

## **Factors Influencing the Preservation and Management of National Performing Arts Intangible Cultural Heritage in Changde, China**

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### **Abstract**

With the standardization of cultural tradition, many traditional customs have been abandoned by people. Perhaps one of the best examples is the intangible cultural heritage of performing arts. Based on the definition of intangible cultural heritage and the "oral tradition" characteristics of the intangible cultural heritage of performing arts, researchers believed that "community" is an essential factor for the intangible cultural heritage. There are many national intangible cultural heritages of performing arts in Changde. But their inheritance and development are affected by various factors, including the background of community residents, the performance forms, knowledge, skills, customs of the intangible cultural heritage, and other factors.

### **1. Problem Background**

Performing arts intangible cultural heritage is an essential part of intangible cultural heritage in China. It is necessary to promote and strengthen the preservation and management of intangible cultural heritage to pass it on to the next generation. Researchers found some signs from the results of literature research after reading and analyzing various journal articles. For example, few research documents on the preservation of the national performing arts intangible cultural heritage in Changde, and the research contents of these documents are limited to the characteristics, current situation, historical origin, and history of intangible cultural heritage. Artistic value and other aspects. It is essential for the study of intangible cultural heritage in Changde, China.

Because of this, this study will combine qualitative and quantitative research methods, using questionnaires and interviews to study the following three aspects. First of all, what is the status of community residents' awareness of national performance intangible cultural heritage? Secondly, what factors have affected the preservation of the national performance intangible cultural heritage? Finally, how to improve the influence of national performance intangible cultural heritage in Changde, China?

### **2. Literature Research Review**

Through extensive and in-depth study of the literature on intangible cultural heritage preservation, the researcher found that experts and scholars' research on intangible cultural heritage mainly focuses on the preservation and management of two aspects:

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## **1. preservation of intangible cultural heritage**

### **1.1 The influence of heir factors on the preservation of intangible cultural heritage**

Liu Xiaohong and Zhang Hui (2019) pointed out that the key to intangible cultural heritage is people. How to better safeguard and inherit intangible cultural heritage? The inheritance of a single model will inevitably face many shortcomings. As an essential means, education should give full play to its advantages in professional settings, school-running models, and educational models. Xu Jinhua (2019) believed that the primary reason for intangible cultural heritage is people. At the same time, the author emphasized that education has the cultural selection, cultural dissemination, cultural inheritance, and innovation. Chen Bin (2018) believed that the successor is the core of intangible cultural heritage preservation. In the cultivation of successors, the government, industrial enterprises, grassroots communities, successors, and schools should play their respective roles.

### **1.2 The impact of policy factors on the preservation of intangible cultural heritage**

Ning Feng and Feng Mengqi (2019) believed that the preservation of intangible cultural heritage inheritors requires the government, society, enterprises, and individuals. The government should play an essential role in strengthening the formulation, implementation, and supervision of policies and systems related to intangible cultural heritage. Ned Kaufman (2013) stated that research methods such as anthropology, sociology, geography, and environmental behavior research could analyze people's geographic relationships and organize their subjectivity into a coherent model of intangible cultural heritage so that effective public policy. Miroslava Lukic-Krstanoic (2012) emphasized that the intangible cultural heritage policy should conceptualize and configure the elements of intangible cultural heritage within the national framework as a model and a special perception strategy.

### **1.3 The influence of model factors on the preservation of intangible cultural heritage**

Bai Xianbo (2018) pointed out that in terms of the preservation of intangible cultural heritage, there are often some problems in the implementation of the current laws and regulations and the preservation work norm system. Such as the contradiction between traditional standards and modern standards, the parallel existence of different measures, the lack of coordination mechanisms between governments, and so on. Xu Chenyu (2018) pointed out that the current intangible cultural heritage teaching content, methods, and syllabus in the music courses of colleges and universities do not meet the needs of the modern intangible cultural heritage market, so that it affects the development of intangible cultural heritage in universities. Nino Imnaishvili (2013) pointed out that the construction of the intangible cultural heritage management mechanism is very urgent. To deal with the imperfect national preservation mechanism, the process of globalization, the tendency of cultural standardization, etc., to permanently affect and threaten intangible cultural heritage.

## **2. Management of intangible cultural heritage**

### **2.1 The impact of the management mechanism on the preservation of intangible cultural heritage**

Feng Liaosha (2008) suggested that the government establish an appropriate assessment system, establish and improve a supervision and management mechanism, and promote non-governmental organizations to organize and standardize non-governmental cultural activities and improve service levels. Lei Jun (2013) pointed out that there are still some problems in the preservation and management of intangible cultural heritage in China. Based on playing a leading role, the government should also actively absorb the power of all sectors of society and ensure the effective preservation of intangible cultural heritage in a way that is responsible for the country and the future.

