for 50 years. Over the years, he has participated in designing and producing large-scale palace lanterns for inclusion in national arts and crafts exhibitions. He has also participated in various annual meetings and temple fairs, and exhibited other large-scale bamboo cloth-wrapped colorful lions and fish lanterns. He is a master of Chaozhou lantern and sculpture art.

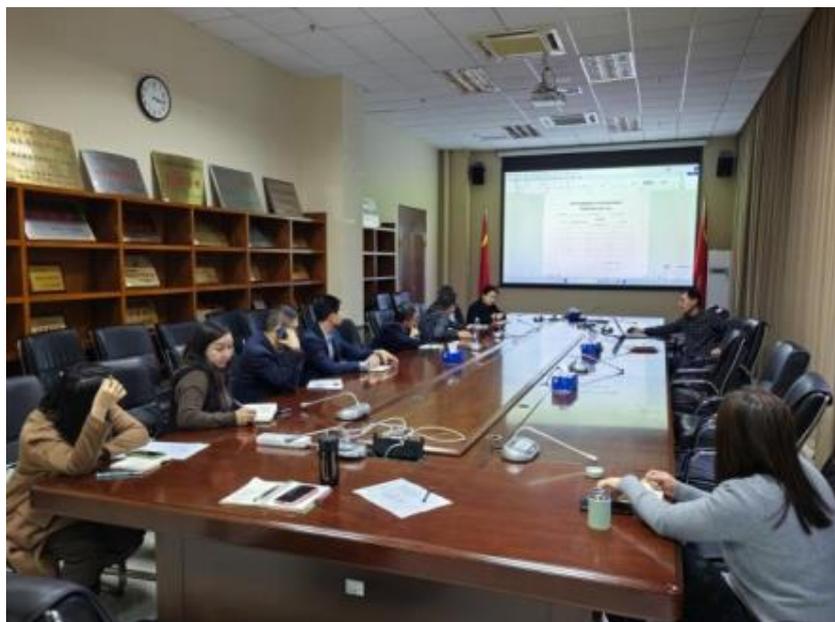
Introduction to Master Mao Guozhong:

Mao Guozhong has been engaged in Chaozhou wood carving creation for more than 30 years and is a master of ICH wood carving art.

**Figure 34**

*Evaluation meeting*





*Note. Photo taken by the author.*

Table 24  
*Expert Evaluation of Test Activities*

Name	Position	Summary of Opinions
Gong Chengwei	Professor, Dean of the School of Art and Design, City College of Huizhou	Suggests extending the activity duration to one week to allow more students to participate. Recommends excluding the Yingge dance keychain since it has little significance for cultural heritage preservation. Suggests adding interactive lectures between students and masters for educational value and increased interaction.
Ye Min	Professor, Dean of the School of Tourism and Culinary Arts, City College of Huizhou	Recommends incorporating performances, such as the Yingge dance. Suggests including Chaoshan food-making experiences to integrate cultural tourism with culinary arts. Proposes collaborating with the School of Tourism and

- Culinary Arts to participate in this event.
4. Suggests linking the event with live streaming and e-commerce to add cultural, educational, and commercial value.
- Jiang Fujie Associate Professor, Secretary of the Party Committee of the School of Art and Design, City College of Huizhou Emphasizes the introduction of anime elements to attract younger audiences.
2. Suggests promoting the event through the school's public WeChat account to increase student awareness.
- Liang Naifeng Professor, Head of the Department of Science and Technology, City College of Huizhou Believes that the invited experts align with the event's goals.
2. Suggests renaming the event to “Chaoshan Cultural City Journey – Intangible Cultural Heritage Interactive Experience Day.”
- Su Huaijie Director of the Intangible Cultural Heritage Protection Center of Shantou, Chaozhou City Emphasizes the importance of training and preparation for ICH inheritors participating in the event.
2. Recommends collaborating with local ICH protection centers to ensure reNote sharing and technical support.
- Yuan Xinhuan Director of the Huizhou Intangible Cultural Heritage Protection Center Believes that ICH activities in schools are very meaningful.
- City of Gastronomy—past events significant interest in culinary activities has been shown at past events, suggesting that interactive experiences in Chaoshan Gongfu tea and cuisine could attract more students.
3. Recommends lowering the difficulty of activities, suggesting simpler tasks like making Hongtao Cake,

		Sesame Cake, and Red Bean or Green Bean Cake, which are popular and easy to make.
Liu Dinghuai	Head of Kaihuai Cultural Communication Co., Ltd.	Proposes using professional visual design and branding strategies to enhance the market appeal of the event. Suggests minor modifications to the poster to make surrounding images more prominent. Believes the event's logo and posters align with the event's theme.

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*Note.* Summary of the survey results compiled by the author.

In a recent workshop, experts focused on planning and implementing the “Non-Heritage Interactive Experience Day – Chaoshan Cultural Journey” event, emphasizing the importance of innovation in technology and visual design, as well as the accuracy of cultural communication and in-depth participation. Based on these discussions, a series of modifications were proposed to enhance the event's educational significance and public participation.

1. It is suggested that the length of the event be extended to one week, enabling more students and the public to have the opportunity to participate and experience the culture of Chaoshan.

2. To more accurately reflect the cultural focus of the event, it is suggested that the event's name be changed to “Chaoshan Cultural Journey – Non-Heritage Interactive Experience Day.”

3. Various interactive forms should be added, such as master lectures and workshops, with visual appeal and interactivity enhanced through digital media.

4. The poster design should be optimized to improve the visual impact and remove elements that do not fit the theme, such as the English song and dance face-painting keychain.

5. There should be cooperation with the Tourism and Culinary Institute to integrate cultural tourism and culinary experiences, e.g., traditional songs and dance performances of Chaoshan and food production.

6. Direct interaction should be increased between students and cultural inheritors, especially in areas such as Chaoshan wood carving and lantern making, with mentoring provided by industry masters.

7. The influence and reach of the event should be expanded through the School of Art and Design's public website and other social media platforms.

8. Combining culture, education, and commercial value should be considered to broaden audience and participation through live banding.

### **Revised Activities**

Event Name: Chaozhou Cultural Journey – Intangible Cultural Heritage Interactive Experience Day.

Day 1: April 16, 2024.

3:00 PM to 4:30 PM: Attend a lecture on Chaozhou ICH education, with opening remarks by leaders from Huizhou Urban Vocational College.

4:40 PM: Team members' group photo to commemorate the important moment of the event opening.

### **Figure 35**

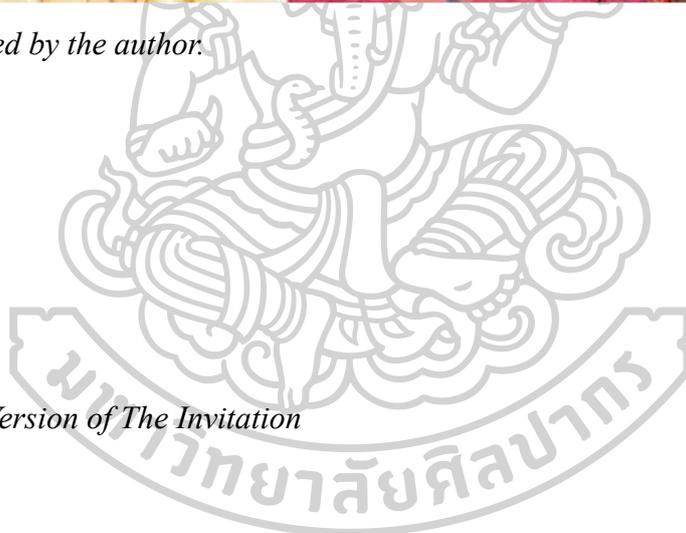
*Modified Poster*



*Note. Created by the author.*

**Figure 36**

*Electronic Version of The Invitation*





*Note. Created by the author.*

**Figure 37**

*Group photo taken on the day of the event*



*Note. Photo by the author.*

**Figure 38**

*Mao Guozhong's Woodcarving Interactive Experience Workshop*



*Note.* Photo taken by the author.

Day 2: April 17, 2024, 2:30 PM to 4:00 PM:

Three parallel interactive experience workshops:

Master Mao Guozhong's Woodcarving Interactive Experience Workshop

**Figure 39**

*Master Chen Wanjing's Paper Lantern-Making Interactive Experience Workshop*





*Note. Photo taken by the author.*

### Figure 40

#### *Chaozhou Porcelain Making Skills Experience Workshop*



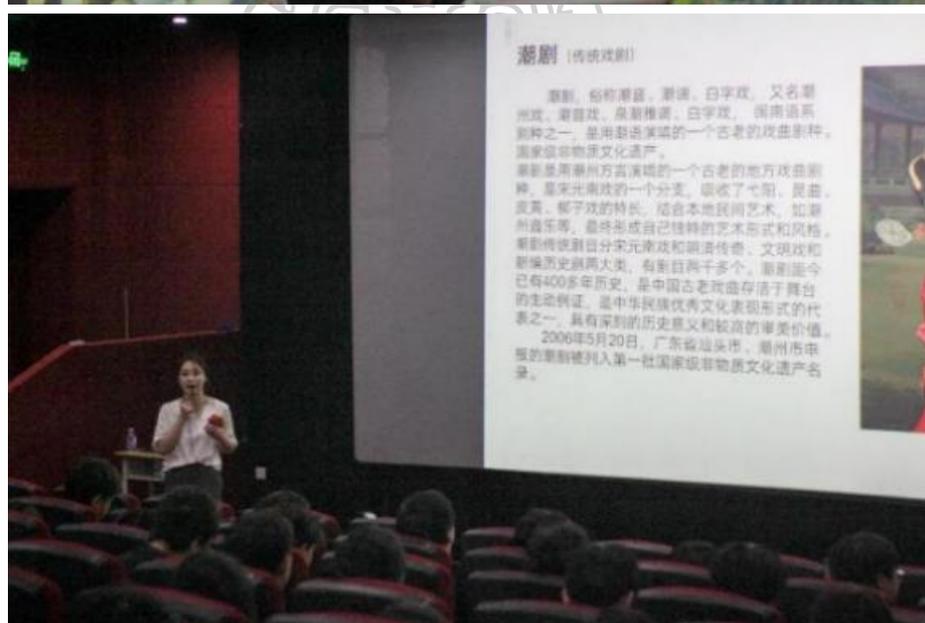
*Note. Photo taken by the author.*

4:00 PM to 5:00 PM: Interactive seminar with Master Mao Guozhong, Master Chen Wanjing, Dean Gong Chengwei of the School of Art and Design, Party Secretary Jiang Fujii of the School of Art, and Teacher He Jieshan, along with students, discussing workshop experiences and cultural inheritance issues.

**Figure 41**

*Photos of The Event*





*Note. Photos taken by the author.*

Day 3: April 18, 2024

2:30 PM to 4:00 PM: Chaozhou food (pastries) interactive experience workshop, where students learn to make traditional pastries from the Chaozhou region, experiencing Chaozhou culinary culture.

**Figure 42**

*Photos from The Culinary Event*





*Note. Photos taken by the author.*

Day 4: April 19, 2024

2:30 PM to 4:00 PM: Chaozhou Kung Fu Tea Art Performance Interactive Experience Workshop featuring two professional students from Huizhou Urban Vocational College's Tourism and Culinary program demonstrating Chaozhou Kung Fu tea brewing techniques.

**Figure 43**

*Kung Fu Tea Performance Live Event*





*Note. Photos taken by the author.*

Day 5: April 20, 2024

2:30 PM to 4:00 PM: Cultural and Creative Industries Student Interactive Workshop, exploring how to integrate Chaozhou cultural elements into modern cultural and creative industries.

**Figure 44**

*Student Interactive Workshop*





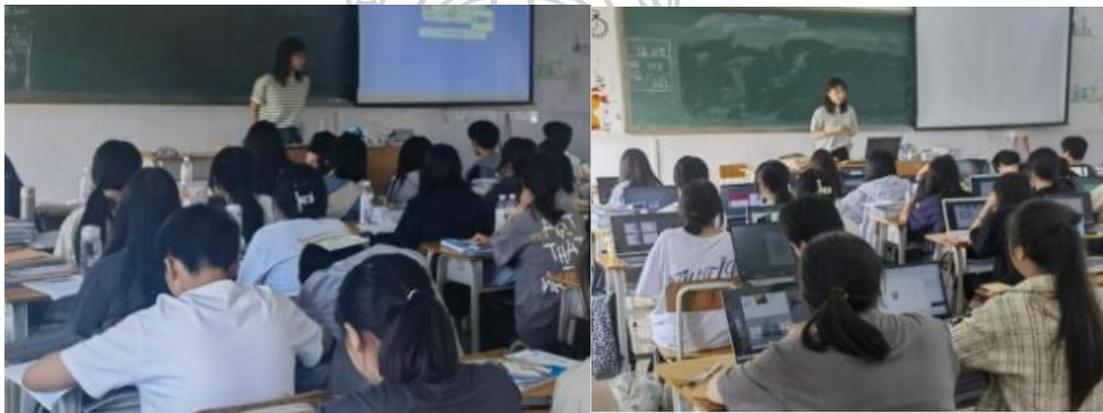
*Note. Photos taken by the author.*

Day 6: April 21, 2024

9:00 AM to 12:00 PM and 2:00 PM to 5:00 PM: Conducting student-focused interviews to evaluate the educational impact of the event and changes in students' understanding of Chaozhou culture.

**Figure 45**

*Focus Group Interviews*



*Note.* Photos taken by the author.

#### **4.6.2 EVENT OBJECTIVES AND EXPECTED OUTCOMES**

The activities are expected to enhance students' understanding and interest in Chaozhou ICH through practical operations and interactive learning. Through direct interaction with traditional art masters, students can gain in-depth knowledge of Chaozhou culture and craftsmanship, thereby inspiring their thinking and enthusiasm toward cultural inheritance and innovation. In addition, feedback collected through the focus interviews can be used to assess the educational effectiveness of the activities and their impact on students' cultural identity, providing empirical evidence for future cultural education activities.

