

# Discussion on the strategy of "activation" of Weifang Kite intangible cultural Heritage tourism

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**Abstract:** Weifang Kite is a shining pearl in the intangible cultural tourism industry. In order to solve the problem of Weifang kite intangible cultural heritage tourism, it is necessary to adopt a variety of "activation" strategies. Such as innovating the presentation of intangible cultural heritage skills, improving the interactive experience of kite handmade, launching charming Weifang Kite intangible cultural heritage tourism routes, developing specialized Weifang kite intangible cultural heritage tourism websites and APP mini programs, and innovating the protection and inheritance of Weifang kite intangible cultural heritage.

**Key words:** Intangible cultural heritage; Weifang Kite; Intangible cultural heritage tourism; Tourism activation

"Intangible cultural heritage" is undoubtedly a precious tourism resource, not only because it is full of unique cultural charm and historical significance, but also because it has the power to attract many tourists to come to experience. With the promotion of tourism, intangible cultural heritage can be better preserved and passed on, and to a large extent, it has promoted the vigorous development of regional economy. Intangible cultural heritages in different regions - whether folk performances, local dramas or handicrafts - are increasingly becoming important elements to attract tourists. The relationship between intangible cultural heritage and tourism resources is like icing on the cake and complementing each other. A constructive relationship between the protection of the cultural heritage and the development of tourism will inject lasting vitality into the sustainable social and economic development of the region.

## I. Introduction of the first batch of national intangible cultural heritage "Weifang Kite"

Weifang kite, has the glory of historical precipitation, according to the legend was first invented by the working people of the Spring and Autumn period of Eastern Zhou Dynasty in China. According to legend, Mo Zhai made the first wooden bird kite with wood, and then under the wisdom of Lu Ban and continuous improvement, the multi-line kite we know today was formed. Its unique and changeable shape does not deliberately pursue the natural and lifelike form, but pays more attention to depicting the charm with images, in order to pursue the beauty of patterns. As a traditional Chinese folk handicraft, Weifang kite is often used to pray for good luck, disaster prevention, seeking good luck and avoiding evil. Its material selection, theme and painting skills all reveal people's yearning and blessing for a better life. Kite is a folk sport that integrates leisure, entertainment and fitness. The annual International Kite Festival not only adds vitality and impetus to the economy of Weifang, but also has become an important platform to promote the industrial development of Weifang.

With a profound historical heritage and unique aesthetic value, the fine production skills of Weifang kites are the vivid interpretation of the sincere "artisan skills" and "artisan spirit" in the 5,000 years history of Chinese civilization. In the specific production process, through the use of traditional manual skills such as cutting bamboo, pasting paper, painting and dyeing, Weifang kites show continuous improvement and innovation in texture, color and shape, resulting in the design of kite shape that is more suitable for the aesthetic taste of modern young people.

In 2006, Weifang kites won the reputation of the first batch of national intangible cultural heritage, highlighting the global popularity of Weifang as China's "kite capital" with its unique production technology and rich cultural meaning. With unique forms and traditional techniques, Weifang kites show the admiration of the people of Weifang for the art of kites and the careful inheritance and protection of the intangible cultural heritage. Kites not only represent the economic value and social value, but also reflect a unique cultural value and tourism charm. It not only contributes to the economic development of Weifang, but also promotes the development of transnational cultural exchanges, and adds people's sense of identity and belonging to traditional folk culture, so it continues to be loved by the masses.

## II. Weifang kite intangible cultural tourism status and challenges

Weifang is proud of its rich kite culture resources. Up to now, the government has implemented various strategies to promote the prosperity of cultural tourism, such as holding the world-renowned "Weifang International Kite Festival" to attract tourists from around the world, establishing a kite museum to tell the history and art of kites, and building a kite-themed public leisure plaza. In recent years, the Weifang Municipal government together with relevant departments have continuously strengthened the protection and inheritance of the intangible cultural heritage kite culture, and vigorously supported the inheritors of the intangible cultural heritage skills, so as to promote the sustainable development of kite cultural tourism.

Although the protection and utilization of the intangible cultural heritage of kites in Weifang has shown a certain development trend, it still faces some significant challenges and "shortcomings". In terms of the inheritance of kite-making skills, even though some inheritors stick to the traditional skills, the development of modern society and the neglect of traditional culture by the younger generation have a serious impact on the inheritance of kite-making skills. The complexity of the craft and the difficulty of learning have increased, exacerbating the problem of talent shortage in this field. In terms of tourism activation of intangible cultural heritage, there are also many problems that should not be ignored. The existence of "short board" and problems not only has a negative impact on the inheritance and

protection of intangible cultural heritage, but also hinders the further development of Weifang Kite intangible cultural heritage tourism.

1. Challenges to the inheritance of kite-making skills: the traditional inheritance of folk culture, especially the "oral transmission" of Weifang kites, requires a high level of time and energy. Making a beautiful kite requires a wealth of experience and skilled skills. However, under the impact of the fast pace and material temptation of today's society, the traditional kite craft is gradually facing the crisis of marginalization, and the young generation has limited interest and investment in learning to make Weifang kites. This phenomenon further leads to the loss of traditional skills and the shortage of kite-making talents.

