

Study on the Influence of Intangible Cultural Heritage on Tourists before, During and after Their Visit

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Abstract

With the rapid development of cultural and tourism integration, people pay more and more attention to high-quality tourism experience. Intangible cultural heritage is one of the ways for tourists to quickly understand a city. This paper analyzes the impact of Mount Emei's intangible cultural heritage on tourists before, during and after their visit. It is concluded that the intangible cultural heritage of Mount Emei is an influence and attraction to tourists before the tour, an immersive travel experience during the tour, and an influence of behavioral intention after the tour. Finally, it is suggested that Emei Mountain Scenic spot should strengthen its brand building and expand its influence before tourists visit. In the tour, the introduction of modern technology, the construction of scenic wisdom, to create immersive tourism products, after the tour, strengthen the contact with tourists, provide a wealth of tourism products, smooth tourist experience feedback channels, timely improvement and other strategies.

Keywords

Intangible Cultural Heritage; Cultural and Tourist Integration; Tourism Impact.

1. Introduction

With the increasing number of tourism projects, such as health tourism, sports tourism, ecological tourism, etc., among the many tourism product options, intangible cultural heritage is the essence of human spiritual civilization and historical inheritance to preserve and present, people's cultural demand for tourism is growing, intangible cultural heritage has become the first choice of many tourists, people no longer like to sleep in the car. The shallow tourism of getting off the bus and taking photos, and the deep tourism of broadening knowledge, learning culture and inheriting spirit are the choices of people at present. The Decision of the Central Committee of the Communist Party of China on Several major issues concerning Deepening the reform of cultural system and Promoting the Great Development and prosperity of Socialist Culture clearly puts forward that "developing intangible cultural heritage tourism and giving play to the role of tourism and intangible culture in promoting the economy". [1] In the context of the integration of culture and tourism, intangible cultural heritage tourism has become a new trend. Based on the actual situation of Mount Emei Scenic spot, this paper analyzes the problems of Mount Emei's intangible cultural heritage before, during and after the tour through field visits. This paper discusses the intangible cultural heritage of Emei Mountain scenic area in terms of brand publicity, service quality and high-quality construction of tourism products, and puts forward specific feasible countermeasures and suggestions to enrich the tourism resources of Emei Mountain and provide reference opinions for enterprises.

2. Mount Emei Intangible Cultural Heritage

The attractiveness of Mount Emei's intangible cultural heritage to tourists before they visit.

2.1. Mount Emei Buddhist Culture

As a famous Buddhist mountain, Mount Emei has a rich Buddhist cultural heritage, known as the "paradise of Buddhism" [2] and the ashram of Universal Bodhisattva. Mount Emei attracts many Buddhist believers and tourists to worship and visit, and the Buddhist culture here is mainly reflected in temple architecture, sculpture art, Buddhist classics and practice. Temple buildings such as White water Temple, ten thousand years Temple, etc., unique style, exquisite craftsmanship, is a place of worship for Buddhist believers. The sculpture art is represented by Buddha, Bodhisattva, etc., with vivid images and profound meanings, showing the artistic charm of Buddhist culture. At the same time, Mount Emei also has a wealth of Buddhist classics research and practice, providing important support for the inheritance and development of Buddhist culture. These cultural elements together constitute the unique Buddhist cultural landscape of Mount Emei, attracting a large number of tourists to feel its profound cultural deposits and unique charm.

2.2. Mount Emei Wushu

Emei Martial Arts is deeply influenced by the Taoist thought of "Tao Fa is natural, and nature does not do", reflecting the philosophical concepts of "quiet and non-doing" and "returning to the simple and true" [3], emphasizing both internal and external cultivation and focusing on the combination of body Fa and boxing theory. The moves are varied, with soft and rigid, with static braking, emphasizing the mind as the leading, and achieving the purpose of attack and defense through the coordinated action of breathing and body. At the same time, Emei Mountain martial arts also pay attention to the cultivation of martial virtues, emphasizing benevolence, justice, rites, wisdom and faith and other moral norms. In addition, the exploration and application of Mount Emei Martial Arts in tourism As an important part of traditional Chinese culture, Mount Emei martial arts has a long history and unique style.

