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Research on the Implementation Pathway of Facilitating the Development of New Cultural Business Formats through the Historical and Cultural Heritage Corridors in the Minjiang River Basin

Yun Gao*
School of Art and Design, Fuzhou University of International Studies and Trade, Fuzhou, Fujian Province, China
***Corresponding author, E-mail: gaoyun@fzfu.edu.cn**

Abstract:
After investigating the historical and cultural heritage resources within the Minjiang River Basin, this research constructs a spatial mechanism centered on the "heritage entity-thematic tourism trails-landscape corridors-interpretation system" based on the concept of "heritage corridor". It also proposes a four-in-one development path for new cultural business forms, namely, "points-lines-networks-information", which specifically includes: (1) Innovatively transforming "Point-like" heritage resources and utilizing digital technology to extract and reproduce cultural elements; (2) Optimizing the experience of "Line-like" cultural heritage by designing thematic tourism trails to enhance heritage linkage and dissemination effectiveness; (3) Establishing a "Network-like" industrial platform to promote the integration of cultural heritage with multiple sectors such as agriculture, industry, education, and cultural tourism; (4) Constructing an intelligent "Information" cognitive environment and leveraging the integration of digital technologies to enhance heritage interpretation and immersive experience levels. The construction of a heritage corridor in the Minjiang River Basin can effectively promote the systematic protection and living transmission of cultural heritage. By empowering through technology, integrating industries, and fostering cultural identity, it can enable, support, and cultivate the development of new cultural business formats featuring high-quality integration of "historical and cultural heritage + digital technology". The research aims to create a unique cultural identity for the Minjiang River Basin and make sustained efforts in promoting a new image of Fujian.

Keywords:
Minjiang River Basin, Historical and Cultural Heritage; Heritage Corridors; New Cultural Business Formats

1.Introduction

The Minjiang River originates in Junkou Town, Jianning County, at the junction of Fujian and Jiangxi

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provinces. Its three main tributaries—Jianxi, Futunxi, and Shaxi—converge near Yanping District in Nanping, after which the river is officially named the Minjiang. For thousands of years, the Minjiang River has flowed ceaselessly on its long journey, surging from Wuyi Mountains towards the East China Sea. Its basin forms a triangular "fan-shaped" distribution, covering nearly half of Fujian Province's area. Within the basin lie a vast array of invaluable historical and cultural heritage resources, including numerous agricultural settlements, diverse overseas Chinese communities, profound family traditions and folk customs, enduring revolutionary relics, significant evidence of maritime Silk Road exchanges, and historical sites from the era of modern port openings. The General Office of the CPC Central Committee and the General Office of the State Council have issued "Several economic policies to promote high-quality cultural development", which further deepens the reform of cultural systems and mechanisms. It emphasizes "supporting the systematic protection and rational utilization of areas rich in cultural relics, as well as intangible cultural heritage, and promoting the holistic protection and living inheritance of historic and cultural cities, historic and cultural districts, villages, towns, and traditional villages". [1] However, nowadays, the Minjiang River Basin faces several issues, such as unclear identification of historical and cultural heritage markers with an overall cultural imprint, a diverse and vast array of heritage types, delayed specialized census efforts, incomplete consensus on the heritage system, and fragmented linear landscape resources leading to a disconnect between heritage protection and utilization. [2] Therefore, there is an urgent need to scientifically and systematically understand the "family background" of cultural heritage resources in densely populated areas within the basin, and to digitize and integrate historical and cultural heritage resources in specific regions. [3] This represents a practical requirement and feasible path for achieving the goals of "showcasing a new image of Fujian and enhancing its cultural influence" while promoting the protection of historical and cultural heritage and advancing cultural development at this stage.

