

Management Mechanism for Safeguarding of Musical Intangible Cultural Heritage Inheritors in Hunan, China

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Abstract

Purpose: This study aimed to investigate the status of the protection and management mechanism for inheritors of musical intangible cultural heritage in Hunan Province, China. **Research design, data and methodology:** This was a mixed method research. In the quantitative research part, questionnaire was used as instrument. The four dimensions of situation (living condition, professional skills, social status, and the government's support) are used to explore the relative importance of musical intangible cultural heritage to inheritors in addition to inheritors satisfaction and how inheritors satisfaction influences their behavioral intention. This part surveys 300 practitioners in the field of music intangible cultural heritage in Hunan. In the part of qualitative research, nine questions were used to conduct in-depth interviews with 10 managers of music intangible cultural heritage through semi-structured interviews. **Results and Conclusions:** The results indicate that three of four living situation dimensions, including Professional skills, Social status, and Government's support, influence inheritors satisfaction and inheritors satisfaction influence in behavioral intention.

Keywords : Intangible cultural heritage (ICH), Inheritors, management mechanism

JEL Classification Code: I20, I21, I23, I29

1. Introduction¹

Cultural heritage includes tangible, intangible and natural heritage (Sullivan, 2016), and the term is usually used for issues related to indigenous intellectual property protection (ICIP, n.d.). Intangible cultural heritage (ICH) can be defined as a practice, representation, expression, knowledge, or skill considered by UNESCO to be part of the cultural heritage of a place. As distinguished from tangible cultural such as buildings, historic sites, monuments, and cultural relics, Intangible cultural heritage includes intangible intellectual wealth, such as folklore, customs,

beliefs, traditions, knowledge and language. In 2001, UNESCO conducted surveys among countries and NGOs to try to reach agreement on the definition of intangible cultural heritage (Meeting of ICH, 2001) and drafted the Convention on the Protection of Intangible Cultural Heritage in 2003 to protect and promote intangible cultural heritage.

As of December 2020, China plans to include in the UNESCO intangible cultural heritage list of the project with a total of 42 projects, including 34 projects (including two multinational joint declaration) was added to the human intangible cultural heritage representative work list, 7

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projects included in the intangible cultural heritage list, one project was selected as “Good Practice project list of Intangible Cultural Heritage” (Bao, 2017; Guan, 2017).

2. Literature Review

2.1. Music Intangible Cultural Heritage

Music intangible cultural Heritage (MICH) generally refers to MICH items, which are the second category of the ten categories of intangible cultural heritage -- traditional music. According to relevant documents of China, representative projects of intangible cultural heritage are approved after declaration and approval (Chen & Bai, 2016). China has four intangible cultural heritage projects at the national, provincial, city and county levels (Zhang, 2018). Intangible cultural heritage music project is a special intangible cultural heritage, which belongs to the performance category. Inheritor’s master this performing art and express intangible cultural heritage through singing or performing. MICH items include folk songs, folk instrumental music, literati music, court music, religious music and sacrificial music (Li, 2018).

2.1.1. Music Intangible Cultural Heritage in Hunan

According to the traditional music census of Hunan Province, Hunan province has rich musical intangible cultural heritage resources and various varieties. However, it is found that the distribution is uneven (Xu, 2012). At present, China has issued four batches of national intangible cultural heritage projects, a total of 170 MICH projects, hunan selected 15 music projects (Wang, 2009). Hunan province has issued four batches of provincial intangible cultural heritage projects, with a total of 25 MICH projects. These projects include Mashan gong and drum, Dong Lusheng, Qingshan Suona, Tujia Percussion, Liuyang Qikong music, Huarong Jianye diao, Sangzhi folk song, Yuan Shui Zha discharge row haozi, Chashan Haozi, Shaoshan folk song, Dongting fishing song, Langshan Dong Song, Pingjiang folk song, Yuebei folk song, Su district folk song, Dong song and so on (Wang, 2015).

