

Study on Tourism Activation Effect Evaluation of Intangible Cultural Heritage in Yuanjia Village

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Abstract: This paper takes Yuan jia Village as the research object, from the perspective of tourists' perception, evaluates the effect of intangible cultural heritage tourism activation in Yuan jia Village, obtains data and tests the activation effect system through questionnaire survey, analyzes the evaluation system of intangible cultural heritage activation effect in Yuan jia Village and draws conclusions. It is concluded that the average scores of the three dimensions of Yuanjia Village intangible cultural heritage tourism activation effect evaluation from large to small are experience and learning, psychology and cognition. The activation effect evaluation score is 67.32 points, and the corresponding evaluation grade is 'intangible cultural heritage activation effect is general. Based on the evaluation results, suggestions on the activation of intangible cultural heritage tourism in Yuan jia Village Scenic Spot are put forward.

1. Introduction

Under the background of the continuous integration of culture and tourism, China's tourism industry has obtained new opportunities for development [1]. The Chinese nation's five thousand years of historical civilization contains profound Chinese excellent traditional culture, retains countless precious intangible cultural heritage, and lays the foundation of socialist culture with Chinese characteristics [2]. According to the consumption needs of tourists at different levels, taking advantage of the advantages of strong permeability, relevance and dependence of the tourism industry, the tourism and intangible cultural heritage are properly integrated, continuously improved, and diversified heritage tourism products are designed to meet the personalized needs of tourists and show the value of intangible cultural heritage from multiple perspectives [3]. Judging from the current situation of the development of rural tourism intangible cultural heritage, most of the development forms are single and do not take advantage of local resources and form a virtuous circle [4]. Under the guidance of experiential learning theory, this paper takes Yuan jia Village-Guan zhong Impression Experience as the research area, and puts forward some suggestions on the activation of intangible cultural heritage tourism in Yuan jia Village according to the tourists' perception of the existing intangible cultural heritage resources in Yuan jia Village [5].

2. Data Sources and Sample Composition

2.1. Questionnaire Design and Survey

From the perspective of tourists' perception, Yuan jia Village intangible cultural heritage tourism activation effect evaluation is mainly obtained by questionnaire survey [6]. After pre-investigation and revision, the formal questionnaire is composed of two parts: The first part is the basic data, and the survey is conducted on the social demographic characteristics of tourists; The second part is the main content, survey tourists to Yuan jia village intangible cultural heritage tourism activation effect perception [7]. On the one hand, offline questionnaires can interact with tourists but are difficult to recycle; On the other hand, online questionnaire filling convenient but more casual. After comparing the advantages and disadvantages of the two questionnaires, this study adopts the combination of field questionnaires and online questionnaires. From April 1 to 7, 2022, a total of 105 questionnaires were distributed on the Internet, with 105 valid questionnaires, and the effective rate was 100%. On April 3-6, 2022, a total of 215 questionnaires were distributed to tourists in the scenic area of Yuan jia Village, and 195 were recovered, with an effective rate of 90.6%.

Table 1: Demographic characteristics of samples

Personality characteristic		Frequency	Percentage (%)	Personality characteristic		Frequency	Percentage (%)
Sexuality	male	152	50.6	Institution staff		32	10.6
	female	148	49.4		Company employees	106	35.5
Age	Under 18 years	94	31.3	Occupation	Mentor	12	4
	18-30 years	121	40.3		Pupil	55	18.6
	31-40 years	20	32		Self-employed laborer	25	8.3
	41-50 years	35	11.6		Worker	30	10
Age	51-60 years	18	6	Farmer	11	3.6	
	above 60 years old	12	4	Retiree	17	5.6	
Standard of culture	Junior high school and below junior high school	55	18.3	Monthly profit	Liberal profession	15	5
	Secondary / high school	88	29.3		Under \$2000	78	26
	College / undergraduate	104	34.6		\$2000-4000	95	31.6
	Master and above	53	17.6		\$4001-6000	112	37.3
Place of abode	provincial	219	73	\$6001-8000	78	26	
	Extra-provincial	81	27	\$8001 or more	15	5	

