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An exploration of Intangible Cultural Heritage
values and their Implications on Tourism: The
case of Kunqu Opera, Suzhou, China

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PhD

2019

An exploration of Intangible Cultural Heritage
values and their Implications on Tourism: The
case of Kunqu Opera, Suzhou, China

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requirements of Northumbria University at
Newcastle for the degree of Doctor of
Philosophy

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Abstract

Based on the literature and taking the symbolic Chinese traditional intangible cultural heritage (ICH) as an example, the main aim of this research is to critically evaluate the values of ICH from different stakeholders, it offers an integrated approach to understanding ICH values, and attempts to extend the theoretical and empirical evidence regarding causal relationships including values, safeguarding and utilizations.

A sequential mixed methods research design was used where a qualitative phase (22 semi-structured interviews) preceded a large-scale survey (n= 525). The preliminary inductive phase generated new knowledge in the absence of adequate existing theory and guided the development of the survey instrument which was used to further investigate the preliminary findings.

Firstly, The qualitative study categorised ICH values into 6 major categories: Political value, historical value, educational value, aesthetic value, use value and non-use value; secondly, it categorised ICH safeguarding into 4 major way: government policy, documentation, inheritance and academic research; then, the qualitative finding also categorised ICH utilization into 4 major categories: promotion, innovation, packaging and branding. Additionally, the finding advised that the academic research is the significant determinant of ICH safeguarding and the packaging strategy is the most important part of ICH utilization.

The findings offer further evidence that the historical values are a significant construct for the improvement of ICH tourism. It implies the significance of historical value to be a strategic objective and stresses the main construct in ICH tourism. This study finds that ICH value has an indirect influence on ICH utilization via effective safeguarding measures. These findings make a significant contribution to theory by challenging the limited existing literature that suggests a direct influence. The fact is most of the ICH managers only consider if ICH is

profitable and realise the safeguarding is the responsibility of government. Whilst supporting the limited existing literature, these findings provide novel insights that will guide future research on the ICH research. This research will act as a valuable theoretical base when future research is undertaken in this area.

From the managerial perspective, the findings provide advises for the future direction of ICH tourism's improvement. The ICH managers can improve their presentation of history in intangible cultural heritage tourism for the purpose of developing efficient methods. Through understanding the relations among value constructs, the tourism providers may better understand the ways to improve ICH tourism and promote the methods to maximise the advantages and minimize the destruction from ICH tourism. The findings are specifically beneficial to tourism providers since they offer directions to implement sustainable cultural heritage tourism.

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List of abbreviations

| | |
|--------|--|
| CH | Cultural heritage |
| ICH | Intangible cultural heritage |
| ICP | Intangible cultural properties |
| ICOMOS | International Council on Monuments and Sites |
| FIT | Foreign Individual Tourist |
| NGO | Non-government organization |
| UNESCO | United Nations Educational, Scientific and Cultural Organisation |
| UNWTO | World Tourism Organisation |
| WIPO | World Intellectual property organization |
| WHL | World Heritage List |
| WHS | World Heritage Site |
| SPSS | Statistical Product and Service Solutions |
| AMOS | Analysis of Moment Structure |
| SEM | Structural Equation Modelling |
| CFA | Confirmatory Factor Analysis |
| EFA | Expletory Factor Analysis |

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Finally, I would like to thank God for his blessing and support me throughout whole my Ph.D. life.

DECLARATION

I declare that the work contained in this thesis has not been submitted for any other award and that it is all my own work. I also confirm that this work fully acknowledges opinions, ideas and contributions from the work of others.

Any ethical clearance for the research presented in this thesis has been approved. Approval has been sought and granted by Northumbria University Faculty of Business and Law Ethics Committee.

I declare that the word count of this Thesis is 89217 words.

Name: Zhijiu Wen

Signature:

Date: 2nd of July 2019

Chapter 1 Introduction

1.1 Intangible cultural heritages

According to the Universal Declaration on Cultural Diversity, “Culture takes diversified models across space and time. The diversity has been presented in the plurality and uniqueness of the identities of the societies and groups which make up humankind. Being a source of creativity, innovation as well as exchange, cultural diversity is of great necessity for humans since biodiversity has been for nature” (UNESCO, 2002). Culture, as the carrier of human civilization, has reflected a rich diversity of life style and constituted a whole human civilisation (Farnell, 1995; Timothy, 2003, 2011; Kang et al., 2014; Adie & Hall, 2016). However, world culture is undergoing tremendous changes because of the modern industrialisation and global economic integration and human factors, such as war and natural disasters. The world seems to develop in the same economic mode with the same concept of value. The unique tradition, religion, custom, survival values of different nations have gradually been ignored, the Intangible Cultural Heritage (ICH) and its community have been severely impacted and some have even been faced with the danger of extinction. Therefore, the world’s cultural richness and diversity are facing huge survival challenges from modern lifestyle (Prentice et al., 1998; Binkhorst & Dekker, 2009; Hede et al., 2014; Babin & Harris, 2014; Lee et al., 2016; Saito, 2007). In this context, people have started to pay attention to cultural localisation problems, namely: the foundation of human living, different ethnic historical memory and unique living symbol, together with different spiritual existence of human culture, and in particular the traditional culture’s existence of intangible cultural heritage and sustainable development in developing countries (McKercher & Du Cros, 2015).

Since 1980s, UNESCO (United Nations Educational, Scientific and Cultural Organization), together with a number of different countries from around the world, have focused on the safeguarding of intangible cultural heritage, and issued a series of documents emphasising the importance of its safeguarding. In 1989, UNESCO used the “Recommendation on the Safeguarding of Traditional Culture and Folklore”, which marks the initial step in safeguarding intangible cultural heritage field and becomes the first official document of protecting intangible cultural heritage in the field of international community (UNESCO, 2002). In 1993, UNESCO started the “Living Human Treasures” system, and proposed to protect folk culture, folk literature and folk art. In 1999, the 30th Session of the UNESCO General Conference decided to establish the “Representative List of the Intangible Cultural Heritage of Humanity”, which is held every two years.

During the start of the 21st century, UNESCO has taken a pragmatic approach to ICH. This has ranged from a series of papers (UNESCO, 1992-2023) to specific workshops (UNESCO - Meetings on intangible cultural heritage (co-)organized by UNESCO, 2011), both of which highlight the seriousness with which UNESCO regards ICH. From a global perspective,

UNESCO plays an important role in safeguarding and recognising intangible heritage whilst developing global influence and related activities (Amoêda et. al., 2010). It is worth mentioning that the term “intangible heritage” is defined by the UNESCO 2003 Convention to be “the artefacts, objects, the instruments, competence, knowledge, expressions, representations, practices as well as cultural spaces connected therewith – that groups, communities as well as some individuals in some cases recognise to be a section of their cultural heritage” (UNESCO, 2009).

UNESCO has hosted, and received patronage from, China in a range of ICH conferences held there from 2015-2022 (UNESCO, 1992-2022). UNESCO’s announcement claims the cultural and artistic differences of style, and it also establishes surroundings for the regeneration in the context of a globalised and contemporary China (Wang, 2008; Wang, 2010).

1.2 ICH and tourism utilisation in China

Since the announcement of the first batch of representative works of intangible heritage, applying for intangible cultural heritage has drawn more and more attention from many countries and become an important way of life for countries to safeguard and promote their intangible cultural heritage. By 2010, the United Nations had announced the list of five batches of representatives of human intangible cultural heritage, totaling 229 items (210 of which are representative items and 16 need urgent protections (Zhengli, 2009). In addition, China has 34 items on the list (among which 28 items are representative works, 6 items need urgent protection), and China is also the country that has the largest amount of intangible cultural heritage. In an article from the 2005 agreement, China signed the ICH for the preservation of important cultural sites through a unique project appropriation of 46 million Yuan (US \$ 5.6

million) (Jacobs, 2012). Take the most representative ICH certificated by UNESCO in 2004 Convention, Kunqu as an example, Kunqu was initially a regional form of opera from Suzhou (see location in figure 1.1), Southern China, it embodies many older traditional and folk theatrical art forms (Oakes and Sutton, 2010). All these elements, arts and operas have enriched Kunqu Opera. Over 50 million Yuan (US 6.1 million) has been spent between 2005 and 2010 for Kunqu safeguarding (Wong, 2009), all in the context of items recognised under UNESCO's ICH.

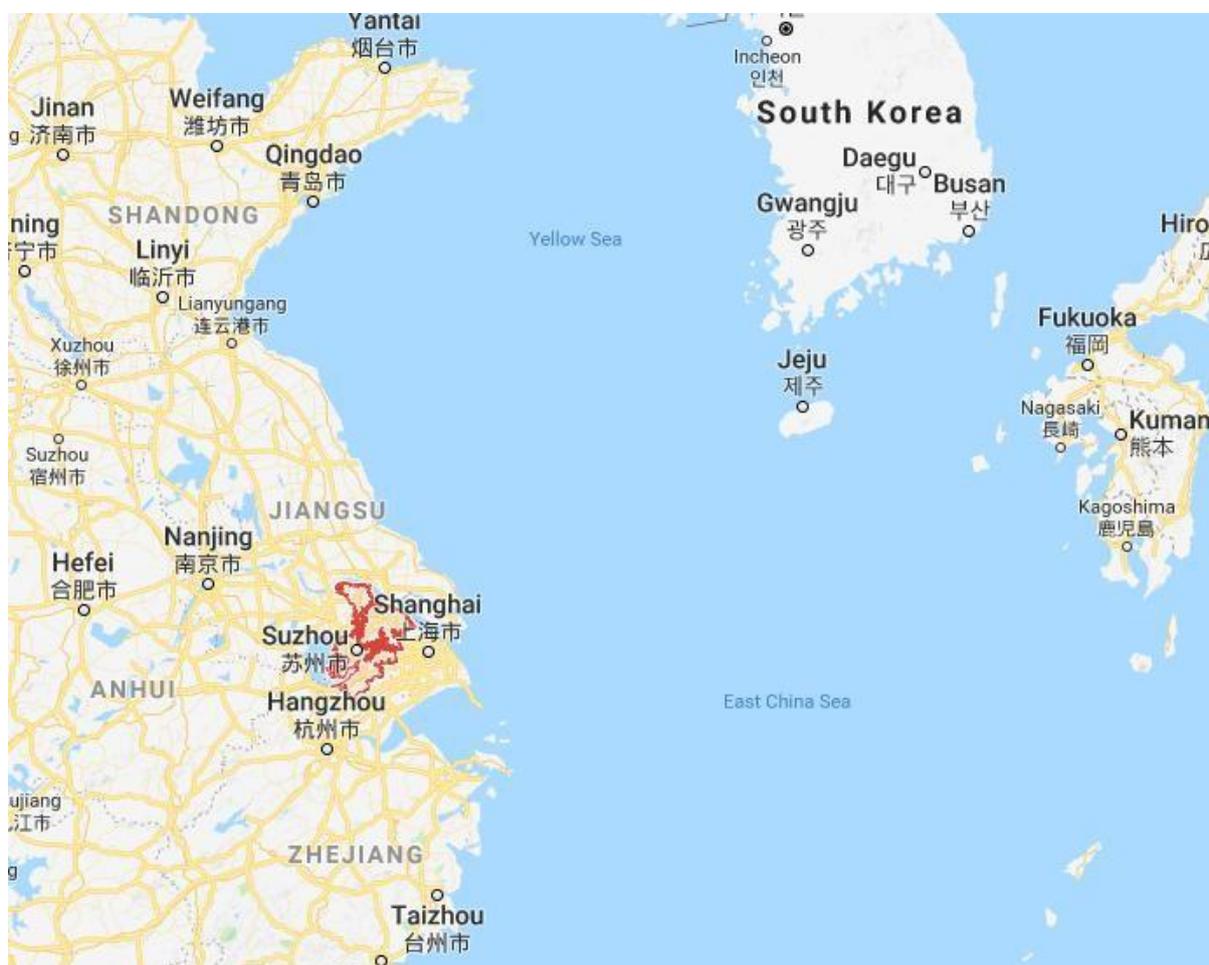


Figure 1.1 Suzhou, Kunqu opera located area (Resource: Goole map 2018)

ICH increases the quality of tourism resources. Tourism is essential in order to provide the tourists with a tour service via tourism resources. Resources, facilities and services are key factors to the living and development of tourism (Zhang, 2014; Tagliacozzo and Chang, 2011).

Furthermore, tourism

resources contain natural landscapes, historical sites and national customs, etc. It is worth highlighting that China is the only one among the four ancient civilisations that has an uninterrupted civilisation, culture and history (Li, 2008; Huang, 2012). These resources are the most attractive to the tourists during the tour. It means tourism resources are important factors to attract tourists. In this case, the term 'ICH tourism' has been defined by the researcher as follows: ICH tourism is an experimental tourism; it satisfies consumers' interests in experiencing new things as well as enhances their historical and cultural literacy through visiting or appreciating intangible cultural heritage. In the ICH tourism and its resources are cultural heritages. ICH resources provide strong support to develop tourist economy and this in turn helps to protect and develop cultural heritage resources. Du Yue, Deputy-Sectary-General of Secretariat of China Secretariat of the National Committee for UNESCO, said that the most important characteristic of heritage shall be its opening to the world. He said: "*We have the right and obligation to visit, study and carry on the heritages we inherit from our ancestors; hence tourism is necessary. It has become an important part for the tourists to improve their cultural quality, increase their knowledge and experience.*" (Huo, 2006). It requires financial support to protect ICH, the profitable tourism utilisation income can provide financial security for heritage management. In addition, the safeguarding and utilisation of ICH has enhanced cultural experience for the tourists.



Figure 1.2 Kunqu opera is a representation of China. Resource: (Su, 2004)

At the moment, Chinese ICH has a complete variety and rich content, the first batch listed in the national ICH directory contains: folk character, folk music, folk dance, traditional opera, acrobatics and competition, traditional craftsmanship, traditional medicine and folk custom, etc (Pai, 2004). The ICH can satisfy the tourists' demands through history, culture, knowledge, aesthetics, recreation and leisure. As the tourism consumers continually increase their demands, they are no longer satisfied with appreciating the tourism products but turning to pursuing the "living" tourism experience (Li, 2004). The transition will definitely spark the intensive demand for ICH tourism products. Tourism utilisation is inevitable from the point of view of safeguarding the inheritance of ICH and the demand in the tourism market. Kunqu is the first batch of certified ICH in the UNESCO 2004 convention, so it is the most representative ICH from China. Furthermore, ICH represented by Kunqu Opera entering the public tourism market provides solid proof of this fact (see figure 1.2). With the continuously developing economy, media publicity is exerting a growing influence on both supply and demand (Shiqing, 2006). Governmental attention to ICH safeguarding and media publicity is gradually increasing ICH popularity. In addition, most of the ICH is regional with located environment, therefore, as the popularity of local ICH increases, the local and regional and scenic spots have become well known to the tourists. Therefore, ICH has become an important medium to advertise tourist destinations. (Li, 2008; Huang, 2012)

1.3 Motivation of research

ICH has a limited discussion about its influences of society, especially relating to the historical and cultural background of China. Heritage is regarded in the literature as one of the most significant and fastest developing components of tourism (Bonn et al., 2007). This is particularly true in the field of understanding how tourists respond to ICH. In the literature, despite various researchers focusing on the discussion of ICH related items, there remains some unresolved and demanding challenges. These are as follows:

Motivation 1: Despite the ongoing discussions on cultural heritage and intangible cultural heritage value, it is still worth examining in detail the concerns of the stakeholders in relation to the specific economic, political and social environment of China.

Motivation 2: The concepts of safeguarding are mentioned by most ICH researchers. However, compared with many discussed tangible heritages, different research and safeguarding methods should be discussed according to ICH with different natures and characteristics.

Motivation 3: In academic literature and professional working-practice, research and development about ICH development and utilisation should be discussed with greater frequency. Therefore, in the literature, empirical research is often emphasised with regards to what aspects of development and utilisation of ICH in China is required.

Motivation 4: According to the literature, most of the ICH related work is concentrated on discussion, uniqueness, attraction of the international organisations and treaties. For example, UNESCO and the safeguarding policies of institutions at all levels. However, ICH has insufficient communication between stakeholders and consumers. The stakeholders expect

the empirical research of participants to understand the relationship between ICH value and safeguarding and utilisation.

Motivation 5: The previous research also indicates that in most situations, researchers can analyse the items in ICH, but cannot propose constructive suggestions on the items in practical use.

This research presents a theory of ICH values and helps to define the relationships among ICH in relation to safeguarding and utilisation with greater consistency and inclusiveness (Stefano et. al., 2012). To understand this point, the ICH safeguarding field needs to know the role of safeguarding in the context of Chinese society; such as how it is changing and who participates. At a higher level, it is necessary to know how the values of different stakeholder groups are constructed and communicated, with regards to intangible cultural heritage. Besides, it is necessary to evaluate the significance of ICH in aspects of the society, culture and economy. Because the definition of heritage value will make “safeguarding policy” and “commercial utilisation” play their role more effectively. Broadly speaking, this research seeks to develop a conceptual or theoretical framework for better understanding the interplay of educational, historical, political and other related values in which ICH safeguarding is concentrated. In fact, this theoretical framework would clarify how different disciplines could contribute to safeguarding research. Furthermore, it would provide a context and assistance to integrate the varied spheres of ICH safeguarding on this subject. This would entail clarification on how safeguarding procedures can make contributions to society more effectively.

1.4 Aim and objectives of the study

Based on the literature and taking the symbolic Chinese traditional ICH as an example, the aim of this research is to critically evaluate the values of ICH from the viewpoint of different stakeholders; in accordance with the procedures and utilisation of ICH in tourism.

This aim will be achieved by the following objectives:

1. To critically interrogate the literature concerning the criteria used to ICH values, in contrast with different concepts of heritage values utilising Ashworth (1994) and Timothy (2003) as a theoretical underpinning.
2. To investigate ICH values, ICH safeguarding and utilisation situations in China from the perspective of ICH stakeholders, including government, institution, NGO members, performers, and academic researchers.
3. To critically identify ICH values, ICH safeguarding and utilisation situations in China from consumers' perspective.
4. To analyse the relationships among values and the safeguarding and utilisation of ICH, according to stakeholder interviews and literature; Furthermore, this research also to establish the different viewpoints between stakeholders in ICH commodification.
5. To provide recommendations to the ICH managers, based on the findings from the research. Furthermore, to improve ICH development in China and simultaneously enrich the theoretical foundation of research with regards to the intangible cultural heritage field.

1.5 Rational of research

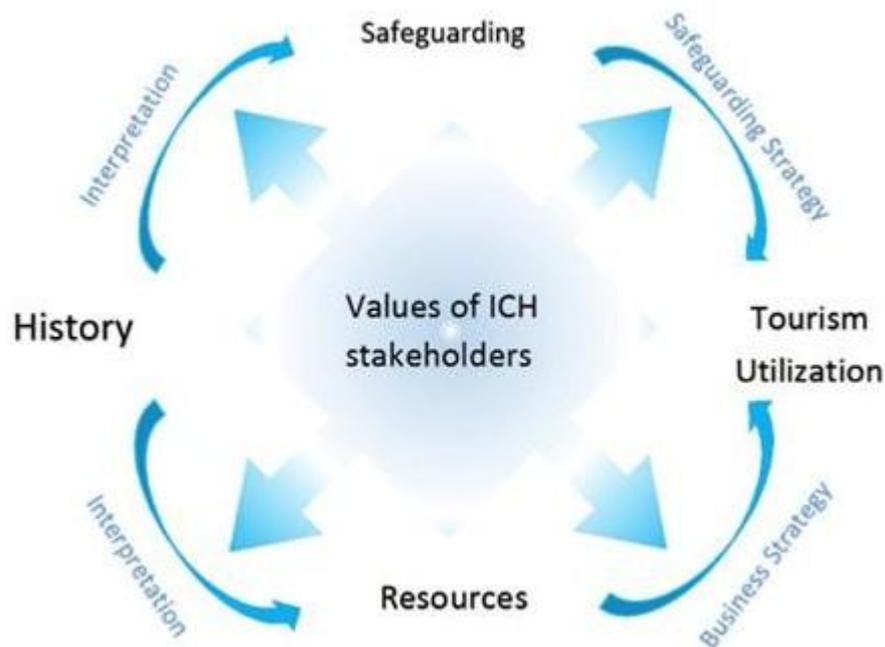


Figure 1.3 Fundamental rationale of research (Modified from Ashworth, 1994, 13-30)

The fundamental theory designed by the researcher was presented in the figure above. The figure shows the transitional progress from tradition, history or art resources to heritage tourism resources. This research presents a theoretical framework to describe the ICH creation progress. Specifically, this study discussed how ICH is defined by stakeholders, and how the society and community build it according to the environment in China. Furthermore, it also contributes to the understanding of different safeguarding dimensions, responses to these decisions, and how different stakeholders become involved in the decision-making process. The framework also outlines the variety of ICH utilisation in tourism, and the processes that combine to make ICH both relevant and valuable in society.

ICH is conflicting and valued by different groups of people, these conflicts may influence the discussion of stakeholders from different backgrounds and thereby influence any safeguarding decisions (Friedman & Miles, 2006). Therefore, safeguarding must integrate both the assessment of these

values in its work and more effectively facilitate such discussions in order for ICH safeguarding to play an effective role in the future.

1.6 Summary of thesis structure

Based on the literature and taking Kunqu as an example, the aim of this research is to critically evaluate the values of ICH from different stakeholders' viewpoints and the relationship among values, safeguarding procedures and utilisation of ICH in tourism. The main process of research is shown in figure 1.4.

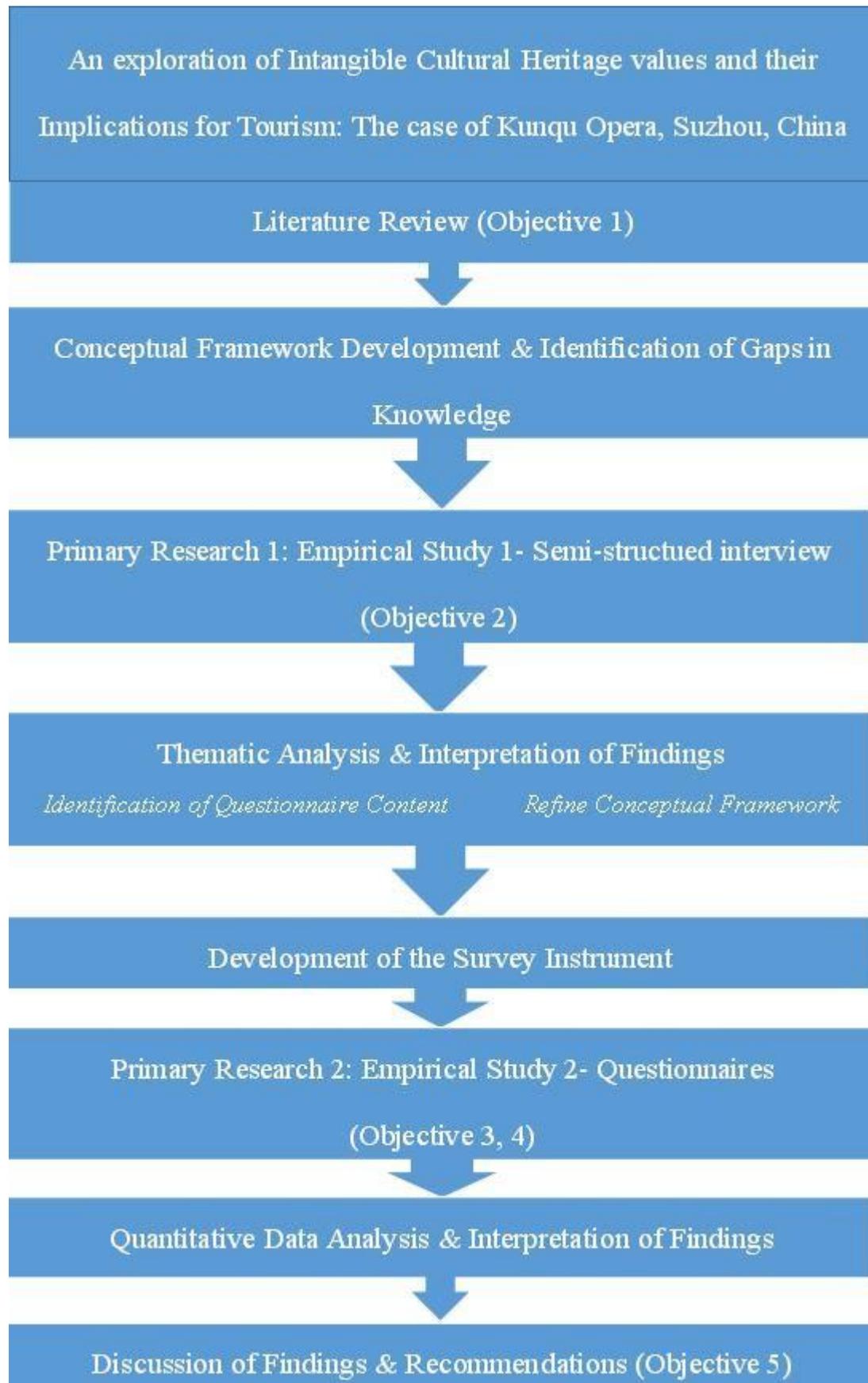


Figure 1.4 Main process of this research

Chapter 2 Literature review

2.1 Introduction

ICH is an ambiguous and complex concept, which deserves further study. As dispute about ICH continues, key stakeholders will continue the discussion about its proper definition and framework depending on ICH and its resources in order to meet industry and community demands. Comprehending the meaning and value of related items of ICH, we need to figure out its background and root cause. To solve this problem, we have to conduct the literature review in the first place, discussing the nature of ICH, the complex and disputable relations, conceptualized and defined methods. In the important literature review part, years of explorations from different scholars on the meaning and value of ICH were listed.

This chapter critically reviews the ICH and heritage tourism literatures, which is helpful in understanding heritage values and its safeguarding and utilisation. Firstly, the review considers a generic view of heritage tourism, regarding its concepts, its different constituent elements, including theory of cultural heritage and heritage commodification interpretations. These findings are reviewed in order to provide a broad concept of heritage tourism, involving heritage resources, programmes, and their inter-relationships.

Secondly, the focus of the review moves to ICH with special characteristics that greatly influence heritage industry. Here again, attention turns to stakeholders, which reflects the complex relationship between different groups related to ICH, and between ICH safeguarding and utilisations. In addition, the situation of ICH in China will be reviewed, including heritage and intangible cultural heritage development in China, and heritage strategy of the Chinese government.

The chapter then reviews heritage value. Heritage values are regarded as a core concept in heritage theories, and this part of the review discusses the values of heritage especially in line

with the intangible values.

Finally, the chapter reviews literature relevant to an intangible cultural heritage - Kunqu, as this is the main focus of the research.

From a more theoretical perspective, from the literature review, it is necessary to understand the construction and controversy of the values of different stakeholder groups in the intangible cultural heritage. To achieve these values, the field of ICH safeguarding must understand its nature and its role in the context of Chinese society, such as how it changes and participates. Similarly, the literature can provide assistance and context to integrate the diverse areas of ICH utilisation into tourism.

Thus, the items discussed in the literature review chapter are: considering the heritage tourism (section 2.2); intangible heritage (section 2.3); values in heritage (section 2.4); Kunqu Opera (section 2.5). These items are interrelated but placed in a coherent sequence in order to construct a theoretical understanding of ICH.

2.2 Heritage Tourism

2.2.1 Defining Heritage Tourism

Heritage content is discussed in great length in literature; especially content related to ICH (Kang et al., 2014; Adie & Hall, 2016). ICH tourism managers have recognised the importance of heritage for traditional tourism (Jewell & Crotts, 2001). Therefore, various studies that have been carried out have focussed on traditional tourism, including tourism motivation (McKercher & du Cros, 2015; Alazaizeh et al., 2016); heritage management (Poria et al., 2009; Megerle et al., 2015); heritage interpretation and translation (Leighton, 2007); heritage marketing (Prentice et al., 1998); authenticity of heritage (Kolar & Zabkar, 2010; Hede et al., 2014; Babin & Harris, 2014; Lee et al., 2016); creation of heritage

(Binkhorst & Dekker, 2009; Smed et al., 2016); relationship between heritage tourism and individuals; protection of heritage, etc (Stone, 2011; Isaac & Budryte-Ausiejene, 2015; Kamber et al., 2016). According to Ahmed Skounti (2009), heritage has been a construction, an 'authentic illusion', yet one that has been shaped for the purpose of feeling like an actual continuation of an invariant past beyond memory. Harrison (2013a, p.14) argues that heritage is not a political or historical movement or even a 'thing'. On the contrary, it means a set of relations as well as attitudes towards the past. The relations are featured by an attachment and reverence for selecting practices, places, as well as objects, which are considered to exemplify or associate with the past in a certain way. Furthermore, he also realised that "heritage's production emerges from the relations among 'things', humans as well as their environments to be part of a collaborative procedure or a conversation to keep the past alive in the present" (Harrison, 2013a, p. 216). As a form of tourism, the decision to launch the heritage tourism is based on the health and commercial reasons, namely, heritage management. All the tourism activities include the consumption of experiences and products, together with heritage tourism. (McKercher & Du Cros, 2015; Silberberg, 1995) Heritage tourists wish to consume various different cultural experiences, and the heritage has to be transformed into cultural tourism products in order to promote the consumption. This transformation process highlighted the potential value of the heritage by transforming it into tourism products which could be used by the tourists. Heritage is identified by its intrinsic value without commercialisation, whilst tourism products are transformed for the purpose of tourism consumption. Therefore, we should conduct further research into this transformation under the framework of protection, which is the basic requirement of the definition of heritage tourism (Timothy, 2011). Those which are beneficial to protection are not necessarily beneficial to tourism; while those which are beneficial to tourism are hardly beneficial to protection. In practice, cultural values have detracted from commercial interests

at points where cultural heritages have been a commercial tourism product for visitors. Meanwhile, the majority of competitors have not only showed complementary interests, but have also shown conflicting interests. It can be seen that, to give full understanding to the value of CH under the premise of preserving the authenticity and integrity of cultural heritage is undoubtedly a major sticking point in the study on cultural heritage tourism. In other words, it was a change from the safeguarding of the “visible” and the “material” to the safeguarding of the “non-material” expression of social practice. Its focus is on intangible cultural heritage which embodies people rather than inanimate objects.

Moreover, heritage tourism consists of international trends, which are more common in cultural tourism and therefore are fashionable as a form of tourism (Chen, 2010; Wall, 2009). Cultural heritage tourism has been considered to be a broad definition which contains tangible assets, for example: continuing past cultural practices, collections, living experiences and knowledge. Regardless of the fact that, heritage tourism is part of cultural heritage tourism, or cultural tourism is a part of heritage tourism, a clear interrelation exists between heritage tourism and cultural tourism. Therefore, the term ‘cultural heritage tourism’ has been adopted worldwide in both academia as well as other literature in the field of tourism. Actually, little agreement has existed among scholars on the accurate concepts and background. Moreover, no agreed upon concept exists at the time of referring to cultural tourism or heritage or even cultural heritage tourism. Richards (2001) claims that the terms “heritage” and “cultural” are inter-changable in their usage, with limited consensus regarding if people are discussing the same things. In this case, the term ‘ICH tourism’ has been defined by the researcher as follows: ICH tourism satisfies consumers’ interests in experiencing new things as well as enhances their historical and cultural literacy through visiting or appreciating intangible cultural heritage. ICH is an integral part of folk culture; it attracts tourists with its high historic value, artistic

value, cultural value and distinctive local characteristics (Lipe, 1984, Lipe, 2006; Frey, 1997; Mason, 2005). Furthermore, it becomes an important resource to improve the level of tourism products and extend the content of tourist projects due to its strong participation, large experience space, and strong entertainment and complete recreation function. As an emerging field, the most challenging problem is how to evaluate and use this special resource? This reflects the two main problems emphasised by the intangible cultural heritage tourism academic field: Can it be developed? How to develop it? (Yang, 2014; Wang et. al., 2016) Because the tourism provides the intangible cultural heritage as a tourism product, it will definitely impose some changes to intangible cultural heritage. The restrictions of time, lack of understanding of the environment; and the desire for entertainment all decide that the display of intangible cultural heritage often stays on superficial level. In concept, the products have three levels: core level, physical level and extended level (Timothy, 2011). Today's intangible cultural heritage tourism mainly focuses on the second level, namely: the physical utilisation of the intangible cultural heritage. Moreover, the exploration of connotation (core level) and the safeguarding and attention of the space (extended level) remain to be improved. Therefore, when it comes to questions such as: what kind of person's demand can this product meet and what benefits can the product bring to the beneficiaries? Further understanding of heritage sites and the tourism market is required. It can satisfy the psychological needs of tourists looking for heterogeneous culture. For example, Kurin (2007) mentioned an art form which may have come from the utilitarian response of a peasant to a specific demand that may have developed into an elite art practiced in the royal court. Another possibility is that it may have taken on a more sacred meaning, only to later, to be turned into an ordinary skill to make trade items as well as market crafts; and later still to be transformed into a method to make decorative tourist products. In ICH tourism, producers are able to make experience meaningful through value-added approaches such as promotion,

innovation, packaging and branding, while consumers can receive this experience in different perspectives. These approaches have helped to emphasise the dialectics between production and consumption, by recognising that tourism is a mutually negotiated relationship between the consumer and the producer (Rabbiosi, 2016).

Heritage tourism is still facing a number of challenges. We must recognise that on several occasions, when we approach cultural communities, groups or individual practitioners to discuss the 2003 Convention, they think that the recognition of their traditions implies an economic benefit. However, the final result is always favourable: communities are grateful to have their traditions recognised and have the greatest interest in giving all they can to preserve them and to support the institutions that have approached them (Wilson, 2005). Logan (2009) argues that if heritage practitioners can indeed benefit financially from their creativity, as they should, it provides a powerful incentive to safeguard and even extend the tradition. Su (2015) mentioned an idea called “productive protection” with its purpose being to boost national economic development and ICH transmission simultaneously. It is a commercial approach to cultural heritage safeguarding that turns ICH resources into cultural products while maintaining their essence, integrity, and inheritance. But the concept of productive protection has been widely criticised and described as a paradox, because it cannot be guaranteed that commercialisation practices are not harmful to ICH (Li and Wall, 2009; Waitt, 2000). Tourism can have very damaging effects on cultural heritage, particularly in developing countries like China. With ICH, it is a much more complex relationship. To take that example, in Suzhou, there are many ‘traditional opera’ shows, which feature traditional women wearing. Normally, tourists are not able to discern the difference. From the definitions given by the scholars above, it can be seen that heritage tourism is a new concept in the tourist area. It is a traveling way centered on culture, which mainly focuses on the spirit embodies of history and culture in an area. Hence, tourism has become an intermediary, making

consumers better understand the development process of human culture through entertainment. As social civilisation develops and knowledge and travel experiences of tourists increase, the values and lifestyle of people will continue to change, and the curiosity and imagination of tourists will bring about further development within heritage tourism. As mentioned in Tedlock (1977), Hhritage tourism is a communication and complementary phenomenon between different cultures in modern society, which promotes the understanding between different cultures. It meets the demands that tourists have on the cultural differences and identity, and it is a comfortable and interesting way for tourists to get educated. Furthermore, it improves the cultural experience of the physical and mental health of tourists with regards to traveling. However, when it comes to helping tourists to promote cultural experience, it should not only be based on cultural materials at a superficial level, but should also introduce a deep cultural connotation. This will have a great impact on the preservation of cultural diversity and the exploration and reshaping of traditional culture.

2.2.2 Theories of heritage values and commodification in tourism

Based on different starting points, a variety of possible heritage values have been proposed, and the following list is only a small part of them. The lists of the values of heritage are referred to as "value types", which are often used to assess the importance of the documents of protection policies as well as the schedules of heritage management. For the purpose of being inclusive, some categories are quite detailed, while other categories are shown within the incomplete lists, presenting only the value aspects that they want to emphasise, rather than trying to present a systematic view. Therefore, according to the characteristics of ICH and the feedback from heritage literature and interviews, this study attempts to explore the aspects of ICH values reflected by ICH managers.

Summary of heritage values devised by various scholars and organisations

| Scholars/ Heritage values | Riegl (1982) | Lipe (1984) | Frey (1997) | Pye (2001) | Throsby (2001) | Mason (2005) | Appelbaum (2007) | English Heritage (2008) | Orbaşlı (2008) | Gómez Robles (2010) | Szmelter (2010) | ICOMOS New Zealand(2010) |
|---------------------------------|---------------|--------------------------|----------------|---------------|-------------------|-------------------------|---------------------|-------------------------------|-----------------------------------|------------------------|---|-----------------------------|
| | Age | Economic | Monetary | Historic | Aesthetic | Historical | Art | Evidential | Age | Typological | Cultural (including Identity, Emotive, Artistic/Technical, Evidence, Rarity, Administrative) | Aesthetic |
| | Historical | Aesthetic | Option | Artistic | Spiritual | Cultural/ Symbolic | Aesthetic | Historical | Rarity | Structural | | Archaeological |
| | Commemorative | Associative/ Symbolic | Existence | Scientific | Social | Social | Historical | Aesthetic | Architectural | Constructional | | Architectural |
| | Use | Informational | Bequest | Cultural | Historical | Spiritual/ Religious | Use | Communal | Artistic | Functional | | Commemorative |
| | Newness | | Prestige | Contextual | Symbolic | Aesthetic | Research | | Associative | Aesthetic | Contemporary | Functional |
| | | | Educational | Condition | authenticity | Market | Educational | | Cultural | Architectural | Socio-Economic (including Economic, Resource, Functional, Usefulness, Educational, Tourism, Social, Awareness, Political, Regime) | Historical |
| | | | Economic | | | Existence | Age | | Economic | Historical | | Landscape |
| | | | | | | Option | Newness | | Educational | Symbolic | | Monumental |
| | | | | | | Bequest | Sentimental | | Emotional | | | Scientific |
| | | | | | | | Monetary | | Historical | | | Social |
| | | | | | | | Associative | | Landscape | | | Spiritual |
| | | | | | | | Commemorative | | Local Distinctiveness | | | Symbolic |
| | | | | | | | Rarity | | Political | | | Technological |
| | | | | | | | | | Religious & Spiritual | | | Traditional |
| | | | | | | | | | Public | | | |
| | | | | | | | | | Scientific/Research/ Knowledge | | | |
| | | | | | | | | | Social | | | |
| | | | | | | | | | Symbolic | | | |
| | | | | | | | | | Technical | | | |
| | | | | | | | | | Townscape | | | |

Table 2.1 Summary of heritage values devised by various scholars and organizations

The commercialisation of intangible cultural heritage refers to the transformation or conversion of intangible cultural heritage, which is not originally a part of the trade circulation and exchanged through money, into the equivalent exchange of currency that can be bought or sold under the condition of market economy, so as to further demonstrate the value of intangible cultural heritage in economic society (Davidson, 2008). Therefore, the consumption value of intangible cultural heritage is the main index that affects its commercialisation. In this research, by referring to the Sheth-Newman-Gross consumption value model put forward by Sheth, Newman and Gross in 1991, the consumption value of intangible cultural heritage is divided into five types: Functional value, social value, emotional value, cognitive value and conditional value (Sheth et al., 1991). Firstly, the functional value refers to the physical or functional value that the intangible heritage products entail, namely, some functional properties of intangible heritage products that can meet the functional purpose of consumers to in order to use the products. Secondly, Social value means the utility provided by intangible cultural heritage products to connect consumers with other social groups (including social class, symbolic value and reference group), namely products that bring social effects to consumers, such as enhancing their social status, shaping their social image, or satisfying their inner desires. (Katona et. al., 1971) Thirdly, Emotional value refers to the intangible cultural heritage products that enable consumers to express their feelings and obtain a feeling or affection from the selected intangible cultural heritage product. (Katz, 1960) Fourthly, Cognitive value is the function of intangible heritage products to satisfy consumers' curiosity, novelty and pursuit of new knowledge. Finally, Conditional value refers to the external utility of intangible cultural heritage products when consumers are faced with certain situations, such as the purchased special festival food, decorations, etc. (Hanna, 1980).

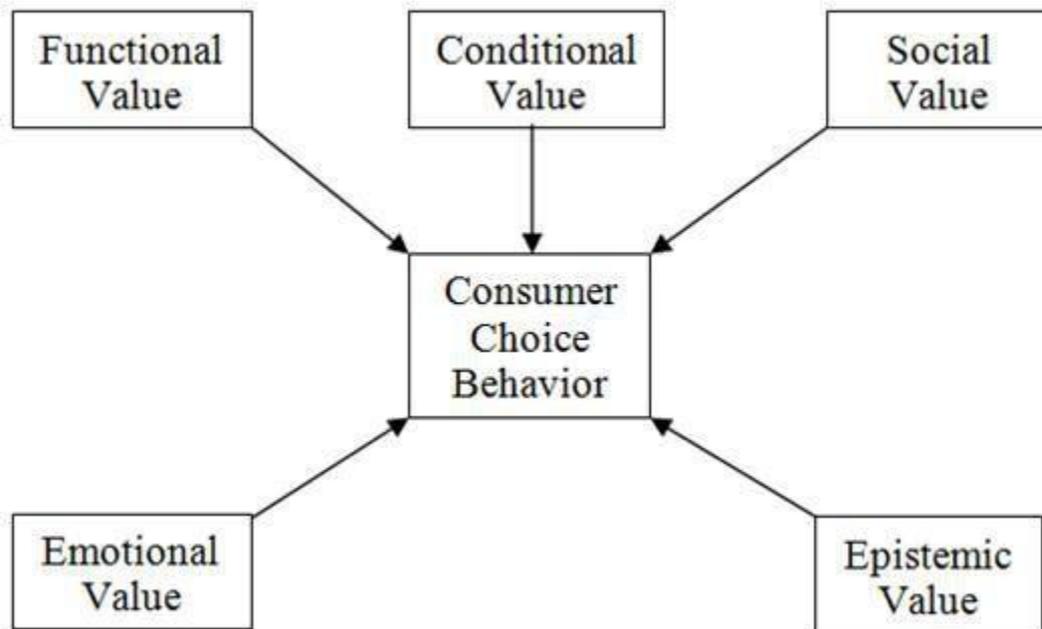


Figure 2.2 Sheth-Newman-Gross consumption value model (Sheth et al. 1991)

These values are likely to develop in complexity and strength as time goes by, since understanding deepens and people's perceptions of a position develop. The statement considers heritage to be a fluid procedure, though one that is not able to retreat. (Harrison, 2013b, p. 580). Fig 2.3 shows the process of heritage transfer to tourism resource in a wider environment of culture, economy and society. Timothy and Boyd's early work (2003) considered aspects of the heritage tourism experience and how this was affected by environmental factors and "filter" values. These are shown in Figure 2.3 and it can be seen that there are complex relationships between the factors but that they can be linked demonstrate the relationship between behaviour and the physical environment in which heritage tourism is undertaken. The core of the example is that it conveys the concept as an established manifestation of the past socially. The

significance of “heritage” is attributed so as to create meanings and value, irrespective of the choice of engagement with heritage actively, that is, by heritage tourism.

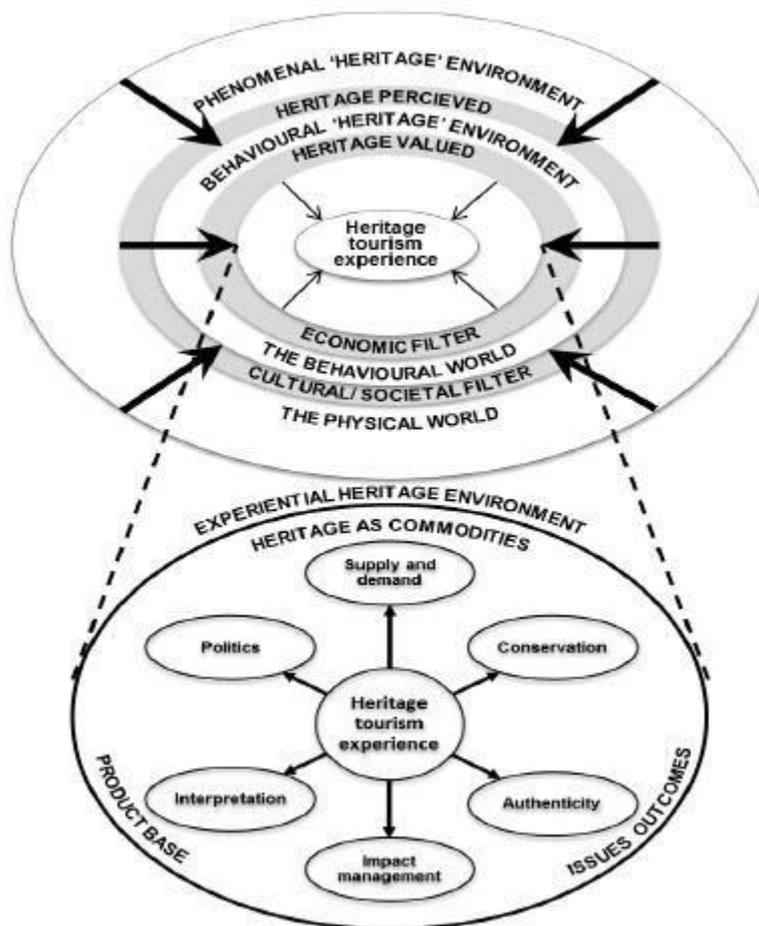


Figure 2.3 Heritage and heritage tourism model (Source: Timothy and Boyd, 2003. 8)

“The course of heritage relies on the value invested in the phenomena of heritage; for the distinct ways objects are seen... they will be different between us based on the gamut of perspectives providing gaps for special attractiveness viewpoints. In order to know the heritage value of special items, it is required to master the birthplace of shareholders and the value they endow it” (Howard, 2003, p. 12). The view is that the heritage value is related to the value of people and teams connected with it in nature. According to Hewison and Holden (2004, p. 31), it referred that “heritage practice moved from considering value’s concept to be something selected and driven by scholars representing the society, to one that recognizes

wider public participation's significance to identify and care for what is significant.”

Smith (2012, p. 2) described that heritage is a process of selecting culture and history value. The importance of these values determines whether we preserve or not preserve some historical sites, even intangible events. The past is interpreted contemporarily by all history, embodied by the value of viewers connecting with it; it is possible that the choice of heritage might be more of an uncovering and an equitable expression of the past than the relatively few judgments evaluated for history. Once accepted, the core distinction between the validity and nature of heritage and history may be located in the problem, “which determines” and moreover, which value express the determination to choose, describe and express heritage. The key text of Ashworth and Tunbridge (2000) is that every heritage is dissonant essentially. That is to say, if heritage contains the valuation or selection of an object, place or other tangible “thing” due to its natural, aesthetic, scientific or historical value, those that aren't chosen should thus be assumed to be unworthy of selection. Waterton and Smith (2009b, p. 300) claim that the heritage's moment is “when political, social as well as cultural meanings and values are reworked, accepted, scrutinised, recognised or otherwise negotiated”. It can also be seen from Figure 2.3 that there would exist heritage resources that can be considered when undertaking heritage tourism. Ashworth (2013) has noted that in the tourism marketing of heritage sites they effectively become marketable commodities and through this process of “commodification” are turned into “products” which can be considered for the marketing of heritage tourism.

In consideration of the above-mentioned discussion about the nature of history, the value unit of the model should also be addressed in the initial processes. It could shape the effect of the value in the choices and expressions conveying further value in turning history into heritage. The view of heritage by tourists is affected by how it is presented to them and Urry (2011) refers to the input of external sources such as media, architecture and written records such as novels and biographies as part of the tourist “gaze”, however, this view may be different to

that actually presented. Ashworth and Tunbridge were the most influential in arguing the widespread interest in heritage from stakeholders. In their opinion, “this” would refer to ‘more purposes and uses, more social groups, more products, more historical resources, which would diversify and expand the items to define heritage instead of reducing or ameliorating them’ (Ashworth & Tunbridge, 2000, p. 4).

Moreover, Ashworth’s research offers a course example promoting a market-oriented knowledge of making the past into a commodity. The example’s primary assumption is that heritage has been “an industry in the meaning of modern activity, designed, restrained and constructed with the purpose of creating marketable products” (Ashworth, 1994, p. 16). The example testifies to the way distinct units interact with each other. In this regard, their positions are located within the heritage industry’s commodification. History is regarded as a product by Ashworth (1994), whose example can help to better comprehend how historic sources are developed into resources of heritage. In Figure 2.4 below, Ashworth (2013) also illustrates how different resources may be utilised by stakeholders and that these would then be marketed based on market segmentation and targeting such that the interpretation of the components required to market the product becomes the product itself.

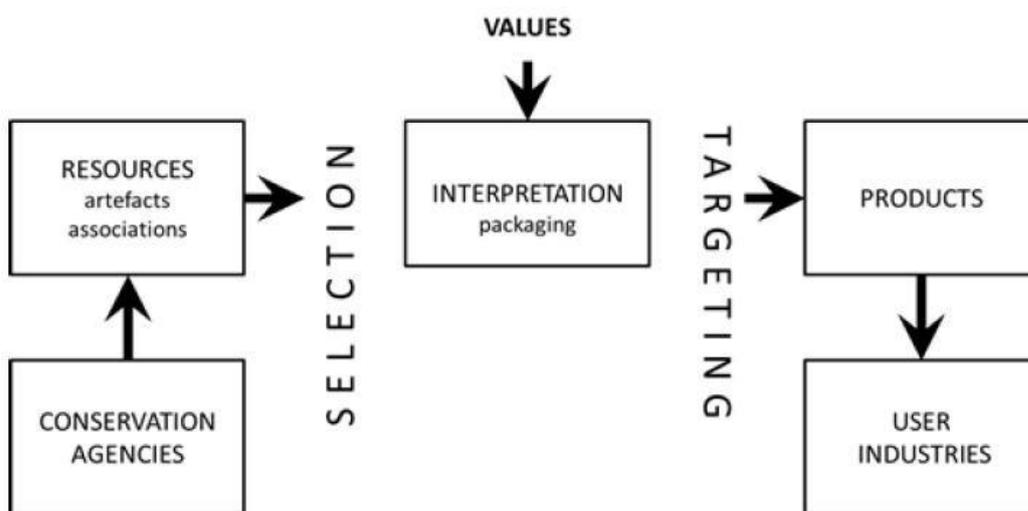


Figure 2.4 Components of the Heritage Industry Source: Ashworth (1994, 17)

Timothy and Boyd (2003) suggest that the current requirements for heritage and sightseeing have been focused in a particular way, such as segmenting visitors by origins, motivations and demographics, or it has been developed within the narrower field of heritage sightseeing. For example, there are the cultural resources reliability and characterisation in the utilisation of sightseeing (McIntosh & Prentice, 1999; Wang, 1999; Ward and Gold, 1994). In addition, marketing of destinations as well as behaviour of consumption, as it is related to culture sightseeing (Hall, 2007; Goulding, 1999; Edensor, 2000). Ashworth and Tunbridge (2000) also claimed that heritage's customers were not so passive in accepting a heritage and thus producers must deliver various kinds of heritage products to various kinds of markets, albeit adopting the same resources. Being a "government advertisement", heritage had been too simplistic and instead there was a 'plurality of producers' that responded to the demands of "selective and diversified customers" (Ashworth & Tunbridge, 2000, p.12-13). However, there is scant existing research that explores ICH based on its particular features and the best way to secure it in the tourism industry, especially in China. Heritage tourism consists of distinct relations among stakeholders, central and local government, UNESCO, industry operators, decision makers, local and national arts communities and its domestic and international visitors.

2.3 Intangible Cultural Heritage

2.3.1 Definitions

Intangible Cultural heritage (ICH) has turned out to be the standard for discourses of global academia and communities in the past few years. Whether because the concept of ICH is still new, or the meanings and values of intangible heritage become vastly complex, most of the publications on the topic address themselves primarily to ICH definition. Most scholars believe that intangible heritage is a living heritage because it is practiced and expressed

through oral traditions, performances, rituals, crafts and knowledge systems (Kurin, 2007; Munjeri, 2009). It is not only a "cultural product"(Seitel, 2001, p. 13), but also a life process, and it asks the inheritors to continue to practice and disseminate it, reflecting their knowledge, wisdom and lifestyle in a given environment. As a result, communities and "people" are defined as the centres of intangible heritage, rather than "things", which are taken as the core of tangible heritage (Blake, 2009). The historical origin of the concept of intangible cultural heritage can be traced back to the “intangible cultural properties” mentioned in the Protection Law of Cultural Properties issued by Japanese government in 1950 (cultural heritage is called “cultural property” in Japan and South Korea), and the “intangible cultural properties” referred to traditional drama, music, craftsmanship with high historical value and artistic value and other intangible cultural carriers. Furthermore, they also designated the inheritors of the intangible cultural properties such as performance artists and craft artists. The Japanese government awarded the folk artists with exquisite traditional craft as “Living National Treasures” for the first time in 1950, and the South Korean government divided the cultural properties into four types in the Protection Law of Cultural Properties: tangible, intangible, folklore and monuments. Furthermore, the intangible cultural heritage was officially taken into the range of national archaeological survey and protection (Okamura & Matsuda, 2010). In Asia, Thailand also launched the “National Artists Project” in 1985 (UNESCO, 2002)_to pay attention to the intangible value of the creators themselves while protecting the tangible masterpieces. In addition, in the last century, the public in France has shown a strong interest in the intangible heritage including: dance, songs, cooking, handicrafts and folklore (Kurin, 2002; Freeland, 2012).