The concept of "Heritage Corridors" is a comprehensive idea that has gradually formed since the mid-20th century through the development of linear spatial theories such as Environment Corridor [4], Greenway [5], Scenic Byway [6], and the overall protection concept of regional heritage. It is an extension of the traditional method of protecting individual heritage sites, and is a regional and integrated protection concept and utilization strategy for large-scale heritage sites. It covers a large geographic spatial scale, contains a variety of natural and cultural heritage types, and has numerous stakeholders. [7] Heritage corridors are distributed through tangible roads, rivers, canyons, railways, etc. in spatial form, connecting single, multiple, and clustered heritage sites to form a linear landscape with a special collection of natural, cultural, and historical resources. They usually have certain historical and cultural significance, such as obvious economic centers, thriving tourism, adaptive reuse of old buildings, entertainment, and environmental improvement effects. [8-9] Along the tributaries and main streams of the Minjiang River, there are a large number of dense historical and cultural heritages, which meet the requirements of the construction concept of linear cultural landscapes organized by heritage corridors.

With the continuous iteration and development of science and technology in contemporary society, the Party Central Committee and government departments at all levels attach great importance to the integration and enhancement of cultural heritage, digital technology, and cultural formats. The 17th National Congress of the Communist Party of China released the signal of "transforming cultural production methods and cultivating new cultural business formats". Many scholars have conducted research on promoting industrial

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integration through high-tech [10-11], transforming and upgrading traditional cultural industries [12-13], and enhancing cultural business formats through the integration of digital technology products [14]. The Third Plenum of the 20th Central Committee of the Communist Party of China called for exploring effective mechanisms for the integration of culture and technology, and accelerating the development of new cultural business formats. Since the release of the "Action Plan for the High Quality Development of Fujian's Cultural Industry (2021-2025)" in Fujian Province in 2021, we have fully implemented the Party Central Committee's strategic decision and deployment on "Digital Fujian", and made every effort to promote the digitization of public culture and the technological and digital development of cultural industries. Against the backdrop of the digital era, cutting-edge technologies such as 5G, artificial intelligence, VR/AR/MR technology, the Internet of Things, cloud computing, blockchain, and the metaverse are continuously integrating with the cultural sector. [15-16] These integrations exhibit novel characteristics, including innovative content creation, new production techniques, novel dissemination models, fresh consumption experiences, and emerging application scenarios, thereby embodying the creative diffusion effect resulting from the fusion of culture and technology [17-18]. According to the "Digital Research Report on Chinese Cultural Heritage (2023-2024)" jointly released by Communication University of China, Tencent Research Institute, and Tencent Sustainable Social Value Business Unit Digital Culture Laboratory, digital technology empowers the protection, inheritance, and utilization of cultural heritage, from the initial exploration of "local application" to the diversified development of "system layout". [19] The digital technological achievements of heritage have penetrated into all aspects of people's cultural life, becoming an important driving force for the high-quality development of the cultural industry.

Under the background of national strategic requirements and decision-making arrangements in Fujian Province, the historical and cultural heritage of the Minjiang River Basin is deeply connected and applied with high-tech and cultural innovation, traditional heritage transformation and upgrading, and changes in cultural consumption market demand. How to integrate the Minjiang River Basin heritage corridor, enhance the intrinsic value of heritage resources, realize the assetization of digital heritage resources, cross-border integration of cultural industries, and expand new market space have become important topics that urgently need to be studied for the high-quality development of new cultural business formats with the Minjiang River Basin civilization logo in Fujian Province.

2.Overview of Historical and Cultural Heritage Resources Survey in the Minjiang River Basin

As an important cultural and geographical unit along the southeast coast, the Minjiang River Basin has significant characteristics of diverse types, complete levels, and dynamic inheritance of its historical and cultural heritage resources. This research refers to the concept of historical and cultural heritage and existing academic achievements, with the framework of the Chinese cultural heritage system as the main framework, to conduct a detailed investigation of the historical and cultural heritage resources in the Minjiang River Basin in terms of quantity statistics, type composition, and registration level, in order to establish and improve the heritage system data information database of this study (as shown in Figure 1). According to survey data, there are currently 7 historical and cultural cities, 24 districts, 23 famous towns, 74 famous

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villages, 801 traditional villages, 45 national intangible cultural heritages and other historical and cultural heritage resources at all levels in the basin, forming a four level conservation system of "city-district-town-village". This provides a solid foundation for the integration and protection of resources for the development of new cultural business formats in Fujian Province.