As can be seen from Table 1, the proportion of tourists in Yuan jia Village scenic area is slightly more male, accounting for 50.6%, male accounted for 49.4%. Most tourists are young and

middle-aged between 18 and 30 years old. In this age group, they generally have sufficient leisure time, good health, and relatively high incomes that can be freely allocated, and are eager to obtain new experience. According to the statistical results, the tourist identity of Yuan jia Village scenic spot is mainly students and company staff. Students can use their holiday leisure time to travel to the tourist destination to experience the new living environment, learn new knowledge and expand their horizons. In terms of tourists' education, 34.60% of them have bachelor's degree or above. The higher the tourists' education level is, the stronger the idea of going out to travel is. Tourists to Yuan jia village accounted for the largest proportion of students, followed by middle-income tourists, which reflects the group is willing to travel for cultural leisure consumption. According to the statistical results of residence, the vast majority of tourists in Yuan jia Village come from Shaanxi Province, accounting for 73% of the total.

2.2. Data Analysis

2.2.1. Descriptive Statistical Analysis

With the help of SPSS19.0 software, descriptive statistical analysis was conducted on the evaluation indexes of the perception of the activation effect of intangible cultural heritage. The results show (Table 2) that in general, the mean values of 14 indexes are distributed in the range of 3.3-4.1, among which the scores of 11 indexes are greater than 3.5, indicating that the overall perception of the tourism activation effect of intangible cultural heritage in Yuan jia Village is positive.

Specifically, The scores of authenticity, support and protection atmosphere are greater than 3.5, above the satisfaction level; After the propaganda of intangible cultural heritage, the authenticity of intangible cultural heritage, the support of residents to intangible cultural heritage tourism, the display mode of intangible cultural heritage, and the experience of intangible cultural heritage tourism activities, the degree of knowledge growth, the awareness of intangible cultural heritage protection and inheritance, and the atmosphere of intangible cultural heritage protection and inheritance are in the range of 3.5-4.0, and tourists agree; However, the inheritance activities carried out by the inheritors, whether the intangible cultural heritage activation interactive projects are interesting, and the innovation perception of intangible cultural heritage tourism activities is neutral, and the scores are less than 3.5, and the tourists' evaluation is general [8]. It shows that the quality and interest of intangible cultural heritage tourism products for tourists are insufficient. At present, the scenic area generally only in festivals or large-scale activities to bring tourists intangible cultural heritage performance, mainly ornamental, tourists rarely can participate in them to experience the charm of intangible cultural heritage. In ordinary tours, tourists can participate in less or immersive experience tourism products or tourism activities, and because of the lack of interest in activities, lack of attraction [9]. When issuing questionnaires, through communication with tourists, tourists hope to devote themselves to the intangible cultural heritage experience, such as performing traditional dance, singing and playing traditional music, and learning traditional handicrafts. Scenic spots can use the perspective of human senses to design tourism products and activities, stimulate tourists' ears, nose, eyes and other body senses directly contact with a variety of intangible cultural heritage and local unique culture, improve the tourist experience. Second, intangible cultural heritage activation innovation is not enough. In the process of scenic tour, one is to understand intangible cultural heritage related knowledge by means of the text description on the explanation board; Second, watch scenic performances to enjoy intangible cultural heritage stories. Scenic spots often ignore the effects and convenience of communication technology and artificial intelligence, intangible cultural heritage tourism products lack creativity and humanization. In addition, there are few unique cultural and creative products in the scenic area that attract young people. For a long

time, the level of intangible cultural heritage activation in scenic spots is still very low, and the gap is large compared with other scenic spots with developed cultural industries. Third, lack of non-genetic inheritance talents. Non-genetic inheritors are important carriers for the inheritance of intangible cultural heritage. Traditional dance, traditional skills, folk literature and other intangible cultural heritages mostly rely on the older generation to inherit and carry out immersive learning [10]. In the questionnaire data, it is not difficult to find that the number of non-genetic inheritors in Yuan jia Village scenic area is relatively small, and there are not many non-genetic inheritance activities. How to create a good inheritance environment and improve the status and influence of inheritors is an urgent problem to be solved.

