

Activation of Intangible Cultural Heritage and Industrial Empowerment: Differential Paths and Collaborative Insights into Cultural-Tourism Integration in Zhejiang and Harbin

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Abstract---This paper focuses on the practices of Zhejiang Province and Harbin City in the activation, utilization, and integration of intangible cultural heritage (ICH) with cultural and tourism industries. By conducting an in-depth comparative analysis of their differentiated paths, it reveals the underlying resource endowments, driving mechanisms, and implementation effects, while exploring the possibility and value of regional collaborative development. The study shows that relying on a solid private economic foundation, active market mechanisms, and leading digital innovation capabilities, Zhejiang has formed an "industrial ecological" activation model centered on productive protection, industrial chain extension, and brand-oriented operation (Xu Yiyi, 2021). Harbin, on the other hand, has leveraged its unique ice-snow natural resources, European-style historical blocks, and influential festival IPs to create a "scene-immersive" integration path characterized by scenario construction, immersive experience, and event-driven development (Zhao Jingbo, 2022). The distinct practices of the two regions in terms of goal orientation, implementation strategies, and effect manifestation provide diversified and replicable samples for the integration of ICH with cultural and tourism industries nationwide. In the future, efforts should be made to strengthen model learning, market interconnection, technology sharing, and policy coordination to jointly promote the protection and inheritance of ICH and the high-quality development of cultural and tourism industries (Dai Bin, 2022).

Index Terms—Intangible Cultural Heritage; Industrial Empowerment; Integration of Culture and Tourism; Zhejiang; Harbin; Differentiated Paths; Regional Collaboration

I . INTRODUCTION

As living carriers of the cultural genes of the Chinese nation, the protection, inheritance, and innovative development of intangible cultural heritage have become an important part of the national cultural strategy, which is of far-reaching significance for enhancing cultural confidence, promoting cultural prosperity, and advancing coordinated regional economic and social development (Wang Wenzhang, 2018). With the in-depth advancement of the deep integration strategy by the Ministry of Culture and Tourism, the cultural and tourism industries have provided an unprecedentedly broad stage and implementation path for the creative transformation and innovative development of ICH (Luo Shugang, 2019). Against this backdrop, various regions across the country are actively exploring diversified models for integrating ICH activation with cultural and tourism industries.

As an economically developed coastal province in eastern China, Zhejiang boasts profound cultural heritage, rich ICH resources, and notable advantages such as active private economy, leading digital technology, and mature market mechanisms. Harbin, as a key central city in Northeast China and a renowned tourist destination, enjoys the unique natural endowment of being the "Ice City and Summer Capital," along with a historical accumulation of multi-ethnic cultural integration and strong influence of ice-snow festival IPs. Significant differences in geographical environment,

resource endowments, economic structure, and development stage between the two regions have led to distinct and contrasting practical paths in ICH activation and industrial empowerment (Fan Zhou, 2020). An in-depth analysis of the differentiated characteristics, formation mechanisms, and implementation effects of Zhejiang's "industrial ecological" model and Harbin's "scene-immersive" model, extracting replicable and promotable experiences, and exploring the potential and paths for inter-regional collaborative development, is of important theoretical value and practical guiding significance for optimizing the national pattern of ICH protection and utilization, empowering regional cultural industry upgrading, and serving the construction of a cultural power (Hu Huilin, 2019). This paper aims to systematically present and compare the differentiated paths of the two regions through detailed data support and case analysis, and put forward practical suggestions for collaborative development.

II. ZHEJIANG'S PATH: "INDUSTRIAL Ecological" Activation Driven by Private Sectors AND DIGITAL EMPOWERMENT

Zhejiang's ICH activation path exhibits distinct "industrial ecological" characteristics, with its core driving force rooted in a developed private economic foundation, sound market networks, keen business awareness, and leading digital application capabilities. It has formed an activation model centered on productive protection, with industrialization, clustering, branding, and digitalization as the main means.