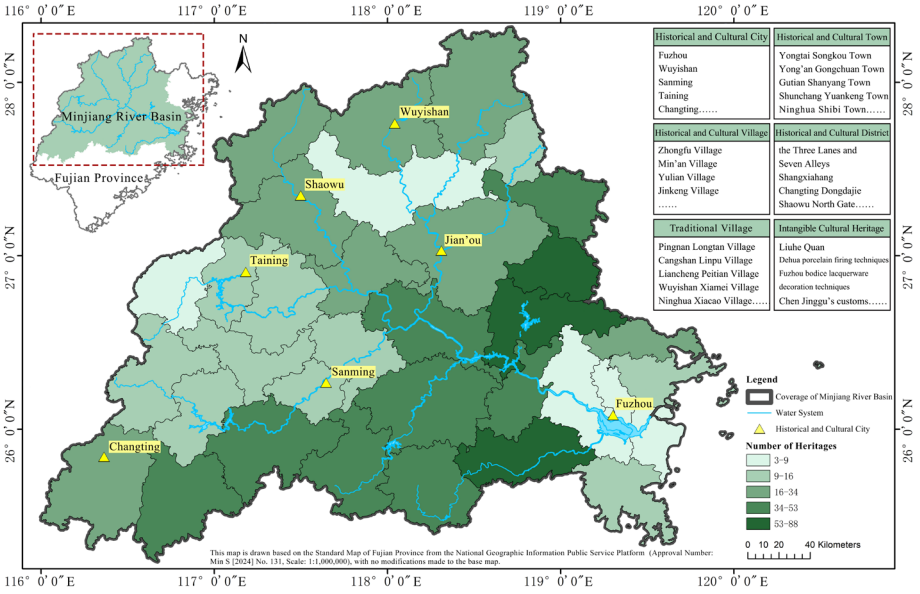


Figure 1. Research areas and classification of representative historical and cultural heritage

The existing national historical and cultural cities in the Minjiang River Basin include Fuzhou, Wuyishan, Taining, Changting, etc. These cities have witnessed the changes of politics, economy and culture in Fujian with their unique urban pattern and historical style. Among them, Fuzhou, as a provincial-level historical and cultural city, has preserved the spatial memory of the history and commercial culture of Fujian since the Ming and Qing dynasties in its national level historical and cultural districts such as the Three Lanes and Seven Alleys and Shangxiahang, with a pattern of "making living fossils in the neighborhoods" and an architectural pattern of "front shops and back houses", forming a "living museum" style historical and cultural landscape. In terms of historical and cultural towns and villages, famous towns such as Yongtai Songkou Town and Yong'an Gongchuan Town have confirmed the historical prosperity of the Minjiang River water transportation economy and culture through relics such as ancient academies, ancient docks, and commercial associations. Linpu Village in Fuzhou City, where the smallest imperial palace of the Southern Song Dynasty was located, Peitian Village in Longyan City, knEEown as the "Hakka Culture Museum", and Longtan Village in Pingnan County, which preserves the original "Siping Opera", are all traditional villages with a long history and profound cultural heritage. There are 45 national level intangible cultural heritage projects in the basin, covering various categories of intangible cultural heritage such as Liuhe Quan, Dehua porcelain firing techniques, Fuzhou bodice lacquerware decoration techniques, Chen Jinggu's customs, She ethnic costumes, traditional dances, folk customs, etc., carrying the collective memory and cultural identity of the ethnic groups in Fujian.

