

On Promotion Approach of ICH Tourism Resources in the Context of Digital Humanities: A Case Study of Shaoxing

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Abstract

Shaoxing, an important historical and cultural city and tourist destination in southern China, boasts rich ICH resources, including Shaoxing Opera, traditional brewing techniques of yellow rice wine, rural community theater performances, production of black felt hats, clay sculpting, tie-dyeing, the sacrifice to Yu the Great, and Shaoxing Pinghu tune. With the rapid development of the digital economy, Shaoxing is actively leveraging digital technology to promote the transformation and upgrading of ICH tourism resources, thereby fostering the integration and innovation of the cultural tourism industry. However, the preservation and transmission of traditional ICH face challenges such as limited dissemination channels and an aging audience. Amid the rise of digital humanities technology, this project provides new platforms and means for the promotion of ICH culture through digital acquisition and analysis, field visits and the construction of industry chains for research and study tours, and digital dissemination. Specifically, the project utilizes big data to store and organize ICH resources, establishing an ICH database; they produce bilingual promotional videos through field visits and interviews, which are widely disseminated on new media platforms; simultaneously, adopting a combination of Chinese and English short videos and VR videos to present ICH to the public in a more vivid and intuitive manner, enhancing its visibility and accessibility. Moreover, this project emphasizes integrating ICH into cultural tourism products to drive innovation and upgrading of such products. By establishing ICH research camps, creating ICH tour.

Keywords

ICH; promotion; innovation

1.Introduction

With the vigorous development of the global digital economy, traditional industries are undergoing unprecedented and profound transformations. Against this backdrop, the cultural tourism industry, as an important component of the national economy, has also entered a crucial period of digital transformation. The widespread penetration and deep integration of digital technology have brought new development opportunities to the cul-

tural tourism industry, promoting innovation and cross-border integration within the sector. Shaoxing, Zhejiang Province, a bright pearl in southern China, boasts not only beautiful natural scenery but also a profound historical and cultural heritage and abundant intangible cultural heritage (ICH) resources, providing unique conditions for the development of Shaoxing's cultural tourism industry (Zhurong Liu, 2025).

The successful hosting of the Hangzhou Asian Games has brought unprecedented development opportunities to Shaoxing, officially ushering in the "Post-Asian Games Era." In this context, Shaoxing's cultural tourism industry has embraced a new spring of development, and the widespread application of digital technology has provided a new opportunity for the promotion of ICH culture. Through digital technology, Shaoxing's ICH can be presented to the public in a more vivid and intuitive manner, breaking geographical and temporal constraints and enhancing the visibility and accessibility of ICH culture. At the same time, digital technology can also provide new ideas and methods for the inheritance and innovation of ICH culture, promoting its deep integration with modern society and achieving the living inheritance and sustainable development of ICH culture.

In recent years, the Shaoxing Municipal Government has attached great importance to the protection and inheritance of ICH culture, adopting a series of effective measures such as establishing ICH protection lists, setting up ICH inheritance bases, and organizing ICH cultural activities. These initiatives have, to a certain extent, promoted the protection.

2.Types and Characteristics of ICH Tourism Resources in Shaoxing City

The intangible cultural heritage tourism resources of Shaoxing City are like a brilliant pearl, embedded in the treasure house of Chinese culture. These resources cover multiple fields such as performing arts, traditional handicrafts, and folk activities. Each item contains rich historical memories and national emotions, becoming an important link connecting the past and the present, inheritance and innovation. In this land of Shaoxing with a long history and profound cultural heritage, the intangible cultural heritage tourism resources, with their unique charm, attract the attention of countless tourists and become an important force promoting the prosperity of local culture and economic development.

Yue Opera, as the representative opera genre of Shaoxing, is deeply loved by the majority of audiences with its unique singing style, performance style and repertoire content (Chengliang Lv), 2022). The singing style of Yue Opera is melodious and tactful, delicate and touching, as if it can penetrate the dust of the years and bring the audience into a world full of emotions and stories. Its performance style not only pays attention to the portrayal of the inner world, but also emphasizes the perfection of the form, making each role come alive and unforgettable. And the repertoire content involves multiple aspects such as history, legends and folk stories. It not only has a deep sense of historical massiveness, but also does not lack vivid flavor of life. Yue Opera not only showcases the artistic wisdom and aesthetic taste of the people of Shaoxing, but also becomes an important carrier for spreading Shaoxing culture.