## **4.7 DATA COLLECTION AFTER THE EVENT**

### **4.7.1 OBSERVATIONS FROM THE “CHAOSHAN CULTURAL EXPERIENCE DAY – INTANGIBLE CULTURAL HERITAGE ACTIVITY WEEK”**

The “Chaoshan Cultural Experience Day – Intangible Cultural Heritage Activity Week” was designed to immerse students in the rich cultural traditions of the Chaoshan region and deepen their understanding of the ICH of the Chaoshan region through interactive workshops, live demonstrations, and hands-on experience. The educational goal of promoting cultural understanding and transmission, in other words, the educational goal of promoting cultural understanding and inheritance, would then be realized.

The activity involved professional instructors and inheritors of ICH skills to help the participants understand and appreciate the historical and cultural heritage of Chaoshan traditional skills through on-site demonstrations, interactive questions and answers, and hands-on experiences through a fun and exciting activity. Students were given the opportunity to observe and participate in traditional craft production, which was the highlight of the event. The invited masters guided students through the creation process of Chaoshan wood carving and lanterns. Students showed great enthusiasm as they learned the intricate techniques, felt the texture of the materials, used traditional tools, and produced their creations. This hands-on experience promoted a tangible connection with cultural practices. The Chaoshan cuisine-making and tasting session encouraged many students to stop and watch. Students from the School of Tourism and Culinary Arts demonstrated making a simple dim sum under close observation. Students also participated in making the dishes to enhance their culinary skills and experience the Chaoshan culture. Students tasted the fruits of their labors while savoring the unique flavor of Chaoshan cuisine. The traditional English song and dance performances entertained the audience and were rhythmic, energetic, and integral to the Chaoshan culture. The tea ceremony demonstrated the delicacy and

elegance of Chaoshan Gongfu tea. Students participated in tea brewing and tasting, deepening their understanding and appreciation of Chaoshan tea culture.

In addition to the hands-on activities, experts and scholars were invited to lecture on the history and current status of Chaoshan ICH. These lectures provided comprehensive background information to help students understand their experiences. The storytelling session further enriched the educational experience by explaining the history and culture of the Chaoshan region, making the learning process intellectually engaging.

A special DIY session was also organized for students to make cultural and creative products related to Chaoshan culture. Under the guidance of teachers and volunteers, students made their own handicrafts and cultural souvenirs. This activity was viral since it allowed students to take the cultural experience home as a permanent souvenir of their participation.

Students were actively involved and enthusiastic throughout the program. Many expressed that the activities' hands-on nature helped them better understand and appreciate Chaoshan's ICH.

However, some aspects of the activities could have been improved. The space allocated for the activities was limited, leading to overcrowding in certain areas. In addition, students felt that the educational and entertaining nature of the event would have been better if more interactive games were added. Another notable observation was that the event could have appealed to a broader audience if it had utilized digital storytelling, live streaming, and social media platforms such as TikTok. This approach would have not only attracted on-site students but also extended the reach of the event to those who were unable to attend in person. Using e-commerce platforms to promote and sell cultural products online highlights the potential of combining traditional culture with modern business practices.

#### 4.7.2 FOCUS GROUP DATA COLLECTION

The focus group interviews were completed on April 21, 2024, at the City College of Huizhou. A student-focused interview event was organized through the WeChat public account. The aim of the activity was to evaluate the educational impact of the “Chaoshan Cultural Journey – Intangible Cultural Heritage Interactive Experience Week” for students and the changes in decision-making on the Chaoshan Cultural Journey. This focus interview involved 60 students who voluntarily participated. The interviews were conducted in two sessions, from 9:00 AM to 12:00 PM and 2:00 PM to 5:00 PM. For the focus group interviews, 60 students were divided into ten groups, with approximately six people in each. The interview duration for each group was approximately one hour.

**Table 25**

*Summary of The Results for The Spotlight Interviews*

No.	Question Content	Student Feedback and Suggestions
1	The educational effect of the Chaozhou Culture Experience Day – Intangible Cultural Heritage Experience Day	<p>1. The activity significantly enhanced the students’ understanding and interest in Chaozhou culture through practical workshops and interactive explanations.</p> <p>2. The students thought that the arrangement accommodated too few people.</p> <p>3. Some students felt that the event was not well publicized and they learned about it relatively late.</p>
2	Suggestions for improving or adding new interactive experience activities	<p>Suggestions included adding AR or VR technology to simulate complex cultural scenes, adding more types of workshops (such as Chaozhou music and drama experiences).</p> <p>Activities should promote interaction and</p>

- participation opportunities.
- 3 The most effective type of intangible heritage experience activity 1. Practical workshops (such as tea making, painting, or carving) were seen as the most motivating.  
2. Some students preferred expert lectures and live demonstrations for learning about ICH.
- 4 Expected activities for the Chaozhou culture tourism project 1. Students hoped to include learning traditional crafts like pottery and woodcarving, visiting historical sites and the cultural villages of Chaozhou.  
2. Students wanted to participate in the preparation and tasting of traditional Chaozhou cuisine.
- 5 The impact of integrating Chaozhou tea culture or Chaozhou culinary skills with modern culture 1. Most students believed that this innovation would significantly enhance the appeal and contemporary relevance of Chaozhou culture, though a few were reserved, believing it necessary to maintain the purity of traditions.
- 6 Key factors for the younger generation to accept and appreciate Chaozhou culture 1. Key factors included presentation through attractive media and modern aesthetics and integrating cultural elements into practical daily life to increase their appeal.
- 7 Making ICH more interesting using modern design concepts 1. Suggestions included developing interactive video games or mobile applications on Chaozhou culture and combining these with modern music, visual arts, and digital arts to increase fun and participation.
- 8 Creative methods to present Chaozhou culture 1. Students suggested organizing a Chaozhou cultural festival combining modern music and visual arts, as well as traditional festivals and ceremonies of Chaozhou through VR technology or live broadcasts
-

in TikTok as novel ways to attract young people.

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*Note. Summary compiled by the author.*

The “Chaozhou Cultural Tour – Intangible Cultural Heritage Interactive Experience Week,” focusing on ICH, significantly enhanced students’ understanding and interest in Chaozhou culture through practical workshops and interactive explanations. This outcome aligns with the Cultural Capital Theory, which posits that education enhances cultural recognition and knowledge dissemination. However, students considered that the City of Gastronomy event accommodated too few people and needed to be better publicized, highlighting the need for more effective promotional strategies to attract a larger audience.

Students suggested incorporating AR or VR technology to simulate complex cultural scenes and adding more diverse workshops, such as Chaozhou music and drama experiences. These suggestions are consistent with Tourism Motivation Theory, which emphasizes stimulating tourism motivation through innovative technologies and diverse experiences. Enhancing interaction and participation was also widely mentioned, underscoring the importance of active engagement in improving learning outcomes.

Practical workshops, such as tea making, painting, or carving, were identified as the most motivating activities, in line with Cultural Capital Theory’s emphasis on enhancing cultural skills and knowledge through practical activities. Some students preferred expert lectures and live demonstrations, indicating the need to balance practical and theoretical knowledge in the design of activities.

Students suggested the inclusion of activities in the Chaozhou culture tourism project that involved learning traditional crafts like pottery and woodcarving, visiting historical sites and cultural villages, and participating in preparing and tasting traditional Chaozhou cuisine. This aligns with the Tourism Motivation Theory, which underscores the need for in-depth cultural experiences.

Most students believed that integrating Chaozhou tea culture or culinary skills with modern culture would significantly enhance Chaozhou's cultural appeal and contemporary relevance. However, a few students expressed reservations, emphasizing the need to maintain the purity of traditions. This reflects the balancing act between cultural heritage and innovation highlighted in Cross-Cultural Adaptation Theory.

Attractive media presentations and integrating cultural elements into practical daily life were deemed crucial for increasing the appeal of Chaozhou culture to the younger generation. This aligns with Cross-Cultural Adaptation Theory, which promotes cultural adaptation through modern media and daily practice. Students suggested developing interactive video games or mobile applications on Chaozhou culture and combining them with contemporary music, visual arts, and digital arts to increase cultural engagement and participation. These suggestions reflect Tourism Motivation Theory's emphasis on enhancing cultural attraction through innovation and interaction.

Additionally, students proposed organizing a Chaozhou cultural festival combining modern music and visual arts and experiencing traditional festivals and ceremonies of Chaozhou through VR technology or live broadcasts on platforms like TikTok. This indicates that innovative presentation methods and technological means can attract the younger generation and enhance cultural cross-adaptation capabilities.

In summary, student feedback on Chaozhou cultural experience activities and ICH transmission methods suggests that enhancing interaction and participation through modern technologies and design concepts can effectively improve the effectiveness and appeal of cultural transmission. Furthermore, the design of activities needs to balance tradition and innovation to ensure the authenticity and contemporary relevance of the culture.

#### 4.7.2 QUESTIONNAIRE SURVEY RESULTS

A comprehensive evaluation was conducted on the effectiveness of the “Chaoshan Cultural Journey – Intangible Cultural Heritage Interactive Experience Week.” A quantitative questionnaire survey was conducted at the end of the event, with the aim of collecting direct feedback from participating students to gain insights into their evaluation of the event’s content, organization, innovativeness, and overall experience. All participating students were advised to complete the online questionnaire “Chaoshan Cultural Journey – Intangible Cultural Heritage Interactive Experience Week Survey,” and 307 responses were received.

**Table 26**

*Age Distribution of Participants*

Options	Subtotal	Proportion
0–12 years old	17	5.54%
13–15 years old	131	42.67%
16–18 years old	86	28.01%
19–21 years old	52	16.94%
22 years and above	21	6.84%
Number of valid responses to this question	307	

*Note. Summary of the survey results compiled by the author.*

The majority of participants were in the age range of 13–15 (42.67%) and 16–18 (28.01%), indicating that teenagers formed the largest group of respondents.

**Table 27**

*Occupations of Participants*

Options	Subtotal	Proportion
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Student in school	124	40.39%
Recent graduate	85	27.69%
Employee with less than one year of work experience	90	29.32%
Other	8	2.61%
Number of valid responses to this question	307	

*Note. Summary of the survey results compiled by the author.*

The participants were primarily students (40.39%) and recent graduates (27.69%), with a significant portion being employees with less than a year of work experience (29.32%).

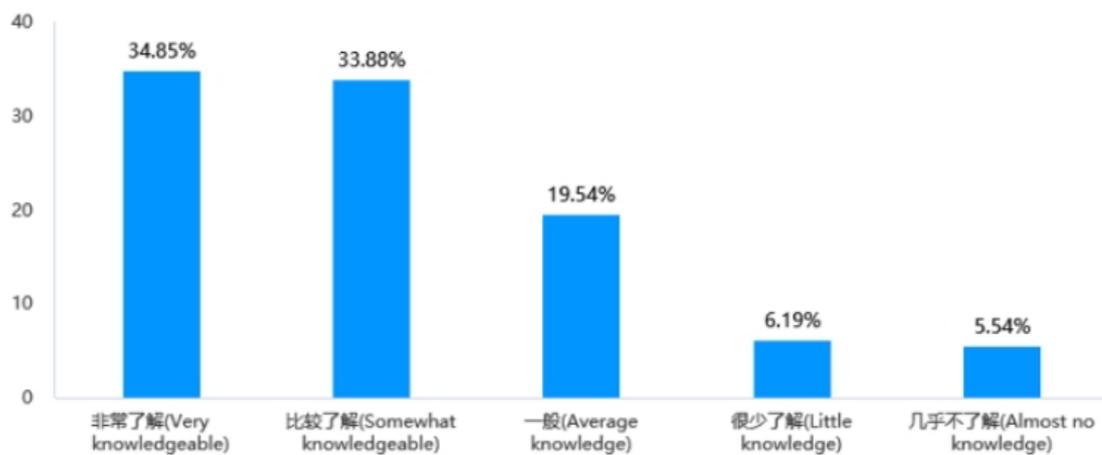
**Table 28**  
*Previous Participation in Similar Activities*

Options	Subtotal	Proportion
Yes	242	78.83%
No	65	21.17%
Number of valid responses to this question	307	

*Note. Summary of the survey results compiled by the author.*

Conclusion: According to the data table, the majority of participants (78.83%) had previously participated in similar ICH activities, suggesting familiarity and experience with such events.

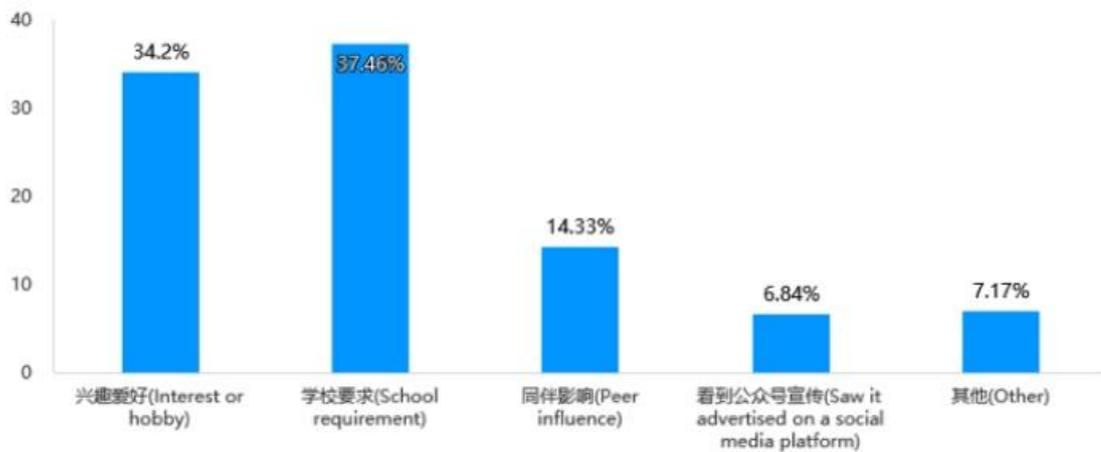
**Figure 46**  
*Knowledge of Chaoshan ICH Before The Event*



*Note. Summary of the survey results compiled by the author.*

A significant proportion of participants had a good understanding of Chaoshan ICH before the event, with 34.85% being very knowledgeable and 33.88% somewhat knowledgeable.