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3.Construction the Mechanism of Historical and Cultural Heritage Corridors in the Minjiang River Basin

The Wang Zhifang research team from Peking University was the first to introduce the concept of "Heritage Corridors" into the field of research in China. In their research, they elaborated on the connotation and characteristics of heritage corridors, the selection criteria for corridors and protected objects, as well as the key points of management and protection planning. They also analyzed the four elements that make up heritage corridors from the perspective of spatial planning organization, namely green corridors, hiking trails, heritage, interpretation systems, and the node area relationships between them after settlement [20] (as shown in Figure 2). The research has opened up new ideas for relevant scholars on heritage protection and corridor construction, and broadened the research path of the Chinese academic community on international heritage protection concepts.

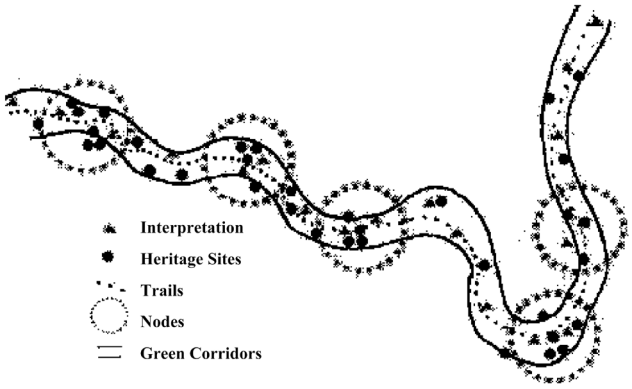


Figure 2. Schematic diagram of the constituent elements of heritage corridors

On the basis of previous scholars' research on the spatial composition elements of heritage corridors concepts [21-23], this research extends and expands to four specific construction elements corresponding to the four mechanisms of "points-lines-networks-information", namely "heritage entity-themed trails-landscape corridors-interpretation system". (1) Heritage entity. There is a strong correlation between the historical and cultural heritage of the Minjiang River Basin and its closely related surrounding environment in terms of society, culture, history, and geography. With the support of cultural heritage units and intangible cultural heritage projects at all levels, the "important nodes" of geographically, naturally, and culturally similar units are integrated to form "clustered patches" presented in the corridor. (2) Thematic tourism trails. Restoring the ancient ferry crossings and post roads of the main stream and tributaries of the Minjiang River, laying systematic slow walking routes such as hiking trails, cycling systems, sightseeing boats, etc. between nodes and gathering spots. These short distance scenic paths highlight the combination of geography, nature, and cultural history within the Minjiang River basin, thus forming a special theme trail function for short distance and small areas. (3) Landscape corridors. Based on cultural and geographical environment, ancient post roads, major transportation routes, and river system routes with regional commonalities are combined with heritage cultural landscapes of similar nature to form connecting routes. Combined with visual and auditory construction, a unified long-term landscape corridor network is completed. (4) Interpretation system. Building a diverse interpretation system primarily utilizing information technology, digitization, and digital

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intelligence, including visitors' participation in cultural experience activities, dynamic and static exhibitions, multimedia cross media dissemination, digital interaction, and other physical construction elements, to provide cultural interpretation support for the dissemination of the connotation and value of the historical and cultural heritage of the Minjiang River Basin (as shown in Figure 3).