2.1.2. Music Intangible Cultural Heritage Inheritors

Inheritors of intangible cultural heritage refer to representative inheritors of intangible cultural heritage projects that have been approved by the administrative department of intangible cultural heritage after their own application, but do not include inheritors who engage in performance activities of intangible cultural heritage but have not been approved (Song, 2019). "Sustainable development" means that the protection of intangible cultural heritage should pay attention to the support and

protection of inheritors, so that the inheritors show lasting ability, state and vitality in the inheritance of skills, successor power, professional development and other aspects. Only in this way can we ensure the sustainable development of intangible cultural heritage (Li, 2018). Inheritance of intangible cultural heritage means that inheritors carry out activities related to intangible cultural heritage, including performing, education and training activities with intangible cultural heritage skills, so that the intangible cultural heritage projects can have inheritors and audiences. The key to the inheritance of intangible cultural heritage is to protect the inheritor, because it is a kind of living inheritance (Song, 2019).

2.2. Living conditions of Inheritors

The living conditions of inheritors is also the focus of many researchers. Although their living environment and conditions do not affect their love for the art project they are engaged in, they inevitably determine the efficiency and results of their undertaking and inheriting the art project. (Luo & Tu, 2021). Some intangible cultural heritages are on the verge of extinction because of their inheritors. The investigation of Yang et. al. (2018) found that there were some problems in the number, age structure, gender structure and living conditions of inheritors. “Representative inheritors” or “inheritance groups” of ICH shall be given corresponding activity guarantee measures (Li, 2021).

2.3. Professional skills

Professional skills are skills that help you succeed in your job or field. It could be a habit, personality trait or ability that positively affects your performance on the job. Having professional skills can benefit people in almost every position, industry, and work environment. According to the research of Yang et al. (2018), traditional skills are highly sophisticated and require a long time of learning and training to become a talent. However, after learning, there is no market and corresponding economic benefits are difficult to be generated, so there is no successor.

2.4. Social status

Luo (2013) show that many countries have long focused on economic development and ignored the protection of cultural heritage, resulting in the danger of disappearing intangible cultural heritage. The status of inheritors of intangible cultural heritage is not properly recognized, their social status and living standards are generally low, and the status of inheritors becomes awkward. To solve the dilemma of inheritors of intangible cultural heritage is the primary

problem to solve the crisis of intangible cultural heritage. Zhang Xu, director of the social and cultural Library department of the Ministry of Culture, said that the ministry of Culture hosted the certification ceremony for representative inheritors of the national intangible cultural heritage project, hoping to enhance the social status and influence of inheritors, widely publicize their artistic achievements and let more people know the value of China's intangible cultural heritage (Conference on ICH, 2007). To further promote the protection of intangible cultural heritage (Chen, 2010).

2.5. The government's support

The ICH administration department refers to the special work agency for the protection of intangible cultural heritage established by government departments at all levels, which is responsible for the management of various works of intangible cultural heritage, including preliminary investigation, project identification, inheritor identification, inheritance and protection, etc. ICH projects in China are undertaken by local cultural and tourism departments. These departments need to know the situation, coordinate national nonmaterial ICH management policies in the process of the concrete implementation difficulties and contradictions, to fulfill the duty of administrative department shall actively deal with the contradiction between policy and reality, clarify the cause of the problem, and find a solution to the problem, make smooth implementation policy, to protect the ICH successfully saved (Zhao, 2019; Li, 2018).

2.6. Satisfaction and Behavioral intention

Satisfaction is defined as an emotional response to received products and services, and there is sometimes an ambiguous pattern. It depends on who is happy with the product and service (Halil et al., 2008). The study of Liu and Wang (2012) shows that ICH tourists' satisfaction can be partially mediated by perceived quality and perceived value of ICH tourists, and then tourist satisfaction can affect loyalty.

Behavior Intention refers to an individual's judgment on the subjective probability of taking a specific Behavior, which reflects an individual's willingness to take a specific Behavior. The research of Li (2018) shows that the behavioral intention of inheritors should be reasonably guided to promote flow behaviors beneficial to the protection of intangible cultural heritage.

