Journal of Sociology and Ethnology (2024)
Clausius Scientific Press, Canada

DOI: 10.23977/jsoce.2024.060415
ISSN 2616-2318 Vol. 6 Num. 4

Research on ethnic intangible cultural heritage innovation path configuration of northwest Sichuan

Xu Ke[1,*], Tao Xiaoming[2], Sun Ruoshui[1]

[1]*Faculty of Art, Sichuan Pre-school Educators' College, Mianyang, Sichuan, 621000, China*
[2]*Faculty of Modern Management and Service, Sichuan Pre-school Educators College, Mianyang, Sichuan, 621000, China*
[*]*Corresponding author*

Keywords: Northwest Sichuan, ethnic cultural heritage, path, configuration analysis

Abstract: The northwest of Sichuan is mainly composed of two minor ethnic minorities, and the intangible heritage of these ethnic minorities is an important carrier of their national culture. Based on the framework of social role theory, this paper conducts a fuzzy-set qualitative comparative analysis (fsQCA) on 65 innovative typical cases of inheritance of ethnical intangible heritage in 31 counties and districts of Aba Autonomous Prefecture and Garze Autonomous Prefecture, and explores the path configuration of intangible inheritance in each county. The research shows that top-level design is the key factor of non-inheritance in universities. Based on the configuration analysis, 4 kinds of intangible path models are extracted, namely, up-down linkage, community integration, results-oriented and multi-factor driven model, which provide reference for other universities.

1. Introduction

The list of intangible cultural heritage projects in Aba Prefecture covers three levels, including 20 national intangible cultural heritage projects, 101 provincial intangible cultural heritage projects and 552 municipal intangible cultural heritage projects. Ganzi Prefecture has a rich list of intangible cultural heritage projects, including 4 items on the Representative List of the Intangible Cultural Heritage of Humanity of UNESCO, 25 national intangible cultural heritage, 140 provincial intangible cultural heritage projects and 556 municipal intangible cultural heritage projects. These intangible cultural heritage projects are distributed in 31 districts and counties. Each district and county has its own characteristics and different inheritance paths.

In the above outstanding practices and innovation cases, they have their own local outstanding direction and field, but there should be a common internal basis. Therefore, it is necessary to understand the inheritance mechanism and operation rules of these districts in terms of intangible cultural heritage, analyze the dimensions and factors affecting the inheritance effectiveness, and summarize the multiple paths for counties and districts to serve ethnic intangible inheritance. It can provide experience reference and inspiration for counties and districts to play the function of cultural inheritance and innovation.

2. Analytical Framework

Social role is an important concept in the field of sociology. Social role theory is widely used to understand and solve some social problems. From the perspective of social role theory, society is a big stage, and social members are the roles in the play. Individual's attitude and behavior in social performance are affected by role cognition and other expectations. According to scholar Ralph Linton, a role is a collection of rights and obligations corresponding to status. Based on social role theory, Xu Wenfeng analyzes the path of intangible heritage of local government and put forward the analysis framework. He believes that intangible inheritance includes four dimensions: role cognition, other expectation, role internalization identity and externalization identity [1]. Based on Xu Wenfeng's analytical framework, this paper explores the influencing factors of intangible inheritance in 31 districts and counties of Aba and Ganzi Prefecture from four dimensions, taking role cognition, expectation of others, internalized identity and externalized identity as conditional variables, and inheritance effectiveness as the outcome variable.

2.1. Role Cognitive Dimension

Role is an expectation system of individual behavior that exists in society and occupies a certain position in the interaction with other individuals. Role cognition refers to people's cognition and understanding of their role in society. In management, role cognition refers to an individual's understanding of his/her duties, job requirements and performance expectations. This paper divides the local role cognition package into two factors: the top-level design of the government and the interaction mechanism of the secondary administrative departments [2].

2.2. Other Expectations

The expectation of the other refers to the expectation of the society or the individual that a certain role should exhibit a certain behavior. The degree to which a person conforms to the expectations of a role determines whether his role behavior is consistent with his status and identity. Role conflict comes from people's expectations and requirements for a role are inconsistent or one person has multiple roles. This paper divides other expectation into two factors: superior support, demand of society including schools, universities, social organizations and enterprises.

2.3. Role Identity

Role identity means that one's attitude and behavior are consistent with the role one should play at the time. The internalized recognition of intangible inheritance depends on whether the rights and obligations of intangible inheritance are clear. This paper divides role identity into two elements: community integration and intangible cultural atmosphere construction.