**Figure 47**  
*Main Reasons for Participation*

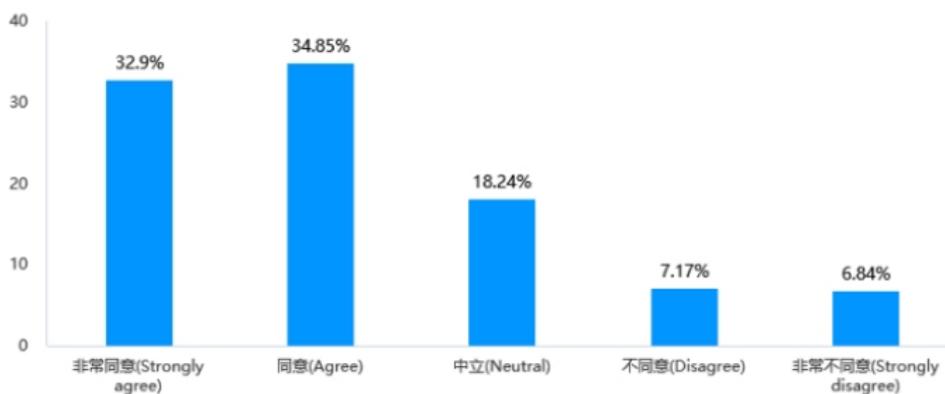


*Note. Summary of the survey results compiled by the author.*

According to the data table, the main reasons for participating in this event were mainly school requirements (37.46%) and hobbies (34.2%), accounting for more than two-thirds of the total. Peer influence (14.33%), seeing the public account promotion (6.84%), and other reasons (7.17%) were relatively low in proportion. It can be observed that school requirements and personal interests were the main driving factors for participating in the event.

**Figure 48**

*Content Richness Compared to Past Activities*

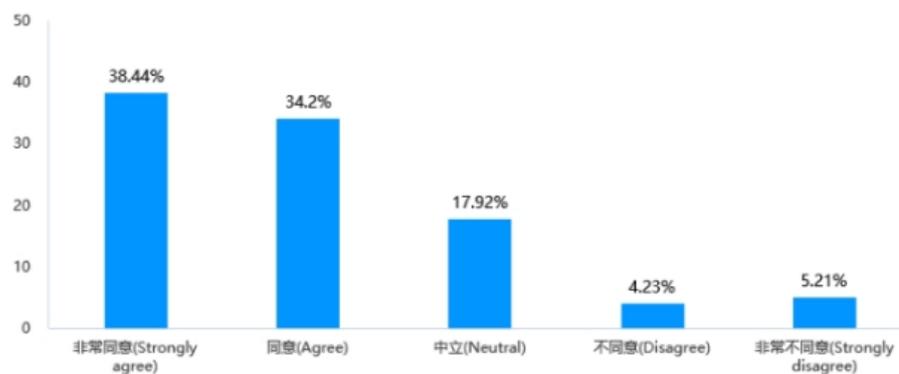


*Note. Summary of the survey results compiled by the author.*

More than 67% of the participants (strongly agree or agree) believed that the content of this event was richer than past ICH activities. In contrast, only 13% of the participants (disagree or strongly disagree) believed that the content of this event was not as rich as previous ICH activities. Therefore, most participants had a positive attitude toward the richness of this event's content.

**Figure 49**

*Understanding the Importance of Chaoshan Culture*

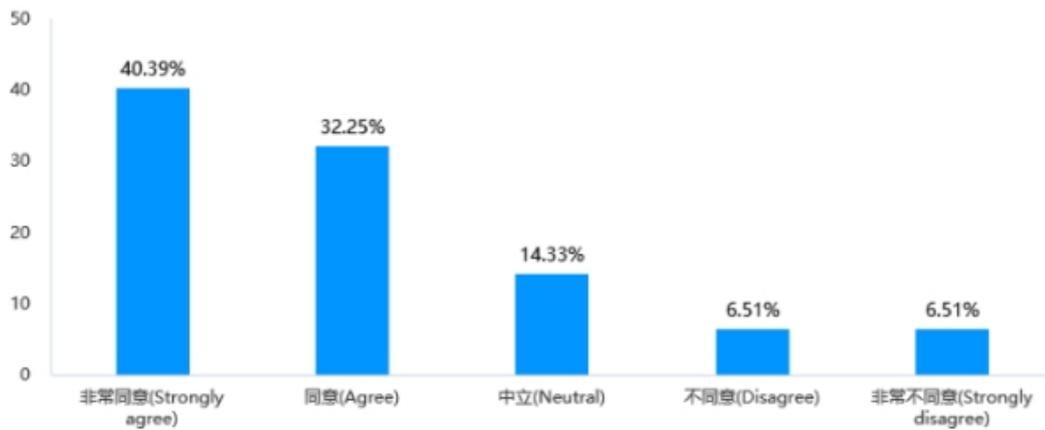


*Note.* Summary of the survey results compiled by the author.

More than 70% of the participants chose “strongly agree” and “agree,” indicating that the event played a positive role in helping them understand the importance of Chaoshan culture.

**Figure 50**

*Perception of Innovation in Chaoshan ICH*



*Note. Summary of the survey results compiled by the author.*

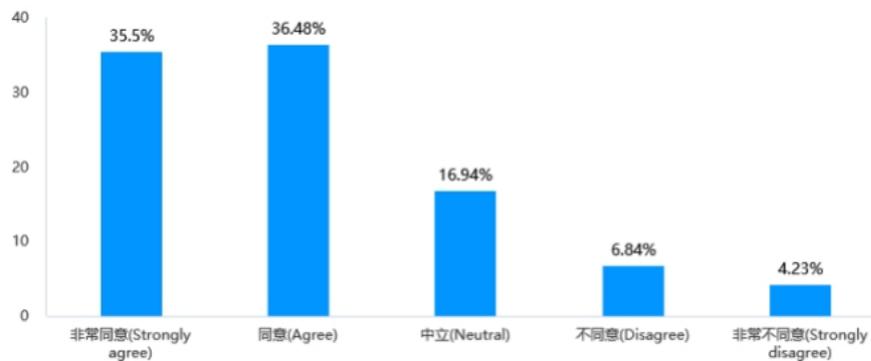
A significant majority (72.64%) agreed that the event showcased innovation in Chaoshan ICH.

**Table 29**  
*Increased Interest in Chaoshan ICH*

Options	Subtotal	Proportion
Strongly agree	117	38.11%
Agree	105	34.2%
Neutral	47	15.31%
Disagree	18	5.86%
Strongly disagree	20	6.51%
Number of valid responses to this question	307	

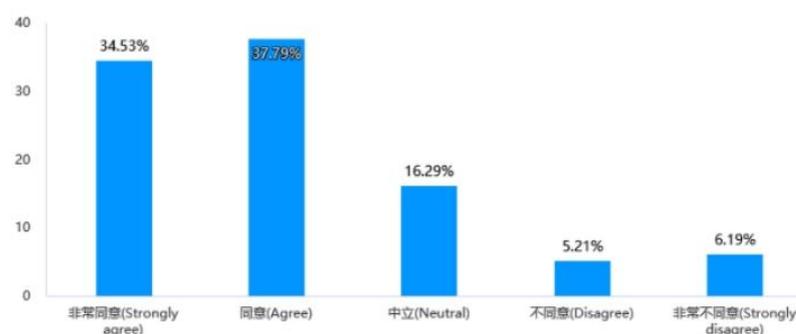
*Note. Summary of the survey results compiled by the author.*

Of the participants, 38.11% strongly agreed that the nine activities increased their interest in Chaoshan ICH, while 34.2% agreed with this statement. It can be concluded that most participants believed that the nine activities increased their interest in Chaoshan ICH.

**Figure 51***Inspiration to Try and Learn Chaoshan Traditional Crafts*

*Note. Summary of the survey results compiled by the author.*

Of the participants, 71.98% expressed an interest in personally trying to learn Chaoshan traditional skills, with the largest proportions being “agree” (36.48%) and “strongly agree” (35.5%). Relatively few expressed disagreement (6.84%) and strong disagreement (4.23%). Therefore, it can be concluded that most participants showed a positive interest in Chaoshan traditional skills.

**Figure 52***Learning about Chaoshan ICH content*

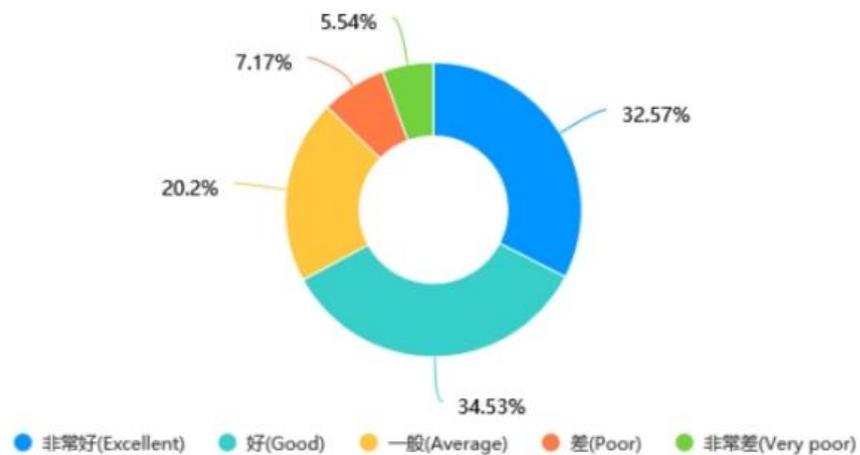
*Note. Summary of the survey results compiled by the author.*

More than 70% (34.53% strongly agree + 37.79% agree) believed that these activities helped them understand the content of Chaoshan ICH. Another 16.29% of

participants held a neutral attitude. Only a small number of participants disagreed or strongly disagreed. Therefore, it can be preliminarily concluded that most participants believed that these activities helped them understand the content of Chaoshan ICH.

**Figure 53**

*Promotion of Chaoshan ICH Transmission*

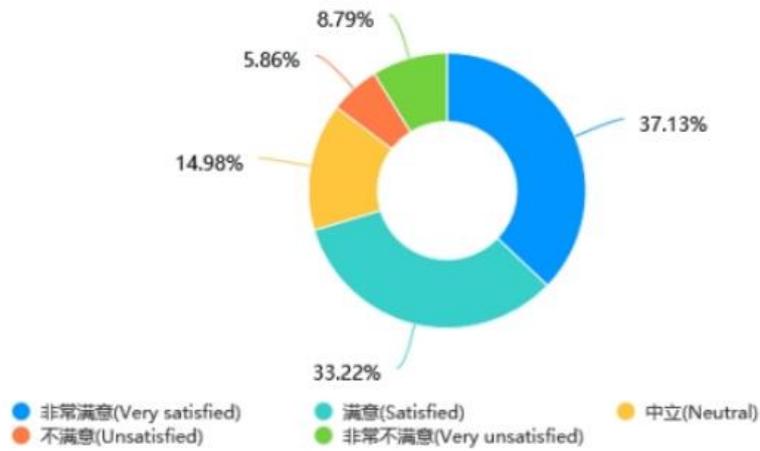


*Note.* Summary of the survey results compiled by the author.

More than two-thirds of respondents believed that the event effectively promoted the transmission of Chaoshan ICH.

**Figure 54**

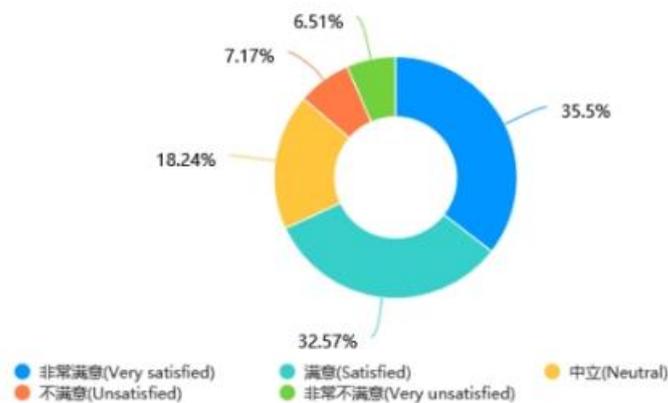
*Satisfaction Compared to Other Cultural Activities*



*Note.* Summary of the survey results compiled by the author.

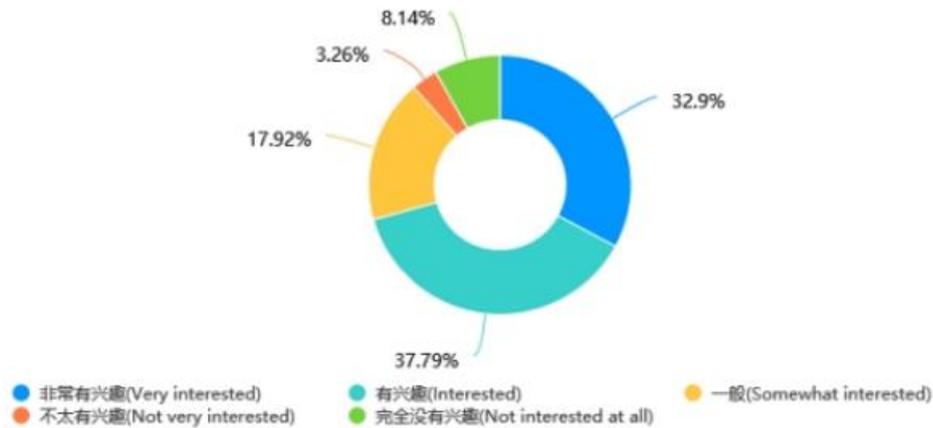
A significant majority (70.35%) of respondents were satisfied or very satisfied with the event compared to other cultural activities.

**Figure 55**  
*Overall Experience Satisfaction*



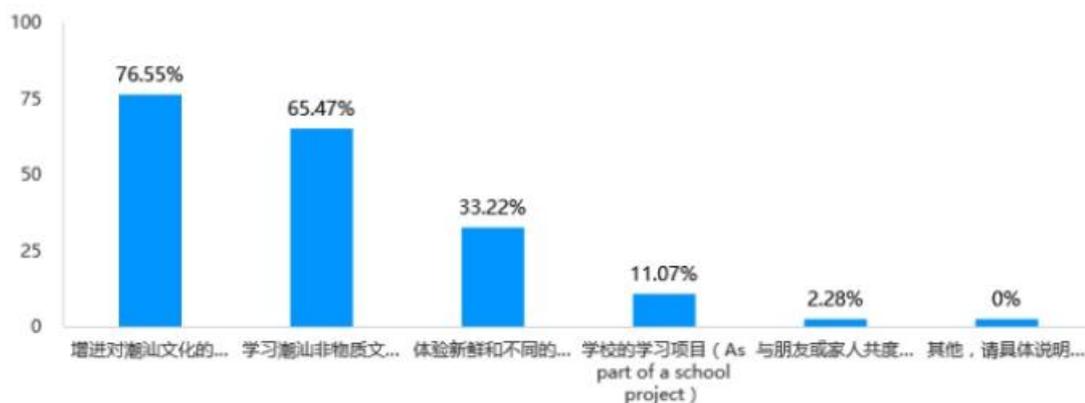
*Note.* Summary of the survey results compiled by the author.

