Evolution, Framework, and Comparison between Chinese and Foreign Countries on Tourism Utilisation of Intangible Cultural Heritage Resources based on Scientific Knowledge Map

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ABSTRACT

This study screened 2,605 relevant core articles from 2000-2023 from the WOS and CNKI databases. With the help of CiteSpace software, a visual analysis tool, the evolution path and development trend of tourism utilisation research on intangible cultural heritage resources in China and foreign countries were analysed. Citespace was chosen to analyse research on tourism use of ICH resources, mainly based on its power and visualisation advantages in bibliometric analysis. The study found that the process of relevant research in China and foreign countries is different, with foreign research starting earlier than that in China. However, Chinese research is progressing rapidly, with a fast but unstable growth rate in the number of articles published. Secondly, the spatial distribution, creative design, and aesthetic judgment of intangible cultural heritage tourism will likely become the direction of future research. Finally, research on the originality of intangible cultural heritage resources utilised in tourism, stakeholder research, and research on the creative development of tourism products are the hotspots of domestic and international academics' attention. This study systematically summarises the research on the tourism utilisation of intangible cultural heritage resources in different cultural contexts. It puts forward relevant suggestions for the future development of tourism utilisation of intangible cultural heritage resources in China and abroad.

INTRODUCTION

In 2003, the United Nations Educational, Scientific and Cultural Organization (UNESCO) introduced the concept of intangible cultural heritage (ICH). It adopted the Convention on Intangible Heritage to promote the importance of safeguarding diverse, living, and intangible traditional cultures (UNESCO, 2003). In the 1980s, heritage tourism emerged and proliferated worldwide, becoming an economic pillar in many

countries (Ou et al., 2021). China's research on utilising intangible cultural heritage resources in tourism started later but developed faster. The Opinions on Further Strengthening the Safeguarding of Intangible Cultural Heritage and the Opinions on Promoting the Deep Integration and Development of Intangible Cultural Heritage and Tourism issued by the Ministry of Culture and Tourism in 2023 have repeatedly raised the need to vigorously promote the integration and development of intangible cultural heritage tourism. These policies have clarified the future direction of using intangible cultural heritage resources in tourism. By sorting out the status of tourism utilisation of intangible cultural heritage resources in China in recent years, combined with summarising the essential characteristics of the current development of intangible cultural heritage tourism and analysing the problems that have arisen, this study can provide a reference for the advancement of intangible cultural heritage tourism in the future. The research objective of tourism utilisation of ICH resources is to study how ICH resources can be effectively utilised in the tourism industry to balance cultural heritage and economic benefits of ICH. Citespace, through the visualisation of network diagrams, can show the development of tourism utilisation research of ICH resources in a specific period, which can help the researcher understand the evolution process of the field and discover new research opportunities.

In recent years, intangible cultural heritage tourism has gradually become a new form of cultural tourism. Intangible cultural heritage has rich cultural genes and strong cross-fertilisation with tourism, and the rational use of intangible cultural heritage resources can promote the integrated development of tourism. Tourism provides practice and application scenes for intangible cultural heritage and stimulates its vitality. However, while developing intangible cultural heritage tourism, it faces challenges such as sustainability, resource management and utilisation, and community participation. Excessive commercialisation, mass tourism, and inappropriate tourism behaviour can lead to the commodification of culture, loss of authenticity, neglect of resource utilisation by scientific laws, weakening or even alienating the cultural connotations of intangible cultural heritage, and negatively affecting intangible cultural heritage and local communities. Therefore, a comprehensive understanding of domestic and international research and hotspots related to tourism utilisation of intangible cultural heritage resources is of great significance in promoting the protection and quality development of intangible cultural heritage tourism in the future.

Therefore, this article mainly adopts the bibliometric analysis method to visualise and analyse the relevant literature on intangible cultural heritage tourism within a 23-year timeframe (2000-2023) via CNKI and Web of Science databases to systematically explore the status and hotspots of the research on the tourism utilisation of intangible cultural heritage resources, and to graphically show the dynamic changes of the research in its field, to more intuitively and scientifically present the intangible cultural heritage resources tourism utilisation research trends in the field of intangible cultural heritage more intuitively and scientifically.

LITERATURE REVIEW

The growing understanding of tourism utilisation of intangible cultural heritage resources comes from the accumulation of global scholarship. About the relationship between the safeguarding of intangible cultural heritage and tourism development some researchers have examined the relationship between the safeguarding of intangible cultural heritage and tourism development, as well as the problems and influencing factors that are likely to arise in the process of tourism development of intangible cultural heritage. They further concluded that moderate tourism development of intangible cultural heritage is conducive to its inheritance (Nicholas et al., 2009). However, the commercial nature of tourism development may distort and deform the original appearance of intangible cultural heritage, which may easily damage the authenticity, integrity, and originality of heritage resources (Zhang & Gao, 2006). Kim et al. (2021) argue that intangible cultural heritage should be treated with protective development to achieve the sustainable development of intangible cultural heritage. Regarding the role and value of tourism in preserving and revitalising intangible cultural heritage, the value of preserving cultural heritage in tourism

is assessed through case studies (Lonardi & Unterpertinger, 2022). Regarding research on tourism development models and countermeasures for intangible cultural heritage, researchers have analysed the advantages and disadvantages of tourism development for different intangible cultural heritage (Chen, 2023) and put forward corresponding strategies and six innovative models (Zhang, 2016). On this basis, Sun (2024) points out that intangible cultural heritage culture should be combined with tourism development while maintaining the original national characteristics and exploring the integration mode of cultural heritage tourism development, among others. Existing studies have examined and analysed the sustainable development of research on tourism utilisation of intangible cultural heritage resources, the development of intangible cultural heritage tourism resources, and its dynamic evolution trend. Nevertheless, the methodology still lacks studies on the whole dynamic process of the research and the development system, and the scope of the study still fails to reflect the overall picture of the research on tourism utilisation of intangible cultural heritage resources more comprehensively.