Market-oriented Industrial Agglomeration and Cluster Development: Zhejiang fully leverages its nationally renowned "cluster economy" and developed specialized market advantages to promote in-depth industrialization and clustering of ICH projects, forming scale effects and complete industrial chains. For example, relying on the national-level ICH project "Dongyang Wood Carving," Dongyang City in Zhejiang has developed into the world's largest wood carving industry cluster. Statistics show that by the end of 2023, Dongyang had over 3,000 wood carving and redwood furniture enterprises, with more than 100,000 related employees, 6 large-scale specialized markets, an annual output value exceeding 20 billion yuan, and products exported to over 100 countries and regions (Zhejiang Provincial Department of Culture and Tourism, 2023). Similarly, the national-level ICH "Shaoxing Rice Wine Brewing Technique" supports a huge rice wine industry. In 2022, the rice wine industry in Shaoxing achieved sales revenue of over 5 billion yuan, with well-known brands such as Guyue Longshan and Kuaijishan, and an annual output of more than 500,000 kiloliters of high-quality rice wine (Shaoxing Municipal People's Government, 2023). Centered on rice wine culture, Shaoxing has successfully built the "Rice Wine Town" cultural and tourism complex, integrating production and brewing, cultural display, tourism experience, catering, and accommodation, receiving over 3 million visitors annually, and achieving deep integration of ICH protection, industrial development, and tourism consumption (Shaoxing Culture and Tourism Group, 2023). This "ICH + industrial park/cluster" model effectively integrates upstream and downstream resources, forming a complete industrial ecology encompassing raw material supply, design and R&D, production and manufacturing, display and sales, and cultural experience. It is a successful example of productive protection of ICH, significantly enhancing the self-sustainability and market competitiveness of ICH projects (Xu Yiyi, 2021).

In-depth Integration and Innovative Application of Digital Technologies: As a strong province in the digital economy, Zhejiang actively embraces digital technologies, integrating them comprehensively and deeply into ICH's recording and preservation, dissemination and promotion, interactive experience, and commercial transactions, greatly expanding the living space and development boundaries of ICH. In terms of protection, institutions such as the China National Silk Museum and Zhejiang Intangible Cultural Heritage Museum widely apply high-precision 3D scanning, digital modeling, AR/VR virtual reality, and other technologies to digitally collect, store, and restore precious traditional craftsmanship processes and representative works, establishing a systematic digital archive to lay the foundation for permanent protection and subsequent research and utilization (Shan Jixiang, 2022). In terms of communication and experience, numerous online digital museums, cloud exhibitions, short videos, and interactive games have been developed, such as the "Zheli Wenhua Quan (Zhejiang Culture Circle)" APP and the "ICH Online" platform, providing immersive ICH cultural experiences, effectively breaking geographical restrictions, and attracting a large number of young audiences. Statistics show that in 2023, the cumulative online visits to Zhejiang's digital ICH content exceeded 500 million (Zhejiang Provincial Department of Culture and Tourism, 2024). In terms of commercial transformation, e-commerce platforms such as Alibaba (Taobao, Tmall), Douyin E-commerce, and NetEase Yanxuan have become the main channels for selling Zhejiang's ICH products. In 2023, the total transaction volume of ICH-related products (including handicrafts, food, cultural and creative derivatives) and ICH experience services (such as online courses and study tour reservations) sold through various e-commerce platforms in Zhejiang is conservatively estimated to exceed 12 billion yuan, accounting for nearly one-third of the national total online transaction volume of ICH (Zhejiang E-Commerce Promotion Center, 2024). Digital technologies have not only broadened sales channels and reduced transaction costs but also reached a wider consumer group through precision marketing, activating potential markets.

Empowerment of Creative Design and Branding Strategy: Zhejiang attaches great importance to enhancing the cultural added value, artistic appeal, and market competitiveness of ICH products through modern design concepts and innovative thinking, promoting their integration into modern life and entry into high-end markets and the international stage. At the provincial level, the "Zheli Jiangxin (Zhejiang Ingenuity)" traditional craftsmanship brand cultivation plan (2022-2025) has been implemented, with special funds invested to organize cooperation between designers and traditional craftsmanship inheritors, and hold design workshops, innovation competitions, and brand promotion activities (Zhejiang Provincial Department of Culture and Tourism, 2022). Driven by this strategy, many time-honored brands and ICH projects have been revitalized. For example, the time-honored "Wangxingji" fan, through cooperation with well-known designers, while retaining the essence of traditional fan-making techniques (such as Hangzhou fan-making techniques), has boldly innovated

