WEP Warwick Evans Publishing

International Journal of Global Economics and Management

ISSN: 3005-9690 (Print), ISSN: 3005-8090 (Online) | Volume 9, Number 2, Year 2025
DOI: https://doi.org/10.62051/ijgem.v9n2.06
Journal homepage: https://ijgem.org

Study on the Cultural Heritage Tourism Value and Its Logical Structure of Zhaoqing Fucheng

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ABSTRACT

This study investigates the tourism value and underlying logic of Zhaoqing Fucheng's cultural heritage. Using a questionnaire survey, 308 valid responses were collected. Statistical analysis revealed that while the cultural heritage tourism value of Zhaoqing Fucheng is generally high, artistic aesthetics receive the most recognition, yet there are significant divergences in perceptions of development potential. Urban development prioritizes ecological improvement over cultural preservation, and although tourist satisfaction is high, service and security facilities require enhancement. Notably, artistic aesthetic value demonstrates the most prominent driving effect on both urban development and tourist satisfaction.

KEYWORDS

Cultural heritage; Tourism value; Logical structure; Zhaoqing Fucheng

1. INTRODUCTION AND LITERATURE REVIEW

Amid rapid urbanization, the scientific and rational protection, effective preservation, and sustainable utilization of cultural heritage have become a widely discussed issue. In 1927, UNESCO conducted extensive research and adopted the "Convention Concerning the Protection of the World Cultural and Natural Heritage," marking the global recognition of cultural heritage conservation. Following China's formal accession to the convention in 1985, significant progress has been made in cultural heritage protection.

The concept and classification of cultural heritage were formally established in the 1972 UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage. This framework categorizes heritage into two main types: artifacts and architectural complexes. The artifact category encompasses heritage items with significant historical, artistic, or scientific value, including architectural remains, paintings and stone carvings, archaeological sites, inscribed stone tablets, historical caves, and their integrated complexes. The architectural complex category includes distinctive standalone or combined structures that demonstrate outstanding representation in architectural style, spatial layout, or harmony with surrounding landscapes [1]. Building upon this conceptual foundation, Yang Lixia and Yu Xuecai (2004) further categorized cultural heritage into tangible and intangible components, while conducting in-depth research on its value functions and the challenges of heritage preservation and development [2].

In the study of tourism value theories, Liu Juan, Fang Shimin, and Ning Zhidan (2017) investigated the tourism value and characteristics of cultural heritage from the perspective of tourists' perceptual aspects, proposing strategies to enhance its tourism value [3]. Zhang Fan (2019) suggested that the development of agricultural cultural heritage tourism could be achieved by establishing an evaluation index system to analyze the value and potential of such heritage [4]. Li Xiaoshuang (2023) proposed

that the total value of cultural heritage can be determined by analyzing its intrinsic value, current functional value, rational utilization value, and comprehensive tourism value, while also exploring revitalization pathways to identify challenges in developing and showcasing its tourism potential [5]. Lu Xinxin (2024) highlights the multifaceted value of cultural heritage tourism, encompassing historical, artistic, scientific, social, economic, and ecological dimensions [6]. Zhang Xingxing and Chen Guosheng (2024) conducted in-depth research on the unique connotations, forms, and tourism applications of agricultural culture, including educational tours, eco-tourism, and culinary experiences. They proposed scientific approaches to advance tourism development for agricultural heritage, established mechanisms for its dynamic preservation and transmission, and analyzed the collaborative pathways for stakeholders to achieve cultural heritage tourism development [7].

Zhaoqing Fucheng, established during the Song Dynasty, is a renowned Lingnan cultural city in Guangdong Province with a rich heritage. The city preserves 2,801.2 meters of intact ancient city walls, along with iconic historical landmarks like the Lique Tower, Piyun Tower, Song Dynasty city walls, and arcade streets. It also boasts intangible cultural heritage, including traditional crafts such as Duan inkstone making and steamed zongzi wrapping. These elements collectively form a unique and comprehensive cultural heritage system, creating a vibrant cultural landscape of exceptional historical, artistic, and educational value. Wu Huimei (2019) conducted a systematic study on the conservation and revitalization plan for Zhaoqing Fucheng, proposing to establish a protection system through formulating relevant conservation plans and developing legal policies. This approach aims to clarify conservation content and achieve sustainable preservation and utilization of the Fucheng cultural heritage [8]. Gao Hailun (2020) proposed restoration designs and methods for the urban fabric of Zhaoqing Fucheng's historical district, summarizing strategies for urban space optimization to enhance urban vitality and improve the protection level of Fucheng's cultural heritage [9]. Yi Liang (2023) conducted in-depth research on defining and delineating the spatial evolution of Zhaoqing's historical urban area. The study analyzed characteristics at different stages of its development, functional adjustments, and spatial restructuring during transformative periods. It highlighted the diverse types of cultural heritage buildings in Zhaoqing's historical urban area, emphasizing their significant historical, cultural, and tourism value [10].