From the global perspective, UNESCO plays an important role in safeguarding and recognising intangible heritage and developing relative activities and global instruments (Amoêda et. al., 2010). The expressions such as “unique artistic achievement”, “creative

works of genius”, “architectural art”, “the particular witness of civilisation and culture” and “related to the thought, beliefs and literary works of art” were just describing the intangible heritage (Dwyer et al., 2009). From this aspect, the World Heritage Convention laid the solid foundation of intangible cultural heritage’s concept establishment. With the rising of the protection awareness of intangible cultural heritage, UNESCO divided the cultural heritage into “intangible cultural heritage” as well as “tangible cultural heritage” in the documents. This first happened in 1977. The intangible cultural heritage is described to be “folk culture” by the world heritage committee in the files of the Mexico meeting in 1982 (Genfen, 2014). The Recommendation on the Safeguarding of Traditional Culture and Folklore was issued in 1989, in which the concept of “folk creation” (or folk culture) was put forward and the folk creation protection project was launched. The first batch of human oral and intangible heritage representative works was published in 2001, which generated global sensational effect. UNESCO approved Proclamation of World Cultural Diversity in 2001 to stress the significance of the cultural heritage containing “intangible cultural heritage” to every person in the world for maintaining human cultural diversity and to appeal to strengthen intangible cultural heritage’s protection (Genfen, 2014). The Convention on the Safeguarding of Intangible Cultural Heritage was passed on the 32nd UNESCO conference in 2003, and until then, the definition as well as name of “intangible cultural heritage” was formally adopted in the international standard legal documents and it is still in use today. As the Convention officially took effect in 2006, the “intangible cultural heritage” also became a formal legal concept. The definition of “intangible cultural heritage” has various versions. Intangible Cultural Heritage is defined by the Convention as: skills, knowledge, expressions, representations, practices – and the artefacts, objects, instruments as well as cultural spaces connected therewith – that groups, communities and individuals in some cases recognize to be part of their cultural heritage (Gao, 2009).

The intangible cultural heritage, which is transmitted from generation to generation, has been

recreated constantly by groups as well as communities responding to their environment and their interaction with history and nature. It also offers a sense of continuity and identity for them, therefore developing respect for the creativity of humans and the diversity of culture (Huang, 2011). In terms of the convention, consideration is going to be solely provided to the intangible cultural heritage which supports human rights and the demands of mutual respect among individuals, groups, as well as communities, and of sustainable improvement (Buzinde, 2007).

It is noteworthy that the term ‘intangible heritage’ was defined by UNESCO at the 2003 Convention to be: “the skills, knowledge, expressions, representations, practices, artefacts, objects, equipment, as well as cultural spaces connected therewith – that groups, communities and individuals in some cases recognise to be part of the cultural heritage” (UNESCO, 2009). There are those who assert that this term is inadequate and that the term, ‘living heritage’, is more effective in that it combines the sense of identity with transmission. However, what is more important is that criteria exist within the 2003 Convention that pertains to its focus and its objectives: for many specialists, while the convention obliges the creation and utilisation of methods on an institutional level to protect expressions of ICH that contribute to greater understanding and greater visibility of ICH. It is also an instrument by which one can influence the development of ICH in communities, both directly and indirectly (Stefano & Davis, 2017).

ICH are described to be a living force which is “transmitted from generation to generation” and “recreated constantly by groups and communities” responding to their physical and social environment. Intangible heritage has been the community’s identity which is a vital aspect and “develops respect for the creativity of humans and the diversity of culture.” (UNESCO, 2003). UNESCO particularly identifies intangible culture’s categories as follows: 1) Oral expressions as well as traditions containing language. 2) The performance of arts (like theatre, dance, as well as traditional music). 3) Rituals, social practices as well as festive events. 4)

Practices and knowledge that concern the universe and nature. 5) The older generation of craftsmanship. These categories have never been mentioned and listed in the documents before the convention in 2003, so the ICH in this research will be discussed as a unique conception although tangible culture may have intangible meanings and characteristics.

ICH is utilised as a “special” by China so that both UNESCO and China were able to deliver the “International ICH Festival” (as well as Chinese-level festivals) in 2007, which from that point onwards have been held biannually. It was the sole event themed as ICH all over the world. On the one hand, UNESCO’s announcement claims the cultural and artistic differences of the style, on the other hand, it establishes surroundings for the regeneration in the context of a globalised and contemporary China.

Therefore, Base on the environment of China, this research defined the ICH as a living heritage created by last generations, practiced and expressed through their oral traditions, performances, rituals, crafts and knowledge systems. It can be a "cultural product", but also should be seen as a life process, and it asks the inheritors to continue to practice and disseminate it, reflecting their knowledge, wisdom and lifestyle in a given background. However, as a “cultural product”, the ICH are defined by the value of different stakeholders.

2.3.2 Stakeholders within ICH

In today’s complex society, it is important to realise the potential value of ICH and the diversity of its beneficiaries. Harrison (2015) argues that ICH is working together to complete the whole process in the way of democracy, no stakeholder can decide "heritage", it also implies that the problem associated with the value of heritage seemingly has not been solved. Hall (2005, p. 22 -26) believes that it mainly discussed the practice, heritage does not have to be a celebration of the past, it can be adjusted under a variety of communication methods between stakeholders. Starik (1994) believes that the concept of stakeholders is a

subjective view of value orientation. He makes it clear that the natural environment itself was a stakeholder, just like future generations. Marcoux (2003) put forward a concept, which is to solve the ecological system and its component of intrinsic value. Rather than those using ICH and its profits to measure their value, this is the ultimate way. Jamal (2009) believes that the majority of stakeholders have different values and are not subject to the management and control of any group or individual. Stakeholder refers to participants who have some degree of influence or interest in a project, including groups, organisations, and individuals. Whether their cooperation will be a meeting to resolve the conflict, making the new utilisation strategy, management, direction and their recognition of interest. Stakeholder participation will significantly affect the success or failure of the process. Different stakeholder groups are divided into the following: Public, individuals, NGO's, consultants, tourists, and local residents. In addition, Chirikure et al. (2010) also realised that researchers (including museum professionals and heritage experts), often play a critical role in heritage practice, for example: interpretation, demonstration, preservation and management between multiple stakeholders.

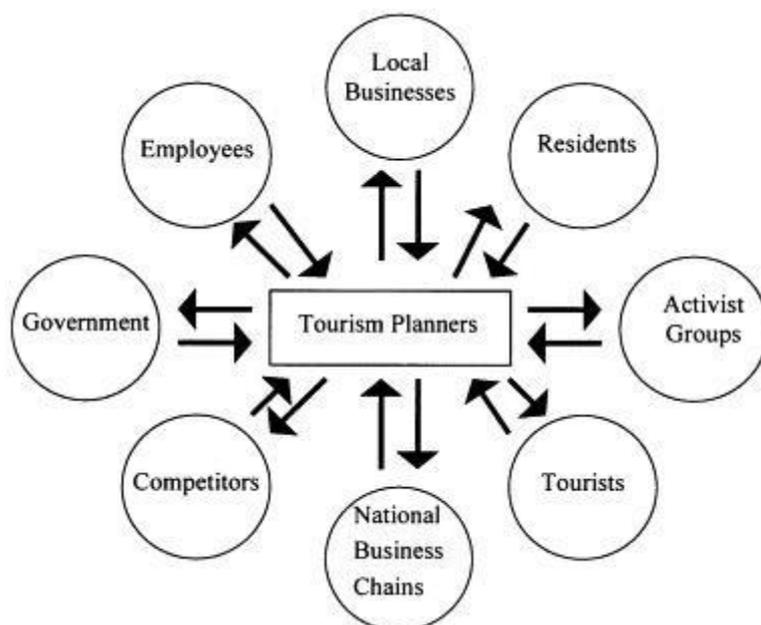


Figure 2.5 Tourism Stakeholder Map. (Freeman 1984, 55)

Stakeholder analysis becomes more and more important in formulating utilisation decisions. At the time of research policy, the analysis is regarded as a way to generate involvement in information. In this way, they can understand their interests and hobbies, habits, schedules and the impact on decision making (Brugha & Varvasovsky, 2000; Tingley et al, 2014).

Freeman (1984) suggests that in terms of the most intensive meaning, tourism stakeholders usually include local enterprises, governments, chains, employees, academic professionals, tourists and local residents. The relationships between different stakeholders are vital, they build community and sometimes show discontent. Intangible cultural heritage has the value and the purpose of the utilisation between these stakeholders are always changing. Better cultural foundations and the development of more specific power, such as: market-oriented, technology improvement and perfect fusion of culture, are to a certain extent, the cultural exchange of effect on them. During the period of creating ICH and improving it, various continuous changes begin to slowly emerge: the participation of people and the rights and interests they enjoy. Donaldson and Preston (1995), this research introduces three important concepts respectively, on the connection between the form and the effect of specification, namely: to know how to deal with stakeholders, how the manager represents their own rights and interests and how the manager will achieve the goals of the organisation. There are many different opinions on how other organisations can identify and analyse stakeholders' problems.

Agle, Mitchell and Wood (1997) proposed a valuable point of view, and they use three kinds of attributes to describe the organisation's stakeholders and decision making: power, legitimacy and urgency of the outstanding (Mitchell et al., 1997, 853). Frooman (1999) sees the stakeholder model (1997) as the most comprehensive work of Mr Mitchell and others, although he has established a more comprehensive model, with relationships among stakeholders. At the same time, Friedman and Miles (2002) created a model of stakeholders with four configurations: necessary compatibility, accidental compatibility, necessary

incompatibility, and accidental incompatibility. These four stakeholder configurations have a certain relevance to situational logic and strategic action, which is how they cooperate with the organisation and how they intend to influence the organisation. For certain stakeholders', behaviour provides a reasonable explanation. For example, some stakeholders will have a greater influence than others, and some stakeholders will be considered more legitimate than others.

Arizpe (2004) suggests that for all the safeguarding and use of decisions, it is necessary to see who is responsible for the ICH and what the reason behind the decision is. "The government is evaluating it in a way that the elite national groups have adopted, unlike local residents, academics or businessmen. To know the best way to protect cultural heritage, we need to understand the ideas of each group and the relationships among these different groups. "In order to better in the future to ICH safeguarding and utilization, it is necessary to these different stakeholders into some sort of agreement or understanding, to understand the ICH as part of the common practice of value. (Airey & Chong, 2010)" Stakeholder values determines their goals and motivate them to take corresponding action, from the perspective of the private and public sector for the ICH, resources provide a long-term strategic critical management idea. According to article 123 of the implementation guidelines of the world heritage convention (UNESCO, 2012a), local community participation is indispensable.

As Stefano and Davis (2017) mentioned, the communities are very excited to initiate candidacy processes when they familiar with the convention; they long to see their traditional practices included on one of the international lists. The pride that communities have of their traditions and their willingness to enter the candidacy process is quite striking and at times has resulted in an increased effort on the part of specialists involved in filing papers on behalf of the groups or individual practitioners. Different from the approach of specialised agencies, community participation emphasises the leading role of the source community in the practice

of heritage, and governments. NGO's and professionals can also provide the necessary support and guidance. ICH is a "living" legacy, this is nurtured by the community that initiated it and continues to rebuild it. The preservation of intangible heritage primarily means ensuring the life and durability of these communities of practice (Blake, 2008). During the nomination, the participation of local residents is very important, not only can it make the maintenance of the property with stakeholder parties bear the responsibility, but it can also encourage the participation of each contracting stakeholder to prepare. The people involved are many, such as: the scene of the management staff to local governments, local communities, non-governmental organisations and other stakeholders (article 123, article 30). It indicates that the government is able to attract financial and human resources, and better accomplish things advocated by UNESCO through contact with other departments. In cultural tourism, the value from different stakeholders is based on their common interests. Government institutions often take responsibility for planning policies and regulating the related industry, while the private sector is regularly the main partner in delivering products or service to the people. However, sometimes their different interests can cause conflicts based on different values, these tensions and conflicts are caused by following reasons: ICH safeguarding and utilisation strategy, heritage ownership, distribution of benefits, understanding of the authenticity of heritage, relationships with tourists, heritage values and other factors (Burden, 2007; Blake, 2009; Churchill, 2006; Harrison, 2010; Alivizatou, 2012). For instance, certain government institutions may have stronger power in policy, decision making and planning processes related to cultural tourism. In addition, Academic researchers are typically at some level of unaware of the bureaucracy and politics of government, and have their own set of values which guide their actions. In addition, studying the academic scholars usually is beyond the scope of the government's bureaucracy, they have their own values, and attitudes towards academic research and standards, as well as professional ethics,

these values correctly guide their behaviour. Kurin (2007) highlighted that these communities with official government agencies are the same, at least in the records, research, display, promotion and maintenance of these aspects. George (2010) explained by means of another example that hundreds of tourists arrive each year, and they must pay a package tour to visit and experience the local scenery; observe the lives of local residents, take photos and videos of the unique local buildings, ancient historic homes and other cultural heritage sites. Travel companies get financial benefits from the package tour, as well as by using multiple images in their promotional materials and commercials. However, tour operators offer little or no economic compensation to the heritage located community. Grydehøj (2010) thinks this is an obvious example of how the tourist industry is depriving the economic benefit from heritage and causing conflicts between stakeholders. In conclusion, the current literature did not cover the different stakeholders of ICH, this research will take Kunqu stakeholders as target. The stakeholders are including: ICH local government, institutions, troupes, NGO, and academics, to deeply understand their values of ICH and examine how they think about ICH safeguarding and utilisation.

2.3.3 The utilisation of ICH in Tourism

The income gained from tourism is not only for the sites' operational cost but also for the protection of the heritage from further deterioration led by the surrounding environment. The safeguarding takes the alternative livelihood's availability shape for the local communities which are generated from the industry of the tourism (Li, 2006). With the development of technology, the "intangible" of ICH also makes it convenient to spread, advertise and utilise as a tourism resource. Kuah and Liu (2017) argue that new digital technologies may not hinder traditional expressions, but actually give them new life. The almost ubiquitous availability of, say, Western rock music on iTunes, television and YouTube might crowd out

local forms. On the other hand, all sorts of traditional music can now take advantage of new technology to reach and inspire a wider audience than ever before, thereby, encouraging greater recognition and respect for cultural diversity.

Staiff (2014) claims that brand-new media has democratised heritage, which means that everyone who has access to a smart- phone or a computer is able to play a role in deciding what an object or place means to them, and share the explanation. Nevertheless, objects and places are still required in order for people to make a connection to heritage. In addition, An ICH related tourism can assist tourism in many ways by improving employment opportunities around the retail sector, including catering and other related services. This is a way to directly offer arts and entertainment to tourists, or increase the communication between Western and Asian cultures (Ashworth & Tunbridge, 2000).

Take China as an example, China has experienced a transition from a socialist society to one that currently accepts the competition of the market. Since the initiation of the ‘open-door policies’ of Deng in the 1980s, the economy in China with its socialist features has been influenced by the effect of capitalists from the Western nations. A shift from “an economy planned by the centralists to a brand-new socialist economy based on the market” (Anderson, et al. 2010, p.310) is obvious, and it can be seen in the interactions between the private and public departments around cultural tourism. Chinese private companies feel free to set up their individual businesses, albeit with some levels of control by the Chinese government. Thus, the Chinese socialist economy offers great opportunities for cultural tourism, since tourism is a developing business that has a close relationship with the market. Furthermore, since much enthusiasm exists for culture to be commoditised to be the goods for the industry of tourism. There are many economic activities, which benefit various groups of people and may affect policymaking. Therefore, ICH utilisation can be shaped by tourism behaviours, economic activities, preferences of people, and government policy (Maitland, 2011).

In terms of the promotion of tourism, it is necessary for the host community to economically benefit and see a clear link between the advantages, as well as the demand, to protect the resources. If advantages are not maintained in local places or are difficult to be allocated, few chances exist to produce such vital connections (Pedersen 2002). To exploit ICH could be related to diverse activities, like art tourism, historical tourism, museum tourism, or other types of tourism (Mckercher & DuCros, 2015).

It is necessary to increase the attractiveness and connotation of ICH as it is able to be explained and perceived in different ways by various kinds of individuals and groups. From this perspective, cultural and social meanings have been subjective and very different among individuals (Iwashita 2003, p. 336). With certain values, most of ICH have experienced a long history and are no longer suitable for the current social and economic environment.

Mckercher and DuCros (2015) have noted that tourism produces a feeling of participation. He realised that the target of the tourism industry is to provide people with both physical enjoyment and unforgettable memories. Hall (1997) claims that heritage has been basically concerned with the exchange and production of their practical effects and meaning. Therefore, ICH as a tourism resource needs to accommodate consumers' needs by packaging appropriately according to the market. "It is by our adoption of things, and the content we feel, think and say about them, the ways we show them, and then we give meanings to them" (Hall, 1997, p. 3). A tourism resource has its own characteristics, but not everyone can create a unique brand effect within the various consumer groups. Smith (2010) realised that "heritage tourism is able to be depicted not only as a series of things that will be managed, but also as the emotional responses and intellectual ideas' capricious coalescence to negotiate with our materials and understand temporally experiences."(Smith, 2010, p. 55) For example, in accordance with Williams (2004), values are added by titles of World Heritage to the sites, the labelling's positive economic outcome is intensive visitation to the World Heritage Sites

in America which has increased about 9.4%. Interestingly, the same stage witnessed foreign visitors to every national part by an increase of 4.2%. It has obviously presented that a World Heritage Site's status is regarded to be a brand (Piggin & Hall, 2001), 'magnets for visitors' (Fyall & Rakic, 2006), 'making the place famous to the public' (Smith 2002), as well as a definite 'must see' (Li et al., 2008).

ICH will change with time. It uses cultural factors' brand-new versions, or can be substituted by fully different factors because of the technological improvement, politics, immigration, as well as globalisation; thereby, changing the conditions and norms in life. As tourists, people travel internationally for the purpose of visiting heritage. They also visit local heritage. The significance of branding is to deliver a justification to visit a meaningful and symbolic culture. This is especially important when travelling with children because such branding has particular cultural significance, allowing visitors to enjoy unique experiences. Such choices and preferences for heritage are called "taste". The "taste" is acquired by social parameters like class and lifestyles (Holtorf, 2010). Therefore, branding is not only a comprehensive evaluation of consumers to the tourism experience, but it is also a significant factor for constructing customer loyalty.

2.3.4 Safeguarding ICH in tourism

It has been claimed that "the values as well as meanings added to objects ... offer the exact cause for conservation" (Pye, 2001, p. 57), that 'societies remain objects since they are valuable for the society's members' (Caple, 2009, p. 25) and 'have been preserved since they are valuable' (Appelbaum, 2007, 86). Safeguarding has currently been regarded worldwide to be an inherent activity based on values that are able to be understood to be the values' expression (Bracker & Richmond, 2009). Because of the assertions' implications that values are changeable social-constructs (Mason, Avrami, and de la Torre, 2000; Pearson & Sullivan,

1995, p. 168), ways based on values have usually been labelled dismissively to be post-modernist and relativistic. Nevertheless, being properly identified by de la Torre 'value has been the cause that underlies the safeguarding of heritage all the time. It is self-evident that no society tries to conserve what it does not value' (2002, p. 3). Understood as efforts to promote and keep importance, every safeguarding decision is a series of value judgements' product. In the cultural heritage safeguarding field, values have been rather critical for making a decision on what to conserve, how to conserve and what material products are going to represent us and our future generations. Thus, every value of ICH is very significant so as to generally master the ways it changes as time goes by. Because of this, it is necessary to systematically collect and over a period of time, observations of transformations' cultural reflections and have the cultural characters' primary forms. As traditions are lost in a rather short time, it is of great necessity to begin to collect it as quickly as possible. Even a unique safeguarding decision's brief consideration conveys many divergent and diversified values at play: consider a traditional building's aesthetic and artistic values, and its associations' historical values, and the economic values tied up in its adoption (Du Cros & McKercher, 2015). Briefly, values have been a significant determining element in the existing practices and the safeguarding field's future prospects. Since the features of intangible and tangible culture are various from each other, their measures of preservation are not able to be the same. Tangible culture is the outcome or the end-product and therefore steady, while the intangible is the procedure and therefore dynamic.

Thus, ICH needs the involvement of the society for the purpose of being safeguarded, as presented in the Yamato Declaration of 2004. The intangible contains not only traditional procedures in some cases, but also tangible features (Harvey, 1990). For example, tea culture cannot be regarded with no teacups or teapots. Intangible and tangible cultures have been complementary in the sense that they provide clues about each other. The convention for the

safeguarding of ICH from UNESCO in 2006 is today the most salient instrument defining its conservation. Unlike tangible cultural heritage, here, the mandate changes to ‘safeguarding’ intangible heritage, in recognition of its dynamic nature. Conservation may lead to fossilisation and relegating ICH to museums of traditions. In contrast, safeguarding ICH seeks to keep these precious aspects of heritage alive and vibrant. The term “safeguarding” can be defined to be: measures which aim to ensure intangible cultural heritage’s viability, containing the preservation, research, documentation, identification, safeguarding, transmission, enhancement, promotion, especially via non-formal and formal education, and the revitalisation of the heritage’s different aspects (UNESCO, 2003, ARTICLE 2&3). “Conservation” and “preservation” are ordinary terms which refer to cultural heritage’s safeguarding. Often, a narrower meaning of preservation is that every action taken to keep an object in its current state, prevent damage, slow down further deterioration and minimise the rate of change (Simpson, 2009). Conservation contains “preservation” and includes the assets’ careful management to use future generations.

In the last decade, the interdisciplinary field of heritage studies has offered a significant space for debating representations and appropriations of the past in the present (Smith, 2006; Butler, 2006).

Official negotiations of intangible cultural heritage by UNESCO and the conventions are both focused on “globalizing the local” and “safeguarding the living”. This underlines the need to seek alternative understandings beyond a predominantly European and North American derived modern preservationist ethos (Alivizatou, 2012). Moreover, two further aspects of the UNESCO discourse need more contemplation: First, the notion concerning the conceptualisation of intangible cultural heritage as endangered “folkloric” and “marginalised” expressions threatened with disappearance (Brown, 2005, p. 247). Winter (2013, p. 533) argues that good safeguarding refers to better understanding of different approaches where

heritage currently has a stake, and can perform to be a positive enabler for the complicated, multi-vector challenges which face us at present. For example, environmental and cultural sustainability, conflict resolution, economic inequalities, the future of cities and social cohesion, etc. At last, it is also necessary to recognise that there are vital advantages as well as challenges relative to the heritage's preservation as well as the safeguarding of culture. This is an issue critical heritage theory passes over or dismisses too quickly. Second, is the need to set up a safeguarding programme, adopt legislative measures and compose action plans for its safeguarding.

However, archaeologist Cornelius Holtorf (2004) argues that the processes of preservation have an important impact on heritage sites and as such preservation is not different from the destruction categorically, since the site is transformed by the two procedures in basic approaches. Consequently, some levels of loss as well as destruction cannot be avoided. He further explains "even preservation conveys loss while destruction conveys creation." The performance theorist and practitioner Rustom Bharucha (2000) argued that Western museology practices of preservation and archiving are not relevant in settings where "the past is alive" (ibid, p. 15). He envisions the "new Asian museum" within the context of a factitious past by exploring new imaginaries. In his view, the safeguarding of ICH is not embedding the past in documentation and preservation, but in cyclical and performative processes of creation, destruction and renewal. Such as Yelmi (2016), he said: "The maintenance and safeguarding of ICH is not very important to freeze culture, but to permit adjustments and modifications to change the conditions of life constantly. Such transformations are possible to cause changes in tangible culture and in the procedure of practicing ICH, and they are possible to cause various kinds of values."

Values as well as valuing procedures have been threaded via conservation's different spheres and play and constitute a huge role when we try our best to integrate the field. A variety of

works concerning heritage have various kinds of meanings as well as usage for various kinds of communities and individuals. Values offer significance to some things over other things and thus some places and objects are transformed into “heritage.” By responding to the interaction, values have been changing and improving through place and time, and from stakeholders. Safeguarding means to ‘maintain in the context’, as Kirshenblatt-Gimblett (2004) also points out, it is necessary to maintain the system as a whole with every component for the purpose of sustaining intangible heritage. We are able to protect tangible artefacts through presenting, preserving, archiving, as well as collecting them in museums. Nevertheless, the strategies are inapplicable to ICH, as Lenzerini (2011, p. 108) claims, ICH is not to be regarded to be a certain thing which will be preserved under a glass case’.

Hall (1997, p. 61) concludes in his study: “It is us within the society, in the culture of humans – who signify and who make things mean”; “It is by our adoption of things, and what we feel, think and say about them – the way we represent them.” ICH has been changing and living in parallel to the changeable situation of life, therefore showing the improvement of the culture of a society. It contains a wide scope of values like the objects adopted, the people involved, the strategies applied, the clothes worn, the sayings uttered as well as the music played. ICH has been transferred from generation to generation and produced time and again, with adjustments addressing the current conditions of the life, so that it will live as long as the society goes on practicing it.

From this perspective, heritage can be identified to be a social communication procedure where the historical material is decoded and encoded in accordance with the impact from the modern backgrounds, as well as ways of life including stakeholder’s perceptions. The safeguarding’s final objective is not to preserve material for its individual purpose and keep the values reflected by the heritage. This process would include treatment or physical intervention as a way toward that end. Kirshenblatt-Gimblett (2004) advocates the thought

that it is unnecessary to protect a tradition if it is alive, and safeguarding will not be helpful to protect it if it nearly disappears. If an ICH factor has already been dead, it refers that it is not practiced by the society any longer and the tradition will not survive. Therefore, it is rather hard to make it related to society again. In the case that ICH contains tangible factors, such values also lost their significance, meaning, as well as functions. To achieve such results implies the heritage has been meaningful to those whom it intends to benefit (generations in the future). In such a background, it is of great necessity to test the reasons as well as ways that ICH is valued and by whom. Therefore, it is necessary to create a framework to understand the values attached to it by various stakeholders of intangible cultural heritage and clarify their relationship with ICH safeguarding and utilisation.

2.3.5 ICH in China

The consciousness to preserve intangible cultural heritage was spurred on in 2004 (Blumenfield & Silverman, 2013). In 2011, under Chinese President Hu Jintao, the Intangible Cultural Heritage Law of the People's Republic of China came into effect on June 1st, 2011. In Article 1 of the Intangible Heritage Safeguarding Law: "The law has been formulated for carrying forward and inheriting the Chinese nation's outstanding traditional culture, strengthening the preservation and protection of intangible cultural heritage and promoting the socialist spiritual civilization's building." It shows that the national government aims at presenting China to be a harmonious and unified country while reinforcing the Han culture's superiority at the same time (Denton, 2014).

Another China-specific idea has been the role of ICH for the purpose of promoting a society with harmony and national unity. It offers the entire authority to the national government for the purpose of deciding on which expressions of ICH are deserved to protect and disregard ICH which is not so consistent with the existing political ideology (Lixinski, 2013).

In addition, only items that can serve this purpose with historical, scientific and social significance are defined as ICH and 'protected' by the state. Similar to the situation in other countries (Smith & Akagawa, 2009), the definition of ICH is an exclusive process controlled by the Chinese state.

Mainland China has a comprehensive system of identifying and protecting intangible, as well as cultural heritage, at local, regional and national levels (Huang, 2009). At the national level, intangible cultural heritage comes under the Ministry of Culture. At the regional and local levels, there are divisions that specifically search, identify, support, and approve of what constitutes intangible cultural heritage for the locality. China's heritage framework is a top down approach where directives come from the national government, but with local participation. Hence, a policy of "central initiative and local participation" was implemented (Blumenfield & Silverman, 2013). Every year, the second Saturday of June has been designated as the National Day of Cultural Heritage in mainland China, and a theme is announced each year for the purpose of promoting and educating the public about intangible as well as tangible cultural heritage. The improvement of ICH gives nations a certain well-deserved pride and a sense of self-respect. It also helps governments to embrace a sense of the world's diversity (He & Zhang, 2016). This is good public policy for reducing culturally derived or culturally framed conflict, both domestically and internationally. Nowadays, China has become very powerful in world economy. However, becoming economically successful is only one aspect to showcase a country's success story. The ability of a nation to show care and concern in other non-economic achievements will enable the nation to raise its social status. Being able to showcase successful preservation as well as safeguarding of its intangible cultural heritage has been a significant step towards raising social awareness and recognition of its concern for the culture richness and diversity of the lifestyle of its people (Kuah & Liu, 2017).

Although the Chinese government has made much effort to safeguard ICH in China, there are economic and social factors that have more significant and long-lasting impacts on the survival and transmission of many ICH properties. Pigliasco, (2009) argues that the substantive task of governments, international agencies and cultural workers to actually help communities preserve and enact their cultural practices has made little progress. Instead, the treaty has spawned bureaucracies, unending list making and a system of government prestige mongering. In fact, there are many cultural-heritage practices in China that have been disappearing quickly, usually because urbanisation and modernisation have been destroying the primary environment where they were practiced and making them obsolete (Johnson, 2014).

Pretty (2007, p. 156) suggests that as stories, and thus knowledge of the land and our relationships to it, disappear from our collective memory, so it ‘becomes easier for others to damage or destroy the very places and resources created and valued over generations’. The ICH is disappearing rather quickly through the stresses of adaptation as well as modernisation likely to a more successful and sophisticated. Many younger members of communities are leaving their cultural traditions as well as hometowns behind for the sole purpose of improving their social and economic situations.

Stefano and Davis (2017) argue that “ICH is the most visible way for people or individuals to express a sense of belonging.” Taking into account that ICH encompasses not only knowledge, representations and techniques, but also the spaces and material objects associated with these – which are connected to large and decisive areas of life – it is essential to understand the worldview of a people, and their way of grasping and expressing their reality. ICH can constitute a way of life, a cultural mode, and a way to unite a group of individuals by offering them a sense of continuity as well as identity in a determined community. In addition, these relationships may, or may not, take place in the same place.

ICH is the bond that connects young people to their homeland and to their ancestors, and it is the legacy that they will pass down to their children (Blumenfield & Silverman, 2013).

The Convention has raised worldwide attention, mainly in government cultural ministries – this is a huge benefit. The latest document about the convention (UNESCO, 2015) states that “efficient management contains a cycle of long, medium as well as short-term actions for the purpose of protecting, conserving and presenting the nominated property. In addition, it will contain relative cultural and social practices, economic procedures as well as other intangible dimensions like associations and perceptions”.

However, the safeguarding and intangible cultural heritage’s preservation has been a business which is rather expensive. It requires substantial financial outlay to identify and maintain them (Herzfeld, 2015). The Convention centred the responsibility for preserving and extending those traditions within their community of practice, and called for governments to figure out how to incorporate them into economic planning, educational programs and contemporary society. Kurin (2007) argues that while the state and UNESCO are interested in selected intangible cultural heritage for listing purposes that would bring them national and global prestige, to the local people and community, their intangible cultural heritage is what they consider as their living cultural traditions and they continue to practice them irrespective of whether the state or heritage bodies take notice of them or not. They are less concerned about the hype that surrounds heritage conservation and preservation and they continue to live their life around them.

Community involvement in ICH safeguarding is still in its infancy as claimed by Deacon and Bartolotto (2010, p. 39): “Though the Convention’s text has acknowledged a brand-new role for the social actors, in various kinds of nations the explanation of the concepts of ‘community’ and ‘participation’ are quite different and relies on institutional, political as well as cultural frameworks’. Therefore, the community cannot bear the responsibility of

intangible cultural heritage's safeguarding and management, the government has still been in a dominant position in China.

2.4 The theories of value

The theory of value has been considered to be a philosophical theory on the evaluation, standard, structure and nature of value. It mostly explores and assesses different kinds of material, spiritual phenomena and the meaning of the behaviours of people on individual, class and society, from the perspective of the demands of the subject and whether the object meets the subject's needs (Hartman, 1967, p. 384; Junankar, 1982; Peach, 1993; Hunt, 2015). Value theory is also a science on the movement and change laws of value relations between social things. Human understandings of objective world are classified into two categories: understanding of attribute, essence and movement law of various things in objective world; understanding of meanings of various things in objective world on human survival and development (Debreu, 1987, 28-37; Hunt, 2015; Winter, 2013a). It can be seen that; the theory of value is an integrate part of human scientific theoretical system. The interaction between social things is essentially the value effect, the movement and change of any social thing is generally driven by the pursuit of interest or pursuit of value (Findlay, 1970, p. 100). Almost all sciences have certain relations with value theory and are based on a certain value theory. Therefore, the theory of value is one of the basic theories of the whole social science and also an issue difficult to be avoided by any social sciences (Rescher, 2005, p. 140).

2.4.1 The value of heritage

Smith and Akagawa (2009) suggests that heritage discourses, no matter what the targeted content, indicate a measure and animation of ideas, memories, knowledge, behaviours and

values, the creation of heritage is actually a ‘value-added’ process (Kirshenblatt-Gimblett, 2004, p. 145). Following from a similar premise, Bendix (2009, 255) elaborated on heritage value: “*From the warp and weft of habitual practices and everyday experience actors choose privileged excerpts and imbue them with status and value*”. Smith and Waterton (2008, p. 48-49) have also stressed values to be a certain thing that one performs. They argue that an interaction should exist between heritage and values. “It is a mixture of understanding, feeling, reacting and doing”. They claim that “heritage has been produced to be part of a cultural procedure in which humans ascertain the emotions of belonging, association as well as a sense of themselves.” In other words, Heritage has been a meta-cultural production, which means it is a story, which tells about a practice (a group of people or a place), but is not the exact thing as that practice. ICH has been a sort of lived practice’s schematic diagram which produces a comprehensible and plausible link to an imagined past, which consists of official declarations, museum displays, educational programmes, festivals, video, and descriptions, etc. Being a creation, it is a set of choices, containing the choices about what aspects are or are not a part of a practice and to whom the practice does or does not belong. These aspects are the act of creation whose product show heritage’s biases-shaped and made by their approaches, nostalgias as well as prejudices to see the world.

Heritage value as an important and clear topic is considered to form a consciousness of heritage for people in special ways (Harvey, 2001; Howard, 2003; Pfeilstetter, 2015). In consideration of this, a great many likely meanings exist, which makes clear that heritage can be representative of a distinct people. Hewison and Holden focused on the three different kinds of the value of heritage that they had decided by their work (Holden & Hewison, 2006, p. 14-18). The first had been ‘intrinsic value’ which has been individually experienced and decides the way one feels linked to heritage. ‘Instrumental’ value means heritage’s ancillary impacts where it is adopted for achieving an economic or social objective. At last, ‘institutional’ value has been one

which is related to the techniques and procedures that organisations use in the way they work for creating value for the public. That is to say, the way a heritage organisation can approach its heritage's presentation and creation is value-laden itself. Throsby (1999) has made comments on the relations between economic value and the heritage's cultural value, which the interpretation of the 'Public Value' within the sector of heritage has illustrated as inescapably relative to a heritage's survival. In accordance with Throsby, tangible heritage is able to have economic value which derives from its physical existence and the value is able to be added by its intangible or cultural value. The same as other economic values, the prices rely on what somebody is prepared to pay for it and a lot of elements affect the decision. The point has been that the heritage values are at a constant flux and depend on the relationship that is outlined before that does not have a stable point of agreement and therefore are negotiated all the time. In addition, heritage can be on behalf of a "diversity of value" (Chung, 2009, p. 129). Knowing the value's essence and the way it is established could promote the understanding of heritage at present. Therefore, referring to heritage as "not as much an object as a suit of meanings and values" (Smith, 2006, p. 11) is useful, which can be considered within a framework of values used to comprehend the relevance and validity of heritage affected by distinct stakeholders.

2.4.2 Value in intangible heritage

The cultural inflections of value, forgetting and remembering, as well as ways of being are considered to be main impacts in heritage's corpus, both intangible and tangible. Being the presence, which is constructed socially in daily life, heritage has simultaneously been shaped (Graham & Howard, 2008; Winter, 2013b). Therefore, together with Marmion's point (2012, p. 30), intangible cultural heritage ICH has been an explained, framed and chosen reference to a past, one that is affected by the context in which it is presented and the unique situation,

background, values and motives of those who present it and the reasons why it is being presented. Firstly, the validity and relevance of ICH is influenced by different stakeholders' varying skill, experience and unique agenda. Secondly, the audience of ICH plays an important role in the appraisal of heritage, in turn interpreting and selecting a framed understanding of the past that is influenced by their values and experiences in much the same way as it is shaped by those who present it. Finally, ICH is a contemporary and value-laden interpretation of the past for the present (Marmion, 2012).

The intangible heritage of human experiences as well as the memory of the institution's core values needs to be given equal weight. For example, ICH was not the objectified remains, the only products or the documentations of these living cultural forms. It was not the songs which are recorded on digital forms, or sound tapes or their transcriptions. ICH has been the songs' true singing (Kurin, 2007; Regev, 2013). It is not the songs that were sung in any imitative or recreated form by performers, scholars or members of other communities. It is the songs' singing by the exact community's members who consider these songs to be theirs, and indicative of their identity to be a cultural group. It is singing by the people that nurtured the traditions and who are going to transmit the songs to the next generation in all probabilities (Kurin, 2004a). Stefano and Davis (2017) mentions that in Cuba it is common to see La Rumba, or traditional Yoruba songs, with exuberant Mulata dancers in cabaret shows, when tourist packages are offered, they often include visits to communities. What are generally selected are those communities deeply rooted in African traditions, and the tourist is offered songs that are actually from local tradition. This type of presentation simplifies and distorts the essence of these expressions. It is also possible that, with an eye toward gaining income, traditional festival activities are presented with a fake style in tourist centres and without the presence of the community members who actually practice the cultural expressions, and this can result in fictional representations of actual living traditions. The communities that truly practice the

traditions can, as a consequence of this appropriation, resent the lack of understanding and recognition their communities. Here, it is vital to have rules established defining the right of authorship applied to ICH and to its practitioners will be very complex.

When “cultural heritage” is classified into two sub-categories including intangible and tangible, they should not to be treated to be two unrelated and separate categories. Intangible cultural heritage is able to be rendered visible and material by (or may have its background as well as customary setting in) some establishments that are considered to be tangible cultural heritage (Hayward, 2010). The threatening of tangible cultural heritage’s existence may also threaten intangible cultural heritage’s existence and vice versa (Harrison, 2013b). As mentioned before, Smith regards seeing every heritage as intangible inherently as integrated to the challenge. “The factors”, she claims, contain the significance of acts of memory making and remembering, heritage’s dissonant nature and emphasizing political power’s presence in the procedure of heritage (Smith 2012, p.307). In most cases, government depicts the ways of an authoritative or official voice, namely, the state government, which controls access to knowledge of “the past” through ‘the heritage’, is able to affect “customs, habits, identities and even the population’s ideas’ (Wilson, 2010, p. 167).

Therefore, this study will collect information from different kind of stakeholders of ICH, take Kunqu Opera as an example, try to investigate and clarify their values, especially the unique intangible heritage values which are different from tangible.

2.5 Kunqu Opera

China signed the 2003 UNESCO Convention to help safeguard the Intangible Cultural Heritage inherent in Chinese culture. In an article from the 2005 agreement, China signed the ICH for the preservation of important cultural sites through a unique project using the appropriation of 46 million Yuan (US \$ 5.6 million). Over 50 million Yuan (US 6.1 million)

has been spent between 2005 and 2010 for Kunqu safeguarding (Wong, 2009), all in the context of items recognised under UNESCO's ICH.

As Kunqu scholar Zhang (2014) explains, the original term for Kunqu called "Kunshan qiang" Or "Kun Qiang". The term "Kunqu" dates from the Qing Dynasty (1644-1911). Simply by these names, one can understand that Kunqu Opera was initially a regional form of opera from Southern China. It embodies many older traditional and folk theatrical art forms (Huo, 2006). All these elements, arts and operas have enriched Kunqu Opera. Even though revitalisation was required, the Kunqu Opera became a national and popular dramatic form in the Ming and ensuing Qing Dynasties - maintaining its position for more than 200 years. As a superb manifestation of Chinese music and popular culture, Kunqu Opera, performed for nobles or aristocrats and commoners alike. It was the most popular style of national drama in the Ming and Qing Dynasties, and one of the canonical national and popular traditions. Over the centuries however, Kunqu Opera gradually became a highly refined, elegant, and elite art form, less accessible to the common people, especially in the twentieth century.

Generally speaking, the Kunqu script that is used to perform on stage is very long, with 30 to 50 scenes in a frame that are divided into four parts. Every scene of the tone is Kunqu Opera vocal style, which is also peppered with oral reading prose, speaking and daily conversation. Other movements and gestures are arranged in advance (Cai 2007).

In a kunqu script, basically, there is a cast, and each actor has a specific role. The gender and social status of each character are judged and defined through the voice, makeup and manner of speech. An actor must practice constantly to be able to stand out and master a variety of language forms from reciting lines, repeating speeches, and daily conversations. In addition, the actor also needs to learn the complex dance moves, not only to control the head and the facial expression, but also to control the movements of the sleeve (Shiqing, 2006).

Kunqu opera began to fall out of popular favour at the end of the nineteenth century. As Li

(2008) indicates, several factors contributed to its decline. First of all, the production of Kunqu plays stagnated, and their lyrics became too obscure for most people to comprehend. Secondly, Kunqu gradually became an art and entertainment for the aristocracy and the monarch, being performed more frequently before the imperial court and less frequently in public. Thirdly, Kunqu's themes became monotonous and its performing principles overly formalised and rigid. The plays became even longer, but their "melodies slowed down to a funereal level".

Although kunqu Opera faced many challenges, it did not really disappear. Especially in Kunshan, Suzhou, Shanghai and Hangzhou. Close to the Yangtze River downstream, Kunqu Opera still exists. Since the founding of China in 1949, the government has played the role of patron and teacher of the arts, including Kunqu Opera (Ji & Mark, 2013). Government investment founded by Kunqu Opera actor training institutions and the performance group, until the eve of the Cultural Revolution (1966-1976) was forced to shut down. Chinese leader MAO Zedong (1893-1976) launched the Cultural Revolution. From his point of view, traditional opera and folks are the important factors influencing society development; hence Kunqu Opera was considered harmful (Chen 2007). After the Cultural Revolution was ended, new leaders of China decided to energetically develop Chinese traditional culture, seeking for ancient art forms, and encouraging foreign investment. The development of Kunqu Opera is not only regarded as one of the programmes to effectively deal with the rapid growth of China's economy, but also a larger project of China's political development (Yang, 2011). Socialist spiritual civilisation as the core of the national political power in the start is used to regulate the behaviour of the villagers. In October 1979, Deng xiaoping put forward the socialist spiritual civilisation for the first time the world, and used this to supplement the discourse of socialist material civilisation in the world (Liu, 2013). Material civilisation to a certain extent, the representative of a country's economic developments, and the spiritual civilisation, on behalf

of the Chinese citizens own modernisation development, focus on moral, cultural exchanges, and ideological progress (Dydon, 2008, p. 88). The constant evolution of these civilisations and their connections may also serve as a reminder. The 'four haves' (四有) were originally promoted in every sphere of Chinese life, but were later included in Jiang Zemin's political ideas. In the late 1990s, Jiang proposed his political thoughts, namely four main points: comprehensive progress, comprehensive prosperity, high quality of the population, better quality, education and management. Then, in 2003, Hu incorporated socialist spiritual civilisation into his scientific outlook on development and joined the concept of harmonious society the following year. Dydon, after analysing the ideological civilisation of the communist party of China, interpreted the core of the civilisation as changing customs. It is because of tradition that people and things are touched; and in the actual teaching process, people and things have changed (Cook, 1995, p. 28). This idiom originated from the discussion in the music drama, which has the same purpose as the socialist spiritual civilization, namely, the management of the people (Neuenfeldt, 2007). Confucius once said that to govern good people, to relax, nothing is more effective than tradition. In Cook's view, the most effective way to change traditional customs and habits is through music. He also put forward the idea, when the music started, the relationship of the people is clear, the people's ears and eyes are sharp, in blood and its energy is harmonious with each other, even habits and customs of the people for a long time will be changed, the deadline of world peace (Cook, 1995). Cook regarded Chinese drama and music as a political concept rather than a double aesthetic of Apollo or Dionysus of Greek Mythology.

In contemporary China, Kunqu Opera retains its status as a national art form (Ai, 2011). In May 2001, as was widely publicised in the new media, UNESCO (2009) proclaimed Chinese Kunqu Opera as one of the nineteen "Masterpieces of Oral and Intangible Heritage of Humanity". According to UNESCO (2012), Kunqu Opera met the criteria of "outstanding value, roots in cultural tradition,

affirmation of cultural identity, source of inspiration and intercultural exchange, contemporary cultural and social role, excellence in the application of skills, unique testimony of living cultural tradition, and risk of disappearing". The communique from UNESCO affirms the influence of Kunqu Opera on Chinese performance art, further pointing out that the promotion and utilisation of Kunqu Opera will maintain cultural diversity (Genfen, 2014). Known for the integration of elegant dancing, dramatic literature and soulful singing, Kunqu currently fascinates both domestic and overseas audiences alike, by showing the combination of traditional performance and classical stories together with contemporary staging technologies and interpretations.

Currently, the fashion of Kunqu is important from a historical and cultural perspective, which attracts attention from all over the world. At present, Kunqu is immensely popular and is recognised and enjoyed throughout the world. With the support of domestic and overseas institutions, personal patrons and audiences, Kunqu in China is the classical opera. Kunqu provides people with an experience and artistic meeting with traditional China and in addition, are they are exposed to a useful method of negotiation with Chinese identities and culture (Zhang & Wang, 2009). Kunqu is presented in the form of Chinese characters, on stage that show cultural representation of Chinese minds and hearts and present stimulating crucial responses between Chinese and foreign audiences.

Kunqu is faced with the loss of its audience because of the intrusion of the global consumer entertainment industry. Along with economic globalisation, the interaction between culture and the economy has become extremely intensive and universal. Chinese national and traditional art forms like opera are being confronted by an aggressive global culture, bolstered by information technology. The loss of the Kunqu audience is inevitable (Zhang & Wang, 2009). Although it is a distillation of China's own literature, music, dancing and performing arts; it cannot compete with electronic music, rock music, or Hollywood for the younger audience. This is highly

problematic as the younger audience - the major target and market of cultural production, is fascinated by consumer popular culture (Ho & McKercher, 2004). Therefore, it is necessary to discuss the value of traditional art and how it related to its safeguarding and utilisation in China, take Kunqu as an example.

2.6 Summary

The chapter has reviewed literature and related core thoughts and methods on cultural tourism, which are related to the current research directly. It has assessed the heritage tourism's factors, intangible cultural heritage safeguarding and utilisation, and its situation in China, heritage and ICH values, specifically, Kunqu are presented as an example. Recognition of the value of ICH is, in fact, a complex concept related to the social sciences, humanities, folklore, and public policy. Within these parameters, however, ICH functions in the knowledge's limited body about its impacts and functions in the society, especially in regards to the historical and cultural background of China. This research presents a theory of ICH values and defines the relationships among ICH to safeguard and utilisation with greater cohesion and connectedness (Mourato, Kontoleon, and Danchev, 2002). For the purpose of achieving these values, the safeguarding field of ICH has to understand the nature and role of safeguarding in the context of Chinese society, such as how it is changing and who participates. From a more empirical level, it is necessary for us to understand how different stakeholder groups' values are constructed and contested, with regard to intangible cultural heritage. In addition, an investigation into how the values have been represented, through the evaluation of economic and social-cultural significance and how its significance can play out more effectively in safeguarding policy and utilisation, through better-negotiated decision making. Broadly speaking, this research seeks to develop theoretical or conceptual overviews to map the interplay of political, cultural, economic as well as other values where ICH safeguarding is

situated. According to Moshenska and Dhanjal (2011), from a pragmatic perspective, the synthetic overview may make clear how various disciplines can make contributions to the researches of safeguarding. Similarly, it may offer assistance and a context for the purpose of integrating diversified spheres of ICH utilization in tourism. This would comprise the final objective to elucidate how safeguarding procedures can be made more efficient to serve the society. The following chapter contains the methodology of the research, including the research design's qualitative and quantitative aspects.

Chapter 3 Research Methodology

3.1 Introduction

The literature review shown in the previous chapters has identified heritage values, and the relationship among values safeguarding and utilisation. Nevertheless, a relative shortage of academic interest exists in intangible heritage field, especially in China. Therefore, the study sets out to explore the relationship in ICH utilisation especially in China. This chapter interprets the study's research design and reports data collection's procedure. Firstly, methodology's theoretical items have been addressed within section 3.2, followed by ethical considerations and access within section 3.3. In addition, the data collection and the sampling methods are shown within section 3.4 and 3.5. The data analysis method is introduced within section 3.6.

3.2 Theoretical Background of Methodology

3.2.1 Research philosophy

The position of interpretivism related to epistemology and ontology is that interpretivists think the reality is relative and multiple (Hudson & Ozanne, 1988). Lincoln and Guba (1985) interpret that such diversified realities also rely on other systems for meanings, which makes it even harder to explain from the perspective of stable realities (Neuman, 2000). Interpretivists avoid severe structural frameworks like in positivist study and use a more flexible and personal research structures which have been receptive to capture meanings in the interaction of humans and understand what has been perceived to be the reality (Carson et

al., 2001). Thus, the interpretivist's research objective is to explain and understand the meanings in the behaviours of humans instead of generalising and predicting impacts and reasons (Hudson & Ozanne, 1988; Neuman, 2000).

The positivist ontology thinks that the world is external and that a single objective reality exists to every research condition or phenomenon despite of the belief or perspective of the researcher (Hudson & Ozanne, 1988). Therefore, they take a structural and controlled method to conduct the study through the identification of an obvious research theme, which constructs proper hypotheses and adopts proper research methodology (Carson et al., 2001; Churchill, 1996). Positivism is often seen as inextricably linked to objective knowledge. For example, if there is one real world (objectivism), positivists would be concerned with knowing the objective categories within that world.

Bryman (2016) recognises that the main conflict between positivism and interpretivism lies in the idea of a division between the stress on the interpretation of the behaviours of humans that's the positivist approach's major ingredient to the social sciences and the understanding of the behaviours of humans. From the perspective of the objective of the research on understanding ICH values and its multiple meanings for different stakeholders, the idea of "explaining" would be different with the previous value-laden nature of heritage. However, this research will also explore "how" ICH values impact ICH safeguarding and utilisation in China so that it is necessary to use a combination of methods.

In the light of research nature, the research cannot take the pure philosophical position. Therefore, the research is carried out from the philosophical perspective of pragmatism. Such a viewpoint is supportive to adopt the quantitative and qualitative data through the mixed method (Tashakkori & Teddlie, 2010). The benefits of both methods can be utilised as the

supplementary advantages to prevent the overlapping disadvantages of all adopted methods (Johnson & Turner, 2003).

Pragmatism can be defined as the “deconstruction paradigm” refusing the concept, i.e. “truth” and “reality”; on the contrary, the paradigm focuses on “what is effective” of the research being researched (Tashakkori & Teddlie, 2003, p.713). “Pragmatism refuses any selection related to paradigm conflict, proposes the mixed method in the research and admits that the value system of the researchers plays an important role in result interpretation” (Tashakkori & Teddlie, 2010). Different from the philosophical position supported by positivism and interpretivism, these positions appear to be deeply rooted in the above epistemology, ontology and axiological hypothesis; according to the pragmatism, priority shall be given to the research problems. (Lawal, 2009; Biesta, 2010).

3.2.2 Rationale of mixed research methods

The designs of mixed methods are those which combine the quantitative and qualitative methods into the study methodology of a multi-phased research or a solo research (Tashakkori & Teddlie, 2010). It is the third study paradigm, which adds a charming alternative study method (when it is proper) to qualitative and quantitative methods. Guba and Lincoln (1989) claim that quantitative and qualitative approaches have been the basis of the assumptions which are mutually exclusive and nearly no common ground exists between them. The strategies aren't commensurable. Leininger (1994) also claims that the quantitative and qualitative paradigms have been so basically diversified that they are not able to be reconciled. Nevertheless, mixed strategies' proponents are relative to pragmatism's philosophy as well as the compatibility thesis. The compatibility thesis has been the thought that qualitative and quantitative approaches are compatible while the scholars should adopt

the methods which work the best in the condition of the actual world. Several scholars (Johnson & Onwuegbuzie, 2004; Tashakkori & Teddlie, 2010) claim that it is necessary for them to adopt any method for the purpose of obtaining the optimum outcomes. The pragmatist's logical viewpoint is that neither quantitative nor qualitative approaches alone are enough to improve a full discussion. Therefore, it is necessary for them to be adopted in combination and they are able to complement each other (Creswell et al. 2003). Actually, the ultimate objective of every research project is to answer the questions which had been raised at the beginning of the project. Mixed strategies are helpful if they offer better chances to answer the research questions. Besides, the mixed strategies are helpful if they help scholars meet the criteria to evaluate the good of their answers rather than do sole approach designs (Tashakkori & Teddlie, 2010). It has turned out to be widespread in a lot of social sciences and applied disciplines in the last decades (Tashakkori & Teddlie, 2010). Punch (1998) claims that qualitative study pays more attention to the generation of theory while quantitative study focuses more on the verification of theory. Therefore, qualitative study is able to be adopted for the generation of theory while quantitative study is able to be adopted for the verification of theory in the research of mixed strategies. The main benefit of the research of mixed strategies is that it can enable researchers to answer exploratory and confirmatory questions in a simultaneous way. Thus, it is able to generate and verify in the same research (Tashakkori & Teddlie, 2010). Therefore, the mixed strategies in the study permit researchers to analyse in greater depth the procedures in qualitative strategies and test the hypotheses through quantitative strategies.