The traditional craftsmanship of yellow rice wine is another brilliant calling card of Shaoxing. Yellow rice wine, as one of the traditional famous wines in China, boasts a long history and profound cultural deposit. Shaoxing yellow rice wine, with its unique brewing techniques and mellow taste, has become an important symbol of Shaoxing culture. From material selection, fermentation to blending, each step condenses the wisdom and sweat of the wine-making masters. Shaoxing yellow rice wine has a clear color, rich aroma, sweet taste on the entrance and a long aftertaste. It not only satisfies people's gustatory enjoyment, but also carries the yearning and pursuit of a better life of the people of Shaoxing. The inheritance and development of the traditional craftsmanship of yellow rice wine is not only the respect and guardianship of traditional culture, but also the promotion and development of local cultural characteristics.

Apart from Yue Opera and yellow rice wine, traditional folk customs and art forms such as water-town folk opera, the craftsmanship of making black felt hats, clay sculpture, tie-dyeing, the sacrifice ceremony of Dayu, and Shaoxing Pinghu Tune have all been well inherited and developed on this land of Shaoxing. The water-town folk opera, with its unique performance form and rich rural flavor, has become an important representative of the water-town culture of Shaoxing. The craftsmanship of making black felt hats, with its exquisite workmanship and unique shape, has won people's love and praise. Clay sculpture and tie-dyeing, as traditional handicrafts, showcase the creativity and artistic talent of the people of Shaoxing with their rich colors and unique creativity. The sacrifice ceremony of Dayu is the admiration and commemoration of Dayu, the ancient hero of water control, reflecting the awe of the people of Shaoxing towards nature and respect for life. Shaoxing Pinghu Tune, with its unique musical style and performance form, has become an important part of the local opera of Shaoxing.

The characteristics of intangible cultural heritage tourism resources in Shaoxing City are mainly reflected in the following aspects.

2.1. Long History and Profound Cultural Deposit

Most of these intangible cultural heritage projects have a history of several hundred or even thousands of years. They are the precious wealth created and accumulated by the people of Shaoxing in their long-term production and life. They not only carry the wisdom and emotions of the people of Shaoxing, but also reflect the changes and development of Shaoxing's history and culture. The existence of these intangible cultural heritage resources makes Shaoxing a city full of cultural deposit and historical memory, attracting countless tourists to explore and experience.

2.2. Distinct Regional Characteristics and Unique Shaoxing Flavor

Whether it is the singing style of Yue Opera or the brewing of yellow rice wine, they are deeply branded with the regional cultural characteristics of Shaoxing. These intangible cultural heritage projects show the unique character and cultural deposit of the people of Shaoxing with their unique styles and forms. They not only become important symbols of Shaoxing culture, but also become important ways for people to know and understand

Shaoxing.

2.3. Equal Emphasis on Artistic Value and Economic Value

These intangible cultural heritage projects not only have extremely high artistic appreciation value, but also can bring considerable economic benefits to Shaoxing through tourism development and other methods. With the continuous increase of people's demand for cultural tourism, these intangible cultural heritage projects have become important resources for tourism in Shaoxing. By developing intangible cultural heritage tourism routes, holding intangible cultural heritage cultural festival activities and other methods, Shaoxing not only enriches the cultural connotation and diversity of tourism products, but also improves the competitiveness and attractiveness of the tourism industry. At the same time, the inheritance and development of these intangible cultural heritage projects have also created local employment opportunities and economic benefits, and promoted the prosperity and development of local economy.

3. Protection and Utilization of Non-heritage Tourism Resources in Shaoxing City

By establishing a non-heritage protection list, setting up non-heritage inheritance bases, and organizing non-heritage cultural activities, comprehensive protection and inheritance of non-heritage projects have been strengthened. The implementation of these measures not only effectively prevented the loss and disappearance of non-heritage projects, but also provided powerful institutional guarantees and material foundations for the inheritance of non-heritage culture. For example, experts were organized to conduct in-depth exploration and sorting of local non-heritage projects, and qualified projects were included in the non-heritage protection list and corresponding protection plans and inheritance schemes were formulated. At the same time, multiple non-heritage inheritance bases were established to provide necessary venues and financial support for non-heritage inheritance people, encouraging them to actively carry out inheritance activities and train the next generation of inheritors.