In summary, while existing literature and methodologies for cultural heritage studies are abundant, research on exploring the tourism value of cultural heritage, along with its scientific preservation and rational development, requires further refinement. There remains a lack of systematic studies on evaluating the tourism value of cultural heritage, ensuring its sustainable transmission, and analyzing the logical framework of tourism development pathways. Research on Zhaoqing Fucheng's cultural heritage has been increasing, primarily focusing on the protection and restoration of historical and cultural districts and representative cultural relics. However, studies on the tourism development of Fucheng's cultural heritage and how to effectively convert it into sustainable economic, social, and cultural benefits still need to be strengthened. Additionally, interdisciplinary research in this field remains insufficiently developed. Despite its rich cultural heritage resources, Zhaoqing Fucheng demonstrates a less comprehensive understanding of its tourism value compared to other similar historical cities in China, particularly in terms of heritage preservation, transmission, and tourism development. This study focuses on Zhaoqing Fucheng's cultural heritage, integrating domestic and international research on the tourism value of cultural heritage and its current development status. It conducts an in-depth analysis of the tourism value and logical framework of Zhaoqing Fucheng's cultural heritage, aiming to provide new insights and references for theoretical research and practical development in cultural heritage tourism.

2. RESEARCH HYPOTHESES AND RESEARCH FRAMEWORK

After experiencing cultural heritage tourism, tourists' subsequent behavioral tendencies primarily include their willingness to revisit the site, social media engagement, and recommendations to others

[11]. Moreover, the higher the tourism value of cultural heritage, the greater its impact on tourism city development; conversely, lower tourism value results in diminished urban development effects. This leads to Hypothesis 1:

H1: Tourism value has a significant positive impact on urban development.

H1a: The historical and cultural value has a significant positive impact on urban development.

H1b: The aesthetic value of art has a significant positive impact on urban development.

H1c: The value of science education has a significant positive impact on urban development.

H1d: The economic utility value has a significant positive impact on urban development.

Tourist satisfaction refers to the likelihood of tourists engaging in subsequent behaviors or decisions after their visit, primarily including their willingness to participate in the activity again, active engagement on social media, and recommendations of the cultural heritage tourism to others [12]. Moreover, the higher the value of cultural heritage tourism, the greater the tourist satisfaction. Conversely, the lower the value, the lower the satisfaction. Therefore, Hypothesis 2 is proposed:

H2: Tourism value has a significant positive effect on tourist satisfaction.

H2a: Historical and cultural value significantly enhances tourist satisfaction.

H2b: The aesthetic value of art has a significant positive impact on tourist satisfaction.

H2c: The value of science education has a significant positive impact on tourist satisfaction.

H2d: The economic utility value has a significant positive impact on tourist satisfaction.

3. RESEARCH METHODS

Based on research objectives and feasibility, this study surveyed local residents, tourists, and university students from Zhaoqing's higher education institutions who visited Zhaoqing Fucheng Cultural Heritage Tourism. The survey utilized Wenjuanxing (a Chinese online survey platform) for electronic questionnaires and physical distribution at core attractions including the Song Dynasty City Wall and Yuejiang Tower. The survey was conducted from March to May 2025.

This questionnaire comprises four sections: Section 1 covers respondent demographics; Section 2 evaluates the cultural heritage tourism value of Zhaoqing Fucheng; Section 3 assesses urban development impacts; and Section 4 measures tourist satisfaction. Sections 2-4 employ a 7-point Likert scale (1 = "strongly disagree" to 7 = "strongly agree") for quantitative assessment. A total of 350 questionnaires were distributed, with 308 valid responses collected. Statistical analysis was performed using SPSS 26.0 software.