Consequently, both the quantitative and qualitative strategies have been adopted in the study. As both of the two fundamental strategies have been criticised by the other orientation's proponents, the mixed methodology field has developed as a result of controversy and as a pragmatic approach to use both methods' strengths (Tashakkori & Teddlie, 2010). Moreover,

every method of data has limitations and the adoption of various kinds of strategies is able to mitigate and some of the shortcomings from the other strategies (Creswell et al., 2003). Therefore, the designs of mixed strategies are used in the study for the purpose of incorporating skills from qualitative and quantitative study.

3.2.3 Research design

The methodological methods adopted in the study contain quantitative and qualitative strategies. For the purpose of developing a reliable research, the researcher attempt to adopt quantitative and qualitative strategies for answering subjective-constructivist as well as objective-value neutral questions. It is possible to have both exploratory/inductive questions and confirmatory/deductive ones in the same study. The mixed strategies contain the collection of quantitative as well as qualitative resources in a sole study, where the resources are generated sequentially or concurrently, and contain the integration of the resources or more periods in the research procedure (Tashakkori & Teddlie, 2010). The design has usually been adopted for developing a theory or model in order to examine the theory (Morse 2003). The study aims at identifying the relations between stakeholder values, ICH safeguarding and utilisation in intangible cultural heritage development in China. First, a qualitative method semi-structured question is adopted. Second, through the use of qualitative method, a Likert type scale has been improved by adopting attributes that are derived from the interviews and literature before for the purpose of forming the scale items. The instrument has been examined with 100 respondents in Suzhou, China. Later on, researcher revise the scale and obtain the validity and reliability of the statistics (Kieren & Morse, 1992). A quantitative study is implemented for the purpose of determining the values and testing the models which are relevant to the improvement of the cultural heritage. In accordance with Teddlie &

Tashakkori (2010), a “qualitative to quantitative” method should be accurate and independent methodologically and adhere to its individual assumptions of methodology. Therefore, every study within the research has been clear and all studies are congruent with their individual assumptions. In addition, the samples are clearer within the two strategies. A small purposeful sample is used by the qualitative method while a huge sample which is chosen randomly is used by the quantitative method. Due to the time lapse between the two studies, it does not seem that they have participants in common (Tashakkori & Teddlie, 2010). Consequently, through adopting the two strategies’ combination, researchers can adopt various kinds of data sources for the purpose of validating the findings.

The resources within the study had been sequentially generated and integrated in the procedure of the study. It aims at exploring the problems under the study and following up the analysis with quantitative resources. The qualitative strategies are adopted for helping to improving quantitative instrument and countermeasures (Steckler et. al., 1992). Therefore, the outcomes are responsible to study in a big sample and be inferred to a population (Creswell et al., 2003). Though behavioural and social researches had been controlled by quantitative methods in the 20th century, they are suitable to understand the knowledge (Tashakkori & Teddlie, 2010). Nevertheless, the recent behavioural and social studies’ examination conveys that mixed strategies are being adopted in an extensive way to deal with actual study items (Tashakkori & Teddlie, 2010). Significantly, social phenomena can be so complicated that various strategies are necessary to better understand such complexities (Caracelli & Greene, 1997). Mixed study has been the third main research paradigm, which has non-overlapping shortcomings as well as complementary advantages. The two researches are interdependent and offer a more comprehensive view compared to using only one method.

The methodology starts with the interviewing's qualitative phase, followed by the survey instrument design's quantitative phase. As there are two phases of the collection of data, through adopting the mixed strategies, researchers are going to report the procedure of data collection within two phases. Actually, the most particular case is the two phases' integration at the interpretation and analysis of the data after the collection of the qualitative and quantitative resources (Creswell et al. 2003). Therefore, the integration is able to identify the main constructs within the study to collect both types of resources in the first place and understand the significant interrelations between the quantitative and qualitative phases in the collection of resources. Researchers search for inquiring into the condition with a powerful stress on the description in the qualitative phase and with a thematic attention to the understanding of a central phenomenon. They are evaluated by adopting interviews to yield the resources and construct framework and design hypothesis. Three kinds of validity can be applied in the study. First, descriptive validity means an account's factual accuracy as reported by researchers. It is vital that researchers corroborate and collect carefully the descriptive data in the procedure of the collection of data for the purpose of ensuring its accuracy. Second, interpretive validity means the level to which researchers portray exactly the meanings of the participants about what's being explored. It refers that it is necessary for researchers to understand the thoughts and ways of thinking of the participants in the study. Third, theoretical validity means the level to which a theoretical interpretation improved by the study fits the resources (Johnson & Christensen, 2000; Glaser & Strauss, 1967).

3.2.4 Qualitative research methods

The first data collection has been implemented by adopting a qualitative method since it aims at investigating and describing the value problems and finally set up a theoretical model related to safeguarding and utilisation in intangible cultural heritage tourism. An interview

has been adopted for seeking clarity as well as a deeper understanding about the phenomenon as well as problems in more depth instead of just depict them from a superficial perspective as would be finished by using questionnaires (Eves & Dervisi, 2005; Breakwell, Hammond & Fife-Schaw, 2000). Therefore, a qualitative strategy is used in study 1, adopting semi-structured interviews which are a kind of form of the research interview. In addition, there are research approaches which are available to contain stakeholders in the planning of businesses, like citizen surveys, focus groups, nominal group technique sessions as well as drop-in centres (Yüksel, Bramwell & Yüksel, 1999). Try to measure intangible cultural heritage attractions' values which are generally centred on the surveys of questionnaires which are often prepared based on the interview researches, especially with focus groups (Yeoman & Drummond, 2001).

Primarily, a focus group has been planned on homogeneous groups. However, such a group intends to be controlled by at least one vocal individual and thus may create biased and skewed outcomes. In addition, researchers are worried about the difficulties to gather every chosen respondent for the same time slot. Consequently, the semi-structured interview strategy has been selected in the research, since it can yield an insight into the selected theme as well as an in-depth understanding. The respondents' interviewing has been standardised and different points among interviews have been minimized. At the same time, the interviewees have a lot of leeway in the ways to answer and make in-depth responses to the interviewers. Thus, it is a proper strategy in the research since it aims at identifying values' attributes (Tashakkori and Teddlie, 2010).

Moreover, semi-structured interviews of stakeholders have some features, which present their suitability of the research (Yüksel et al., 1999). First, the interviews have accurately the same questioning background; the respondents' interviewing has been standardised and the different points between interviews were able to be minimised (Bryman, 2016). Second, the

skill is able to permit all the respondents to equally express their views. There is no opportunity to control the interviews and discuss the problems with everyone in other groups of stakeholders (Ritchie, 1988). Third, interviewees have a lot of leeway in the ways to answer and make in-depth responses to interviewers. Significantly, it is vital to select appropriate skills on the basis of the objectives. The skill of semi-structured interviews is the technique to collect opinions, which is suitable for the research. The interviews are able to offer the chance to directly contact with stakeholders and obtain a detailed and broad data about the problems (Yüksel et al., 1999). Therefore, it is able to obtain stakeholders' more concrete opinions on Chinese intangible cultural heritage and explore interviews' potential value with stakeholders.

The interviews occur with various kinds of stakeholder groups which are influenced by intangible cultural heritage tourism in Suzhou, China. More and more focus on the stakeholders' involvement has been witnessed in the research of tourism (Yüksel et al., 1999, Sautter & Leisen, 1999; Jamal & Getz, 1995; Ritchie, 1993; Inskip, 1991; Haywood, 1988; Gunn, 1988; Murphy, 1983). Freeman (1984) describes that the tourism stakeholders contain residents, activists' groups, tourists, national business chains, competitors, government, employees as well as local businesses in the broadest sense (p.55). The sample in the research is made up of gaming operators (dominant businesses), and important government bodies' representatives (government officials of cultural and tourism bureau) and core individuals or groups (operators, actors, club members) related to intangible cultural heritage tourism. Therefore, the sample had been a mix of the core influential representatives within the community in China, and researchers required them of the proposals and existing problems and recommendations on the schedule and future improvement. Researchers understand that the findings' validity rely on the ways that interviewers arrive at the specific explanation since every explanation is subjective (Altheide & Johnson, 1994). Thus, the interviews

attempted not to create their explanations but made sure that outcomes had been conscientious analysis's product. It required the interviewers' continuous justification as well as their motives' relentless internal assessment to interpret a specific approach (Brinkmann & Kvale, 2015).

The first research aims at identifying the constructs as well as attributes which are relative to the values in intangible cultural heritage tourism. The outcomes from the research ought to offer information as well as insights which are quite precious to improve a quantitative (survey) study. Therefore, Study 1 analyses the resources generated by means of personal interviews by adopting the qualitative method (Strauss & Corbin, 1990; Glaser, 1978). A qualitative method contains the use of a systematic set of procedures for improving a phenomenon inductively (Strauss & Corbin, 1990; Charmaz, 2006). It is proper to create a theoretical model in the tourism and hospitality fields, which has not existed primarily or judged to be insufficient (Mehmetogulua & Altinay, 2006). It is an interpretive methodology which identifies by applying inductive reasoning and involves emergent topics (Mehmetogulua & Altinay, 2006; Glaser & Strauss, 1967). It asks researchers to develop a theory with no prior hypotheses to interpret it. Nevertheless, Thomas and James (2006) argue that it is impossible to free oneself of preconceptions in the analysis and collection of resources in the way that Strauss and Glaser advised. Backman and Kyngäs (1999) imply that it is specifically hard for researchers to think clearly about the theme region with no preconceptions. Denscombe (2003) claims that there is a risk to collect a theory from the resources with no complete literature review at the primary stage of a research.

In this research, the literature review has been implemented and shown in literature Chapter above. Though Strauss and Corbin (1990) argue that it is effective for scholars to pay too much attention to the original researches and fail to discover things by themselves. A qualitative study does not refuse the current literature as well as the primary knowledge of the

researchers (Tan, 2010). Therefore, on the basis of the advice from Tan (2010), it is essential to keep an open mind at the time of analysing data and reviewing the literature. It is helpful for researchers to cultivate theoretical sensitivity that means researchers' competence, skills, understanding, as well as knowledge to see resources with analytic depth. It decreases the danger to miss some related literature and acknowledge the potential impact of the individual biases of researchers.

3.2.5 Quantitative research methods

A quantitative strategy was used within Study 2. The survey has been a design which is adopted most frequently in dissertations in the fields of tourism and leisure (Finn, Walton, & Elliott-White, 2000; Smith, 1995), which has also been strengthened by different kinds of academic journals on the theme. It is able to offer data about the allocation of a wide scope of the features of humans as well as the relations among the features (Robson, 2007). Moreover, Smith (1995) argues that surveys are the most significant source of data for decision making, planning as well as the analysis of tourism. The common survey instrument is a series of printed items in an interview plan, or in the form of a questionnaire and it aims at obtaining effective and reliable resources on the theme which is being studied (Finn et al., 2000). The items in the questionnaire were designed on the basis of a review of Study 1 and the literature. It was finalised and revised after the pilot -test on the basis of the feedback from tourism's academic scholars, as well as a pilot sample of 100 Kunqu stakeholders in Suzhou. Therefore, the survey instrument's content validity was deemed to be adequate. A free-response technique had been adopted within a face to face survey for the purpose of studying the perceptions of values of the visitors in intangible cultural heritage, particularly, investigating the relationships among values, safeguarding and utilisation. Securing

involvement has also been a technical matter. It is able to secure a high level of involvement to the survey from respondents (Robson, 2007).

3.2.6 Questionnaire design

According to the theory of business management, in the process of marketization of ICH, it can be clearly known that tourism operators and marketers usually divide the market for their products and services according to the characteristics of tourists, including demographics, geography distribution, and psychology of consumers. Specifically, demographics help to understand the types of visitors who participate in cultural heritage tourism. The demographics also include a range of ICH traveller information on the education level, gender, age, income level, and working circumstances of the consumer (Bathelt, 2006; Buzinde, 2007).

Gender is the standard parameter in the survey, referring not only to the physiological characteristics of the person, but more importantly to the role of social construction. It is important to collect information about the gender of the respondent to classify other features collected (Kazi & Khalid, 2012). In addition, age is one of the basic parameters collected in the survey because it affects consumers' behaviours and values. Information about the situation and behaviour of a particular age group can be used to interpret the data collected from the questionnaire (Kazi & Khalid, 2012). In actual data collection operations, researchers can use a variety of methods to collect information about the age of participants. For example, researchers can ask participants to indicate their age, or they can be asked to provide a full date or month and year of birth (Kardorff et al., 2004). The latter has an advantage; it is easier for people to remember their date of birth, and too much discussion age is not a pleasant experience for some respondents (Kardorff et al., 2004).

In terms of income, the researcher believed that a person's travel behaviour is largely influenced by their economic situation, and there is a big difference even between part-time and full-time work income (Kazi & Khalid, 2012).

The importance of education is largely recognized in social science research now (Kazi & Khalid, 2012). Education is also often used in mature questionnaires to assess outcomes in the consumer market, for example, whether people with higher education are more likely to choose an ICH that is more difficult for ordinary people to understand. In addition, there is controversy about whether information about the location should be collected in the survey, especially in social science surveys. However, the issue of geographical discrimination is a sensitive issue in China. Due to the different geographical definitions, there are great possibilities in different regions (Kardorff et al., 2004). Therefore, respondents were asked if they were born locally or elsewhere in China, or Chinese in other regions, such as Hong Kong, Macau, or Taiwan. For political reasons, ask respondents from Taiwan if they are "Chinese" caused a few problems, the results were some questions that they refused to answer. However, the researchers believe that it is still necessary to collect the geographical information of the respondents because this important information helps the operators and marketers of ICH tourism to determine the wishes and requirements of consumers according to the rules summarized.

In addition, according to the general analysis method, the geographical distribution of consumers should be divided according to the location where tourists live all year round, which helps to understand the motivations of tourists' needs, travel, and visits when visiting ICH destinations; The theoretical basis of psychological characteristics is that people's behaviour is influenced by their attitudes, and people's attitudes are formed based on various backgrounds and habits of their personal lives. Respondents were then asked about the time and budget of the trip, which would help to better statistic Kunqu as a tourism product that

would be attractive enough for visitors to contribute to the local tourism industry. Finally, respondents were asked to tell the most direct experiences about Kunqu, which will largely determine whether they would like to visit again and whether they would like to recommend Kunqu to their families and friends, the researcher believed that the audience is satisfied to reflect the utilisation prospects of Kunqu as a tourism product and whether it provides a good consumer experience for consumers.

Hall (2008) believes that demographic characteristics and geographical distribution characteristics are objective factors because these characteristics are easier to identify and measure, and consumer psychology characteristics are subjective factors because it is more difficult to measure. These statistics for tourists will provide more justification for the discussion of ICH utilisation.

Therefore, the questionnaire is divided into three parts. The first part is about the background information of the participants, mainly to analyse the socio-demographic factors of the respondents. The second part is about the respondents' specific views on the value of ICH, the relevant questions are based on ICH literature and interviews. The main point is to examine the respondents' views on the different values of ICH. And the degree of emphasis, because the most important point in the survey is to understand the preferences of the information provider because the information provided is meaningful to the consumer only when the consumer understands and correlates (Van Rijswijk & Frewer, 2012). The third part of the questionnaire is mainly to discuss the degree of satisfaction of respondents with the existing measures of ICH safeguarding. At the same time, the fourth part is mainly to collect the specific views of respondents on ICH utilization. The Likert Five-Point Scale ensures that consumers are able to respond most accurately and intuitively to what is mentioned in the questionnaire.

3.3 Access and ethical considerations

Ethical behaviours were significant in the research and it was of great necessity to be concerned with problems such as respect and honesty for the respondents' rights. On the basis of Veal (1992), a series of guidelines for the survey of the tourism had been carried on in the research including non-personal questions, fairly innocuous, short interviews (nearly three to four minutes), as well as anonymity. On the contrary, the ethical guidelines of the Social Research Association's (2003) claim that it is necessary for researchers to responsibly implement their work in light of the society's legal and moral values (p.11) and be responsible for protecting subjects from undue harm arising as a result of their participation in study (p.14). Therefore, researchers followed the two guidelines and made sure that the study was ethically implemented throughout the overall research procedure.

In the primary stage of the qualitative research, interested stakeholders had been briefed for the research, as well as the processes before the interviews. Later on, appointments had been produced for an agreed place and time for the interviews. In the initial state of the interviews, participants had been assured of the information's confidentiality. In addition, they had been informed that they were able to withdraw at any point from interview process. Regarding the interviewees who were uncomfortable with the tape recorder, notes were taken and checked as to the recorded dialogue. Actually, 22 respondents (accounting for 95.4% of the total respondents) admitted to being recorded. However, everyone gave their permission under the circumstances as it was necessary for researchers at the end of the interview process, the researchers left their contact information, including telephone number, etc.

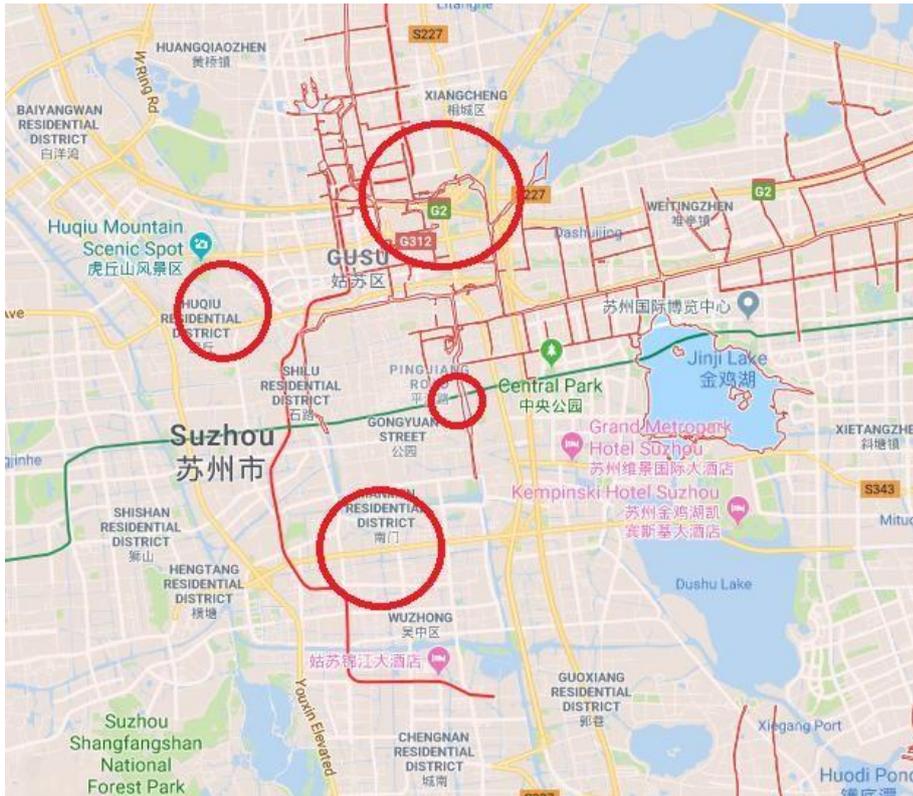


Figure 3.1 Data collection area in city of Suzhou. (Google, 2023)

In the period of the quantitative study, the researcher administered the questionnaires survey with the help of eight assistants living in China. In order to avoid any misunderstanding, all the assistants were responsible for questionnaire sending. Any related questions about the survey were answered by the researcher only. The questionnaires were sent to Kunqu Theatre of Suzhou, the place most visited in Suzhou by the majority of Kunqu audiences. The Kunqu theatre of Suzhou had been chosen to be the single best place to collect data for the quantitative research, for the purpose of providing the research in a similar background for every audience. Participants in the survey had been contacted when they visited a Kunqu show. All interested visitors had been briefed for the survey's processes and research. In the process of collecting data, they had also been monitored by researchers to make sure that the entire process went as smooth as possible, and that the data was relevant. In terms of the respondents that admitted to take part in the survey at the point of contact, the interviews were carried out promptly. At the initial stage of the survey, respondents had been assured of

the confidentiality of their data. In the latter stages of the survey, the researchers' contact information had also been offered for every enquiry. The questionnaires had been prepared in two languages (Chinese and English). Since several interview questionnaires and transcripts would need to be translated from Chinese to English, it was vital that translators precisely understand the themes involved. Moreover, the researcher was the sole person to make transcriptions of the interview transcripts from digital to word documents. This was to ensure the document's precise meaning. Additionally, it was significant to follow strict conventions in the writing field notes and insist on a consistent theoretical orientation. For the purpose of ensuring the validity of the translation in questionnaires, the backward translation is adopted for the questionnaires and the interview questions for the purpose of ensuring that the questions will be precisely translated. A pilot research is also produced for testing the measurement scales and interview questions in the survey questionnaire prior to the collection of the core data for the research to develop clarity.

3.4 sampling strategy

3.4.1 Semi- structured Interviews

Through the use of the semi-structured interviews, the interviewees have been offered precisely the same questioning background. The respondents' interviewing is standardised and the different points between the interviews are able to be minimised. At the same time, the interviewees have a lot of leeway in the ways in which to answer and make in-depth responses to the interviewers. In addition, semi-structured interview can better encourage interviewees to freely express their ideas because it has less restriction. It should be noted that the interviewees are purposively selected for qualitative study.

In order to conform to the research's qualitative-explorative nature, purposive sampling has been applied. Judgmental sampling is a non-probability sampling technique where the researcher selects units to be sampled based on their knowledge and professional judgment. The process involves nothing but purposely handpicking individuals from the population based on the authority's or the researcher's knowledge and judgment. (Patton, 1990).

Furthermore, the interview can better guide interviewees to give answers expected by the interviewer. Symon and Cassell (2004) claim that the sampling advantage in interviews contain greater control over the selection of respondents, as well as more flexibility, context and depth in the enquiry procedure. Therefore, a proper strategy had been used in the study in order to clearly identify the ICH values' attributes. Interviews had been implemented for the purpose of better understanding the value items in intangible cultural heritage tourism. A qualitative enquiry pays specific attention to the smaller samples. Patton (1990) implied that a purposeful sampling relies on the selection of data-sufficient cases for in-depth research where people are able to learn a lot about problems of central significance to the enquiry.

Additionally, the approach to pick a homogeneous and small sample had been used for the purpose of bringing together people with similar experiences and backgrounds in order to take part in the interviews that concern values' attributes. Cresswell (2007) suggests that a heterogeneous population would require between 25 and 30 interviews, and semi-structured/in-depth interviews require a minimum sample size of between 5 and 25 according to (Kuzel, 1992 cited in Crabtree & Miller; and Cresswell, 2007). The details of respondents are as follows:

| No. | Age | Gender | Organisation | Position |
|-----|-----|--------|--|----------------|
| 1 | 50 | Male | Kunqu Theatre of Jiangsu | Manager |
| 2 | 52 | Female | Suzhou Municipal Bureau of Tourism | Section member |
| 3 | 48 | Male | Suzhou Municipal Bureau of Tourism | Section member |
| 4 | 44 | Female | Suzhou Kunqu Theatre | Vice manager |
| 5 | 55 | Female | Faculty of tourism, Southeast university | Vice Dean |
| 6 | 47 | Male | Taoran Kunqu Club of Beijing | Instructor |
| 7 | 66 | Female | Taoran Kunqu Club of Beijing | Instructor |
| 8 | 38 | Female | Taoran Kunqu Club of Beijing | Member |
| 9 | 46 | Female | Intangible cultural heritage department of Suzhou culture and publication bureau | Vice-director |
| 10 | 47 | Male | Faculty of tourism, Southeast university | Researcher |
| 11 | 42 | Female | Faculty of tourism, Southeast university | Researcher |
| 12 | 32 | Male | Faculty of tourism, Southeast university | PhD student |
| 13 | 26 | Female | Faculty of tourism, Southeast university | PhD student |
| 14 | 23 | Male | Suzhou Kunqu Theatre | performer |
| 15 | 33 | Female | Intangible cultural heritage department of Suzhou culture and publication bureau | Officer |
| 16 | 50 | Male | Suzhou Kunqu Theatre | Performer |
| 17 | 38 | Male | Suzhou Kunqu Theatre | Performer |
| 18 | 46 | Male | Intangible cultural heritage department of Suzhou culture and publication bureau | Officer |
| 19 | 40 | Male | Intangible cultural heritage department of Suzhou culture and publication bureau | Officer |
| 20 | 38 | Female | Kunqu Club of Nanjing | Member |
| 21 | 38 | Male | Kunqu Club of Nanjing | Member |
| 22 | 52 | Female | Kunqu Theatre of Jiangsu | Performer |

Table 3.1 Interviewee information of semi-structured interview

Therefore, a total number of 22 interviews from both the private and public sector departments had been implemented in Suzhou, classified into four groups of stakeholders and the number of interviews for each was as follows: troupe performers, local government officials, local community and academic researchers. The local government officials contained involved most in the improvement of cultural heritage. The cultural operators had

been contained since the cultural property is also valued by government except tourism institutions. The individuals who were related to cultural heritage tourism were able to convey their ideas from the perspective of local residents and additionally, the interested organisations contained a representative from communities.

3.4.2 Surveys

A questionnaire survey on the basis of the data generated from audiences of Kunqu, and a quantitative strategy had been used. The survey aimed at investigating the overall ideas about value items on ICH tourism in Suzhou, China. When the quantity of research sample is increased, the error of research results will be reduced accordingly (Hurst 1994). The literature indicates that the ratio between the size of the sample and the number of the items should surpass a certain minimum and be more than 1:5 (Hinkin, Tracey & Enz, 1997). In response to the demand of researcher, many programmes which are designed for quantitative analysis make various kinds of analytical adoption of numerical resources. Path Analysis has been a causal modelling way to explore the correlations in a defined network. The strategy has also known to be Structural Equation Modelling (SEM). SEM is a hybrid of factor analysis techniques as well as diversified regression, which belongs to the general linear model family. SEM explores the relations between latent variables through the combination of the strengths of diversified regression, as well as factor analysis into a sole model which is able to be statically examined. The sample of the study relies on the complexity of the model together with many other elements (such as missing models, the data's normality). A majority of the scholars might make recommendations by adopting sample sizes of more than 200 or 5-10 cases per parameters (see Cohen, 1988; Kline, 2011). However, some of the most recent simulations researches (Sideridis et al., 2014; Wolf et al., 2013) recommend quite small sizes of samples to be adequate. The tourism year book of Jiangsu (2015) reported that there were

at least 150,000 people visit Suzhou theatres in 2015 alone. In accordance with Leedy and Ormrod (2001), a sample of 400 is going to be sufficient if the size of population reaches at least 5000.

A face to face survey strategy is used in the study. Nevertheless, a pilot research had also been undertaken before the collection of the major data for the study in order to test the survey questionnaire and the measurement scales. The target respondents had been the Kunqu audiences. Overall, 800 sample sizes were selected through convenience sampling. The questionnaires were sent to the Kunqu Theatre of Suzhou, the place most visited by intangible cultural heritage enthusiasts, and the targeted respondents had been randomly approached on public holidays, weekends, as well as weekdays. An overall of 800 questionnaires had been delivered, and 525 usable samples had been gained, which resulted in a high response rate of 65.6%. Audiences had been approached in the morning, afternoon, evening and at night, for the purpose of minimising the biases of selection.

3.4.3 Pilot study

The pilot studies had been produced for quantitative and qualitative researches as in the research protocol. The role of pilot research is to assess research feasibility, and find out problems may be occurring in the future, and improve the research efficiency. Significantly, it would ensure that related resources had been generated. The pilot researches made the researcher refine the research design in order to better prepare for the major researches' subsequent fieldwork.

In terms of semi-structured interviews, efforts had been made to consult academic staff in the field of cultural heritage tourism regarding the list of interviewees. This was helpful in order to approach the right respondents and to gain related resources. The researcher explained to

the interviewees before the interviews that the recorded resources could be maintained confidentially and adopted just by the researcher for the specific study. An increasing number of respondents agreed to be recorded under such a context within the major research. Efforts had been made for the survey to maximise the chances of enlisting participants. The fieldwork had been implemented at peak tourist season, as well as the fieldwork sites' peak stage for the purpose of receiving the largest number of visitors.

In addition, the questionnaire had previously been tested by adopting 100 audiences in Suzhou in terms of the items' appropriateness, the format of the questions, as well as wording for the purpose of identifying potential ambiguities and biases. The survey instrument had been finalised and revised on the basis of the feedback from a pilot sample of 100 audiences of Kunqu, together with five academic researchers. Moreover, the survey instrument's content validity was deemed sufficient. The scale reliability's Cronbach α outcomes for the pilot examination were as follows: values (.769), safeguarding (.809), and utilization (.724). The study was made in the Kunqu Theatre of Suzhou to ensure the designed questionnaire's reliability. Minor modifications had been made on the basis of the comments generated from the pilot research together with comments by academics. Modifications had been produced in respect of the items' appropriateness, the format of the questions, as well as wording. The empirical research resources had been generated over a period of two months from audiences visiting the Kunqu Theatre in Suzhou, a significant and well-known ICH performance in China.

3.4.4 Reflecting and refining research design

Generally speaking, the pilot researchers identified that the study instrument was sufficient and the design of the research was viable. Following piloting of the structured survey, the questions were deemed proper. Therefore, they had been left in the questionnaire.

Nevertheless, some items have been identified. First, it was not easy to make sure whether the participants of the survey were Kunqu audiences since Suzhou Kunqu theatre is an open area, therefore, the researcher asked the respondents to show their Kunqu tickets to confirm it. Second, the researcher has to clearly explain the questions in English to non-Chinese audiences in order to have a thorough understanding of the respondents' thoughts. Third, some of the interview respondents refused to record the dialogue by recorder, so researchers could not record the full dialogue and took notes instead. In addition, a number of respondents answered too briefly and it was necessary for researchers to adopt different kinds of probing skills to encourage further explanation as well as elaboration. Fourth, several respondents (especially from government) were not the primary targeted stakeholders for whom they had been the representatives. They would have politically considered desirable responses and showed "favourable" ideas. It was also a challenge to control the theme during the interviews. It would have influenced the collected data and made the findings harder to explain. Finally, several respondents expected to deviate from the questions and put forward many problems that were not relevant.

3.5 Data collection

The data for this research are collected in 2016. A mixed-method strategy had been used containing questionnaire survey, as well as semi-structured interviews. A variety of sampling methods had been adopted in the two strategies. purposive sampling had been adopted in semi-structured interviews while the survey fundamentally adopted convenience sampling. The two data collection methods' details are as follows in section 3.5.1.

3.5.1 Qualitative research methods

The question design of this interview is based on the different opinions of Chinese ICH stakeholders about ICH values. On the basis of the literature mentioned above, all the interview sessions lasted around 30 minutes. None lasted more than 60 minutes. It also avoided the sudden decisions of the respondents that too much time had been spent on the interviews, which influenced adversely the contents. Participants within the interviews had been contacted earlier and interested visitors had been briefed for the study and how the interview process would work. Appointments had been made with those who were willing to take part in the interview and a specific time and place was agreed. The interview sheet included questions in both English and Chinese. At the initial stage of the interviews, the participants had been assured of the confidentiality of their data. They had also been informed that they would be able to withdraw from the process at any given point. The interviewees had been required to orally convey their ideas and assess the value attributes in cultural heritage tourism. For the purpose of generating and enriching responses, the interviewers were equipped with a series of questions of which the objective was to encourage interviewees to describe their preferences and comments in detail. A tape recorder was used whenever there was agreement by the participants. Scholars left contact data with the participants in case of further enquiries.

Although the most of the participants were Chinese Mandarin speakers, English questions were also available for further understanding of questions. Consequently, English and Mandarin Chinese had been adopted in the interviews. Every interview had been recorded digitally. Researchers facilitated the recalls and permitted delayed responses by using paraphrasing and probing questions (Wong, Cai & Hsu, 2007). Applied to qualitative approach in the data analysis of Study 1, theoretical sampling had been selected in response to the research. Theoretical sampling finds categories and improves the interrelations into a

theory (Glaser & Strauss, 1967). The theoretical sampling aims at exploring the dimensional range or various kinds of situations of the definition's features which are being analysed (Wilkes, Hemmington & Daengbuppha, 2006; Strauss & Corbin, 1990). Nevertheless, it is just as relevant to the theoretical and conceptual improvement as well as searching for generalisability or representing a population (Charmaz, 2006). Researchers discussed and coded the resources after the collection of the resources and determined what resources to further generate for the purpose of developing theory (Goulding, 2002; Lowe & Connell, 1997). The sampling began with resources, which constructed tentative thoughts about the resources and next examined the thoughts by further empirical enquiries (Charmaz, 2006). Memo-writing directly causes theoretical sampling since the researcher planned to refine and describe the theoretical categories in detail. It was helpful for researchers to implement theoretical sampling relying on having already identified categories (Charmaz, 2006). Therefore, the size of the sample was not defined before for the purpose of gathering the most related resources about the phenomena. It is also helpful to explicitly define the categories. Creswell (1998) advises that a particular grounded research theory contains 20-30 interviews. Therefore, 22 interviews were considered suitable for this study.

3.5.2 Quantitative research methods

The four-page questionnaire consisted of four parts. The first part measured respondents' different values of Kunqu, while the second measured variables relative to the safeguarding in the tourism. The third part measured the utilisation the Kunqu. The value attributes' scale within the first part had been prepared from the proposal of Throsby together with Study 1 (2001). The study of Fredheim & Khalaf was also used (2016). The values had been chosen carefully and amended on the basis of their related literature. In the second part, based on the

researches of Holtorf (2004), Smith (2006) and UNESCO (2003), the measurement of safeguarding attributed had been improved. The third department modified from Kurin (2004) and Mydland and Grahn (2012) for the purpose of developing the utilisation's measurement scale to understanding the overall strategy of Kunqu in Suzhou. This would also include, the likelihood of tourism supporting ICH utilisation in future similar intangible heritages. For the purpose of determining if a relation exists between the features of the audiences and the degree of specialisation, demographic resources containing nationality, the level of education, age, income, occupation had been tested in the fourth department. The questions aimed at eliciting the views of the respondents on benefits for Suzhou as the destination of ICH after their holiday experience. A five-point Likert type scale ranging from 'strongly agree' to 'strongly disagree' was employed as it has been most recommended by the researchers that it would reduce the frustration level of patient respondents and increase response rate and response quality. (Finstad, 2010). When people use a 5-point Likert scale, the person answering the question can, supposedly, better understand what option he or she should choose for his or her answer. Leung (2011) advised that the researcher can use a 5-point scale for a larger study ($N > 100$), but in a smaller study ($N < 100$) use 7-point scales for better data distribution. Therefore, the researcher uses 5-point likert scale in the questionnaire design.

The data was collected in July and August 2016. For the environment of this research, the survey data was gathered from the audiences of Kunqu Opera in Suzhou. According to government reports, currently there are more than 2,400,000 Kunqu audiences living in Suzhou and other cities of China (Ministry of cultural and tourism of China, 2016). As recommended in approved statistics literature (Hoyle, 1995; Jackson, 2003; Kline, 2005;), if the targeted population is more than 50,000 then the following formula should be applied for calculating the sample size: Necessary Sample Size = $Z - \text{Value}$ (e.g., 1.96 for a 95% confidence level) $\times 2 \times \text{StdDev} \times (1 - \text{StdDev}) / (\text{margin of error})^2$; Therefore,

$$N=3.8416 \times 0.5(1-0.5)/0.05 \times 0.05=384.16 \text{ (Smith, 2013)}$$

On the basis of the recommended literature through the use of confidence intervals of 5% and confidence levels of 95%, a minimum sample size of 385 has been regarded sufficient for the existing research (Franc & da Silva, 2009). The target respondents were the Kunqu audiences, with an overall sample size of 800, chosen via convenience sampling. The questionnaires were sent to the Kunqu Theatre of Suzhou, the place most visited by intangible cultural heritage enthusiasts and the targeted respondents had been randomly approached on public holidays, weekends, as well as weekdays. Overall, 800 questionnaires had been delivered and 525 usable samples had been gained, which resulted in a high response rate of 65.6%. Audiences in the morning, afternoon, evening and at night had been approached for the purpose of minimising the biases of the selection.

3.6 Data analysis strategy

The researcher integrated the components of quantitative and qualitative studies at the interpretation and data analysis stages after collecting the data. Changes in software have opened up brand new possibilities to work with the types of mixed data. Boundaries between textually and numerically based studies have become less obvious. It is possible that data can be transformed readily from one type to another type, which makes achievable integration of analysis strategies and data types (Bazeley, 2007). Data generated in the interviews should be converted into a computer-friendly format. The inferences have been discussed, improved and further grouped into categories as well as themes. The 15 interview questions were able to be grouped broadly into some regions and themes which were clearly identified following the interviews. The literature presented in the quantitative research stage highlighted that respondent's preferred verbal as opposed to numerical labels (Case & Haley, 1979). Different

survey outcomes also presented challenges that respondents were inclined to overuse the extremes of a numerical scale which had verbal anchors at the ends (Clark, Noelle-Neumann, Hippler, Knauper & Schwarz, 1991; Shulman, 1973). Thus, verbal labels in the research had been adopted for all questions.

3.6.1 Qualitative research

3.6.1.1 Data Analysis Methods

In accordance with Barroso and Sandeloski (2003), the findings of the research are able to be placed on a continuum which indicates the level of the data's transformation in the procedure of data analysis from description to explanation. Being an independent qualitative descriptive method, thematic analysis is mostly depicted to be "a strategy to identify, analyse and report models or themes in data" (Braun & Clarke, 2006, p. 79). Additionally, it has been introduced to be a qualitative descriptive approach which offers main skills to researchers to conduct a lot of other kinds of qualitative analysis. It has been proposed that thematic analysis which is considered to be effective and flexible research instrument offers a detailed, rich and complicated data (Braun & Clarke, 2006). It is obvious that thematic analysis contains the identification of ordinary threads which expand through a series of interviews or a whole interview (DeSantis & Ugarriza, 2000). In accordance with Braun and Clarke (2006), the procedure of data analysis within thematic analysis is presented in table 3.2:

Table 3.2 Processes of data analysis in thematic analysis (Braun & Clarke 2006, 87)

| Analysis phases | Descriptions |
|-----------------------------------|--|
| Familiarising with data | Transcribing data, reading and rereading the data, noting down initial ideas. |
| Generating initial codes | Coding interesting features of the data systematically across the entire data set, collating data relevant to each code. |
| Searching for themes | Collating codes into potential themes, gathering all data relevant to each potential theme. |
| Reviewing themes | Checking if the themes work in relation to the coded extracts and the entire data set, generating a thematic map. |
| Defining and naming themes | Ongoing analysis for refining the specifics of each theme and the overall story that the analysis tells, generating clear definitions and names for each theme. |
| Producing the report | The final opportunity for analysis. Selection of vivid, compelling extract examples, final analysis of selected extracts, relating back of the analysis to the research question and literature, producing a report of the analysis. |

In the first part of the research, analysis is mainly inductive, in which the qualitative data has promoted analysis. During the initial interpretation of data, the theoretic analysis is carried out. Variables of value, safeguarding and utilisation determined in the literature review can be applied to these findings.

3.6.1.2 Procedure of data analysis

At the qualitative analysis stage, the purpose is to gain further understanding of ICH values, safeguarding and utilisation of stakeholders; to identify the key point of each section then process them into a theoretical model. For the purpose of analysing the 22 interviews, a detailed translation, as well as transcriptions had been undertaken. All the participants were required to reply the questions about their awareness of the ICH safeguarding and utilisation and their value of ICH. Participants were asked to describe their personal thinking towards ICH. Furthermore, what they think about ICH and the feeling they have towards ICH policies. Additionally, they were required to identify ICH's effect and to elaborate on how ICH connects to their daily life/future ambitions. The next stage is the analysis from the complete recordings and translation of semi-structured interviews. Every semi-structured interview is rerecorded to ensure that the details have been captured correctly (Boyatzis, 1998). In this research, the subject analysis is used to analyse interview data. This technology can be defined as a way of: observing, understanding and analysing the process, analysing and interpreting the qualitative data (van Teijlingen & Pitchforth, 2006). This method also enables the researchers to identify, analyse and report the models (subjects) in data (Braun & Clarke, 2006). Thematic analysis contains systematic identification and development of codes and subjects interpreted from data.

Many advocates of qualitative research, containing Silverman (2011), Hennink et al. (2011), Flick (2009), as well as including Patton (2002), have supported the electronic software's adoption in analysing qualitative data. Nevertheless, it is significant to notice that the use of qualitative data analysis of software cannot substitute data analysis's task. On the contrary, the software is just the instrument which is helpful for the procedure. Before deciding to analyse and use software package (for example, NVivo manual), the researchers have learned about how to use the qualitative analysis software. They even took part in the related training

courses in order to obtain detailed knowledge of the software functions and operations. In workload reduction and storage record safety, the software package is convenient. However, the researchers also discovered that such software is only helpful in organising and managing data, but not in identifying code and subject from data. Furthermore, it cannot interpret the result or get draw conclusions from the data. Computer software is overused in the current research, which is why it made sense to use manual analysis data. This is because a model is more intelligent than the computer software. The setting change enables me to approach analysis through my own mode of thinking in order to truly understand the data.

According to Jackson and Bazeley (2013), the qualitative analysis aimed at not only discovering categories, as well as definitions for the purpose of describing the research but also delivering the data's branch and root review, containing the evaluation of models, the identification of the links between categories and definitions as well as participants' detained explorative analysis. Given the nature of the study, the stakeholders' participation was to review the models and differences emergent in the definitions and categories among different stakeholders group had been vital. The definitions' constant development was implemented for the purpose of producing categories and enhancing the categories' labelling and the data analysis.

Some stages were of great necessity in analysing the transcriptions of the interview. The first stage contained the 22 interview transcriptions' line-by-line analysis, from which more than 100 codes were improved. From this perspective, the codes collected were purely participant led. The second stage contained grouping, organising and synthesising of the open codes collected in the first stage of the analysis into broader themes or codes - named definitions. The stage of data analysis caused some definitions to be validated on the basis of the number of codes that were connected. Others had to be renamed or redefined, and codes were graded

and merged in several cases. Also, linear structures were improved to represent the relations' nature among the codes.

The last stage in the analysis was the categories' improvement perceived to be the definitions' rather broad summary descriptions. The categories which were constituted at this stage were completely researcher led, which represents the transfer of theorising the resources.

Furthermore, a high degree of reiteration was implemented with constant development of categories on the basis of the synthesis of theoretical, as well as participant understandings.

At this stage of the analysis, relations between categories and definitions had been tested, and various kinds of views in codes had been noticed. They were undertaken for the purpose of gaining a more holistic insight and understanding of the items of ICH stakeholders' values, safeguarding and utilisation.

Besides interviewing the stakeholder ideas in ICH utilisation, the researcher found there is a need to identify different opinions between groups. The findings of the interviews are supposed to make contributions to a comprehensive understanding of stakeholders' benefits and needs. Therefore, it is supposed that this study will not be recognised solely as perspectives of stakeholders for research, but to improve the communication between groups, namely: government, academic experts, and local communities. The following section examines the data analysis of other stakeholders from the questionnaires in ICH development.

3.6.2 Quantitative research

3.6.2.1 The application of exploratory factor analysis and Confirmatory factor analysis

The researcher designed the dimensions corresponding to ICH according to the relevant literatures and stakeholder interviews in previews paragraph. However, the data dimensions collected and obtained by questionnaires might vary from the designed. Therefore, under the premise of no mature dimension design, exploratory factor analyse (EFA) is used to analyse the collected data, extract common factor to get the dimension set, and then compare the dimension set with the design dimension to find out whether there is consistency between them. Thus, in this research, it is a relatively complete data validity test method to perform EFA and CFA test first before applying the structural equation model.

EFA (Exploration factor analyze) is considered to be a statistical strategy adopted to uncover the potential structure of a rather large set of variables in multivariate statistics. EFA has been a technique used in factor analysis which primarily aims at identifying the potential relations among measured variables (Norris & Lecavalier, 2010). EFA assumes that all the measured variables/ indicators are possible to be linked to any factor. At the time of improving a scale, it is necessary for researchers to first adopt EFA before moving on to confirmatory factor analysis (CFA). EFA demands researchers to make a number of significant decisions on the ways to implement the analysis. It is generally adopted by scholars at the time of improving a scale, as well as services for the purpose of identifying a series of latent constructs which underlie a battery of measured variables (Fabrigar et al., 1999). It is necessary to be adopted when scholars don not have a priori hypothesis about models or factors of measured variables. The processes of EFA are more precise when all the factors are represented by diversified measured variables in the analysis. Therefore, in this research, the researchers use EFA to determine the dimensions and reliability of the questionnaire, and delete the questions

that do not meet the requirements, and then use CFA to verify the validity of the model, including convergence validity and discriminant validity.

CFA (Confirmatory Factor Analysis) has been SEM (Structural Equation Modeling) analysis's vital part, whose major role is to make sure if the latent variables are able to truly be represented by some (normally more than three) measurement items. Thompson (2004) argued that the researchers of SEM should first implement the measurement model analysis before the structural equation model analysis, since the measurement model could accurately reflect the relation between the researched dimensions or factors, and noticed variables. Kenny et. al. (2006) pointed out that behavioural and social science focused heavily on CFA instead of SEM, since CFA could provide enough data on the model setting, assessment as well as the level of confidence toward outcomes. CFA measurement model trimming has been modified in accordance with the two-step modelling put forward by Kline (2005), and the measurement model has been proved before the implementation of structural model analysis. First, if the criteria of the measurement model have been found to be acceptable, then the next step proceeds to perform full SEM model assessment. However, if the model fit is deemed to be poor, it should be modified according to the practical experience and mathematical model.

3.6.2.2 The application of structural equation modelling (SEM)

Structural equation modelling (SEM) has been a statistical skill set to test and estimate causal relationships by adopting the mixture of statistical data. The benefit is that theory and data are able to be discussed with the loadings of the measures as well as the estimates of the relations among constructs assessed in a simultaneous way (Yi & Fornell, 1992; Bagozzi 1984). Over the past decade, it has been noted that more and more tourism research is using SEM

(Reisinger & Mavondo, 2007). AMOS to improve the estimation of model parameters. Secondly, it provides a variety of data censoring methods, such as regression analysis and Bayesian analysis, to create different datasets. Thirdly, the assumptions behind the statistical analysis are clear and testable, so that researchers can completely control and have the possibility of further understanding the analysis (Reisinger & Turner, 2003). Fourthly, the creativity of the graphical interface software is enhanced and the model debugging is facilitated rapidly. The SEM program provides comprehensive testing of both model fitting and individual parameter estimation tests. Fifthly, the regression coefficients, averages, and variances can be compared at the same time, or even across groups of multiple objects. Sixthly, the measurement, as well as confirmatory factor analysis models are able to be adopted for eliminating errors, so that the estimation relationship between potential variables is less contaminated by measurement errors (Swanson & Horridge, 2004). For example, SEM achieves this by using EFA or CFA technique for the purpose of measuring the unobservable (latent) variables, on the basis of the “effect” which is possessed by the latent variable on the observable (indicator) variables. Latent variables are referred to be constructs or factors, and indicator variables are also referred to be items (Hair et al., 2010). Furthermore, it has good competence of fitting into a non-standard model, containing longitudinal data’s flexible processing; the database with auto-correlation error structure (analysis of time series) and the database with non-normal distribution variables as well as half-baked data. In addition, SEM’s final feature which is also its most charming quality is that SEM offers a uniform framework under which a lot of linear models can use adaptable and powerful software (Reisinger & Mavondo, 2007).

The fact is that structural equation modelling (SEM) has been applied worldwide in the fields of health sciences, education, psychology as well as other regions. Particularly, it provides the promise of advancing knowledge for marketing scholars more efficiently and more effectively (Hulland et al., 1996). The causal models’ application has been steadily increasing

within marketing studies. Though no systematic evaluation has as yet been made of how well these skills are adopted in the researches of hospitality and tourism, the literature is reviewed by the researcher in other fields (marketing for the purpose of confirming how well they are used within the research). Additionally, the researcher thinks that SEM's application has still been in the initial phase in the hospitality and tourism researchers. The significance of SEM is not connected with a specific computer program of SEM. On the contrary, it is relative to SEM understanding. SEM has been selected within Study 2 due to its features as stated below (Kline, 2005). First, SEM possesses a priori basis and asks scholars to think from the perspective of models. Though it is not confirmatory in an exclusive way, SEM's application has been the blend of confirmatory and exploratory analysis. The researcher has already improved a model in qualitative study that conveys the hypotheses. Through adopting SEM in quantitative study, the model is able to be assessed within the analysis. SEM can be considered to be confirmatory.

Second, the specific representation of the distinction between latent and observed variables has been typical of many SEMs. The distinction makes it probable for scholars to examine a wide scope of hypotheses. SEM has been more straightforward at the time of handling latent relations, as well as sophisticated relations in the procedure of the empirical model improvement (Hua & Nusair, 2010). Third, SEM has still been a huge sample strategy, since some elements influence the requirements of the size of samples in SEM. In general, the exploration of a complicated model needs more cases compared with the exploration of a simpler model. Though it is hard to simply address the question of how big a sample should be, Kline (2005) offers the following useful guidelines: the sizes of the sample fewer than 100 can be regarded as "small", between 100 and 200 as "medium". The sample size in this research is more than 500 cases.

There are many model fit indexes which are depicted in the literature of SEM. Some problems are presented by the availability of a great number of diversified fit indexes. (Kline, 2005). Nevertheless, a minimal set of fit indexes exist which should be explained or reported containing root mean square residual (RMR). The Bentler, Comparative Fit Index (CFI), the Steiger-Lind, Root Mean Square Error of Approximation (RMSEA), and the model Chi-Square (Ho & McDonald, 2002; Boomsma, 2000).

1. Normed Chi-Square as well as Chi-Square. Chi-square (χ^2) has been the most fundamental fit index. The statistic has also been known to be the generalised likelihood ratio or the likelihood ratio chi-square (Kline, 2005). The χ^2 examination is considered to be the most objective strategy to test a confirmatory model's fit (Jöreskog, 1971). Chi-square has been adopted worldwide for determining for the model, along with a corresponding p-value. The model is definitely satisfactory on the basis of p-value. The cut-offs are either $p > 0.10$ or $p > 0.05$, with the former accepted more widely in marketing studies (Hulland et al., 1996). It refers how the model might be refused at the .01 level or the .05 level. A chi-square of zero implies that the model fits the data perfectly. An over-identified model's fit turns to be gradually worse with the increase of the value. The other limitation of chi-square has been sensitive to the size of the samples (Cagli, 1984). For the purpose of reducing the sensitivity, it is advised to classify its value through the levels of the freedom (χ^2/df) that is named the Normed Chi-Square (NC). Nevertheless, there is no clear-cut guideline on what value of the NC, 5.0 is recommended in indication of a rational fit (Kline, 2005).

2. Root Mean Square Error of Approximation (RMSEA). In terms of the items within the χ^2 examination, many alternative entire model fit countermeasures have been put forward for the purpose of assessing how well the evaluated model fits the noticed resources. A rule of thumb has been that $RMSEA < .05$ implies close approximate fit while values between .05 and .08 imply the approximation's rational error (Browne & Cudeck, 1993).

3. Root Mean square Residual (RMR). RMR indices are on the basis of the residuals of the covariance, the different points between predicted and observed covariance (Kline, 2005). In terms of the RMR measure, a value of zero implies a perfect fit, but a value of 0.05 or less implies a good fit. A value between 0.10 and 0.05 has been regarded to be a sufficient fit. In general, many scholars prefer using a limit of 0.08 or 0.08. This is a more conservative view (Hulland et al., 1996).

Fit indices have been selected according to the suggestions by Bentler and Hu (1998), and these contained in the existing exploration have been based on the LISREL goodness-of-fit index (GFI), Tucker Lewis Fit Index (TLI) (Bentler, 1989) as well as the comparative fit index (CFI) (Bonett & Bentler, 1980). All the fit indices range in value from 1.0 to 0.0. A fit index of 1.0 stands for a “saturated” model. This refers to a model with zero levels of freedom that reproduces perfectly the primary covariance matrix. Values which are higher than 0.9 imply a good fit of the resources, but values which are higher than 0.95 imply a perfect fit of the resources (Bentler & Hu, 1998; Bentler, 1989).

1. Comparative Fit Index (CFI). It is a series of fit statistics that are known to be comparative or incremental fit indices, which are among the most widely adopted within SEM (Kline, 2005). Values of 0.95 or better on the indices have usually been considered to be good indicated model of fit. However, indicative values between 0.90 and 0.95 imply sufficient fit. It should be noted that the indices equal one when the evaluated model perfectly reproduce zero, as well as the observed resources when no fit exists at all (Hulland et al., 1996). The AMOS 20.0 program permits the baseline model specification where covariance among the noticed variables is required to be equal rather than zero (Kline, 2005).

2. Tucker Lewis fit Index (TLI). The TLI has been an incremental fit index, which makes comparison between a null model and the suggested model (Lomax & Schumacker, 1996). It

is also recognised to be the Non-Normed Fit Index (NNFI). A value of the TLI approximate to 0.90 conveys a satisfied model fit while values between 0.8 and 0.9 imply an acceptable fit (Kline, 2005).

3. Goodness of Fit Index (GFI). The GFI has been the original standardised fit index which is linked to LISREL (Sörbom & Jöreskog, 1986). It is a type of interpreted variance's matrix proportion. Therefore, GFI = 1.0 implies excellent model fit, GFI >. 90 would imply good fit and values approximate to zero imply rather poor fit (Kline, 2005).