2.4. Role Practice

Role practice refers to the behavior, language, emotion and other characteristics that individuals show when they play a specific role according to the expectations and requirements of society. Role practice includes two elements: economic output and explicit outcome. Economic output is the result of non-hereditary market transformation. Explicit achievements refer to artistic works and literary and artistic achievements with intangible cultural heritage as the theme.

3. Research Design

3.1. Research Method

Fuzzy-set Qualitative Comparative Analysis (fsQCA) is a hybrid research method that integrates qualitative research and quantitative research. It was first proposed by German social scientist Charles C. Ragin [3]. fsQCA can identify causal paths under different scenarios that produce the same result, so as to evaluate "multiple concurrent causality" [4] Different from causal inference based on experimental thinking and "correlation" analysis based on factor technology, fsQCA carries out logical analysis of cases based on Boolean algebra method and finds the set relationship between factor configuration and result. It integrates the advantages of case studies and variable studies, and can be used to explore problems of causal complexity such as multiple concurrent causal relationships, causal asymmetry and equivalence of multiple schemes, becoming a new approach in the field of management research [4]. Therefore, the fsQCA analysis method has a strong suitability for sorting out the path configuration of intangible inheritance in various districts and counties in Aba and Garze region from the perspective of the whole.

3.2. Selection of Cases

This paper selects the typical cases of intangible inheritance in the districts and counties of Aba and Garze in Mianyang based on the following criteria. First, the cases come from government departments and news media, which can reflect the real face of intangible inheritance. Second, the inheritance subject of the case is pluralistic, covering counties or districts at the same level as counties. Third, the third party identification method can be used to cross-compare the selected cases, with a high level of reliability. Based on the above criteria, 65 typical cases were selected for fsQCA comparative analysis.

3.3. Setting of Variables

The outcome variable is the intangible effect, which is mainly reflected in the spatial impact, the promotion and the time sustainability.

Condition variable. There are 8 condition variables. The first is the top-level design of the government, which refers to whether the government will incorporate intangible inheritance into positioning, development planning and system construction. The second is the mechanism of the second-level departments, which is measured by the intangible subject consciousness and autonomous space of the second-level administrative departments. The third is the municipal policy support, including whether there is a superior overall layout and policy support, whether there is project guidance. Fourth, the needs of social institutions and enterprises. The measure is based on the participation of social institutions and businesses. The fifth is the situation of community integration, mainly examining whether intangible inheritance is integrated into community management work. Sixth, the construction of intangible cultural heritage should be measured according to whether to carry out school-place cooperation, start master studios, intangible cultural heritage pavilions, etc. The seventh is economic output, which is measured by the results of the transformation of the intangible cultural heritage market. Eight is the explicit results, the measurement is based on the visual results in cultural innovation, design and entertainment.

4. Results and Analysis

4.1. Univariate Necessity Analysis

fsQCA 3.0 software was used to analyze the necessity of each condition variable one by one, including consistency and coverage. Consistency represents the causal relationship between the condition variable X and the result variable Y. If the consistency value ≥ 0.8, it indicates that the condition variable is a sufficient condition for the result variable. A value ≥ 0.9 indicates that X is a necessary condition for Y. Coverage is an indicator of explanatory power, and its value indicates the explanatory power of the condition variable to the result variable.

4.2. Configuration Analysis

fsQCA 3.0 software is used to calculate the truth table based on Boolean method. In view of the small sample size, the consistency threshold is set to 0.8, the minimum case frequency is set to 1, and three scheme types are obtained, namely complex solution, reduced solution and intermediate solution. Due to the moderate complexity, sufficient inclusion of conditions, and reasonable logical arguments, the intermediate solution is usually used for reporting and interpretation [5]. Based on this, this paper analyzes the intermediate solution and obtains the conditional path configuration as shown in the following table:

The analysis results show that the overall coverage rate of the intermediate solution = 0.77, indicating that the above path configuration can cover 77% of cases. The overall consistency = 0.89, that is, the above path configuration has a high explanatory power for intangible inheritance. Because the consistency of the 8 paths is > 0.9, it means that the 8 paths have passed the consistency detection and have high interpretation validity. As shown in Table 1.

