

# The Dilemmas and Breakthroughs of Intangible Cultural Heritage Inheritance from the Perspective of Cultural Tourism: An Empirical Study Based on Changde Ceramic Art Intangible Cultural Heritage

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## Abstract

Against the backdrop of the deep integration of cultural tourism and the advancement of intangible cultural heritage protection policies, this paper takes Changde ceramic art intangible cultural heritage as the research object and explores its inheritance dilemmas and breakthrough paths from the perspective of cultural tourism. Based on empirical methods such as field investigations and questionnaires, the study found that although Changde ceramic art has a 2,300-year historical heritage and was certified as a local intangible cultural heritage in 2024, its inheritance faces challenges such as a talent gap, unbalanced commercialization, product monotony, and limited dissemination. By analyzing the internal logic of the integration of cultural tourism, strategies such as constructing an "education + policy" talent cultivation system, establishing a cultural protection threshold, developing "story + experience" cultural and creative products, and integrating an online and offline communication matrix are proposed. The research shows that the inheritance of intangible cultural heritage needs to take cultural authenticity as the core and activate the contemporary value of traditional crafts through the coordination of cultural tourism, providing a regional practical reference for similar intangible cultural heritage projects.

## Keywords

Cultural tourism; Inheritance of intangible cultural heritage; Changde ceramic art; Dilemmas; Breakthrough paths.

## 1. Introduction

In the context of the booming development of cultural tourism and the increasing attention to the protection and inheritance of intangible cultural heritage, the "14th Five-Year Plan for the Protection of Intangible Cultural Heritage" emphasizes the importance of tapping into local intangible cultural heritage resources and promoting their coordinated development with the cultural and tourism industry. Changde region, with its unique historical heritage, has given birth to numerous precious intangible cultural heritage projects, and Changde ceramic art is a representative one. The history of pottery making in Changde can be traced back 2,300 years<sup>[1]</sup>. However, in the process of modern development, there was a gap in the development of Changde ceramic art, resulting in its profound historical value and cultural significance remaining unexploited for a long time. It was not until recent years that with the discovery of a series of kiln site ruins, Changde ceramic art has regained its vitality. Conducting in-depth empirical research on Changde ceramic art intangible cultural heritage, analyzing the inheritance dilemmas it faces from the perspective of cultural tourism, and exploring practical

breakthrough paths not only have practical significance for the integration of intangible cultural heritage inheritance and cultural tourism industry development in Changde region but also can provide valuable experience for other regions.

## **2. The Internal Connection between Cultural Tourism and the Inheritance of Intangible Cultural Heritage**

### **2.1. The Correlation between Cultural Tourism and the Inheritance of Intangible Cultural Heritage**

Cultural tourism, as a form of tourism centered around in-depth experience and appreciation of unique regional cultures, has unique cultural charm and in-depth experience characteristics. The inheritance of intangible cultural heritage, on the other hand, shoulders the continuation of regional historical memories, the transmission of national spirits, and the preservation of cultural genes, with immeasurable significance and value. From a commonality perspective, cultural tourism and the inheritance of intangible cultural heritage are in the same line in the long river of historical inheritance, both having gone through the baptism and precipitation of time; they each showcase their unique styles in artistic expression, fully demonstrating the remarkable creativity of humanity; and they are distinctive in highlighting regional characteristics, becoming significant symbols of local cultures. From a complementary relationship perspective, cultural tourism provides a broad stage for the inheritance of intangible cultural heritage, enabling more people to have the opportunity to understand intangible cultural heritage; the inheritance of intangible cultural heritage, in turn, injects rich cultural connotations into cultural tourism, enhancing the quality of tourism products and promoting the diversified development of the tourism industry<sup>[2]</sup>. A survey shows that 60.42% of the respondents said they had purchased ceramic products, and 33.22% of them preferred "souvenir-type products with thematic features." For Changde ceramic art intangible cultural heritage, its rich cultural connotations are precisely the unique elements urgently needed in cultural tourism, while cultural tourism provides a powerful channel for the inheritance and dissemination of Changde ceramic art.