in fan surface themes, material application, and packaging design successfully developing a series of products that meet modern aesthetics and practical needs. These products not only occupy a place in the domestic high-end gift market but also are exported overseas, with annual sales growing steadily (Chen Anying, 2020). The national-level ICH "West Lake Silk Umbrella" has also made efforts in umbrella surface patterns, structural lightweighting, and functional diversification (such as sun protection, rain protection, and dual-purpose for sunny and rainy days) through design innovation, transforming it from a traditional arts and crafts product into a fashionable item with both practicality and artistry, which is deeply loved by young consumers. In addition, Zhejiang has actively promoted the branding and high-end development of ICH projects such as celadon (Longquan Celadon Making Technique), swords (Longquan Sword Forging Technique), and silk (Hangluo Weaving Technique, Jili Lake Silk Traditional Making Technique), creating a number of culturally influential brands with international appeal.

III.HARBIN PARTH:" SCENE-IMMERSIVE" INTEGRAIION OF ICE-SNOW CHARACTERISTICS AND SCENARIO CONSTRUCTION

Harbin's ICH activation path clearly embodies "scene-immersive" characteristics, with its core lying in making full use of and maximizing its unique natural endowment as the "Ice City"—ice-snow resources, as well as the historically formed European-style features and the characteristics of multi-ethnic cultural integration. Through carefully planned large-scale festival IPs, characteristic scenario construction, and in-depth immersive experience projects, ICH elements are organically integrated into the core attractiveness of the city's cultural and tourism.

Ultimate Integration and Landscape Presentation of Ice-snow Culture and ICH Elements: The Harbin International Ice and Snow Festival is one of the oldest, largest, and most influential ice-snow themed festivals in China and even the world, and is Harbin's most shining city card. ICH elements are deeply integrated into the creation, construction, and display of ice-snow landscapes, the core carriers of the Ice and Snow Festival, achieving a perfect collision between "cold resources" and "hot culture." In Zhaolin Park's long-standing ice lantern art garden party, Sun Island International Snow Sculpture Art Expo, and the large-scale Ice and Snow World, ice sculptors and snow sculptors often take national or provincial ICH projects as creative inspiration, using crystal-clear ice and white soft snow to shape vivid images of Northeast folk scenes, Oroqen birch bark making techniques, Hezhe fish skin making techniques, Manchu shaman dance, and Northeast Errenzhuan characters (Zhang Peng, 2022). For example, in 2023, the Ice and Snow World specially set up a "Longjiang ICH Corridor" theme area, using ice and snow to replicate traditional Northeast dwellings, display exquisite works of ICH techniques such as Manchu paper-cutting and Fangzheng paper-cutting (in ice sculpture version), and arrange on-site performances and interactions by ICH inheritors (Harbin Municipal Bureau of Culture, Radio, Television, and Tourism, 2023). This way of amplifying and presenting ICH visual symbols in ice-snow wonders is highly visually impactful and culturally appealing. Statistics show that during the 2022-2023 ice-snow season (usually from late December to late February or early March of the following year), the three core scenic spots—Harbin Ice and Snow World, Sun Island Snow Expo, and Zhaolin Park Ice Lantern Garden Party—received a total of over 12 million visitors (Harbin Municipal Bureau of Statistics, 2023), allowing a large number of visitors to intuitively contact and understand Heilongjiang's rich ICH culture while feeling the charm of ice and snow.