3. Research Methodology

This is a mixed method research, including quantitative

research and qualitative research. Questionnaire was used as a research tool in quantitative part, the qualitative research part adopted the way of interview.

3.1. Research Framework

The conceptual framework was constructed by the researcher on the current situation of ICH inheritor evidence, inheritor satisfaction, and behavioral intention. A conceptual framework is developed to investigate current situation impact on inheritor satisfaction and behavioral intention. The six dimensions of Management Mechanism for Safeguarding of Musical Intangible Cultural Heritage Inheritors in Hunan, China are used to measure the Satisfaction and Behavioral intention shown in figure1.

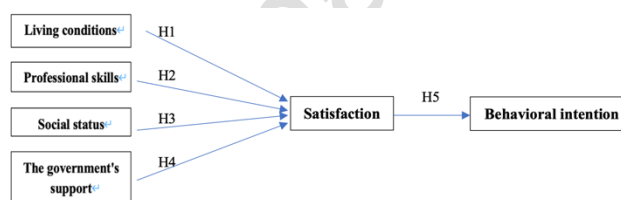


Figure 1: Conceptual framework

From the conceptual framework, the hypothesis for investigate variable are

H₁: Living conditions of Inheritors has significant influence on the Satisfaction of the inheritor.

H₂: The inheritor's professional skills have a significant influence on the Satisfaction of the inheritor.

H₃: The social status of the inheritor has a significant influence on the Satisfaction of the inheritor.

H₄: The government's support has a significant influence on the Satisfaction of the inheritor.

H₅: The Satisfaction of the inheritor has a significant influence on the Behavioural intention of the inheritor.

3.2. Population and sample

This study needs to analyze impact of satisfaction and behavioral intention toward inheritors on music ICH. The population are inheritors of Hunan, China who have experience in music ICH. In order to ensure authenticity, 300 samples with convenient sampling method.

3.3. Item-Objective Congruence (IOC)

To ensure the validity of the results of this questionnaire, will use the index of Item-Objective Congruence (IOC) to test the validity. After questionnaire design were completed, the researcher asked three experts in the research field to score each question using the -1, 0 and 1 scoring method to

test the content validity of the questionnaire. The results showed that the item-objective consistency test results of the questionnaire content were all higher than 0.66, indicating good validity of the questionnaire.

3.4. Pilot test

Cronbach's alpha coefficient was used to pretest 30 target respondents to determine the reliability of questionnaire variables. The standard of reliability test requires Cronbach's alpha coefficient must be greater than 0.6 (Sekaran, 1992). The results of the pretest are shown in Table 1. Cronbach's alpha coefficients of all variables were greater than 0.6, indicating that the questionnaire had high reliability.

Table 1: Consistency of the scales test (n=30)

Variable	Cronbach's alpha	Number of items
Living conditions	0.946	5
Professional skills	0.947	4
Social status	0.963	5
Government's support	0.986	11
Satisfaction	0.987	12
Behavioural intention	0.963	4

After the pilot test, Cronbach's alpha coefficient of each variable is greater than 0.8, indicating that the scale items are reliable. Questionnaires were then distributed to target respondents for data collection.

3.5. The Content Validity Index of interview

The researchers conducted semi-structured interviews with 10 ICH inheritors. According to the evaluation results of the interview questions by the five experts, they gave at least 3 points (suitable) for the interview questions of the research, and all recognized the rationality and validity of the interview questions of the research.

4. Results and Discussion

Quantitative

The quantitative results have been conducted by using the statistic both multiple linear regression (H1, H2, H3 and H4) and simple linear regression (H5) to test of ICH inheritors situation influences their satisfaction and inheritors satisfaction influence their behavioral intention.

The qualitative results of the study were based on a summary of in-depth interviews with 10 ICH inheritors.

4.1. Demographic profile

This section aims to present demographic categories of

ICH inheritor respondents based on gender, age, occupation, and monthly income. The results are shown in Table 2.