### **2.2 The impact of management strategy factors on the preservation of intangible cultural heritage**

Liu Wenting (2017) pointed out that the state has formulated various policies and regulations to manage and protect inheritors. The government invests many of energy and material subsidies every year to ensure that non-genetic inheritors receive better treatment. Maria Teresa Artese, Isabella Gagliardi (2017) proposed a complete management framework for multimedia information systems related to intangible cultural heritage. The framework emphasizes the innovative functions of online strategies. This function can provide data for the management, search, and browsing of intangible cultural heritage.

All documents show that researchers are more interested in intangible cultural heritage preservation methods, inheritance modes, management mechanisms, and inheritors. They ignore the fact that "communities are the foundation for the inheritance of intangible cultural heritage".

### **3. Research method design**

#### **1. Research and design**

We intend to use the collection and analysis of qualitative and quantitative data to verify that a significant correlation between Changde community residents' awareness of the community's intangible cultural heritage and the preservation of intangible cultural heritage and to analyze the impact of internal and external factors. The effect of the preservation and management of national performing arts intangible cultural heritage in Changde. To promote the work of preservation and management of national performing arts intangible cultural heritage in Changde.

#### **2. Design of quantitative research methods**

For quantitative data, researchers randomly distributed questionnaires and collected data from 400 community residents in Changde. Researchers will apply for or obtain permission from the graduate school and require the Intangible Cultural Heritage Management Center and the Intangible Cultural Heritage Preservation Department to cooperate in data collection. The researcher will then automatically assign the questionnaire to the research sample during the seminar or conference.

#### **3. Qualitative research method design**

In qualitative research, some in-depth interviews will collect data from the director of Changde National Intangible Cultural Heritage Management Centre and intangible heritage inheritors. Researchers will have face-to-face interviews with the inheritors of national performing arts intangible heritage. The number of key information providers may exceed 10. During the interview, the researchers will ask key information providers about their feelings in the process of inheriting intangible cultural heritage (including their treatment, income, difficulties, etc.), as well as suggestions on the sustainable development of intangible cultural heritage. Photos, audio recordings will be conducted during the interview.

### **4. Research and analysis**

#### **1. Quantitative research and analysis**

Researchers use descriptive statistics (including frequency, percentage, mean, and standard deviation) to explain detailed information about the demographic characteristics and behavior of respondents. Use inferential statistics (such as one-way analysis of variance) to analyze variables and test hypotheses. For further statistical analysis, all interviewees were divided into five groups, namely college students, teachers, workers, farmers, and a mixed group of elementary school, junior high school, and high school, with 30 people in each group. As a result, among the 384 community residents' respondents, these 150 respondents were randomly selected and included in the hypothesis test.

The results of a valid questionnaire show that the majority of respondents are men (29.68%). To investigate the views and attitudes of community residents of different age groups on the local intangible cultural heritage, the age of the interviewees ranged from 10 to 70 years old. It is mainly composed of residents aged 10 to 49, accounting for 91.93% of the respondents. In terms of education, 50% of the respondents are college graduates or masters. Most of the samples are teachers, students, and workers, accounting for 5.73%, 7.81%, and 15.63% of the respondents. More than 66.93% of the respondents have a monthly disposable income of more than RMB 3,000. Cross-analysis found that they are mainly adults, such as teachers, farmers, and workers, with an average age of 39 years old, who were willing to consume and enjoy the intangible culture.

The survey results prove that the respondents' cognition level and ability of the Changde National Performance Intangible Cultural Heritage in China are related to their age, income, occupation, etc.

#### **2. Qualitative research and analysis**

In qualitative research, 12 leaders of intangible cultural heritage preservation departments and inheritors of intangible cultural heritage were selected, conducted in-depth interviews with them, and designed different themes for this purpose. The interview transcript is as follows:

# Factors Influencing the Preservation and Management of National Performing Arts Intangible Cultural Heritage in Changde, China

## **2.1 Views on the internal factors affecting the preservation and management of the intangible cultural heritage of performing arts in Changde**