4. DATA ANALYSIS

4.1. Sample Analysis

The survey included 308 participants, with 173 males (56.2%) and 135 females (43.8%). Age distribution showed: 54 under 18,67 aged 18-30,96 aged 31-45,65 aged 46-60, and 65 over 60, accounting for 17.5%,21.8%,31.2%,21.1%, and 8.4% of the sample respectively. Occupationally, the participants included 83 students, 88 corporate employees, 24 civil servants, 25 teachers/researchers, 35 self-employed individuals, 27 freelancers, and 26 retirees, representing 26.9%, 28.6%, 7.8%, 8.1%, 11.4%, 8.8%, and 8.5% of the sample respectively. The income distribution among survey participants shows: 90 individuals earning under 3,000 yuan, 13 earning 3,000-5,000 yuan, 80 earning 5,000-8,000 yuan, 71 earning 8,000-12,000 yuan, and 54 earning over 12,000 yuan, accounting for 29.2%, 4.2%, 26.0%, 23.1%, and 17.5% of the sample respectively. Regarding residential distribution,

40 participants are from Zhaoqing, 89 from the Pearl River Delta region, 59 from eastern Guangdong, 36 from western Guangdong, 34 from northern Guangdong, and 50 from outside Guangdong, representing 13.0%, 28.9%, 19.2%,11.7%, 11.0%, and 16.2% of the sample. Among the 308 surveyed individuals, 148 (48.1%) were first-time visitors to Zhaoqing's cultural heritage sites, while 160 (51.9%) were repeat visitors.

4.2. Reliability and Validity Analysis

The reliability coefficient of the questionnaire is 0.930, which is higher than the common standard value of 0.8, indicating that the reliability of the questionnaire is high.

4.3. Mean Value Analysis

The descriptive statistics of the questionnaire items of the cultural heritage tourism value, the impact on the city development and the tourist satisfaction of Zhaoqing Fucheng are presented in Table 1.

The analysis reveals that 12 indicators in the cultural heritage tourism value assessment exceed a threshold of 3, indicating high tourism value for Zhaoqing Fucheng's cultural heritage. The survey results show the statement "Zhaoqing Fucheng's cultural heritage has significant tourism development potential" has the lowest mean score (3.22) and the highest standard deviation (1.108), reflecting substantial differences in respondents 'perceptions of development potential. Conversely, the statement "Zhaoqing Fucheng's cultural heritage possesses high artistic appreciation value" achieves the highest mean score (3.68), suggesting visitors recognize its aesthetic value as relatively significant. As cultural heritage tourism products develop, aesthetic value gains increasing prominence, and the tourism value of cultural heritage continues to attract growing attention.

Among the items assessing urban development impacts, six items recorded average scores above 3, indicating generally positive effects of cultural heritage tourism on urban growth. The most consistent views were reflected in two statements: "Zhaoqing Fucheng's cultural heritage tourism development has enhanced and protected the surrounding environment" and "Zhaoqing Fucheng's cultural heritage tourism development prioritizes sustainable ecological practices," both scoring 3.72. This demonstrates strong consensus among respondents regarding the environmental benefits of such tourism initiatives. Conversely, the statement "Zhaoqing Fucheng's cultural heritage tourism development has promoted the preservation of traditional culture" received the lowest score (2.94), suggesting that while tourism development is beneficial, most respondents believe efforts to safeguard traditional cultural heritage require further strengthening.

Among the tourist satisfaction indicators, nine metrics showed average scores exceeding 3. The three items with the highest average values were: "I am satisfied with the order and management of Zhaoqing Fucheng Cultural Heritage," "I would be willing to revisit Zhaoqing Fucheng Cultural Heritage in the future," and "I would recommend Zhaoqing Fucheng Cultural Heritage to others." All scored 3.53, indicating that surveyed tourists expressed high satisfaction with the cultural heritage site's management and order, and demonstrated strong willingness to return and recommend it to others.