RESEARCH DESIGN

Source of Data

The data sources of this study are divided into two classes, foreign and Chinese, and the collection segments are from 2000 to 2023. The foreign data was derived from the Social Science Citation Index (SSCI) of the WOS core database, and literature with incompatible conditions (including conference abstracts, scholars' essays, etc.) and incomplete information was manually eliminated. In total, 1,430 valid pieces of literature were obtained through screening. To ensure the quality of the literature, the data from China studies were obtained from the China National Knowledge Infrastructure (CNKI). To ensure the quality of the literature, the themes of 'tourism utilisation of intangible cultural heritage resources, heritage tourism, and traditional culture tourism,' the 'Chinese Social Science Citation Index (CSSCI) source journals' of Nanjing University and the 'Beijing University Library' source journals were used. Beijing University Library 'Chinese core journals' were included in the scope of advanced search, and 1,175 compelling pieces of literature were finally screened.

The relevant literature shows a rising trend in the number of published papers on the research of tourism utilisation of intangible cultural heritage resources, given the rapid development of intangible cultural heritage tourism in recent years (see Figure 1).
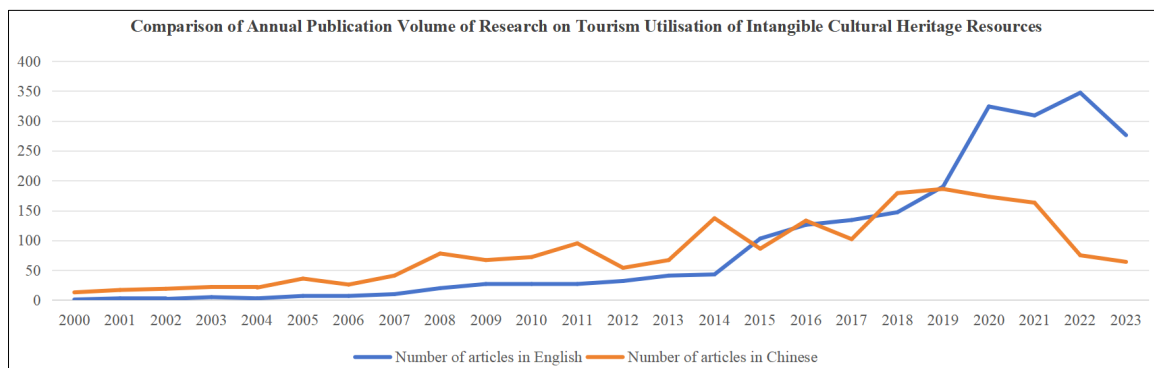

Fig. 1. Comparison of Annual Publication Volume of Research on Tourism Utilisation of Intangible Cultural Heritage Resources

Source: Authors

The first stage of the English literature involved the research start-up period (2000-2013), and the number of literatures was relatively small. The second stage was the period of rapid growth (2014-2020). The literature showed a rapid growth trend, and the growth rate illustrated a faster trend. Although there was a slight decline in some years, the overall trend rapidly increased. The third stage was the period of fluctuating decline (2021-2023), in which the literature showed a turning point with rapid growth followed by an immediate decline. The growth trend of Chinese literature is different from that of English literature. For the latter, the first stage exhibited the starting growth period (2000-2005), in which the literature grew slowly. The second stage was the period of fluctuating growth (2006-2019), in which the literature showed fluctuating changes with significant changes and an overall growth trend. The third stage was the period of rapid decline (2020-2023), during which the literature showed a decreasing trend and a faster rate of decline.

It can be seen that Chinese research shows the cyclical characteristics of overall growth and decline consistent with those of foreign countries, reflecting the followership of Chinese research while the overall trend is rising and falling. Firstly, both Chinese and foreign studies have similar fluctuating growth after the start of exploration. This reflects the developmental pattern that the previously accumulated research results in stages need to be digested and interpreted, and this then brings about a cyclical growth in the following year after constituting a new knowledge base for the discipline. Second, in terms of the amount of literature, Chinese literature was less than English literature. This is because international core journals receive submissions from scholars from all over the world, reflecting the overall international research level, while Chinese journals mainly present the research results within China. Finally, research in this field has been declining over the past two years, which is directly related to the impact of the New Crown epidemic on tourism worldwide.