Scenario Superposition and Living Display of Chinese and Western ICH Cultures in Historical Block Atmosphere: Harbin has many distinctive historical and cultural blocks, such as Central Avenue, known as the "First Street in Asia" (gathering Renaissance, Baroque, eclectic, and other European architectural styles), the Byzantine-style St. Sophia Cathedral, and the Laodao Wai Chinese Baroque Historical and Cultural Block full of Chinese Baroque charm. These blocks themselves are important cultural landscapes and tourist attractions. Harbin has cleverly carried out spatial integration and living, scenario-based presentation of ICH projects related to the historical context of these blocks. In Central Avenue and its surrounding areas, visitors can taste foods listed in the provincial ICH list, such as "Harbin Red Sausage Making Technique," "Qilun Dalieba Making Technique," and "Russian-style Western Cuisine Cooking Technique" (such as braised beef in pot and borscht), and enjoy accordion performances by street artists (integrating Russian and Jewish musical elements). In the Laodao Wai Chinese Baroque Block, authentic local Northeast ICH is displayed in a concentrated manner: in the restored traditional courtyards, visitors can enjoy the loud and clear Northeast Errenzhuan performances (provincial ICH), taste traditional Laodao Wai foods such as "Laochujia · Binjiang Official Cuisine Traditional Cooking Technique" (the origin of Guobaorou) and "Zhangbaopu Traditional Technique" (spare ribs buns) (municipal ICH), and observe or experience art and handicraft projects such as "Harbin Ice and Snow Landscape Painting" and "Horn Carving Craft" (Liu Dehai, 2021). This design of concentrating the display and experience of ICH projects from different origins in specific spaces full of exotic or traditional Chinese atmosphere creates a unique and rich cultural atmosphere, making visitors feel as if they are traveling through time and space, achieving an immersive cultural experience of "one step, one scene; one scene, one ICH."

Focused Exhibitions and Explosive Communication Driven by Large-scale Festivals: In addition to the world-famous Ice and Snow Festival, Harbin also has many large-scale brand festivals with national influence, such as the "Harbin Summer Music Festival" (one of the longest-running music festivals in China), "China · Harbin International Beer Festival," and "Harbin Wetland Festival." Due to their huge passenger flow gathering effect, these activities have become golden windows and efficient platforms for Harbin to focus on displaying, exhibiting, and promoting ICH projects (Harbin Municipal People's Government, 2023). During the activities, the cultural and tourism department carefully organizes:

Focused exhibitions of ICH projects: Setting up stages or exhibition areas in core public spaces or scenic spots such as Central Avenue, Flood Control Memorial Tower Square, and Grand Theatre Square, and organizing representative ICH inheritors to perform special shows of traditional music, dance, opera (such as Pingju, shadow play), and folk art (Northeast Dagou).

ICH food markets: Holding food festivals or markets featuring local ICH food, such as "Time-honored ICH Food Carnival," gathering many catering-related ICH projects to allow visitors to taste authentic Harbin flavors in one stop.

Interactive experience of traditional techniques: Setting up interactive experience areas for ICH handicrafts, such as paper-cutting, wheat straw painting, fish skin painting, horn carving, and embroidery, and inviting inheritors to guide visitors to make simple works on site.

ICH-themed exhibitions: Holding special ICH exhibitions in museums, art galleries, or event venues to systematically display the cultural connotation, historical evolution, and exquisite works of ICH projects.

This "festival + ICH" model fully utilizes the high traffic and attention brought by large-scale events, which can form a strong publicity momentum and extensive public participation in a short time, greatly enhancing the visibility, recognition, and attractiveness of ICH projects, and achieving a combination of explosive ICH communication and in-depth immersive participation of visitors.

IV.COMPARATIVE ANALYSIS OF DIFFERENTIATED CULTURAL AND TOURISM INTEGRATION PATHS BETWEEN ZHEJIANG AND HARBIN AND ENLIGHTENMENT FOR COLLABORATIVE DEVELOPMENT

Through in-depth analysis of the practices of ICH activation and cultural-tourism integration in Zhejiang and Harbin, two distinctly differentiated path models can be clearly outlined. The core differences stem from their unique resource endowments, economic foundations, location conditions, and development strategies.

| Feature Dimensions | Zhejiang's Path ("Industrial Ecological") | Harbin's Path ("Scene-immersive") | Root of Differentiation |
|------------------------|---|--|--|
| Core Driving Forces | Private capital, market mechanisms, digital technology | Ice-snow resources, festival IPs, government leadership | Developed private economy vs. resource-dependent economy |
| Activation Model | Productive protection, cluster development, brand operation | Landscape presentation, scenario integration, event-driven | Sustained industrial benefits vs. peak experience 引流 |
| Advantageous Resources | Capital/technology/market networks/manufacturing foundation | Ice-snow climate/European-style blocks/ethnic culture | Location conditions (coastal vs. border areas), differences in core cultural resources |
| Activation Carriers | Industrial parks, e-commerce platforms, product clusters | Ice-snow landscapes, historical blocks, festival activities | Physical product carriers vs. spatial experience carriers |
| Core Benefits | Industrial scale expansion, employment promotion, export growth | Tourist flow agglomeration, image enhancement, influence radiation | Economic hard indicators vs. cultural soft power |
| Empirical Cases | Dongyang Wood Carving (output value over 20 billion yuan/year); Zhejiang's ICH e-commerce (annual | Ice and Snow Festival (over 12 million visitors/ice-snow season); ICH scenarios on | Industrial data vs. traffic data |