2.3. Mount Emei Tea Culture

Mount Emei tea, originated from Mount Emei, has a long history and unique characteristics. Its notable features are flat straight smooth, light green oil, long fragrance, fresh alcohol and sweet. The tea industry and tea culture of Mount Emei prosper because of the unique natural environment and religious culture of Mount Emei, among which the Buddha tea culture is particularly far-reaching. Emei Xueya, as the representative of Mount Emei tea, has a history of 1,500 years. It was once a tribute to the Sui and Tang Dynasties. It was recorded by the tea saint Lu Yu and praised by Lu You. Emei snow bud is closely connected with the unique natural climate of Mount Emei. During the Qingming Festival every year, snow bud is green like jade. When tasting, it feels bitter at first, and then it is sweet. Mount Emei tea is not only the inheritance of tea culture, but also the perfect combination of nature and humanity [4].

3. The Immersive Experience of Mount Emei Intangible Cultural Heritage for Tourists During the Tour

3.1. Buddhist Cultural Experience

Experiencing the Buddhist culture of Mount Emei is a special way to travel, which can deeply feel the profound influence of Buddhism and peace of mind. First of all, visit the temples, Mount Emei has many famous temples, such as Emeishan Bao Guo Temple, White water Temple, ten thousand years Temple and so on. Visitors can visit these temples and gain insight into the development of Buddhism and its core teachings. Secondly, participating in Buddhist dharma activities, which are usually led by temple monks, allows visitors to experience the solemnity and sanctity of Buddhism, while Mount Emei provides the opportunity to meditate and meditate in temples or special meditation centers to help visitors purify their minds and

improve their wisdom. Under professional guidance, visitors can feel a sense of inner tranquility and peace. Finally, participate in Buddhist charity activities, such as alms, free life, etc. These activities not only cultivate tourists' compassion and public welfare consciousness, but also reflect the Buddhist spirit of compassion. Through such an immersive experience, visitors are able to deeply understand the essence of Buddhist culture, which is also a unique way to explore the city.

3.2. Tea Culture Experience:

Emei Mountain tea culture experience activities let visitors deeply feel the charm of Chinese tea. Visitors can walk in the hillside tea garden, witness the growth and picking of tea, and experience the fresh air and pleasant environment. Under the guidance of tea makers, visitors participate in the whole process from picking to finished products, making with their own hands, and feeling the art of tea making. In the tea room, watch the tea art performance, learn the tea making skills, taste the famous tea such as Emei snow bud, and enjoy the interest of tea. In the interactive session, visitors communicate with tea artisans, share their tea drinking experiences, and enhance their understanding of tea culture. This series of experiences not only allows tourists to appreciate the beauty of tea culture, but also may stimulate the idea of re-visiting and deepen the understanding of the tea culture of Mount Emei.

3.3. Mount Emei Martial Arts experience

The martial arts cultural experience of Mount Emei brings visitors a feast of vision and soul. By watching the wonderful martial arts performances, tourists can glimpse the charm of traditional Chinese culture and feel the unique style and exquisite skills of Mount Emei martial arts [4]. Not only that, participating in martial arts experience activities gives tourists the opportunity to try themselves, experience the power and beauty of martial arts, and deepen their understanding and interest in Mount Emei martial arts. The martial arts Culture exhibition area gives visitors a comprehensive understanding of the history, skills and inheritance of Mount Emei martial arts, and enhances their sense of identity and belonging to martial arts culture. In addition, training and research services in cooperation with martial arts training institutions provide tourists with more in-depth learning opportunities and promote the inheritance and development of martial arts in Mount Emei. The application of modern technology, such as VR, AR, etc., brings tourists a more immersive martial arts experience, enhancing their sense of participation and interaction. In general, the experience of martial arts culture in Mount Emei makes tourists deeply feel the breadth and depth of traditional Chinese culture, leaving unforgettable memories.