Methodology

The scientific knowledge mapping method visualises the relationships of the objects to be analysed (Dong et al., 2020). The scientific knowledge map can help a researcher visualise and analyse the development process and other inherent logical relationships of disciplinary research and discover the structure, vein, and law of disciplinary development from it (Du Cros & Mckercher, 2015). This method plays a vital role in the study of tourism use of intangible cultural heritage resources, which can present this field's developmental dynamics and system in the visual map. Compared with traditional bibliometric methods, it has stronger intuition and readability and has been used in a large number of disciplines, such as education, sports, medicine, and economic management (Timothy, 2014).

This study thus applies the scientific knowledge map method. It uses keyword sharing, hot word clustering, and other analytical tools to measure and analyse Chinese and foreign research using intangible cultural heritage resources in tourism. Firstly, the number of articles issued was counted to elaborate on the overall output of Chinese and foreign articles in the field of intangible cultural heritage tourism. Secondly, the statistics of keyword co-occurrence were carried out through the classification and organisation of keywords with high co-occurrence frequency in the relevant literature on tourism utilisation of intangible cultural heritage resources, in which the research hotspots of the overall disciplinary development are excavated, and the hotspot evolution law of the research on tourism utilisation of intangible cultural heritage resources determined. Finally, the hot words were clustered and analysed to identify their innovative contributions to the theoretical knowledge system and to construct the core theoretical framework of the research on tourism utilisation of intangible cultural heritage resources in China and abroad. Through the above research methods, the historical trends, research themes, theoretical lineages, and hot frontiers of Chinese and foreign intangible cultural heritage tourism were sorted out, visualised, and analysed with the help of CiteSpace 6.2 software.

Research Process

This article firstly compares the basis of Chinese and foreign intangible cultural heritage resources in terms of tourism use research by summarising and analysing the conceptual basis of tourism use research in China and foreign countries, combined with the statistical analysis of the number of articles issued. Then, using the keyword co-occurrence, the hotspot evolution process of developing Chinese and foreign intangible cultural heritage resources' tourism utilisation research was sorted out. Subsequently, the hotspot word clustering method was used to construct the core and theoretical framework of tourism utilisation research on Chinese and foreign intangible cultural heritage resources. A systematic study and review of the information related to tourism utilisation of Chinese and foreign intangible cultural heritage resources was then made, and the specific research process is as follows (see Figure. 2).
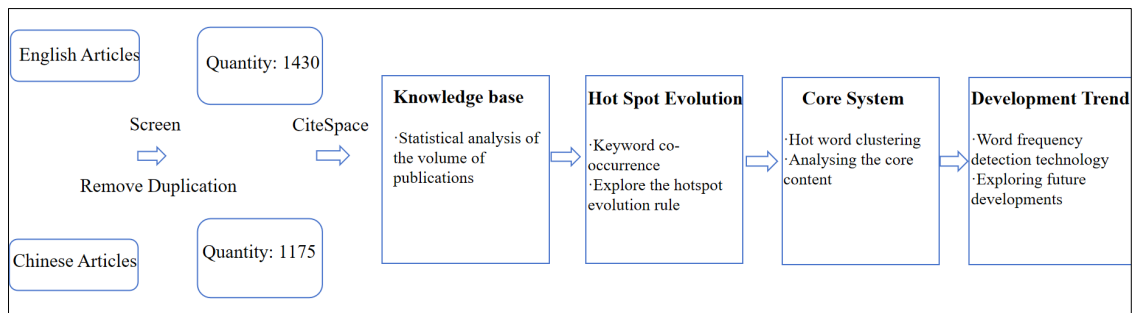

Fig. 2. Research Flowchart

Source: Authors

VISUALISATION ANALYSIS

Keyword Co-occurrence Analysis

CiteSpace was used to analyse foreign keywords related to using intangible cultural heritage resources in tourism. After merging similar words, a knowledge map of keywords was obtained (see Figure 3).

Fig. 3. Co-occurrence Network of Keywords in Foreign Articles

Source: Authors

"Intangible Cultural Heritage," "Intangible Heritage," and "Cultural Tourism" had the highest frequency and the largest nodes, covering the field of cultural tourism. "Tourism" had the highest frequency and the largest nodes, covering the whole time of the study. Based on the frequency and centrality of keywords, the top five keywords were selected and ranked as shown in Table 1 and Table 2 respectively.

Table 1. High Frequency Keywords in the Field of Tourism Utilisation of Foreign Intangible Cultural Heritage Resources

Key Word	Frequency	Centrality
Intangible cultural heritage	85	0.12
Tourism	49	0.05
Cultural heritage	48	0.21
Authenticity	46	0.62
Cultural tourism	42	0.15

Source: Authors

Table 2. High Centrality Keywords in the Field of Tourism Use of Foreign Intangible Cultural Heritage Resources

Key Word	Frequency	Centrality
Authenticity	46	0.62
Experience	16	0.41
Attitudes	11	0.26
Heritage tourism	29	0.25
Cultural heritage	48	0.21