Table 3.3 Summary of reliability, weights and fit indices, concluded by (Wenghang, 2010)

| Name | Abbreviation | Type | Acceptable level | Reference |
|---|--------------|-----------------|-------------------------|------------------------------|
| Chi-square | χ^2 | Model fit | P > 0.05 | |
| Normed Chi-square | χ^2/df | Absolute fit | 1.0 < χ^2/df < 5.0 | Reisinger and Mavondo (2007) |
| Root mean square error of approximation | RMSEA | Absolute fit | RMSEA < 0.08 | Browne and Cudeck (1993) |
| Root mean square residual | RMR | | RMR < 0.05 | Browne and Cudeck (1993) |
| Comparative fit index | CFI | Incremental fit | CFI > 0.90 | Bentler and Hu (1998) |
| Goodness-of-fit index | GFI | Absolute fit | GFI > 0.80 | Sorbom and Joreskog (1986) |
| Tucker Lewis fit index | TLI | Incremental fit | TLI > 0.80 | Bentler and Hu (1998) |

3.6.2.3 The application of analysis of moment structures (AMOS)

There are so many SEM computer programs like LISREL, CALIS, Mplus, EQS as well as AMOS. Among these programs, LISREL is possibly the most widely adopted in journal passages, as well as books on SEM. In these programs, it was the only SEM program that was widely available 30 years ago (Hoyle, 1995; Kline, 2005; Cunningham & Wang, 2005). Nevertheless, whatever software package is selected, these SEM programs try to examine old models and permit tests of more complicated relations and models (Hoyle, 1995). SEM not only conducts standard diversified regression analysis, but it also possesses the extra benefit of modelling relations between latent variables (Kline, 2005).

From the above-mentioned computer programs, AMOS has been selected for the research since it possesses a user-friendly graphical interface. The adoption of AMOS graphics is able to promote the understanding of diversified regressions. In addition, it is able to clarify procedure as well as definitions, articulate and organise data. Through adopting visual diagrams in AMOS, it is able to convey the models' interdependencies, interrelations, as well as models (Cunningham & Wang, 2005). The researcher thinks that it is the perfect strategy to promote the findings' communication from analyses and demonstrate the conceptual model to wider audience. The users are required to directly draw a path diagram on the screen by adopting AMOS. The linear equations have been represented with arrows from the independent to the dependent variables and the noticed variables have been represented by rectangles (Wang & Cunningham, 2005). On the other hand, a path diagram is accepted by AMOS to be the specification of the model and drag and drop instrument is offered to permit quick model specification through user-friendly approaches. Later, researchers will collect resources on the interest's variables and attach the resources set to a priori particular model. The graphic interface shows the outcomes from analyses within a visual framework which is relatively simple to understand (Steiger, 2001). Another software package (SPSS) has also been adopted in the research. AMOS accepts covariance matrix input or correlation that is able to be computed from SPSS. Thus, AMOS has been suitable in the research.



Figure 3.3 Procedures of SEM using AMOS (Kline, 2005)

Estimation strategies in SEM require assumptions based upon the data's distributional features (Kline, 2005). The preparation of data, as well as screening is vital in estimation strategies in SEM. This demands careful screening and preparation of the raw data for multivariate normality. In addition, it ensures that the generated resources will be translated into a form which is suitable for analysis in order to avoid any related items from the SEM computer program (Kline, 2005).

1. The edition of questionnaire. The process aims at ensuring that the generated data would be consistent and complete. Most importantly, it ensures that every questionnaire would be finished by qualified respondents. A question in the survey requires the experience of the respondents in cultural heritage tourism to screen underlying respondents who aren't contained within the sample. No unqualified respondent was discovered after screening.

Nevertheless, 275 responses among 800 generated responses had been regarded as unusable since they were greatly incomplete, which leaves 525 responses being adopted for data analysis.

2. Transcribing and coding data. A code is assigned by data coding to all the responses in the survey in order to make preparations for the data to transfer onto computer files. The majority of the variables in the research are quantifiable resources that adopted numerical codes. Later, resources were inputted into statistical analysis software. In this study, the SPSS package within the research had been adopted since it was compatible with AMOS 25.0 for the analysis of SEM.

3. Screening and cleaning data. The raw data had been inputted into the system by the researcher after collecting the data. All the individual cases were provided with a sequential identity number in order to permit the data's identification with the primary questionnaire script. For the purpose of ensuring the data's precise transcription from the questionnaires and checking for inconsistent responses, two strategies were adopted. First, every tenth questionnaire had been checked against the primary questionnaire for any incorrect entries. No mistakes were found. Secondly, fundamental descriptive statistics, as well as frequency allocations were worked out by SPSS to screen every variable for the purpose of checking for any out of range responses. No mistakes were found.

4. Missing data. The issue of missing data within the research was taken into consideration since SEM demands complete data on every variable (Byrne, 2002). The causes for missing data within the survey include: the refusal of the respondents to reply the questions; the respondents did not know the answer and the respondents did not have any ideas about the specific question. Thus, 25% of the questionnaires had been regarded to be unusable since

they were short of ICH knowledge or they did not respond to the survey. Thus, 525 usable responses, with no missing data, had been adopted as acceptable for the analysis of data.

3.7 Summary

This chapter introduces the research design of mix methodology were employed in this study; it also explained the use of pragmatism philosophy is suitable to justify the research targets according to the methodological literatures. A detailed account of the sequential mixed methods approach is provided, followed by a description of qualitative semi-structure interview discussion, and a quantitative questionnaire survey. Then, the sampling process, data collection process and data analysis process were explained.

Chapter 4 Qualitative Study Findings (Study1)

4.1 Introduction

In this chapter, the qualitative data analyse was initiated into value, safeguarding and utilisation of ICH tourism in Suzhou. This is a fast-growing popular tourist location in China. In addition, a theoretical model is developed through heritage literatures an intense scrutiny of textual data collected by semi-structured stakeholders' interviews in Suzhou. Using the literature and theories on ICH, whilst adopting a qualitative approach, the study proposes a model for ICH. The aim of this part of the study is to contribute to the development of ICH commodification in China based on stakeholders' values.

The method for this part of study is a semi-structured interview, the ICH values, which sought to include all kinds of stakeholders, related to ICH tourism in the year 2016. The aim was to interview a broad cross-section of respondents to the interview in order to obtain a better understanding of stakeholders in ICH values, safeguarding and utilisation. The 22 respondents were successfully interviewed.

4.2 ICH values

In the field of heritage, almost all of the past "values" are related to other aspects. The word "relevance" also suggests that these values can be distinguished by experts or others, although these associations are generally believed to be created, and their importance cannot be ignored. For example, nations and cultures in ancient times were not overly concerned with ICH. They are not aware that these unique cultures are representing the typical characteristics of these ethnic groups (Weiler & Xu, 2007). The conceptualisation of the legacy is a process, so there are several

questions: Why is everything possible to be considered a legacy, but only a small fraction of it is a legacy? Why kunqu Opera rather than something else? How can we make a reasonable measure of the heritage assessment process? Who is the key person in this process? During the discussion, the value theory is used to identify, maintain and strengthen its importance. In this study, participants of this interview shared their views on ICH value as different types of stakeholders, and all the factors related to value have been summarised in the following figure.

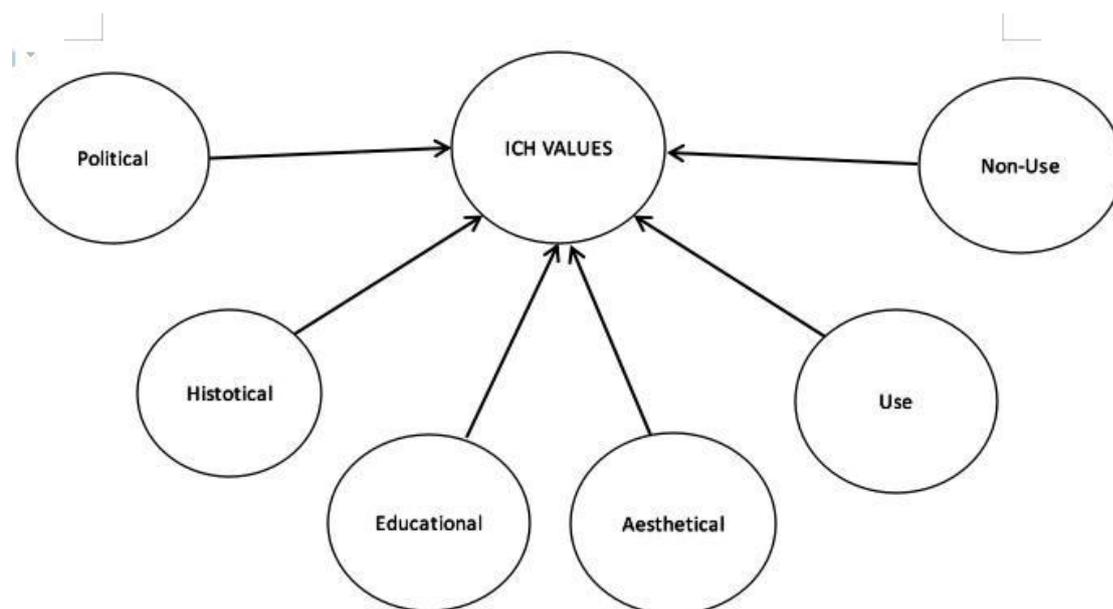


Figure 4.1 Themes and Subthemes of the Preceding Factors influencing the Value of ICH

4.2.1 Political value of ICH

The origin of the concept of "cultural heritage" is related to the political foundation of modernity. Heritage is often seen as part of the politics of memory, not as non-political, because the main function of heritage is the legalisation of existing society and community;

and community members are united by a common community concept. Such values derive from the association between the physical environment, social life and from the ability of heritage sites that promote this sort of political behaviour and positive reflection. For example, a government officer said:

“ICH is a good topic...we just need a reason to make people in this community [work] together and work hard in the name of making a better life for human being[s] and future generation...give them good hope...It can be about employment or tax income or anything...It is the work we have to do...” (Age 52, Female, Government officer)

The value of politics may be manifest symbolically, or it may originate from a knowledge and study of the way heritage sites are developed and established. At governmental level, developing ICH is still understood as a means by which to improve international reputation and enhance the government’s reputation and promote economic growth. For instance, culture represents the image of a country, which is promoted mainly by its economic advantage in the world. It takes numerous human and material resources to build an image of a big cultural country, however, it is worthy because the country can be more competitive in the international society.

In China, political values may also be described in a positive perspective as a core attribute to society as part of “the development of socialist culture and ideology” (Ji & Mark, 2013). Currently, the Chinese government is creating an effective marketing strategy for both internal and external audiences. In addition, it has formulated a statement about Chinese identities and sentiments in the 21st century. The younger generation of Chinese, especially those under 30 years of age, have little memory of a weak and poor China. This is a fact well known by the previous generations. By means of globalisation and massive efforts to develop and sustain a strong and prosperous China with a stable economy; the Chinese government is creating new products and identities for its citizens and foreign partners. A government officer told the researcher:

“.. the development of ICH shows our civilian improvement, we will, we can, and we have the ability and infrastructure to take care of our cultural treasure[s], and it present[s] an image of a rich and democratic country.” (Age 48, Male, Government officer)

Chinese government is trying to rebuild a successful and inclusive society with good education system by policy support. The people with their youthful efforts will allow them to realise their full potential as a China that is successful with a bright future and the capability to create exciting new products. At the same time, the increasing of success and wealth also lead to good international relations. Obviously, consumption and production are constructing a modern Chinese ideology and new a sense of nationalism in contemporary China.

Take Kunqu Opera as an example again, in the UNESCO (2013) wide range of areas, on behalf of the Chinese cultural heritage, its characteristic is very common, and helps to connect cities throughout the world.

In terms of ICH, the legal definition of its cultural value, product and location is an example. A special culture such as Kunqu, is seen as a catalyst in a social system that makes up of both cultural and economic spheres. The local government claims to conserve all the ancient performance sites in the identity construction of “ancestor of all Chinese opera”, but utilisations of Kunqu are indispensable ways of creating government popularity and improving the economic growth.

4.2.2 Historical value

History may be obtained by multiple methods: from the age of its art, from its relationship with people, from its uniqueness, from its qualities with technology, or from its potential in documentary aspects. ICH is essentially a chosen history, often competing with the value of different stakeholders (Falk and Dierking, 2000). Today, it is possibly more significant to understand the past history by flexibly using contemporary value. Learning to focus on the personal experience of the individual, family and public life has great significance and historical values show the ability can produce a feeling of closeness; this in turn encourages the audience to learn about a famous person or event. The characters in the story are there, weaving together the materials of everyday life in the form of oral or historical documentaries.

“Kunqu shows theatrical fun, you can easily find traditional Chinese views and emotions from the [subplot]of the play. By Kunqu shows, audience may taste [and feel the experience of China in their daily lives]and things occurring in imagined and practical lives, we can see many Kunqu plays show the historical personages and events, desires, dilemmas, values and underscoring emotions defining Chinese history and culture... (Age 67, Male, Troupe leader)

Furthermore, the young generation of performer's study opera through an intangible experience of expression, which we call the legacy of opera. Opera is artificial and therefore fluid and ephemeral, and important theatrical knowledge and necessary skills are stored in the individual's mind through dramatic expression and behaviour (Su, 2004). Although it can be transmitted in traditional text form, it clearly assumes a specific type of instruction for certain operations to be performed. Dramas are recorded in many different ways (text, music, video, audio, etc.). That is, once an independent representation of a drama is recorded, and if the drama is played and continues to develop, such literature will have very important historical value and contribute to research, memory and dissemination (Li, 2004).

4.2.3 Educational value for individuals and communities

Currently, China's education has included children's activities in promoting ICH, offering courses related to ICH in schools at all levels; and education institutions that are of great value to the younger generation in understanding the culture and history of the country. In addition, learning programs for adults should also be developed, because adult education has been fundamentally reduced and therefore, they cannot pass on their knowledge to the next generation. The 1972, the UNESCO convention said that adults should be actively involved in their culture when participating in traditional activities. Interestingly, UNESCO as an organisation is providing data for measuring the global presence that appears in the field of education. Interestingly though, not in the field of culture.

“There are many education that Kunqu can do to the people, to children, maybe it is valuable for its recorded history, to young people, maybe improve their proud that we have so great long history and intelligent, to official department, it help us to realize that to manage heritage is part of responsibility of government and also present our governing capacity, it also contains a lot of ancient knowledge from itself. Therefore, different groups need to work

together to discover the ICH values.” (Age 48, Male, Government officer)

This not only means informing people about local heritage, but also giving them opportunities to see, touch and feel history and heritage objects, which can increase the interest of people towards their local heritage. This value should be given more importance and care, particularly aiming to increase heritage awareness among the public. The value of heritage in education is located in the potency to acquire understanding of the past in the future.



Figure 4.2 primary school Kunqu courses (Hainan Daily, 2016)

There is no doubt that education value is based on the ICH’s intrinsic values. However, it also focusses on the impact to recipients. The researcher found out that more education and development learning activities should be provided to ICH communities, especially for those endangered art practitioners, to ensure that their artistic characteristics are not affected, and to give them more self-confidence to enhance their technique in the utilisation of tourism industry. To ICH, it is more important to make practitioners have a certain personal understanding of their own cultures.

“...With the evolvement of 600 years, the artists over generations created Kunqu’s performance practices include singing, speaking, costume design, stage prop, acting, as well as make up; In another word, for each show practice of Kunqu, the aesthetic and

performance surroundings have been used for improvement. Such achievement in art is not a coincidence; it occurs from a dynamic, continuous, codifying and intimate transmission process between students and instructors. In sum, we are not just acting or singing an opera, we are representing Chinese lifestyle...” (Age 67, Male, Troupe leader)

4.2.4 Aesthetic value

Intangible heritage can be preserved permanently or evaluated at the same value, which is constantly changing according to the state of social development. As mentioned in Kieran (2010), the difference of aesthetic values, each heritage has its own audience: Some cater to a particular group, while others appeal to different types of audiences. Nevertheless, the connotation of ICH has been increasing imperceptibly.

"Aesthetic experience is to enjoy passively in the destination environment without changing the environment. Sightseeing of heritage is a common example of aesthetics. Visiting ICH location and listen to the music or opera also belongs to aesthetic category. Aesthetic dimension refers to tourists' understanding of the surrounding material environment. The physical setting of a destination, its atmosphere and its service are essential to defining an aesthetic experience in that given destination. (Age 38, Male, Scholar)"

The emphasis on pleasure and displeasure has always appeared to pose a challenge to the objectivity of aesthetic value and aesthetic value judgments. For example, Hegel became the first to apply aesthetics to the philosophy of fine arts (including performing arts). He believed that aesthetics and art philosophy are most important because of their emotional and inspirational qualities they embody (Shiqing, 2006). Aesthetics is the way that objects or images are displayed together. In such combinations, objects must be correlated with each other in their composition. The correlation here refers to the elements that enable the

performance of the

practical society to have a pleasant function. These include: dance models, dress, rhythm, movement, etc., or the imitative behaviour in a performance. These constitute the aesthetic features of performance (Zhao, 2016).



Figure 4.3 Kunqu representing highest Chinese traditional aesthetic standard (Su, 2004)

“Kunqu, It is beautiful, too beautiful, generally flows from the music, dance, clothing, singing, so that many people cannot understand its beauty, it presents a life of JiangNan, it presents a slow, relaxed and luxury lifestyle, this beauty even should not be described by words, and only can be touched by experience, like a dream. ” (Age 44, Female, Scholar)

The researcher argues that Kunqu is a compelling case through which to explore how expressions of heritage reflect aesthetic values in heritage, and how this is connected to the use of heritage and safeguarding.

According to the traditional view, the heritage is a kind of material, the immortal and aesthetic (Kellert, 2005), as a result, they are now struggling with new forms of cultural heritage established in 2003 at the United Nations convention on the safeguarding of intangible cultural heritage by UNESCO, with little awareness of the importance of ICH safeguarding. With the commercialisation of ICH, heritage can begin to take very similar forms in different places. This tendency is amplified with opera heritage because opera is already a highly utilised cultural form. Therefore, it can be seen that aesthetic value is one of the most significant intrinsic values of ICH (Guoliang, 2005).

4.2.5 Use value and Non-use value

In addition to the traditional values mentioned above, the participants in this study also proposed many other relevant values, including the employment value, tourism value, prestige value, investment value, consumption value, entertainment value, etc. The researchers classify this series of ICH values into two categories by that whether “price” can be used as the assessment criterion: use value and non-use value.

Use value as the most effective method identified, assessed and decided by society for determining the relative value of objects. In most cases, the use value of ICH contains a series of values that can be reflected in price, such as marketing value and advertising value. These intrinsic attributes are differentiated mostly within the context of economic analysis (Choi, et al 2010; Kaiman, 2012). In other words, use value is distinct since it is conceptualised in a basically distinct way, the conflicts among stakeholders’ value may be rooted in their different ideologies, understanding of local culture and its needs, aesthetics, symbolic and economic value of intangible heritage. Moreover, different interpretations of national or international policies for the safeguarding of intangible cultural heritage can also create further complications. It is based on a distinct knowledge: one not measurable with the

narrative measurement adopted for cultural and

social values. Based on the neoclassical economic theory, economic value is mainly seen from the perspective of firm and individual selection; it is usually manifested in the form of price. However, not all use value is determined by measurement of market price.

“...I can clearly say that Kunqu to me is just a performance to attract consumers. 70% of our incomes are from Suzhou pingtan, another local performance, it is more welcomed by local residence because they use local accent that people can understand what they are singing...” (Age 38, Female, Troupe member)

However, the value is generated by interaction with heritage, and due to the benefits resulting from the use of the heritage, it also becomes valuable when it is not used. These non-use values can be achieved by using them as tools. Economic value originating from the preservation of heritage is known to be a public affair by definition, expressing public decisions instead of those of individuals and markets. Thus, they are not caught up by market price tools. In addition, in some of the ICH communities, performing is the resource of their survival foundation. On the other hand, a significant part of the cultural background of each local community in these areas is made up of ICH, such as religion or spiritual practice, music and traditional knowledge. In terms of aesthetic or education values in these areas or their physical or psychological qualities, it is important to recognise that ICH can also have non-use characteristics. From the perspective of Kunqu operator interviews there is a significant difference between reasonable representation of value using price and factors from resource distribution determinants.

“Sometime Kunqu is very quiet and no more than 10 customers visit in a day...but we still employ a troupe to work...because Kunqu is world famous and most of customers are non-residences and foreigners, sometimes Big government leaders come to encourage us and

fashion stars come as well, you can see their picture on that wall...it is very good for our reputation and improve the selling of our souvenirs.” (Age 38, female, troupe operator)

It can be seen that that economic the value of ICH values has both characteristics. Use value is market value: people simply designate a price. Use value of intangible cultural heritage suggests the products of history are commodities that can tradable in established markets. By way of example, admission expenses for publication, land events and staff salaries are all value based. Since they are used in markets, they may be simply manifested in the case of price. Non-use value is economic value that is not traded or captured by the market as a commodity. Thus, it is hard to manifest simple based on using price. For example, many qualities depicted as having cultural and social value are also classified as non-use value.

The non-use value such as consumption, reputation, development potential and inheritance, is a kind of territorial capital or utilisation resource that is not only experienced and enjoyed by tourists, but also welcomed and enjoyed by local residents. This can bring about positive social and environmental impacts which are not represented by price. It may be classified as instrumental value since people would like to distribute resources in order to obtain and safeguard them. Often, non-use value is a closely correlative classification to exactly demonstrate how intangible cultural heritage motivates economic determinations. Although heritage and its safeguarding have long been seen as incompatible with economic growth, they are seen as effective partners in developing a country. Use value can be determined by measuring the total added value, the impact of the multiplier on the economy, and tourists' visits and consumption. On the other hand, non-use values can be determined by measuring social cohesion, community rights, skills, and developmental learning. Therefore, according to the literatures and interviewee feedback, use value will be used in this research in order to identify all the market value of ICH instead of economic value. Non-use value will be used to identify other social connotations.

4.3 Safeguarding of ICH

Unlike tangible cultural heritage, at this point, the mandate changes to ‘safeguarding’ intangible heritage, in recognition of its dynamic nature. Conservation may lead to fossilisation and “museumification”, thereby relegating ICH to museums of traditions. In contrast, safeguarding ICH seeks to keep these precious aspects of heritage alive and vibrant.

A scholar interviewee said: *“we need a flexible protection to ICH.” (Age 47, male, Scholar)*

The term “safeguarding” is defined as: *“measures aimed at ensuring the viability of intangible cultural heritage, including the identification, documentation, research, preservation, safeguarding, promotion, enhancement, transmission, particularly through formal and non-formal education, as well as the revitalisation of the various aspects of such heritage.”*(UNESCO 2003, ARTICLE 2&3). Therefore, the researcher understood that the safeguarding of ICH is not embedding the past by means of documentation and preservation, but in cyclical and performative processes of creation, destruction and renewal.

From the interviews with stakeholders, it can be seen that there is a glimpse of the problems that Kunqu has confronted in the wake of China’s reform and opening up to world markets. Chinese national and traditional art forms like opera are confronting an aggressive global culture bolstered by information technology. Consequently, its loss of audience has been inevitable. Although is a distillation of China’s own literature, music, dancing and performing arts, it cannot compete with electronic music, rock music, or Hollywood for the younger audience. This major target audience are fascinated by consumer popular culture.

“Kunqu is faced with the loss of its audience because of the intrusion of the global consumer entertainment industry along with economic globalization, the interaction between culture and the economy has become extremely intensive and universal...” (Age 50, Male, Scholar)

From six centuries of practice, Kunqu Opera has risen to be a sterling art form that embodies traditional aesthetics, philosophy, and customs. Chinese Kunqu opera is torn between the competing imperatives of adherence to old forms, and innovation and reinvention (). Kunqu needs to protect the integrity of its classical traditions, at the risk of being told that its form is no longer fresh and that it is incomprehensible to a modern mass audience. At the same time, some want Kunqu to adapt to new trends or create modern ones, at the risk of being accused of having lost its authenticity.

“Old Kunqu is not suitable for the society nowadays anymore, the lyrics are hard to understand, and a whole play will take 3 days or even longer. We have to change it to widen the market, just show the core beauty to audiences and no need to stick to the original form”
(Age 47, Male, Troupe manager)

Through centuries of experience, Kunqu has developed highly literary, stylised, and elegant styles and models; based on a sophisticated classical literary and artistic convention with a high degree of elite, aristocratic aesthetic sensibility. Its ornate and elaborate singing and dancing require considerable familiarity with classical literature and art from its audience, in order to fully appreciate its beauty and elegance. All this creates severe barriers to contemporary audiences - especially to the younger audience, whose education in classical literature and art is generally minimal and in decline.

“A Kunqu professional school has been created in 2008 in Shanghai, and we also made contract with a couple of universities such as CAFA (China Central Academy of Fine Arts), BNU (Beijing Normal University), they agree to offer a Kunqu course for students to support our heritage dissemination and promotion. Things have been changed in recent years, but still not enough”. (Age 55, Female, Scholar)

In summary, participants of this interview shared their views on ICH safeguarding as different types of stakeholders, and all factors related to value have been summarised in the following figure.

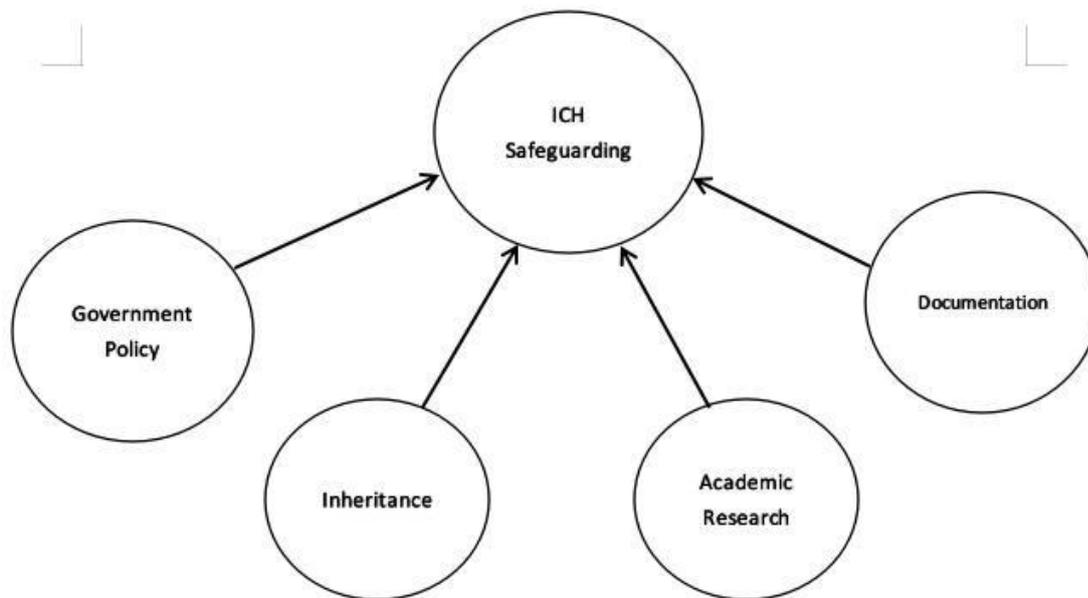


Figure 4.3 Themes and Subthemes of the Preceding Factors influencing the safeguarding of ICH

4.3.1 Government policy

Intangible cultural heritage (ICH) was transmitted by the community, and all communities are living under the leadership of the government of China. The government supports these communities in protecting the existence of intangible heritage and relies on it to promote their social and economic conditions. In particular, financial assistance can promote the dissemination and legislation of intangible cultural heritage, rather than merely generating commercial heritage (Crooke, 2010). In this sense, politics and national recognition of intangible cultural heritage and sustainable development have a considerable influence.

“ICH safeguarding is related to the development of society and ability of government. For example, some countries also have rich heritage resources, such as Iraq or Afghanistan, but they do not have that condition to protect their heritage, 100 years ago, China was also a very weak country, and we still have many valuable items in the British museum, it shows that a nice conservation and development of heritage must under the strong guidance and support of government.”(Age 48, Male, Government officer)

From this perspective, the circumstances of ICH in all countries are not identical, it needs a peaceful environment and sufficient support, which means the development of ICH should be carried out under uniform leadership and planning. For example, the cultural elements that want to get access first have to register in the corresponding national directory and become approved by government. However, in the view of UNESCO, communities are the basis of these cultures, and this may create conflict.

“Kunqu belongs to China, but before that, Kunqu is from our home town, using the language that our ancestors use, we have responsibility to attend, make it on the right way, nobody know it more than us” (Age 44, Male, Local community)

To some extent, the way of the government and professionals to safeguard local ICH may not be the best, because they usually give priority to the political consideration and international influence, or whether it meets requirements of the tourism market.

Many interviewees mentioned that: *“The government’s support is mostly reflected in the cultural elements associated with the Chinese communist party”*. In regard to the government policy, the Ministry of Culture pushed forward the resolution in the 1980s as a mandate "to rescue, inherit, reform, and develop". Since the 1990s, the resolution has become *"to preserve, inherit, innovate, and develop"* (Government whitepaper, 1999).

Nearly 10 years after China joined the UNESCO world intangible cultural heritage congress, the 11th standing committee of the National People's Congress (NPC) of China promulgated the "ICH law of the People's Republic of China" on February 5, 2011 (this came into effect on June 1, 2011). This law basically provides the purpose, scope, principle, method and subject of ICH safeguarding, thus bringing China's ICH legal safeguarding into a new era. Therefore, every step should be bound by law. The ICH Law includes 45 articles in total, with more than 70% relating to governments' powers (ICH Law, 2011). However, due to various reasons, such as the legal tradition ignored by procedural laws and the low level of economic and social development, the legal system for the safeguarding of China's ICH still cannot meet the actual needs, and some key problems need to be solved (Zhengli, 2009). Such as one researcher interviewee commented:

"Just take an example, the law stipulates that " In respect of investigating and discovering the endangered ICH project or other means, the county cultural authority shall immediately record and collect relevant materials or take other rescue and preservation measures. If inheritance is required, effective measures to support inheritance should be taken. However, "We are not awarded of the legal liability of the authorities if they fail to record and collect relevant materials; and what are "other rescue and preservation measures" and "effective measures"? These vague concepts will not in fact have any substantial impact on the protection and development of ICH."(Age 44, Female, Scholar)

In terms of government management, a special hierarchy system was established, including the leading group for the safeguarding of intangible cultural heritage, the department of intangible cultural heritage, the centre for the safeguarding of intangible cultural heritage and other government organisations. They were responsible for the investigation of China's intangible cultural heritage, the establishment of a database, the declaration and assessment according to ICHLC, and the provision of financial support for the safeguarding and

management of intangible heritage. The operation of ICH safeguarding mainly depends on the Government's annual funding, and this is true of most ICH related institutions in China.

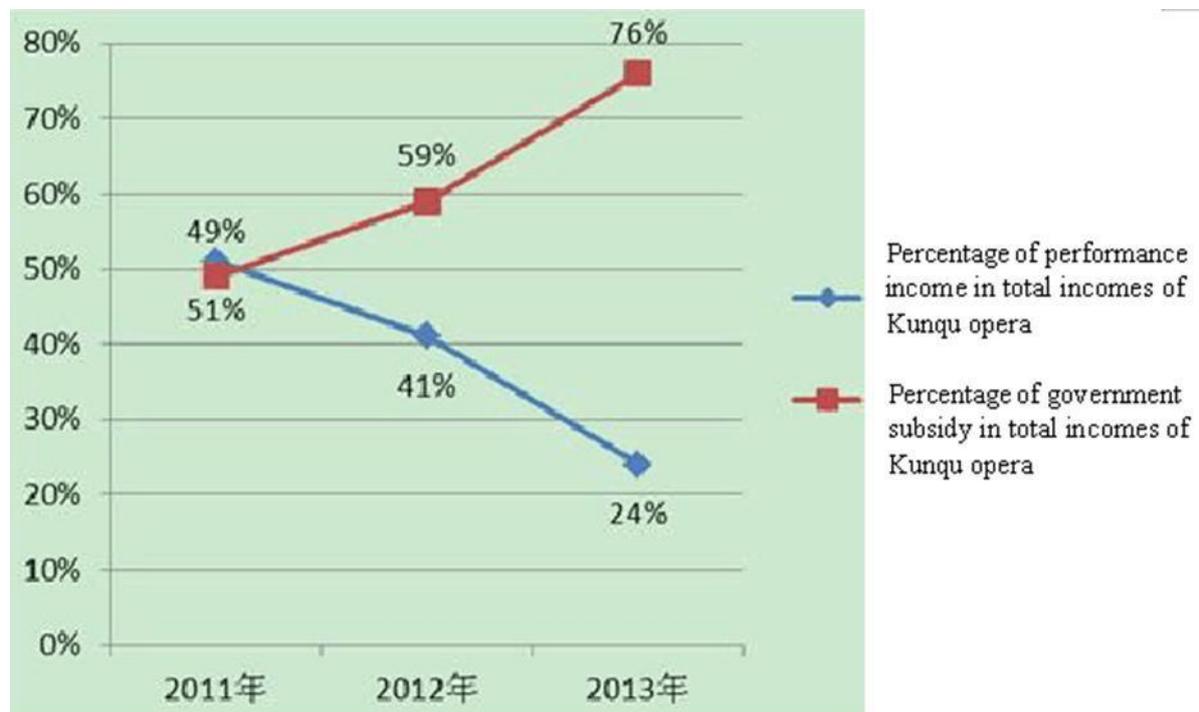


Figure 4.4 Percentage of performance income and government subsidy in total incomes of Kunqu opera (resource: Suzhou tourism bureau 2015)

“Our main way of supporting intangible cultural heritage is providing policy support and financial subsidy. We want people to love their country, value their life they have, so we encourage them to share our own culture, share Kunqu, which is regarded as a masterpiece of humanity; in fact, the overseas success transmission as we know, will earn more prestige to us as well as Kunqu troupes. We do not pay too much attention on how much profit the opera makes by itself and do not participate in its operation. The development of Kunqu improves the pride of people and earns good reputation worldwide. Therefore, Kunqu opera is very helpful to raise an image as a prosperous, developing, democratic and progressive country.” (Age 47, Female, Government officer)

The case of Kunqu, aims not only to promote a national identity, but also to forge a homogenised and abstract brand for the city and its citizens. The local government conserves

Kunqu in order to be labelled China's "capital of high-class art". However, under the fast development of ICH related industry, problems often emerge due to the chaotic management and uneven distribution of interests.

"we know the policy but we do not have any corresponding mandatory measures to ensure the implement of policy. Under the same policy, good opportunities and business are always belonging to the big groups, which are close relating to the government and institutions. To lower the costs and earn more, some small troupe employs unregistered Kunqu actors who do not strictly follow the high standard, and you can also see low quality pirate Kunqu publications everywhere. These all need to be changed if government really care about the development of this industry" (Age 67, Male, Troupe leader)

Protecting ICH means creating new social institutions (such as intangible cultural heritage committees, committees, committees, networks, foundations, etc.). It also means planning specific performance types: festivals, seminars, competitions, awards, documentaries, promotional materials, etc. Government institutions refer to these behaviours as "safeguarding", and within a country like China, all these social behaviours are under the control of the government. The Suzhou government selects monumental historic sites to create a heritage environment.

"In Chinese political culture, if you can make a new thing right, represent your ruling ability, and related to your political prospects" (Age 39, Female, Government officer).

The local government's pursuit of economic growth, also leads to complicity in the local trade of art commercialisation. To boost the economic vitality of the Kunqu related industry, the government reconstructed the Kunqu market, integrating scattered individual merchants, and offered a special department called "Office of Intangible Cultural Heritage, Bureau of Culture, and Suzhou" in the name of "guide the work of art". The construction of a city brand

promises prospective growth in the ICH related industries and also within the city reputation. In summary, it can be seen that local officials and ICH communities regard Kunqu Opera as a resource to a large extent because ICH is a high-class art with political and aesthetic values, simultaneously, Kunqu is an expression of identity and national pride; to professionals and scholars specializing in heritage and practitioners in heritage-related industries, Kunqu is defined as a kind of industry resource, all kinds of activities are carried out on economic purposes.. In addition to responses from local government, Central government has made its own effort to preserve Kunqu. For instance, the Chinese Ministry of Culture also prepared a five-year plan, with eight measures aimed at reviving Kunqu Opera. This plan states that the revitalisation of Kunqu Opera relies on its artistic vitality and on the professionalism and enthusiasm of the Kunqu performers. Therefore, the plan indicates that the following points will be implemented.

Table 4.1 Five years plan for Kunqu revitalized by Ministry of Culture of China Resource: (Age 52, female, Government officer)

| Plan | Description |
|---|---|
| <i>1. The government will maintain long-term supportive policies towards Kunqu's preservation and restoration.</i> | <i>Because Kunqu is recognized as a national art form that merits special protection, and the Ministry will adhere to its early resolution to revive Kunqu.</i> |
| <i>2. The government will establish China's Special Fund for Kunqu Protection and Revitalization</i> | <i>Beijing will compensate the six state-owned Kunqu troupes for rehearsing classical Kunqu repertoires and assist with the production of new Kunqu plays; The government will also rescue and protect the lists of Kunqu operas, and will organize and preserve audio and video data about renowned Kunqu artists.</i> |
| <i>3. The government will improve the living conditions of Kunqu performers</i> | <i>The government promise to guarantee funding for Kunqu troupes and institutions, while increasing the</i> |

| | |
|--|---|
| | <i>salary of Kunqu producers and writers.</i> |
| 4. Kunqu professionals must be fostered to ensure continuation for the next generation | <i>Kunqu practitioners will also take continued education in the Kunqu art.</i> |
| 5. National and local governments should strengthen Kunqu troupes and institutions. | <i>The government guarantee a relatively independent organizational system for ICH.</i> |
| 6. The national government will sponsor more Kunqu activities. | <i>Promote the preservation and revitalization of Kunqu art.</i> |
| 7. The government will use the media to publicize the finest Kunqu productions and popularize Kunqu art | <i>The government will help to create a favorable for the preservation of Kunqu opera</i> |
| 8. The National Kunqu Museum will be expanded | <i>More infrastructure will be built to improve ICH development.</i> |

4.3.2 ICH documentation

Several Interviewees mentioned that ICH digital archive must be in machine-readable form so as to limit the ambiguity and where possible support accessibility and preservation. Many efforts aimed at protecting intangible cultural heritage may be more accurately described as recording ICH, but there may be a significant gap between records and preservation. According to ICH researchers, data protection must be based on original data to ensure authenticity, as is the case with ICH. As people's living standards increase and the use of portable recording devices becomes more widespread, heritage experts have started to make continuous recordings of many audio materials. It also enabled them to focus on the oral literary form and promote the range of aesthetic and artistic forms. Later, in the field of audio and audio-visual recordings, it also makes the public understanding of art more enjoyable. Besides, audio and video can transmit ICH more efficiently and conveniently through advanced social media and network platforms, which can make more people feel the beautiful

characteristics of ICH, thus better protect the ICH. Digital heritage allows visitors to participate in and achieve an unforgettable visit. At the same time, digital heritage provides protection for present and future researchers and tourists. Through multimedia technology, there is potential in the presentation and interpretation of the heritage, which can stimulate the imagination of tourists and make their visit more attractive, meaningful and interesting. Furthermore, in the case of Kunqu, if opera is considered an ICH, these forms of expressions are the existing dramatic media projects. We need to design a digital representation to enhance the social and symbolic value of ICH. Since the concept of ICH is understood by more and more people throughout the world, Kunqu Opera deserves to be matched with respect. The term "safeguarding" refers to a clear explanation given in article 23 of the UNESCO convention in 2013: *"Since the beginning of 2012, Chinese government cooperate with Sun Yat-sen University in Guangzhou established the digital museums of China, using digital technology to record and save ICH, such as digital photography, three-dimensional image information, virtual reality technology and so on. This museum not only to take pictures, video, text records, but also use digital technology to change all kinds of ICH relevant information into binary code to save, to ensure that can be restored when needed. Until December 2015, Chinese ICH safeguarding website has recorded ICH relevant information up to 16.6TB, Including more than 80,000 pieces of information, more than 30,000 projects, more than 210,000 photos, audio and video information more than 6000 hours. These records have made important contributions to further ICH safeguarding and research."* (Age 55, female, Scholar)

ICH documentations had been made about the value in relation to needs of commercialisation. Much of the ICH takes the form of practice, and the safeguarding of ICH requires constant repetition of this practice to move forward with time. For example, people always use the mobile phone to take photos and record nowadays, but they do not often back up their data,

which leads to the quick loss of many important contents. Similarly, documentaries may help to preserve ICH, but they themselves cannot be properly preserved. Therefore, the cultural practice, audio-visual records and documentary records are important components of ICH safeguarding strategy. In the future, ICH will be increasingly described and documented, and these documents will be used as an auxiliary means of disseminating culture and customs and of revitalising traditions that are no longer disseminated.

4.3.3 Inheritance

ICH has abundant forms of expression; its nature is alive. It is carried on by people or groups. The safeguarding of intangible cultural heritage involves not merely publicity, communication and utilisation. In addition, the living conditions of the ICH inheritors require additional attention, and it is necessary to provide them with funds and working opportunities according to their individual circumstances. Many important intangible cultural heritages are in danger due to the decline of their inheritors and inheriting groups. In fact, inheritors of intangible cultural heritage have played an active role in the practice of intangible heritage in China, which is largely driven by local governments. Some intangible heritage practitioners have opened their own private business with the support of the local government. One such troupe manager said the following:

"except performance, one of our goals is to introduce the development of Kunqu techniques in its own way, including the introduction, the processing of practice and the clothing as well as stage design. We need to show visitors how to make up and how to develop people's imagination of culture and history through these processes... Currently, the visitors prefer more something vivid...instead of just stacking of things...Therefore; this goal should be achieved through living style "(58, Female, Troupe manager)

The comprehensive evaluation of intangible cultural heritage needs not only value assessment, but also the evaluation for its existing status, providing a basis for decision making on the urgency and efforts of the safeguarding project. However, most of the safeguarding programmes have neglected to assess their effect on the inheritor; that is whether these programmes have succeeded in improving the inheritor's circumstances. Have the perceptions and attitudes of society towards heritage inheritor changed in a positive way? For instance, in ancient China, traditional folk artists were generally regarded as a low-status group, and this has not changed much in today's society. As universities are generally recognised as higher education institutions, their participation and research have created a new social atmosphere for the ICH. Crafters thus get better social recognition from their families, friends and other members. In order to judge the success of inheritance programmes, projects should measure their impact at intervals, and change them according to the needs of heritage value in order to improve their validity. This is particularly important for education projects that work with young inheritors. There are many items concerning working with young people, including the different learning abilities and understanding their differing backgrounds relating to: physical and personal development, motivation, age, interest and cognitive development.

“we are not making production on a factory assembly line, but use traditional methods to teach, every movement, every tone in the singing, have to be perfect. In here, we do not use the work, standard, we use feeling, when an inheritor make the feeling right, he can be called Kunqu actor.” (Age 52, Female, Troupe member)



Figure 4.5 The new generation of Kunqu inheritors (Hainan Daily, 2016)

In addition to the material guarantee, ICH inheritors should get a better education, in ways that suit their personality development. Because ICH is art, which cannot be produced or manufactured in the unified specification. What is most important is that history and culture shall get sufficient explanation and concern through formal education, not only presented as profitable skills.

“...The acknowledged inheritor will get only a 2200 CNY (Chinese currency) grant per year, which is not an effective stimulus for the young to inherit the skills...sometime I am so worried about some young learner, when they come the first question is how much they can earn in the future, and they do not really mind and know they are learning the best part of Chinese culture...” (Age 66, male, troupe manager).

The Suzhou government will allocate twelve million yuan each year to help protect the non-material cultural heritage, but these funds will be spent on the application process. This will however help the overall process. In addition, the inheritance of ICH has been developing ever since UNESCO began to attach importance to ICH safeguarding. It is now seen as the core of history, politics and education value, both for individuals and society.

More importantly though, there are still significant differences in the development of ICH inheritance among inheritors, no one can ignore the fact that the evolution from basic education to practice is an important process.

4.3.4 Academic research

The participants also realized ICH professional researchers are fundamental in the heritage building process. These are known as "cultural mediators", and these researchers come from government or non-governmental organizations or institutions, cultural centres, universities and businesses. As a respondent tourism researcher mentioned: *"The recently research focus shows that the study of China's intangible cultural heritage has started to evolve from a single static protection to a more culturally adaptive living inheritance. Correspondingly, there are a series of studies discussing "countermeasures" and "measures", among them, "record" and "documentation" are regarded as an important way to protect and inherit intangible cultural heritage. In addition, "utilization", especially "tourism utilization", has become a common consensus on the utilization of intangible cultural heritage resources."*(Age 55, Female, Scholar)

Furthermore, as a heritage researcher mentioned: *"In the research of recent years, the concept and principle of "original ecology" and "authenticity" from sociology and folklore are introduced, and the core elements of intangible cultural heritage, such as "inheritor" and "active state", are considered more often, and the value of ICH in daily life is emphasized. Besides, It also puts forward an effective way to "develop" intangible cultural heritage. So that "innovation" and "promotion" are no longer just concepts, and the corresponding*

"branding" and "commercial packaging" provide a feasible demonstration for the sustainable development of ICH."(Age 32, Male, Scholar)

Accordingly, ICH has attracted the attention of various scholars precisely because it provides time and space to reflect on our existence in the world as well as the problems of collective meaning and belonging. The significance of the research, the constructivist character of a mediated reality, the contradiction of culture and economics as a key value and the confluence of political, economic and social power are some of the main results we may appreciate. One respondent stated: *"...we realise experts are professional so they may know more than us and sometimes government also follow their suggestion."* (Age 66, Female, Local community)

In short, while this dominance is determined by experts, officials and communities, they are responsible for selecting and evaluating the whole process. Experts' attention has been focused on the embarrassment of these well-intentioned actions. The researcher clearly understood that the untimed interference in these seemingly well-intentioned acts actually causes great damage to the estate.

"...there are many so-called experts and scholars who know little about us...guiding the Kunqu developing process...we need real research concentrate the tradition itself, nor else..."
(Age38, Male, Local community)

The researcher has to admit that the more items on the ICH list, the stronger a country's cultural strength. But it also requires local efficient administrators and local professional researchers to deal with ICH excavation and safeguarding. The ICH makes this official protection process, especially the nomination and the process of the assessment will be more trouble. One respondent stated: *"...I think Chinese should know our culture more than other*

groups, even though ICH is a concept leading by foreigner, we still need to research, follow the development of the future.” (Age 52, Female, Government officer)

4.4 ICH utilisation for tourism

The issue of utilisation of ICH by stakeholders has become an increasingly significant issue in heritage studies. There are numerous definitions of ICH utilisation. Intangible cultural heritage is an essence of oral culture. It can satisfy the psychological needs of tourists looking for heterogeneous culture.

“The consumers nowadays, even high classic cultural understanding, also depends on attractiveness and fashion when they making decisions.” (Age 23, Male, Troupe performer)

Accordingly, ICH utilisation is a particular use of heritage. For this reason, the decision of entering the ICH industry should be on the basis of commercial principles in the first place; and the justifications of ICH management in the second instance. As an industry resource, ICH attracts not only the tourists who seek to enjoy themselves, but also those who know nothing about the culture that is going to be visited. ICH is increasingly utilised to attract tourists. An ICH can assist tourism in many ways by improving employment opportunities around the retail sector, including catering or other related services. This is a way to directly offer arts and entertainment to tourists, or increase communications between Western and Asian cultures.

“...different people have different understanding to ICH, the certain thing is that they can get from this, operators’ benefit, consumers’ needs, they a both the core attractiveness of this industry.” (Age 42, Female, Scholar)

There are many economic activities related to ICH, which benefit various groups of people and may affect policy making. Therefore, ICH utilisation can be shaped by tourism behaviours, economic activities, preferences of people, and government policy. To utilise ICH can be related to diverse activities, such as historical tourism, art tourism, museum tourism, or other types of tourism. It is of necessity to enhance the appeal of ICH, because different classes of people can understand it differently. In this respect, social meaning and cultural meaning are essentially subjective decisions, and there is a difference among people. With certain values, much ICH has experienced a long history and is no longer suitable for the current social and economic environment.

Therefore, to give full play to the role of ICH, it is necessary to consider the personal preference of the visitors and the current social situation. There is no doubt that these visitors include local people as well as those who live in the community. Most believe that everybody has access to ICH and is motivated by learning, exercise, and self-exploration. Compared with that, different people will have different responses to different marketing strategies in different circumstances; hence it is difficult to predict the effect of promotion.

“...Maybe you researchers feel many of the visitors come to visit culture, but many of them just come and take a picture, show friends they know the culture...they do not really care about what we show to them...” (Age 23, Male, Troupe performer)

Take Kunqu for example. There are around 250 highlights from various Kunqu operas as a property for the troupe. "To preserve the Kunqu traditions and to develop modern Kunqu plays" are considered to be the troupe's core objectives. Although Kunqu is conservative, "to go to the market and to popularise" are still regarded as the orientation for the troupe. The decline is also closely related to Peking Opera's prosperity. It also reveals the correlation between court art and politics and economics (Zhengli, 2009). Kunqu itself has many restrictions, such as the

scripts' limitations and the requisite high level of performing skill. It mainly relies on the government's promotion and preservation. New vitality of Kunqu utilisation will be found from a better promotion in the future. Consider the following comment:

“All the media are managed by government in China, the repeated reports and advertisements from official media make our performance (Kunqu) popular, and become a lifestyle of Burgeoning elite groups”. (Age 38, Male, Troupe manager)

Kunqu's traditions can be preserved intact; however, they need to be constructed and strengthened. The interview shows those Kunqu scholars and some performers, advocating revitalisation as a cultural renaissance in which there is continuity. They want the government to subsidise the revival of Kunqu, and to help make it popular among Chinese youth. In regard to appropriation of the market, elements from the world are likely to be taken over without change and integrated into Kunqu when these elements correspond to the needs of new group of Chinese people. However, some other Kunqu scholars and professionals think that those who favour this appropriation tend to dismiss Kunqu's essential traditions as an embodiment of Chinese traditional theatrical aesthetics.

After summarising the above discussion, it can be seen that the whole process of utilising ICH is very complicated. Both can be regarded as interested in the culture of spontaneous access, can also be seen as incentive by cultural contributions and values, such as aesthetics and history, etc. The utilisation of heritage is not only a business plan but also a cultural practice and the promotion of a lifestyle. Therefore, participants of this interview shared their views on ICH value as different types of stakeholders, and all the factors related to value have been summarised in the following figure.

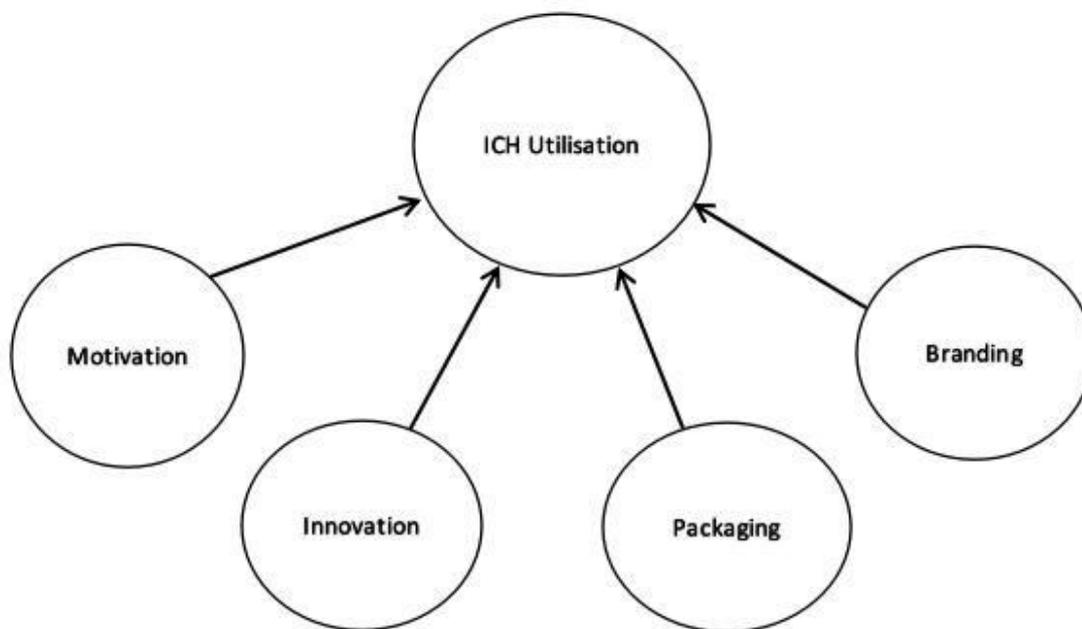


Figure 4.6 Themes and Subthemes of the Preceding Factors influencing the Utilisation of ICH

4.4.1 Promotion

In order to successfully operate the market segment of ICH, the description of its visitors and potential access motivation and expectations must be accurate. The more information you provide in advance, the easier it will be to choose which methods to implement. The researcher realised that ICH as a source of attraction can improve economic and cultural development and promotion opportunities, thus creating social and economic benefits for tourism stakeholders. ICH has the potential to be diversified, which is an important reason to include ICH in the development of destinations, so as to enrich the experience of tourists' growing motivation. In general, ICH visitors are depicted as a highly attractive market

segment. One of the most important reasons is that ICH can provide a variety of promotional methods to attract customers based on its characteristics of communication and transmission.