### **2.1.1 Inheritor factors**

Expert A admits that high income is more attractive to the inheritance of intangible culture. For him, his income mainly comes from the creation of Changde Sixian music works. Expert B emphasized that according to her 50 years of inheritance work experience and feelings, economic income does not effect her intangible cultural heritage inheritance work. Her income is mainly from the salary allocated by the Sixian Art Troupe, although the monthly income is only about 4,000 yuan. Expert C stated that economic income has little effect on him because inheriting intangible cultural heritage is his hobby and interest. His monthly income is only 4,000 yuan. Expert D pointed out that he has retired, and his pension is about 4,000 yuan per month, and there will be some extra performance pay. Expert E pointed out that economic income is very significant. She replied that her income comes from performances of intangible cultural heritage, about 8,000 yuan a month. Expert F stated that his monthly income is about 5,000 yuan, but he also wants to increase his income. Experts G and H said that their income is mainly pension, about 4,000 yuan per month. Expert J stated that her income is not high, and her life is under tremendous pressure. The Changde Sixian Art Troupe's salary is about 3,500 yuan per month, and then each performance is subsidized by 50 to 100 yuan. Generally speaking, her monthly income is around 5,000 yuan, which is not enough for young people.

### **2.1.2 Performance form factors**

Expert A pointed out that the knowledge and skills of the intangible cultural heritage of the performing arts are relatively professional, and the talents of the learners are very demanding. To master it, it takes a long time to learn and train. This factor shuts out many people. He thought the knowledge and skills of intangible cultural heritage are not very attractive to the younger generation. At the same time, the traditional music of Changde Sixian follows a particular procedure, from the beginning of the music to the end of the performance, interspersed with multiple different tunes, which will cause the account to be too long. For people with fast-paced lives today, this is not a factor conducive to communication. Expert C and Expert K agreed with this view. Expert B believed that the key factor to safeguarding intangible cultural heritage lies in inheritance. Knowledge and skills are the core of Changde Sixian. She believes that the appreciation of Changde Sixian performance is also an essential reason for attracting young people. She was very in favour of innovation but opposed to the unrecognizable adaptation of Changde Sixian essential musical form.

## **2.2 Views on the external factors affecting the preservation and management of the performing arts intangible cultural heritage**

### **2.2.1 Propaganda factors**

Expert L pointed out that the Changde Intangible Culture Management Center has organized various art exhibitions, competitions, performances, public welfare art guidance, training, and lectures. To guide the construction of art groups and train the backbone of the group. To carry out mass cultural research. These activities have received excellent results in improving the quality of inheritors. It was also warmly welcomed by the people in the community. Expert M said that the Li County government and intangible cultural heritage management departments had organized a series of cultural propaganda activities. Including various performances, training, and guidance, such as sent culture to the countryside and sent intangible cultural heritage to the campus. The display and publicity of intangible cultural heritage in campus activities collect intangible cultural heritage preservation results in Li County. It is worth mentioning that these activities have received positive responses from primary and secondary schools, aroused great interest of primary and secondary school students, and had a positive impact.

### **2.2.2 Education and training factors**

Expert L said that the training and evaluation of inheritors is the daily management of Changde Cultural Center. The management department arranged various activities, including learning, observation, and competition, to provide opportunities for the heirs. Expert M pointed out that the Li County Intangible Cultural preservation Center has organized several training courses for representative inheritors of intangible cultural heritage and invited experts from the provincial and municipal intangible cultural heritage preservation center to give lectures. The management of these education training and business evaluations has promoted the preservation of the national performing arts intangible cultural heritage and improved cultural services for the successors.

### **3. Recommendations for preservation and management**

Expert A believed that the inheritance and development of Changde Sixian is a way of creative behavior. Therefore, the various creations and innovations of Changde Sixian must be based on the music characteristics of Changde Sixian. Expert L believed that to promote the inheritance and development of intangible cultural heritage, it is necessary to improve administrative management capabilities. Such as the government should increase investment in the preservation of intangible cultural heritage, strengthen the construction of the talent team of inheritors, recruit high-educated talents, inherit and innovate the content and form of intangible cultural heritage performance, improve research results, and improve the level of preservation of intangible cultural heritage. Expert M believed that the government's capital investment is not enough. For example, the inheritor's salary is RMB 10,000 per year, far lower than China's per capita national consumption level of RMB 21,559. This reduced the attractiveness of intangible cultural heritage preservation to young people and increased the difficulty of protection.

### **5. Research conclusions and significance**

Through the analysis of the feedback from the questionnaire and expert interviews, the results show that various factors have affected the residents' perception of national performing arts intangible cultural heritage in Changde. Thus the preservation and management of national performing arts intangible cultural heritage t have had a significant impact.