Source: Authors

Through the analyses in Table 1 and Table 2, it can be seen that the high-frequency keywords are "intangible cultural heritage," "tourism," "cultural heritage," "authenticity," and "cultural tourism." However, not all high-frequency keywords have a high degree of centrality, and relying on high-frequency keywords cannot accurately determine the research hotspots. In CiteSpace software, keypoint words with high centrality (Centrality>=0.1) are easily seen as the inflection point of the keyword word frequency knowledge graph, which, to a certain extent, represents the research hotspots in this field. Regarding centrality, "authenticity" and "experience" are the support points of the network. Among them, the centrality of "authenticity" is 0.62, which is important for the whole research network. The centrality of "experience" is 0.41, which is second only to the centrality of "authenticity." The centrality of "authenticity" and "experience" lays the foundation for the stability of the whole network. Therefore, "authenticity" and "experience" are the main research hotspots in this field, followed by "attitude," "heritage tourism," and "cultural heritage." The next hotspots are "attitude," "heritage tourism," and "cultural heritage." From these research hotspots and their centrality, it can be seen that foreign research on the tourism use of intangible cultural heritage focuses on "authenticity" and "experience," as well as the "attitude" and "tourism resources" of stakeholders. ", "tourism resources," and other issues. Combined with the hot topics, many scholars have conducted relevant studies. For example, Russo et al. (2016) and Richards (2018) proposed in their studies that tourists increasingly want to "live like locals" to get in touch with local authenticity. Ivanovich and Saayman (2015) proposed transformative experiences in their study of authenticity in cultural tourism experiences and stated that this transmodern phenomenon is a significant transformation. The research conducted about the hot topics provides a basis for a more relevant practice in the use of intangible cultural heritage resources for tourism.

The keywords in the field of tourism use of intangible cultural heritage resources in China were analysed using CiteSpace, and after merging similar words, the keyword knowledge map was obtained (see Fig.4).
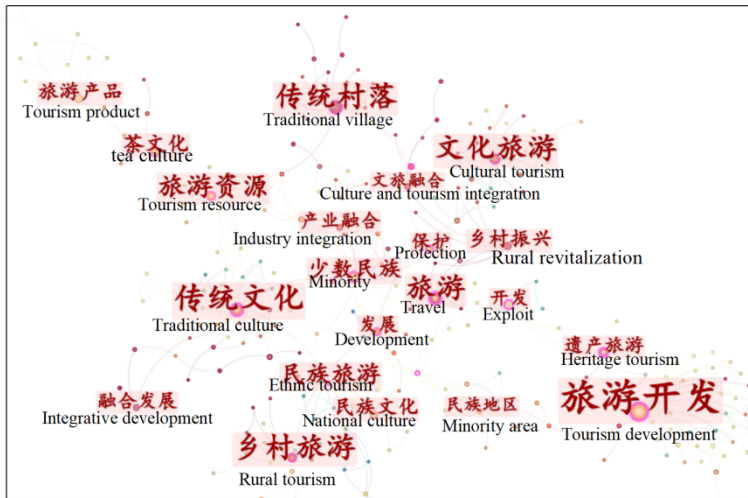
Fig. 4. Co-occurrence Network of Keywords in Chinese Articles

Source: Authors

The frequencies of "tourism development," "traditional culture," and "rural tourism" were the highest, and the nodes were the largest, covering the whole time of the study. Based on the frequency and centrality of keywords, the top five keywords were selected and ranked, as shown in Tables 3 and 4.

Table 3. High Frequency Keywords in the Field of Tourism Utilisation of Intangible Cultural Heritage Resources in China

Key Word	Frequency	Centrality
Tourism development	63	0.28
Traditional culture	26	0.32
Rural tourism	20	0.11
Traditional village	20	0.11
Minority	9	0.18

Source: Authors

Table 4. High Centrality Keywords in the Field of Tourism Use of Intangible Cultural Heritage Resources in China

Key Word	Frequency	Centrality
Traditional culture	26	0.32
Tourism development	63	0.28
Heritage tourism	6	0.25
Tourism resource	14	0.18
Minority	9	0.18

Source: Authors

As shown through the analyses in Table 3 and Table 4, the high-frequency keywords are "tourism development," "traditional culture," "rural tourism," "traditional villages," and "ethnic minorities." However, not all high-frequency keywords have a high degree of centrality, and relying on high-frequency keywords cannot accurately determine the research hotspots. In CiteSpace software, the keywords with high centrality (Centrality>=0.1) can be easily seen as the inflection point of the keyword word frequency knowledge graph, which, to a certain extent, represents the research hotspots in this field. In terms of centrality, "traditional culture" and "tourism development" are the support points of the network. Among them, the centrality of "traditional culture" is 0.32, which effectively supports the network. The centrality of "tourism development" is 0.28, second only to that of "traditional culture." The centrality of "traditional culture" and "tourism development" lays the foundation for the stability of the whole network. Therefore, "traditional culture" and "tourism development" are the main research hotspots, followed by "heritage tourism," "tourism resources," and "ethnic minorities." The following hotspots are "heritage tourism," "tourism resources," and "ethnic minorities." From these research hotspots and their centrality, it can be seen that the research on the use of intangible cultural heritage resources in tourism starts from "traditional culture" and "tourism development" and gradually focuses on "heritage tourism" and "tourism resources," "tourism resources" and so on, and the research in this field is more in-depth and specific, focusing on "ethnic minorities" and "traditional villages" and so on. In line with the Chinese Government's overall strategic requirements for rural revitalisation, a large number of theoretical and practical discussions have begun to appear. For example, in recent years, China has gradually moved from the development of traditional cultural tourism to the development of ethnic minority tourism, with the emergence of a number of ethnic minority villages and unique tourism experiences aiming at preserving the characteristics of ethnic minority villages to the greatest extent possible, preserving the intangible cultural heritage of ethnic minorities in the exhibition, and protecting and promoting the traditional culture of ethnic minorities.