“...the promotion is a part of the marketing strategy, it gives service to all levels of consumers, offer them enough reason to make the decision; not only the service in the ICH performance area but also an imaginary space: they are going to visit an oldest, highest art of China. Psychological hint of strength is very powerful.” (Age 47, male, Scholar)

Promoting ICH also presented by operators, *“We’re not going to make our ICH a place with just old shows collections, cause tourists will never come.....We need to make it more attractive to visitors by hosting interactive events, changing costumes and decorating the stage, improving the content of performances, and strengthening promotional activities. “Living” ICH can best show its greatest appeal”(Age 50, male, troupe manager)*

Most of the Kunqu operators reflect that most people who visit ICH are older and have received better education and higher income than tourists. In general, these people spend more time on vacation, stay longer in a scenic spot, and engage in more activities than other visitors. By mastering the characteristics of these consumers, ICH promotion can effectively grasp the service standards and requirements of tourists, so that tourists can fully experience the fun of ICH tourism. At the meantime, these methods can also be used for the promotion of other relevant tourism products, and different tourism products can be made according to different people’s backgrounds and consumption bias. Moreover, the support of local residents is significant. Therefore, when promoting ICH, the preferences of residents should be taken into account, and their needs may differ from those who simply visit and admire.

“We asked the operators to communicate with the visitors and ...try as much as possible to satisfy visitor’s requirements. Visitors prefer that sort of interactive process. Our troupe is not only provide Kunqu opera performance but also provides Kunqu experience, with a free

space in which to practice, sell clothes, souvenir and accessories, and with a sales team to support them, while the performers demonstrate how they make up and teach visitors if they want to learn a little bit singing or movement from the performers"(Age 50, Male, Troupe manager)

On the one hand, promotion is a managerial tool, which realizes financial targets by taking tourists' preferences as the research object and understanding their preferences on different aspects of ICH. In turn, the best marketing plan is worked out and actual action is carried out. Therefore, the management of ICH should be designed in the following aspects: the analysis, formulation, implementation and control of marketing programs. This study found that ICH performers do not always understand that tourists play a significant role in the development of ICH. If they really understood this point, they would be more supportive of ICH's visitor promotion policy. Because endangered heritage often needs the support of tourists and commercialisation, such as the purchase of souvenirs and tickets. One such troupe member commented:

"Kunqu is not only about sitting there just singing, but also about a lot of practice, both mental and physical ... We need to concentrate all the time without disturbing, we are not exhibits or waiters to serve people, and not the animal in the Zoo. But the manager always asked us to stay here and satisfy the visitors' needs all the time ... They do not understand much about our job and Kunqu performance..."(Age 23, male, performer)



Figure 4.7 The interference of customers (Hainan Daily, 2016)

Nevertheless, the manager had a completely different opinion, he said: *"The ultimate goal of operating an ICH is to serve tourists, it is a business and we all know that customers are god and we are working for their needs to make them pay. Our theatre is open from Tuesday to Sunday, and tourists can come to see the show during opening time. People who decide to work in the theatre should understand this."* (Age 50, male, troupe manager)

These interviews show that ICH's promotion strategy for visitors can directly influence the mood and workload of performers, leading to tension between them and tourists. ICH operators give priority to tourists' requirements for tourism experience, because the main motivation of ICH operators is never to protect ICH, but to attract tourists whilst maximising profits. Therefore, the different motivations behind the participation of different stakeholders in intangible heritage cause conflicts.

This makes it clear that theatre professionals see visitors as a priority, despite the fact that the source community should be at the heart of protecting intangible heritage. For ICH

performers, their collaboration with businesses is an effective strategy to ensure their survival, so they are more likely to receive sustainable revenue. Scholars always emphasise that the safeguarding of intangible cultural heritage as a common goal promotes the cooperation of different stakeholders in heritage practice. In fact, the social status of actors is not high, and the demands on income and respect for traditional art are contradictory and conflict.

4.4.2 Innovation

Although the industry is developing and expanding, it does not mean that it will be successful in the future. The various agencies of the industry should work together to build a bridge to meet the challenges of business development, and continue to adhere to the criteria for protecting ICH. All visitors to the ICH are like other ordinary tourists who want to experience the culture. Therefore, in order to meet the needs of the people, to the great extent promote their consumption growth, assets or part of the ICH assets, have to pass strict inspection before, then the innovation and reform.

“...The time is flowing and the word is changing; the values of customers are changing with it as well. I can tell you an example, a joke was very funny, but it was not funny if you say it for many times. Nevertheless, people always welcome good joke teller, what is the reason? They always try hard to give customers something new to please them. That is innovation. We always need new things to give art vitality.” (Age 44, Female, Troupe manager)

In the propaganda of Kunqu Opera, with the aid of a variety of common advertising items, such as: slogan, themes, and images. These items are often used to transform into commercial entities within the market. In order to attract tourists effectively, you can improve the marking or visual effect. For visitors, it is undoubtedly a good idea, but the ICH of community members may be the first to put forward objections, because they do not want the

Chinese ancient art treasures to become business machines. However, this conversion is very effective and can fully play the role of ICH. Therefore, blindly rejecting the commercialization of ICH will inevitably lose the huge economic benefits brought by ICH.

“Kunqu is not a declined grass-root art from general people, it is a kind of elegant art that has lost its survival basis and once belonged only to the aristocracy and elite class of ancient China. During its existence in hundreds of years, it is constantly developing and innovating. ...If Kunqu is preserved unchanged as a "museum art," it will die sooner. Kunqu art is the unity of scripts, actors, and audience, and also the unity of make-up, clothing, movement and stage design.” (Age 32, Male, Scholar)

To answer the criticisms that "people cannot understand it" or "it is not interesting," we should remember Kunqu's history during the Qing Dynasty. Kunqu became popular among the people because it was about their life and suited both refined and popular tastes. Kunqu was the master of other traditional operas; now it lacks the courage to learn from its followers. Kunqu needs innovations. The questions are how to innovate it and how to join the market economy there is the problem of its system of organization. In summary, the economic motivation remains a profound hallmark of heritage commercialisation, with innovation as the central concept, namely: the ability to generate new ideas, products or processes.

4.4.3 Packaging

From the knowledge of tourism, the researcher has noted that the visiting experience produces a feeling of participation. He realized that the target of the tourism industry is to provide people with both physical enjoyment and unforgettable memories. Therefore, ICH as a tourism resource needs to accommodate consumers' needs by packaging appropriately according to the market. Since the gap between the cultural heritage tourists' demand for ICH

and the real ICH lifestyle is striking, we need to think about all of these things, in order to understand the consumer's needs and package the ICH as they expect.

"...most of the successful commodities in this world, such as cars, bikes, even cola, they keep their reasonable structure, but all do the packaging in the outward appearance, to attract all kinds of consumers. Furthermore, a complete system should be built: marketing strategy, After-sales service, and advertising, need to be considered." (Age 55, Female, Scholar)

ICH is regarded as a driving factor to encourage and promote tourism culture and self-packaging behaviour. It can help tourism and tourist managers avoid or reduce the possibility of negative impacts of tourism on society and environment by promoting responsible behaviours. (Albrecht 2010). From the feedback of participants, the researcher realized that the packaging of the heritage plays an important role in determining the attitude of tourists, the willingness to participate in the future and the willingness to recommend. In this context one respondent stated: *"...we select and package cultural resources with consideration of their values, we consider carefully the selection of resources and packaging strategies to promote our heritage to consumers, for example, how to make people see our cultural characteristics, how to show our identity, and how to attract buyer. This is not only maintain the ICH development, but also promotes Suzhou to different people from domestic and international market."* (Age 46, Male, Government officer)

According to the interviewees' feedback, we can understand that in the ICH industry of China, it is necessary to conduct a fieldwork for the different kinds of packages. Figure 4.8

highlights three kinds of packaging arrangements:

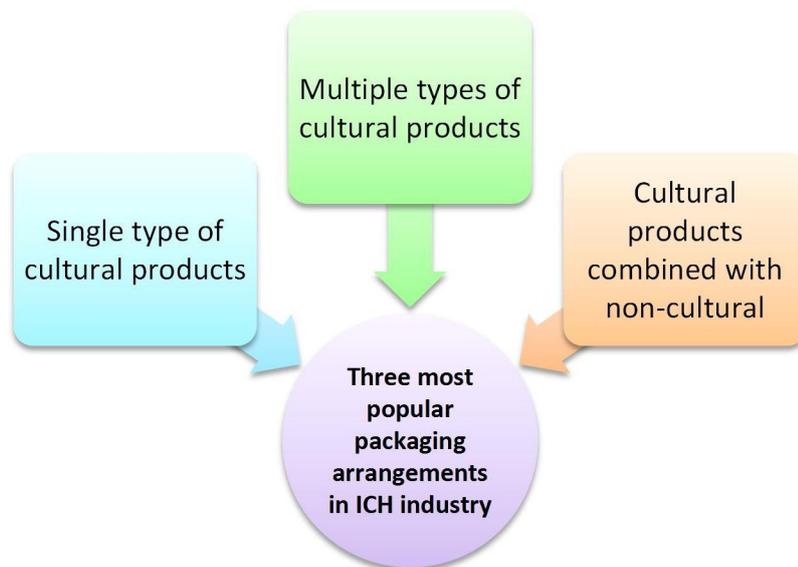


Figure 4.8 Three types of possible service package arrangements in ICH utilization (Wenghang, 2010)

The first and most common packaging is between cultural products of the same type. For example, Kunqu Opera theatres in Suzhou City will collaborate with each other to form an organization. The most common strategy for such packaging is to use a "universal license," which allows visitors to obtain a special license with a wide range of uses that allows them to enter any theater within the organization without additional payment, as long as they purchase tickets at any one theater. This is very suitable for local fans who often visit Kunqu Opera. However, since most of the tourists are strangers who visit Kunqu Opera at random during their travels, the packaging has little appeal to those tourists.

The second package involves different types of ICH products. For instance, arrange various performances relevant to Kunqu Opera in a famous scenic spot or theatre. In this way, the interest of visitors will also increase significantly. In addition, competition among institutions will be greatly reduced.

The third package mainly occurs between ICH and non-cultural tourism products, such as: large hotels, tourist resorts, merchandise retail areas and various outdoor activities. Connecting ICH with other various activities may be the most practical packaging way. This method can develop a market to a large extent, and attract many people who previously have little understanding and interest in ICH.

4.4.4 Branding

It is widely believed by most of the interviewees that the word "ICH", together with the name "UNESCO" and its logo, has a positive brand effect, attracting tourists to designated locations. This benefits the local communities, such as the economic growth in the region. At the same time, local governments tend to regard ICH as a "new source of revenue", with national and local communities having similar interests in marketing their heritage. ICH has become an international brand and is used for promotion at the national, regional and local levels. It is also used as a tourist resource to attract investment and promote the economic growth in the ICH location (Allen, 2010). The representation of local space that has been explored is actually a branding process. From an ICH point of view, creating a well-defined brand is an advantage, and it can help select and target marketing initiatives. Through the spread of the brand, people can have a high awareness of products, which will not only attract new visitors, but also retain them. The success of cultural heritage lies in its unique sales direction, clear brand plan and the value of consumers themselves.

Therefore, branding is a key success factor in the formulation of an effective tourism strategy and plan (Klein, 2000; Kotler and Armstrong, 2001). In other words, the brand has the ability to attract tourists and their currency. There may be various reasons for the state to fully support the utilisation of the ICH, but promoting

tourism is clearly the main motivation of many countries. An officer from the Tourism Department of Suzhou said in the interview: *“Kunqu has become a business card of Suzhou, and Suzhou has become a birthplace of Chinese folk elegant art. I believe in the future, the art of Suzhou as an important resource, will take more Prosperity and wealth to this city.”* (Age 46, male, government officer)

In the commercial trade, the importance of brand is self-evident, because it can provide one of the most effective ways of spreading culture, whilst encouraging more tourists to travel in order to understand the cultural background. When creating and managing a product promotion, the tool is of great value and significance. Therefore, the basic form of ICH is the effective creation of its brand, ensuring the representativeness and sociality of its projects, and improving its value. However, in the field of heritage tourism, brand is very essential in that it also proves the historical attribute and utilisation that tourists cannot distinguish by themselves in many cases. Furthermore, the majority interviewees realized ICH must improve the infrastructure construction and service related to the ICH brand. ICH's status given by UNESCO can also be regarded as "top brand" with strong "symbolic value" to attract tourists.

Brands can control thought, evoke emotion and stimulate the rapid response of consumers. Tourists travel the world in order to visit different places of interest, but they also visit local heritage. The significance of branding is to deliver a justification to visit a meaningful and symbolic culture. This is especially important when travelling with children because such branding has particular cultural significance, allowing visitors to enjoy unique enjoyment in this area. Such choices and preferences for heritage are called “taste”. The “taste” is acquired by social parameters like class and lifestyles. Therefore, branding is not only a comprehensive evaluation of consumers to the tourism experience, but is also a significant factor for constructing customer loyalty. One such interviewee said: *“Branding strategy is a*

key task for us to maximize the product's value and profits” (Age 44, female, Troupe manager)

4.5 The relationship between ICH values and safeguarding

The stakeholders show that many of people focus on the ICH safeguarding in China, but different people think about it for different reasons. ICH is considered to be an important medium for the interaction between nature and culture, and it can play the role of safeguarding tool. This is especially true in areas where the natural environment has strong cultural connotations (such as Suzhou gardens) and where the local people protect the natural environment as part of their identity.

“We (SuZhou) are from the world-famous cultural city and we have so many historical things, every time when I talk to people in another city or province, they all asked me, can you sing a little bit Kunqu? I feel very proud of it, and we have responsibility to keep it. (Age 36, Female, Local community)”

Most interviewees agree with that the protection of ICH is a behavior based on values. Because no one would take time and energy to protect things they think valueless. Proper safeguarding measures should emphasise the importance of local people in protected areas. It is necessary for us to pay more attention to the role of local communities living in the natural environment, to their social and cultural values and to their cultural assets. These resources are often closely related to the cultural environment. ICH values provide the opportunities for the people to sense, feel, think, act, and relate to the history, memory or identity. The more senses an experience generates the more effective and memorable it will be for them.

“ICH safeguarding should make a virtuous cycle, we keep it better, it is more valuable. Because the society is changing all the time, but ICH keep it is conotation. (Age 66 Female, Local community)”

The likely significance of the ICH role depends on factors related to the challenges associated with safeguarding (such as political context, funding, other existing management frameworks, stakeholder relationships and communication). Even a particular conservation decision's concise consideration conveys a lot of diversified or even divergent values at play: considering a traditional building's aesthetic as well as artistic values, and its associations' historical values, as well as the economic values tied up in its adoption.

“Everyone is talking about safeguarding but I personally believe that most of them are only care about if it is profitable, this is Chinese people nowadays. (Age 66, Female, Local community)”

“National proud cannot underpin an ICH, far not enough. (Age 50, Male, Troupe manager)”

In summary, values have been a significant determining element in the existing practices and the conservation field's future prospects. To protect and use ICH is related to our individual society currently; it is necessary for us to understand how values are negotiated and the ways to improve the procedure to analyse and construct interpretation. We all have an obligation to preserve what we believe is going to be important to future generations: this is the essence of safeguarding.

Therefore, the key point of ICH safeguarding management is to find the balance between tourists' consumption of its external value and cultural heritage managers' safeguarding of its intrinsic value. Views on whether a cooperation partnership meeting the dual objectives of tourism and cultural heritage management can be achieved have been put forward. In theory, most stakeholders of tourism and cultural heritage management have recognized that such partnership can provide mutual interests for both sides.

4.6 The relationship between ICH safeguarding and utilisation

In the utilisation of ICH, tourism is behavioural subject, while the heritage is object and an important regional tourism resource. Nevertheless, the nature of heritage determines that the development of such resources should not only reflect the economic and social benefits, but also be conducive to non-genetic safeguarding and heritage. The commercial utilisation of ICH plays an important role in creating economic values and employment opportunities, meanwhile bring much stress to the protection of ICH.

“Summer is the busiest time of the year, 60% of our performance are shown in this period. And most of the customers are from outside, many of them are foreigners. They even pay 20 yuan (£2.5) for a photo with performers. Do you think the big boss will let Kunqu die? It is a big cash cow. (Age 23, Male, Performer)”

It also makes contributions to the nation’s economic improvement. Nevertheless, the majority of the stakeholders agree on ICH conservation’s significance since what visitors consume within the attractions of ICH is not only the connotation but also the service. The stakeholders think ICH conservation is influenced by government policy, inheritance situation, documentation and academic research. Those constructs can ensure the sustainable development in ICH industry.

As for the intangible cultural heritage which taking safeguarding as the premise, tourism utilisation requires not only the analysis of the cultural connotation and existing form of the intangible cultural heritage, but also the consideration for the combination condition of heritage and intangible resources, the geographical location of heritage, accessibility, the market appeal and other development value of heritage. In addition, the transformation from

heritage to resources to product should be analysed under the premise of safeguarding, and the negative impacts of tourism utilisation on heritage and the endurance capacity of heritage should be analysed.

Tourism utilisation and heritage safeguarding are not incompatible. In some developed countries, cultural heritage safeguarding and tourism utilisation have formed a good interaction mechanism.

“Some Asian countries are walking far in front of us in the ICH utilisation. For example, Japan and Korea have actively explored their folk cultural resources, protected and restored traditional etiquette festive ceremony, thus have attracted a large number of domestic and foreign tourists and created very good economic income. (Age 32, Male, Scholar)”

“As I know, ICH is also very big and successful industry. In Italy, the cultural heritage safeguarding work has no longer been an act of single government, but a national cause. The industrialization of cultural heritage has become the basic trend of Italian cultural heritage safeguarding; cultural heritages are no longer just cultural relics, but also important tourism resources and cultural resources. (Age 32, Male, Scholar)”

However, the government policy of ICH is a complicated issue in China. Despite most stakeholders think that ICH policies should be set according to a certain standard: UNESCO, but when it comes to something related to its interests, the situation changes. The researcher thinks it is difficult to solve the conflict of interest between the government and different institutions by applying one standard, and it needs a lot of communications to find out the most suitable solution. It is good to see that some stakeholders agree we should only follow the standard of worldwide organisation which is a strong aid in preservation as well as conservation and also global exposure. ICH is not belonging to any nation or country; it is the treasure of humankind.

“It (ICH) is very [complicated] in our country, it is related to too many groups, each one has different idea of this. Everyone know it is UNESCO listed and need to protect, but it is another thing when it is about profit. (Age 38, male, Local community)”

Actually, the majority of people think that being in the World Heritage List has been the precious measure to promote conservation initiatives, ICH improvement and even raising domestic pride. Nevertheless, it is of great necessity to make sure the documentation of ICH in China. Furthermore, the document of ICH has historical integrity and is helpful to produce a sense of belonging and place. It is able to help the research of ICH and innovation. The interview results reflect the ICH’s principle that culture has an intrinsic value to the peaceful development and cohesion of society. Therefore, it is a good way for ICH management to link heritage safeguarding with the cultivation of "cultural diversity", especially with goals related to tourism.

On the contrary, stakeholders think that it is necessary for China to pay attention to the inheritance of ICH by using both moral encouragement and material incentives. To the ICH inheritors, ICH should not only be attractive with a high moral knowledge as well as standard; it should also deliver good incomes’ messages in the future, even towards the goals of good life.

“Let me tell you what happened in the real practice of ICH safeguarding. For example, we have totally 107 instances of intangible heritage which are considered from the prefecture perspective. A million-dollar funds have been allocated by the prefecture government per year for the purpose of preserving and protecting intangible heritage. Nevertheless, the money is likely to flow to the procedure of application, and inviting experts’ expenditure to write up the report of application for the purpose of bidding for the higher and next degree in the intangible heritage programme. The acknowledged inheritor is going to obtain just a

\$100 each year, which is not an efficient stimulus for the youth to inherit the abilities. (Age 32, Male, Scholar)”

Therefore, it can be seen that most of ICH is based on the human skills, and humans cannot live without material basis. According to the data, systematic training for the inheritors is also important. The training is necessary to be gathered with a licence system that is able to keep up inheritors' standards and offer obvious norms on what value is as well. Moreover, it is able to be started in the community or school for the purpose of allowing old or experienced people to involve in it. They are able to be assigned to be assistants and specifically the elder people are able to share their experience with young inheritors. The importance of ICH lies not only in the form of cultural expression, but in its expression of “the richness of knowledge and skills passed down from generation to generation.” For UNESCO, the ICH is able to keep cultural diversity when facing the growth of the globalisation and encourage mutual respect for other lifestyles and promote intercultural conversation.

Moreover, stakeholders agree on the significance of academic research. It can research the ICH history, find the lost literature, improve the understanding and it is also helpful to sustain the conservation, as well as management. In fact, ICH research is necessary and important to understand consumers' needs in order to provide suitable services in ICH utilisation. Better research can provide information to influence consumers' decisions and assist in managing their impacts. The information also indicates that it is also hard to guarantee that the research contributes to ICH innovation and management, so academic research of ICH is a long-term progress and need the work of generations.

4.7 The relationship between ICH value and utilisation.

Some interviewees mentioned that the unique selling point for ICH is its uniqueness, individually and spatial uniqueness, and the researcher realised these are all related to the values of ICH. It is where significant heritage values stand out that has put heritage tourism forefront of the industry in many parts of the world.

“In my opinion, tourism has developed into a value-based economy, because tourists are looking for unique, personal, meaningful tourism that are co-created with traditions and cultures. However, in this process, people have found that more consumption does not lead to greater satisfaction. Then, new ICH tourism pays more attention to the experience that can really bring meaning to tourists. Therefore, the relation between the tourism industry and the ICH is of great importance to local people with or without vested interests in the tourism industry.” (Age 55, Female, Scholar)

Accordingly, more and more attention are beginning to be paid to the understanding and appreciation of local values in tourism activities. By staying in the local community and being exposed to the local lifestyle and traditional customs, and even experiencing these personally; ICH has become an important aspect of the overall tourist experience. In addition, such exposure is bound to increase the tourists’ understanding and appreciation of local culture.

This presents that the roles of the values of private and public stakeholders in the improvement of ICH are interrelated and have important impacts on the ICH tourism utilisation. There is such a strong connection between ICH and tourism that a local ICH government officer stated that: *“these areas need ICH tourism today, and tourism needs them even more.” (Age 44, female, Troupe manager)* Tourism is a large industry and its financial and potential socio-cultural benefits are widely recognised. In fact, as an economic means,

tourism is an important way to *"utilize ICH intrinsic values reasonably and legally. (Age 66, Female, Local community)"*

The resources indicate the stakeholders' attitudes. The majority of the stakeholders present positive attitudes toward the improvement of ICH, and this recognition should be used as motivation towards ICH utilisation. Nevertheless, private and public departments think themselves to be the auxiliaries with assistance to the other party, which should extend the schedules on the improvement of ICH. It indicates that nobody is responsible for making decisions and developing ICH properly (such as innovation and marketing strategy). There is a discrepancy between government, institutions, as well as private business in the improvement of ICH. Moreover, a lot of stakeholders who are involved in the implementation of the improvement of the industry also mention the difficulties. All stakeholders comment that the other ICH department should make further contributions to the utilisation.

"The tourism's improvement will not be optimal if it is controlled by either private or public departments. The private stakeholders are motivated by loss accounts as well as profit while the government and institutions are restrained by the bureaucratic planning environment. (Age 47, Male, Scholar)"

This means each kind of stakeholders will play an important role in the process of improving ICH. They ought to build a definite target, and get to understand each other through cooperation, instead of making conflicts. They should form a clear goal and understand the value of each other through collaboration. Therefore, collaboration between stakeholders is specifically vital since there is a congruence of objectives, namely: get benefit from ICH. The destinations with ICH are also able to benefit the social and economic improvement.

“The use value of ICH, which is considered to have not only a strong influence on economic growth, but also through means of expression and opinion, which can improve the social and economic conditions of the community. (Age 46, Male, Government officer)”

Interviews held with stakeholders were able to offer effective data and promote transparency among stakeholders, which is significant. It is helpful to assist ICH’s sustainable development and identify the values of the heritage, as well as relative attributes.

4.8 Summary and conceptual framework

To understand the potential supply and demand relationships of legacy, this research was not only limited to the discussion of the existing ICH and its potential problems, but also analyzed ICH value through a series of discussions of stakeholders’ opinions. According to Timothy and Boyd (2003), most of the current researches concentrated on supplier’s judgment on traditional and inherited tourism (for example, population and motivation) rather than customers’ “unsatisfied demands.” However, “demand” usually is the most important driving force of an industry. In addition, author has suggested the “non-use” value of ICH, which summarized the possibility of visiting ICH in the future. Compared with use value, this “existing value” is much more worthy of a discussion. As people are impossible to visit ICH on their own, but the existing value of ICH could contribute to the benefits of future offspring. Therefore, this research arrived at reliable conclusions by analyzing stakeholders’ knowledge or experience, for the purpose of adapting these differences and values.

Analysing stakeholders, ICH managers, tourism developers and managers have strong referential meanings, which make them much more target-oriented in developing ICH tourist product and in promoting as well. They come up with much more attractive and relevant

products. With the widespread of ICH concept, participating ICH tourism activity can be regarded as a public marketing behaviour. However, the core market of ICH is still a small, specialized market. Most of the tourists, or general tourists participate in ICH activity, considering it as a supplementary element rather than a major attraction.

The interview results showed that the tourism utilisation is confined by tourist motivation. Motivation determines whether tourists visit a specific destination. Sometimes, motivation also constitutes a core subject of the journey. A proper tourism motivation should feature with both width and depth, not only attracting tourists but also keeping them in that place for a longer time. From this perspective, ICH is developed based on motives of tourism demands. ICH contains certain characteristics of a place, from which we can infer culture, history and environment of that place. Moreover, due to its nature of experiencing, they also serve the function of promoting local culture and scenic views. But ICH is not invented as a tourism product. People who engage in ICH industry need to transform it into a tourism consumption product and then realize its potential in tourism. This research aims to preserve the integrity of ICH when turning it into tourism products, diminishing possible damage.

According to the interview finding connect with marketing and business management philosophy, it is recommended to firstly understand the market demand and then design some products to meet these market demands. Tourist industry is drawing from this experience. One of the ultimate goals of ICH tourism utilisation is to promote the protection and inheritance of heritages. Applying marketing approaches in developing ICH tourism and management also contributes to the sustainable development of heritages. Managers can shape their offerings after figuring out tourists' traveling motives, and then satisfy tourists' visiting demands for a proper approach that suits the goal of heritage management. Most of the tourists are unaware of the value and significance of heritages. Heritage managers can, with the help of marketing approaches, define core products according to their own initiatives.

They can also identify different types of tourists. In this way, heritages can be exhibited in a way that attracts visitors the most.

The thematically method is used as the qualitative analysis throughout this chapter. Most of the themes are extended around the different categories of axial coding. Glaser (2001) proposed that the code be selectively encoded after identifying important categories and their relationships. Suppose there is a central theme or concept, which explains the phenomena found in the research process. Of course, there will be other different categories that will emerge, and new breakthroughs and development will be achieved during this period. The memo on theoretical knowledge also has a great role to play because it not only helps the working order of this stage, but also helps us understand the data. A more detailed description of the relevant topics will be carefully examined for each subject. Therefore, to understand points of view of more stakeholders, the researcher qualitatively analysed the data collected from interviews, especially the themes expressed from dialogue contents; each theme was made up of many relevant theories, and some can be classified in the sub-theme, thus a theoretical framework was formed. In analysing the data, it is clear to see the link between: main idea, theory and the concept and the researchers who set out to compare the data. According to the contents mentioned in Glaser (1978), because of the correlation of its data, the literature is also accessed, which is referred to as the folding of literature. It not only speeds up the conceptualisation of data and the speed of integration, but also improved its definition in order to make its internal structure more reasonable and effective. Furthermore, the external structural optimisation was mainly created through the creation of certain fields. The core meaning of this research is to explore the above themes, namely: "ICH values", "ICH safeguarding" and "ICH utilisation". In fact, according to the data, all of interviewees refer extensively to the "ICH values", "ICH safeguarding" and "ICH utilisation" during the ICH development. Therefore, the researcher decided to establish "ICH values", "ICH

safeguarding" and "ICH utilisation" as the core categories. In addition, this article mainly adopts the research method that is the qualitative analysis method. The original purpose was to find hidden problems in the theme, but out of its own key categories was found to be outside. Furthermore, a number of additional hidden related categories were identified. The profound meaning within the organisation is the main sector of qualitative research. Therefore, the following figure shows the relationship between safeguarding and utilisation of ICH.

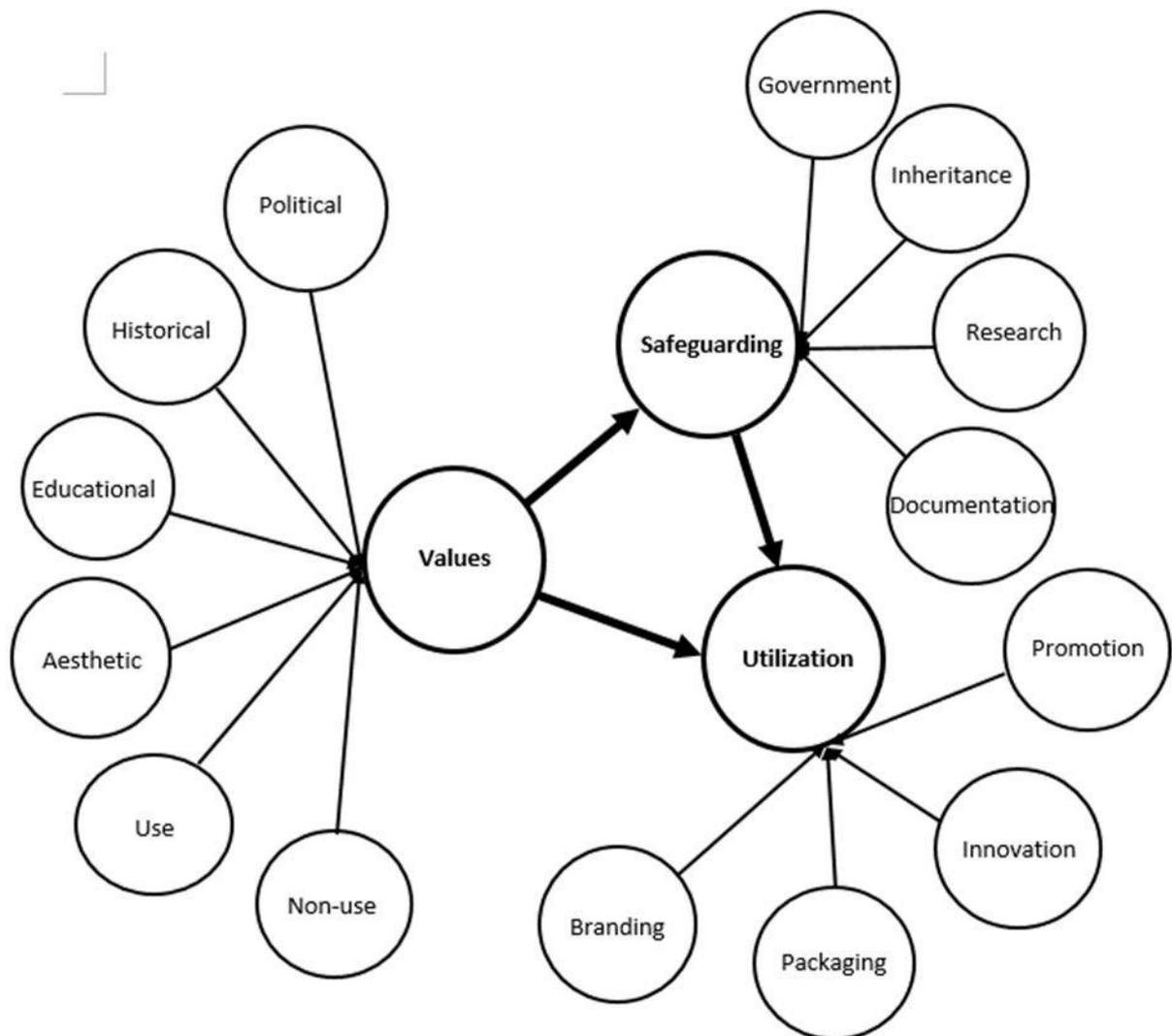


Figure 4.9 conceptual framework of research from literature and interviews

Three main themes have been developed through examination of China's ICH development and synthesis of theories, and extant literature in developed countries. Parts of the themes are extremely close to the literature, whereas some of them are of special importance in China. The model proposed earlier in this research consists of many kinds of theories, which take advantage of the appropriate approach of qualitative research and a half-structured interview sample that was selected from stakeholders in China. Therefore, these findings cannot be achieved by all the ICH stakeholders around the world, but it can reflect information in detail for a deeper understanding of values. Further investigations on the consumers are encouraged and required, because the unparalleled features of ICH and the accounts of stakeholder interviews. Their minds and behaviours may be limited. Consequently, a quantitative practical study will be presented in following chapter.

Chapter 5 Quantitative study findings (Study2)

5.1 Introduction

This chapter reports the results of the data analysis for the proposed model in previous studies. Section 5.2 presented the conceptual framework created from literature and stakeholders' interviews. In section 5.3, the demographics and characteristics of respondents are presented with data and analysis. Descriptive statistical analysis was used to describe the characteristic of the data in section 5.4. In this section 5.5, exploratory factor analysis for ICH values, safeguarding and utilisation are represented. Confirmatory factor analysis is used and reliability testing is further discussed in section 5.6. In addition, in section 5.7, An SEM is presented, Goodness of Fit and Path Coefficient for SEM are both presented, the hypotheses are examined, and the discriminant validity are also tested. Moreover, the relationship of each factor between ICH values, safeguarding and utilisation is tested. Finally, the summary of the chapter is presented in section 5.8.

5.2 Conceptual models and hypothesis

The methodological approach used in this research includes qualitative and quantitative methods. Both qualitative and quantitative methods are adopted because no single source of information can be relied on to provide a comprehensive perspective in ICH. Following this, the researcher will revise the scale to recognise and obtain both reliability and validity of statistics (Kieren & Morse, 1992). A quantitative approach is then conducted to test the models. Finally, by using a combination of these two methods, the researcher is able to use different data sources to validate the findings.

SEM is chosen in the quantitative study because of a number of particular characteristics, as follows: firstly, SEM has an a priori basis and requires researchers to think in terms of models. Although it is not exclusively confirmatory, the application of SEM is a blend of both exploratory and confirmatory analyses.

The researcher has already developed a model in qualitative study which reflects the hypotheses as well. By using SEM in quantitative research, the model can be evaluated in the subsequent analysis; SEM can be viewed as confirmatory. Secondly, the explicit representation of the distinction between observed and latent variables is characteristic of many SEM's. The distinction makes it possible for researchers to test a wide variety of hypotheses. SEM is more straightforward when dealing with both sophisticated relationships and with latent relationships in the empirical model utilisation process (Hua & Nusair, 2010). Thirdly, SEM is still a large sample technique because several factors affect sample size requirements in SEM. Generally, the analysis of a complex model requires more samples than a simpler one. Although it is difficult to give a simple answer to the question of how large a sample needs to be, Kline (2011) provides guidelines as follows: sample sizes less than 100 would be considered "small", between 100 and 200 subjects a "medium" sample size. Due to the large number of populations in China related to ICH; SEM is suitable for this study. The conceptual model of this research is shown in figure 5.1.

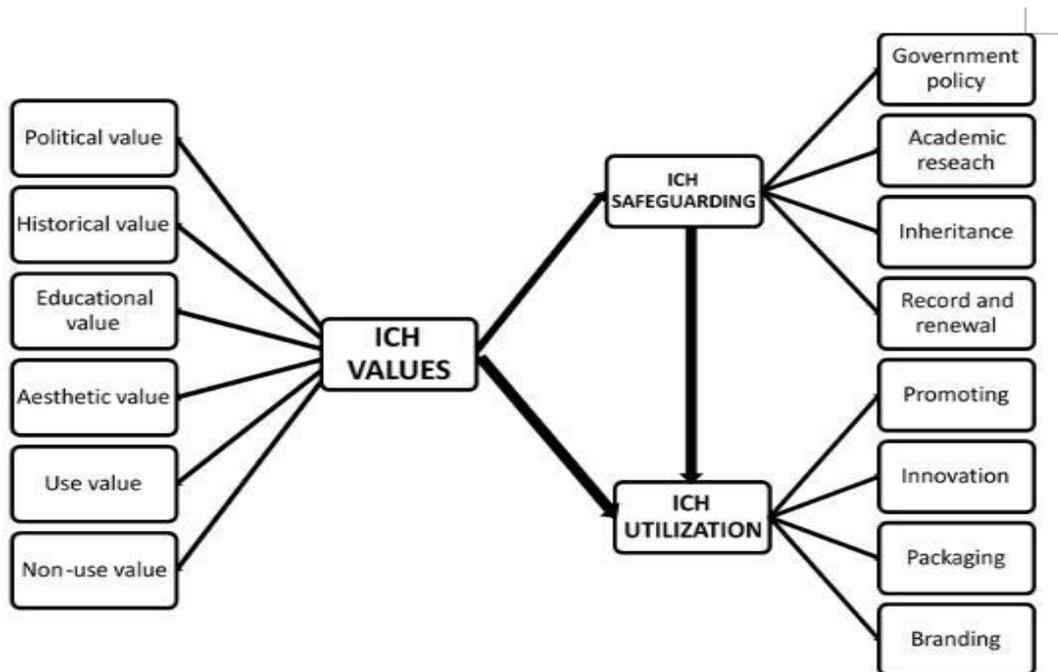


Figure 5.1 conceptual framework of research

In this research, exogenous variables are a factor in a causal model system whose value is independent from the states of other variables in the system; a factor whose value is determined by factors or variables outside the causal system under study (Pearl, 2000). The “ICH value” variables were entered as exogenous variables in this model, the designed Hypothesis are shown as follows:

Table5.1 List of hypotheses in this research

| No. | Items |
|-----|---|
| H 1 | <i>ICH values are positively associated with ICH safeguarding.</i> |
| H 2 | <i>ICH safeguarding is positively associated with ICH utilization in tourism.</i> |
| H 3 | <i>ICH Values have a positive effect on ICH utilisation.</i> |
| H 4 | <i>ICH safeguarding has mediation effect between ICH values and ICH Utilisation</i> |

5.3 Demographic and characteristic of respondents

The demographic and characteristic of respondents is shown in table 5.1. Firstly, the majority of the respondents were normal audiences (71.4%), the rest of respondents are from public section such as government, institutions, local communities and companies. In the information of age groups, most of audiences are from age of 50-59 (27%) and above 60 (27.8%). This indicates that most of the audiences are in the older age groups. However, we can see 15.8% of respondents are from age group of 19-29, which is considerably more than the age group 30-39 (10.7%), it shows that Kunqu is likely of interest to the younger generation. In respondent origin, domestic Chinese are the greater number, which is Suzhou (21.9%), Jiangsu province (21.1%), and from other provinces in China (29.5%). In education status, 37.7% of respondents have high school degree and 45.3% had a university degree or above, it shows that most of the respondent audiences have higher education. In the respondents' monthly income part, most of the audiences incomes are ¥ 8k-13k (26.9%), ¥13k-20k (20%) and above ¥20k (24.8%) are from very well-paid class in China.

Table 5.1 Demographic and characteristic of respondents

| Variables | Categories | Number | Percentage% |
|-----------------------|------------------------------------|--------|-------------|
| Identity | Public section | 150 | 28.6 |
| | Normal audience | 375 | 71.4 |
| Age group | Under 18 | 11 | 2.1 |
| | 19-29 | 83 | 15.8 |
| | 30-39 | 56 | 10.7 |
| | 40-49 | 87 | 16.6 |
| | 50-59 | 142 | 27.0 |
| | Above60 | 146 | 27.8 |
| Education | Primary school or below | 89 | 17.0 |
| | High school or vocational training | 198 | 37.7 |
| | Bachelor degree or above | 238 | 45.3 |
| Monthly income | Under ¥ 3,000 | 46 | 8.8 |
| | ¥ 3,000-8,000 | 103 | 19.6 |
| | ¥ 8,000-13,000 | 141 | 26.9 |
| | ¥13,000-20,000 | 105 | 20.0 |
| | Above ¥ 20,000 | 130 | 24.8 |
| Visit reason | Meet friends | 125 | 23.8 |
| | Family activity | 151 | 28.8 |
| | Business trip | 106 | 20.2 |
| | Independent | 108 | 20.6 |
| | Other | 35 | 6.7 |

| | | | |
|-----------------------------|---------------------------|-----|------|
| From | Local | 115 | 21.9 |
| | Within Jiangsu | 111 | 21.1 |
| | Other province | 155 | 29.5 |
| | Hong Kong, Macau | 65 | 12.4 |
| | Taiwan and Chinese ethnic | 79 | 15.0 |
| Experience of Kunqu | Terrible | 67 | 12.8 |
| | Not good | 122 | 23.2 |
| | Neutral | 121 | 23.0 |
| | Good | 115 | 21.9 |
| | Excellent | 100 | 19.0 |
| Price feeling | Very expensive | 43 | 8.2 |
| | Expensive | 126 | 24.0 |
| | Neutral | 126 | 24.0 |
| | Good price | 128 | 24.4 |
| | Cheap | 102 | 19.4 |
| Willing to revisit | Never | 68 | 13.0 |
| | May not | 115 | 21.9 |
| | Neutral | 119 | 22.7 |
| | Possibly will | 132 | 25.1 |
| | Absolutely | 91 | 17.3 |
| Willing to recommend | Never | 79 | 15.0 |
| | May not | 121 | 23.0 |
| | Neutral | 100 | 19.0 |
| | Possibly will | 133 | 25.3 |
| | Absolutely | 92 | 17.5 |

Regarding these tour-related variables, the purpose of respondents visiting Kunqu are fairly equal. These are as follows: meeting friends (23.8%), family activity (28.8%), business trip (20.2%) other factors (20.6%). The main experience of Kunqu is: neutral (23.2%), excellent (19.0%) and good (21.9%). However, from the remaining 122 respondents, (23.0%) stated that they had no outstanding experiences from Kunqu (for differing reasons). The other information also shows the detailed socio-demographic and travel-related profiles of the respondents in the summer of 2016 in Suzhou, China.

5.4 Descriptive statistics

Descriptive statistics include the minimum, maximum, mean and standard deviation. The interval-scaled independent and dependent variables are obtained as depicted in Table 5.2. From the descriptive statistic results, most of the standard deviations are around 1.00. These indicate that the scores among respondents are reasonably spread (+/-) three standard deviations cover the whole scale. Using a 5-point measuring scale, 1 is the lowest and 5 is the highest. The results indicate that respondents tend to have positive opinions on “Kunqu development shows, China has a responsible government” since the mean value is 3.26. As can be seen, the mean of different dimension of ICH political value are relatively high ranging from 3.10 to 3.23. It implies that the effort in ICH political value is observed. The respondents indicated that Kunqu preserves its ancient Chinese folk characteristics, this is 3.36. Meanwhile, the mean for other questions related to the ICH historical value is relatively high, ranging from 3.02 to 3.21. This might indicate that most of respondents realised that the historical value of ICH is important within ICH values. For the attributes of educational value, the results indicate that respondents have a moderate level of education for intangible cultural heritage tourism in Suzhou ranging from 2.99 to 3.19. Particularly, the mean of the items “Kunqu is also valuable for patriotism education” is relatively low compared to other items with mean of 2.99. This might indicate that respondents may not realise that Kunqu is very important to patriotism education. The reasons may include the over patriotism education in daily life in China. Furthermore, visitors want to have their own reasons for visiting, not from outsiders. In contrast, the item “Kunqu improves unique Chinese emotions” has the highest mean of 3.23, indicating that respondents concentrate more on emotions that Kunqu presents. For the aesthetic value aspect, the results show that respondents have a moderate level of aesthetic for intangible cultural heritage tourism in Suzhou, ranging from 2.96 to 3.20. Particularly, the mean of the items “Kunqu also reflecting the aesthetic

standards of modern people” is relatively low compared to other items with mean of 2.96. This may indicate that interviewees probably think Kunqu Opera has a long history with high aesthetic value, but it is not a modern fashion but an ancient opera. Other reasons may include too long performance time and strict training standards. In contrast, the item “Kunqu represents the beauty of Chinese music” has the highest mean of 3.30, indicating that respondents realised that the music is the most important part of Kunqu in aesthetics. As shown in Table 5.2, the respondents tend to agree that the intangible cultural heritage in Suzhou is important in economics, but lower than other values. Therefore, we can see that the mean for the items related to economics such as employment and helpful to the visitors and hospitality have a moderate level ranging from 2.93 to 3.09. This might indicate that respondents feel Kunqu has good reason to attract customers. Particularly, the mean of the items “Kunqu is helping Suzhou city to attract visitors” is relatively high compared to other items. This might indicate that the Kunqu has become a symbol of the city of Suzhou and attracts people simply to visit the city and its surroundings. In contrast, the item “Kunqu is attractive to operators” has the highest mean of 3.11 indicating that many respondents feel Kunqu is not just a nice performance, but also a good business resource for economic growth. The respondents indicate that the Kunqu has development potential for future generations is 3.24, which is the highest mean compare to others. Meanwhile, the mean for other questions related to the ICH non-use value is relatively high, ranging from 3.00 to 3.20. This might indicate that most of respondents realised that non-use value of ICH is also important within ICH values.

| Descriptive Statistics for Survey Variables | | | | | |
|--|--|------------|------------|-------------|------------|
| No. | Survey Items | Min | Max | Mean | S.D |
| Q1 | Kunqu enhances social cohesion | 1 | 5 | 3.20 | 1.218 |
| Q2 | Kunqu development shows China has a responsible government | 1 | 5 | 3.26 | 1.192 |
| Q3 | Kunqu enhances social intercultural dialogue | 1 | 5 | 3.23 | 1.131 |
| Q4 | Kunqu enhances sense of belonging to the country | 1 | 5 | 3.10 | 1.103 |
| Q5 | Kunqu enhances inclusion for people | 1 | 5 | 3.23 | 1.076 |
| Q6 | Kunqu preserves ancient Chinese localism (Language) | 1 | 5 | 3.06 | 1.110 |
| Q7 | Kunqu preserves ancient Chinese classics | 1 | 5 | 3.11 | 1.138 |
| Q8 | Kunqu preserves ancient Chinese traditions | 1 | 5 | 3.10 | 1.087 |
| Q9 | Kunqu preserves ancient Chinese folk characteristics | 1 | 5 | 3.36 | 1.103 |
| Q10 | Kunqu preserves ancient Chinese history | 1 | 5 | 3.21 | 1.015 |
| Q11 | Kunqu proves our ancient artistic achievement in very early time | 1 | 5 | 3.03 | 1.419 |
| Q12 | Kunqu represent unique spiritual temperament of ancient China | 1 | 5 | 3.02 | 1.364 |
| Q13 | Kunqu improves unique Chinese emotions | 1 | 5 | 3.23 | 1.277 |
| Q14 | Kunqu improves unique Chinese modes of thinking | 1 | 5 | 3.19 | 1.117 |
| Q15 | Kunqu improves the diversification of Chinese cultural | 1 | 5 | 3.07 | 1.253 |
| Q16 | Kunqu improves citizen's appreciation of art | 1 | 5 | 3.22 | 1.193 |
| Q17 | Kunqu improves knowledge of audiences | 1 | 5 | 3.22 | 1.177 |
| Q18 | Kunqu is helpful to school music education | 1 | 5 | 3.10 | 1.393 |
| Q19 | Kunqu is also valuable for Patriotism education | 1 | 5 | 2.99 | 1.422 |
| Q20 | Kunqu represents the beauty of Chinese music | 1 | 5 | 3.30 | 1.145 |

| | | | | | |
|------------|---|---|---|------|-------|
| Q21 | Kunqu represents the beauty of Chinese dance | 1 | 5 | 3.13 | 1.183 |
| Q22 | Kunqu represents the beauty of scenario | 1 | 5 | 3.17 | 1.150 |
| Q23 | Kunqu represents the beauty of Chinese clothing art | 1 | 5 | 3.19 | 1.016 |
| Q24 | Kunqu represents the beautiful stagecraft of Chinese opera | 1 | 5 | 3.20 | 1.199 |
| Q25 | Kunqu also reflecting the aesthetic standards of modern people | 1 | 5 | 2.96 | 1.418 |
| Q26 | Kunqu positively influences employment | 1 | 5 | 2.97 | 1.189 |
| Q27 | Kunqu is conducive to related industries (theatre, publication) | 1 | 5 | 2.99 | 1.218 |
| Q28 | Kunqu is attractive for audiences to visit theatre | 1 | 5 | 2.95 | 1.278 |
| Q29 | Kunqu is attractive to operators | 1 | 5 | 3.11 | 1.210 |
| Q30 | Kunqu is helpful to hospitality of Suzhou | 1 | 5 | 2.93 | 1.423 |
| Q31 | Kunqu is helping Suzhou city to attract visitors. | 1 | 5 | 3.09 | 1.401 |
| Q32 | Kunqu represents a new way of entertainment | 1 | 5 | 3.14 | 1.270 |
| Q33 | Kunqu presents a new idea of consumption | 1 | 5 | 3.20 | 1.278 |
| Q34 | Kunqu improves the reputation of the city | 1 | 5 | 3.16 | 1.341 |
| Q35 | Kunqu has development potential for future generations | 1 | 5 | 3.24 | 1.302 |
| Q36 | kunqu represent the ICH are well protected in China | 1 | 5 | 3.00 | 1.375 |
| Q37 | People knows that Kunqu is protected by ICH law | 1 | 5 | 3.31 | 1.182 |
| Q38 | Kunqu is advertised through official media | 1 | 5 | 3.33 | 1.167 |
| Q39 | Kunqu is an activity with government support | 1 | 5 | 3.34 | 1.217 |
| Q40 | Kunqu gets benefit from unique government policies | 1 | 5 | 3.31 | 1.163 |
| Q41 | Kunqu receives financial support from the government | 1 | 5 | 3.40 | 1.287 |
| Q42 | Kunqu is one of the best ICH government try to protect | 1 | 5 | 3.03 | 1.442 |

| | | | | | |
|------------|--|---|---|------|-------|
| Q43 | The Younger generation like Kunqu | 1 | 5 | 3.23 | 1.290 |
| Q44 | Many people like to study Kunqu | 1 | 5 | 3.29 | 1.274 |
| Q45 | Kunqu can be learned in specialized school | 1 | 5 | 3.32 | 1.300 |
| Q46 | There is a set of integral system for Kunqu education | 1 | 5 | 3.34 | 1.263 |
| Q47 | Kunqu Inheritors are all registered performers | 1 | 5 | 3.60 | 1.103 |
| Q48 | There are professional Kunqu researchers | 1 | 5 | 3.21 | 1.196 |
| Q49 | There are Kunqu research institutions | 1 | 5 | 3.34 | 1.230 |
| Q50 | Kunqu materials are being sorted | 1 | 5 | 3.33 | 1.251 |
| Q51 | New Kunqu plays are being created | 1 | 5 | 3.22 | 1.163 |
| Q52 | Kunqu is welcomed by academic institutions such as university and colleges | 1 | 5 | 3.42 | 1.310 |
| Q53 | Kunqu subjects are welcomed by researchers | 1 | 5 | 2.99 | 1.412 |
| Q54 | Kunqu play scripts are well protected | 1 | 5 | 3.24 | 1.380 |
| Q55 | Kunqu performances are well recorded | 1 | 5 | 3.26 | 1.263 |
| Q56 | The endangered plays are well renewed | 1 | 5 | 3.27 | 1.216 |
| Q57 | There are professional museum to keep Kunqu document | 1 | 5 | 3.22 | 1.031 |
| Q58 | New technologies are being used in the conservation of Kunqu | 1 | 5 | 3.34 | 1.218 |
| Q59 | The past and present are well treated in the process of renewal | 1 | 5 | 3.05 | 1.400 |
| Q60 | Kunqu activities and shows are frequently open | 1 | 5 | 3.43 | 1.295 |
| Q61 | Communities are invited to attend Kunqu activities | 1 | 5 | 3.36 | 1.285 |
| Q62 | Institutions helping people are interested to know about Kunqu | 1 | 5 | 3.35 | 1.313 |
| Q63 | written tutorials are needed for such interested people | 1 | 5 | 3.60 | 1.271 |
| Q64 | Current infrastructures is adequate for people to practice | 1 | 5 | 3.25 | 1.086 |

| | | | | | |
|------------|---|---|---|------|-------|
| Q65 | Troupes are showing the new created Kunqu plays | 1 | 5 | 3.04 | 1.329 |
| Q66 | New technologies are being used on the Kunqu stage | 1 | 5 | 3.08 | 1.346 |
| Q67 | New technologies are being used in Kunqu publications | 1 | 5 | 3.13 | 1.344 |
| Q68 | New words and melody are being used in the Kunqu | 1 | 5 | 3.14 | 1.346 |
| Q69 | Kunqu is publicized by new social media | 1 | 5 | 3.08 | 1.378 |
| Q70 | New advertising are been used in Kunqu propaganda | 1 | 5 | 3.05 | 1.405 |
| Q71 | Kunqu has updated costume | 1 | 5 | 3.25 | 1.380 |
| Q72 | Kunqu has updated stage properties | 1 | 5 | 3.29 | 1.320 |
| Q73 | Kunqu has updated instrument | 1 | 5 | 3.35 | 1.282 |
| Q74 | Kunqu has updated cosmetic adornments | 1 | 5 | 3.32 | 1.214 |
| Q75 | Kunqu has updated stage design | 1 | 5 | 3.40 | 1.317 |
| Q76 | kunqu has improved its advertising mode | 1 | 5 | 3.01 | 1.390 |
| Q77 | Kunqu has become a symbol of Suzhou city | 1 | 5 | 2.99 | 1.368 |
| Q78 | Kunqu has become a symbol of country | 1 | 5 | 3.09 | 1.363 |
| Q79 | Kunqu has become a symbol of Chinese culture | 1 | 5 | 3.03 | 1.269 |
| Q80 | Kunqu has become synonymous with high-class elegant art | 1 | 5 | 3.23 | 1.268 |
| Q81 | Kunqu has become a brand board to attract the visitors all over the world | 1 | 5 | 3.14 | 1.284 |

Table 5.2 Descriptive Statistics for Survey Variables

In the dimensions of ICH safeguarding, within the government policy aspect, the results show that respondents have a moderate level of government policy for intangible cultural heritage safeguarding in Suzhou ranging from 3.31 to 3.40. Particularly, the mean of the items “Kunqu receives financial support from the government” is relatively high compared to other items with a mean of 3.40. This might indicate that respondents may feel the most important thing that government can do to protect Kunqu is through financial support. Media also reports that many heritage sites are in danger without necessary and needed maintenance. In contrast, the item “Kunqu is the most protected ICH by government” has the lowest mean of 3.03, indicating that respondents realised that the Kunqu is important, and that it can be a good sample of ICH safeguarding. Furthermore, there are still many other ICH sites that are in danger and therefore require consideration. For the inheritance aspect, the results show that respondents have a moderate level of inheritance for intangible cultural heritage safeguarding in Suzhou with very high means ranging from 3.29 to 3.60. Particularly, the mean of the items “Kunqu Inheritors are all registered performers” is relatively high compared to other items with mean of 3.60. This might be because respondents may be aware of the fact that Kunqu inheritors have to be registered, only then can they perform with the Kunqu identity. For the academic research aspect, the results show that respondents have a moderate level of academic research for intangible cultural heritage safeguarding in Suzhou ranging from 2.99 to 3.22. Particularly, the mean of the items “Kunqu subjects are welcomed by researchers” is relatively low compared to other items with mean of 2.99. This might indicate that respondents may not have the necessary information about academic research within Kunqu or ICH. This may also indicate that the academic research of ICH still has room for improvement. In contrast, the item “There are Kunqu research institutions” has the highest mean of 3.34, indicating that respondents feel the research institution is very important to ICH research. Within the documentation aspect, the results show that respondents have a

good level of documentation for intangible cultural heritage safeguarding in Suzhou ranging from 3.05 to 3.34. Particularly, the mean of the items “New technologies are being used in the conservation of Kunqu” is relatively high compared to other items with a mean of 3.40. This might also represent the fact that respondents are more and more attracted by new technologies. In addition, they realised that new technologies are very useful to protect ICH. In contrast, the item “The past and present are well treated in the process of renewal” has the lowest mean of 3.05, it may indicate that respondents have no idea about documentation of ICH also help to connect the tradition culture and modern culture in the form of Kunqu renewal.