More than two-thirds of participants (68.07%) had a positive attitude toward the overall experience of this event, and a considerable proportion of them were very satisfied with the event experience. However, there were also some participants who had a negative attitude toward the event experience, and the proportion of dissatisfied and very dissatisfied people combined was 13.68%. Event organizers can focus on the feedback from these people to further improve the quality of the event.

**Figure 56***Interest In Participating in a Cultural Tour to Chaoshou*

*Note. Summary of the survey results compiled by the author.*

It can be concluded that most respondents expressed a positive attitude toward participating in Chaoshan cultural tourism activities and thought they were highly attractive. More than 70% of respondents expressed interest or great interest in participating in Chaoshan cultural tourism activities, with 37.79% being interested and 32.9% very interested.

**Figure 57***Main Reason for Participating in a Cultural Tour to Chaoshou*

*Note. Summary of the survey results compiled by the author.*

According to the data table, the main reasons for participating in Chaoshan cultural tourism activities was to enhance the understanding of Chaoshan culture (76.55%) and learn about Chaoshan ICH (65.47%). Secondly, experiencing new and different things (33.22%) was also a reason for some participants choosing Chaoshan cultural tourism. Relatively few respondents chose to participate in Chaoshan cultural tourism activities because of school learning projects (11.07%) or spending time with friends or family (2.28%).

**Table 30***Suggestions for Improving the Future Activities of Chaoshan ICH*

Options	Subtotal	Proportion
Increase the interactivity at the event	46	14.98%
Introduce more diverse forms of activity presentation	71	23.13%
Extend the duration of activity days	85	27.69%
Improve clarity in event scheduling	64	20.85%
Enhance publicity through social media	197	64.17%
No suggestions	168	54.72%
Other	6	1.95%
Number of valid responses to this question	307	

*Note. Summary of the survey results compiled by the author.*

Key suggestions for improving future activities included enhancing publicity through social media (64.17%), extending the duration of activity days (27.69%), and introducing more diverse forms of activity presentation (23.13%).

### **Correlation Analysis**

Age showed significant correlations with knowledge of Chaoshan ICH before participation, reason for participation, and satisfaction with the overall experience. Occupation significantly correlated with knowledge of Chaoshan ICH before participation. Previous participation in similar activities significantly impacted knowledge, the reason for participation, increased interest, and overall satisfaction with the experience (Discussion in next chapter and Appendix 5).

### **Regression Analysis**

The regression analysis revealed that previous participation in similar activities significantly impacted the increased interest in Chaoshan ICH and overall satisfaction of the experience. Other factors, such as age, occupation, and pre-event knowledge, did not have any significant influence (Refer to Appendix 6).

The “Chaoshan Cultural Tour – Intangible Cultural Heritage Interactive Experience Week” was well-received by participants, with significant interest and satisfaction expressed toward the City of Gastronomy. The data indicate areas for improvement in publicity and event organization, with a focus on interactive and innovative presentations to enhance cultural engagement.

### **4.7.3 EXPERT EVALUATION**

Seven experts were invited to participate in this event. After the event, their opinions on the effectiveness of the “Chaoshan Culture Day – Intangible Cultural Heritage Interactive Experience Week” activity on the inheritance of Chaoshan culture and promoting cultural tourism were collected through unstructured interviews.

**Table 31**

*Assessment Summary of Expert Advice*

Number	Name	Feedback and Suggestions
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- 
- 1      Gong Chengwei      The event effectively showcased Chaoshan’s intangible cultural heritage, especially through workshops where students interacted directly with masters. The students’ engagement was notable.
- Future consideration: Utilize VR or AR technologies to provide a more immersive sensory experience of Chaoshan culture and history, further enhancing the educational appeal and interactivity.
- 2      Jiang Fuji      The video presentation of Yingge dance significantly attracted the attention of students and teachers.
- Future consideration: Develop anime works related to Chaoshan culture to introduce traditional cultural elements in a modernized way to the younger generation, thereby increasing their interest and aiding cultural transmission.
- 3      Ye Min      Teachers and students collaborated in our tourism and culinary program. The event combined traditional crafts with culinary experiences, such as Chaozhou cuisine and tea-making demonstrations, attracting students’ interest and conveying knowledge of Chaoshan’s intangible cultural heritage.
- Future consideration: Organize more events that combine culture and cuisine, such as a Chaoshan food festival, to further promote the charm of Chaoshan’s cultural tourism. Incorporate live streaming and e-commerce to increase the commercial value of the activities.
- 4      Yuan Xinhua      Conducting the event on campus was indeed significant for the transmission of intangible cultural heritage. The event effectively showcased Chaoshan’s intangible cultural heritage, especially through workshops on traditional crafts and skills.

- Future consideration: Increase efforts to protect these traditional skills, ensuring they are preserved and adapted to modern society's needs, thereby attracting more young people to participate.
- 5        Hou Ting        The event effectively integrated the display of Chaoshan's layout and intangible cultural heritage, and the setup of the classrooms matched well with the activities.
- Future consideration: Set up a dedicated exhibition area to showcase traditional Chaoshan architecture, such as the Guangji Bridge, to educate the public and inspire interest in China's outstanding ancient bridges.
- 6        Nie Fankai        The high level of student engagement and interaction during the event allowed them to gain a more intuitive understanding of Chaoshan's intangible cultural heritage.
- Future consideration: Introduce more game experiences to enhance visitor interaction.
- 7        Zheng Wei        The feedback from students indicated high levels of interactive experience and engagement, which was meaningful for learning about Chaoshan's intangible cultural heritage.
- Future consideration: Incorporate more architecture-related educational content into the activities.

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*Source: Compiled by the author.*

Figure 58

*Assessment of Expert Opinions*



*Note. Photos taken by the author.*

Gong Chengwei and Yuan Xinhua: Their evaluation emphasized that the activity successfully improved students' knowledge and skills of Chaoshan culture through workshops and interactive experiences, reflecting the accumulation of cultural capital. Ye Min and Hou Ting: The feedback indicated that the activity combined cultural elements such as food and architecture, which not only allows the transfer of knowledge but also increases cultural appeal and market potential, aligning with the logic of cultural capital transformation.

Jiang Fuji and Nie Fankai pointed out that adding modern elements such as animation and game experience to activities can enhance young people's motivation to participate. This is consistent with tourism motivation theories that emphasize novelty and entertainment drives. Zheng Wei: Suggested incorporating more educational content to enhance the educational tourism experience and attract participants who seek in-depth cultural learning and understanding.

Future events can use AR/VR technology to create more immersive experiences and enhance cultural appeal and educational impact. Content innovation from diversification and suggestions for increasing game experience should be designed to cultivate young people's interest in Chaoshan culture through modern and interactive content. Combining local characteristic food culture with tourism can enhance cultural dissemination and drive local economic development.

Experts' suggestions not only covered technology application, content innovation, and market integration but also reflected the profound influence of Cultural Capital Theory and Tourism Motivation Theory, providing practical strategies for the inheritance of Chaoshan culture and tourism development in the future.

#### **4.8 SUMMARY**

This chapter emphasizes combining theoretical insights with practical applications to preserve and innovate Chaoshan ICH in cultural tourism. Through qualitative and quantitative methods, including 23 interviews, 895 questionnaires, and case studies in Lijiang, Xiamen, and Chengdu, this chapter comprehensively analyzes the current status and challenges of cultural tourism in Chaoshan.

According to the qualitative survey data, Chaoshan culture and tourism integration is effective. Participatory activities such as tea ceremonies and traditional craft workshops greatly enhance tourists' understanding and appreciation of Chaoshan's cultural heritage. Combining modern technology such as AR/VR with innovative content such as animation and games can increase the attractiveness and relevance of traditional cultural elements, consistent with the Theories of Tourism Motivation and Cross-cultural Adaptation. Expert interviews emphasized the success of hands-on workshops and interactive experiences in disseminating cultural knowledge, demonstrating the accumulation of cultural capital.

The quantitative survey results showed that respondents exhibited high awareness and interest in Teochew NRM programs and were highly engaged in cultural learning

activities. Most respondents were optimistic about participating in cultural tourism activities, indicating that cultural heritage significantly impacts tourism decisions. The data also highlighted the need for better promotion and more diverse interactive displays to enhance the cultural tourism experience.

The focus group further explored specific problems and solutions in cultural tourism. The experts noted the importance of preserving and adapting traditional skills to modern environments, suggesting using technologies such as VR to create immersive cultural experiences. Suggestions included combining cultural elements with culinary arts and using live streaming and e-commerce to increase the commercial value of cultural tourism activities. The evaluation emphasized the balance between tradition and innovation, demonstrating that modern, interactive forms of content can stimulate young people's interest in Chaoshan culture.

The initial hypotheses were tested in a follow-up survey involving 307 questionnaires. The results showed that participants had an increasing demand for cultural experiences, especially regarding interactivity and participation. Most participants wanted more hands-on experiences in cultural tourism and showed great interest in applying VR and AR technologies in cultural presentations.

In particular, most people were interested in Chaoshan's cuisine and food culture. Leveraging the influence of the "Culinary Capital of the World" and combining diverse cultural experiences, future initiatives can significantly enhance Chaoshan's cultural heritage's cultural and educational value and ensure its sustainable preservation and development. By combining theoretical frameworks with empirical data, it is possible to effectively promote the inheritance and innovation of Chaoshan's ICH in cultural tourism.

## **CHAPTER 5**

### **CONCLUSION, DISCUSSION AND RECOMMENDATIONS**

#### **5.1 INTERPRETATION OF THEORETICAL FINDINGS**

This section synthesizes the findings of this study through the lenses of Cultural Capital Theory, Tourism Motivation Theory, and Cross-Cultural Adaptation Theory. The integration of Chaoshan's intangible cultural heritage (ICH) with tourism reveals the dynamic interaction between cultural preservation and tourism development, as evidenced by the respondents' feedback and the survey results. These insights highlight the transmission and innovation of Chaoshan's ICH within the context of cultural tourism.

##### **5.1.1 INTEGRATION OF CULTURE AND TOURISM**

The findings of this study illustrate a robust connection between Chaoshan's unique cultural heritage and its tourism industry. The interviews and surveys indicate that Chaoshan effectively blends traditional and modern tourism practices, creating significant value for locals and visitors. This fusion facilitates the incorporation of cultural elements into the tourism experience, enhancing cultural enjoyment, learning opportunities, traveler participation, and sustainable economic and cultural development.

Previous research underscores the potential of cultural tourism as a platform for safeguarding and promoting ICH. Studies by Kim et al. (2021) assert that cultural tourism practices are crucial for creating a sustainable environment that protects and promotes ICH. This aligns with the current study's findings, demonstrating that integrating cultural elements into tourism practices is vital for preserving values and traditions. The study reveals that most tourists are highly aware of and appreciate cultural heritage tourism.

Moreover, the study underscores the significance of digital media and technology in promoting cultural tourism. Respondents and experts strongly preferred updates on cultural heritage sites via platforms like TikTok and other live-streaming services. The findings suggest that social media platforms are crucial in engaging modern consumers in tourism activities, significantly influencing their purchasing behavior. Integrating digital media and technology creates new opportunities for merging culture and tourism. Research by van Nuenen and Scarles (2021) highlights that changes in tourist behavior align with trends on digital media platforms, underscoring the necessity of incorporating digital media into modern tourism strategies. Kayumovich (2020) further supports the view that digital tourism innovations are essential for the survival and growth of the tourism industry. Therefore, the integration of digital technology positions cultural tourism as both a guardian of tradition and an innovator in cu

The study also emphasizes the active participation of local communities in showcasing traditions, providing tourism services, and selling unique cultural and creative products. Community-based cultural tourism services, such as Chaoshan wood carving and Chaoshan kung fu tea ceremonies, advocate the involvement of local people in promoting and protecting cultural tourism. Local communities play a crucial role in shaping cultural tourism experiences, and their involvement is essential for achieving sustainable development. Zhou et al. (2023) highlight the importance of tea culture and community-based tourism for cultural harmony and protection, which align

Additionally, leveraging Chaoshan's status as a "City of Gastronomy" has been pivotal. The designation boosts the region's profile and attracts tourists keen to experience its renowned culinary heritage. This recognition enhances the appeal of Chaoshan's culinary traditions, offering unique, immersive experiences that combine food with cultural narratives. Incorporating gastronomic tours and interactive culinary

workshops into the tourism framework has proven effective in drawing visitors and deepening their engagement with local culture.

In conclusion, the intersection of culture and tourism is evolving with a solid capacity to protect cultural values through sustainability, technology, and community engagement. These factors are essential for ensuring that cultural tourism serves as an economic development tool while retaining the essence of ICH.

### **5.1.2 THE ROLE OF CAMPUS ACTIVITIES IN CHAOSHAN INTANGIBLE CULTURAL HERITAGE**

The survey results indicate that campus activities significantly impact the promotion and inheritance of ICH. Participants highly appreciated Chaoshan's activities, recognizing their richness and educational value. These activities effectively enhanced participants' understanding of Chaoshan culture, emphasizing the role of education in cultural protection. Jin et al. (2019) emphasized that activities offer adventure and increase tourist motivation, suggesting that various cultural activities can help service providers connect with consumers, ensuring visitor flow and economic growth. The importance of tourism activities in reducing visitors' confusion in travel decisions highlights the need for informed tourism choices.