#### **1. Research conclusion**

##### **1.1 About the relationship between the background of community residents and their perception of Changde intangible cultural heritage**

First, in terms of gender, women are more satisfied with Changde Sixian and Jinghe Opera than men, and men are more confident with Gupen Song and Lishui Boatman's Chants than women. Second, adults are more satisfied than minors. Respondents with a low level of education are very satisfied with the drum feel, while respondents with a high level of education are very interested in all performances. In addition, high-income people show a strong willingness to consume intangible cultural heritage performances, and their satisfaction is significantly higher than that of low-income people. The satisfaction rankings of all interviewees are Gupen Song, Changde Sixian, Jinghe Opera, and Lishui Boat Workers' Chant. The study conclusion is that the personal background of community residents is closely related to their cognition of national performing arts intangible cultural heritage in Changde.

##### **1.2 On the impact of internal factors on the preservation and management of national intangible cultural heritage in Changde**

First, all interviewees and experts on heirs believed that heirs are the key factor to safeguarding the intangible cultural heritage. They were very delighted with their successors. Second, the form of performance is an essential factor in attracting young people. The interviewees indicated that they were more inclined to accept traditional performance forms of intangible cultural heritage and incorporate modern elements (including dance performance forms, the use of modern lighting and sound and other technological equipment, modern clothing, etc. Etc.) after the new format. In addition, skills and knowledge are the core elements of intangible cultural heritage. All of the experts interviewed emphasized the importance of skills and knowledge in the preservation of intangible cultural heritage.

##### **1.3 About the influence of external factors on the preservation and management of Changde national intangible cultural heritage**

First of all, the interviewed experts believe that regulations and policies related to the preserving of national performing arts intangible cultural heritage have an essential role in safeguarding. For example, the statutory salary provides a lifetime guarantee for the inheritors, and the policy offered special support funds for the preservation and dissemination of intangible cultural heritage projects. Secondly, in terms of publicity, the manager said that many performance publicity activities are held in the community every year. The questionnaire reported that the interviewees watched many performances, which enriched their spiritual life, and the results showed that they were very satisfied with the publicity. Finally, in terms of education and training, teachers and student groups among the interviewees reported that they had received intangible cultural heritage and other arts education and training activities, but they lacked pertinence and systemicity.

# Factors Influencing the Preservation and Management of National Performing Arts Intangible Cultural Heritage in Changde, China

## 2. Research significance

The research significance of this research is embodied in three aspects: research perspective, innovation in research methods, and the contribution of research conclusions:

### 2.1 Innovation in research perspectives

After analyzing a large amount of literature, the researcher has mastered many the issues on the preservation and management of intangible cultural heritage, and the approach and suggestions to solve the problems. The results showed that no researchers have studied the relationship between the background of community residents and their cognition of intangible cultural heritage, and the factors (internal and external) that affect the preservation and management of national performing arts intangible cultural heritage in Changde .

### 2.2 Innovation in research methods

This research uses a comprehensive quantitative and qualitative research method. Quantitative research methods were used to investigate the relationship between the background of community residents and their cognition of national performing arts intangible cultural heritage in Changde. Residents in the community reported that this is the first time they have accepted a questionnaire survey on intangible cultural heritage.

## 3. Contribution of research conclusions

First of all, the study found that the interviewed experts and inheritors have different opinions on the innovation of intangible cultural heritage. This divergence will weaken the inheritance power and cause problems for the inheritance of intangible cultural heritage. Second, some excessive innovations have distorted the traditional forms of intangible cultural heritage. The display and promotion of these innovative works in the community will cause the community's residents to misunderstand the intangible cultural heritage, thus putting the intangible cultural heritage in a new dangerous situation.

## 6. Conclusion

Based on the results of questionnaire analysis and in-depth interviews with experts, we found that the preservation of national intangible cultural heritage presents the following characteristics. First, the living space of intangible cultural heritage is getting smaller and smaller. Second, the aging of heirs is serious. Third, many intangible cultural heritage customs have been neglected and submerged in the course of historical development. Fourth, the inconsistency in the concept of inheritance of intangible cultural heritage weakens the energy of inheritance. This disagreement disperses the power of inheritance. Fifth, the innovation of intangible cultural heritage may put it in another dangerous situation. Because some innovations have entirely discarded the traditional characteristics of national performing arts intangible cultural heritage in Changde, some experts expressed concern.

Researchers believed that we should continue to inherit musical heritage, promote excellent national culture, adjust management policies based on actual conditions, increase investment, and develop and utilize local cultural resources. Provide multiple stages to fully display the artistic charm and characteristics of national performing arts intangible cultural heritage in Changde, collect creative materials, understand people's aesthetic habits. Based on the accurate expression of content and the attractiveness of music as a medium, we can communicate with people's aesthetic standards. The development of intangible cultural heritage will always be rooted in the fertile soil of community residents.

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