Keyword Cluster Analysis

Using the CiteSpace software's clustering function to further analyse the clustering of foreign research on tourism's use of intangible cultural heritage resources, 18 clustering results were obtained by classifying and arranging the keywords (see Fig. 5) to understand the thematic categories of research on intangible cultural heritage resources used in tourism.
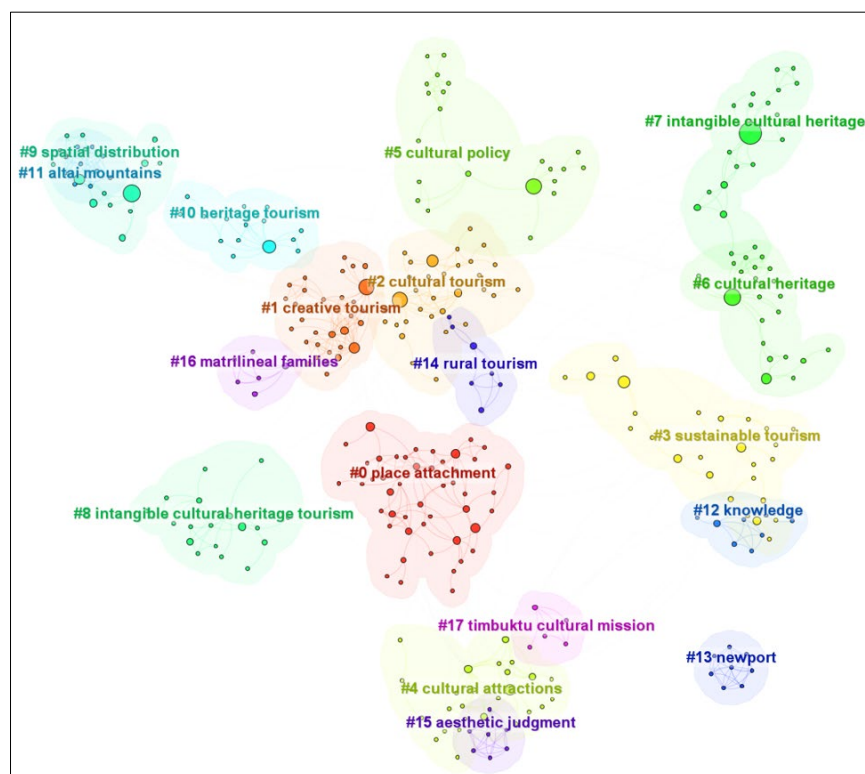
Fig. 5. Keyword Cluster in English Articles

Source: Authors

Among them, Modularity=0.8121 and Mean Sihouette=0.9246 indicate that the clustering results are relatively successful. These eighteen (18) results are in the following order: #0 Place attachment, #1 Creative tourism, #2 Cultural tourism, #3 Sustainable tourism, #4 Cultural attractions, #5 Cultural policy, #6 Cultural heritage, #7 Intangible cultural heritage, #8 Intangible cultural heritage tourism, #9 Spatial distribution, #10 Heritage tourism, #11 Altai mountains, #12 Knowledge, #13 Newport, #14 Rural tourism, #15 Aesthetic judgement, #16 Matrilineal families, and #17 Timbuktu cultural mission.

Firstly, #0 Place attachment includes motivation, attitude, value cognition, and revisit intention. It mainly focuses on the factors affecting tourists' choice of intangible cultural heritage tourism during the application of local intangible cultural heritage resources in the field of tourism and, explores the changes in motivation, attitude, value cognition, and revisits the intention of the audience to integrate intangible cultural heritage resources with tourism. Secondly, #1 Creative tourism keywords include creative industries, tourist experience, interpretation, and tourist perception. Tourist experience and tourist perception in creative tourism are studied, and the combination and development of creative industries and local tourism are emphasized. Third, #2 Cultural tourism keywords include intangible cultural heritage, regional context, and cultural commodification. Fourth, the #3 keywords for Sustainable tourism include behaviour intention, satisfaction, and others. Fifth, #4 Cultural attractions include keywords such as youth and Chinese culture. Through the content analysis of essential words and literature in the keyword clustering, the research was further summarised into two areas of research, namely, creative tourism research on intangible cultural heritage and stakeholder research.