Table 1. Descriptive statistics of each item

variable	questions	mean	standard deviation
The cultural heritage tourism value	A1. The cultural heritage of Zhaoqing Fucheng reflects the rich historical and cultural connotation.	3.28	1.007
	A2. Zhaoqing Fucheng Cultural Heritage is of great significance to understanding the historical development of Lingnan region	3.29	1.033
	A3. Zhaoqing Fucheng cultural heritage is the embodiment of ancient urban planning wisdom.	3.28	1.002
	A4. Zhaoqing Fucheng Cultural Heritage Has High Artistic Appreciation Value	3.68	0.984
	A5. The architectural style and landscape design of Zhaoqing Fucheng cultural heritage are impressive.	3.64	1.019
	A6. The environment of Zhaoqing Fucheng cultural heritage has a unique beauty.	3.67	0.988
	A7. The cultural heritage of Zhaoqing Fucheng has important scientific value for the study of ancient architectural technology and urban planning.	3.47	1.060
	A8. Zhaoqing Fucheng cultural heritage is suitable as an important resource for study travel and educational activities.	3.50	1.084
	A9. The Zhaoqing Fucheng cultural heritage can enhance the public's cognition and interest in historical culture.	3.56	1.018
	A10. The cultural heritage of Zhaoqing Fucheng has a high potential for tourism development.	3.22	1.108
	A11. The cultural heritage of Zhaoqing Fucheng can drive the local economic development.	3.26	1.051
	A12. The tourism development of Zhaoqing Fucheng cultural heritage can promote the development of cultural and creative industries.	3.23	1.027
Urban development impact	B1. The development of cultural heritage tourism in Fucheng, Zhaoqing has promoted the local economic growth.	3.42	1.140
	B2. The tourism development of Zhaoqing Fucheng's cultural heritage has stimulated the growth of related industries, including catering, accommodation, and transportation.	3.30	1.101
	B3. Tourism Development of Zhaoqing Fucheng Cultural Heritage Provides More Employment Opportunities for Local Residents.	3.34	1.036
	B4. The tourism development of Zhaoqing Fucheng cultural heritage has enhanced the cultural identity and pride of local residents.	2.97	1.073
	B5. The tourism development of Zhaoqing Fucheng cultural heritage promotes the inheritance and protection of traditional culture.	2.94	1.016
	B6. The tourism development of Zhaoqing Fucheng cultural heritage has enhanced the city's popularity and image.	2.95	1.104
	B7. The tourism development of Zhaoqing Fucheng cultural heritage has promoted the improvement and protection of the surrounding environment.	3.72	0.981
	B8. The tourism development of Zhaoqing Fucheng cultural heritage pays attention to the sustainable development of ecological environment.	3.72	0.969
	B9. The Tourism Development of Zhaoqing Fucheng Cultural Heritage Has Little Negative Impact on Local Ecological Environment.	3.71	1.026
Tourist satisfaction	C1. The historical and cultural connotation of Zhaoqing Fucheng cultural heritage makes me satisfied.	3.41	1.053
	C2. The artistic aesthetic value of Zhaoqing Fucheng cultural heritage makes me satisfied.	3.45	1.047
	C3. The scientific education value of Zhaoqing Fucheng cultural heritage makes me satisfied.	3.43	1.073
	C4. I am satisfied with the tourism service facilities of Zhaoqing Fucheng cultural heritage.	2.81	1.034
	C5. The service quality of Zhaoqing Fucheng cultural heritage tourism is satisfactory.	2.83	1.044
	C6. I am satisfied with the security measures for the cultural heritage tourism in Zhaoqing Fucheng.	2.79	1.047
	C7. I am satisfied with the landscape design and atmosphere of Zhaoqing Fucheng cultural heritage.	3.48	1.009
	C8. The surrounding environment of Zhaoqing Fucheng cultural heritage is clean and comfortable, which makes me satisfied.	3.47	1.016
	C8. I am satisfied with the order and management of the cultural heritage of Zhaoqing Fucheng.	3.53	1.009
	C9. I might visit Zhaoqing Fucheng Cultural Heritage Site in the future.	3.52	0.990
	C10. I would like to visit Zhaoqing Fucheng cultural heritage tourism again in the future.	3.53	1.019
	C11. I would like to recommend Zhaoqing Fucheng as a cultural heritage destination.	3.53	0.983

4.4. Multiple Regression Analysis

(1) Regression Analysis of Tourism Value Dimensions on Urban Development

A regression model was constructed with urban development as the dependent variable, using four dimensions of tourism value—economic utilization, scientific education, artistic aesthetics, and historical culture—as independent variables. As shown in Table 2, the p-value (0.000 <0.001) indicates the model is statistically significant. Table 3 reveals the regression coefficients for tourism value and urban development as 0.060,0.099,0.066, and 0.040, respectively. Significantly, the four dimensions of tourism value—historical culture, artistic aesthetics, scientific education, and economic utilization—positively predict urban development. This confirms Hypothesis H1, demonstrating that tourism value can significantly predict urban development.