In addition, various non-heritage cultural activities such as non-heritage cultural festivals, non-heritage exhibitions, and non-heritage performances were held to provide citizens and tourists with opportunities to get close to and understand non-heritage culture. These activities not only enriched the cultural life of citizens and tourists, but also increased the popularity and influence of non-heritage culture, laying a solid mass base for the inheritance and development of non-heritage culture. Actively using digitalization technology and other modern scientific and technological means, non-heritage culture was digitally collected, stored, and disseminated, effectively improving its visibility and accessibility (Jieqiong Xie, 2020) .

The organization has established a professional team to digitally collect local intangible cultural heritage projects, recording them in various forms such as text, pictures, audio, and video, and building a comprehensive intangible cultural heritage database. These digital resources not only provide rich materials and data for the protection and inheritance

of intangible cultural heritage, but also provide more convenient and intuitive ways for tourists to understand intangible cultural heritage. At the same time, it uses social media and short video platforms and other new media channels to widely disseminate and promote intangible cultural heritage, attracting the attention and participation of a large number of young audiences. The implementation of these measures not only effectively expands the channels of intangible cultural heritage dissemination, but also improves its popularity and reputation, injecting new vitality and impetus into the inheritance and development of intangible cultural heritage.

However, there are still some problems and challenges in the protection and utilization of intangible cultural and tourism resources. On the one hand, with the acceleration of modernization and the change of people's lifestyles, some intangible cultural projects are facing the danger of extinction. These intangible cultural projects are often closely linked to specific social environments and cultural backgrounds, and once they lose their original survival soil and inheritance environment, they are difficult to continue to exist and develop. Therefore, how to protect these endangered intangible cultural projects and prevent them from disappearing and dying out has become one of the urgent problems to be solved.

On the other hand, the channels for the dissemination of intangible cultural heritage are limited, and the aging of the audience group is serious, lacking the attention and participation of young audiences. Although a series of measures have been taken to expand the channels for the dissemination of intangible cultural heritage and attract the attention of young audiences, the effect is not ideal. Some young people lack understanding and awareness of intangible cultural heritage, and have no interest or enthusiasm for it. Therefore, how to further expand the channels for the dissemination of intangible cultural heritage and attract more young audiences' attention and participation is one of the problems that need to be considered and solved.

In response to these issues and challenges, project members will continue to take effective measures to achieve greater success in the protection and utilization of intangible cultural heritage tourism resources. On the one hand, we will intensify our efforts to protect endangered intangible cultural heritage projects by providing more financial support and policy support to encourage inheritors to actively engage in inheritance activities and train the next generation of inheritors. On the other hand, we will strengthen our efforts to promote and publicize intangible cultural heritage, by using various channels and means to popularize intangible cultural heritage knowledge and inheritance concepts among the public and raise their awareness and level of importance of intangible cultural heritage.

The project will also actively explore innovative ways and means of disseminating intangible cultural heritage, by utilizing digital technology and other modern technological means to inject new vitality and impetus into the dissemination of intangible cultural heritage. For example, we will strengthen cooperation and exchanges with universities, research institutions and other units to jointly develop locally distinctive intangible cultural tourism products and cultural and creative products; we can also provide immersive in-

tangible cultural experience services to tourists using advanced technologies such as virtual reality (VR) and augmented reality (AR); in addition, we can also strengthen cooperation and exchanges with domestic and foreign tourism organizations to expand the international influence of intangible cultural heritage. (Zhenzhen Xu, 2016) .

4.Promotion Path for ICH Resources in Shaoxing city

In the context of digital humanities, the promotion route of Shaoxing's intangible cultural tourism resources presents a diversified and innovative character, aiming to delve into and inherit the rich intangible cultural heritage of Shaoxing through modern technological means, thereby promoting the integrated development of the tourism and culture industries. Below is a detailed explanation of the promotion pathways for the intangible cultural heritage and tourism resources of Shaoxing City, which primarily encompasses digital collection and analysis, on-site investigations and study tours along the industrial chain, and digital dissemination and presentation.

4.1. Digitization of Collection and Analysis: Precise Localization, Scientific Planning

In the context of digital humanities, the promotion of Shaoxing's intangible cultural heritage and tourism resources first relies on the digitization and analysis of these resources. This step is aimed at pinpointing with scientific precision those intangible cultural heritage experiences that resonate widely among the masses, thereby providing strong support for subsequent promotion and preservation efforts.