On the one hand, the development of creative traditional cultural tourism has been the focus of many scholars' research on how to utilise intangible cultural heritage resources to attract traffic to tourism and

drive significant revenues. Richards (2011) suggests a developmental relationship between tourism and creativity, proposing a 'creative turn,' which argues that creativity can be used to transform traditional cultural tourism by moving away from tangible heritage towards more intangible cultural heritage, greater participation in the everyday life of destinations, and can contribute to the growing integration between tourism and different place-making policies. Ross et al. (2017) propose a rethinking of the framework of archaeological tourism and argue that the tourism value of both tangible and intangible archaeological heritage should be further utilised to examine the easily overlooked aspect of provider creativity. Marujo et al. (2021) conducted a case study of intangible cultural heritage, demonstrating that creative activities are based on the values of sustainable development principles and, therefore, rely on domestic resources and local agents. In general, creative tourism of intangible cultural heritage is one of the priorities of tourism utilisation of intangible cultural heritage resources. For example, the different kinds of traditional cultural tourism, such as heritage tourism, folklore tourism, rural tourism, etc., should promote the creative use and output of intangible cultural heritage resources from the perspective of the requirements of the times and market demand. This should highlight the spiritual and cultural kernel in intangible cultural heritage tourism to promote the sustainable development of the integration of intangible cultural heritage resources and tourism.

On the other hand, Io (2019) examined the core attractiveness of Chinese Cantonese Opera from the perspective of cultural tourists by exploring and evaluating its intrinsic and experiential attributes and promoting it as a tourism product to attract international tourists from different cultural backgrounds. Yao et al. (2020) used Meizhou Island as a case study and explored the relationship between the tourists' perceived value, place dependence, and willingness to revisit the island. Menor-Campos et al. (2022) interviewed a representative sample of international tourists in the city of Córdoba, and the results obtained using a multivariate clustering technique showed empirical evidence of four types of foreign tourists. These results conclusively confirm that public and private managers can design specific strategies to improve tourist satisfaction. Additionally, Choi et al. (2020) examined the impact of three perceptual factors (cultural, economic, and social) on the transformative attitudes of residents in their quest for sustainability, using the example of the Wine and Dragon Festival in Macao, China, and concluded that perceptions of the festival's provision of economic benefits were associated with positive attitudes towards the transformation and integration of different groups of participants. It can be seen that research on tourism use of intangible cultural heritage resources based on the perspectives of different interest groups focuses primarily on exploring suitable tourism development models through an analysis of tourists' interests and needs and residents' interests and needs.

The clustering results on tourism utilisation of ICH resources in China are shown in Figure 6. The clustering function in CiteSpace was used for clustering analysis, and a total of thirteen (13) clustering results were obtained, of which Modularity=0.8669 and Mean Sihouette=0.9718 indicate that the clustering results are relatively successful. These 13 results are in the order of #0 Tourism development, #1 Traditional culture, #2 Ethnic minority, #3 Ethnic tourism, #4 Cultural tourism, #5 Tourism products, #6 Tourism resources, #7 Traditional villages, #8 Rural tourism, #9 Conservation, #10 Interactive development, #11 Tourism development, and #12 Inheritor.
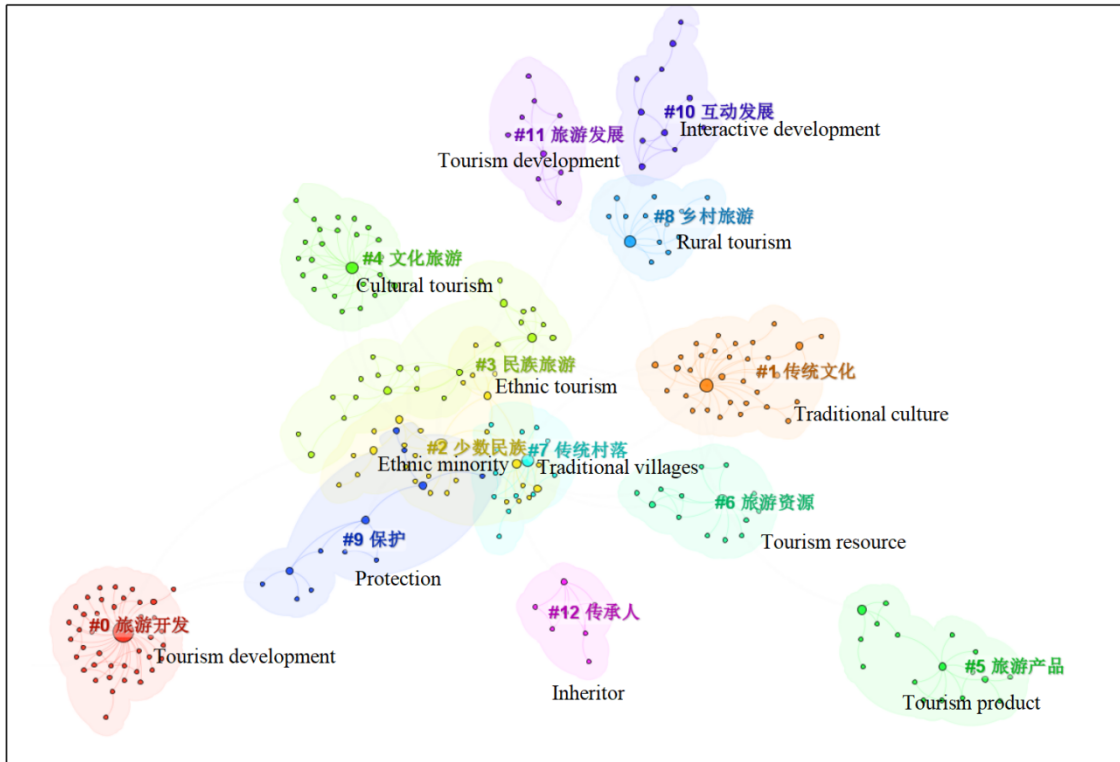
Fig. 6. Keyword Cluster in Chinese Articles