| Feature Dimensions | Zhejiang's Path ("Industrial Ecological") | Harbin's Path ("Scene-immersive") | Root of Differentiation |
|--------------------|---|--|---|
| Policy Tools | transaction volume over 12 billion yuan) | Central Avenue | Industrial ecology cultivation vs. experience scenario creation |
| | Industrial policy support, digital infrastructure investment, brand cultivation plans | Festival investment, scenario construction subsidies, cultural-tourism integration demonstration zones | |
| Main Challenges | Dilution of cultural connotation, homogeneous competition | Seasonal fluctuations, insufficient experience depth | Marketization risks vs. resource dependence risks |

| Feature Dimensions | Zhejiang's Path ("Industrial Ecological") | Harbin's Path ("Scene-immersiv e") | Root of Differentiati on |
|------------------------|---|--|--|
| Main Activation Models | Productive protection, industrial operation, clustered development, brand marketing | Landscape presentation, scenario integration, immersive experience, event-driven (festival-driven) | Different goal orientations (sustained industrial benefits vs. shocking experience and traffic attraction) |
| Core Advantageous | Capital/technology/ma rket networks/manufacturi | Ice-snow climate/European-s tyle | Differences in location conditions |

| Feature Dimensions | Zhejiang's Path ("Industrial Ecological") | Harbin's Path ("Scene-immersive") | Root of Differentiation |
|----------------------------------|--|--|---|
| Resources | Industrial heritage foundation/e-commerce platforms/design talents | Historical blocks/large-scale festival IPs/multi-ethnic culture | Physical and core cultural resources |
| Focus and Carriers of Activation | Productization (handicrafts, food), industrial chains (parks/clusters), e-commerce platforms | Landscapes (integration into ice-snow landscapes), atmosphere (block scenarios), activities (festival exhibitions) | Physical product carriers vs. spatial experience carriers |
| Main Manifestations of Benefits | Industrial scale expansion, output value increase, employment growth, brand premium, market expansion | Surge in tourist flow, urban image enhancement, expanded cultural influence, tourism revenue growth | Different focuses of effect evaluation (economic indicators vs. traffic and influence indicators) |
| Typical Data Support | Dongyang Wood Carving: annual output value over 20 billion yuan (2023); Zhejiang's ICH e-commerce: annual transaction volume over 12 billion yuan (2023) | Ice and Snow Festival core scenic spots: over 12 million visitors annually (2022-2023 ice-snow season) | Data reflecting core outputs of respective models |
| Representative Cases | Dongyang Wood Carving industrial cluster, Shaoxing Rice Wine Town, "Zheli | ICH theme area in Ice and Snow World, ICH living display on Central | Cases reflecting typical practices of |

| Feature Dimensions | Zhejiang's Path ("Industrial Ecological") | Harbin's Path ("Scene-immersive") | Root of Differentiation |
|--------------------|---|---|---|
| Challenges Faced | Jiangxin" brand plan | Avenue/Laodao Wai, ICH exhibitions in Ice and Snow Festival/Summer Music Festival | respective models |
| | Dilution of cultural connotation due to over-commercialization, homogeneous competition | Significant seasonal fluctuations, potential insufficient experience depth | Marketization risks vs. resource dependence risks |

Zhejiang's model focuses more on building a sustainable industrial ecosystem to achieve self-sustainability of ICH and large-scale economic benefits. Its advantages lie in a high degree of marketization, complete industrial chains, and relatively strong anti-risk capabilities. Harbin's model is better at using scarce resources and large-scale events to create cultural experience peaks with strong attractiveness and topicality, which can quickly gather popularity, enhance urban visibility, and shape a unique cultural image.