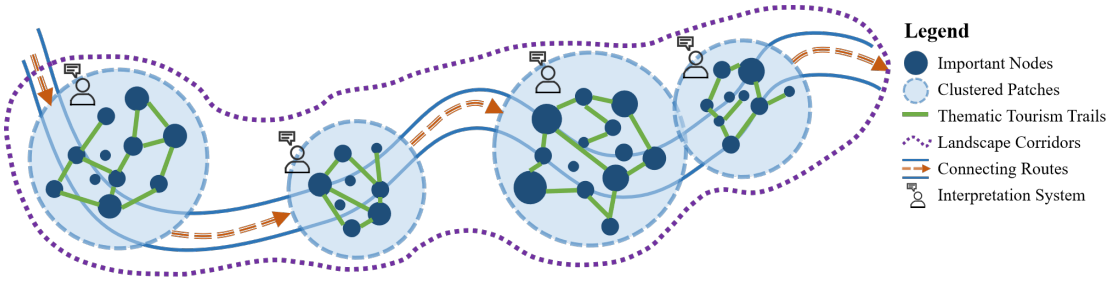


Figure 3. Construction the Mechanism of Historical and Cultural Heritage Corridors in the Minjiang River Basin

4.The Implementation Pathway of Facilitating the Development of New Cultural Business Formats through the Heritage Corridors

4.1. Innovative Transformation of "Point-like" Historical and Cultural Heritage Resources

Comprehensively and systematically collect, record, and store data on the "Point- like" historical and cultural heritage resources in the Minjiang River Basin, and actively integrate them into the national cultural big data system. Constructing a semantic network of heritage elements through knowledge graph technology, extracting localized elements of heritage within the basin, such as Min Du culture, Hakka culture, Zhu Zi culture, marine culture, and other regional cultural genes, to form a reusable cultural symbol library. Using real-time rendering, 3D projection, style transfer, 3D information systems, virtual reality (VR), augmented reality (AR), mixed reality (MR) and other technological means and media carriers to form rich and flexible presentation methods. For example, Unreal Engine 5 real-time rendering technology is used to create an immersive theater called "Minjiang Ancient Wharf", restoring the disappeared ancient wharf ruins and overlaying the Fuzhou Taijiang Wharf in reality to form a dual display of virtual and real.

Multiple research teams in Fujian Province have used technologies such as unmanned aerial vehicle digital measurement, close range photogrammetry, and 3D laser scanning to conduct high-precision mapping and spatial information modeling of historical buildings, traditional style buildings, ancient houses, and other architectural heritage in historical and cultural districts and villages, recording detailed digital information of the heritage. Taking the research team of teachers and students from the Ancient Cuo Culture Research Center of Fuzhou University of International Studies and Trade as an example, they went to national level historical and cultural villages such as Linpu Village, "Linpuchi" Dacuo, Machang Street Zhonglu, Yangqi Yanzijun Dacuo in Fuzhou City to conduct research and surveying on architectural heritage. Based on the drawing of digital models, they creatively transformed and generated innovative application forms of architectural heritage such as 3D animation, 3D printing models, and ancient village cultural navigation

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maps. They also integrated scientific research achievements and held a special exhibition titled <Port Trade and Clan Villages: Modern Fuzhou Suburban “Yangcuo Shell” Residential Buildings> at No. 44 Anmin Lane of the Three Lanes and Seven Alleys [24], as shown in Figure 4. This “millimeter level 3D archive” not only leaves extremely accurate digital archives for the protection of architectural heritage, greatly improving the accuracy of heritage records and the possibility of permanent preservation, but also attracts the attention of the public through innovative cultural business formats, promoting the digital transformation and upgrading of historical and cultural heritage protection methods. It is a typical example of technology empowering heritage protection and innovative transformation of “Point-like” historical and cultural heritage resources.



Figure 4. Digitizing and transforming residential architectural heritage to establish thematic exhibitions

4.2. Optimization the Quality of “Line-like” Historical and Cultural Heritage

Enhance the development of short-distance “thematic tourism trails” along corridors by employing modern technological means such as the Internet of Things (IoT), big data, converged media platforms, digital tools, mobile internet, blockchain, and artificial intelligence. Integrate heritage sites that are in close proximity within the heritage corridor to create “thematic + systematic” short-distance tourism trails. For example, starting from Youxi Nanxi Academy, the birthplace of Zhu Xi, the route passes through Zhenghe Yungen and Xingxi academies, where Zhu Xi pursued his family studies; Yanping Academy, where Zhu Xi studied under his mentors; Jian’ou Huanxi Academy, Wujing Doctor Mansion, and Jian'an Academy, where memorials to Zhu Xi were established; Wuyishan Xingxian Academy, Wuyi Jingshe, and Ziyang Shutang in the place