For the promoting aspect in ICH utilisation, the results show that respondents have a good level of understanding in the promotion for intangible cultural heritage tourism in Suzhou ranging from 3.25 to 3.60. Particularly, the mean of the items “There are written tutorials for such interested people” is relatively high compared to other items with mean of 3.60. We can see that respondents may feel Kunqu is just shown in the theatre as a high-class art, but it is still far away from normal people. The reasons may also include the language used in Kunqu. This historical language is not the language of modern China. Today, people require written tutorials to help in understanding the meaning of Kunqu. In the dimension of ICH utilisation, within the innovation aspect, the results show that respondents have a moderate level of innovation for intangible cultural heritage utilisation in Suzhou ranging from 3.04 to 3.14. Particularly, the mean of the items “Troupes are showing the new created Kunqu plays” is relatively low compared to other items with mean of 3.04. This might be because the respondents possibly know less about the new plays in Kunqu. Another possible reason is that Kunqu is too much famous for its classical plays such as: “Peony Pavilion”, and “The Romance of West Chamber”. It is objectively stop people from knowing other new Kunqu plays. For the packaging aspect in ICH utilisation, the results show that respondents have a

moderate level of packaging for intangible cultural heritage tourism in Suzhou ranging from 3.01 to 3.40. Particularly, the mean of the items “Kunqu has improved its advertising mode” is relatively low compared to other items with a mean of 3.01. This might be because the respondents feel that Kunqu is not using innovative ways to advertise Kunqu. It could also simply mean that the advertising is ineffective. In contrast, the item “Kunqu has updated stage design” has the highest mean of 3.40, indicating that the new stage designs are attractive to the audience. This may also be due to using new technologies and items in stage design. In the dimension of ICH utilisation, within the branding aspect, the results show that respondents have a good level of branding for intangible cultural heritage utilisation in Suzhou ranging from 2.329 to 3.23. Particularly, the mean of the items “Kunqu has become synonymous with high-class elegant art” is relatively high compared to other items with a mean of 3.23. The reason for this could be that a number of respondents feel that Kunqu is a great brand of opera. In contrast, the item “Kunqu has become a symbol of Suzhou city” has the lowest mean of 2.99, indicating that respondents realised that the Kunqu is important, but still not good enough to be a symbol of the city. This might be because there are a number of great attractions that could represent Suzhou, for example: its world-famous gardening, or the fantastic city design, called “Oriental Venice”.

5.5 Exploratory Factor Analysis for ICH values, safeguarding and utilization

Factor analysis has two key purposes: data reduction and exploring theoretical structure. It has three main uses: (1) to understand the structure of a set of variables; (2) to construct a questionnaire to measure an underlying variable; and (3) to reduce a data set to a more manageable size while retaining as much of the original information as possible (Field, 2013;

Mayers, 2013). It also facilitates the exploration of hidden relationships between data by eliminating redundancies from a set of interrelated variables. At the same time, factor analysis gives a correlation of the matrix of the variables under investigation. A reduced number of new variables, known as components, are obtained from highly correlated variables.

5.5.1 Reliability analysis

Reliability analysis examines consistency within responses across a group of items in a questionnaire (Mayers, 2013). It is a commonly used to measure testing to the extent which multiple indicators for a latent variable belong together. It varies from 0 to 1.0. A common rule of thumb is that the indicators should have a Cronbach's alpha of ≥ 0.7 in order to judge the set as being reliable. High Cronbach's Alpha values suggest that constructs are internally consistent. This implies that all items of each construct are measuring the same content. A high Cronbach's Alpha value suggests a higher reliability (Hair et al., 2010; Hinton et al., 2014). Therefore, a group of high alpha values obtained from this analysis, is a clear indication of reliability. (See table 5.3.1)

Table 5.3.1 Reliability Test Results

| Items | Cronbach's Alpha |
|-------------------|------------------|
| Political value | .871 |
| Historical value | .909 |
| Educational value | .929 |
| Aesthetic value | .893 |
| Use value | .920 |
| Non-use value | .921 |
| Government | .885 |
| Research | .880 |

| | |
|--------------------|------|
| Inheritance | .916 |
| Record | .887 |
| Promoting | .901 |
| Innovation | .940 |
| Packaging | .912 |
| Branding | .927 |

5.5.2 Exploratory Factor Analysis for ICH values

Firstly, variables were reserved, scored where appropriate, in order that low scores reflect a negative attitude towards a statement and high scores reflect a positive attitude. Additionally, before analysing the main outcome, the appropriateness of utilising factor analysis was determined by examining the Kaiser-Meyer-Olkin (KMO) measures of sampling adequacy and Barlett's test of sphericity as the sample size is greater than 300. These tests were conducted to check that the collected data has a reasonable correlation and has avoided multi-collinearity (Hair et al., 2010; Field, 2013). A value of 0.60 or above from the KMO measure was used for the sampling adequacy test to ensure that the data was adequate for EFA (Kaiser & Rice, 1974; Tabachnick & Fidell, 2019). The KMO measure of sampling adequacy for the data set was 0.941. KMO values between 0.8 and 0.9 are described as meritorious by Kaiser and Rice (1974).

The guidelines for Kaiser and Rice (1974) are as follows: (Marvellous, 0.90s; Meritorious, 0.80s; Middling, 0.70s; Mediocre, 0.60s; Unacceptable, less than 0.50.)

| Factor | Factor Loading | Mean | Eigen value | Variance Explained % |
|---|----------------|------|-------------|----------------------|
| <i>Political value</i> | | 3.20 | 12.262 | 43.793 |
| Kunqu enhances social cohesion | .730 | 3.20 | | |
| Kunqu development shows China has a responsible government | .709 | 3.26 | | |
| Kunqu enhances social intercultural dialogue | .687 | 3.23 | | |
| Kunqu enhances sense of belonging to the country | .675 | 3.10 | | |
| Kunqu enhances inclusion for people | .652 | 3.23 | | |
| <i>Historical value</i> | | 3.17 | 2.338 | 8.349 |
| Kunqu preserves ancient Chinese localism (Language) | .755 | 3.06 | | |
| Kunqu preserves ancient Chinese classics | .737 | 3.11 | | |
| Kunqu preserves ancient Chinese traditions | .628 | 3.10 | | |
| Kunqu preserves ancient Chinese folk characteristics | .603 | 3.36 | | |
| Kunqu preserves ancient Chinese history | .523 | 3.21 | | |
| <i>Educational value</i> | | 3.18 | 2.145 | 7.662 |
| Kunqu improves unique Chinese emotions | .847 | 3.23 | | |
| Kunqu improves unique Chinese modes of thinking | .833 | 3.19 | | |
| Kunqu improves the diversification of Chinese cultural | .748 | 3.07 | | |
| Kunqu improves citizen's appreciation of art | .732 | 3.22 | | |
| Kunqu improves knowledge of audiences | .663 | 3.22 | | |
| <i>Aesthetic value</i> | | 3.19 | 1.768 | 6.315 |
| Kunqu represents the beauty of Chinese music | .801 | 3.30 | | |
| Kunqu represents the beauty of Chinese dance | .783 | 3.13 | | |
| Kunqu represents the beauty of scenario | .709 | 3.17 | | |
| Kunqu represents the beauty of Chinese clothing art | .608 | 3.19 | | |

| | | | | |
|--|------|------|-------|----------|
| Kunqu represents the beautiful stagecraft of Chinese opera | .555 | 3.20 | | |
| <i>Use value</i> | | 3.00 | 1.421 | 5.074 |
| Kunqu positively influences employment | .775 | 2.97 | | |
| Kunqu is conducive to related industries (theatre, publication) | .766 | 2.99 | | |
| Kunqu is attractive for audiences to visit theatre | .705 | 2.95 | | |
| Kunqu is attractive to operators | .632 | 3.11 | | |
| <i>Non-use value</i> | | 3.18 | 1.189 | 4.248 |
| Kunqu represents a new way of entertainment | .831 | 3.14 | | |
| Kunqu presents a new idea of consumption | .824 | 3.20 | | |
| Kunqu improves the reputation of the city | .776 | 3.16 | | |
| Kunqu has development potential for future generations | .737 | 3.24 | | |
| Total variance explained | | | | 75.441 % |

Table 5.3.2 Identifying the ICH Value Factors Using Rotated Component Matrix

As the shown in tables 5.3.1 and 5.3.3, because of the good reliability of the measurement of potential variables, this research further explored exploratory factor analysis. Exploratory factor analysis was mainly to find out the number of factors that affect the observed variables and the correlation between each factor and the observed variables. All 36 factors related to ICH value were analysed by SPSS25.0. The statistical results showed that the sampling factor KMO was 0.941, which indicated that there were many common factors among variables, which were suitable for factor analysis. In addition, the spherical test value was 11756.035; the degree of freedom was 630, and the probability of correlation was 0.000, which meant that there was a common factor between the index item and the latent variable, which was suitable for factor analysis.

Table 5.3.3 KMO and Bartlett’s Test for ICH values

| KMO and Bartlett’s Test | | |
|--|--------------------|-----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .941 |
| Bartlett’s Test of Sphericity | Approx. Chi-Square | 11756.035 |
| | Df | 630 |
| | Sig. | .000 |

Then, the maximum likelihood method was used as the factor extraction method. The maximum variance rotation Varimax method is selected to obtain a clearer factor solution. After the iterative multi-round principal component factor analysis, there were six factors that the extraction feature was bigger than 1(Field 2013). The cumulative explanatory variance percentage was 75.441%, which showed that the extracted common factors were highly representative towards the original data.

According to the rotated component matrix, the questions with respective factor loadings smaller than 0.4 should be deleted. The details have been shown in table 5.3.2.

- Factor 1 was mainly composed questions: “Kunqu improves unique Chinese emotions, Kunqu improves unique Chinese modes of thinking, Kunqu improves the diversification of Chinese cultural, Kunqu improves citizen’s appreciation of art, Kunqu improves knowledge of audiences, Kunqu is helpful to school music education, Kunqu is also valuable for Patriotism education”, with respective factor loadings greater than 0.4, thus to be named “Educational”;
- Factor 2 was mainly composed questions: “Kunqu enhances social cohesion, Kunqu enhances social inclusion, Kunqu enhances social intercultural dialogue, Kunqu enhances sense of belonging to the country, Kunqu development shows China has a responsible government”, with respective factor loadings greater than 0.4, thus to be named “Political”;
- Factor 3 was mainly composed questions: “Kunqu preserves ancient Chinese localism (Language), Kunqu preserves ancient Chinese classics, Kunqu preserves ancient Chinese traditions, Kunqu preserves ancient Chinese folk characteristics, Kunqu preserves ancient Chinese history, Kunqu proves our ancient artistic achievement in very early time, Kunqu represent unique spiritual temperament of ancient China”, with respective factor loadings greater than 0.4, thus to be named “Historical”;
- Factor 4 was mainly composed questions: “Kunqu represents the beauty of Chinese music, Kunqu represents the beauty of Chinese dance, Kunqu represents the beauty of scenario, Kunqu represents the beauty of Chinese clothing art, Kunqu represents the beautiful stagecraft of Chinese opera, Kunqu also reflecting the aesthetic standards of modern people”, with respective factor loadings greater than 0.4, thus to be named “Aesthetic”;
- Factor 5 was mainly composed questions: “Kunqu represents a new way of entertainment, Kunqu presents a new idea of consumption, Kunqu improves the

reputation of the city, Kunqu has development potential for future generations, kunqu represent the ICH are well protected in China”, with respective factor loadings greater than 0.4, thus to be named “Non-Use”;

- Factor 6 was mainly composed questions: “Kunqu positively influences employment, Kunqu is conducive to related industries (theatre, publication), Kunqu is attractive for audiences to visit, Kunqu is attractive to operators, Kunqu is helpful to hospitality of Suzhou, Kunqu is helping Suzhou to attract visitors.”, with respective factor loadings greater than 0.4, thus to be named “Use”.

After the deletion of these questions (“Kunqu also reflecting the aesthetic standards of modern people”, “Kunqu is also valuable for Patriotism education”, “Kunqu proves our ancient artistic achievement in very early time”, “Kunqu represent unique spiritual temperament of ancient China”, “Kunqu development shows China has a responsible government”, “kunqu represent the ICH are well protected in China”, “Kunqu is helpful to hospitality of Suzhou”) with respective factor loadings smaller than 0.4, there were 6 factors in total extracted by ML method with the eigenvalue greater than 1. The percentage of accumulated explained variance was about 76.137%, which showed that the extracted common factors were highly representative towards the original data.

The initial eigenvalue of ICH value factors are 12.262, 2.338, 2.145, 1.768, 1.421, 1.189, and the percentage of explained variance was 43.793%, 8.349%, 7.662%, 6.315%, 5.074% and 4.248%.

Table 5.3.4 Identifying the ICH safeguarding Factors Using Rotated Component Matrix

| Factor | Factor Loading | Mean | Eigen value | Variance Explained % |
|--|----------------|------|-------------|----------------------|
| <i>Government policy</i> | | 3.34 | 8.996 | 44.981 |
| People knows that Kunqu is protected by ICH law | .788 | 3.31 | | |
| Kunqu is advertised through official media | .745 | 3.33 | | |
| Kunqu is an activity with government support | .733 | 3.34 | | |
| Kunqu gets benefit from unique government policies | .662 | 3.31 | | |
| Kunqu receives financial support from the government | .633 | 3.40 | | |
| <i>Inheritance</i> | | 3.35 | 1.989 | 9.947 |
| The Younger generation like Kunqu | .813 | 3.23 | | |
| Many people like to study Kunqu | .782 | 3.29 | | |
| Kunqu can be learned in specialized school | .767 | 3.32 | | |
| There is a set of integral system for Kunqu education | .735 | 3.34 | | |
| Kunqu Inheritors are all registered performers | .681 | 3.60 | | |
| <i>Academic research</i> | | 3.30 | 1.761 | 8.807 |
| There are professional Kunqu researchers | .713 | 3.21 | | |
| There are Kunqu research institutions | .683 | 3.34 | | |
| Kunqu materials are being sorted | .658 | 3.33 | | |
| New Kunqu plays are being created | .586 | 3.22 | | |
| Kunqu is welcomed by academic institutions such as university and colleges | .573 | 3.42 | | |
| <i>Documentation</i> | | 3.26 | 1.398 | 6.992 |
| Kunqu play scripts are well protected | .808 | 3.24 | | |
| Kunqu performances are well recorded | .777 | 3.26 | | |
| The endangered plays are well renewed | .706 | 3.27 | | |
| There are professional museum to keep Kunqu document | .677 | 3.22 | | |
| New technologies are being used in the conservation of Kunqu | .663 | 3.34 | | |
| Total variance explained | | | | 70.727 % |

5.5.3 Exploratory Factor Analysis for ICH safeguarding

As the shown in tables 5.3.1 and 5.3.5, because of the good reliability of the measurement of potential variables, this research now further explored exploratory factor analysis. Exploratory factor analysis was mainly to find out the number of factors that affect the observed variables and the correlation between each factor and the observed variables. All 23 factors related to ICH safeguarding were analysed by SPSS25.0. The statistical results showed that the sampling factor KMO was 0.939, which indicated that there were many common factors among variables, which were suitable for factor analysis. In addition, the spherical test value was 6747.650; the degree of freedom was 253, and the probability of correlation was 0.000, which meant that there was a common factor between the index item and the latent variable, which was suitable for factor analysis.

Table 5.3.5 KMO and Bartlett's Test for ICH safeguarding

| KMO and Bartlett's Test | | |
|--|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .939 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 6747.650 |
| | Df | 253 |
| | Sig. | .000 |

Then, the maximum likelihood method was used as the factor extraction method. The maximum variance rotation Varimax method is selected to obtain a clearer factor solution. After the iterative multi-round principal component factor analysis, there were 4 factors that the extraction feature was bigger than 1(Field 2013). The cumulative explanatory variance percentage was 70.727%, which showed that the extracted common factors were highly representative towards the original data.

According to the rotated component matrix, the questions with respective factor loadings are smaller than 0.4 should be deleted. The details has been shown in table 5.3.4.

- Factor 1 was mainly composed questions: “The Younger generation like Kunqu, Many people like to study Kunqu, Kunqu can be learned in specialized school, There is a set of integral system for Kunqu education, Kunqu Inheritors are all registered performers”, with respective factor loadings greater than 0.4, thus to be named “Inheritance”;
- Factor 2 was mainly composed questions: “Kunqu play scripts are well protected, Kunqu performances are well recorded, The endangered plays are well renewed, There are professional museum to keep Kunqu document, New technologies are being used in the conservation of Kunqu”, with respective factor loadings greater than 0.4, thus to be named “Documentation”;
- Factor 3 was mainly composed questions: “People knows that Kunqu is protected by ICH law, Kunqu is advertised through official media, Kunqu is an activity with government support, Kunqu gets benefit from unique government policies, Kunqu receives financial support from the government”, with respective factor loadings greater than 0.4, thus to be named “Government policy”;
- Factor 4 was mainly composed questions: “There are professional Kunqu researchers, There are Kunqu research institutions, Kunqu materials are being sorted, New Kunqu plays are being created, Kunqu is welcomed by academic institutions such as university and colleges”, with respective factor loadings greater than 0.4, thus to be named “Academic Research”.

After the deletion of the questions (“6. Kunqu is one of the most important ICH that government try to protect ICH”, “The past and present are well treated in the process of renewal”, “Kunqu Inheritors are registered performers”, “Kunqu subjects are welcomed by researchers”) with respective factor loadings are smaller than 0.4, we can see 4 factors in total extracted by ML method with the eigenvalue greater than 1, and the percentage of

accumulated explained variance was about 70.727%, which showed that the extracted common factors were highly representative towards the original data.

The initial eigenvalue of ICH safeguarding factor are 8.996, 1.989, 1.761, and 1.398, and the percentage of explained variance are 44.981%, 9.947%, 8.807% and 6.992%.

| Factor | Factor Loading | Mean | Eigen value | Variance Explained % |
|---|----------------|------|-------------|----------------------|
| <i>Promotion</i> | | 3.39 | 10.222 | 51.108 |
| Kunqu activities and shows are frequently open | .772 | 3.43 | | |
| Communities are invited to attend Kunqu activities | .760 | 3.36 | | |
| Institutions helping people are interested to know about Kunqu | .739 | 3.35 | | |
| written tutorials are needed for such interested people | .640 | 3.60 | | |
| Current infrastructures is adequate for people to practice | .619 | 3.25 | | |
| <i>Innovation</i> | | 3.10 | 2.085 | 10.427 |
| Troupes are showing the new created Kunqu plays | .852 | 3.04 | | |
| New technologies are being used on the Kunqu stage | .797 | 3.08 | | |
| New technologies are being used in kunqu publication | .795 | 3.13 | | |
| New words and melody are being used in the Kunqu | .754 | 3.14 | | |
| Kunqu is publicized by new social media | .715 | 3.08 | | |
| <i>Packaging</i> | | 3.32 | 1.630 | 8.148 |
| Kunqu has updated costume | .784 | 3.25 | | |
| Kunqu has updated stage properties | .743 | 3.29 | | |
| Kunqu has updated instrument | .709 | 3.35 | | |
| Kunqu has updated cosmetic adornments | .680 | 3.32 | | |
| Kunqu has updated stage design | .644 | 3.40 | | |
| <i>Branding</i> | | 3.10 | 1.352 | 6.761 |
| Kunqu has become a symbol of Suzhou city | .858 | 2.99 | | |
| Kunqu has become a symbol of country | .846 | 3.09 | | |
| Kunqu has become a symbol of Chinese culture | .815 | 3.03 | | |
| Kunqu has become synonymous with high-class elegant art | .677 | 3.23 | | |
| Kunqu has become a brand board to attract the visitors all over the world | .619 | 3.14 | | |
| Total variance explained | | | | 78.891 % |

Table 5.3.6 Identifying the ICH Utilization Factors Using Rotated Component Matrix

5.5.4 Exploratory Factor Analysis for ICH utilisation

As the shown in tables 5.3.1 and 5.3.7, because of the good reliability of the measurement of potential variables, this research now further explored exploratory factor analysis. Exploratory factor analysis was mainly used to find out the number of factors that affect the observed variables and the correlation between each factor and the observed variables. All 22 factors related to ICH utilisation were analysed by SPSS25.0. The statistical results showed that the sampling factor KMO was 0.949, which indicated that there were many common factors among variables, which were suitable for factor analysis. In addition, the spherical test value was 8723.474; the degree of freedom was 231, and the probability of correlation was 0.000, which meant that there was a common factor between the index item and the latent variable, which was suitable for factor analysis.

Table 5.3.7 KMO and Bartlett's Test for utilization

| KMO and Bartlett's Test | | |
|--|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .949 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 8723.474 |
| | Df | 231 |
| | Sig. | .000 |

Then, the maximum likelihood method was used as the factor extraction method. The maximum variance rotation Varimax method is selected to obtain a clearer factor solution. After the iterative multi-round principal component factor analysis, there were four factors that the extraction feature was bigger than one. The cumulative

explanatory variance percentage was 76.444%, which showed that the extracted common factors were highly representative towards the original data.

According to the rotated component matrix, the questions with respective factor loadings are smaller than 0.4 should be deleted. The details have been shown in table 5.3.6.

- Factor 1 was mainly composed questions: “Troupes are showing the new created Kunqu plays, New technologies are being used on the Kunqu stage, New technologies are being used in kunqu publication, New words and melody are being used in the Kunqu, Kunqu is publicized by new social media”, with respective factor loadings greater than 0.4, thus to be named “innovation”;
- Factor 2 was mainly composed questions: “Kunqu has become a symbol of Suzhou city, Kunqu has become a symbol of country, Kunqu has become a symbol of Chinese culture, Kunqu has become synonymous with high-class elegant art, Kunqu has become a brand board to attract the visitors all over the world”, with respective factor loadings greater than 0.4, thus to be named “branding”;
- Factor 3 was mainly composed questions: “Kunqu has updated costume, Kunqu has updated stage properties, Kunqu has updated instrument, Kunqu has updated cosmetic adornments, Kunqu has updated stage design”, with respective factor loadings greater than 0.4, thus to be named “packaging”;

- Factor 4 was mainly composed questions: “Kunqu activities and shows are frequently open, Communities are invited to attend Kunqu activities, Institutions helping people are interested to know about Kunqu, written tutorials are needed for such interested people, Current infrastructures is adequate for people to practices”, with respective factor loadings greater than 0.4, thus to be named “promotion”.

After the deletion of the questions (“Troupes are showing the new created Kunqu plays”, “New advertising are been used in Kunqu propaganda”, “kunqu has improved its advertising mode”, “Kunqu has become a brand board to attract the visitors all over the world”) with respective factor loadings smaller than 0.4, it can be seen that 4 factors in total extracted by ML methods with the eigenvalue greater than 1, and the percentage of accumulated explained variance was about 76.444%, which showed that the extracted common factors were highly representative towards the original data.

The initial eigenvalue of ICH utilisation factors are 10.222, 2.085, 1.630, and 1.352; the percentage of explained variance was 51.108%, 10.427%, 8.148% and 6.761%.

After determining the factors by using exploratory factor analysis, this article conducted confirmatory factor analysis for ICH utilisation system, and the analysis software was Amos 25.0. The following figure is the path diagram of the ICH confirmatory factor analysis. The figure shows the relationship between the potential variables and the observed indicators in the model and describes the model path coefficients.

5.6 The measurement model fit of ICH values, safeguarding and utilization

5.6.1 Confirmatory factor analysis of ICH values

According to the explanations of Anderson and Gerbing (1988), in this part of the test, we used the two-stage confirmatory factor analysis (CFA) to test the proposed model. CFA was used to ensure the unidimensionality of the scales measuring each construct in the model; the goal is to confirm the measurement reliability and validity. CFA was used to test the measurement model for the six dimensions in this part of the research contained within the constructs of political, historical, educational, aesthetic, use and non-use value. It can be seen that the ovals represent unobserved variables, rectangles represent observed variables and the circles represent measurement error associated with observed variables. The first-stage of CFA addresses validity and unidimensionality and refers to the process of identifying the number of indicators per construct (Anderson & Gerbing, 1988). All observed variables in the model should be free to load only on one construct, which represents uni-dimensionality. Furthermore, latent constructs should be indicated by at least three and preferably four or more measurement variables. A minimum of items per construct relates to identification items, which deals with whether enough information exists to identify a solution to a set of structural equations (Hair et al., 2010).

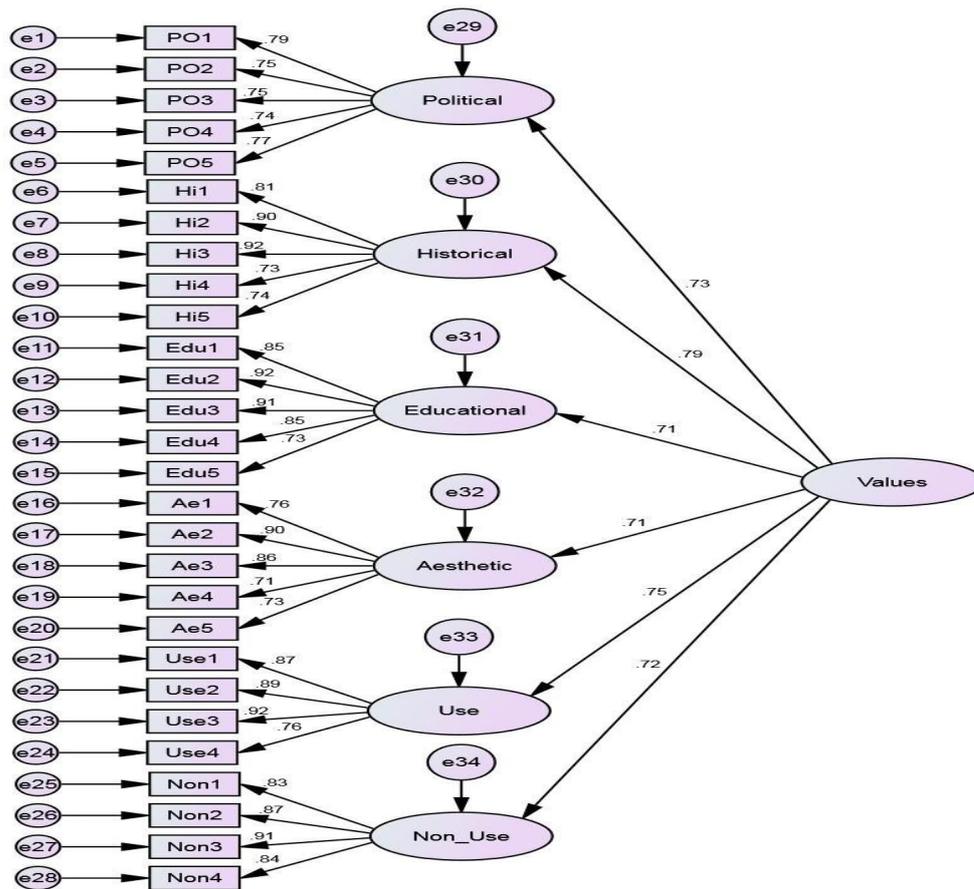


Figure 5.2 The empirically generated measurement model of ICH values

In order to test whether the established structural equation model is reasonable, some fitting indicators need to be observed. In Amos, after the model iterations, Model Fit can be checked in Output. From the results of the correlation fitting index, the fitting index showed a good fit for the virtual structure of the data. the CMIN/DF value was 2.329, less than the standard of 3; The CFI was 0.958; the TLI was 0.954, the RMSEA was 0.051, which was in the range between 0.04 and 0.08. All three values represent good fit. The possibility of CFI and TLI were low, but the possibility of RMSEA was very high. The possibilities were from the sample capacity. All dimension loading statistics showed that the calculated values on the basis of the theoretical variables were not modified, and there were no variable outliers or residual

covariance matrices based on observed and replicated data. Thus, it can be shown that the assumed model was in good agreement with the sample data model.

Table 5.4.1 Measurement Model Analysis Result of ICH values *** p < .001

| Construct | Item | UnStnds Factor loading | S.E. | C.R. | P | Stnds Factor loading | CR | AVE |
|--------------------|-------------|------------------------------|-------|--------|-----|----------------------------|-------|-------|
| Values | Political | 1 | | | | 0.732 | 0.877 | 0.543 |
| | Historical | 1.013 | 0.082 | 12.387 | *** | 0.791 | | |
| | Educational | 1.111 | 0.093 | 11.974 | *** | 0.713 | | |
| | Aesthetic | 0.883 | 0.078 | 11.253 | *** | 0.708 | | |
| | Use | 1.104 | 0.089 | 12.398 | *** | 0.751 | | |
| | Non use | 1.089 | 0.092 | 11.871 | *** | 0.721 | | |
| Political | Po1 | 1 | | | | 0.785 | 0.871 | 0.575 |
| | Po2 | 0.934 | 0.053 | 17.587 | *** | 0.75 | | |
| | Po3 | 0.892 | 0.05 | 17.716 | *** | 0.754 | | |
| | Po4 | 0.849 | 0.049 | 17.218 | *** | 0.736 | | |
| | Po5 | 0.862 | 0.048 | 18.041 | *** | 0.766 | | |
| Historical | Hi1 | 1 | | | | 0.807 | 0.911 | 0.674 |
| | Hi2 | 1.139 | 0.046 | 24.687 | *** | 0.897 | | |
| | Hi3 | 1.116 | 0.044 | 25.571 | *** | 0.92 | | |
| | Hi4 | 0.894 | 0.049 | 18.42 | *** | 0.727 | | |
| | Hi5 | 0.832 | 0.045 | 18.701 | *** | 0.735 | | |
| Educational | Edu1 | 1 | | | | 0.854 | 0.931 | 0.732 |
| | Edu2 | 0.947 | 0.032 | 29.621 | *** | 0.924 | | |
| | Edu3 | 1.045 | 0.036 | 28.763 | *** | 0.91 | | |
| | Edu4 | 0.93 | 0.037 | 25.337 | *** | 0.85 | | |
| | Edu5 | 0.783 | 0.04 | 19.643 | *** | 0.726 | | |
| Aesthetic | Ae1 | 1 | | | | 0.762 | 0.896 | 0.635 |
| | Ae2 | 1.217 | 0.056 | 21.689 | *** | 0.898 | | |
| | Ae3 | 1.133 | 0.055 | 20.734 | *** | 0.86 | | |
| | Ae4 | 0.832 | 0.05 | 16.752 | *** | 0.715 | | |
| | Ae5 | 1.006 | 0.058 | 17.218 | *** | 0.732 | | |
| Use | Use1 | 1 | | | | 0.865 | 0.921 | 0.747 |
| | Use2 | 1.059 | 0.037 | 28.24 | *** | 0.895 | | |
| | Use3 | 1.147 | 0.038 | 29.922 | *** | 0.924 | | |
| | Use4 | 0.899 | 0.042 | 21.42 | *** | 0.764 | | |
| Non-use | Non1 | 1 | | | | 0.833 | 0.921 | 0.746 |

| | | | | | | | | |
|--|------|-------|-------|--------|-----|-------|--|--|
| | Non2 | 1.055 | 0.042 | 24.845 | *** | 0.873 | | |
| | Non3 | 1.153 | 0.044 | 26.443 | *** | 0.909 | | |
| | Non4 | 1.031 | 0.044 | 23.286 | *** | 0.838 | | |

Convergent validity and discriminant validity should be tested. From the table above it can be seen that the AVE is 0.543, greater than 0.5, the C.R is 0.877, greater than 0.7. In addition, the square root of AVE is 0.736, greater than the latent variable correlation, the results show that this model has good validity. As can be seen from table 5.4.1, the estimates were greater than 0, and no negative number appeared, indicating that there was no violation of estimation between the various dimensions. P values were significant ($P < 0.01$), indicating that the model was consistent with the sample data hypothesis; the load factors between the dimensions of the normalized state were greater than 0.6, indicating that there was a significant correlation between the dimensions and the index items. Secondly, each dimension had the most influential index coefficient, and the highest index coefficient in the ICH value dimension was the "historical value" (0.79), followed by "use value" (0.75) and "political value" (0.73), meaning that "historical value" had the greatest influence on "ICH value". In the "historical value" the highest coefficient was Hi 3 (Kunqu presents ancient Chinese traditions 0.92), indicating that the influence of the observed variable Hi 3 was higher than other observation variables. The highest value of the index in the "use value" was Use 3 (Kunqu is very attractive to visitors 0.92), meaning the observed variable Hi 3 had the highest impact on the potential variable "use value". In the dimension of "political value", Po 1 (Kunqu enhances the popularity of government 0.79) had the highest index factor, indicating that the

observed variable po1 had a higher impact on the potential variable (political value) than other observed variables.

5.6.2 Confirmatory factor analysis of ICH safeguarding

In this research, CFA was also used to test a measurement model for the four dimensions in this part of the research contained within the constructs of government policy, inheritance, academic research, and recording. It can be seen that the ovals represent unobserved variables, rectangles represent observed variables and the circles represent measurement error associated with observed variables.

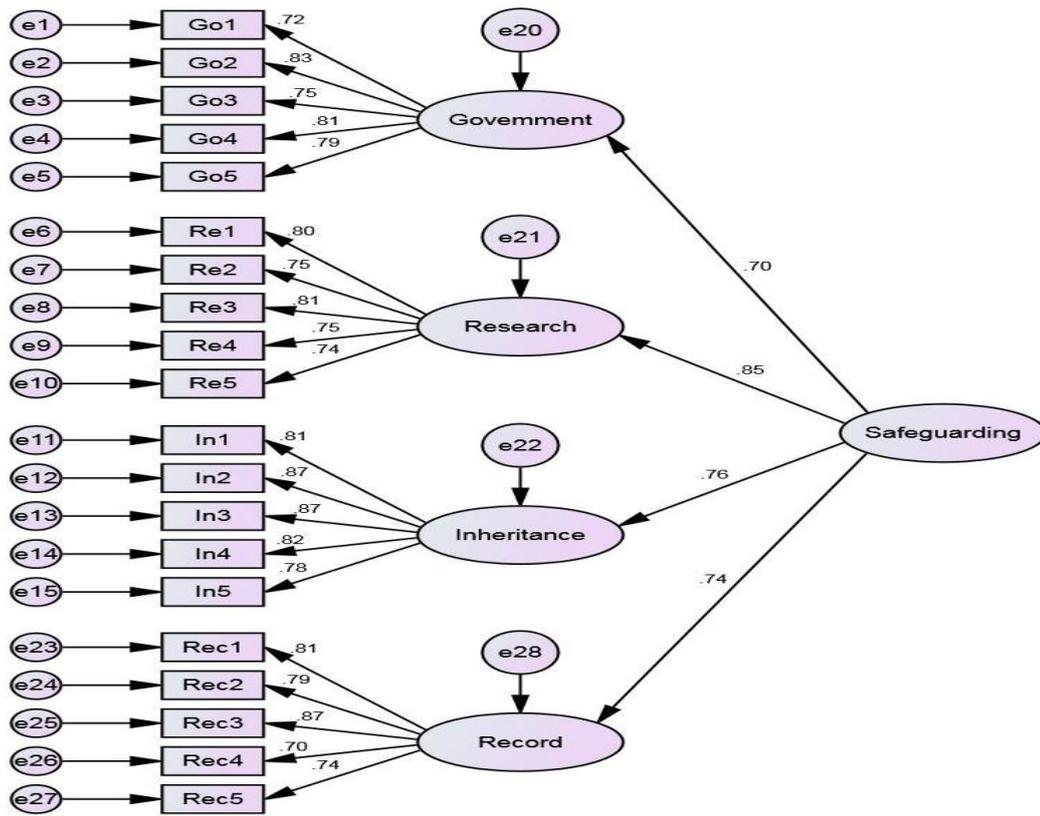


Figure 5.2 The empirically generated measurement model of ICH safeguarding

In order to test whether the established structural equation model is reasonable, some fitting indicators need to be observed. In Amos, after the model iterations, Model Fit can be checked in Output. From the results of the correlation fitting index, the fitting index showed a good fit for the virtual structure of the data. The CMIN/DF value was 1.924, less than the standard of 3; The CFI was 0.977; the TLI was 0.973, the RMSEA was 0.042, which was in the range between 0.04 and 0.08. All three values represent good fit. The possibility of CFI and TLI were low, but the possibility of RMSEA was very high. The possibilities were from the sample capacity. All dimension loading statistics showed that the calculated values on the basis of the theoretical variables were not modified, and there were no variable outliers or residual

covariance matrices based on observed and replicated data. Thus it can be shown that the assumed model was in good agreement with the sample data model.

Table 5.4.2 Measurement Model Analysis Result of ICH safeguarding

*** p

< .001

| Construct | Item | UnStnds Factor loading | S.E. | C.R. | P | Stdstd Factor loading | CR | AVE |
|----------------------|-------------|------------------------------|-------|--------|-----|-----------------------------|-------|-------|
| Safeguarding | Government | 1 | | | | 0.697 | 0.848 | 0.584 |
| | Research | 1.37 | 0.122 | 11.242 | *** | 0.851 | | |
| | Inheritance | 1.327 | 0.122 | 10.892 | *** | 0.756 | | |
| | Record | 1.395 | 0.13 | 10.751 | *** | 0.745 | | |
| Government | Go1 | 1 | | | | 0.722 | 0.887 | 0.612 |
| | Go2 | 1.139 | 0.063 | 18.089 | *** | 0.832 | | |
| | Go3 | 1.073 | 0.065 | 16.399 | *** | 0.752 | | |
| | Go4 | 1.108 | 0.063 | 17.691 | *** | 0.813 | | |
| | Go5 | 1.186 | 0.069 | 17.123 | *** | 0.786 | | |
| Research | Re1 | 1 | | | | 0.801 | 0.88 | 0.596 |
| | Re2 | 0.962 | 0.053 | 18.217 | *** | 0.749 | | |
| | Re3 | 1.064 | 0.053 | 20.205 | *** | 0.814 | | |
| | Re4 | 0.912 | 0.05 | 18.265 | *** | 0.751 | | |
| | Re5 | 1.015 | 0.056 | 17.994 | *** | 0.741 | | |
| Inheritance | In1 | 1 | | | | 0.809 | 0.917 | 0.688 |
| | In2 | 1.064 | 0.045 | 23.442 | *** | 0.871 | | |
| | In3 | 1.088 | 0.046 | 23.525 | *** | 0.874 | | |
| | In4 | 0.988 | 0.046 | 21.34 | *** | 0.815 | | |
| | In5 | 0.819 | 0.041 | 19.921 | *** | 0.775 | | |
| Documentation | Rec1 | 1 | | | | 0.807 | 0.889 | 0.618 |
| | Rec2 | 0.9 | 0.045 | 20.04 | *** | 0.794 | | |
| | Rec3 | 0.951 | 0.042 | 22.556 | *** | 0.871 | | |
| | Rec4 | 0.652 | 0.038 | 17.19 | *** | 0.704 | | |
| | Rec5 | 0.812 | 0.044 | 18.383 | *** | 0.743 | | |

Convergent validity and discriminant validity should be tested. From the table above it can be seen that the AVE is 0.584, greater than 0.5, the C.R is 0.848, greater than 0.7. In addition, the square root of AVE is 0.764, greater than the latent variable

correlation, the results show that this model has good validity. As can be seen from table 5.4.2, the estimates were greater than 0, and no negative number appeared, indicating that there was no violation of estimation between the various dimensions. P values were significant ($P < 0.001$), indicating that the model was consistent with the sample data hypothesis; the load factors between the dimensions of the normalized state were greater than 0.6, indicating that there was a significant correlation between the dimensions and the index items. Secondly, each dimension had the most influential index coefficient, and the highest index coefficient in the ICH safeguarding dimension was the “research” (0.85), followed by “inheritance” (0.76) and “documentation” (0.74), meaning that “research” had the greatest influence on “ICH safeguarding”. In the “research” the highest coefficient was re 3 (New Kunqu plays are created 0.81), indicating that the influence of the observed variable re 3 was higher than that of other observation variables. The highest value of the index in the “inheritance” was in2 and in3 (Adult Chinese people like to learn Kunqu 0.87 and Younger generation like to learn Kunqu 0.87), meaning the observed variable in2 and in3 had the highest impact on the potential variable “inheritance”. In the dimension of “documentation”, rec 3 (The endangered plays are well renewed 0.87), had the highest index factor, indicating that the observed variable rec3 had a higher impact on the potential variable (documentation) than other observed variables.

5.6.3 Confirmatory factor analysis of ICH utilization

In ICH utilisation, CFA was used to test a measurement model for the four dimensions in this part of the research contained within the constructs of promoting, innovation, packaging, and branding. It can be seen that the ovals represent unobserved variables, rectangles represent observed variables and the circles represent measurement error associated with observed variables.

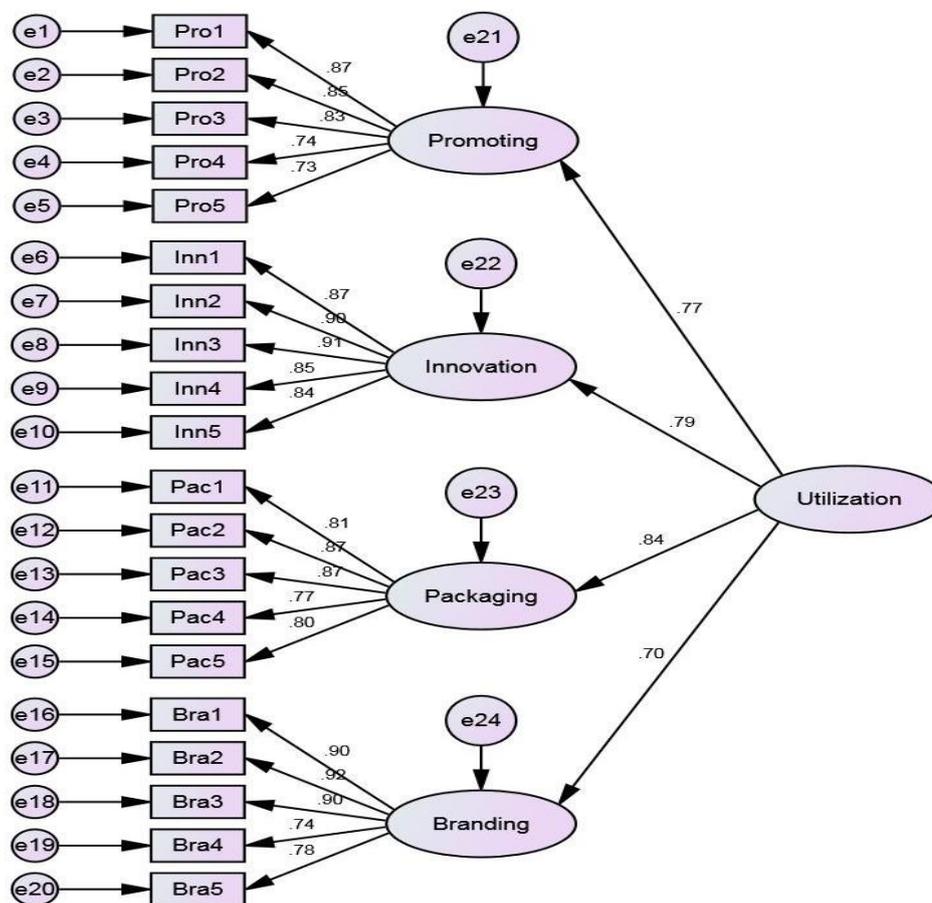


Figure 5.3 The empirically generated measurement model of ICH utilization

In order to test whether the established structural equation model is reasonable, some fitting indicators need to be observed. In Amos, after the model iterations, Model Fit

can be checked in Output. From the results of the correlation fitting index, the fitting index showed a good fit for the virtual structure of the data. The CMIN/DF value was 1.986, less than the standard of 3; The CFI was 0.981; the TLI was 0.978, the RMSEA was 0.043, which was in the range between 0.04 and 0.08. All three values represent good fit. The possibility of CFI and TLI were low, but the possibility of RMSEA was very high. The possibilities were from the sample capacity. All dimension loading statistics showed that the calculated values on the basis of the theoretical variables were not modified, and there were no variable outliers or residual covariance matrices based on observed and replicated data. Thus, it can be shown that the assumed model was in good agreement with the sample data model.

Table 5.4.3 Measurement Model Analysis Result of ICH utilization

*** p < .001

| Construct | Item | UnStnds Factor loading | S.E. | C.R. | P | Stnds Factor loading | CR | AVE |
|--------------------|------------|------------------------------|-------|--------|-----|----------------------------|-------|-------|
| Utilization | Promoting | 1 | | | | 0.768 | 0.856 | 0.599 |
| | Innovation | 1.053 | 0.076 | 13.858 | *** | 0.785 | | |
| | Packaging | 1.084 | 0.079 | 13.678 | *** | 0.838 | | |
| | Branding | 0.993 | 0.077 | 12.904 | *** | 0.697 | | |
| Promoting | Pro1 | 1 | | | | 0.867 | 0.902 | 0.65 |
| | Pro2 | 0.977 | 0.039 | 25.158 | *** | 0.854 | | |
| | Pro3 | 0.972 | 0.04 | 24.056 | *** | 0.831 | | |
| | Pro4 | 0.838 | 0.042 | 20.026 | *** | 0.741 | | |
| | Pro5 | 0.703 | 0.036 | 19.471 | *** | 0.727 | | |
| Innovation | Inn1 | 1 | | | | 0.87 | 0.941 | 0.761 |
| | Inn2 | 1.048 | 0.036 | 29.376 | *** | 0.9 | | |
| | Inn3 | 1.056 | 0.035 | 29.897 | *** | 0.908 | | |
| | Inn4 | 0.985 | 0.038 | 25.952 | *** | 0.846 | | |
| | Inn5 | 0.996 | 0.039 | 25.387 | *** | 0.836 | | |
| Packaging | Pac1 | 1 | | | | 0.808 | 0.913 | 0.678 |
| | Pac2 | 1.026 | 0.044 | 23.136 | *** | 0.866 | | |

| | | | | | | | | |
|-----------------|------|-------|-------|--------|-----|-------|-------|-------|
| | Pac3 | 1 | 0.043 | 23.269 | *** | 0.87 | | |
| | Pac4 | 0.834 | 0.043 | 19.523 | *** | 0.765 | | |
| | Pac5 | 0.948 | 0.046 | 20.812 | *** | 0.803 | | |
| Branding | Bra1 | 1 | | | | 0.898 | 0.929 | 0.724 |
| | Bra2 | 1.022 | 0.031 | 33.36 | *** | 0.921 | | |
| | Bra3 | 0.932 | 0.029 | 31.763 | *** | 0.903 | | |
| | Bra4 | 0.764 | 0.036 | 21.416 | *** | 0.741 | | |
| | Bra5 | 0.811 | 0.035 | 23.206 | *** | 0.776 | | |

Convergent validity and discriminant validity should be tested. From the table above it can be seen that the AVE is 0.599, greater than 0.5, the C.R is 0.856, greater than 0.7. In addition, the square root of AVE is 0.773, greater than the latent variable correlation, the results show that this model has good validity. As can be seen from table 5.4.3, the estimates were greater than 0, and no negative number appeared, indicating that there was no violation of estimation between the various dimensions. P values were significant ($P < 0.001$), indicating that the model was consistent with the sample data hypothesis; the load factors between the dimensions of the normalised state were greater than 0.6, indicating that there was a significant correlation between the dimensions and the index items. Secondly, each dimension had the most influential index coefficient, and the highest index coefficient in the ICH utilisation dimension was the “packaging” (0.84), followed by "innovation" (0.79) and "promoting" (0.77), meaning that "packaging" had the greatest influence on "ICH utilization". In the "packaging" the highest coefficient was pa2 and pa3 (Kunqu need to update the stage design 0.87, Kunqu need to update the stage properties 0.87), indicating that the influence of the observed variable pa 2 and pa 3 was higher than that of other observation variables. The highest value of the index in the "innovation" was inn2 (New technologies are being used on the Kunqu stage 0.99), meaning the observed variable inn2 had the highest impact on the potential variable "innovation". In the dimension of “promoting”, pro1 (Kunqu activities are frequently open 0.87), had the highest index factor, indicating that the observed variable pro 1 had a higher impact on the potential variable (promoting) than other observed variables.

5.7 The relationship among ICH values, safeguarding and utilization

5.7.1 Modelling

When applying SEM as the validation of theoretical model, excellent model fit (Byrne, 2010) is an essential condition for SEM analysis, that is, the consistency degree of covariance matrix between the samples and the expected ones estimated via the model from goodness of fit researchers, meaning that the better the goodness of fit is, the closer to the sample the model is. In order to achieve this goal, researchers should consider relevant important statistical indexes provided by SEM. In this research, several indexes were selected as reference (Jackson, Gillaspay & Purc-Stephenson 2009) to conduct the evaluation of the goodness of fit of the whole model, including CMIN test, the ratio of CMIN/DF, GFI (Goodness-of-Fit), AGFI (Adjusted Goodness-of-Fit), RMSEA (Root Mean Square Error Of Approximation), NNFI (Non Normed Fit Index), IFI (Incremental Fit Index), CFI (Comparative Fit Index). Every index should be taken into account when evaluating the goodness of fit of the model and the data, which can be considered to be strong when most of the indexes meet the requirements.

This part will discuss the relationships between Values, safeguarding and utilisation of the structural equation model, and perform SEM, to acquire the figures 5.4 and table 5.5.