Source: Authors

Firstly, #0 tourism development includes intangible cultural heritage, tension, originality, and ecotourism. It mainly focuses on a series of impacts on tourism caused by the use of intangible cultural heritage resources, the integration of intangible cultural heritage resources with tourism, the maintenance of authenticity, and other issues in tourism development. Secondly, the keywords of #1 traditional culture include sports economy, sports tourism, intangible cultural heritage, tourism development, and so on. Among them, the intangible cultural heritage of sports is sorted out and combined with local tourism for the development of intangible cultural heritage sports' performance and competition mode. Thirdly, #2 keywords for ethnic minorities include development, tourism, cultural and tourism integration, and rural revitalisation. China's ethnic minority regions have rich cultural resources, and these traditional cultures can promote tourism development in ethnic minority regions and drive local economic growth while playing a role in the protection of intangible heritage. In the context of cultural and tourism integration, the Chinese Government has put forward the strategy of rural revitalization, and the tourism use of intangible cultural heritage resources of ethnic minorities is a crucial way to achieve this goal. Fourth, #3 keywords for ethnic tourism include cultural protection, ethnic areas, cultural change, and revitalization. Fifth, #4 cultural tourism includes keywords such as traditional music, oral tradition, heritage, and experiential. Through the content analysis of the valid literature, it was further summarised into two aspects of research: (i) the originality of intangible cultural heritage tourism and (ii) the development and utilisation of intangible cultural heritage tourism.

On the one hand, heritage conservation emphasizes that authenticity is the yardstick for measuring the value of heritage and the key to heritage conservation (Chen et al., 2022). Many scholars have put forward

their views on protecting and developing intangible cultural heritage. Yan et al. (2023) argue that the solidification and display of folk culture and art should be avoided in tourism development, as folk culture and art are constantly changing. Based on the characteristics of intangible cultural heritage, Cheng (2008) further argues that it is necessary to explore its changes in different eras, infuse it with new cultural and spiritual meanings, and interpret it in a new way based on its original authenticity. Wang (2009), from the perspective of the demand for the use of intangible cultural heritage resources in tourism, argues that tourism creates a new authenticity. Additionally, a display of intangible cultural heritage in tourism that is designed for the preservation of heritage and respects the wishes of heritage owners and tourists is considered authentic. Based on these understandings, Zhou and Li (2014) argue that the essence of intangible cultural heritage tourism is the result of the superposition of the dual factors of the reinvention of traditional culture and the need to market heritage rather than the external manifestation of pseudo-culture. In general, the issue of the originality of intangible cultural heritage tourism is one of the critical points in the tourism use of intangible cultural heritage resources in promoting the sustainable inheritance and protection of intangible cultural heritage from the point of view of the requirements of the times, market demand, and other perspectives. In addition to highlighting the national and regional characteristics, intangible cultural heritage tourism's spiritual and cultural kernel should be highlighted to promote the sustainable development of intangible cultural heritage resources.

On the other hand, in the process of tourism utilisation of intangible cultural heritage resources, it is necessary to classify and design different types of intangible cultural heritage according to their contents and characteristics and to establish different tourism development modes corresponding to the different needs of tourism development. Many scholars have researched this issue. Fan (2007) proposes four intangible cultural heritage tourism development modes: image management, leisure performance, festival tourism, and tourism commodity development. Chen and Yang (2020), taking Qinghai Province as an example, argue that intangible cultural heritage tourism development modes should be selected through the differences in the spatial distribution of intangible cultural heritage resources and propose core area and radiation area development modes as well as low-density distribution agglomeration area development mode. Zhang (2014) takes intangible cultural heritage tourism in Ningxia province as an example and proposes a whole-area experience development mode. He and Mi (2017) et al. take ethnic minority's intangible cultural heritage tourism development as an example and carry out a dialectical analysis of intangible cultural heritage protection and tourism development. Accordingly, this positively drives the ethnic minority's intangible cultural heritage protection and development in a win-win development. It can be found that the research on the tourism development and utilisation mode of intangible cultural heritage resources mainly focuses on how the resources can be transformed into tourism products, how the tourism products can be developed and designed without changing the attributes of the intangible cultural heritage and also involves in-depth research on the transformation of the manifestation of intangible cultural heritage tourism products.

STRATEGIES FOR RESEARCH ON TOURISM UTILISATION OF INTANGIBLE CULTURAL HERITAGE RESOURCES

The research methods of tourism utilisation of intangible cultural heritage resources are becoming more prosperous and more integrated, and the research fields are gradually subdivided and deepened. With the increase in the heat of intangible cultural heritage tourism and the sharing and proliferation of knowledge on intangible cultural heritage protection, the tourism utilisation of intangible cultural heritage resources is more active in conducting research across disciplines, cultures, and regions, and traditional cultural tourism will continue to grow in the future. On the other hand, reflecting on the current status of Chinese and foreign research in this field reveals strengths and weaknesses. It is necessary to improve the research methodology further, strengthen the research cooperation, expand the research field, and promote research development in the study of tourism utilisation of intangible cultural heritage resources.