Table2: Demographic profile

Demographic Factors	Frequency	Per cent
Gender		
Male	124	41.3%
Female	176	58.7%
Age		
Under 18 years old	17	5.7%
18 – 39 years old	40	13.3%
40 – 59 years old	37	12.3%
60 years old and over	206	68.7%
Occupation		
Student	14	4.7%
Farmer	143	47.6%
Full-Time Employee	10	3.3%
Entrepreneur	3	1%
Government Official	5	1.7%
Retired	125	41.7%
Income per month		
< 3,000 RMB	137	45.7%
3,000 - 5,000 RMB	108	36%
5,000 - 8,000 RMB	31	10.3%
> 8,000 RMB	24	8%

300 inheritors were surveyed for this paper; 41.3 percent were male, 124 individuals, while females were 58.7 percent, 176 individuals. Most of the respondents are 60 years old and over (68.7 percent), while the age brackets of 18-39 (13.3 percent), 40-59 (12.3 percent). In term of occupation, Farmer and retired are closely frequency at 47.6 percent and 41.7 percent respectively. The respondent's income, the highest frequency is reported at range of less than 3,000 RMB (45.7%) followed by 3,000 - 5,000 RMB (36%).

4.2. Inferential Analysis

For this section, SPSS (Statistics Package for Social Sciences) program was used for data operation. For H1, H2, H3 and H4 using Multiple Linear Regression and H5 using Simple Linear Regression.

MLR assumed that four dimensions of Living conditions (H1), Professional skills (H2), Social status (H3), and Government's support (H4) have a significant influence on MICH inheritors Satisfaction.

Table3: Result of Multiple Linear Regression

Variable	Standardized Coefficients(β)	P-Value	VIF
Living conditions	0.007	0.920	3.212
Professional skills	0.154	0.022	3.075
Social status	0.323	0.006	8.718
Government's support	0.543	0.000	6.846
R ²	0.968		
Adjusted R ²	0.962		

Notes: dependent variable: MICH inheritors Satisfaction

The result from Table 3 exhibits R^2 value is 0.968, which illustrates those four independent variables Living conditions, Professional skills, Social status, and Government's support can explain the dependent variable (inheritors Satisfaction) at 96.8 percent. The P-value of all independent variables, living conditions, Professional skills, Social status, and Government's support are 0.920, 0.022, 0.006, and 0.000 respectively, which imply that Professional skills (H2), Social status (H3), and Government's support (H4) are supported. Therefore, living conditions (H1) is not supported. The outcomes indicate that Professional skills, Social status, and Government's support significantly influence inheritors Satisfaction. Except for Living conditions, all other independent variables positively influence the dependent variable from standardized beta coefficients. Government's support is the most influence on inheritors Satisfaction with 0.543 followed by Social status (0.323) and Professional skills (0.154) respectively. In terms of the Variance Inflation Factor (VIF), the result is raging from 3.075-8.718, Social status and Government's support are more than 5.000. It can be indicated that the Social status and Government's support are critical issues in this study.

H2 assumed that inheritors Satisfaction has significant influence on Behavioral Intention.

Table4: Result of Single Linear Regression for H2

Variable	Standardized Coefficients(β)	P-Value	VIF
inheritors Satisfaction	0.454	0.012	1.000
R^2		0.206	
Adjusted R^2		0.178	

Notes: dependent variable: Behavioral Intention

The result from Table 4 exhibits R^2 value is 0.206, which illustrates those independent variables (inheritors Satisfaction) can explain the dependent variable (Behavioral Intention) at 20.6 percent. The independent variable's P-value is 0.012, which implies that inheritors Satisfaction has significantly influences on Behavioral Intention with the standardized beta coefficients at 0.454.