Campus activities play a significant role in the inheritance and innovation of Chaoshan's ICH. Integrating local knowledge and practices into these activities benefits the sustainable management of ICH. Through rich content, innovative forms, and high-quality experiences, campus activities educate and inspire participants, promoting widespread cultural dissemination and recognition. Strengthening these activities will further enhance the protection and inheritance of Chaoshan's ICH. This approach encourages the transmission of skills and knowledge to younger generations, ensuring the continuity of cultural customs.

### 5.1.3 INNOVATIVE APPROACHES IN CULTURAL TOURISM

The study identifies the need for and current use of innovative practices in cultural tourism in Chaoshan. Innovations include integrating interactive digital museums and virtual reality experiences into heritage preservation. Modern technology aims to protect intangible cultural elements while enhancing visitor experiences through interactive and immersive platforms. This integration can transform Chaoshan's cultural tourism environment from traditional to modern methods of cultural presentation.

Current findings suggest that innovation in cultural tourism through digital storytelling and interactive exhibitions is necessary for shifting from traditional to immersive, engaging tourism experiences. By adopting digital platforms like VR and AR, organizations involved in cultural tourism can offer visitors immersive cultural journeys. Theoretical frameworks support these findings, emphasizing innovation for customer retention and the future development of China's cultural tourism sector. Marasco et al. (2018) advocate adopting popular technologies to offer advanced services expected by millennial customers. Existing literature suggests that innovative approaches are essential for understanding and managing the evolving dynamics of tourism and leisure.

To further promote cultural tourism innovation, live streaming and social media platforms like TikTok are considered practical tools. Tourism organizations can showcase cultural events and traditional crafts in real time, attracting a broader audience. This real-time interaction increases engagement and enhances audience interest and recognition of cultural tourism. Combining live streaming with product sales can enhance the commercial value of activities, promoting local economic development.

#### 5.1.4 “CITY OF GASTRONOMY” AS A HIGHLIGHT OF CULTURAL AND TOURISM INTEGRATION

Integrating the “City of Gastronomy” accolade with cultural tourism strategies has proven effective in enhancing Chaoshan’s appeal and preserving its rich heritage. Incorporating digital media and active community participation are vital elements of this approach, ensuring the region’s sustainability and cultural tourism growth. Campus activities and innovative practices are crucial in educating and engaging new generations, securing the continued transmission and evolution of Chaoshan’s ICH. These strategies, supported by theoretical frameworks and empirical findings, underscore the need for a multifaceted approach to cultural tourism that balances preservation with innovation, leveraging modern technology to create immersive and engaging tourist experiences.

## 5.2 ACTIVITY EVALUATION AND IMPROVEMENT SUGGESTIONS

### 5.2.1 INTEGRATED ASSESSMENT OF CAMPUS ACTIVITIES

**Table 32**

*Descriptive Statistics*

	N	Least Value	Crest Value	Mean	Standard Deviations
6. Compared with past ICH activities, was this activity richer?	307	1	5	3.80	1.174
7. Did the activities help you understand the importance of Chaoshan culture?	307	1	5	3.96	1.098

8	Did this activity help you experience the innovation of Chaoshan ICH?	307	1	5	3.93	1.181
9	Did your interest in Chaoshan ICH increase?	307	1	5	3.92	1.163
10	Did this activity stimulate your interest in learning the traditional Chaoshan skills for yourself?	307	1	5	3.92	1.085
11	Did this activity help you understand the content of Chaoshan ICH?	307	1	5	3.89	1.125
12.	How do you think this activity has promoted the inheritance of Chaoshan ICH?	307	1	5	3.81	1.132
	How satisfying was this activity compared to any other cultural activity in which you have participated?	307	1	5	3.84	1.236
	Overall experience satisfaction	307	1	5	3.83	1.178
	Are you interested in participating in Chaoshan cultural tourism activities?	307	1	5	3.84	1.162
	Number of valid cases	307				

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*Note. Summary of the survey results compiled by the author.*

In the correlation analysis of each numerical variable, the common statistical analysis method was the P (Pearson) correlation coefficient, used to measure the correlation between each thing or variable and reveal the strength of the correlation between different things or variables through the form of numerical quantification.

Table 33

*Correlation Analysis*

		Age	Occupation	activities? participated about in similar Chaoshan's ICH	How much do you Have you know participated about in similar Chaoshan's ICH before	Reason for attending participating cultural	Whether the increased interest in Chaoshan ICH before	Overall intangible heritage experiences
Age	Pearson correlation	1	-.104	-.148**	.114*	-.128*	.157**	.126*
	Sig. (Double tail)		.068	.009	.045	.025	.006	.028
	Number of cases	307	307	307	307	307	307	307
Occupation	Pearson correlation	-.104	1	.016	.125*	-.019	-.011	.006



Whether participation increased interest in Chaoshan ICH?	Pearson correlation	.157**	-.011	-.731**	.469**	-.530**	1	.565**
	Sig.	.006	.847	.000	.000	.000		.000
	in(Double tail)							
	Number of cases	307	307	307	307	307	307	307
Overall experience satisfaction	Pearson correlation	.126*	.006	-.747**	.575**	-.552**	.565**	1
	Sig.	.028	.913	.000	.000	.000	.000	
	(Double tail)							
	Number of cases	307	307	307	307	307	307	307

\*\* At the 0.01 level (two-tailed), the correlation was significant.

\* At the 0.05 level (two-tailed), the correlation was significant.

*Note. Summary of the survey results compiled by the author.*

1) A significant correlation was found between age and participating in a similar ICH activity, interest, and overall experience satisfaction ( $p < 0.05$ ). The correlation coefficient was -0.148, 0.114, and 0.126 respectively; there was no correlation with other variables ( $p > 0.05$ ).

2) There was a significant correlation between the two variables ( $p < 0.05$ ), with a correlation coefficient of 0.125, while no correlation was found with other variables ( $p > 0.05$ ).

3) Whether participation in similar ICH on-campus activities before understanding Chaoshan ICH, increased interest in Chaoshan's ICH, and overall

experience satisfaction between four variables represents a significant correlation ( $p < 0.05$ ), the correlation coefficient being 0.708, 0.731, and 0.747.

4) There was a significant correlation between knowledge of Chaoshan's ICH, reasons for participation, whether interest increased, and overall experience satisfaction ( $p < 0.05$ ), the correlation coefficient being -0.525, 0, and 0.469, and 0.575, respectively,

5) There was a significant correlation between the reasons for participating and whether interest in Chaoshan's ICH increased and overall experience satisfaction of the two variables ( $p < 0.05$ ), the correlation coefficients being -0.530 and -0.552, respectively;

6) There was a significant correlation between the two variables of interest and overall experience satisfaction ( $p < 0.05$ ), the correlation coefficient being 0.565.

### **Regression Analysis**

In statistics, regression analysis mainly describes and reflects the influence of a relationship by forming the expression of the regression equation, which can help to accurately grasp the degree and direction of influence between different variables and things.

The results of the regression model mainly consist of three parts. The first part is a summary table of the regression model. The adjusted R party of the summary table mainly reflects the interpretation degree of the variables corresponding to the independent variables. In the second part, the variance analysis of the regression model proves the scientific rationality of the regression model. When the significance of the regression model is less than 0.05, the surface regression model is scientific, reasonable and acceptable. In the third part, the table reflects the regression coefficient and significance level of the independent variables.

### **Table 34**

#### *Model Summary*

Model	R	R Square	Adjusted R Square	Error in the Standard Estimation
1	.737 <sup>a</sup>	.543	.536	.792

*Note. Summary of the survey results compiled by the author.*

a. Predictor variables: (constant), reasons for participating in the activity, occupation, age, understanding of Chaoshan's ICH before participating in the activity, whether they have participated in similar ICH on-campus activities

According to the table adjusted R square of the model is 0.536, indicating that the fit degree of the model is general, while the interpretation degree of the variables corresponding to the independent variables is 53.6%, and some of the differences cannot be explained.

**Table 35**

*ANOVA<sup>a</sup>*

Model	Quadratic Sum	Free Degree	Mean Square	F	Conspicuousness
1	regression 224.816	5	44.963	71.615	.000 <sup>b</sup>
	residual 188.982	301	.628		
	amount 413.798	306			

a. Dependent variable: whether interest in Chaoshan's ICH increased.

b. Predictor variables (constant): reasons for participating in the activity, occupation, age, understanding of Chaoshan's ICH before participating in the activity, and whether they have participated in similar ICH on-campus activities.

*Source: Summary of the survey results compiled by the author.*

As can be seen from the table, the F value of the regression model is 71.615, and the significance is 0.000, less than 0.05, indicating that at least one independent variable in the regression model is significant, and the regression model is scientific, reasonable and acceptable.

**Table 36***Coefficient<sup>a</sup>*

Model	Unstandardized Standardization				Collinearity		
	Coefficients		Coefficient		Statistics		
	B	Error Standard	Beta	t	Conspicuousness	Tolerance	VIF
1 (Constant)	6.877	.409		16.816	.000		
Age	.061	.045	.053	1.348	.179	.965	1.036
Occupation	.028	.052	.022	.545	.586	.949	1.054
Have you participated in similar ICH on-campus activities?	-2.355	.203	-.829	-11.602	.000	.297	3.362
Understanding of Chaoshan ICH before participating in the event.	-.108	.058	-.105	-1.869	.063	.480	2.085
Reason for participating in the event.	.040	.058	.041	.694	.488	.441	2.269

a. Dependent variable: whether interest in Chaoshan's ICH increased.

As can be observed from the table, whether participating in similar ICH on-campus activities has a significant impact on increasing the interest in Chaoshan's ICH ( $p < 0.05$ ), the regression coefficient is -2.355, indicating that participating in similar ICH on-campus activities increases the interest in Chaoshan's ICH, while

gender, occupation, understanding of Chaoshan ICH before participation in the activity have no influence on increasing the interest in Chaoshan ICH ( $p > 0.05$ ).

*Source: Summary of the survey results compiled by the author.*

**Table 37**

Model summary

Model	R	R Square	Adjusted R Square	Error in the Standard Estimation
1	.750 <sup>a</sup>	.563	.556	.785

- a. Predictor variables (constant): reasons for participating in the activity, occupation, age, understanding of Chaoshan's ICH before participating in the activity, whether they have participated in similar ICH on-campus activities

*Note. Summary of the survey results compiled by the author.*

As can be observed from the table, the adjusted R square of the model is 0.556, indicating that the fit degree of the model is general, while the interpretation degree of the variables corresponding to the independent variables is 55.6%, and some of the differences cannot be explained.

**Table 38**

ANOVA<sup>a</sup>

Model	Sum of Squares	Quadratic	Free Degree	Mean Square	F	Conspicuousness
1	Regression	238.963	5	47.793	77.523	.000 <sup>b</sup>
	Residual	185.565	301	.616		

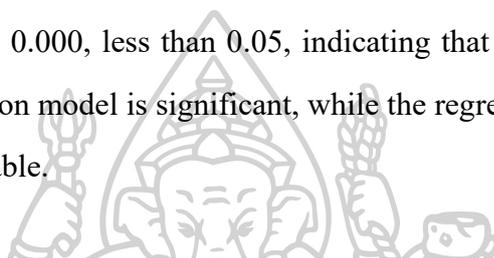
Amount 424.528 306

a. Dependent variable: overall experience satisfaction.

b. Predictor variables (constant): reasons for participating in the activity, occupation, age, understanding of Chaoshan's ICH before participating in the activity, and whether they have participated in similar ICH on-campus activities.

*Note. Summary of the survey results compiled by the author.*

As can be observed from the table, the F value of the regression model is 77.523, and the significance is 0.000, less than 0.05, indicating that at least one independent variable in the regression model is significant, while the regression model is scientific, reasonable and acceptable.



**Table 39**  
*Coefficient<sup>a</sup>*

Model	Unstandardized		Standardization		Collinearity		
	Coefficients	Error	Beta	Coefficient	t	Conspicuousness	ToleranceVIF
1(Constant)	5.787	.405			14.282	.000	
Age	.018	.045	.015		.394	.694	.965 1.036
Occupation	.011	.052	.008		.208	.836	.949 1.054
Have you participated in similar ICH on-campus activities	-1.992	.201	-.692		-9.903	.000	.297 3.362

How much did you know about Chaoshan's ICH before attending the event?	.093	.057	.090	1.628	.105	.480	2.085
Reason for participating in the event.	.014	.057	.014	.240	.810	.441	2.269

a. Dependent variable: overall experience satisfaction.

*Note. Summary of the survey results compiled by the author.*

It can be observed from the table: whether participation in similar ICH on-campus activities has a significant impact on the overall experience satisfaction ( $p < 0.05$ ), the regression coefficient is -1.992, indicating that participating in similar ICH on-campus activities increases the overall experience satisfaction. Gender, occupation, and understanding of Chaoshan's ICH before participating in the activity have no impact on the overall experience satisfaction ( $p > 0.05$ ).

### 5.2.2 IMPROVEMENT SUGGESTIONS BASED ON EXPERT EVALUATIONS

Based on expert opinions and theoretical analysis, the “Chaoshan Cultural Experience Day – Intangible Cultural Heritage Activity Week” can be enhanced in the following aspects:

Technological Integration:

Content Innovation: Develop animations related to Chaoshan culture to introduce traditional cultural elements to the younger generation in a modern and engaging way.

Modern presentation methods, such as animations, can effectively stimulate travel motivations and increase interest and recognition among younger audiences.

**Combining Culture and Cuisine:** Since Chaoshan is recognized as a “City of Gastronomy,” organizing more activities that combine culture and cuisine is essential. This approach increases the diversity and attractiveness of the activities. Live streaming and product sales during these culinary events can enhance their commercial value and cater to tourist motivations, promoting cultural heritage and local culinary arts.

**Promotion and Publicity:** Strengthen live streaming and social media promotion during activities, showcasing cultural events and traditional crafts in real-time through platforms like TikTok. This strategy can attract a wider audience, increasing the impact and participation of the activities. Effective promotion can also enhance the global visibility of Chaoshan’s ICH.

**Education and Interaction:** Incorporate more gamified experiences into the activities to enhance visitor interaction and engagement, particularly among younger groups. Gamified experiences can effectively stimulate tourists’ participation motivations and provide an enjoyable learning environment.