2. Lack of recognition and attention to the intangible cultural heritage: Many people have a deficit in understanding the value of Weifang kites, and their awareness of the need to protect them as traditional skills is not deep, and their recognition and attention to the intangible cultural heritage is insufficient. We cannot rely on the government and relevant institutions to cherish and maintain the value of kites as an intangible cultural heritage. "The lack of broad cultural identity among community residents makes it impossible to effectively promote the protection of cultural heritage." This has left Weifang Kite in a dangerous situation of neglect and marginalization in modern society. At the same time, the means of publicity and promotion of intangible cultural heritage projects are not extensive, resulting in the public's understanding of Weifang kites staying on the surface, and the lack of awareness of its deep cultural significance and historical background.

3. Lack of diversity and innovation of tourism products: At present, kite-themed tourism products in Weifang City show homogeneity and single products in the market, mainly in the two aspects of kite performance viewing and kite souvenir purchase. Due to the limited concept of product research and development, these products lack of innovation and personalized elements, which can not well meet the needs of different types of tourists. In addition, the in-depth development and display of intangible cultural heritage and regional characteristics are not enough to create unique and attractive tourism products. In particular, market research is not deep enough to properly capture and understand the needs of today's consumers, which is one of the important reasons for the current problems.

### **III. Weifang kite intangible cultural tourism activation strategy**

The above-mentioned problems and "short board" faced by the development of Weifang Kite intangible cultural tourism must be solved through the following activation strategies.

1. Innovative presentation of intangible cultural heritage skills: Apart from traditional kite display and demonstration, modern technology such as virtual reality (VR) and holographic projection tools can be used to carry out lifelike and three-dimensional kite making skills display. For example, a VR interactive game can be set up, in which visitors can personally experience the whole link of kite making, including selecting materials, designing kite patterns, and completing every step of production. In this process, it can be supplemented by easy to understand stories to explain the principle of kite making, so that young people can better accept and appreciate the kite culture, and can more intuitively understand the profound historical and cultural meaning of this art form of kite.

2. Enhance the interactive experience of kite-making: Yangjiabu, Weifang City, can choose the ideal area to build a special kite culture experience center, in order to provide tourists with interactive experience opportunities of kite-making and flying activities. On the premise of ensuring safety and convenience, a kite-making workshop can be set up and equipped with experts of Weifang's kite-making skills to provide regular guidance to tourists, so that they can personally participate in the fun of kite-making. At the same time, a kite test site can also be set up outdoors. Under professional guidance, tourists can have the opportunity to fly their own handmade kites, and deeply experience and appreciate the charm of kite culture.

3. Launch a charming Weifang kite intangible cultural heritage tourism route: Based on the existing tourist attractions, tourism resources can be re-integrated and developed, combining the local natural scenery and human history, to design a more personalized and attractive tourism route. When designing the route, it is necessary to fully consider the distribution, historical background, inheritance status and other factors of the intangible cultural heritage project, and also pay attention to the experience effect and needs of tourists. Weifang kite can be a unique intangible cultural tourism feature to fully display its charm. In order to enhance interactive experience, kite flying places can be set up in relevant scenic spots, and equipped with video explanation and teaching flight skills, so that domestic and foreign tourists have the opportunity to fly kites in person, and have a deeper experience and understanding of Weifang kite culture.

4. Develop professional Weifang Kite intangible cultural heritage tourism website and APP mini programs: First of all, the website will dig deeply and display the kite culture. For example, the publicity video and pictures of Weifang International Kite Festival will be released, which will show the joy of flying kites to tourists in a more vivid and intuitive way, so as to stimulate their enthusiasm for active participation. Secondly, it can provide tourists with convenient information inquiry and service booking functions through the APP mini program, aiming at providing the best possible quality travel experience and service. At the same time, cooperation with travel agencies, hotels and other tourism-related industries can be further strengthened to create a tourism atmosphere at home, so as to attract more tourists to visit and experience Weifang.

5. Renovate the protection and continuation of Weifang kite intangible cultural heritage: Kite culture, as an invaluable intangible cultural heritage, needs extensive attention and recognition from the society. It must be made closer to life, return to self, truly integrate into the public, and encourage the whole society to consciously and voluntarily assume the responsibility of protection and inheritance. At the same time, the government and relevant departments should strengthen its protection, formulate corresponding policies and measures, strengthen the protection and inheritance of kite-making skills, and enhance its sustainable development ability. In addition, cooperation with relevant universities and research institutions should be deepened to carry out scientific research and personnel training, and stronger support

should be provided to promote its inheritance and development.

#### IV. Conclusion

The national intangible cultural heritage Weifang Kite plays a vital role in the tourism industry of Weifang. The long history and unique charm attract a large number of tourists, which not only drives economic benefits and enhances the city's visibility, but also opens a window for cultural exchange and diffusion. By carrying out traditional festival activities, designing kite culture tourism routes and strengthening protection and inheritance work and other strategies. However, in the face of the rapid pace of modern social development, Weifang kite technology is faced with no small challenge. In order to maintain and develop this cultural heritage, a series of dynamic methods and strategies need to be implemented, with the goal of allowing more people to experience and appreciate its unique cultural value for themselves while maintaining the sustainable inheritance of Weifang kite craft. The successful activation and healthy development of the kite can not only promote the development of tourism in Weifang, but also make substantial contributions to the protection and continuation of China's intangible cultural heritage.

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