Project team members designed a series of questionnaires to collect data on audience perceptions, interests, and willingness to participate in intangible cultural heritage from various age groups, genders, and regions. By leveraging big data analysis techniques, these survey data can be thoroughly mined and organized, revealing audience preferences and expectations towards intangible cultural heritage. This enables us to determine which intangible cultural projects are more popular, as well as which aspects require improvement or innovation.

Building upon this foundation, project members established an intangible cultural heritage database that comprehensively categorized and managed cultural resources. This database not only encompasses textual, graphic, auditory, and visual materials related to intangible cultural heritage projects but also covers detailed information on the basic profiles, crafting techniques, and procedures of intangible cultural heritage inheritors. Through the construction of databases, effective protection and inheritance of intangible cultural heritage resources have been achieved, providing a solid foundation for subsequent promotion and research-and-learning industry development.

4.2. Field trips and Research on the Curriculum

The on-site inspection and research & study along the industrial chain is yet another significant pathway for the promotion of Shaoxing's intangible cultural heritage and tourism resources. Through on-site visits, one gains profound insight into the crafting processes

and workflows of intangible cultural heritage projects, experiencing the unique allure of these traditions; and the development of the educational tourism chain allows more visitors to personally experience the intangible culture, fostering the inheritance and innovation of the tradition.

In terms of on-site investigations, project members convened a professional team that visited intangible cultural heritage bearers, gaining insight into their techniques and creative processes. By means of on-the-ground documentation and interviews, a bilingual promotional video was produced, which was then promoted via the internet, attracting more visitors to experience and learn.

In tandem, the launch of an intangible cultural heritage study camp, in conjunction with Shaoxing's tourism assets, has enabled the creation of locally distinctive intangible cultural heritage travel routes and products. The educational camp is designed with diverse study programs and experiential activities tailored for tourists of varying age groups. For instance, in the case of adolescents, cultural heritage courses are designed to allow them to experience traditional arts and crafts by hand, thus immersing themselves in the charm of the classics. For adult tourists, specialized cultural heritage routes are created to provide them with an all-rounded understanding of Shaoxing's intangible cultural heritage.

Through the development of the research and study industry chain, not only can it promote the inheritance and innovation of intangible cultural heritage, but also it can facilitate the integration and development of the cultural and tourism industries, injecting new vitality into the socio-economic development of Shaoxing City.

4.3. Digital Dissemination and Display

Digital dissemination and display serve as yet another pivotal pathway for promoting Shaoxing's intangible cultural heritage and tourism resources. In the context of digital humanities, the application of digital technologies enables the vivid and intuitive presentation of Shaoxing's intangible cultural heritage, thereby attracting more young audiences' attention.

Project members have leveraged digital means such as Chinese and English short videos, virtual reality videos, to present intangible cultural heritage to the public in an even more vivid and accessible manner. These videos encompass various aspects of intangible cultural heritage projects, including their craftsmanship, performance formats, and cultural connotations. They enable viewers to appreciate while also gaining a deeper understanding of the unique charm of intangible cultural heritage.

Additionally, via online exhibitions and virtual tours, visitors can experience the allure of Shaoxing's intangible cultural heritage right from the comfort of their homes. These online exhibitions and virtual tours incorporate numerous intangible cultural heritage projects of Shaoxing City, enabling visitors to freely traverse through a virtual space and savor the unique charm of traditional culture.

Furthermore, project members utilized various multimedia platforms such as social media and short-video sites to extend the dissemination range of Shaoxing's intangible cultural heritage. By issuing short videos and graphic content related to intangible cultural herit-

age, one aims to attract the attention of younger audiences and enhance the visibility and influence of Shaoxing's intangible cultural heritage. And enhance cooperation and exchanges with domestic and international tourism institutions, expanding the international influence of Shaoxing's intangible cultural heritage.

5. Conclusion

By delving into the promotion path of intangible cultural heritage projects in Zhejiang Province's Shaoxing City under the backdrop of digital humanities, this article seeks to highlight the transformative impact of digital technologies on the preservation, utilization, and dissemination of these invaluable cultural assets. Integrating the actual situation in Shaoxing City, the analysis explores the current status of intangible cultural tourism resources and underscores the profound application and far-reaching influence of digital technologies within this domain.