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where Zhu Xi achieved great accomplishments; and Jianyang Hanquan Hermitage and Kaoting Academy, where Zhu Xi founded his own school of thought. This forms a short-loop "Zhu Xi's Neo-Confucianism Route" within the Min River basin. Along the way, the route can integrate tea culture experiences from the "Ten Thousand-Li Tea Route", as well as historical and cultural heritage sites such as the "Hakka Root-Seeking Trail" in Sanming, which connects earthen fortresses and Hakka folk villages. By leveraging diverse media channels, the cultural quality of themed short-distance travel routes can be enhanced, interactive experiences can be innovated, and business formats can be expanded.

4.3. Establishment "Network-like" Touch Platform across Industries

Promote the construction of the "landscape corridors" for cultural experiences within the historical and cultural heritage corridors of the Min River Basin. Fully explore the integration of "historical and cultural heritage with diverse industries", deeply merging the long-distance landscape corridors of historical and cultural heritage with multiple sectors such as agriculture, industry, fisheries, sports, education, culture, arts, and tourism. This integration aims to achieve mutual reinforcement and synergy among these industries, establishing a "multi-dimensional integration" industrial platform and creating a "network-like" interconnected platform among industries, thereby generating a clustered industrial effect.

In the agricultural dimension, an industrial platform combining "Adopting Ancient Houses + Rice Paddy Art" has been developed. Taking Shangde Village in Julin Town, Minqing County as an example, since 2021, nine ancient houses that had suffered varying degrees of damage due to natural and human factors have been successively leased out for "adoption". The Qiaotouping Dwelling at the village entrance has been renovated and repurposed into the "Shangde Academy", which now serves as a multifunctional space for leisure, reading, tea art, and coffee. Coupled with agricultural experience activities such as rice planting, harvesting, and rice paddy fishing, this initiative aligns with the concept of green development and provides the public with an industrial platform that integrates cultural and natural heritage scenarios (as shown in Figure 5). In the industrial dimension, an industrial platform combining "Old Factory Building Renovation + Digital Art Park" has been implemented. Taking the Fuzhou Mawei China Shipbuilding Culture Park as an example, the best preserved and most complete modern industrial cultural heritage "Shipbuilding Cultural Site" in China is taken as the core area. The industrial site factory is renovated to build the China Shipbuilding Culture Museum, the Fuzhou Majiang Naval Battle Memorial Hall, the People's Liberation Army Sailor Division Ship Repair Factory, the Shipbuilding Bookstore, and the folding progressive performance metaverse project "Remembering Shipbuilding", among other diversified digital art parks, in order to promote "the cradle of China's modern navy" and the shipbuilding culture, the birthplace of China's modern industry, technology, and higher education (as shown in Figure 6). Construct a "Cultural Heritage+STEAM" education platform in the education dimension, and determine specific heritage sites, such as the Three Lanes and Seven Alleys, Fujian Earth Buildings, Tanshi Mountains Cultural and Historical Site, Jianning County Central Soviet Area Counter-Encirclement and Suppression Campaign Memorial Hall, and so on. Design interdisciplinary STEAM courses around the outstanding historical and cultural resources in representative heritage sites, combining Science, Technology, Engineering, Art, and Mathematics. For instance, a 3D modeling digital course for restoring ancient ruins will be offered at the Wuyishan Ancient Han City Sites; a course on constructing a digital and intelligent pattern atlas of artistic designs for Taining lanterns will be launched in