Table 2: Scores of evaluation dimension of index elements

Evaluation indicators (Secondary indicators)	Weight	Perception elements (Third-level indicators)	Perception factor score	Average of teaching evaluation index	Evaluation dimension score
F1 Intangible Cultural Heritage Cognition	0.2780	C6 Inheritance activities carried out by inheritors	0.0678	2.7862	0.7657
		C5 Interpretation Service	0.0654	3.0195	
		C3 Propaganda of Intangible Cultural Heritage	0.1087	3.5067	
		C4 Authenticity of intangible cultural heritage	0.3015	3.9972	
		C7 Residents' support for intangible cultural heritage tourism	0.2335	3.7751	
F2 Intangible Cultural Heritage Experience	0.4789	C10 Intangible Cultural Heritage Activation Interactive Interesting	0.3987	2.6523	1.5640
		C2 Intangible Cultural Heritage in Yuan jia Village	0.2164	3.2134	
		C11 Innovation of Intangible Cultural Heritage Tourism Activities	0.3567	2.6762	
		C8 intangible cultural heritage show way	0.2341	3.6120	
		C9 Participation in intangible cultural heritage activities	0.2456	3.2078	
		C12 Knowledge growth after experiencing intangible cultural heritage tourism	0.1165	3.1519	
F3 Intangible cultural heritage psychology	0.4234	C13 Intangible Cultural Heritage Protection and Inheritance Consciousness	0.1278	3.5032	1.4201
		C14 Level of integration of intangible cultural heritage into local life	0.6785	3.2708	
		C15 Heritage Conservation Atmosphere	0.1563	3.5210	
		C16 satisfaction	0.4563	3.3457	

Based on the tourist perception questionnaire, scenic spots should focus on cultivating non-genetic inheritors. To improve the inheritance environment and the status of inheritors, the average score of non-genetic inheritors and inheritance activities is 2.768 in tourists' perception

evaluation, indicating that tourists have less perception of this aspect in the scenic area. The scenic area can help the difficult inheritors to encourage and support inheritors to carry out inheritance learning activities in the scenic area. The government should also subsidize the non-genetic inheritors, appropriately commend or award honorary titles to the non-genetic inheritors, so that the inheritors can obtain social respect and self-satisfaction, and consciously participate in the inheritance of intangible cultural heritage. The second is to improve the innovation degree of intangible cultural heritage activation. Strengthen creative research and development efforts, so that most intangible cultural heritage value-added intangible cultural heritage in the face of modern cultural development must be innovative transformation, or will be eliminated by society. The average score of intangible cultural heritage activation innovation in scenic spots is 2.6762, which is the lowest in the whole tourist perception evaluation system and should be paid enough attention to. The activation of intangible cultural heritage is to integrate into daily production and life, and intangible cultural heritage tourism and creative products are a good starting point.

