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# Determinants to the Development of Intangible Cultural Heritage: The Case of Cantonese Opera

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## Abstract

This article addresses factors impeding the development of intangible cultural heritage (ICH) through a qualitative research approach. Data were collected from interviews with 12 key informants of Cantonese opera industry in the Guangdong-Hong Kong-Macao Greater Bay Area and analyzed using the software NVivo. Five barriers related to the development of intangible cultural heritage within the region and three barriers related to cross-border cooperation were identified. Results indicate importance of talents mobility, cross-border marketing plan, multi-destination tourism products and systematic review of regional comparative advantages in enhancing development and long-term sustainability. The research findings further advance the literature of intangible cultural heritage and sustainable planning through tourism resources bundling. Insights and suggestions for DMOs and policy makers are included.

**Keywords:** intangible cultural heritage, barriers, multi-destination, tourism, Greater Bay Area