Table 2. Summary of the linear regression model of tourism value and urban development

Model	R	R^2	Adjusted R^2	Standard error	R^2 Variation	F Variation	Degree of freedom 1	Degree of freedom 2	Sig. F Variation
1	.306[a]	.094	.082	.564197227822192	.094	7.850	4	303	.000
a. Predictive variables: (constant), economic utilization, scientific education, artistic appreciation, historical and cultural context									

Table 3. Linear regression coefficient of tourism value on urban development

Model		Nonstandardized coefficient		Standardization coefficient	t	Sig.	95.0% confidence interval of B		Collinearity statistic	
		B	Standard error	Beta			lower limit	Upper limit	Tolerance	VIF
1	Constant	2.417	.169		14.337	.000	2.085	2.749		
	History and Culture	.060	.042	.094	1.429	.154	-.023	.144	.692	1.445
	Aesthetic appreciation of art	.099	.041	.149	2.398	.017	.018	.181	.770	1.299
	Science education	.066	.039	.106	1.717	.087	-.010	.142	.792	1.262
	Economic Utilization	.040	.042	.065	.951	.342	-.043	.124	.640	1.562
a. Dependent variable: Urban development										

(2) Regression Analysis of the Tourism Value Dimensions and Tourist Satisfaction

A regression model was constructed with four dimensions of tourism value—economic utilization, scientific education, artistic aesthetics, and historical culture—as dependent variables. As shown in Table 4, the model demonstrated statistical significance (p=0.000 <0.001) when using tourist satisfaction as the dependent variable. The coefficients of tourism value and tourist satisfaction were 0.265,0.281,0.210, and 0.236, respectively, with all P-values below 0.001. These results confirm that tourism value has a significant positive impact on tourist satisfaction, justifying further analysis (Table 5). Specifically, tourism value can significantly predict tourist satisfaction, validating Hypothesis H1. The regression coefficients for the four dimensions were 0.265,0.281,0.210, and 0.236, respectively.

Table 4. Summary of the linear regression model of tourism value and tourist satisfaction

Model	R	R^2	Adjusted R^2	Standard error	R^2 Variation	F Variation	Degree of freedom 1	Degree of freedom 2	Sig. F Variation
1	.908[a]	.824	.822	.31415244468793	.824	354.684	4	303	.000
a. Predictive variables: (constant), economic utilization, scientific education, artistic appreciation, historical and cultural context									

Table 5. Linear regression system of tourist satisfaction with tourism value

Model		Nonstandardized coefficient		Standardization coefficient	t	Sig.	95.0% confidence interval of B		Collinearity statistic	
		B	Standard error	Beta			lower limit	Upper limit	Tolerance	VIF
1	Constant	-.084	.094		-.892	.373	-.268	.101		
	History and Culture	.265	.024	.325	11.227	.000	.218	.311	.692	1.445
	Aesthetic appreciation of art	.281	.023	.335	12.198	.000	.236	.327	.770	1.299
	Science education	.210	.021	.264	9.767	.000	.167	.252	.792	1.262
	Economic Utilization	.236	.024	.301	10.000	.000	.189	.282	.640	1.562
a. Dependent variable: Tourist satisfaction										

5. RESEARCH CONCLUSIONS AND RECOMMENDATIONS

5.1. Research Conclusions

(1) The overall value of cultural heritage tourism is high, and the artistic aesthetics is the most recognized, but there is a big difference in the cognition of the development potential. All 12 tourism value indicators showed average scores above 3, indicating widespread recognition of their cultural significance. Art appreciation value led the rankings with an average score of 3.68, reflecting tourists 'strong appreciation for the architectural style and landscape design of the ancient city's cultural heritage. In contrast, tourism development potential recorded the lowest average score (3.22) and the largest standard deviation (1.108), revealing significant discrepancies in respondents' assessments of its development potential.

(2) Urban development tends to improve the ecological environment, but the traditional culture needs to be strengthened. All six urban development indicators showed positive effects with average scores above 3. The category of 'Ecological Environment Improvement and Sustainable Development' achieved the highest score (3.72), with respondents strongly endorsing tourism's environmental conservation benefits. However,' Traditional Cultural Inheritance and Protection' scored only 2.94 (below the neutral threshold of 3), indicating that most respondents felt cultural preservation efforts in tourism development were insufficient.

(3) While overall tourist satisfaction remains positive, service and security facilities require improvement. All nine satisfaction indicators show average scores above 3, indicating high satisfaction levels. The highest scores (3.53) were recorded for "tourist order management, willingness to revisit, and willingness to recommend," reflecting strong recognition of management order and experience quality. However, "service facilities (2.81)," "service quality (2.83)," and "security measures (2.79)" all scored below 3, indicating significant shortcomings in basic service infrastructure that may negatively impact the overall experience.