There is no absolute superiority or inferiority between the two paths. The key to their success lies in a deep understanding and maximum utilization of their own comparative advantages to achieve precise positioning and characteristic development. However, in the context of global competition and upgrading of cultural and tourism consumption, a single model also faces its own challenges. Zhejiang needs to guard against the erosion of cultural authenticity by over-commercialization, while Harbin needs to address issues of seasonal dependence and insufficient experience depth. Therefore, promoting complementary advantages and collaborative development between Zhejiang and Harbin, and even on a larger regional scale, is of important strategic significance and broad prospects:

Model Learning and Capacity Complementation:

Harbin learning from Zhejiang: Focusing on learning from Zhejiang's mature market operation mechanisms, branding strategies (such as the "Zheli Jiangxin" model), and digital marketing capabilities (especially e-commerce operations). For example, introducing Zhejiang's design resources to enhance the fashion, practicality, and brand image of Harbin's ICH cultural and creative products; learning from Zhejiang's experience in expanding sales channels of ICH products through e-commerce platforms (such as Taobao, Douyin) to establish an online "Harbin ICH Museum," breaking geographical and seasonal restrictions, and realizing an O2O model of "online 引流 and offline experience" (Huang Zhenfang, 2021). Zhejiang's e-commerce operation experts and brand planning agencies can be invited to provide training and consulting services for Harbin's ICH enterprises.

Zhejiang learning from Harbin: Focusing on learning from Harbin's expertise in large-scale festival planning and operation, immersive scenario construction (especially using special environments such as ice and snow), cultural IP creation, and event marketing. Ancient towns, characteristic towns, and cultural blocks in Zhejiang can learn from Harbin's ways of integrating ICH elements into spatial scenarios and theme activities more organically and shockingly to enhance visitors' sense of immersion and participation. For example, more creative ICH exhibition forms and experience projects can be introduced into Zhejiang's Song Yun Culture Festival and Wuzhen Theater Festival (Dai Bin, 2022).

Market Interconnection and Customer Source Sharing:

Product interconnection: Utilizing Zhejiang's developed commercial networks (such as Yiwu Small Commodity Market) and e-commerce platforms to set up a "Heilongjiang ICH (Harbin) Boutique Zone," selling high-quality fish skin paintings, birch bark products, Northeast characteristic foods (red sausage, dalieba), ice-snow themed cultural and creative products to the whole country and even the world, especially in southern markets (such as the Yangtze River Delta and Pearl River Delta) with a warm and humid climate and a yearning for ice-snow culture. At the same time, introducing Zhejiang's representative high-quality ICH products such as silk, celadon, wood carvings, and rice wine into high-end hotels, scenic spot stores, and airport duty-free shops in Harbin to meet the needs of northern visitors and inbound tourists for exquisite Jiangnan culture.

Route connection: Designing cross-regional high-quality ICH-themed tourist routes. For example, creating a "Jiangnan Ingenuity · Northern Style" ICH-themed tour: connecting Zhejiang (Hangzhou West Lake Silk Umbrella/Wangxingji Fan, Shaoxing Rice Wine, Dongyang Wood Carving, Longquan Celadon) and Harbin (ice-snow ICH landscapes, Russian-style ICH foods on Central Avenue, Northeast folk ICH experiences in Laodao Wai). Through cooperation with travel agencies and promotion on OTA platforms (such as Ctrip, Fliggy), realizing customer source mutual supply, resource sharing, and brand linkage (Dai Bin, 2022). Utilizing the seasonal differences between the two regions (Zhejiang is suitable for tourism in all seasons, while Harbin's peak season is in winter) to design complementary tourism products.

Technology Sharing and Platform Co-construction:

Co-constructing digital platforms: Promoting the establishment of a "Yangtze River Delta-Northeast ICH Digital Protection and Innovative Application Joint Laboratory" or an online platform. Sharing the existing ICH digital resource databases (high-definition images, 3D models, literature) of both sides, and cooperating in developing VR/AR/MR immersive ICH experience projects, online courses, and digital museum exhibitions (Qi Shuyu, 2023).