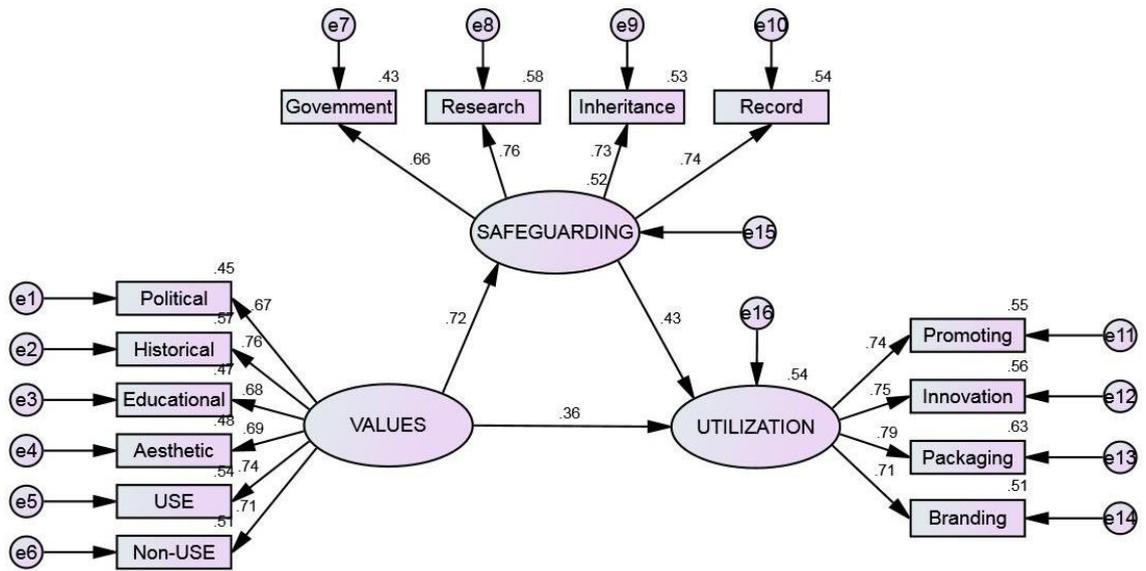


Figure 5.4 Structure Equation Modelling among ICH values, safeguarding and utilization

5.7.2 Goodness of Fit for Structural Equation Model

As known from the table 5.5, the CMIN/DF value was 2.408, less than the standard of 3; GFI AGFI, NNFI IFI, CFI were all greater than the standard of 0.9; RMSEA was 0.056, less than the standard of 0.08. Since most of the fit indexes were in line with the standard of general SEM research, the model could be considered to have excellent goodness of fit.

Table 5.5 Fit Index of structure equation model

| Fit Indices | Acceptable range | Estimated value |
|------------------|------------------|-----------------|
| CMIN/DF | <3 | 2.408 |
| GFI | >0.9 | 0.949 |
| AGFI | >0.9 | 0.927 |
| RMSEA | <0.08 | 0.056 |
| IFI | >0.9 | 0.962 |
| TLI(NNFI) | >0.9 | 0.953 |
| CFI | >0.9 | 0.962 |

5.7.3 Path Coefficient for Structural Equation

We need a good interpretation to clarify the output of the SEM of this research, and the path coefficient of factors, the SEM results are concluded in table 5.6:

Table 5.6 Path Coefficient for Structural Equation Model

| Path | | | Stndsd | UnStndsd | S.E. | C.R. | P |
|---------------------|------|---------------------|--------|----------|-------|--------|-----|
| Safeguarding | <--- | Values | 0.718 | 0.753 | 0.069 | 10.901 | *** |
| Utilisation | <--- | Safeguarding | 0.431 | 0.517 | 0.088 | 5.856 | *** |
| Utilisation | <--- | Values | 0.361 | 0.454 | 0.089 | 5.123 | *** |

As known from the table 5.6, Firstly, the β value of Values to Safeguarding was 0.718, $P < 0.001$, showing that Values had a significantly positive impact on Safeguarding, thus the hypothesis stood. The β value of Values to Utilisation was 0.361, $P < 0.001$, showing that Values had a significantly positive impact on Utilization, thus the hypothesis stood. Furthermore, the β value of ICH safeguarding to ICH Utilization was 0.431, $P < 0.001$, showing that ICH safeguarding had a significantly positive

impact on Utilisation, thus the hypothesis stood.

5.7.4 Mediation effect

In the previous paragraph, the research has verified the relationship between ICH value, safeguarding and utilisation through SEM analysis, the researcher considered to further test the mediating effect of ICH value.

From the literature, the researcher found two ways to analyze mediation effect, In this study we want to see if this mediation effect is statistically significant (different from zero or not). To do so, there are two main approaches: the Sobel test (Sobel, 1982) and bootstrapping (Preacher & Hayes, 2004). Bootstrapping is a way to overcome the limitations of statistical methods that make assumptions about the shape of sampling distributions, such as normality. It is becoming the preferred method for analyzing data, whose principle is that the empirical sampling distribution can be applied as the actual global distribution for parameter estimation, when the hypothesis of normal distribution is not established. With the studied samples as the sampling population, Bootstrapping utilises sampling with replacement to extract a certain number of samples repeatedly from the studied samples (e.g., 500 times), and averages the parameters acquired in each sampling as the final estimated result.

Bootstrapping requires no distributional hypothesis, having avoided the issue that the test of the product of coefficient were against distributional hypothesis, and this method does not rely on the standard error, having avoided the issue that different

standard error formula would have produced inconsistent results, so as to gain higher statistical testing power (Tingley, 2014).

Table 5.6.1 The results of Mediation effect

| Path | Mediation Effects | Bias-Corrected 95%CI | | Percentile 95%CI | |
|---------------------------------|-------------------|----------------------|-------|------------------|-------|
| | | Lower | Upper | Lower | Upper |
| Total Effects | | | | | |
| Values-Safeguarding-Utilisation | 0.67 | 0.598 | 0.738 | 0.6 | 0.74 |
| Indirect Effects | | | | | |
| Values-Safeguarding-Utilisation | 0.31 | 0.187 | 0.439 | 0.18 | 0.421 |
| Direct Effects | | | | | |
| Values-Safeguarding-Utilisation | 0.361 | 0.218 | 0.516 | 0.222 | 0.521 |

Therefore, the Bootstrapping method was adopted for the research. According to the proposal from Hayes, the sample size was set to 1000, and then the mediational effect test was performed, to figure out the results as shown in table above. Based upon the researches of Preacher et al., when the bootstrap confidence interval does not contain 0, the corresponding indirect, direct, or total effects should exist (Hayes, Preacher, & Myers, 2011). In this research, towards the indirect effect under the 95% confidence level, the confidence interval of the Bias-Corrected method was [0.187, 0.439], while that of the Percentile method was [0.18, 0.421], 0 not included for both, showing that the indirect effect existed. And towards the direct effect under the 95% confidence level, the confidence interval of the Bias-Corrected method was [0.218, 0.516], while that of the Percentile method was [0.218, 0.516], 0 not included for both, showing that the direct effect existed. According to the above results, ICH safeguarding plays a

partial mediating effect in the relationship between ICH value and ICH utilisation. This shows that the value of ICH can not only have a direct positive impact on the utilisation of ICH, but also indirectly affect utilisation of ICH through the mediating effect on the ICH safeguarding. In conclusion, the results of empirical study show that the positive impact of ICH value on the development and utilisation of ICH can be achieved to some extent by enhancing the ICH safeguarding.

5.7.5 The relationship among each ICH values, safeguarding, and ICH utilisation

In the previews data analysis, from the path coefficient of SEM, the relationship among ICH values, safeguarding and utilisation has been found. Now is necessary to clarify the impact of factor of values to each dimension of safeguarding and utilisation. Therefore, next step of the analysis is to evaluate the final structural model. Its aim is to assess the model's ability to predict and evaluate the relationships between the constructs. Standardised coefficients beta indicating the relationships between constructs. Every hypothesis can be tested by looking at standardised coefficients beta signs, size and the statistical significance of the latent variable and its dependent variables; the higher the Standardised coefficients beta shows the stronger effect, moreover, the T statistics should be above 1.96, and its statistical significance P-value should lower than 0.05.

5.7.5.1 Structural model results of ICH values effect on ICH safeguarding

The results are shown in table 5.7.1. It has shown that political value, aesthetic value, use value, historical value and non-use value were statistically significant and have a positive contribution towards government policy in ICH safeguarding. This is because their standardised coefficients beta is positive, their T-values are higher than 1.96, and their P-values smaller than 0.05. Non-use value shows the strongest impact to government policy with the path coefficient of 0.142. Furthermore, the result shows that the educational value was insignificant and have no contribution towards government policy in ICH safeguarding, because its T-values are lower than 1.96, and its P-values were higher than 0.05.

Table 5.7.1 Factor Ranking for ICH Values and safeguarding Using Linear Regression

| Factors | Government policy | | | Research | | | Inheritance | | | Documentation | | |
|--------------------|-------------------|-------|------|----------|-------|------|-------------|-------|------|---------------|-------|------|
| | B | T | P | B | T | P | B | T | P | B | T | P |
| Political | .114 | 2.267 | .024 | .055 | 8.081 | .273 | .034 | .675 | .500 | .156 | 3.097 | .002 |
| Historical | .115 | 2.070 | .039 | .131 | 1.098 | .019 | .136 | 2.467 | .014 | .051 | .910 | .363 |
| Educational | -.012 | -.244 | .807 | .003 | 2.351 | .953 | .092 | 1.866 | .063 | .038 | .755 | .450 |
| Aesthetic | .143 | 2.854 | .004 | .174 | .059 | .001 | .121 | 2.422 | .016 | .143 | 2.841 | .005 |
| Use | .124 | 2.306 | .021 | .075 | 3.456 | .164 | .101 | 1.890 | .059 | .062 | 1.150 | .251 |
| Non-use | .144 | 2.834 | .005 | .182 | 1.393 | .000 | .166 | 3.300 | .001 | .185 | 3.637 | .000 |

From the result of regression in table 5.7.1, we can see that historical value, aesthetic value, and non-use value were statistically significant and have a positive contribution towards academic research in ICH safeguarding since their standardised coefficients beta are positive, their T-values are higher than 1.96, and their P-values less than 0.05. Non-use value shows the strongest impact to research with the path coefficient of 0.182. Meantime, the result shows that the political value, educational value and use

value were insignificant and have no contribution towards academic research in ICH safeguarding, because their T-values are lower than 1.96, and their P-values were higher than 0.05.

From the table shown 5.7.1, it can be seen that aesthetic value, historical value and non-use value were statistically significant and have a positive contribution towards inheritance in ICH safeguarding since their standardised coefficients beta are positive, their T-values are higher than 1.96, and their P-values smaller than 0.05. Non-use value shows the strongest impact to government policy with the path coefficient of 0.166. Moreover, the result shows that the political value, educational value and use value were insignificant and have no contribution towards inheritance in ICH safeguarding, because their T-value are lower than 1.96, and their P-values were higher than 0.05.

Finally, it has been found that Political value, aesthetic value and non-use value were statistically significant and have a positive contribution towards ICH documentation in ICH safeguarding since their standardised coefficients beta are positive, their T-values are higher than 1.96, and their P-values less than 0.05. Non-use value shows the strongest impact to government policy with the path coefficient of 0.185. Meanwhile, the result shows that the historical value, educational value and use value were insignificant and have no contribution towards documentation in ICH safeguarding, because its T-values are lower than 1.96, and its P-values were higher than 0.05.

5.7.5.2 Structural model results of ICH safeguarding effect on ICH utilisation

In addition, it is also necessary to find out the impact of each safeguarding in ICH on utilisation. From the table shown 5.7.2, it can be seen that inheritance and documentation were statistically significant and have a positive contribution towards promotion in ICH utilisation since their standardised coefficients beta are positive, their T-values are higher than 1.96, and their P-values less than 0.05. Documentation shows the strongest impact to promotion with the path coefficient of 0.426. Moreover, the result shows that the government policy and research were insignificant and have no contribution towards promotion in ICH utilisation, their T-values are lower than 1.96, and their P-values were higher than 0.05.

Table 5.7.2 Factor Ranking for ICH safeguarding and utilization Using Linear Regression

| Factors | Promotion | | | Innovation | | | Packaging | | | Branding | | |
|-------------------------|-----------|-------|------|------------|-------|------|-----------|-------|------|----------|-------|------|
| | β | T | P | β | T | P | β | T | P | β | T | P |
| GovernmentPolicy | .014 | .296 | .767 | .004 | .091 | .927 | .059 | 1.257 | .209 | .026 | .553 | .580 |
| research | .055 | 1.085 | .278 | .069 | 1.297 | .195 | .039 | .741 | .459 | .079 | 1.503 | .133 |
| Inheritance | .115 | 2.372 | .018 | .174 | 3.449 | .001 | .116 | 2.345 | .019 | .176 | 3.536 | .000 |
| Documentation | .426 | 8.974 | .000 | .310 | 6.266 | .000 | .374 | 7.695 | .000 | .307 | 6.286 | .000 |

As the table shown from the regression in 5.7.2, it can be seen that inheritance and documentation were statistically significant and have a positive contribution towards innovation in ICH utilisation since their standardised coefficients beta are positive, their T-values are higher than 1.96, and their P-values smaller than 0.05. Documentation shows the strongest impact to innovation with the path coefficient of

0.310. Meanwhile, the result shows that the government policy and research were insignificant and have no contribution towards innovation in ICH utilization, because their T-values are lower than 1.96, and their P-values were higher than 0.05.

From the table shown in 5.7.2, we can also see that inheritance and documentation were statistically significant and have a positive contribution towards packaging in ICH utilisation since their standardised coefficients beta are positive, their T-values are higher than 1.96, and their P-values smaller than 0.05. Documentation shows the strongest impact to packaging with the path coefficient of 0.374. Furthermore, the result shows that the government policy and research were insignificant and have no contribution towards promotion in ICH utilisation, because their T-values are lower than 1.96, and their P-values were higher than 0.05.

Finally, it can be seen that inheritance and documentation were statistically significant and have a positive contribution towards branding in ICH utilisation since their standardised coefficients beta are positive, their T-values are higher than 1.96, and their P-values smaller than 0.05. Documentation shows the strongest impact to branding with the path coefficient of 0.307. Moreover, the result shows that the government policy and research were insignificant and have no contribution towards branding in ICH utilisation, because their T-values are lower than 1.96, and their P-values were higher than 0.05.

5.7.5.3 Structural model results of ICH values effect on ICH utilization

In the last part of the data analysis, it is also necessary to find out the impact of ICH

values on each dimension of ICH utilisation. From the table shown, it can be seen that aesthetic value and non-use value were statistically significant and have a positive contribution towards promotion in ICH utilisation since their standardised coefficients beta are positive, their T-values are higher than 1.96, and their P-values less than 0.05. Non-use value and aesthetic value both show the strongest impact to promotion with the path coefficient of 0.132. Furthermore, the result shows that the political value, educational value and historical value were insignificant and have no contribution towards promotion in ICH utilisation, because their T-values are lower than 1.96, and their P-values were higher than 0.05.

Table 5.7.3 Factor Ranking for ICH Values and utilization Using Linear Regression

| Factors | Promotion | | | Innovation | | | Packaging | | | Branding | | |
|--------------------|-----------|-------|------|------------|-------|------|-----------|-------|------|----------|-------|------|
| | β | T | P | B | T | P | β | T | P | β | T | P |
| Political | .095 | 1.840 | .066 | .058 | 1.141 | .254 | .045 | .897 | .370 | .023 | .453 | .651 |
| Historical | .064 | 1.131 | .259 | .041 | .720 | .472 | .090 | 1.624 | .105 | .092 | 1.641 | .101 |
| Educational | .047 | .926 | .355 | .187 | 3.701 | .000 | .088 | 1.782 | .075 | .095 | 1.882 | .060 |
| Aesthetic | .132 | 2.573 | .010 | .068 | 1.345 | .179 | .134 | 2.681 | .008 | .095 | 1.867 | .062 |
| Use | .121 | 2.210 | .028 | .076 | 1.407 | .160 | .091 | 1.700 | .090 | .079 | 1.465 | .144 |
| Non-use | .132 | 2.531 | .012 | .177 | 3.431 | .001 | .197 | 3.902 | .000 | .224 | 4.361 | .000 |

From the regression result in 5.7.3, we can see that educational value and non-use value were statistically significant and have a positive contribution towards innovation in ICH utilisation since their standardised coefficients beta are positive, their T-values are higher than 1.96, and their P-values less than 0.05. Educational value shows the strongest impact to innovation with the path coefficient of 0.187. Furthermore, the result shows that the political value, historical value, aesthetic value and use value were insignificant and have no contribution towards innovation in ICH

utilisation, because their T-values are lower than 1.96, and their P-values were higher than 0.05.

Moreover, from the result in table 5.7.3, we can see that aesthetic value and non-use value were statistically significant and have a positive contribution towards packaging in ICH utilisation since their standardised coefficients beta are positive, their T-values are higher than 1.96, and their P-values less than 0.05. Non-use value shows the strongest impact to packaging with the path coefficient of 0.197. Meanwhile, the result shows that the political value, historical value, educational value and use value were insignificant and have no contribution towards packaging in ICH utilisation, because their T-values are lower than 1.96, and their P-values were higher than 0.05.

From the table 5.7.3, it can be seen that only non-use value with the path coefficient of 0.224 was statistically significant and have a positive contribution towards branding in ICH utilisation since their standardised coefficients beta are positive, their T-values are higher than 1.96, and their P-values less than 0.05. Moreover, the result shows that the political value, historical value, educational value, aesthetic value and use value were insignificant and have no contribution towards branding in ICH utilisation, because their T-values are lower than 1.96, and their P-values were higher than 0.05.

5.8 Summary

This chapter reported the results of the data analysis for the hypothesised relationship in this research study. Firstly, a profile of the respondents was presented to provide

evidence for the representativeness of the data. Then, the data was tested and cleaned to ensure the accuracy of the inputted data. The exploratory factor analysis was addressed to make sure the data from each dimension could cope with the future estimation technique chosen. Then, the measurement models for all latent variables were examined by confirmatory factor analysis (CFA). Then, the hypothesis was tested in the model and the results reveal that they are all identified (see table 5.3) After the model identification, the relationship of all factors in the hypothesised paths in the model were tested by linear regression, the results have been shown in 5.7.5.

Table 5.3 The results of research hypothesis

| <i>No.</i> | <i>Items</i> | <i>Results</i> |
|------------|---|-----------------|
| H 1 | <i>ICH values are positively associated with ICH safeguarding.</i> | <i>Approved</i> |
| H 2 | <i>ICH safeguarding is positively associated with ICH utilization in tourism.</i> | <i>Approved</i> |
| H 3 | <i>ICH Values have a positive effect on ICH utilisation.</i> | <i>Approved</i> |
| H 4 | <i>ICH safeguarding has mediation effect between ICH values and ICH Utilisation</i> | <i>Approved</i> |

These results will be discussed and their implications considered in following chapter.

Chapter 6 Discussion of research findings

6.1 Discussion of qualitative study

As for the findings from the interviews, it is clear that both public and private stakeholders in the improvement of ICH are related to each other and have a great influence on the values of ICH. All of this information shows how important stakeholder attitudes are. Because most of them show supportive positive attitudes, the implementation of the development programme is effective and clear. However, both public and private companies will have priority over their own economic interests rather than the utilisation of the industry as a whole. This is because China's politics and cultural environment are quite different from the democratising mode in western countries. ICH industries are usually controlled by the executive branch of the government department (and by public institutions managed by the government). In China, it is important to encourage ICH communities to actively interact with the government and experts in pursuit of their own interests if they cannot achieve critical leadership in the practice of intangible heritage in the short term, rather than just depending on community participation from a Western democratic perspective. In fact, after the interview, public sector attitude is supportive, but in the real world, many government departments and agencies face many obstacles. For example, the ICH law seeks to make national and local governments play a leading role at every stage of ICH safeguarding, thus overemphasising government responsibility. In contrast, the law does not stipulate the rights of ICH holders, which means that nobody has the

right to fight against the abuse of ICH. The ICH law does not give the government specific power to prevent unfair use of the ICH, nor does the law stipulate any liability for breach of the law. Therefore, in the face of the unfair use of ICH, the government cannot stipulate the rules for what to do and how to do it. This is extremely harmful to ICH safeguarding. National policy makes no mention of the interests of ICH holders, and these items may deprive ICH holders of the enthusiasm and interest to protect and inherit the ICH. Moreover, nobody is responsible for the damage caused by illegal infringement. As a result, the public department usually urges private firms to make more contributions to the utilisation of ICH, which is because the latter are more flexible and help to make its development goals more achievable. In addition, the private department expects the government to make more efficient regulations and rules for the purpose of regulating the work of ICH so that it can continue to develop. Clearly, the private and public departments are divided on the concept of utilisation. But in fact, these differences are also embodied in: the private sector pursuing more economic benefits and the public sector using public funds with due care and diligence. The balance between these two points is of extreme significance. Cooper, Fletcher, Gilbert and Wanhill (1993) mentioned that if an industry controls the utilisation of another industry, the industry's utilisation is not at its best. The contributions of stakeholders should ultimately be balanced, and they need to coordinate their own interests. Du Cros (2009) said that the value of heritage resources in the eyes of different stakeholders is different, and therefore, it is likely

that the tension will increase. Therefore, it is necessary to alleviate this tension with proper management and continuous useful communication.

There are two necessary conditions for the development of ICH. The first is to promptly understand the inherent value of public stakeholders. The second is to clearly recognise the value of the private sector. Watson (2009) mentioned in their study that the latter attitude to the utilisation of heritage is of critical significance. Therefore, the utilisation of ICH shall not take the value of government as the only criterion, but it should pay more attention to private stakeholders' attitudes and ideas, including performers, inheritors, community members, and even the audience. These will greatly help with the policy determination of ICH safeguarding (Beardslee, 2016; Harrison and Rose, 2010). On the other hand, the private sector should also consider the government's expectations for ICH, strive to comply with relevant government regulations, and support the utilisation of ICH public services as much as possible. Increasing communication and understanding between each other can increase tax revenue and employment opportunities so that ICH can get better development and it will form a virtuous circle. Tourism utilisation has brought many negative impacts on cultural heritage in recent years. Developers are lacking consciousness regarding culture safeguarding and they are anxious to achieve instant benefits (Stephenson, 2008). Development and utilisation levels are low, the government has no sound regulations for the corresponding system and strict supervision required. These items have created additional adverse consequences and forced people to have a one-sided view towards tourism utilisation. On the other hand, in order to improve political

performance,

some local government blindly increase the number of ICH, neglecting the economic cost of ICH utilisation, and resulting in the waste of resources and destruction of ICH. If the difference in these values is recognised as soon as possible, then the use of intangible cultural heritage must be scientifically and reasonably reasonable. Cultural heritage and ICH competitiveness mainly depends on its own value being improved, rather than simply relying on the services and the experiences of the past. This partly shows that ICH safeguarding work and its values are related. Therefore, many stakeholders take appropriate measures to maintain these values where necessary. In this way, they can effectively guarantee its constant improvement. The development of ICH must be under the premise of safeguarding, and seek the most appropriate solution by analyzing its specific connotation and expression form. For example, it should consider the geographical location, cultural background, market environment, and other values. Besides, it is necessary to consider the impact of commercialization on the communities where ICH locates. In addition, the transformation from heritage to resources to product should be analysed under the premise of safeguarding, and the negative impacts of tourism utilisation.

Apart from economic elements, the stakeholders consider that China should focus on safeguarding heritage by using cultural values of ICH. The value of ICH not only attracts tourists but can also deliver its connotation to the world through commercial utilisation. To people who are interested, it is very significant and necessary to participate in the safeguarding. They can communicate and interact with stakeholders, and play a key role in making the development strategy. At this level, the industry has

a good public attribute that can bring about both social and human well-being. Heritage can also be used as a tool to effectively integrate various ethnic groups, as well as the bonds of solidarity and fraternity among countries around the world. The greatest value of ICH lies not in its own commercial value, but in the potential value of its cultural elements. Therefore, the ICH should be protected, which not only makes heritage rich in its own cultural characteristics, but also greatly enhances the self-identity of local communities. Currently, China has the fastest growth of ICH worldwide, therefore, we hope to inspire others, so that together we can protect these cultural treasures.

The ICH emphasises the immaterial aspects of culture. The ICH of traditional and in real life is shared within the community. It is constantly recreated, collectively executed, and primarily communicated verbally by its owners. (Wanda, 2010). Therefore, the utilisation of ICH is essentially complicated, due to its various meanings among people. Many stakeholders consider that the most important thing about ICH utilisation is promotion. In other words, whether it is "famous and well known". However, values differ due to cultural backgrounds (McKercher & du Cros, 2002). Nowadays, consumers are not content on simply visiting a tourist destination, they also want to understand and obtain knowledge and experience from different cultures. The majority of tourism experience comes from the interaction of visitors from the places visited (Chen & Chen, 2010). According to data resulted from the qualitative research in this research, some themes play a crucial role in the utilisation of intangible cultural heritage, for example, promotion, innovation, improvement of

package and brand effect and so on. Interviewees also indicate that tourists prefer more valuable contents when they choose which ICH to visit, which may reflect a relationship that the value of ICH possibly can help promote the use of ICH. Therefore, in order to attract more tourists, the following areas require improvement: first, publicity and the use of new products; Then there is the perfect package; finally, excellent social evaluation. Nowadays, people generally have a higher level of education and spend more and more time on leisure activities.

At the same time, tourists should get on board by individually contributing to the safeguarding of ICH. The attitude and position of tourists largely determines the style and characteristics of cultural interpretation (Zetterstrom-sharp, 2015). As a major part of contemporary cultural heritage tourism (Prentice et al., 1998; Light, 1995; Silverman, 2011a), its promotion can inspire visitors' interest and desires to learn by different interpretations. Moreover, Martin et al. (2004) also believed that it was the cultural background that made visitors of ICH more influential than other tourists. Therefore, the staff should become actively involved in developing a reasonable marketing strategy, for example, employees should take an active part in making reasonable marketing strategies, for instance, providing tourists with some interesting cultural information in some outstanding scenic spots, then attracting their interests in ICH, and encouraging them to make a contribution to the safeguarding of ICH. Besides, not all tourists have knowledge of ICH before the visit, hence before they visit, practitioners should provide them with relevant information of ICH, which means the experience of tourists has something to do with expression skills of ICH

practitioners. Therefore, the

interpreter has to provide a professional and friendly impression in both the visiting experience and the pricing strategy. It is significant to have comprehensive data about customer needs, expectation and satisfaction even the role of ICH industry development.

Thus, the findings from the review of literature and interviews have been combined into a conceptual framework, illustrating six values of ICH from different stakeholders. They are all significant towards safeguarding the commercial utilisation as shown. The review of literature and interviews from stakeholders has also highlighted the notion that ICH safeguarding and commercial utilisation are closely related. These criteria are illustrated through values that influence the ICH industry. Consumers also look for tourism products that meet their values and choose ICH, which they believe will maximize their utility. Value is placed on the interpretation by stakeholders of the potential ICH in terms of benefit-based products. Due to the credence character of many of these values, stakeholders are managing the ICH industry. However, these values have not been tested by consumers. Further research is required to test not only values that stakeholders attribute to ICH, but also the relationships among values, safeguarding and commercial utilisation.

6.2 The quantitative study

The quantitative data has been generated from the survey of the questionnaire for the purpose of testing the model improved from qualitative research to attempt to offer a

clearer insight into the values of ICH relative to safeguarding and utilisation. On the basis of the descriptive analysis from the attributes, as well as constructed demographic profiles, several implications are presented from the data.

Many recognise that the main consumers of ICH are from the older demographic. Nevertheless, recent researches (Sun, Morrison, So & Yan, 2008) advice that the visit to cultural heritage attractions is not just a priority for the elderly, but it is also popular among the younger visitors aged between 18 and 39 years. The outcomes show that the visitors included in cultural heritage tourism are rather old as a majority of the respondents are over 30 years old (>50 – 11.5%; 40 to 50 – 19.7%; 31 to 40 – 28.4%); particularly, 31.2% of the respondents are over 40 years old. Nevertheless, 30.9% of the respondents are between 21 and 30 years old, which indicate that the younger generation are also possibly interested in cultural heritage sites. In addition, it implies that the underlying market has room for further improvement in ICH. It is of great necessity to reach the underlying market.

Besides, Yan et al. (2008) point out that a lot of research indicates that cultural heritage visitors are well-educated. The research presents a connection between the demands of cultural heritage and the levels of education. The majority of the respondents contained in cultural heritage sites, as well as activities have higher educational levels, with 65.7% having at least a bachelor degree or above, and these are mostly professionals (20.8%) as well as white-collar workers (26.6%). Moreover, the quantitative data implies that 22.2% of the original visit purpose of the

respondents is cultural heritage, while 89.0% within the group have a bachelor degree or above. The data shows that the outcomes are consistent with the literature.

The researcher developed the hypothesised model within the study by literature reviews and semi-structured interviews. Three path hypotheses had been improved with regards to the relations between ICH values, safeguarding and utilisation. Through the application of qualitative analysis, contextually, and by making comparisons with the literature, the researcher developed a suitable framework.

The results from SEM shows the H1, ICH values in intangible cultural heritage tourism have been positively and strongly connected with safeguarding. H2, ICH Values in intangible cultural heritage tourism have a positive effect on ICH utilisation. Moreover, H3, ICH safeguarding is positively associated with ICH utilisation in tourism. Furthermore, the results showed that there were partly mediational effects of Safeguarding between ICH Values and utilisation. The existing study examined the relations between safeguarding, values and utilisation in the intangible cultural heritage background by using structural equation modelling, qualitative analysis, as well as literature reviews. The outcomes highlighted in the previous chapters indicate that the study model fits well. The outcomes are able to sustain and build on the extant literature on the utilisation of the intangible cultural heritage. One of the implications of the study is to confirm the commodification model due to its high validity. The model combines heritage values from stakeholders' experience that the utilisation of heritage that is affected by values such as political, historical,

educational and aesthetic, etc. These are further affected by the safeguarding circumstances such as government policy, documentation, inheritance and research.

6.2.1 Impact of ICH values on ICH safeguarding

The findings show that ICH values have a positive effect on safeguarding. It proves that that “societies keep objects since they possess value for members of the society” (Caple 2009, 25) and “things have been preserved since they possess values” (Appelbaum, 2007, p. 86). As identified aptly by de la Torre: “value has always been the cause which underlies the conservation of heritage” (2002, p. 3). Therefore, we should understand, keep and promote the significance of value and every safeguarding decision is the product of many judgements of value.

6.2.1.1 ICH values on government policy in ICH safeguarding

It has been found that political value, aesthetic value, use value, historical value and non-use value were statistically significant and have a positive contribution towards government policy in ICH safeguarding. Furthermore, it can be seen that since their standardised coefficients beta are positive, their T-values are higher than 1.96, and their P-values are smaller than 0.05. Non-use value shows the strongest impact to government policy with the path coefficient of 0.142. Additionally, the result shows that the educational value is insignificant and thereby have no contribution towards

government policy in ICH safeguarding. This result is consistent with the role of "The UNESCO 2003 Convention 2003" claims: "Safeguarding" refers to the countermeasures whose objective is to ensure the intangible cultural heritage's validity, containing the enhancement, promotion, protection, preservation, research, documentation, identification, transmission, especially through non-formal and formal education, and the revitalisation of different perspectives of the heritage." (Internet source 3, Article 2/3). It required member states to be engaged in the preservation of heritage through different types of archives and policies, the documentation's encouragement, and by support for traditions' custodians, as well as transmission practices (Erlewein, 2015).

6.2.1.2 ICH values on documentation in ICH safeguarding

The findings in chapter 5 also indicated that historical value, aesthetic value, and non-use value were statistically significant and have a positive contribution towards academic research in ICH safeguarding since their standardised coefficients beta are positive, their T-values are higher than 1.96, and their P-values less than 0.05. Non-use value shows the strongest impact to research with the path coefficient of 0.182. Additionally, the result shows that the political value, educational value and use value were insignificant and have no contribution towards academic research in ICH safeguarding. The outcome consists with the findings of Smeets (2004, p. 146-148): ICH is able to be documented in various different approaches (audio, video,

score, text and so on); namely, an ICH's separate manifestation is documented and, if the ICH lives and goes on developing, this documentation is going to possess values, transmitted from generation to generation, and help transmission, memory as well as research. Researchers are able to regard these digital media items to be several theatre performance's video document or study's direct object (in the case of, e.g., a movie).

6.2.1.3 ICH values on inheritance in ICH safeguarding

The result presented in chapter 5 also revealed that aesthetic value, historical value and non-use value were statistically significant and have a positive contribution towards inheritance in ICH safeguarding since their standardised coefficients beta are positive, their T-values are higher than 1.96, and their P-values smaller than 0.05. Non-use value shows the strongest impact to government policy with the path coefficient of 0.166. Moreover, the result shows that the political value, educational value and use value were insignificant and have no contribution towards inheritance in ICH safeguarding. Educational institutions have nowadays included several activities for children in relation to the promotion of ICH. Such as Pan (2014) mentioned that in ancient China, craftspeople or folk performers were usually regarded as a low social status group. As universities and colleges often enjoy good public recognition as high-level educational institutions (Kurin, 2004, 2007), their participation and continuing collaboration with universities. This in turn has created a

new social atmosphere in which ICH inheritors receive improved social recognition from their families, friends, and other members of society.

6.2.1.4 ICH values on research in ICH safeguarding

The finding shows that political value, aesthetic value and non-use value were statistically significant and have a positive contribution towards ICH documentation in ICH safeguarding since their standardised coefficients beta are positive, their T-values are higher than 1.96, and their P-values less than 0.05. Non-use value shows the strongest impact to government policy with the path coefficient of 0.185. Meanwhile, the result shows that the historical value, educational value and use value were insignificant and have no contribution towards documentation in ICH safeguarding. Nevertheless, in connection with ICH, there are a limited number of academic research papers, partly because the majority of research in the field of heritage field is relative to the ICH located areas (Davis, 2005; Gonzalez, 2008). Therefore, it is difficult to compare these findings with other previous studies.

6.2.2 Impact of ICH safeguarding on ICH utilisation

ICH safeguarding has significant positive effects on utilisation. In ICH industry, heritage consumers hope to consume various kinds of experiences and services which are related to culture. For the purpose of meeting the demand and facilitating the

consumption, cultural heritage assets, or more than parts of them, should be particularly and carefully transformed and customised (McKercher & Du Cros, 2002). This indicates those scenic spots which cannot provide tourists with these experiences to meet their cultural demands are not able to attract customers to visit them thus fail to increase income. Therefore, the transition from passive waiting to active service delivery is one of the key factors for the success of the ICH industry.

6.2.2.1 ICH safeguarding on promotion in ICH utilisation

The result presented in chapter 5 also revealed that inheritance and documentation were statistically significant and have a positive contribution towards promotion in ICH utilisation since their standardised coefficients beta are positive, their T-values are higher than 1.96, and their P-values less than 0.05. Documentation shows the strongest impact to promotion with the path coefficient of 0.426. Moreover, the result shows that the government policy and research were insignificant and have no contribution towards promotion in ICH utilisation. Even though these safeguarding measures have a noticeable effect on ICH promotion, government policy had the highest score of influence. Such as Hafstein (2012, p. 504) has noticed that intangible cultural heritage is linked to “a structure of feeling and a moral code, a formation of knowledge, a set of practices, a system of values”, while involving the heritage’s diverse and active management at the same time via the legislation and convention, protocols as well as safeguarding countermeasures, registers and lists, which is

directed and institutionalised higher from government policy (Gradišnik, 2014, p. 12, p. 16).

6.2.2.2 ICH safeguarding on innovation in ICH utilisation

The finding shows that inheritance and documentation were statistically significant and have a positive contribution towards innovation in ICH utilisation since their standardised coefficients beta are positive, their T-values are higher than 1.96, and their P-values smaller than 0.05. Documentation shows the strongest impact to innovation with the path coefficient of 0.310. Meanwhile, the result shows that the government policy and research were insignificant and have no contribution towards innovation in ICH utilisation. Many researchers (Kurin, 2007; Munjeri, 2004) have noticed that intangible heritage is living heritage, therefore it is practised and expressed dynamically through inheritors' oral traditions, performances, rituals, craftsmanship, and systems of knowledge. It is not merely a 'cultural product', but it is a 'living process' that requires people to continue to practise and transfer their knowledge, wisdom and lifestyles from generation to generation (Seitel, 2001, p. 13).

6.2.2.3 ICH safeguarding on packaging in ICH utilisation

The findings in the previous chapters also indicated inheritance and documentation were statistically significant and have a positive contribution towards packaging in

ICH utilisation since their standardised coefficients beta are positive, their T-values are higher than 1.96, and their P-values smaller than 0.05. Documentation shows the strongest impact to packaging with the path coefficient of 0.374. Furthermore, the result shows that the government policy and research were insignificant and have no contribution towards promotion in ICH utilisation. ICH packaging is part of the practice of intangible heritage in China, is driven by governments. Since 2011, projects targeting intangible heritage packaging have been launched. For example, the project ‘Masters Teach Apprentices’ (Pan, 2014). Furthermore, as both national and local governments at various levels promote the so-called ICH ‘productive safeguarding’, to package intangible heritage in the process of production, ICH performers and inheritors are actively involved in various production activities. As of 2013, 151 private enterprises and 56 private workshops have been participating in activities or businesses related to intangible heritage in the Yuhang district (one of the eight districts of Hangzhou) (Yu, 2013).

6.2.2.4 ICH safeguarding on branding in ICH utilisation

The finding shows that inheritance and documentation were statistically significant and have a positive contribution towards branding in ICH utilisation since their standardised coefficients beta are positive, their T-values are higher than 1.96, and their P-values smaller than 0.05. Documentation shows the strongest impact to branding with the path coefficient of 0.307. Moreover, the result shows that the

government policy and research were insignificant and have no contribution towards branding in ICH utilisation. The outcome consists with the findings of several researchers: ICH branding has been depicted to be a highly-politicised activity involving various stakeholders (Morgan et al., 2003). Pritchard and Morgan (2002) realised that government policies are mandatory and thus are destructive in the brand effect formation. And good brand effect is often formed in the partnership based on common interests between multiple stakeholder groups.

6.2.3 Impact of ICH values on ICH utilisation

ICH values have significant direct positive effects on utilisation. The findings help to better understand the constraints of value in ICH industry. Since the experience of consumers is a core definition in the industry of ICH and usage is decided by stakeholders' value. For instance, heritage tourism means the adoption of heritage attractions, as well as their value and offerings to visitors (Emerick, 2014; Hausmann, 2007). Enhancing the ICH values is vital to utilisation strategies. In order to improve ICH utilisation, the practitioners should try their best to understand the value relating to the attributes of stakeholders' needs.

6.2.3.1 ICH values on promotion in ICH utilisation

The findings from the SEM analysis in chapter 5 show that aesthetic value and non-use value were statistically significant and have a positive contribution towards promotion in ICH utilisation since their standardised coefficients beta are positive, their T-values are higher than 1.96, and their P-values less than 0.05. Non-use value and aesthetic value both show the strongest impact to promotion with the path coefficient of 0.132. Furthermore, the result shows that the political value, educational value and historical value were insignificant and have no contribution towards promotion in ICH utilisation. However, in connection with ICH, most of the researchers realised that the historical value, or the use value such as economical value or advertising value are the key values of ICH utilisation especially in the tourism (Davidson 2008, Mckercher & Du Cros 2002; George, 2010). Therefore, the educational value in ICH values has a positive impact on the promotion of ICH utilisation and this is considered to be a unique finding in this research.

6.2.3.2 ICH values on innovation in ICH utilisation

The findings in chapter 5 also indicated that educational value and non-use value were statistically significant and have a positive contribution towards innovation in ICH utilisation since their standardised coefficients beta are positive, their T-values are higher than 1.96, and their P-values are less than 0.05. Educational value shows the strongest impact to innovation with the path coefficient of 0.187. Furthermore, the

result shows that the political value, historical value, aesthetic value and use value were insignificant and have no contribution towards innovation in ICH utilisation. This result shows the findings of some researchers: all these cultural materials, which share the cultural construct that we identify to be ICH, construct a large body of evidence for the researches of ICH, and have been gradually related since the digital media's availability. Young researchers' study and develop new ICH through the experience of learning from ICH institutions (Smeets 2004, p. 146-148).

6.2.3.3 ICH values on packaging in ICH utilisation

The finding shows aesthetic value and non-use value were statistically significant and have a positive contribution towards packaging in ICH utilisation since their standardised coefficients beta are positive, their T-values are higher than 1.96, and their P-values are less than 0.05. Non-use value shows the strongest impact to packaging with the path coefficient of 0.197. Meanwhile, the result shows that the political value, historical value, educational value and use value were insignificant and have no contribution towards packaging in ICH utilisation. The outcome consists with the findings of Hall (2007), he argues that heritage is fundamentally concerned with the exchange and production of their practical impacts and meaning, hence, ICH as a tourism resource needs to accommodate consumers' needs by packaging appropriately according to the market.

6.2.3.4 ICH values on branding in ICH utilisation

The results presented in previous chapters also revealed that only non-use value with the path coefficient of 0.224 was statistically significant and have a positive contribution towards branding in ICH utilisation since their standardised coefficients beta are positive, their T-values are higher than 1.96, and their P-values are less than 0.05. Moreover, the result shows that the political value, historical value, educational value, aesthetic value and use value were insignificant and have no contribution towards branding in ICH utilisation. The key to the brand effect of cultural heritage may not lie in the specific heritage value, but more important is the typical sales proposition, clear brand strategy, and the relevance to consumers and the heritage itself.

6.2.4 Discussion of quantitative research

From the theoretical perspective, the model is produced for the purpose of examining the validity of ICH values, safeguarding and utilisation. The final result reveals that the resources are outstanding fits. The constructs are recognised and the model is constituted, which stresses the significance of safeguarding in the ICH commodification. In terms of the attributes in the ICH safeguarding, they also indicate that the existing issue of ICH research is very important which is not often mentioned in previous research. Incidentally, the final result suggests that ICH values can act as factors in the ICH utilisation, playing an important role in consumer decision making.

It means that when a customer goes traveling to a destination of ICH, they know that it is worthwhile and cost effective. Also, the result shows most of the consumers are attracted by "historical value". This finding fits in with existing literature. Though some economists have put forward that the value of heritage is reflected by its use, the non-use value is still an important part of heritage value. (Carman 2005, 50), heritage with value also when it is not in adoption. The 'non-use' values are able to be achieved by the adoption as 'instrumental' values. In ICH utilisation, the result shows that the "packaging" is the most significant factor to consumers. Smith (2010) argued "Visiting heritage is able to be depicted not only to be a capricious coalescence of intellectual thought as well as emotional responses to the temporally understood experiences and our material's negotiation, but also a series of things to be managed." (Smith, 2010, p. 55).

In comparison with previous research, this study delineates the three constructs, including values, safeguarding, utilisation, which are mentioned in ICH studies. Actually, the findings agree with existing literature that ICH satisfies the consumers enjoy by cultural experience through safeguarding (Du Cros, 2009; Hafstein, 2009; Hafstein, 2014). Thus, it is easier to understand the ways the three constructs affect the ICH commodification and Hausmann (2007) suggests that the ICH improving an obvious profile, as well as sustainable competitive benefits. Nevertheless, utilisation cannot be said to be the guarantee of success. On the contrary, the institutions of heritage should establish bridges and meet the challenge to be open to business changes, as well as entrepreneurial methods while maintaining their value system and

preservation

standards. The researcher believes that by enhancing the recognition of ICH values and safeguarding, ultimately, it contributes to positive utilisation, and creates a better future for ICH utilisation. Further discussion such as implications and recommendations of this research are explained in the following chapter.

Chapter 7 Practical Implications and Recommendations

7.1 The implications of practical development of ICH

This study shows the primary detailed academic inquiry into the value problems of heritage and pays attention to cultural heritage tourism in Suzhou, China. The primary literature presents that heritage values are vital for successful ICH management such as safeguarding and utilisation. The safeguarding of ICH does not always have a positive impact on the utilisation of tourism, because the mere act of reassurance sometimes runs counter to goals of the tourism industry. Since the value of heritage is decided by stakeholders' opinions, it is difficult to build a clear framework to explain the value of ICH and the connection considering the subjectivity of people's opinions. The research result shows that the safeguarding of ICH plays a mediation role between value and utilization. This also indicates that ICH needs protective measurements to evaluate, develop and utilize different ICH values. Specifically, from the perspective of historical development, ICH is a living culture generated in the production and life of specific time periods; it develops continuously along with the society. To safeguard ICH, it needs to repair or even recover the primitive production and way of life where ICH locates, which requires to reduce the contact of ICH with the outside world as much as possible, in case it gets changed and thus disappears. The purpose of developing tourism is to promote the economic growth and the local quality of life. ICH is required to attract investment and enhance

infrastructure to attract more tourists. When tourists travel here, they not only bring consumption but also bring an alien way of life to the local people. Therefore, to safeguard ICH, it needs a closed and continuous mode of production and life. On the other hand, tourism utilisation is a process making ICH out and bringing tourists in, which may lower the historical value of ICH; improving its educational value, the economic value will change with the development. To sum up, the commercial exploitation of ICH is not a single response but is likely to be a complex series of changes.

In the aspect of ICH tourism, the presentation relevant to intangible cultural heritage data's explanation makes contributions to the stimulation of interest and the creation of a positive experience for visitors. In addition, it is able to permit stakeholders to understand the data of ICH. As advantages and values are ICH utilisation's determinants, ICH tourism providers should think about different ways to produce positive experiences for visitors on the basis of the primary constructs. The researcher hopes the output of this research could provide support and guidance to the future ICH research and policy-making of Suzhou City. Therefore, the providers of tourism should focus on the development of differentiated products through developing the packaging of resources, as well as attractions. Additionally, the advantages not only offer visitors increased knowledge, but also helps to improve the awareness of the heritage for visitors. They are able to be placed at the focal point of future planning and improvement (Sherzer and Woodbury, 1987, Jaffry & Apostolakis, 2005). From the value safeguarding utilisation model, policymakers are able to understand

visitors' demands and the ICH

tourism's disadvantages. These outputs provide a solid basis for ICH utilisation, and this solid basis focuses on the discussion of approaches to stakeholders in the development of cultural heritage tourism. According to related literature, there are complicated reasons for the current situation of ICH. In addition to the economic growth of society, transition in life mode, ideology is also an important reason. In China, government should play the dominant role, invest in human resource, material resource and financial resource to promote the normal utilisation of ICH tourism.

7.1 The existing problem in ICH

There are still many problems in the practical operation of ICH. In the chapter of the research take Kunqu opera as an example. This research summarized existing problems of ICH by visiting public sector stakeholders such as management staffs of the Kunqu opera and local operator of ICH, and then listed the challenges as follows:

1. According to visiting records of working staffs in the troupe, there are few management staffs working in the Kunqu opera troupe at present and they can barely afford the heavy workload. Moreover, since running a troupe requires rich professional knowledge, all management staffs have to shoulder the pressure of both management and performance. Hence, new Kunqu opera script lacks of creative ideas and the traditional list of opera gradually vanish, which severely hinder the utilisation and widespread of Kunqu opera. In the long term of 200 years development of Kunqu

opera, there are 800 frequently performed operas in total. But till now, there are only about 10 frequently performed operas led by new generation of performers.

2. Performing form and content of Kunqu opera do not meet public demands in the modern society. For example, the most common approach of developing ICH tourism utilisation is using museums. But applying museum in spreading information is too conventional since all the visitors are assumed to have the same level of cognition and they can grasp equal amount of knowledge and gain the same experience under the same explanation speed. Here, it neglects the fact that tourists are people with different levels of education and unequal educational backgrounds. For example, “words” have always been the best or the only way in conveying meanings of museum, an inherited tourist spot. However, as for the young generation who grows up accompanied by television and video games, reading is only a second approach of collecting information. They prefer to get information via much more direct images or electronic figures. For young people, displays of traditional museum are too rigid and non-comprehensible. In addition, for most of the non-professional visitors, most of the exhibits in museums are basically the same and it is difficult to arouse their interests. The essence of opera is performing. Nonetheless, people’s appreciation for beauty has gradually improved with their increasing pursuit of material life and mental life, and traditional performance can no longer meet their demands. At present, Kunqu opera is presented via a single form, lacking modern elements such as procedural performance, slow pace and urbane tone, which lagged it far behind modern audiences’ demands. Modern people live a life of fast speed. It is difficult for them to calm down and enjoy

Kunqu opera while living under various pressures. In the meanwhile, there are diversified means of entertainment nowadays, especially popular music, under the influence of which people find it more difficult to take in the performance form of Kun opera.

3. Lacking of publicity approach in promoting Kunqu Opera. Confined by public opinion, budget and professional skills, the promotion of Kunqu opera was passively lagged behind. Many Chinese people do not know much about Kunqu opera, especially people from other provinces might even never hear of it. From this perspective, we can infer that it lacks of proper publicity. Likewise, many people do not understand its significance as Kunqu opera has been listed as one of the world ICH. As a result, it can be seen that managers do not pay enough attention to this matter.

4. There are not sufficient interactions between the Kunqu opera and tourists. People are strongly reluctant to consider ICH as a product, which is largely due to the fact that many cultural heritage managers only focus on the material forms of ICH instead of providing core products to tourists. Tourism, in essence, sells traveling experience that meets tourists' demands. People participate in ICH tours to realize their internal needs, rather than just seeing some exhibits, performances or other forms of expressions. For example, for many scenic spots and Kunqu opera museums, Kunqu opera performance is only limited to actors performing on stage while audiences listening off stage. There lacks of proper communications in-between. Kunqu opera is difficult to comprehend for many tourists and they immediately leave the spot once

hearing the opera. Moreover, tourists are less attracted to Kunqu opera due to its traditional and complex performance style. Many tourists would arrange several visits on their visiting schedule, which also enables them to neglect Kunqu opera and therefore leads to insufficient interactions between these two.

5. Lacking of sufficient study of tourists and market demands. ICH is only considered as tangible products and its core features are neglected, which would cause tourists damage ICH intentionally or unintentionally. If an ICH is well reputed, it will attract visitors with or without marketing campaigns. On this occasion, if heritage managers fail to customize tourists' traveling needs on heritage experience, or they have no clue of tourists' demands, then, tourists will shape the visiting experience on their own. However, most of the tourists are ignorant of heritage and its profound meanings on a large extent so their behaviours are possibly inappropriate. They are, on most circumstances ignorant rather than having malicious intentions. On the other hand, market positioning of ICH tourism product is blurry. It is highly possible that it attracts a wrong type of tourist. Here, the so-called wrong type tourists refer to those whose demands are different from that of heritage managers. The impact of tourism on heritage and the origin of heritage are often discussed by academia, however, a majority of which is caused by those ignorant tourists with no ill intentions. Therefore, it is important to identify market positioning and tourist managers have to customize attractive traveling experience considering consumers' demands.

As a tourism resource, Kunqu opera is closely linked with tourist's market. But considering the existing tourist market of Kunqu opera, many people have not yet

established or profoundly explored market value of Kunqu opera. As one type of operas, Kunqu opera, confined by itself, has a tedious journey in its marketization process. Currently, most of Kunqu opera troupes highly depend on country's policies and has not yet fully adapted to the marketization development. Evaluating the existing market, there are few Kunqu opera fans and tourism product of Kunqu opera. Hence, we can infer that commercialization of Kunqu opera still needs further discussion and exploration.

Therefore, considering the above-mentioned circumstances, we need to fully realize that not all ICH safeguarding and tourism utilisation can lead to benign results. It is necessary to analyse specific circumstances and particular items. Tourism development is not the ultimate purpose but only an approach that stimulates heritage safeguarding. Hence, it is necessary to properly evaluate the value of ICH and locate successful experience for sustainable utilisation.

7.3 Recommendations for ICH development

7.3.1 Government's attention and support

Government should be the driving force of ICH protection. It should recognize and approve the tourism behaviour while supervise and examine heritage tourism. Governments should offer initial funds for interactions led by tourism, encourage the continuous utilisation of tourism and mutually promote the revitalization. For

interactions led by tourism, government should create a nice environment in launching tourism activities, supervise and regulate tourism utilisation behaviour in order to realize nice interactions of ICH safeguarding and tourism utilisation and achieve the mutual development of ICH and tourism. It should follow the principle of government guidance and leading principle rather than intervene too much and be the dominant part of interactions.

7.3.2 Law enforcement and constrains

Law is an important intervention in protecting ICH and it also contributes to benign utilisation of tourism. UNESCO and some governments have published relevant regulations to restrain illicit behaviours in order to maintain a good development of cultural heritage. Hence, relevant national policies should follow the principle of coordinating domestic laws and international laws, timely recognize items at different stages and lower the possibility of damage.

7.3.3 Public support and social recognition

ICH is entitled with the feature of popularity, which as a result requires public initiative and a creative atmosphere. It will supervise tourism activities, fully elaborate the strength of community and promote the creativeness of ICH. ICH is

born in and gets popular among the folks. Therefore, people should be the principal part of ICH safeguarding and innovation. We need to depend on the strength of the public, promoting ICH safeguarding and developing tourism at the same time. ICH is also featured with sociality. It is a collective creation, a heritage that passes down from generations of generations, as well as mutual wealth for the mankind around the globe. Hence, tourism utilisation of ICH needs to be reasonable and scientific. It should not be questioned or denied.

7.3.4 Public Education

Collective inheritance is one of the important principles in ICH safeguarding. Therefore, we need to strengthen the educational campaign of ICH community group, improve the awareness of self-protection and value of recognition, bring subjective initiative into the fullest play, and encourage development and creation of cultural heritage. Firstly, people's authentic levels and cultural recognition should be improved by education. They need to be fully aware that these items are national ICH with great value and we should take initiatives to protect them. Education like this contributes to the demonstration of ICH values and increases its position in the eyes of the public and cultivates their sense of cultural heritage safeguarding. Secondly, community's confidence and sense of national pride could be enhanced by education. Recognition of the value of ICH will contribute to local people's confidence while the

unique value of ICH will trigger their national pride. Therefore, people will proactively protect and explore heritages. Finally, each phase of interaction must have corresponding educational acts, for example, interactions. Encouragement and education should be launched at the initial phase of interactions. During the transition period of interactions, education on environmental protection and moral education should be recommended, prohibiting behaviours that focus on short term economic benefits and prohibiting destructive effect of non-virtuous factors. Cultural psychology education and sustainable development education should be launched at an advanced stage of interaction, which will provide sustainable development forces and guarantee for ICH safeguarding and tourism utilisation at the same time.