Qualitative

4.3. Interview results

After interviewing 10 inheritors with more than 10 years of experience in the industry with eight questions. In the first question, the existing inheritor identification and withdrawal systems need to be improved. Standards need to be clarified and processes simplified. In the second question, most of the inheritors are in poor health, living a difficult life, having low income and heavy workload. For questions 3 and 4, most inheritors will carry out inheritance activities in the form of oral instruction. At the same time, there are

many difficulties of inheritance about question 5, such as aging, lack of funds and loss of skills due to the absence of successors. Based on Question 6, the government protects the inheritance of inheritors and intangible cultural heritage through legislation, and improves the declaration, recognition, withdrawal and support and protection system for inheritors. In addition, the government has given strong support to the material and financial support, the advocacy of public performance, the publicity and popularization of intangible cultural heritage projects, the filing protection and the holding of intangible cultural heritage exhibition activities. As for the evaluation of question 7, researchers found that quantitative assessment was generally adopted in inheritance activities to measure and evaluate the aspects of mentoring, passing on skills and practice. For question 8, the incentive mechanism is mainly carried out by means of financial subsidy, reward and encouragement, and evaluation of excellence and priority. As for the last question, most inheritors believe that the existing training programs are rich and practical and have a strong faculty.

5. Conclusions

5.1. Conclusion

This study investigates the living situation impact of satisfaction, and this study also examines the causal relationship between inheritors satisfaction and behavioral intention toward inheritors on music ICH. Five hypotheses were administered to obtain the objective, with 300 respondents who are engaging in MICH work in Hunan. Multiple Linear Regression and Simple Linear Regression were adopted for hypotheses testing.

According to the results from respondents, indicated that Professional skills (H2), Social status (H3), and Government's support (H4) have significant influences on both inheritors satisfaction. At the same time, Inheritor satisfaction also has a positive impact on behavioral intention (H5). Only living condition (H1) has no positive impact on inheritor satisfaction. The result shows that three of four living situation dimensions, including Professional skills, Social status, and Government's support, influence inheritors satisfaction and inheritors satisfaction influence in behavioral intention.

The results of qualitative research show that: 1) The inheritors of intangible cultural heritage have great work pressure, and there are deficiencies in their management. 2) The work efficiency of inheritors of intangible cultural heritage is not high. 3) The subsidies and allowances for inheritors of intangible cultural heritage are not high. 4) There are shortcomings in the evaluation of the inheritance effect of intangible cultural heritage inheritors, mainly

reflected in the lax evaluation process, the lack of testing of evaluation results, and the unreasonable design of evaluation indicators. 5) The identification and withdrawal system of inheritors needs to be further improved. 6) The inheritor award system needs to be further improved.

The results of quantitative and qualitative research show that in order to better develop MICH, the inheritors' professional skills, social status and government support for inheritors need further attention and support. At the same time, as the particularity of MICH determines the difficulty of inheritance of this industry, the government's management mechanism seems to be not very flexible and not very effective, which needs to be further improved, including the relatively important reward, evaluation, access and exit mechanism.

5.2. Recommendation

In future studies, we will further increase the number of samples, conduct comparative analysis between regions, and put forward more guiding policy suggestions for different regions.

Further deepen and refine the investigation and research work, strengthen the dynamic tracking investigation of the process of inheritance activities of intangible cultural heritage inheritors, and improve the performance evaluation and related incentive mechanism according to the changes of dynamic characteristics.

Future research can also adopt digital methods to preserve pictures, music, props, plays, videos and other materials, and record the dynamic inheritance methods of inheritors for inheritance activities in different social environments.

5.3. Limitation

Inheritors' inheritance behavior and its influencing factors vary in different regions. Therefore, the specific protection mode of inheritors should be differentiated according to the situation in different regions.

The inheritance activities of inheritors of musical intangible cultural heritage are a dynamic process full of complexity and uncertainty, and the way to realize the inheritance performance is situational dependent. Based on the analysis of the Hunan MICH is adopted in the influence factors of protect people inherit the appropriate simplification and abstraction, in the variable control and data acquisition is difficult to fully consider the different kinds of MICH inheritance people with different background, professional skills and artistic features, also hard to consider the complexity of skill development during the transmission.

The inheritance and protection of Intangible cultural

heritage is a systematic project, which requires not only the joint efforts of inheritors, inheritors' scientific research institutions and other groups, but also the care and support of the society, the government and the competent departments of intangible cultural heritage, so as to promote the better development of the inheritance of Hunan musical intangible cultural heritage projects.

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