**Protection and Inheritance:** Increase efforts to protect Chaoshan’s traditional skills, ensuring these skills can adapt to the needs of modern society and attract more young people. This adaptation can enhance the cross-cultural adaptability of traditional skills and ensure their continued relevance.

By integrating technology, innovating content, combining culture with cuisine, enhancing promotion and publicity, focusing on education and interaction, and emphasizing protection and inheritance, the “Chaoshan Cultural Experience Day – Intangible Cultural Heritage Activity Week” can further enhance its effectiveness in cultural inheritance and dissemination.

### 5.2.2 EVALUATION OF INHERITANCE AND INNOVATION

The “Chaoshan Cultural Experience Day – Intangible Cultural Heritage Activity Week” plays a significant role in the inheritance and innovation of Chaoshan ICH. Evaluating these activities through the frameworks of Cultural Capital Theory, Tourism Motivation Theory, and Cross-Cultural Adaptation Theory reveals several key points:

#### **Effectiveness of Cultural Inheritance:**

**Enhancing Cultural Recognition and Knowledge Dissemination:** Interactive workshops, video presentations, and culinary experiences enable participants to deeply understand and experience Chaoshan culture. These methods effectively enhance cultural recognition and knowledge dissemination.

**Protecting and Promoting Traditional Skills:** Workshops showcasing traditional crafts attract the interest of younger generations, ensuring the transmission and promotion of traditional skills through modern methods.

#### **Drivers of Cultural Innovation:**

**Application of Modern Technology:** Utilizing virtual and augmented reality technologies creates immersive environments, enhancing the attractiveness of cultural activities and providing new platforms for cultural inheritance and innovation. This approach modernizes traditional cultural presentations and engages contemporary audiences.

**Innovation in Content and Form:** Introducing traditional cultural elements through animations, digital storytelling, and interactive exhibitions promotes cultural presentation and recognition. Such innovations are crucial for maintaining the relevance of cultural heritage in a digital age.

#### **Integration of Cultural Tourism:**

**Enhancing Visitor Experience:** Diverse activities and high participation rates allow visitors to intuitively and deeply understand Chaoshan culture. This enhances the overall visitor experience and encourages repeat visits.

Promoting Economic Development: Combining live streaming and product sales increases the commercial value of cultural activities, promoting local economic growth. This integration of commerce and culture supports sustainable tourism development.

#### **Cross-Cultural Adaptation and Exchange:**

Adapting to Modern Society's Needs: Modern presentation methods and interactive experiences help traditional culture adapt to contemporary society, attracting more young people. This adaptation is essential for the long-term sustainability of cultural heritage.

Promoting International Cultural Exchange: Showcasing Chaoshan's ICH through various forms attracts participants from different cultural backgrounds and promotes cross-border cultural dissemination and learning. This exchange fosters global cultural understanding and appreciation.

Integrating the concept of Chaoshan as a "City of Gastronomy" with cultural tourism strategies can significantly enhance the appeal and impact of cultural heritage activities. By adopting innovative approaches and leveraging modern technologies, Chaoshan can effectively protect and promote its ICH while contributing to the sustainable development of its tourism industry.

### **5.3 REVIEW OF RESEARCH GOALS AND RESULTS**

#### **5.3.1 CURRENT STATUS OF INTANGIBLE CULTURAL HERITAGE PRESERVATION AND TOURISM UTILIZATION IN CHAOSHAN**

The first objective of this study was to understand the value and current status of Chaoshan ICH in tourism. The study confirmed this objective by demonstrating that tourists have a wide range of knowledge and interest in Chaoshan's ICH. The survey results revealed a strong interest in cultural activities, emphasizing the importance of ICH in tourism decision-making. It was found that incorporating heritage into tourism

strategies through careful communication can significantly increase global reach and awareness, thereby preserving traditional values.

A systematic literature review and fieldwork revealed that ICH in the Chaoshan region plays a vital role in tourism, especially in capitalizing on the “City of Gastronomy” accolade. However, despite the significant tourism attention and economic benefits this award has brought to Chaoshan, some significant challenges and problems still need to be solved. These challenges include the limited nature of the reNotes, the need for depth and breadth of cultural dissemination, and achieving sustainable tourism development while preserving the heritage. In addition, the study revealed shortcomings in cultural heritage management and promotion strategies that need to be addressed through more effective policies and management practices.

### **5.3.2 SPECIFIC IMPACTS OF CULTURAL TOURISM ON THE PRESERVATION AND TRANSMISSION OF INTANGIBLE CULTURAL HERITAGE IN CHAOSHAN**

The second objective was to explore innovative approaches to cultural tourism and heritage preservation in Chaoshan. The interviews and survey results suggest that adopting modern technology is critical to serving tourists and preserving Chaoshan’s rich cultural heritage. Innovations such as interactive digital platforms and virtual reality experiences in museums enhance visitor engagement and preserve ICH. These technological advances are essential to modernize the presentation of cultural heritage and make it more accessible and engaging for a global audience.

The question of effectively utilizing the role of Chaoshan’s “Gourmet Capital” in integrating cultural tourism and intangible heritage has been addressed. The study shows that Chaoshan has effectively integrated cultural tourism and NGT through innovative strategies. For example, Chaoshan has adopted digital platforms, virtual reality experiences, and interactive exhibitions, which not only enhance the experience of tourists but also promote the dissemination and preservation of NHM.

The “City of Gastronomy” accolade plays a vital role in these strategies, attracting many tourists through culinary experiences and enhancing the overall attractiveness of cultural tourism. Through these innovative strategies, Chaoshan has successfully attracted many domestic and foreign tourists and enhanced their sense of identity and interest in Chaoshan culture.

In addition, it was found that the positive impact of culinary tourism on NHM is reflected in the following aspects. Firstly, through culinary experience activities, tourists not only taste the food but can also learn about the cultural stories and production techniques behind it. Secondly, the economic benefits brought about by culinary tourism can be used to support the preservation and inheritance of NHM. Lastly, culinary tourism promotes the participation of the local community and their sense of cultural pride. However, the cultural impact and resource depletion brought about by over-commercialization and tourism development are also issues that require attention.

### **5.3.3 STRATEGIES FOR THE PRESERVATION AND DEVELOPMENT OF INTANGIBLE CULTURAL HERITAGE IN THE CHAOSHAN REGION**

The third objective was to optimize the cultural tourism experience in Chaoshan by proposing targeted strategies and recommendations based on the results of the study, with an emphasis on ensuring the preservation and promotion of the regional ICH while taking full advantage of its “City of Gastronomy” Status.

For the Chaoshan region, the differences in tourists’ expectations and experiences of Chaoshan’s ICH activities (including culinary tourism) should be addressed in order to optimize the cultural tourism product. The results of this study show significant differences between tourists’ expectations and actual experiences of Chaoshan-related activities. Despite tourists’ high expectations of the cultural experience, some aspects could still be improved in the actual activities, such as lack

of interactivity and limited space for activities. To compensate for these discrepancies, it is recommended that Chaoshan enhance interaction with tourists, expand the activity space when designing cultural tourism products, and fully use its “Gourmet Capital” title to develop more interactive experience activities that combine food and culture. In addition, digital platforms and social media could further promote and publicize Chaoshan’s culture to enhance visitors’ participation and satisfaction.

Enhance digital technology: Utilize VR and AR or increase online live streaming on platforms such as TikTok. Create a more immersive cultural experience environment so that visitors can experience Chaoshan’s culture and history through multi-sensory experiences.

1. Innovative forms of content: Develop animated works related to Chaoshan’s culture to introduce traditional cultural elements to the younger generation in a modernized way and stimulate their interest and sense of identity.

2. Combination of culture and cuisine: Organize more activities that combine culture and cuisine to increase the events’ diversity and attractiveness and enhance their commercial value through live broadcasting and product sales.

3. Promotion and publicity: Enhance live streaming and social media publicity during the event, showing cultural activities and traditional crafts in real-time through platforms such as Jitterbug to attract a wider audience.

4. Education and Interaction: Incorporate more gamified experiences into the event to enhance visitor interaction and participation, especially to attract younger groups.

Preservation and Inheritance: Increase the protection of traditional Chaoshan crafts to ensure they can be adapted to the needs of modern society and attract more young people to participate.

By implementing these strategies, Chaoshan can further optimize the cultural tourism experience, enhance the protection and promotion of cultural heritage, and increase the influence and attractiveness of the regional cultural brand.

## **5.4 FUTURE IMPACTS AND PRACTICAL RECOMMENDATIONS**

### **5.4.1 ENHANCING AUTHENTICITY IN CULTURAL TOURISM**

Future strategies should involve the integration of more cultural and tourism strategies to enhance the authenticity of cultural tourism travel, focusing on authentic cultural activities. Ensuring the authenticity of tourism activities can meet tourists' perceptions and expectations, distinguishing Chaoshan's tourism services from those of other regions.

Leveraging the “City of Gastronomy” accolade can further boost the region's cultural identity by promoting traditional culinary practices as key cultural attractions. This includes organizing regular cultural festivals that showcase local cuisine, traditional music, dance, and crafts. These festivals should highlight the unique aspects of Chaoshan culture, such as the intricate techniques of Chaoshan wood carving, the precision of Gongfu tea ceremonies, and the vibrancy of Yingge dance performances. Chaoshan can provide tourists with an immersive and genuine cultural experience by creating an environment that celebrates and preserves these traditions. Additionally, partnerships with local artisans and cultural practitioners can help ensure the activities are rooted in traditional practices. This approach preserves the cultural heritage and provides economic opportunities for local communities, fostering a sense of pride and ownership among residents.

### **5.4.2 INNOVATIVE USE OF TECHNOLOGY**

Increasing the innovative application of technology is crucial for addressing future impacts. Chaoshan should integrate technology into cultural experiences to retain modern customers and expand customer coverage. Continuous technology implementation in tourism strategies helps protect ICH and enhances tourism services.

Utilizing VR and AR technologies helps to create immersive experiences, allowing visitors to engage deeply with Chaoshan culture and history. VR can be used to recreate historical sites and traditional events, providing an interactive and educational experience that is both engaging and informative. Augmented reality (AR) applications can enhance guided tours by overlaying historical information and cultural facts onto real-world views through smartphones or AR glasses.

Live streaming and digital storytelling platforms like TikTok can also enhance the visibility and accessibility of cultural events. For instance, live streaming a traditional tea ceremony or wood carving demonstration can reach a global audience, generating interest and appreciation for Chaoshan culture beyond geographical boundaries. Interactive storytelling through digital platforms can also engage younger audiences, making cultural education more appealing and relatable.

Furthermore, the use of big data and artificial intelligence in analyzing tourist behavior and preferences can help tailor experiences to meet the diverse needs of visitors. Personalized recommendations and customized itineraries can enhance the tourist experience, ensuring visitors find activities and experiences that resonate with their interests.

### **5.4.3 IMPROVING TOURISM POLICIES**

Reviewing existing tourism policies, such as taxation and safety regulations, is essential for improving Chaoshan's cultural tourism experiences. Implementing policies based on sustainable cultural goals and the safety of all stakeholders helps develop new models for protecting ICH and promoting tourism.

Policies should also support the integration of culinary tourism routes, connecting key cities within the Chaoshan region to provide a comprehensive cultural and gastronomic experience. By offering incentives for businesses that promote cultural heritage tourism, such as tax breaks or grants, the local government can encourage the development of more culturally-focused tourism services.

Additionally, establishing strict guidelines for preserving and presenting cultural sites ensures that tourism activities do not compromise the integrity of the heritage. To safeguard cultural landmarks and artifacts, policies should mandate regular maintenance and conservation efforts supported by public and private sectors. Creating a certification program for tour guides and operators specializing in cultural tourism can also ensure visitors receive accurate and respectful information about Chaoshan's heritage. This program can include training on cultural sensitivity, historical knowledge, and effective communication skills.

#### **5.4.4 EDUCATIONAL INITIATIVES**

Educational initiatives can improve tourism development and protect ICH. Developing educational programs that showcase historical events and cultural significance can raise awareness. Collaborating with educational institutions to offer free tours and discounts helps build a strong community interested in preserving cultural values.

Educational programs can incorporate culinary tourism, highlighting Chaoshan's designation as a "City of Gastronomy." These may include cooking classes, food festivals, and culinary tours that educate locals and tourists about the region's rich culinary heritage. Schools and universities can integrate these programs into their curricula, offering students hands-on experiences in traditional cooking techniques and cultural practices.

Partnerships with cultural institutions and museums can facilitate workshops and seminars that delve into the history and significance of Chaoshan's ICH. These programs can be extended to international educational exchanges, inviting students worldwide to learn about Chaoshan culture and share their traditions, fostering cross-cultural understanding and appreciation.

Moreover, leveraging digital platforms for educational content can expand the reach of these initiatives. Online courses, virtual museum tours, and interactive

e-learning modules can provide accessible and engaging ways for people of all ages to learn about Chaoshan's heritage.

#### 5.4.5 DEVELOPING CULINARY TOURISM ROUTES

Specific culinary tourism routes should be developed to maximize the potential of Chaoshan's "City of Gastronomy" status. These routes can connect major cities within the Chaoshan region, such as Chaozhou, Shantou, and Jieyang, creating a cohesive and immersive cultural experience. Each city can highlight its unique culinary specialties, traditional markets, and local food festivals, allowing tourists to experience the full spectrum of Chaoshan cuisine.

Sample Culinary Tourism Route:

Day 1–2: Chaozhou

Visit local markets and traditional tea houses to sample local delicacies.

Participate in a Chaoshan Gongfu tea ceremony, learning about the intricate brewing techniques and the cultural significance of tea in Chaoshan society.

Dinner at a renowned Chaozhou cuisine restaurant, featuring dishes like beef hotpot, oyster omelet, and fish balls.

Day 3–4: Shantou

Morning tour of traditional Shantou food markets, where visitors can see the variety of fresh ingredients used in local dishes.

Cooking class, featuring Shantou specialties, such as braised goose and shrimp rolls, where tourists can learn to prepare these dishes from local chefs.

Afternoon visit to historical sites, ending with a seafood dinner at a coastal restaurant.

Day 5: Jieyang

Explore local temples and cultural landmarks to understand the historical context of Chaoshan cuisine.

Lunch at a traditional Jieyang restaurant, sampling local dishes like marinated pork and herbal soups.