### **2.2. The Positive Impact of Cultural Tourism on the Inheritance of Intangible Cultural Heritage**

With the rise of the cultural tourism boom, projects such as Changde ceramic art intangible cultural heritage have ushered in new development opportunities. The influx of a large number of tourists has enabled Changde ceramic art to successfully enter the public eye, significantly increasing public awareness and attention to it. This increased attention has inspired the public's enthusiasm for protecting and inheriting Changde ceramic art, attracting more people to engage in the inheritance of this ancient craft. At the same time, the economic benefits brought by cultural tourism provide solid financial support for the inheritance of Changde ceramic art, facilitating the construction of inheritance venues, the purchase of tools, and the conduct of skill training, expanding a broader space for its development. Changde ceramic art intangible cultural heritage is deeply integrated with local culture. The Changde folk legend of "Liu Hai Cuts Firewood" blends with Changde kiln culture, and the earthenware pot dish food culture is closely related to earthenware products, reflecting the important position of ceramic art in Changde local culture. The development of cultural tourism can enable more people to understand these cultural connotations, further promoting the inheritance and development of Changde ceramic art.

### **3. The Inheritance Status of Changde Ceramic Art Intangible Cultural Heritage**

#### **3.1. An Overview of Changde Ceramic Art Intangible Cultural Heritage Resources**

The history of pottery making in Changde is extremely long, dating back 2,300 years. Since 2010, the research team has embarked on field investigations. As of 2024, many kiln site ruins have been discovered, including the Langzhou Ancient Kiln by the Liuye Lake. The rich variety of daily utensils such as bowls, plates, pots, and jars unearthed from these ruins carry the profound history of Changde ceramic culture, vividly demonstrating the diversity and depth of its culture. In 2024, the traditional production technique of Changde ceramic art was successfully declared as an intangible cultural heritage project in Liuyehu District, Changde, Hunan. This achievement is not only an official affirmation of the cultural value of Changde ceramic art but also an important milestone in its inheritance and development process. These discoveries and intangible cultural heritage declaration results have filled the gap in Changde ceramic culture intangible cultural heritage projects, enriched the types of intangible cultural heritage, and provided new cases for intangible cultural heritage protection and local cultural revitalization.

#### **3.2. The Promotion of the Inheritance of Changde Ceramic Art Intangible Cultural Heritage by the Development of Cultural Tourism**

The booming development of cultural tourism in Changde region has injected strong impetus into the inheritance of Changde ceramic art intangible cultural heritage. Popular tourist areas such as Liuye Lake Resort and Changde River Street have attracted a large number of tourists. Through these platforms, Changde ceramic art has obtained more display opportunities, allowing many tourists to appreciate and understand this ancient craft up close. 55.12% of the tourists "often" visit Changde, providing a stable source of tourists. Moreover, the consumption behavior of tourists has brought economic benefits to Changde ceramic art, enabling inheritors to have more funds and resources to invest in skill inheritance and innovation, effectively promoting the development of Changde ceramic art in the new era. Relying on the Liuye Lake Resort near the Langzhou Ancient Kiln and taking Changde River Street as a stronghold, building ceramic art experience bases and developing ceramic art cultural and creative products can help create unique cultural and tourism products, enhance the cultural competitiveness and influence of Changde city, and also promote the inheritance and development of Changde ceramic art intangible cultural heritage.

### **4. The Inheritance Dilemmas of Changde Ceramic Art Intangible Cultural Heritage from the Perspective of Cultural Tourism**

#### **4.1. Shortage of Inheritance Talents**

The occupational distribution of the respondents shows that corporate employees account for 51.24%, freelancers account for 25.44%, and students only account for 4.95%. Learning Changde ceramic art requires a lot of time and energy, the learning process is relatively boring, and the economic return cycle is long, making it difficult to attract the attention of young people. On the other hand, the social recognition of traditional craft inheritors is not high, resulting in an aging trend in the inheritor group. The age structure of inheritors reveals a significant predominance of older individuals, with the majority being over 60 years old, while the representation of young practitioners remains notably low. The problem of a lack of successors is becoming more and more prominent, posing a serious threat to the continuous inheritance of Changde ceramic art. Although Changde ceramic art has a profound historical heritage and

unique cultural connotations, the shortage of inheritance talents poses a huge challenge to its inheritance and development.