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the Shangshu Lane Historical and Cultural District in Taining County; a course on 3D printing technology for replicating patterns on ancient Fujian and Taiwan Maritime Silk Road ceramics will be provided at the Daguan Art Museum in Yantai Hill Characteristic District, Fuzhou (as shown in Figure 7); and a course on the mechanical structure of the post-and-lintel wooden architecture will be conducted in the ancient houses of Zhangyang Village, Meixi Town, Minqing County. These efforts will transform the historical and cultural heritage resources along the Min River Basin into practical materials for the STEAM education platform, achieving a mutual empowerment between cultural heritage preservation and quality education, and providing a replicable "Min River Model" for cultural heritage education across the country. In the cultural tourism dimension, continue to develop the "Night Tour along the Min River" light and shadow belt, enhance the brand recognition of "Fresh Fujian" and "Comprehensive Tour of Fujian, Full of Blessings", also deeply develop the "No.1 Coastal Scenic Road" (as shown in Figure 8), connect it with the "World Heritage Corridor", and actively establish a hub for cultural performance and entertainment in southeast China as well as a historical and cultural center across the Taiwan Strait.



Figure 5. *Shangde Village's agricultural platform featuring "Adopting Ancient Houses + Rice Paddy Art"*



Figure 6. *Mawei China Shipbuilding Culture Park's industrial platform featuring "Old Factory Building Renovation + Digital Art Park"*



Figure 7. *Fujian and Taiwan Silk Road Ancient Ceramics in Yantai Mountain Daguan Art Museum's Education platform featuring "Cultural Heritage+STEAM"*



Figure 8. *"No.1 Coastal Scenic Road" cultural and tourism platform*

4.4. Creation of Cognitive Environment of Historical and Cultural Heritage "Information"

Fully explore the cultural information that can be creatively expressed digitally in the historical and cultural heritage of the Minjiang River Basin, and achieve millimeter-level display of heritage details through 5G+8K ultra high definition technology. The AI voice assistant supports dialect recognition and multilingual translation, and the environmental sensor adjusts the temperature, humidity, and lighting of the exhibition hall in real time, thus constructing an intelligent interpretation system with "five senses linkage", providing the

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public with rich and diverse heritage interpretation services such as virtual exhibitions, intelligent guidance, and narrative interaction. In terms of narrative innovation, develop a new type of historical and cultural heritage characteristic IP in the Minjiang River Basin with the three color themes of "Heritage+Revolutionary Red/Ocean Blue/Ecological Green", such as the AR Red Army's marching experience at the Gutian Conference Site, marine civilization exhibitions at the Pingtan Keqiutou Site, and the Wuyi Rock Tea Culture System. By utilizing the geographical advantage of being located in the coastal area, aim to establish and actively promote the "Cultural Brand of the Min River Basin" that upholds integrity and innovation, enhance international information exchange and cooperation on "Beauty in Harmony", and further expand the market space for international heritage-related new cultural business formats.

Fuzhou Mingcheng Conservation and Development Co., Ltd., in collaboration with NetDragon Websoft Inc. and Rokid, has launched an AR smart glasses experience project at the "Lin Juemin · Bing Xin Former Residence" within the Three Lanes and Seven Alleys Historical and Cultural District in Fuzhou. This project selects scenes such as Lin Juemin's <Letter to My Wife>, the sculptures of Lin Juemin and his wife, and the Ziteng Study, and designs 28 interactive points. Through intelligent visual recognition and location-based identification, it automatically plays graphic and audio content, holographic videos, or 3D digital models for the public. Combined with voice narration and guided tour routes, it forms a complete narrative chain of "revolution-family-culture", vividly restoring the authentic emotional worlds of the revolutionary martyr and the literary writer. This allows the public to gain an in-depth understanding of the historical stories of this former residence, where "two luminaries shine brightly", through a high-dimensional holographic intelligent interpretation experience (as shown in Figure 9). By utilizing digital technologies such as visual recognition and voice interaction, this project truly brings to life and innovatively translates the stories of Lin Juemin and Bing Xin, two historical figures who significantly influenced the development of modern Chinese history. It fully realizes an interactive, disseminable, and re-creatable digital asset environment for the cognitive appreciation of historical and cultural heritage "information".