Exploring cutting-edge technology applications: Jointly exploring the use of cutting-edge technologies such as metaverse, artificial intelligence (AI), and blockchain to empower ICH. For example, cooperating in developing a "virtual ice-snow ICH world" to allow users to experience Harbin's ice-snow

ICH wonders anytime and anywhere; or creating a "Digital Jiangnan Hundred Workshops" to display Zhejiang's exquisite traditional craftsmanship online. Using blockchain technology to provide digital collection (NFT) issuance and copyright protection solutions for representative ICH works of both sides.

Policy Coordination and Mechanism Innovation:

Regional cooperation framework: Incorporating ICH-cultural tourism integration into key cooperation areas under the "Zhejiang-Heilongjiang Cooperation" or larger regional (such as eastern coastal and northeastern regions) cooperation frameworks. Signing special cooperation agreements and establishing a regular coordination mechanism led by the cultural and tourism departments of the two regions, with the participation of commerce, economy and information technology, education, and other departments (Wu Licai, 2020).

Standard mutual recognition and talent mobility: Exploring the establishment of mutual recognition mechanisms in ICH project evaluation, inheritor identification, and brand certification (such as time-honored brands, ICH workshops). Promoting exchanges, visits, temporary postings, and joint training of ICH inheritors, researchers, designers, and management personnel between the two regions. Establishing special funds to support cross-regional ICH cooperation projects.

Seeking national support: Jointly applying for national-level ICH protection and utilization facility construction, cultural-tourism integration demonstration zones, and cultural and tourism industry integration development demonstration zones, and jointly striving for national-level policy, funding, and project support.

V. CONCLUSIO

This study deeply analyzes the differentiated paths presented by Zhejiang Province and Harbin City in the field of activation and utilization of intangible cultural heritage and integration of cultural and tourism industries. Relying on its strong private economic vitality, leading digital technology application, and mature market networks, Zhejiang has successfully created an ICH activation model centered on "industrial ecology." Its essence lies in building sustainable ICH industrial chains and value chains through productive protection, clustered development, brand operation, and digital empowerment, achieving a win-win situation between cultural inheritance and economic benefits (Xu Yiyi, 2021). Harbin, with its unique ice-snow natural resources, profound heritage of Chinese-Western cultural integration, and highly influential festival IPs, has developed a characteristic integration path centered on "scene immersion." The key lies in deeply integrating ICH elements into magnificent ice-snow landscapes, unique historical block atmospheres, and large-scale festival activities to create highly impactful and attractive immersive cultural experiences, effectively enhancing the charm of the city's cultural and tourism (Zhao Jingbo, 2022).

The formation of the two paths is the result of the combined effects of the two regions' distinct geographical locations, resource endowments, economic structures, cultural characteristics, and development stages. Both have achieved remarkable results, contributing valuable "Chinese solutions" and "local wisdom" to global ICH protection and cultural-tourism integration. Their successful practices profoundly reveal that there is no one-size-fits-all model for ICH activation and industrial empowerment. The key lies in based on local realities, accurately identifying and maximizing one's own comparative advantages, and taking a characteristic and differentiated development path.

Looking to the future, in the context of building a cultural power and deep integration of culture and tourism, the focus of ICH cultural and tourism development in Zhejiang and Harbin should be on breaking geographical restrictions and deepening regional collaborative cooperation. Through model learning (learning from each other's strengths to improve overall capabilities), market interconnection (sharing channels to expand consumption space), technology sharing (co-constructing platforms to innovate presentation methods), and policy coordination (removing barriers to optimize the institutional environment), efficient integration of advantageous resources and free flow of innovative factors can be achieved. This can not only effectively make up for the shortcomings of each model (such as Zhejiang enhancing experience depth and Harbin strengthening industrial resilience) but also release a "1+1>2" synergistic effect, jointly enhancing the visibility, vitality, and international influence of Chinese ICH. Exploring the establishment of pragmatic and efficient cross-regional cooperation mechanisms such as the "Zhejiang-Heilongjiang ICH Cultural and Tourism Innovation Consortium" can provide a replicable and promotable demonstration model for promoting regional collaborative protection and innovative development of ICH nationwide, ultimately serving the protection, inheritance, innovative development, and sustainable utilization of ICH in the new era, injecting deeper, more unique, and more dynamic cultural impetus into the cultural and tourism industries, and making greater contributions to coordinated regional development and cultural prosperity (Hu Huilin, 2019; Dai Bin, 2022).

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