#### **4.2. The Problem of Over - commercialization**

With the in - depth development of cultural tourism, Changde ceramic art faces the dilemma of over - commercialization in the process of tourism development. Driven by economic interests, some merchants simplify the production process of ceramic products excessively and even use industrial production to replace traditional handmade production, which seriously damages the authenticity of ceramic art . 47.7% of consumers think that the product prices are inflated, and 28.98% point out that there is a serious problem of product homogenization. The contradiction between commercialization and cultural protection is becoming more and more prominent. If not properly resolved, Changde ceramic art will lose its core cultural value. Some merchants, in pursuit of maximum profits, may neglect the cultural connotations behind Changde ceramic art when developing tourism products related to it, simplify the production process, and other issues, making the products lose the unique charm of local ceramic art.

#### **4.3. Insufficient Development of Tourism Products**

At present, the tourism products related to Changde ceramic art are relatively single in form, mostly limited to the sale of simple ceramic ornaments. There is a lack of in - depth exploration and innovative design of cultural connotations. The survey shows that 65.72% of the respondents have participated in ceramic art experience activities, but only 5.3% said they were "very satisfied." 37.1% of tourists are most satisfied with "venue facilities," and only 28.62% pay attention to "activity content." During the tourism process, tourists' experience of Changde ceramic art only stays on the surface of viewing, and it is difficult for them to participate deeply, with a poor experience. As a result, these tourism products lack attractiveness and cannot fully display the cultural charm and tourism value of Changde ceramic art. Although Changde ceramic art has rich cultural elements, such as the combination with the legend of "Liu Hai Cuts Firewood" and the earthenware pot dish culture, these elements have not been fully utilized in the development of tourism products. The single - form products are difficult to meet the needs of tourists.

#### **4.4. Inadequate Publicity and Promotion**

Although Changde ceramic art has a long history and high cultural value, its popularity in the field of cultural tourism is relatively low. 45.94% of the respondents emphasized the need to strengthen "activity publicity." The publicity channels are relatively limited, mainly relying on offline traditional publicity methods, and the online publicity and promotion efforts are insufficient. At the same time, the publicity content lacks creativity and attractiveness and is difficult to stand out in the vast amount of information, resulting in poor promotion effects. Many people lack understanding of Changde ceramic art, a unique intangible cultural heritage project. The rich historical and cultural connotations of Changde ceramic art have not been effectively transmitted to the public through publicity and promotion, making its influence in the cultural tourism market weak.

### **5. Breakthrough Strategies for the Inheritance of Changde Ceramic Art Intangible Cultural Heritage**

#### **5.1. Strengthen the Cultivation of Inheritance Talents**

It is urgent to construct a perfect Changde ceramic art inheritance training system. In terms of school education, Changde ceramic art can be incorporated into the art courses of local primary and secondary schools to cultivate students' interest in local culture from an early age. At the university level, relevant majors or elective courses can be set up to cultivate professional

talents for inheritance. In terms of social training, various ceramic art training courses can be held, and senior ceramic artists can be invited to teach to improve the skill level of inheritors. In view of the fact that the student group only accounts for 4.95%, it is recommended to establish a long - term mechanism of "intangible cultural heritage entering schools." In addition, improving the treatment and social status of inheritors, setting up inheritance awards, and providing policy support can attract more young people to engage in the inheritance of Changde ceramic art. By systematically cultivating inheritance talents, new vitality can be injected into the continuous development of Changde ceramic art, and the current shortage of inheritance talents can be solved.

## 5.2. Balance Commercialization and Cultural Protection

A scientific and reasonable tourism development plan for Changde ceramic art should be formulated, clarifying the bottom line of cultural protection and the boundaries of commercial development. Strengthen the supervision of the commercial development of intangible cultural heritage projects and establish a strict quality review mechanism to ensure that the production of ceramic products meets traditional craft standards and retains its cultural connotations. Establish an "intangible cultural heritage product grading and pricing system." For example, a pilot enterprise divides products into three categories: high - end (handmade), mid - end (cultural and creative), and low - end (souvenir). This has increased the repeat purchase rate of high - end products to 35%. Encourage merchants to innovate business models. By holding ceramic art cultural festivals, carrying out ceramic art research and study activities, and other forms, the organic integration of culture and commerce can be achieved. This can not only protect the authenticity of Changde ceramic art but also promote its sound development in the market. When developing cultural and tourism products related to Changde ceramic art, full consideration should be given to its cultural value to avoid the damage to its authenticity caused by over - commercialization and achieve a win - win situation for culture and commerce.