In summary, by focusing on the four core elements of "heritage entity-thematic tourism trails-landscape corridors-interpretation system" within the heritage corridors framework, and aligning with the new cultural industry development mechanism of "points-lines-networks-information", and establish an implementable pathway for the development of new cultural business formats. This pathway encompasses "innovative transformation of resources-optimization the quality of products-establishment of industrial platforms-creation of cognitive environment" (as shown in Figure 10).



Figure 9. Experience of AR smart glasses for Lin Juemin·Bing Xin's Former Residence

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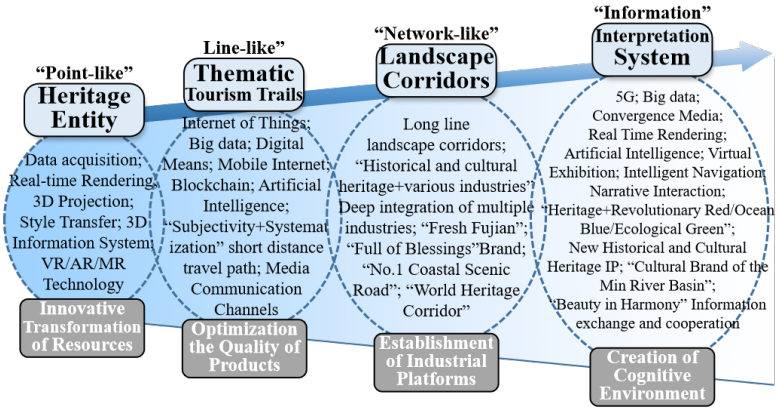


Figure 10. The implementation paths of promoting high-quality development of new cultural business formats through heritage corridors

5.Conclusion

The Minjiang River Basin, as an important cultural and geographical unit in Fujian Province, carries a diverse and profound historical and cultural heritage. Research indicates that by systematically constructing a heritage corridor mechanism centered on the four core elements of "heritage entity-thematic tourism trails-landscape corridors-interpretation system", it is possible to effectively integrate the originally isolated and fragmented heritage resources within the basin, forming a multi-layered and three-dimensional cultural ecological network characterized by "points-lines-networks-information". This network not only strengthens the spatial connectivity and cultural integrity of heritage resources but also provides a resource foundation and spatial carrier for the cultivation of new cultural business formats. Regarding the practical pathway for promoting the development of new cultural industry formats, this study proposes a coordinated effort across four major dimensions: "innovative transformation of resources-optimization the quality of products-establishment of industrial platforms-creation of cognitive environment". Specifically, it suggests leveraging digital technologies to innovatively transform and activate "Point-like" heritage resources; optimizing the quality and experience of "Line-like" cultural products through thematic route design; building "network-like" outreach platforms through industrial integration to achieve deep fusion between cultural heritage and diverse sectors such as industry, education, cultural tourism, and the arts; and ultimately shaping a brand-new heritage "information" cognitive environment through intelligent interpretation and immersive storytelling, thereby enhancing public participation and cultural dissemination effectiveness. The construction of the historical and cultural heritage corridor in the Minjiang River Basin is not only an effective way to protect and inherit cultural heritage, but also an important measure to cultivate new cultural productivity in the region and achieve innovative transformation of cultural development models.

In the future, we should further strengthen the deep integration of technological empowerment and cultural innovation, improve cross regional and cross departmental collaboration mechanisms, promote the "Cultural Brand of the Min River Basin" to go international, truly realize the new pattern of cultural exchange of "Beauty in Harmony", and provide a reference for the protection and utilization of small-scale cultural heritage in China's "Fujian experience".

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