Participate in a food festival showcasing local delicacies, crafts, and performances, providing a comprehensive cultural and culinary experience.

Chaoshan can attract food enthusiasts and cultural tourists by creating well-structured culinary routes, enhancing the region's tourism appeal and economic development. Integrating interactive and immersive experiences, such as cooking classes and food tastings, will further enrich tourists' understanding and appreciation of Chaoshan's culinary heritage.

#### **5.4.6 PROMOTION AND PUBLICITY**

Strengthening live streaming and social media promotion during activities, showcasing cultural events and traditional crafts in real-time through platforms like TikTok, can attract a wider audience and increase activity participation. Combining live streaming with product sales can enhance the commercial value of activities, promoting local economic development.

Creating a dedicated social media strategy that includes regular updates, behind-the-scenes content, and interactive Q&A sessions can keep the audience engaged and informed about upcoming events and activities. Collaborations with influencers and cultural ambassadors can amplify the reach of promotional campaigns, attracting a diverse audience interested in cultural tourism.

Developing a robust online presence through a well-designed website and active social media profiles can also provide valuable information to potential tourists. This includes detailed itineraries, booking options, and user-generated content showcasing personal experiences and testimonials.

Through these comprehensive strategies—enhancing authenticity, leveraging technology, improving policies, launching educational initiatives, developing culinary tourism routes, and boosting promotion—Chaoshan can effectively safeguard its ICH while promoting sustainable tourism growth. These efforts will ensure that the region

remains a vibrant and attractive cultural and culinary tourism destination, preserving its rich heritage for future generations.

## **5.5 RESEARCH LIMITATIONS AND SUGGESTIONS**

### **5.5.1 EXPANDING RESEARCH TO OTHER REGIONS IN CHINA**

Future research should expand to other regions in China to comprehensively understand different methods and recognize common challenges and opportunities in cultural tourism and heritage protection. Each region has its unique cultural heritage and tourism dynamics, and understanding these can provide a more comprehensive view of cultural tourism practices across the country. Comparative studies can reveal how different regional contexts influence the effectiveness of tourism strategies and the preservation of ICH. By examining diverse cultural environments, researchers can identify best practices and innovative approaches that can be adapted and applied to Chaoshan, enhancing the overall cultural tourism strategy.

### **5.5.2 LONGITUDINAL IMPACT STUDIES**

Long-term research focusing on the impact of cultural tourism on ICH protection is essential for providing significant insights into the sustainability of current practices. Such studies can track the long-term effects of tourism activities on cultural heritage sites and practices, providing data on trends, changes, and the effectiveness of preservation efforts over time. Longitudinal studies can also help assess the impact of new strategies and technologies on cultural preservation and tourism promotion. By comparing tourism practices across different periods, researchers can identify successful interventions and areas needing improvement, ensuring that cultural tourism supports sustainable heritage management.

### **5.5.3 RESEARCH ON TECHNOLOGY INTEGRATION AND DEVELOPMENT IN TOURISM**

Future research should delve deeper into the integration of advanced technologies in cultural tourism. The role of augmented reality (AR), artificial intelligence (AI), and virtual reality (VR) in revolutionizing the tourism industry is particularly noteworthy. These technologies can create immersive and interactive experiences that attract modern tourists and enhance their engagement with cultural heritage. For example, AR can bring historical sites to life, AI can provide personalized tour recommendations, and VR can offer virtual tours of inaccessible sites. Research should explore how these technologies can be effectively implemented in cultural tourism to enhance visitor experiences while preserving and promoting ICH.

### **5.5.4 RESEARCH ON TOURIST BEHAVIOR AND TRENDS**

Globalization and modernization significantly impact cultural tourism, influencing how traditional customs and beliefs are preserved and transformed. Future research should examine the role of cultural tourism in these processes, evaluating how tourism can mitigate negative impacts and address cross-cultural issues. This includes studying the balance between preserving cultural heritage and accommodating the demands of modern tourism. Research should explore strategies for maintaining cultural authenticity while integrating modern elements, ensuring that cultural traditions are respected and sustained in a globalized world. Additionally, investigating the impacts of cultural exchange through tourism can provide insights into how global interactions shape and redefine local cultures.

By addressing these research areas, future studies can provide a more holistic understanding of the challenges and opportunities in cultural tourism and heritage protection. Expanding the scope of research to include various technological innovations, tourist behaviors, and the impacts of globalization will enhance the strategies for preserving and promoting ICH in the modern era.

### **5.5.5 RESEARCH ON THE IMPACT OF GLOBALIZATION AND MODERNIZATION ON CULTURAL TOURISM**

Future research should examine the role of cultural tourism in the processes of modernization and globalization. Evaluating how tourism can mitigate negative impacts and cross-cultural issues helps to understand how traditional customs and beliefs transform.

### **5.6 CONCLUSION**

The findings from this study underscore the pivotal role played by ICH in enriching cultural tourism within the Chaoshan region. The high levels of willingness among participants to engage in cultural activities, coupled with significant interest in specific aspects such as Chaozhou woodcarving and Gongfu tea, highlight the potential of these cultural elements to serve as focal points for sustainable tourism development.

Evaluating the current status of cultural heritage protection in Chaoshan reveals a mixed but generally positive perception among participants. Almost half expressed confidence in existing preservation measures, yet a considerable percentage expressed dissatisfaction, underscoring the need for targeted improvements to enhance the preservation and promotion of Chaoshan's cultural heritage. This indicates a gap between current practices and potential areas for development, suggesting the need for more robust and innovative strategies.

The survey results validate the applicability of Cultural Capital Theory, Tourism Motivation Theory, and Cross-Cultural Adaptation Theory in understanding the dynamics of cultural tourism in Chaoshan. These theoretical frameworks provide a comprehensive understanding of how cultural heritage can be effectively leveraged to foster tourism development while ensuring the sustainability and transmission of cultural practices. Cultural Capital Theory highlights the importance of cultural assets

in attracting tourists. Tourism Motivation Theory explains the factors driving tourists to engage with cultural heritage, and Cross-Cultural Adaptation Theory underscores the adaptability of cultural practices in a globalized context.

In conclusion, this study highlights the importance of continued and innovative efforts in integrating cultural heritage with tourism. Addressing the gaps in cultural protection and leveraging modern technologies can significantly enhance Chaoshan's cultural tourism offerings. For example, integrating digital platforms for virtual tours and interactive storytelling can attract a wider audience and provide unique, immersive experiences.

Furthermore, promoting culinary tourism through the "City of Gastronomy" accolade can be crucial in distinguishing Chaoshan's tourism services. Developing specific culinary tourism routes connecting key regional cities can offer tourists comprehensive cultural and gastronomic experiences. Chaoshan can capitalize on its culinary heritage to attract food enthusiasts and cultural tourists by organizing food festivals, cooking classes, and market tours.

Such an approach will preserve the region's ICH and provide unique and enriching tourist experiences, thereby contributing to the sustainable development of the local economy and cultural landscape. Future research should focus on expanding these findings to other regions and exploring long-term impacts, further contributing to cultural heritage tourism. Expanding the scope of research to include various technological innovations, tourist behaviors, and the impacts of globalization will provide a holistic understanding of how to best protect and promote intangible cultural heritage in the modern era.

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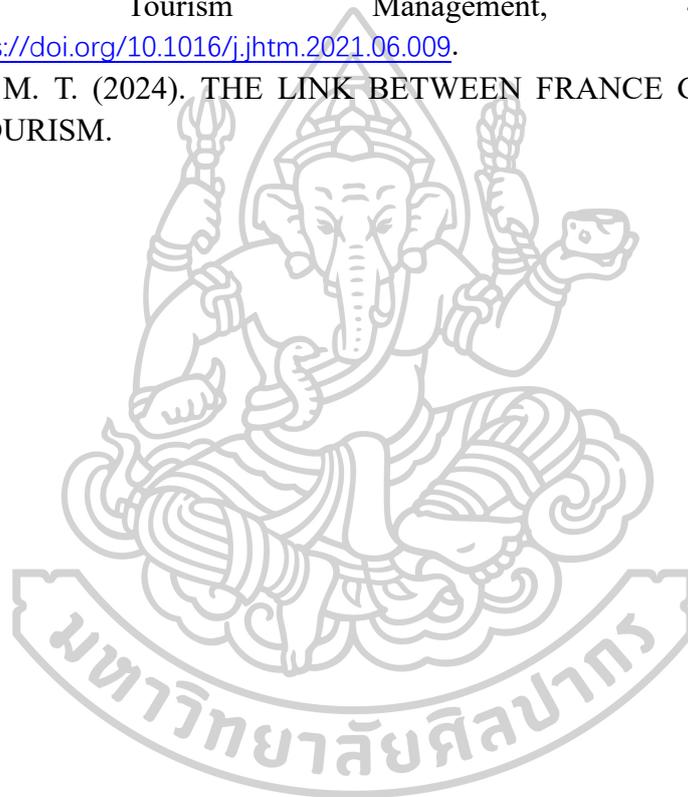
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## Appendix 1: QUESTION SETTINGS FOR SURVEY

The questions settings include the age, gender, and occupations for collecting the demographic details of the participants. For details questions for survey please check Appendix

1. What is your age? - A. Under 18- B. 18 to 25- C. 25 to 35 - D. 35 to 45 - E. 45 to 60 - F. Over 60
2. What is your gender? - Male - Female - Uncertain
3. What is your occupation? - Management staff - Professional technical personnel - Business/service personnel- Worker - Self-employed- Student- Farmer- Other
4. How much do you know about the concept of intangible cultural heritage?  
- A. Very well- B. Fairly well- C. Not well- D. Not at all
5. If you know that a region has rich traditional cultural heritage, are you more likely to visit that region?  
- Strongly agree - Agree- Neutral - Disagree- Strongly disagree
6. Do you think that cultural integration in tourism development helps in protecting and inheriting traditional culture?  
- Strongly agree - Agree- Neutral - Disagree- Strongly disagree
- 7.If you have the opportunity to access and learn about intangible cultural heritage through activities, would you be willing to learn about and engage in traditional culture?  
- A. Very willing- B. Fairly willing- C. Neutral, only curious to learn a bit- D. Unwilling
8. How do you evaluate the current state of protection of intangible cultural heritage in the Chaoshan area?  
- A. Very good- B. Good - C. Average - D. Poor - E. Very poor - F. Unable to evaluate
9. Which aspects of Chaoshan intangible cultural heritage are you more interested in?  
(Multiple choices)

- A. Chaozhou embroidery- B. Chaozhou opera - C. Chaoshan cuisine
- D. Chaoshan kung fu tea - E. Chaozhou woodcarving- F. Chaozhou lanterns
- G. Other

10. Are you interested in participating in any activities or experiences related to Chaoshan intangible cultural heritage to learn about Chaoshan traditional cultural knowledge?

- A. Very willing - B. Fairly willing - C. Neutral, only curious to learn a bit
- D. Unwilling

10. What types of intangible cultural heritage experience activities do you expect? (Multiple choices)

- A. Interactive workshops- B. Cultural performances- C. Historical lectures and educational activities - D. Food tasting events- E. Cultural tourism route displays
- F. Creative product making experiences- G. Other

12. If there are cultural and creative products related to Chaoshan intangible cultural heritage, what types of products would you prefer? (Multiple choices)

- A. Stationery (pens, City of Gastronomy books, pen holders, bookmarks, etc.)- B. Tableware (bowls, chopsticks, cups, spoons, etc.)- C. Jewelry (necklaces, bracelets, earrings, rings, etc.)
- D. Decorations (cross-stitch, ethnic clothing, keychains, etc.)- E. Toys (blind box dolls, puzzles, 3D paper figures, etc.)- F. Home decorations (fridge magnets, pillowcases, etc.)- G. Other

13. What factors do you think affect your purchase of cultural and creative products? (Multiple choices)

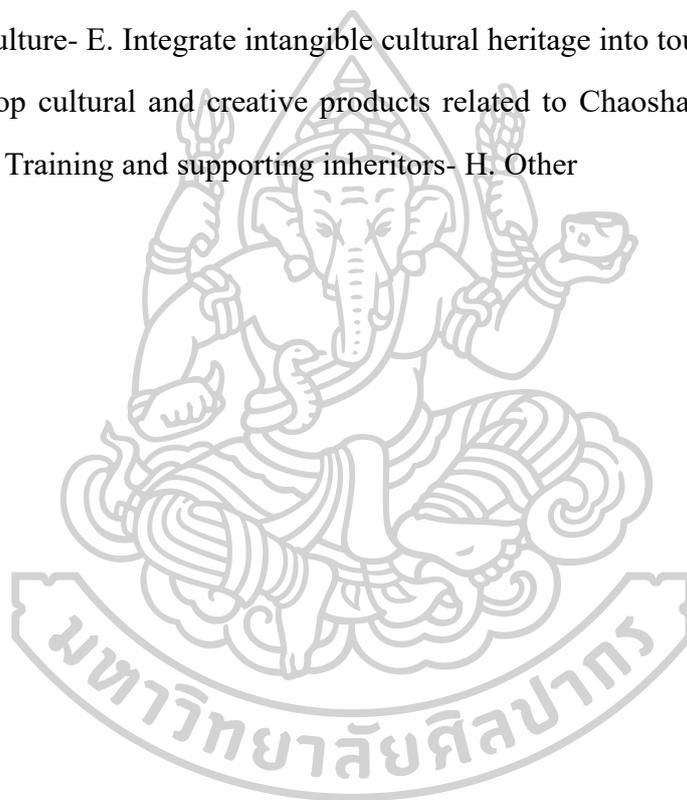
- A. Inheritance of intangible cultural heritage - B. Commemorative value - C. Learning Chaoshan cultural elements- D. Collectible value - E. Creativity and uniqueness- F. Cultural connotation- G. Price - H. Other

14. If Chaoshan intangible cultural heritage is introduced on major video platforms, which platform would you prefer to learn about this heritage?