## 5.3. Innovate the Development of Changde Ceramic Art Tourism Products

Deeply explore the cultural stories behind Changde ceramic art. For example, integrate Changde folk legends such as "Liu Hai Cuts Firewood" into the design of ceramic products to create a series of products with distinct cultural characteristics. Develop "ceramic art + IP" projects. For example, an immersive creation script of "Liu Hai Cuts Firewood" can extend the tourist stay time to 2.5 hours. Develop diversified and experiential intangible cultural heritage tourism products. For example, set up ceramic art experience workshops in Liuye Lake Resort or Changde River Street, allowing tourists to participate in the entire process of ceramic art production, from kneading clay, pulling blanks to painting and firing, to fully experience the unique charm of Changde ceramic art, and enhance tourists' participation and the attractiveness of tourism products<sup>[3]</sup>. Combine with local brands in Changde, such as Wuling black tea and Wuling liquor, to develop the local characteristic ceramic production industry, promote the intensive development of ceramic culture protection, cultural and tourism industry, and manufacturing industry, and form a virtuous interactive economic industrial chain of "culture + tourism + manufacturing". Through the innovation of tourism product development, the cultural charm of Changde ceramic art can be fully exerted, and its competitiveness in the cultural tourism market can be enhanced.

## 5.4. Increase Publicity and Promotion Efforts

Fully utilize multiple media platforms for comprehensive publicity by leveraging social media, live-streaming channels, and online forums to create engaging content that highlights the historical significance, artistic value, and cultural uniqueness, thereby enhancing its visibility and appeal to a broader audience<sup>[4]</sup>. On social media, create exquisite short videos and pictures and texts to introduce in detail the history, production process, and unique charm of Changde

ceramic art. With the help of live - streaming platforms, invite ceramic art inheritors to display their skills on - site and interact with the audience in real - time. 65.72% of tourists are willing to pay a premium for "high - interactivity" experiences. Hold various Changde ceramic art cultural activities, such as ceramic art exhibitions and competitions, to attract media attention and reports, build the Changde ceramic art cultural brand, and improve its popularity and influence in the field of cultural tourism. Through comprehensive and multi - angle publicity and promotion, more people can understand Changde ceramic art, and its popularity in the cultural tourism market can be enhanced.

## 6. Conclusion

This research takes Changde ceramic art intangible cultural heritage as an empirical research object, deeply analyzes the dilemmas faced by intangible cultural heritage inheritance from the perspective of cultural tourism, including shortages of inheritance talents, over - commercialization, insufficient development of tourism products, and inadequate publicity and promotion. At the same time, a series of breakthrough strategies have been proposed, such as strengthening the cultivation of inheritance talents, balancing commercialization and cultural protection, innovating tourism product development, and increasing publicity and promotion efforts. Through the analysis of local successful cases in Changde, the development direction of Changde ceramic art on the path of intangible cultural heritage inheritance and cultural tourism integration has been further clarified, emphasizing the importance of the integrated development of intangible cultural heritage inheritance and cultural tourism for local cultural revitalization and economic development.

With the gradual implementation of various strategies in Changde region, Changde ceramic art is expected to regain new vitality and energy in the field of cultural tourism. The inheritance talent team will continue to grow and develop, and the inheritance and innovation of skills will be better guaranteed; commercialization and cultural protection will achieve balanced development, and the cultural value of Changde ceramic art will be fully demonstrated; tourism products will be more diverse and rich, attracting more tourists to experience; publicity and promotion will make Changde ceramic art well - known, effectively enhancing the urban cultural competitiveness of Changde region. In addition, the successful experience of Changde ceramic art can also provide useful reference for the integration of intangible cultural heritage inheritance and cultural tourism development in other regions, jointly promoting the development of intangible cultural heritage inheritance and protection.

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