The research findings unveil a commendable commitment from the Shaoxing Municipal Government towards the preservation and utilization of intangible cultural heritage resources. Recognizing the importance of these treasures of the past, the government has embarked on a mission to rejuvenate and breathe new life into them. A series of meticulously planned and executed measures have been introduced to foster the inheritance and development of intangible culture, with notable achievements particularly evident in the realm of digital humanities.

In the sphere of digital collection and analysis, project members have embraced scientific methodologies with precision and rigor. They have designed and deployed comprehensive questionnaires aimed at systematically collecting and analyzing data to identify intangible cultural experiences that resonate deeply with the public. This approach has enabled a more nuanced understanding of the preferences and expectations of diverse audience segments, guiding subsequent promotional and conservation efforts.

The adoption of big data technology for the storage and organization of intangible cultural heritage resources has proven to be a game-changer. This technology has not only bolstered the efficiency of resource management but also facilitated the creation of a comprehensive and exhaustive database. This robust foundation serves as an invaluable resource for conservationists, promoters, and innovators alike. It provides a solid platform for exploring new ways to disseminate and adapt these heritage elements, ensuring their relevance and appeal in the digital age.

Moreover, the digital documentation and analysis initiatives transcend mere record-keeping. By delving deeply into the cultural essence of intangible cultural heritage projects, these efforts pave the way for their digital dissemination and creative rejuvenation. They enable the public to access and engage with these heritage elements in new and exciting ways, fostering a deeper appreciation and understanding of Shaoxing's rich cultural heritage.

Field trips and research tours have emerged as another cornerstone in the promotion of Shaoxing's intangible cultural heritage and tourism resources. These immersive site visits

have provided project members with unique insights into the intricate craftsmanship and meticulous procedures involved in these heritage projects. Through insightful conversations with master craftsmen, they have gained an unparalleled understanding of the skills, traditions, and challenges associated with these practices.

Leveraging these insights, Shaoxing City has proactively established study camps dedicated to the exploration of intangible cultural heritage. These camps feature two heritage routes encompassing eight diverse intangible cultural projects: wine making, wu zhan hat-making, mud sculpture, tie-dyeing, water town opera, Yue opera, the sacrifice of Yu the Great, and the Xuzhou Pinghu Tiao. This innovative mode of cultural tourism integration enables visitors to personally experience the captivating charm of Shaoxing's intangible cultural heritage. By immersing themselves in these traditions, visitors contribute to the preservation and popularization of these cherished cultural traditions, fostering a sense of community and shared heritage.

Furthermore, the establishment of a research and study chain has facilitated a seamless integration of intangible cultural heritage with the tourism industry. This integration has breathed new life into local economic prosperity, creating jobs and stimulating economic growth. By showcasing the unique charm of Shaoxing's cultural heritage, the project has attracted tourists from across the globe, contributing to the city's reputation as a cultural destination of excellence.

The project's accomplishments in the protection and utilization of intangible cultural heritage in Shaoxing City are undeniable. Its exploration of promotional pathways within the digital humanities framework exemplifies a spirit of innovation and forward-thinking. By leveraging digital technologies, the project has demonstrated the potential for integrating traditional cultural practices with modern communication methods, ensuring their continued relevance and appeal.

Looking ahead, project members remain committed to deepening the application of digital technologies in the inheritance and development of intangible cultural heritage. They aim to enhance the innovation and creative adaptation of these heritage elements, further integrating the cultural and tourism industries. This will involve exploring new ways to use digital platforms for storytelling, education, and community engagement, ensuring that Shaoxing's cultural heritage remains vibrant and accessible to diverse audiences.

Strengthening communication and collaboration with intangible cultural heritage inheritors is pivotal to this ongoing effort. By working closely with these custodians of tradition, project members can gain deeper insights into the nuances of these practices and ensure that their authenticity is preserved. This collaboration will not only elevate the transmission capacity and level of intangible cultural heritage culture but also contribute to the construction of a socialist cultural powerhouse.

In conclusion, the digital humanities framework has provided Shaoxing City with a powerful tool for promoting and preserving its intangible cultural heritage. By embracing digital technologies, the project has demonstrated the potential for fostering a deeper appreciation and understanding of these treasures of the past. As we move forward, it is crucial

to continue exploring new ways to integrate traditional cultural practices with modern communication methods, ensuring that these timeless treasures continue to enrich and inspire future generations.

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