2.2.2. Factor Analysis

After calculation, the Cronbach's α coefficient of the overall scale is 0.862, greater than 0.75, and the internal consistency is high, which passes the reliability test. The KMO value was 0.8769, greater than 0.7, and the Sig value of Bartlett spherical test was 0.000, which reached the significant level, indicating that factor analysis was very suitable and passed the validity test. Then the principal components of 14 perceptual variables were extracted and rotated by the method of feature root greater than or equal to 1 and variance maximum. Kaiser standardized orthogonal rotation converges after 6 iterations, and is eliminated because the common degree of C12 intangible cultural heritage knowledge, C16 intangible cultural heritage protection and inheritance awareness is less than 0.5. According to the results of factor analysis (Table 3), three perception variables such as C3 propaganda, C4 authenticity and C5 interpretation service have high load on principal component 1. Based on the above expression, the common factor F1 is named as "intangible cognition". C6 non-genetic inheritance activity, C7 intangible cultural heritage support, C9 intangible cultural heritage activity participation and other three perception variables have high load on the principal component 2. Based on the above expression, the common factor F2 is named "intangible cultural heritage experience". The two perception variables of C14 intangible cultural heritage integration and C15 intangible cultural heritage protection and inheritance atmosphere have high load on principal component 3. Based on the above expression content, the common factor F3 is named "intangible cultural heritage integration". The cumulative variance contribution rate of the three common factors after rotation is 68.804%, which can explain most of the information of the original variables.

The component score coefficient matrix represents the close relationship between each indicator variable and the extracted common factor. The higher the score on a common factor is, the closer the relationship between the indicator and the common factor is from the analysis results (Table 3), it can be seen that the four perception variables related to the common factor F1 intangible cultural heritage cognition are C3 propaganda, C4 intangible cultural heritage authenticity, C5 intangible cultural heritage interpretation service and C8 intangible cultural heritage display from high to low according to the degree of importance contribution (score coefficient). The four perception variables related to the common factor F2 intangible cultural heritage experience are C6 intangible cultural heritage inheritance, C7 intangible cultural heritage support, C9 intangible cultural heritage participation and C10 intangible cultural heritage interest according to the importance contribution degree from high to low. The four perceived variables related to the common factor F3 'Intangible Cultural Heritage Integration' were C14 Intangible Cultural Heritage Local Integration, C15 Intangible Cultural Heritage Protection and Inheritance Climate, C16 Intangible Cultural Heritage

Protection and Inheritance Consciousness Improvement' and C17 Satisfaction.

Table 3: Factor Analysis of Tourist Perception Variables

Dimensional	Perception elements (Third-level indicators)	Factor loading			Component Score Coefficient Matrix		
		Principal component 1	Principal component 2	Principal component 3	Principal component 1	Principal component 2	Principal component 3
F1 Intangible Cultural Heritage Cognition	C3 Publicity	0.760			0.354		
	C4 authenticity	0.754			0.362		
	C5 Interpretation Service	0.743			0.395		
	C8 Intangible Cultural Heritage Show	0.752			0.389		
F2 Intangible Cultural Heritage Experience	C6 Non-genetic inheritance activities		0.781			0.456	
	C7 Intangible Cultural Heritage support		0.719			0.404	
	C9 Participation in intangible cultural heritage activities		0.745			0.352	
	C10 Interesting		0.675			0.324	
	C11 Intangible Cultural Heritage Innovation		0.567			0.345	
F3 Intangible cultural heritage integration	C14 local integration of intangible cultural heritage			0.743			0.543
	C15 Heritage Conservation Atmosphere			0.659			0.453
	C17 satisfaction			0.657			0.345

3. Conclusions

From the perspective of tourists' perception, based on Maslow's hierarchy of needs theory and experiential learning theory, this study selects Yuan jia Village scenic spot in Xian yang, Shaanxi Province as the evaluation object, and determines the evaluation index system of tourists' perception of intangible cultural heritage tourism activation effect [8]. According to the results of the weight calculation, the scores from high to low in the second level index layer are: Experience and learning level (0.4302), psychological level (0.4148), cognitive level (0.2150). According to the questionnaire survey data, the final evaluation result of the tourism activation effect of intangible cultural heritage in Yuan jia Village is 67.32, and the tourism activation effect of intangible cultural heritage in Yuan jia Village is general. From three aspects of cognition, experience, learning and psychology, it is believed that the activation of intangible cultural heritage tourism in Yuan jia Village needs to enhance tourists' experience of intangible cultural heritage tourism, improve the innovation degree of intangible cultural heritage activation, expand the influence scope of intangible cultural heritage culture and focus on cultivating intangible cultural heritage inheritors.

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