- A. WeChat public account- B. Douyin (TikTok) - C. Xiaohongshu (Little Red Book)
- D. Bilibili- E. Other

15. What suggestions do you have for the protection and inheritance of Chaoshan intangible cultural heritage? (Multiple choices)

- A. Strengthen education and publicity- B. Organize cultural exchange activities
- C. Government support and funding- D. Utilize modern technology: use virtual reality, online platforms, and other modern technological means to display and spread Chaoshan culture- E. Integrate intangible cultural heritage into tourism activities
- F. Develop cultural and creative products related to Chaoshan intangible cultural heritage- G. Training and supporting inheritors- H. Other



## Appendix 2: Test activities Questionnaire

1. What is your age?- (0-12years) - (13-15years) - (16-18years) - (19-21years) - (22years&above)
2. What is your occupation?- (Student) - (Recent graduate) - (Employee with less than one year of work experience) - (Other)
3. Have you previously participated in similar intangible cultural heritage activities in schools?- (YES) - (NO)
4. How much did you know about Chaozhou intangible cultural heritage before participating in the activity?-(Very knowledgeable)-(Somewhat knowledgeable)-(Average knowledge)-(Little knowledge)-(Almost no knowledge)
5. What was the main reason for your participation in this activity?  
-(Interest or hobby)-(School requirement)-(Peer influence)-(Saw it advertised on a social media platform)-(Other)
6. Compared to past heritage activities, was the content of this activity richer?  
-(Strongly agree)-  
(Agree)-(Neutral)-(Disagree)-(Strongly disagree)
7. Did the activity help you understand the importance of Chaozhou culture?(Strongly agree)-(Agree)-(Neutral)-(Disagree)-(Strongly disagree)
- Did this activity make you feel the innovation in Chaozhou intangible cultural heritage? -(Strongly agree)-(Agree)-(Neutral)-(Disagree)-(Strongly disagree)
9. Did the activity increase your interest in Chaozhou intangible cultural heritage?-(Strongly agree)-(Agree)-(Neutral)-(Disagree)-(Strongly disagree)
10. Did this activity inspire you to personally try and learn Chaozhou traditional crafts?-(Strongly agree)-(Agree)-(Neutral)-(Disagree)-(Strongly disagree)
11. Did this activity help you learn about the content of Chaozhou intangible cultural heritage?-(Strongly agree)-(Agree)-(Neutral)-(Disagree)-(Strongly disagree)

12.How well do you think this activity promoted the transmission of Chaozhou intangible cultural heritage?-(Strongly agree)-(Agree)-(Neutral)-(Disagree)-(Strongly disagree)

13.Compared to other cultural activities you have participated in, how satisfied are you with this activity?-(Strongly agree)-(Agree)-(Neutral)-(Disagree)-(Strongly disagree)

How would you rate your overall experience of this activity?

-(Strongly agree)-(Agree)-(Neutral)-(Disagree)-(Strongly disagree)

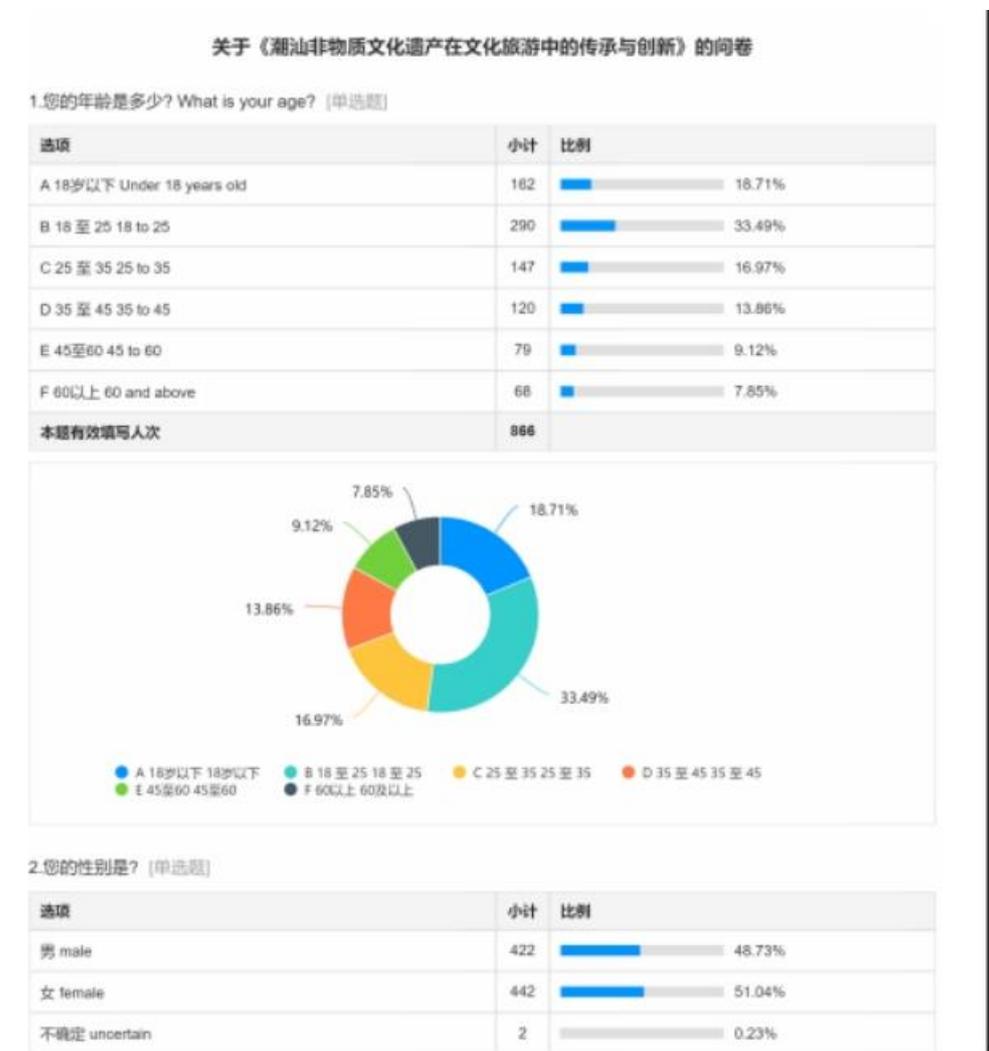
15.After this activity, are you interested in participating in a cultural tour to Chaozhou?-(Strongly agree)-(Agree)-(Neutral)-(Disagree)-(Strongly disagree)

16.If you decide to participate in a cultural tour to Chaozhou, what would be the main reason? (multiple choice) - (To deepen understanding of Chaozhou culture) - (To learn about Chaozhou intangible cultural heritage) - (To experience something new and different) - (As part of a school project) - (To spend time with friends or family) - (Other (please specify))

17.What suggestions do you have for improving the future chaoshan intangible cultural heritage activities? (multiple choice) - (Increase interactivity of the activities) - (Introduce more diverse forms of activity presentation) - (Extend the duration of activity days) - (Improve clarity in event scheduling) - (Enhance publicity through social media) - (No suggestions) - (Other)

18.Can you share specific activities or aspects that made your satisfaction with this activity higher or lower than other activities? Please specify.

### Appendix 3: Samples from Survey Data



## 3. 您的职业是?What is your occupation? [单选题]

选项	小计	比例
管理人员 manager	63	7.27%
专业技术人员 Professional skill worker	118	13.63%
商业、服务业人员 Business and service industry personnel	172	19.86%
工人 Worker	78	9.01%
个体经营 self-employed	56	6.47%
学生 student	328	37.88%
务农 farming	23	2.66%
其他 other	28	3.23%
<b>本题有效填写人次</b>	<b>866</b>	



6. 您认为旅游业发展中的文化融合有助于保护和传承传统文化? Do you think cultural integration in tourism development can help protect and inherit traditional culture? [单选题]

选项	小计	比例
强烈同意 Strongly agree	211	 24.36%
同意 Agree	304	 35.1%
中性 Neutral	155	 17.9%
不同意 Disagree	106	 12.24%
强烈不同意 Strongly disagree	90	 10.39%
本题有效填写人次	866	

7. 如果有机会接触到非物质文化遗产并有机会去学习, 您是否通过活动去了解并学习传统文化? If you have the opportunity to come into contact with intangible cultural heritage and have the opportunity to learn, do you understand and learn traditional culture through activities? [单选题]

选项	小计	比例
A.非常愿意 Very willing	274	 31.64%
B.比较愿意 More willing	398	 45.96%
C.一般, 仅限于好奇会去了解一下 Generally, only those who are curious will go and find out more.	133	 15.36%
D.不愿意 unwilling	61	 7.04%
本题有效填写人次	866	

7.04%



## **Appendix 4: Samples from Interview Data**

### **Participant 1**

#### **Have you observed the integration of culture and tourism in Chaoshan?**

Absolutely, I think, Chaoshan has masterfully integrated its rich cultural heritage into tourism. Unlike some European destinations where cultural elements can feel like mere exhibits, Chaoshan's culture is a lived experience for tourists. I have seen tea ceremonies and opera not just displayed but actively involved in daily tourism activities. This holistic approach creates a more meaningful and authentic experience, quite distinct from many of my other travel experiences.

#### **Have you participated in any activities during your visits to Chaoshan, Chengdu, Xiamen, and Lijiang?**

Yes, in Chaoshan, I participated in traditional embroidery workshops, which was not only a learning experience but also a deep dive into the local culture. In Chengdu and Xiamen, the activities were more observational, like watching Sichuan opera or visiting historical sites. In Lijiang, it was a mix of both. But Chaoshan's approach of involving tourists in cultural practices truly helped in understanding and appreciating their intangible culture."

#### **Have you observed any innovative approaches in Chaoshan's cultural tourism?**

Chaoshan is indeed innovative in its approach, I am enjoying my visit very much. One of the most impressive aspects was the use of technology in preserving and showcasing their heritage. Interactive digital museums and virtual reality experiences that brought historical narratives to life were truly exceptional. This blend of tradition with modern technology not only preserves the heritage but also makes it accessible and engaging for a broader audience."

#### **Based on your visits to Chengdu, Xiamen, and Lijiang, what are the similarities and differences?**

Each city has its unique way of showcasing culture from what I have experiences so far. Chengdu focuses heavily on culinary experiences, Xiamen on historical sites, and Lijiang on natural beauty and Naxi culture. Chaoshan, however, presents a more integrated experience. I have witness it combines tangible and intangible cultural elements seamlessly, offering a more comprehensive understanding of its heritage. The difference lies in how these cultures are presented - Chaoshan offers a more immersive and participatory experience."

**How can Chaoshan Intangible Cultural heritage be integrated with modern tourism?**

I think to further integrate its intangible cultural heritage, Chaoshan could develop more interactive experiences, like cultural trails with augmented reality features, or collaborative events with international artists and cultural experts. Also, promoting these unique cultural aspects through digital marketing to reach a global audience could enhance its appeal. It's about finding innovative ways to present traditional culture in a modern context, making it relevant and exciting for today's diverse tourist demographic.

Participant 2:

**Have you observed the integration of culture and tourism in Chaoshan?**

Definitely. In Chaoshan, I saw a deep connection between local culture and tourism. It's more integrated than many places I've visited in the States. For instance, the local markets weren't just selling souvenirs; they were places where you could see artisans at work, practicing centuries-old crafts. This kind of authentic experience is something I haven't seen much elsewhere, making Chaoshan's approach quite unique.

**Have you participated in any activities during your visits to Chaoshan, Chengdu, Xiamen, and Lijiang?**

In Chaoshan, I got to participate in a traditional tea ceremony, which was a hands-on way to learn about their culture. Chengdu was more about experiencing the food

scene, while in Xiamen, I visited historical sites. Lijiang offered a blend of nature and culture with its ancient town and scenic views. Each place had its charm, but Chaoshan's activities were more immersive and informative about their intangible cultural heritage.

**Have you observed any innovative approaches in Chaoshan's cultural tourism?**

One thing that stood out in Chaoshan was their use of storytelling. I attended a few guided tours where the guides used stories to bring historical sites to life. It felt more engaging than the usual factual tours I have experienced in other places. This storytelling approach, combined with interactive elements like traditional music and dance, made the experience more dynamic and memorable.

**Based on your visits to Chengdu, Xiamen, and Lijiang, what are the similarities and differences?**

While Chengdu, Xiamen, and Lijiang have their unique cultural offerings, Chaoshan's approach felt more integrated and participatory. Chengdu was about experiencing the food, Xiamen the history, and Lijiang the natural and cultural landscapes. But in Chaoshan, culture is not just something you see; it's something you do. This active participation in cultural activities sets Chaoshan apart from the other places I have visited.

**How can Chaoshan Intangible Cultural heritage be integrated with modern tourism?**

I think leveraging social media and digital platforms could be a game-changer for Chaoshan. They could create online content like virtual tours or workshops, which would appeal to younger audiences like myself. Also, incorporating modern storytelling techniques, like augmented reality, in their historical and cultural sites could make the experiences more engaging and relatable to the digital generation.







Overall	Pearson correlation	.126*	.006	-.747**	.575**	-.552**	.565**	1
experience	Sig.(Double tail)	.028	.913	.000	.000	.000	.000	
satisfaction	The number of cases	307	307	307	307	307	307	307
<p>** . At the 0.01 level (two-tailed), the correlation was significant.</p> <p>* . At the 0.05 level (two-tailed), the correlation was significant.</p> <p>Note: Summarizes the results of the survey</p>								

## Appendix 6: Regression Analysis

ANOVA<sup>a</sup>

model	quadratic		mean square	F	conspicuousness	
	sum	free degree				
1	regression	224.816	5	44.963	71.615	.000 <sup>b</sup>
	residual	188.982	301	.628		
	amount to	413.798	306			

Dependent variable: whether the increased interest in Chaoshan intangible cultural heritage



Coefficient<sup>a</sup>

model	Unstandardized		Standardization		t	Collinearity	
	coefficients	error	coefficient	Beta		conspicuousnesstolerance	VIF
	B	Standard					
1(constant)	6.877	.409			16.816	.000	
age	.061	.045	.053		1.348	.179	.965 1.036
occupation	.028	.052	.022		.545	.586	.949 1.054

Have you participated in similar intangible cultural heritage on campus activities	-2.355	.203	-.829	-11.602	.000	.297	3.362
Understanding of Chaoshan intangible cultural heritage before participating in the event	-.108	.058	-.105	-1.869	.063	.480	2.085
Reason for participating in the event	.040	.058	.041	.694	.488	.441	2.269

a. Dependent variable: whether the increased interest in Chaoshan intangible cultural heritage

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