4. The Impact of Intangible Cultural Heritage on Tourists' Post-tour Behavior

4.1. Share

The travel photos and stories shared by tourists through social media can attract their friends and family to follow the travel destination, thus expanding the visibility and appeal of the destination. The content shared by tourists becomes a natural promotion of the destination, helping to shape the image of the destination and attract potential tourists. Interactions on the sharing platform (such as likes, comments) can enhance the sense of engagement and belonging of visitors, while also providing valuable customer feedback to the destination.

4.2. Revisit

A satisfying travel experience will prompt visitors to consider revisiting, and they may become long-term supporters of the destination. Repeat visitors often become unofficial ambassadors for their destination, spreading positive travel experiences through their personal networks

and attracting more people to visit. Revisiting tourists not only increase the direct income of the tourist destination, but also may promote the development of related industries by purchasing souvenirs and participating in paid activities.

4.3. Word of Mouth

In the increasingly fierce competition in the tourism market, good reputation has become a key factor for tourist destinations to gain competitive advantages. Through the positive evaluation of tourists, the destination can stand out among the many travel options and attract more tourists, thereby increasing tourism revenue and market share. Post-trip word of mouth is also valuable feedback for destinations to improve their services and products. The comments and suggestions of tourists can provide the improvement direction for tour operators, help them better meet the needs of tourists, improve the satisfaction of tourists, and thus improve the re-visit rate and the positive effect of word-of-mouth communication. Positive post-trip word-of-mouth can improve the image of tourist destinations and establish positive brand cognition in the minds of potential tourists. Visitors share their travel experiences through personal stories, photos and videos, which, if positive and engaging, can serve as powerful promotional material to attract more visitors to the experience.

5. Peroration

5.1. Strengthen Publicity and Promotion before Tourists Visit

We use new media to release cultural and tourism information and promotion information through wechat, Weibo, Douyin, Kuaishou and other new media platforms to attract young people's attention. At the same time, cultural activities, such as cultural festivals, cultural exhibitions, intangible cultural heritage performances, etc. are held to attract tourists to participate in and improve the visibility and influence of intangible cultural heritage tourism. Through the tourism platform, the information of intangible cultural heritage tourism products is released, the exposure rate of products is increased, more tourists are attracted to participate, the cultural effectiveness of intangible cultural heritage is deeply explored, and the popularity and credibility of intangible cultural heritage tourism are improved through word-of-mouth marketing and word-of-mouth publicity of tourists, so as to attract more tourists to participate.

5.2. Create Immersive Tourism Products for Tourists During Their Travels

Strengthen the design and implementation of intangible cultural experience, improve tourists' satisfaction, design experiential tourism products, integrate intangible cultural heritage elements into the design of tourism products, create experiential tourism products, and improve tourists' participation and sense of experience. Increase interactive experience links, add interactive experience links in tourism products, such as handmade, folk games, etc., to increase tourists' sense of participation and experience. The use of technology: Through VR/AR and other scientific and technological means to create an immersive cultural experience, so that tourists can feel the charm of intangible cultural heritage.

5.3. Enrich Products for Tourists after Travel, Smooth Sharing Platform

It is important to meet the diversified needs of tourists and develop tourism products with unique appeal. Combining intangible cultural heritage with elements such as food and natural landscapes can create a rich and colorful travel experience. At the same time, new tourism themes with cultural exploration, exchange and experience as the core will be promoted to further enrich the tourism product line. Enhancing interactions among visitors and effectively gathering feedback can build online communities and leverage social media platforms to allow visitors to share their travel stories; At the same time, set up a convenient online feedback system and customer service hotline, in order to timely understand and respond to the voice of

tourists. Increase interaction opportunities with visitors through email newsletters and offline events, and conduct regular user satisfaction surveys. For visitors who actively participate in the feedback, provide incentives. Use artificial intelligence technology to provide round-the-clock advisory services and ensure transparency in handling feedback to build trust with visitors, thereby improving service quality.

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