Enhancing Innovative Capabilities in Tourism Utilisation of Indigenous Intangible Cultural Heritage Resources

Comparing the research hotspots and research trends in the field of tourism utilisation of intangible cultural heritage resources in China and foreign countries, foreign scholars reflect more on the authenticity of intangible cultural heritage resources in the process of tourism utilisation and pay more attention to issues related to heritage tourism management. Secondly, foreign scholars pay more attention to the relationship between cultural tourism and creativity and focus on the spatial distribution of intangible cultural heritage tourism and the aesthetic experience of tourists. In recent years, China has paid more attention to the integrated development of intangible cultural heritage tourism, the modes and mechanisms of conservation practices, and the formulation of related policies to help with rural revitalisation and promote the integration of culture and tourism. However, there is a high degree of repetition of relevant recommendations, a need for targeted research in different places, and a predominance of qualitative research, such as phenomenological analyses and case studies, with relatively few empirical studies. In general, the research on tourism utilisation of intangible cultural heritage resources by scholars outside China differs in terms of research time. Although research in China has developed faster, it needs more methodological innovation based on the characteristics of local intangible cultural heritage tourism and the construction and in-depth study of theories related to intangible cultural heritage tourism.

Toward International Promotion of Tourism Use of Intangible Cultural Heritage Resources

As the current research on tourism utilisation of intangible cultural heritage resources in China is mainly concentrated in the local area, there is a lack of external communication on the theory and practice of the utilisation of intangible cultural heritage resources in the field of tourism, which needs to be promoted at the international level. Through diversified communication channels, the publicity and promotion of tourism utilisation of intangible cultural heritage resources can be increased to enhance the popularity and international influence of China's intangible cultural heritage tourism. However, as intangible cultural heritage resources are easily affected by external factors in the protection and inheritance of resources, it is necessary to pay attention to them in the process of publicity and promotion. For example, it is necessary to choose appropriate communication paths and methods and take measures to prevent damage to the particular intangible cultural heritage with historical, cultural, and scientific values. In addition, the Government should insist on the creative transformation and innovative development of intangible cultural heritage resources. From a cross-cultural perspective, it should expand the international promotion path of tourism's use of intangible cultural heritage resources through product excellence, communication precision, communication academics, and promotion diversification. In this way, the international promotion of tourism utilisation of intangible cultural heritage resources can be further realised, and the balance of this research field at home and abroad can be achieved.

CONCLUSION AND FUTURE RESEARCH

Through analysing the annual publication volume, keyword clustering, and co-occurrence of the literature on the research within tourism utilisation of intangible cultural heritage resources in China's CNKI database as well as foreign WOS databases in the years 2000-2023, the results show that Chinese and foreign researches present specific differences and connections in terms of the current situation, content, evolution, and trend. Firstly, from the perspective of literature publication, the period of 2000-2013 was the starting period of research on tourism utilisation of intangible cultural heritage resources in foreign countries, the period of 2014-2020 was the period of rapid growth, and the period of fluctuation and decline experienced from 2021 to 2023. Meanwhile, 2000-2005 was the beginning of China's exploration period of research on tourism utilisation of intangible cultural heritage resources, 2006-2019 was the period of fluctuating growth, and 2020-2023 was the period of rapid decline. Secondly, from the distribution and clustering of keyword co-occurrence, Chinese research on tourism utilisation of intangible cultural heritage resources focuses on tourism development centered around tourism development, traditional culture, and heritage tourism.

Contrarily, foreign research on tourism utilisation of intangible cultural heritage resources focuses on heritage tourism management, with a wealth of research hotspots centered on the authenticity of intangible heritage tourism, the sense of experience, and tourists' attitudes, hence demonstrating researchers' academic interest in the field of tourism utilisation of intangible cultural heritage resources.

In conclusion, in future research on the use of intangible cultural heritage resources in tourism, it is possible to test the relevance of the use of intangible cultural heritage resources in tourism in different disciplines by expanding the distribution of the disciplines in the research. At the same time, the links between disciplines should be strengthened in order to achieve better cross-fertilisation and integration of research on the use of intangible cultural heritage resources in tourism. Secondly, monitoring and evaluating the use of intangible cultural heritage resources in tourism necessitates a comprehensive monitoring and evaluation mechanism that should be established to regularly examine the impacts of intangible cultural heritage tourism projects, including social, cultural, economic, and environmental aspects, and to make timely adjustments to the strategies to ensure that the objectives are achieved. It is expected that future research on tourism utilisation of intangible cultural heritage resources will achieve a balance between preservation and development, fully consider the interests of local communities, make use of scientific and technological means to enhance the experience, as well as promote the value of intangible cultural heritage through education and cultural exchanges, and further build up the research system so that the research can be more enriched and diversified.

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CONFLICT OF INTEREST STATEMENT

The authors agree that this research was conducted in the absence of any self-benefits or commercial or financial conflicts and declare the absence of conflicting interests with the funders.

AUTHORS CONTRIBUTIONS

This study was carried out by Bowen Zhang, who wrote and revised the article with the added supervision and advice of Dr. Shahnaz Mohd Baldev Shah and Dr. Marlenny Deenerwan, who provided the central research idea and objective.

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