7.3.4 Involvement of experts

It is necessary to launch a general survey of ICH that lasts for three years, in which experts' participation is a necessary part. Experts here include: heritage expert, historian, literati, aestheticians, folk artists and tourism plan makers. These experts systematically evaluate ranks of ICH value from their specialized perspectives based on experience and standards. It provides an intellectual support as well as evidence in further exploring tourism. Expert's involvement should penetrate the entire process of ICH safeguarding and the interaction of tourism utilisation. In the initial phase, it mainly focuses on ranking ICH degrees and providing evidence for establishing

tourism development planning. During the transitional phase, it draws on exploring and developing ICH values, providing evidence for tourism product design and improving multiple layers of tourism utilisation. In the advanced phase, it focuses on developing creative ideas of community folks and maintaining the sustainable development of tourism.

7.3.5 Establishing and implementing tourism development planning

To ensure ICH safeguarding and the smoothly proceeding of interactions of tourism utilisation, following important external intervention methods are highly suggested, including making specific plans, strictly following planned contents and requirements, combining interactive stage performance and flexibly implementing plans. Planning contents should include stage plans, specific implementation measurements, risk control index and etc. Index system must be applied in evaluating the implementation results. For example, quantitative index, such as economic growth rate, number of recipients, economic income can be applied in evaluating tourism utilisation. Qualitative index, on the other hand, can be applied in ICH safeguarding, including social benefits, protection level and degree of expectations. We should try to ensure a proper direction of ICH safeguarding and tourism utilisation while encourage the mutual development of these two.

7.3.6 Documentation of ICH

Recording and preserving historic, cultural, artistic and scientific relics is the major tasks for a country and a nation. Research results have shown that these records greatly contribute to national education, publicity, historical and cultural promotion as well as improving aesthetic appreciation. Detailed and reliable archives can be established by collecting and organizing the core cultural resources to implement the ICH inheritance on specific and scientific way ad method. The latest digital technology developments are continually delving into all aspects of public life. Therefore, the relevant stakeholders should make good use of the modern digital technology to record the intangible cultural resources effectively, so that the intangible cultural resources will get clearer models of safeguarding and storage carriers. The ICH-related stakeholders should make full display of the advantages of local media resources; publicise ICH resources through: television, newspapers and social media. The public will get a complete understanding of the ICH cultural resources, by taking part in protecting the local ICH cultural resources and improving the understanding in ICH. In addition, the government should also increase the capital investment, organise manpower and human resources to research and develop the technical means including video collection, processing, archive processing and digitalised libraries, etc. Scientific and detailed digital recording and archiving shall be conducted according to ICH categories with different characteristics. The recording here is not the simple message recording, but the re-processing and

re-construction of information at the same time preserving the originality and correctness of message to the most extent. By establishing the digital platform for ICH safeguarding, the “living memory” composed of various models and carriers is constructed.

This way of development targets at ICHs that could hardly survive in reality. Taking advantage of modern technology, we can record these remaining activity contents to the largest extent. In addition, we can gather relevant material information, archive the information, and build museums and preservation institutions in its native areas. In this way, we can save a reliable data for the offspring, provide visiting and learning spots and preserve the connection with the original ecological environment.

7.3.7 Establishing and perfecting inheritor cultivation system

Healey (1998) claims the incorporation of the views of stakeholders into tourism planning is by “adding value” through drawing on the stakeholders’ insights and knowledge. The researcher explored the situation of the improvement of ICH from the perspectives of the stakeholder for the purpose of delivering the interviews and attributes enabled stakeholders to convey on their concepts of ICH tourism. In addition, the findings are helpful to refine the planned method and recognise the priorities. Significantly, the findings state the necessity to better collaborate among the visitors and stakeholders in the tourism of ICH. It is vital to produce

understanding between cultural heritage tourism-related components and stakeholders. In the aspect of community, to improve the ICH safeguarding consciousness of the groups, especially the local groups to help them to take part in the routine application of ICH and establish the sustainable ICH living environment with sense of responsibility and consciousness. In addition, stakeholders should step up efforts to protect and cultivate ICH inheritors, improve their living conditions, provide them with necessary funds and employment opportunities, and ensure they are able to focus on ICH safeguarding and utilisation. On the one hand, we need to establish and perfect inheritor cultivation system, respect existing inheritance form of intangible heritage and leave the rightful inheritor of intangible heritage for the future. On the other hand, we have to train the youth and make them interest in traditional culture. Intangible cultural research institutions can be established and relevant subjects could be set up at higher institutions, cultivating professional talents' interests and practical ability of traditional culture. In addition, we should intensify the promotion of protecting intangible heritage and inform people about the concept of ICH safeguarding. Cultural inheritance is the obligation of every citizen. Therefore, government can grant certain social reputation to the inheritors, so that the skilled inheritors can devote themselves into ICH creation heart and soul while stimulating and promoting the diversified development of ICH. It is certain that during promoting the encouragement policy and guarantee mechanism, some inheritors, driven by benefit or commerce, will inevitably make negative conducts during the inheritance. For example, through poor quality manufacturing or dealing with businesses in an

unprofessional manner. Therefore, quality monitoring and supervision management is indispensable.

7.3.8 Academic research on ICH

The detailed research is the effective methods to maintain the ICH survival and development to the utmost extent. In the backward social environment, despite their exquisite skills, the handicraftsmen's low cultural level and the language difference have resulted in the obstacles and limitations of ICH. The academic research of ICH undertakes the national and local research projects relating to ICH safeguarding, cultivates the researchers to provide the confirmation, safeguarding, research and diffusion of folk ICH with powerful academic guarantee and academic support, make up the defects that there is only skill but no theoretical support in the ICH field. The research results have also indicated the problems in academic research, namely the academic research management is confused as a result of the Chinese political system. Some ICH research institutes are designated by the government cultural management departments, some are identified by the educational services, some are named by themselves and some social associations are built according to the local demand. Such situations have seriously affected the social cognition and working efficiency of the ICH research institutes. The irregularities of institutes will always result in the nonguaranteed academic quality and capacity and bring forth corresponding problems for the academic development of ICH. For instance, some scholars mentioned in the

recorded interviews that at times the ICH related academic research has no long-term development planning. Some studies are only suitable for discussing the local ICH, and some studies even put forward some empty theories to meet the teaching requirements of college courses, which have no practical significance at all. The research also suggests the importance of ICH investigation as a basis of ICH safeguarding. It is likely that proper methods used by ICH stakeholders are vital when improving and planning the ICH as a cultural resource. Conducting thorough investigation of ICH, which involves both tangible to intangible assets, can provide audiences with a comprehensive historic, cultural, artistic value of ICH. It stresses academic value of ICH across different research subjects. Such research and investigation are inseparable parts of tourism utilisation. Subsequently, by applying digital methods, multi-media filming techniques, sound recording and film recording, relevant materials can be stored in digital forms. It is convenient for tourists to go through and look up useful information. In the meanwhile, academic institutions also stimulate living habitats of ICH by visual display, which enables tourists understand ICH contents, its connotations and embedded national characteristics. With the online transmission, the entire society, on a certain extent, is aware of the position of ICH in national cultural development as well as its functions. It can also enhance the public's safeguarding awareness, realize the educational purpose of museums, protect and inherit ICH on certain extent.

7.3.9 ICH Promotion and Branding

In the research, we discovered that many current safeguarding to ICH are funded by the government to organise learning, performance, exhibitions and cultivate inheritors under the financial support of government. However, in reality, inheritors of these craftsmanship have no values and resources in the current society, their inheritance is passive. The findings in the study can assist practitioners and tourism planners of cultural heritage tourism in the formulation of methods to promote or keep their competitiveness. The managerial implications are that the providers of the tourism must blend the importance of the ICH historical into a competitive tourism method's construction. The method should integrate the importance of the historical connotation in collecting a fulfilling visitor experience. In fact, we have long-term demand for ICH in the continuously developing modern civilization. Accordingly, how to excavate and make reasonable use of the demand and get it invested into the social economic operation become very important. The result of ICH commercialisation will certainly form the cultural brand. Cultural brand refers to the specially labelled enterprises and products that are tested by market and trusted by consumers with cultural meaning and value. For example, most Chinese know that Kunqu is among the first batch of ICH confirmed by UNESCO that representing the most elegant art and most ancient culture of China with unapproachable value connotation. As the social production develops and the living quality improves, people are paying increasing attention to the brand values. According to the research,

brand building has become an effective strategy to improve ICH utilisation. ICH can adapt to changes of the times and cultures during the history development, maintain the relatively stable cultural core, it has rich excavating potential and intrinsic vitality. If we can make appropriate industrialised operation and packing based on these cultural brands, conduct in depth development with the help of cultural brand influences to excavate the deeper cultural connotation and construct better models; it will definitely attract more consumers and promote the value transformation.

For instance, from the functions that should be equipped by the digital platform, the merchants should provide the users with efficient fast information data retrieval and video materials. At the same time, the platform should be capable of interacting with users; by building the platform, the ICH cultural resources will get more approaches for carrying and inheriting. During constructing the digital platform, the related cultural component organisations should invite the professional researchers and technicians to be part of the process. The platform should be promoted to the public by controlling the public acceptance through the investigation activity. The digitalised platform should enable the public to update the intangible cultural resources they understand to the platform in time through the interactive functions. In this way, the cultural component organisations can create understanding towards the intangible cultural resources at the first time and promote the following utilisation and safeguarding.

Specifically speaking, “ICH promotion and packing is a process to transform the folk skills scattered and passed on from the past into an economic form that operates

completely in line with the economic laws, meets the consumers' requirements and produces benefit." In the conception of industrialisation, what we value the most is the importance of market to ICH inheritance and safeguarding. During the actual interview, the researchers discover that many institutions remain adopting the traditional concept to protect ICH, namely government provides funds as subsidiary to get people to study the craftsmanship for safeguarding and inheritance. However, if ICH is not developed and promoted healthily, the inheritors will lack the motivation to study and work hard; besides, if ICH cannot develop in a benign way, the government subsidies are only temporary guarantee means, which cannot solve the problems ICH are facing in the long term. Hence, researchers believe that the safeguarding and utilization of ICH shall not be opposite to each other, only the marketization of the value of ICH can guarantee the long-term development of ICH. Generally speaking, effective safeguarding measurement should contain aspects as the following:

1. From taking ICH safeguarding as a cultural career consuming social resources into an industry that produces economic benefit;
2. The subject of ICH safeguarding is only the government, which shall be turned into the diversified subject of ICH safeguarding, i.e. social groups, enterprises and individuals can invest the related industries in various ways to diversify the financial sources of ICH safeguarding;

3. ICH safeguarding attaches too much importance on maintaining and displaying; according to the research, only the ICH demand focusing on society is stressed can the innovation and development be made continuously under the real social demands. The ICH safeguarding will become a social public service focusing on social demands with higher investment profit.

7.3.10 ICH Innovation

ICH itself is “attractive” from generation to generation and closely related to people’s way of life. However, skills of ICH can only be inherited and stored in the dynamic daily life. Therefore, on the basis of respecting traditions, to get ICH into people’s daily life again, the traditional arts can be introduced into the modern life through the appropriate innovative means. By adopting the “productive safeguarding” method, ICH can be effectively inherited and protected in the practical activity of creating social wealth. In accordance with Camarero and De Rojas (2008), sufficient heritage values are able to increase the involvement of the visitors and urge them to spend more. Moreover, there are able to encourage visitors to help and revisit in the ICH resources’ safeguarding. Such ICH development model has considered both the safeguarding and reasonable utilisation to promote the local economic growth. It focuses on the consumer populations of the modern society, values and satisfies their value demands, so that ICH can reach its goal of survival. In conclusion, ICH must satisfy people’s demands in order to provide better living standards and quality of life

for future generations.

7.4 Suggestions specifically for Kunqu development

1. Development the path of Kunqu opera tourism. It is necessary to develop talents for Kunqu opera from the source, allowing Kunqu opera to be one of the fundamental courses of school subjects, cultivate young people's interest toward Kunqu opera, contacting teachers from Kunqu opera troupe to emphasize on training talented students who are willing to proceed further in this field. Kunqu opera troupes can also gather excellent resources nationwide, conducting specialized trainings for actors, play writers, directors, composers and management staffs. It is also suggested selecting and further educated excellent talents from existing young Kunqu opera actors.

2. Enlarging transmission routes of Kunqu opera. Means of publicity of Kunqu opera are diverse. Based on stage, modern stereoscopic communication media should be fully utilized and guided information to be stereoscopic. Only extending, exploring,

deepening relevant information of Kunqu opera can we realize the depth and stereoscopic sense of information transmission, and then gradually win audiences. Kunqu opera also needs certain advertisement and campaign in order to enter the tourism market. For example, it can use effect of pop stars, add Kun opera elements in popular music and integrate Kunqu opera elements into clothes design.

3. Exhibiting using Kunqu opera museum. Ecological museum is a newly suggested museum philosophy in recent years. Ecological museum is an instrument through which local residents can present themselves to the tourists so that they could be better understood and their customs and properties can be respected. For example, Chinese Kunqu Opera Museum, the most reputed Kun opera museum, which is also one of the research data resources of this research, locates in the 600-year old Pingjiang Lishi Street in Suzhou. Established by the Ministry of Culture of the People's Republic of China and the provincial government of Jiangsu, it officially opens to the public in November 2003, for the purpose of preserving and promoting the art of ancient Kunqu opera. In addition, it also serves multiple functions including stage performance, research and study, teaching, leisure and recreation.

4. Developing tourism experience projects. Since there are not enough interactions between Kun opera performance and tourists, it is suggested to develop some projects concentrated on experience of Kunqu opera tourism, such as “recognizing facial makeups”, “learning to sing” and “playing the musical instruments.” “Recognizing facial makeups” aims to let tourists learn about different characters and their personalities in Kunqu opera. “Learning to sing” mainly focuses on experiencing the melody of Kunqu opera and experiencing its elegance. Tourists can also try on Kunqu opera costumes and play musical instruments. The customers can record their experiencing moments and make it as a souvenir. The researcher believes that tourists can gain better experiences with the launch of these activities.

5. Forging Kunqu opera tourism brand. ICH must establish its featured brand in the fierce tourism market competition. In the market of modern tourism, brand is featured with consumption guidance force. Existing tourist products are largely presented in the form of performances. The operators can no longer follow the traditional performance pattern, but take initiatives in creation. For example, Kunqu opera can be integrated with puppet shows, musicals and short videos in order to generate a series of performing patterns. In the meanwhile, a collection of Kunqu opera handicraft could be created, forging specialized brands of Kunqu opera, forming industrial chain of Kunqu opera tourism and encouraging the development of tourism market of Kunqu opera.

Chapter 8 Conclusion

8.1 Theoretical & Methodological Contributions

The study contributes to the current literature on ICH tourism and values through examining a structural model, which contains reflective and formative constructs. A conceptual model has been improved on the basis of the empirical research and literature reviews. The timing of the study gains the cultural heritage tourism's the precise entry time in Suzhou. According to the researcher's knowledge, there is no relevant empirical research data for reference before this study; hence the researcher collects plenty of qualitative and quantitative data, to fully investigate the situation of ICH in China. It makes contributions to the current literature. It makes sure that the direct connection between safeguarding and ICH values is sustained in the existing study. On the basis of the literature, there is enough evidence that perceptions of safeguarding and heritage value are relative. As historical value is an element of the ICH tourism's value, the literature on the value of heritage is possible to be applicable in the context of the cultural heritage tourism. Moreover, the indirect connection from the values of ICH through safeguarding to the usage has been discovered to be important. It is sustained constantly by the literature. Therefore, the study enables other scholars to scrutinise the value constructs in ICH tourism. It is expected that the findings are going to further enrich the current knowledge, and are going to be applied to the policymakers in China to formulate methods for the improvement of ICH tourism. It is believed to have the ability to offer other perspectives and understanding

of the value problems associated with ICH tourism. The model is able to be adopted for the experimentation, exploration and scaling up if required. It lends itself to empirical examination and further refinement in other intangible cultural heritages.

In addition, the study makes contributions to the methodology. The study adopts a mixed strategies method containing qualitative analysis, as well as structural equation modelling. Qualitative analysis concerns more on theory generation while structural equation modelling has been more directed at the verification of theory. Neither quantitative nor qualitative strategies alone are enough to improve the full analysis. Thus, mixed strategies should be adopted in the study in combination and they are able to complement each other. In addition, it is able to help scholars to meet the criteria to evaluate their answers' quality better than sole method designs do. It advises that the methods are efficient and effective. Therefore, the mixed strategies in the study permit the researcher to properly analyse the procedures of qualitative strategies and ensure the quantitative strategies' hypotheses in the same study. Significantly, the study creates satisfactory outcomes and presents methodological enrichment. Significantly, it opens a pathway for the practitioners of ICH tourism for the purpose of developing the measurement instrument with a higher applied value.

8.2 Summary of research findings

With increasing development in intangible cultural heritage tourism, it is turning to be more significant for the stakeholders of ICH for the purpose of identifying the

attributes of value which attract visitors to their destinations and keep them without destruction. In recent research, little has been known about the relations among ICH values, safeguarding and ICH utilisation in intangible cultural heritage tourism. The value's theoretical improvement in cultural heritage tourism has been in need of understanding and further study. As two separated concepts, both ICH and tourism development have some overlaps on the direction of development. This research analyzes definitions of ICH, cultural tourism, ICH tourism based on relevant literature review research. It believes ICH tourism refers to a tourism activity using ICH as an attraction. ICH is the object of tourism as well as an important traveling resource. ICH tourism should be considered as a cognitive theoretical heritage. However, since it is confined by the concept of heritage, it should concentrate on the safeguarding and development of resources at the same time. Consequently, ICH tourism is a complex concept that combines safeguarding with utilizing. Moreover, this research also considers it necessary for ICH to enter into the market as well as culture industry. The essence of ICH tourism is a process of capitalization, in which value could generate profits and properly protect or even increase the original value in making profits. The research has adopted both quantitative and qualitative strategies for identifying and examining the constructs and attributes in intangible cultural heritage tourism. Using stakeholders' interviews in the qualitative method, it develops a model with value constructs containing historical, political, educational, aesthetic, use and non-use value. It indicates that historical value has been the main construct in cultural heritage tourism's values. Additionally, it advises that packaging and study are the significant

determinants of ICH safeguarding and utilisation. Additionally, the study is followed by examining a structural model of the relations between ICH values, safeguarding and utilisations. Adopting SEM in a quantitative method, it examines the potential, reliability as well as validity of the value models improved from the interviews, as well as literature reviews. The findings offer further evidence that the historical values are a significant construct for the improvement of ICH tourism. It implies the significance of historical value to be a strategic objective and stresses the main construct in ICH tourism. The research also tests if a relation exists between ICH values, safeguarding and utilisations in ICH tourism. The findings show that ICH Values in intangible cultural heritage tourism are connected positively and strongly with safeguarding. ICH Values in intangible cultural heritage tourism have a strong effect on ICH utilisation. ICH safeguarding is positively associated with ICH utilisation in tourism. ICH safeguarding has an intermediary effect between ICH values and ICH utilisation. The outcomes have produced a brand-new definition in the literature. From the managerial perspective, the findings provide advises for the future direction of ICH tourism's improvement. It is able to make scholars better understand among the constructs and has presented an emerging consensus in their interrelations. The tourism stakeholders can improve their presentation of history in intangible cultural heritage tourism for the purpose of developing efficient methods. As cultural heritage tourism has been presented to be substantial and increasing, it is necessary to be helpful for the stakeholders to test the constructs or value attributes which affect the adoption and safeguarding of ICH. Through understanding the relations among

value constructs, the tourism providers may better understand the ways to improve ICH tourism and promote the methods to maximise the advantages and minimize the destruction from ICH tourism. The findings are specifically beneficial to tourism providers since they offer directions to implement sustainable cultural heritage tourism. Value has been the basis of success and a core element to sustain competitive benefits in ICH tourism.

8.3 Research Limitations

On the basis of the findings from both qualitative and quantitative study, it is of great necessity to know the values problems in ICH tourism. The study outcomes in a workable conceptualisation explain the problems relative to intangible cultural heritage tourism's value. A value model relative to intangible cultural heritage has been improved from a theory-building perspective. It assesses and reconceptualises the relations between ICH values, safeguarding and utilisations. It demonstrates the significant values constructs as well as attributes in the procedure of intangible cultural heritage tourism from various kinds of aspects of the visitors and stakeholders. In addition, it makes contributions to the current literature through examining a structural model which contains reflective and formative constructs. Additionally, it lends itself to empirical examination and further refinement in other destinations. The model is able to be adopted for the experimentation and exploration in a large scale.

The limitations within the study should be taken into consideration since it is a problem in all the research projects. Firstly, the suggested model is not designed to contain every probable attribute which influences values in the tourism of ICH. Researchers limit the consideration to the identified attributes because there is not enough attention in academic circles about ICH value. Hopefully, the model will be changed in due time. For example, if economical use value becomes the most important ICH value instead of the political value in China; will ICH values still strongly support non-profitable ICH safeguarding measures such as documentation and academic research?

Reflection on existing research procedures will also lead to limitations of future research directions. First, the study is not without limitations. For example, the size of the sample in the quantitative and qualitative data has still been considered small. A bigger size of sample may promote definitely the reliability and validity of the outcomes. Second, it is recommended that future study is implemented at the destinations with similar features, but with various degrees of the improvement in intangible cultural heritage tourism for the purpose of understanding the value attributes. Considering the impacts of different groups of people's values as possible as it can, is helpful for understanding whether the research result is applicable to other ICH. Therefore, the cultural differences should be taken into consideration at the time of discussing the outcomes. Third, for the purpose of exploring the value problems in intangible cultural heritage tourism, the qualitative method has been used within Study 1. In qualitative method's conventional applications, individual semi-structured

interviews have been the most important data collection strategy. In terms of the investigation of the value problems in cultural heritage tourism, the skill has a decisive disadvantage. The words “intangible cultural heritage tourism” and “values” are abstract and are able to be misinterpreted by the respondents within the research. Aside from the qualitative method’s inherent limitations, the model within Study 1 has a severely tentative feature. The model is made up of a lot of attributes and constructs which should be further analysed. As the interviewees within the research come from Suzhou or China and would have similar cultural contexts, it can be summarised that the opinions are not able to reflect diversified thoughts. The problem should be addressed to be a limitation to the findings and effective of the research. On the other hand, the limitation in Study 1 shows that though the researcher generated sufficient resources from the research, the collected data from the private and public stakeholders are not equal. The resources within Study 1 had been generated in two stages with 22 interviewees. However, some interviewees from the government did not want to be recorded in the process of the interview. For example, although they replied to all questions in a positive way, their answers were very simplistic in tone. Consequently, these interviewees’ data has been disregarded. Additionally, several interviewees weren’t the primary targeted stakeholders of whom they were the representatives. Therefore, they would have thought the political desirability and conveyed "favourable" ideas. Interviews’ value is taken into consideration only if the stakeholders are completely involved in the items and in the interpretation of the outcomes as well (Yüksel et al. 1999). It is able to influence the

data generated and make these findings harder to explain. Additionally, it is unknown if the problems mentioned above would be relative to the results.

Thus, Study 2 intends to set the basis for the improvement of an integrated and full set of hypotheses. Another probability is to implement a quantitative research with the audiences of Kunqu by adopting the same questionnaires on the basis of the conceptual framework as well as the study's findings for the purpose of testing the generalisability and validity of the findings of the study including mostly visitors and stakeholders in China. Future studies should consider international visitors or stakeholders, for the purpose of examining their opinions on the attributes of value, as well as the significance of heritage safeguarding and utilisation in intangible cultural heritage tourism. Moreover, the researcher adopted survey for the collection of data within Study 2, which would produce a fragmented experience. The targeted respondents within Study 2 had been the audiences of Kunqu in Suzhou, China. In accordance with Terwee (1990), a respondent is hard to understand in the survey language. They would misunderstand the questions' meanings. The researchers would search for generalisability at the time of designing the survey for the purpose of letting the respondents understand the items and changes wouldn't present the primary meanings. Additionally, AMOS analysis as well as SEM methodology would be constituted to be a limitation since the model is not examined by adopting an experimental design; causal effects' strong evidence cannot be inferred. Significantly, the outcomes intend to sustain the priori causal model (Cronin, Brady & Hult, 2000). The adoption of extra attributes within the constructs would influence the adopted

countermeasures' validity as well as inherent reliability. In accordance with Cronin et al. (2000), true actions' countermeasures are better compared with behavioural intentions' exploration since it was able to promote the research's validity. Nevertheless, the data is typically difficult and expensive to collect. It should be noted that this study is thus limited in its scope.

Appendice A: Participant Information Sheet (English and Chinese version)

您被邀请参加一个研究项目。这个项目是有关非物质文化遗产的价值，保护和合理利用之间的关系，以昆曲为例。在您决定是否参加之前，了解研究工作的原因以及涉及的内容非常重要。请花点时间仔细阅读以下信息。如果有什么不清楚或者你想了解更多信息可以随时问我。

ICH 现在经常被提及，我们都知道 Kunqu 是中国最著名的 ICH 之一。我们经常提到 Kunqu 的保护和开发利用，但是却缺少一个深入的研究，去讨论它问什么很重要，各人出于不同的身份对它又有什么样的价值观？而这种价值观又如何影响着它的保护和利用？基于现在的状况，我们对 ICH 有了怎样的认识，又存在怎样的问题需要解决？将来在 ICH 的保护和利用领域，又怎样的发展前景？

你被选中是因为，我们的研究对象是 ICH 的 stakeholders，我们相信你可以为我们提供一些有价值的观点，帮助我们更好的了解 ICH 的价值以及相关的看法。

你可以自由选择是否参加这个访谈，不需要任何理由，包括在访谈期间也是如此。

你可能需要为这个访谈花费大约半小时时间。访谈会问一些有关于 ICH 的问题，你需要讨论一些有关于 ICH 的现状，也可能要表达一些有关于 ICH 的个人观点。你所表达的内容完全没有对错之分，而我只希望你能够表达出自己最真实的看法，这对我来说就是最有价值的。

访谈不会给你带来任何风险，只是需要你花费一些时间来陈述想法。

我们不会为访谈参与者提供物质奖励，但是访谈很可能对 ICH 的发展提供好的建议，作为 stakeholders 之一，你也可能会是间接受益者。

你的所有参与信息都会被保密，任何文献和项目都不会有你的个人信息出现。

讨论的录音将仅用于分析目的。未经您的书面许可，任何人不能得到访谈的原始录音。如果您决定参加研究，请在下面的表格中打勾并签名。非常感谢您花时间阅读本表，我希望您愿意参与这项研究。

我确认我已经了解了参与信息并且有权提出疑问。

我确认我了解了访谈的内容并且有权提问，并且在任何时候都可以退出，无需任何理由。我确认我会在访谈中认真表述我所知所想。

我确认我已经被告知我的访谈如不经我允许不会向任何其他人泄露并仅用于学术用途。

我同意参与以上研究访谈。

签名： 访问者：
被访问者：

日期：
日期：

The title of the research project

The relationship among intangible cultural heritage values, safeguarding and utilization in China: Kunqu opera as an example.

What is the purpose of the project?

You are invited to participate in a research project. Before you decide whether to participate, it is important to understand why and what is involved in the research. Please take some time to read the following information carefully. Feel free to ask me if you have any questions or need further information.

Why have I been chosen?

ICH is often mentioned now, as we all know Kunqu is one of the most famous ICH in China. We often talk about Kunqu's safeguarding and development and utilization, but there is a lack of in-depth research to discuss what it is important to ask, what values do people have for it out of different identities? How does this value affect its safeguarding and utilization? Based on the current situation, how do we know about ICH and what problems need to be solved? What is the future development prospect of ICH in the field of safeguarding and utilization?

You are selected because our research target is an ICH stakeholder and we believe that you can provide us with some valuable views and help us better understand the value and related views of ICH.

Do I have to take part?

You are free to choose whether or not to participate in this interview without any reason, including during the interview.

What do I have to do?

You may need to spend about half an hour for this interview. The interview will ask some questions about ICH, you need to discuss the status quo of ICH, and maybe express some personal opinions about ICH. There is no right or wrong in what you express, and I just hope that you can express your truest opinion, which is the most valuable to this research.

What are the possible disadvantages and risks of taking part?

Interviews do not take any risks; just take some time to present your ideas.

What are the possible benefits of taking part?

We will not provide material rewards to the interview participants, but the interview is likely to provide good suggestions for the development of ICH and you, as one of the stakeholders, may also be an indirect beneficiary.

Will my taking part in this project be kept confidential?/

What will happen to the results of the research project?

All information about your participation will be kept confidential and no personal information about you will appear in any literature or project.

Will I be recorded, and how will the recorded media be used?

All information about your participation will be kept confidential and no personal information about you will appear in any literature or project.

The recording of the discussion will be used for analytical purposes only. No one can obtain the original recording of the interview without your written permission. If you decide to participate in the study, please check the form below and sign your name. Thank you very much for taking the time to read this form. I hope you will be willing to participate in this study.

Contact for further information

ZHIJU.WEN@NORTHUMBRIA.AC.UK

| | |
|--|--|
| I confirm that I have received the participation information and have the right to ask questions. | |
| I confirm that I understand the content of the interview and have the right to ask questions. I can quit at any time without any reason | |
| I confirm that I will carefully express what I know and think in the interview. | |
| I confirm that I have been informed that my interview will not be disclosed to any other person without my permission and will only be used for academic purposes. | |
| I agree to participate in the above research interview. | |

Signature:

Interviewer:

Date:

Interviewee:

Date:

Appendice B: Semi-structured interview Questions (Chinese and English version)

作为一个表演者/经营者/管理者，在最开始的时候，是昆曲的什么吸引你从事这方面的工作？

As a performer/operator/manager, what characteristic from Kunqu make you choose the work related to this ICH?

在你对昆曲有一定了解之后，昆曲对你来说有没有什么更多的意义？

After more understanding of Kunqu, do you have more meaning of Kunqu? Can you talk more about it?

现在非遗已经是一个重要的社会议题，作为一个第一批成功申请的非遗，你觉得昆曲为什么让大家那么重视？

We all know that Kunqu is a very common and important social topic as the first ranking and registered ICH in the world, why do you think that Kunqu can attract so much attention?

在现阶段以你对昆曲的了解，你对昆曲的现状能不能做一个简单的评价？

As you know the situation of Kunqu, can you make any detailed description of it? I mean, on itself.

你觉得昆曲自身的不足主要体现在什么方面？

Do you think Kunqu have any weakness point or disadvantages on

| |
|---|
| itself? |
| 你觉得昆曲本身的价值， 会影响昆曲的保护吗？ |
| Do you think the value of Kunqu will influence its safeguarding or safeguarding? |
| 很多不同的人都在谈论非遗保护。你觉得非遗的保护体现在哪些方面？ |
| Everybody is talking about ICH safeguarding. Which aspect you think is more important in ICH safeguarding? Why? |
| 拿昆曲来说， 你觉得哪些方面做的比较好？ 作为一个重要利益相关者， 能说说这里面什么起了重要的作用吗？ |
| Take Kunqu as an example, which aspect you think is good in ICH safeguarding? And who play a good role in this? |
| 那现阶段， 昆曲的保护又存在什么问题呢？ 能不能也分析一下原因？ |
| what is the problem of Kunqu safeguarding currently? Can you talk more about it? |
| 苏州在古代就是中国的一个著名的城市， 有很多的名胜古迹， 你觉得在昆曲的保护方面， 和其他那些有什么不一样的地方？ |
| Suzhou is a famous city with lots of good attractions since ancient China, Do you think there are something special in Kunqu safeguarding, compare with other attractions? |
| 那昆曲的保护， 对昆曲的旅游开发会不会有影响？ 好的影响还是 |

不够好的？还是都有？如果可以，请陈述一下。

Do you think Kunqu safeguarding will influence Kunqu utilization in tourism? Good, bad, or both? Can you describe it in detail?

我们都看到，昆曲现在也是一个重要的产业了，能不能说说，从一个表演者/经营者/管理者的角度，昆曲的旅游发展主要体现在哪些方面？

Kunqu is a nice resource now, as a performer/operator/manager, how many aspects do you think that Kunqu have in tourism utilization?

按照你所说的这些，昆曲的利用方面在哪些方面发展的比较好？

In These aspects, are there anything good or with good prospect of development?

那昆曲的利用方面又有哪些方面发展问题存在呢？

Alternatively, any other problems or disadvantage in it?

随着UNESCO 和中国对于非遗的重视不断加深，昆曲的各种价值也被不断的发现和扩展。你觉得昆曲自身的价值对昆曲作为旅游产品的开发和利用会有影响吗？什么样的影响呢？

The ICH value is developing and extending, take Kunqu as an example, Do you think the Kunqu value can affect its utilization as a tourism resource? What is it? Please describe it.

Appendice C: Questionnaires for Kunqu Audiences (Chinese and English Version)

非物质文化遗产利益相关者调查问卷

第一部分：参与者信息

| | | | | | | |
|--------|------------------------|-----------|------------|-------------|---------|------|
| 身份 | 公共部门（包括政府机关，事业单位，机关团体） | | | 一般游客 | | |
| 年龄 | 低于18 | 19-29 | 30-39 | 40-49 | 50-59 | 超过60 |
| 教育程度 | 未满初中 | | 高中或专科 | | 本科及以上学历 | |
| 月收入（元） | 低于3000 | 3000-8000 | 8000-13000 | 13000-20000 | 20000以上 | |
| 动机 | 访友 | 家庭活动 | 商务旅行 | 个人旅行 | 其他 | |
| 出生地 | 本地人 | 本省 | 外省 | 港澳台 | 其他 | |
| 旅行期间 | 1天 | 2-3天 | 一周内 | 超过一周 | 待定 | |
| 昆曲价格体验 | 很贵 | 贵 | 一般 | 价格很好 | 相当便宜 | |
| 旅行预算 | 低于3000 | 3000-8000 | 8000-13000 | 13000-20000 | 超过20000 | |
| 昆曲体验 | 很差 | 不好 | 一般 | 较好 | 很棒 | |
| 再来意愿 | 绝不 | 可能不会 | 随意 | 可能会 | 一定会 | |
| 推荐亲友 | 绝不 | 可能不会 | 随意 | 可能会 | 一定会 | |

第2节：昆曲利益攸关方的价值观

以下问题要求您在关于昆曲作为非物质文化遗产的意见的协议中给出1至5的标记。请圈出每个语句的适当数字。

| | 不同意 | | | | | 同意 | | | | |
|-------------------|-----|---|---|---|---|----|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 |
| 1. 昆曲代表了中国音乐的美 | | | | | | | | | | |
| 2. 昆曲代表了中国舞蹈的美 | | | | | | | | | | |
| 3. 昆曲代表了场景的美 | | | | | | | | | | |
| 4. 昆曲代表了中国服装艺术的美 | | | | | | | | | | |
| 5. 昆曲代表了中国戏曲的美丽舞台 | | | | | | | | | | |
| 6. 昆曲也反映了现代人的审美标准 | | | | | | | | | | |
| 7. 昆曲改善了中国特有的情感 | | | | | | | | | | |
| 8. 昆曲改善了中国独特的思维方式 | | | | | | | | | | |
| 9. 昆曲提高了中国文化的多元化 | | | | | | | | | | |
| 10. 昆曲提高了市民对艺术的欣赏 | | | | | | | | | | |

| | | | | | |
|-----------------------|---|---|---|---|---|
| 11. 昆曲提高了受众的知识 | 1 | 2 | 3 | 4 | 5 |
| 12. 昆曲有助于学校音乐教育 | 1 | 2 | 3 | 4 | 5 |
| 13. 昆曲对爱国主义教育也很有价值 | 1 | 2 | 3 | 4 | 5 |
| 14. 昆曲保留中国古代地方主义（语言） | 1 | 2 | 3 | 4 | 5 |
| 15. 昆曲保存了古代经典 | 1 | 2 | 3 | 4 | 5 |
| 16. 昆曲保留了古代传统 | 1 | 2 | 3 | 4 | 5 |
| 17. 昆曲保存着古老的民俗 | 1 | 2 | 3 | 4 | 5 |
| 18. 昆曲保存了古代历史 | 1 | 2 | 3 | 4 | 5 |
| 19. 昆曲很早就证明了我们古代的艺术成就 | 1 | 2 | 3 | 4 | 5 |
| 20. 昆曲代表了中国古代独特的精神气质 | 1 | 2 | 3 | 4 | 5 |
| 21. 昆曲增进社会凝聚力 | 1 | 2 | 3 | 4 | 5 |
| 22. 昆曲促进社会包容 | 1 | 2 | 3 | 4 | 5 |
| 23. 昆曲促进社会文化间对话 | 1 | 2 | 3 | 4 | 5 |
| 24. 昆曲增强了对国家的归属感 | 1 | 2 | 3 | 4 | 5 |
| 25. 昆曲的发展表明中国有负责责任的政府 | 1 | 2 | 3 | 4 | 5 |
| 26. 昆曲对就业的积极影响 | 1 | 2 | 3 | 4 | 5 |
| 27. 昆曲有利于相关产业（戏剧、出版） | 1 | 2 | 3 | 4 | 5 |
| 28. 昆曲吸引观众参观 | 1 | 2 | 3 | 4 | 5 |
| 29. 昆曲对经营者很有吸引力 | 1 | 2 | 3 | 4 | 5 |
| 30. 昆曲有助于苏州的好客 | 1 | 2 | 3 | 4 | 5 |
| 31. 昆曲正在帮助苏州吸引游客。 | 1 | 2 | 3 | 4 | 5 |
| 32. 昆曲是一种新的娱乐方式 | 1 | 2 | 3 | 4 | 5 |
| 33. 昆曲提出了一种新的消费观念 | 1 | 2 | 3 | 4 | 5 |
| 34. 昆曲提高了城市的声誉 | 1 | 2 | 3 | 4 | 5 |
| 35. 昆曲具有子孙后代的发展潜力 | 1 | 2 | 3 | 4 | 5 |
| 36. 昆曲代表ICH在中国受到很好的保护 | 1 | 2 | 3 | 4 | 5 |

第3节：保护非物质文化遗产（昆曲）：

以下问题请你对我国昆曲的保障情况给出1至5分。请圈出每个语句的适当数字。

| | 不同意 | | | | 同意 |
|----------------------------|-----|---|---|---|----|
| 1. 人们知道昆曲受到国际住房理事会法律的保护 | 1 | 2 | 3 | 4 | 5 |
| 2. 昆曲通过官方媒体宣传 | 1 | 2 | 3 | 4 | 5 |
| 3. 昆曲是在政府支持下进行的活动 | 1 | 2 | 3 | 4 | 5 |
| 4. 昆曲得益于独特的政府政策 | 1 | 2 | 3 | 4 | 5 |
| 5. 昆曲得到政府的财政支持 | 1 | 2 | 3 | 4 | 5 |
| 6. 昆曲是政府试图支持的最重要的ICH之一 | 1 | 2 | 3 | 4 | 5 |
| 7. 昆曲剧本受到很好的保护 | 1 | 2 | 3 | 4 | 5 |
| 8. 昆曲的演出记录良好 | 1 | 2 | 3 | 4 | 5 |
| 9. 濒临灭绝的戏剧重新上演 | 1 | 2 | 3 | 4 | 5 |
| 10. 有专业博物馆保存昆曲文献 | 1 | 2 | 3 | 4 | 5 |
| 11. 在保护昆曲方面正在使用新技术 | 1 | 2 | 3 | 4 | 5 |
| 12. 在更新的过程中，过去和现在都得到了很好的对待 | 1 | 2 | 3 | 4 | 5 |

| | | | | | |
|--------------------|---|---|---|---|---|
| 13. 像昆曲这样的年轻一代 | 1 | 2 | 3 | 4 | 5 |
| 14. 许多人喜欢学习昆曲 | 1 | 2 | 3 | 4 | 5 |
| 15. 昆曲可以在专门学校学习 | 1 | 2 | 3 | 4 | 5 |
| 16. 昆曲教育有一套完整的体系 | 1 | 2 | 3 | 4 | 5 |
| 17. 继承者为注册表演者 | 1 | 2 | 3 | 4 | 5 |
| 18. 有专业的昆曲研究人员 | 1 | 2 | 3 | 4 | 5 |
| 19. 有昆曲研究机构 | 1 | 2 | 3 | 4 | 5 |
| 20. 昆曲的材料正在整理中 | 1 | 2 | 3 | 4 | 5 |
| 21. 新的昆曲正在创作中 | 1 | 2 | 3 | 4 | 5 |
| 22. 昆曲受到大学等学术机构的欢迎 | 1 | 2 | 3 | 4 | 5 |
| 23. 昆曲研究对象受到研究者的欢迎 | 1 | 2 | 3 | 4 | 5 |

第4节：非物质文化遗产的利用（昆曲）：

以下问题请你给出一个从1到5的标记，说明昆曲在中国的使用情况。请圈出每个语句的适当数字。

| | 不同意 | | | 同意 | |
|----------------------|-----|---|---|----|---|
| 1. 昆曲的活动和表演经常开放 | 1 | 2 | 3 | 4 | 5 |
| 2. 邀请社区参加昆曲活动 | 1 | 2 | 3 | 4 | 5 |
| 3. 帮助人们了解昆曲的机构 | 1 | 2 | 3 | 4 | 5 |
| 4. 有这样感兴趣的人的书面教程 | 1 | 2 | 3 | 4 | 5 |
| 5. 目前的基础设施足以供人们使用 | 1 | 2 | 3 | 4 | 5 |
| 6. 剧团正在上演新创作的昆曲剧 | 1 | 2 | 3 | 4 | 5 |
| 7. 昆曲舞台上正在使用新技术 | 1 | 2 | 3 | 4 | 5 |
| 8. 昆曲出版物正在使用新技术 | 1 | 2 | 3 | 4 | 5 |
| 9. 昆曲中使用了新的词汇和旋律 | 1 | 2 | 3 | 4 | 5 |
| 10. 昆曲由新的社交媒体宣传 | 1 | 2 | 3 | 4 | 5 |
| 11. 在昆曲的宣传中使用了新广告 | 1 | 2 | 3 | 4 | 5 |
| 12. 昆曲更新了服装 | 1 | 2 | 3 | 4 | 5 |
| 13. 昆曲更新了舞台属性 | 1 | 2 | 3 | 4 | 5 |
| 14. 昆曲更新仪器 | 1 | 2 | 3 | 4 | 5 |
| 15. 昆曲更新了化妆品装饰 | 1 | 2 | 3 | 4 | 5 |
| 16. 昆曲更新了舞台设计 | 1 | 2 | 3 | 4 | 5 |
| 17. 昆曲改进了广告模式 | 1 | 2 | 3 | 4 | 5 |
| 18. 昆曲已成为苏州城市的象征 | 1 | 2 | 3 | 4 | 5 |
| 19. 昆曲已成为国家的象征 | 1 | 2 | 3 | 4 | 5 |
| 20. 昆曲已成为中国文化的象征 | 1 | 2 | 3 | 4 | 5 |
| 21. 昆曲已成为高级高雅艺术的代名词 | 1 | 2 | 3 | 4 | 5 |
| 22. 昆曲已成为吸引全世界游客的品牌板 | 1 | 2 | 3 | 4 | 5 |

Questionnaire of audiences' survey in Kunqu

Section 1: Respondents information

| | | | | | | |
|----------------------------------|---|-----------------|------------------------------------|------------------|---------------------------|---------|
| Identity | Public Sector (Government, institution, groups, community, company) | | Normal audience | | | |
| Age group | Under 18 | 19-29 | 30-39 | 40-49 | 50-59 | Above60 |
| Education | Middle school or below | | High school or vocational training | | Bachelor degree or above | |
| Monthly net income(¥) | Under ¥3000 | ¥3000-8000 | ¥8000-13000 | ¥13000-20000 | Above ¥20000 | |
| Visit reason | Meet friends | Family activity | Business trip | Independent | Other | |
| Birth Place | Local | Within Jiangsu | Other province | Hongkong, Macau | Taiwan and Chinese ethnic | |
| Visit period in Suzhou | 1 day | 2-3 days | Less than a week | More than a week | Not decided | |
| Experience of Kunqu Price | Too expensive | expensive | Neutral | Good price | Cheap | |
| Budget of trip | Under ¥3000 | ¥3000-8000 | ¥8000-13000 | ¥13000-20000 | Above ¥20000 | |
| Kunqu Experience | Terrible | Poor | Neutral | Good | Excellent | |
| Revisit willing | Never | May not | Neutral | I will | absolutely | |
| Recommend willing | Never | May not | Neutral | I will | absolutely | |

Section 2: Values of Kunqu stakeholders

The following questions ask you to give a mark from 1 to 5 for the agreement in relation of opinion about Kunqu as an intangible cultural heritage. Please circle the appropriate number for each statement.

| | Disagree | | | Agree | |
|---|----------|---|---|-------|---|
| 1. Kunqu represents the beauty of Chinese music | 1 | 2 | 3 | 4 | 5 |
| 2. Kunqu represents the beauty of Chinese dance | 1 | 2 | 3 | 4 | 5 |
| 3. Kunqu represents the beauty of scenario | 1 | 2 | 3 | 4 | 5 |
| 4. Kunqu represents the beauty of Chinese clothing art | 1 | 2 | 3 | 4 | 5 |
| 5. Kunqu represents the beautiful stagecraft of Chinese opera | 1 | 2 | 3 | 4 | 5 |
| 6. Kunqu also reflecting the aesthetic standards of modern people | 1 | 2 | 3 | 4 | 5 |
| 7. Kunqu improves unique Chinese emotions | 1 | 2 | 3 | 4 | 5 |
| 8. Kunqu improves unique Chinese modes of thinking | 1 | 2 | 3 | 4 | 5 |
| 9. Kunqu improves the diversification of Chinese cultural | 1 | 2 | 3 | 4 | 5 |
| 10. Kunqu improves citizen's appreciation of art | 1 | 2 | 3 | 4 | 5 |

| | | | | | |
|--|---|---|---|---|---|
| 11. Kunqu improves knowledge of audiences | 1 | 2 | 3 | 4 | 5 |
| 12. Kunqu is helpful to school music education | 1 | 2 | 3 | 4 | 5 |
| 13. Kunqu is also valuable for Patriotism education | 1 | 2 | 3 | 4 | 5 |
| 14. Kunqu preserves ancient Chinese localism (Language) | 1 | 2 | 3 | 4 | 5 |
| 15. Kunqu preserves ancient Chinese classics | 1 | 2 | 3 | 4 | 5 |
| 16. Kunqu preserves ancient Chinese traditions | 1 | 2 | 3 | 4 | 5 |
| 17. Kunqu preserves ancient Chinese folk characteristics | 1 | 2 | 3 | 4 | 5 |
| 18. Kunqu preserves ancient Chinese history | 1 | 2 | 3 | 4 | 5 |
| 19. Kunqu proves our ancient artistic achievement in very early time | 1 | 2 | 3 | 4 | 5 |
| 20. Kunqu represent unique spiritual temperament of ancient China | 1 | 2 | 3 | 4 | 5 |
| 21. Kunqu enhances social cohesion | 1 | 2 | 3 | 4 | 5 |
| 22. Kunqu enhances social inclusion | 1 | 2 | 3 | 4 | 5 |
| 23. Kunqu enhances social intercultural dialogue | 1 | 2 | 3 | 4 | 5 |
| 24. Kunqu enhances sense of belonging to the country | 1 | 2 | 3 | 4 | 5 |
| 25. Kunqu development shows China has a responsible government | 1 | 2 | 3 | 4 | 5 |
| 26. Kunqu positively influences employment | 1 | 2 | 3 | 4 | 5 |
| 27. Kunqu is conducive to related industries (theatre, publication) | 1 | 2 | 3 | 4 | 5 |
| 28. Kunqu is attractive for audiences to visit | 1 | 2 | 3 | 4 | 5 |
| 29. Kunqu is attractive to operators | 1 | 2 | 3 | 4 | 5 |
| 30. Kunqu is helpful to hospitality of Suzhou | 1 | 2 | 3 | 4 | 5 |
| 31. Kunqu is helping Suzhou to attract visitors. | 1 | 2 | 3 | 4 | 5 |
| 32. Kunqu represents a new way of entertainment | 1 | 2 | 3 | 4 | 5 |
| 33. Kunqu presents a new idea of consumption | 1 | 2 | 3 | 4 | 5 |
| 34. Kunqu improves the reputation of the city | 1 | 2 | 3 | 4 | 5 |
| 35. Kunqu has development potential for future generations | 1 | 2 | 3 | 4 | 5 |
| 36. kunqu represent the ICH are well protected in China | 1 | 2 | 3 | 4 | 5 |

Section 3: Safeguarding of intangible cultural heritage (Kunqu):

The following questions ask you to give a mark from 1 to 5 for the situation of safeguarding Kunqu in China. Please circle the appropriate number for each statement.

| | Disagree | | | Agree | |
|--|----------|---|---|-------|---|
| 1. People knows that Kunqu is protected by ICH law | 1 | 2 | 3 | 4 | 5 |
| 2. Kunqu is advertised through official media | 1 | 2 | 3 | 4 | 5 |
| 3. Kunqu is an activity with government support | 1 | 2 | 3 | 4 | 5 |
| 4. Kunqu gets benefit from unique government policies | 1 | 2 | 3 | 4 | 5 |
| 5. Kunqu receives financial support from the government | 1 | 2 | 3 | 4 | 5 |
| 6. Kunqu is one of the most important ICH that government try to pro | 1 | 2 | 3 | 4 | 5 |
| 7. Kunqu play scripts are well protected | 1 | 2 | 3 | 4 | 5 |
| 8. Kunqu performances are well recorded | 1 | 2 | 3 | 4 | 5 |
| 9. The endangered plays are well renewed | 1 | 2 | 3 | 4 | 5 |
| 10. There are professional museum to keep Kunqu document | 1 | 2 | 3 | 4 | 5 |
| 11. New technologies are being used in the conservation of Kunqu | 1 | 2 | 3 | 4 | 5 |
| 12. The past and present are well treated in the process of renewal | 1 | 2 | 3 | 4 | 5 |

| | | | | | |
|--|---|---|---|---|---|
| 13. The Younger generation like Kunqu | 1 | 2 | 3 | 4 | 5 |
| 14. Many people like to study Kunqu | 1 | 2 | 3 | 4 | 5 |
| 15. Kunqu can be learned in specialized school | 1 | 2 | 3 | 4 | 5 |
| 16. There is a set of integral system for Kunqu education | 1 | 2 | 3 | 4 | 5 |
| 17. Kunqu Inheritors are registered performers | 1 | 2 | 3 | 4 | 5 |
| 18. There are professional Kunqu researchers | 1 | 2 | 3 | 4 | 5 |
| 19. There are Kunqu research institutions | 1 | 2 | 3 | 4 | 5 |
| 20. Kunqu materials are being sorted | 1 | 2 | 3 | 4 | 5 |
| 21. New Kunqu plays are being created | 1 | 2 | 3 | 4 | 5 |
| 22. Kunqu is welcomed by academic institutions such as university and colleges | 1 | 2 | 3 | 4 | 5 |
| 23. Kunqu subjects are welcomed by researchers | 1 | 2 | 3 | 4 | 5 |

Section 4: Utilization of intangible cultural heritage (Kunqu):

The following questions ask you to give a mark from 1 to 5 for the situation of use of Kunqu in China. Please circle the appropriate number for each statement.

| | Disagree | | | Agree | |
|--|----------|---|---|-------|---|
| 1. Kunqu activities and shows are frequently open | 1 | 2 | 3 | 4 | 5 |
| 2. Communities are invited to attend Kunqu activities | 1 | 2 | 3 | 4 | 5 |
| 3. Institutions helping people are interested to know about Kunqu | 1 | 2 | 3 | 4 | 5 |
| 4. There are written tutorials for such interested people | 1 | 2 | 3 | 4 | 5 |
| 5. Current infrastructures is adequate for people to practice | 1 | 2 | 3 | 4 | 5 |
| 6. Troupes are showing the new created Kunqu plays | 1 | 2 | 3 | 4 | 5 |
| 7. New technologies are being used on the Kunqu stage | 1 | 2 | 3 | 4 | 5 |
| 8. New technologies are being used in Kunqu publications | 1 | 2 | 3 | 4 | 5 |
| 9. New words and melody are being used in the Kunqu | 1 | 2 | 3 | 4 | 5 |
| 10. Kunqu is publicized by new social media | 1 | 2 | 3 | 4 | 5 |
| 11. New advertising are been used in Kunqu propaganda | 1 | 2 | 3 | 4 | 5 |
| 12. Kunqu has updated costume | 1 | 2 | 3 | 4 | 5 |
| 13. Kunqu has updated stage properties | 1 | 2 | 3 | 4 | 5 |
| 14. Kunqu has updated instrument | 1 | 2 | 3 | 4 | 5 |
| 15. Kunqu has updated cosmetic adornments | 1 | 2 | 3 | 4 | 5 |
| 16. Kunqu has updated stage design | 1 | 2 | 3 | 4 | 5 |
| 17. kunqu has improved its advertising mode | 1 | 2 | 3 | 4 | 5 |
| 18. Kunqu has become a symbol of Suzhou city | 1 | 2 | 3 | 4 | 5 |
| 19. Kunqu has become a symbol of country | 1 | 2 | 3 | 4 | 5 |
| 20. Kunqu has become a symbol of Chinese culture | 1 | 2 | 3 | 4 | 5 |
| 21. Kunqu has become synonymous with high-class elegant art | 1 | 2 | 3 | 4 | 5 |
| 22. Kunqu has become a brand board to attract the visitors all over th | 1 | 2 | 3 | 4 | 5 |

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