(4) Artistic aesthetic value demonstrates the most significant promoting effect, while economic utilization and cultural heritage preservation require optimization. Regression analysis in the study of tourism value and urban development reveals that the four dimensions of tourism value exert the following coefficients on urban development: 0.094,0.149,0.106, and 0.065 respectively. The ranking of their impact on urban development is: artistic aesthetic value> scientific-educational value> historical-cultural value> economic utilization value. Among the factors, the aesthetic value of art demonstrated the most significant impact on urban development, with a regression coefficient of 0.149 ($p<0.001$), primarily enhancing the city's overall image and cultural branding. In contrast, the economic utilization value contributed the least, with a regression coefficient of 0.065, indicating that relying solely on cultural heritage tourism development may not effectively stimulate urban economic growth. The scientific and educational value also showed some influence, with a regression coefficient of 0.149, though certain heritage sites with research and educational functions could attract academic exchanges and study tours, requiring further development. Notably, traditional culture preservation received the lowest evaluation score of 2.94, suggesting that excessive commercialization of cultural heritage might compromise its authenticity and integrity.

(5) While art appreciation and historical-cultural value serve as core drivers, the supporting security infrastructure remains underdeveloped. Regression analysis on the relationship between tourism value and tourist satisfaction revealed that the four dimensions of tourism value exerted the following coefficients: 0.325,0.335,0.264, and 0.301 respectively. The influence ranking of these dimensions was: artistic aesthetic value> historical-cultural value> economic utility value> scientific-educational value. The regression analysis reveals that artistic aesthetic value contributes 0.335 to tourist satisfaction, while historical-cultural value accounts for 0.325. These figures demonstrate that the visual appeal, artistic expression, historical depth, and cultural richness of cultural heritage are key factors in enhancing visitor satisfaction. The average artistic value score of 3.68 indicates strong positive perceptions of Zhaoqing Fucheng's cultural heritage, yet the 2.79 average for security measures highlights inadequate infrastructure. The 2.81 score for service facilities suggests potential dissatisfaction with amenities like guided tours, signage, and rest areas, which may significantly impact overall satisfaction.

5.2. Practical Implications

(1) Centering on artistic aesthetic value to build consensus and resolve potential development disagreements. Given that artistic aesthetic value scores the highest (average 3.68) while development potential perception remains highly divergent (standard deviation 1.108), we recommend focusing on aesthetic resources like architectural styles and landscape design to create a "Fucheng Aesthetic Experience Route" (e.g., ancient architecture light shows, garden landscape check-in spots) to strengthen core advantages. Simultaneously, organizing a "Development Potential Seminar" (inviting developers, tourists, and scholars) could help identify differentiated development directions by leveraging artistic aesthetic value, thereby reducing cognitive gaps and aligning development objectives.

(2) Synergize ecological conservation with cultural preservation to address heritage gaps. To resolve the imbalance between ecological progress (average 3.72) and cultural continuity (average 2.94), we propose embedding traditional cultural practices into conservation initiatives. This includes establishing intangible cultural heritage (ICH) exhibition zones in ecological restoration areas (e.g., Zhaoqing Duan Inkstone-making workshops) and integrating folk culture activities into sustainable development projects (e.g., Fucheng Temple Fair). Drawing on successful conservation models, we recommend implementing a "Cultural Heritage Responsibility System" to ensure the dynamic transmission of ICH techniques and traditional customs during tourism development.

(3) Upgrade targeted services and security facilities to enhance visitor experience quality. To address the low scores in service facilities (mean 2.81) and security measures (mean 2.79), targeted

infrastructure improvements are recommended: installing guide signs, rest areas, and smart service terminals in high-traffic zones; increasing security patrol frequency and deploying intelligent surveillance systems; while conducting staff training (e.g., enhancing tour guide cultural literacy). This comprehensive optimization of both hardware and software will directly improve visitor satisfaction.

ACKNOWLEDGEMENTS

(1) Guangdong Province's 2025 Educational Science Planning Project "Research on the Mechanism of Empowering High-Quality Development of County-Level Cultural Tourism Economy through Higher Tourism Education under the Guidance of the 'Double Hundred Action' " (2025GXJK0579);

(2) Zhaoqing University's 2024 School-level Curriculum Ideological and Political Reform Demonstration Project: "Ideological and Political Culture and Tourism".

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