Table 1: Configuration paths of Inheritance of intangible cultural heritage in districts and counties of Garze and Aba autonomous prefecture

Condition Variables	Up-down type		Community integration type		Results-oriented type		Multi-factor driven type	
Top-level design	●	●	●	●	⊗	●	●	●
Interaction mechanism			⊗	⊗	⊗	●	●	●
Superior support	●	●	●	●	●	⊗		●
Demand of society	●		⊗	●	⊗	●	●	●
Community integration		●	●	●	●	⊗	●	●
Intangible culture atmosphere	⊗	⊗	⊗	●		●	⊗	⊗
Economic output	⊗	⊗	⊗	⊗	●	●	⊗	⊗
Explicit achievement	●	●		⊗	●	●	●	
Raw Coverage	0.214	0.214	0.066	0.058	0.066	0.049	0.107	0.099
Unique Coverage	0.025	0.025	0.017	0.008	0.017	0.025	0.017	0.008
Consistency	1	0.963	1	1	1	1	1	1
Overall Coverage	0.770							
Overall Consistency	0.894							

The analysis results show that the overall coverage rate of the intermediate solution is 0.77, indicating that the above path configuration can cover 77% of cases. The overall consistency is 0.89, that is, the above path configuration has a high explanatory power to the intangible inheritance in

Aba and Garze area. Because the consistency of the eight paths is above 0.9, it indicates that the eight paths have passed the consistency detection and have high interpretation validity.

According to the Boolean minimization principle and the practical inheritance of intangible heritage in Mianyang universities, the above eight paths can be classified into four categories, and the typical innovation model of intangible inheritance in northwest Sichuan can be refined.

4.3. Configuration Example

4.3.1. Up-down Type

Under this model, the supporting policies of the government and the higher competent departments can be implemented in place, and the implementation of relevant policies, systems and plans becomes a coupling bridge between the district and the higher government. The linkage between "superior government support" and "top-level government design" plays a positive role in promoting intangible inheritance. Mao Country, Dege Country, Ruoergai County, Heishui County and Batang Country are categorized in this type. For example, Ganzi Batang successfully applied "Batang Stringzi" (a kind of lyrical folk song and dance) as the "intangible cultural Heritage of Sichuan, Hundred cities and hundred arts" intangible cultural heritage brand in Sichuan Province in 2024, and won the provincial financial arrangement of 1 million yuan award and subsidy funds for the cultivation and promotion of the brand and the upgrading of traditional industries.

4.3.2. Community Integration Type

Under this model, districts and counties can integrate the expectation of "others" with the government's self-role identification, and embed intangible cultural heritage into the whole process of community management and spiritual civilization. Li County, Marcon County, Kangding County and Litang County are categorized in this type. For example, Litang County, Ganzi Prefecture, has strengthened the protection of traditional ethnical culture, guided local residents to create new ethnical cultural tourism projects, and provided subsidies to intangible cultural heritage workshops that meet the application conditions to attract tourists from all over the world to visit and exchange views. Since the beginning of this year, Litang County has received about 2.35 million tourists, and the tourism industry income is 2.584 billion yuan.

4.3.3. Results-oriented Type

Guided by "economic output" and "explicit results", districts and counties actively participate in the market transformation of intangible cultural heritage products, create intangible cultural heritage brands, and interact with the society through cooperation with universities and enterprises. Through literary and artistic works, literary and creative works, teaching and research results and scientific research, they promote the inheritance of national culture heritage. Luding County, Danba County are catergorized in this type. For example, the Qiang traditional festival "Qiang Year" held in Mao County of Aba Prefecture won the national "Most potential County Festival Award" and was selected into the "National Excellent County Festival" list, and the total tourism income of Mao County in 2023 "May Day" holiday was 110.339,900 yuan

4.3.4. Multi-Factor Driven type

Under this model, "government support" plays an important role, and the competent departments of education, finance, science and technology, culture and tourism play a coordinating role in the use of policy guidance and regulations. "Social institutions and business needs" also play an

important role. Social groups, industry associations, enterprises and institutions promote the innovation and inheritance of intangible cultural heritage in universities by means of project cooperation. Wenchuan Country, Marcon Country are categorized in this typeThe exhibition of non-heritage creative products of Aba Normal College adds vitality to the tourism projects with intangible cultural heritage as the theme.

5. Conclusion

Based on the analysis framework of social role theory, this paper uses the fuzzy set qualitative comparative analysis method to analyze 65 typical cases of intangible inheritance in various districts and counties of Aba and Garze to explore the influencing factors and path configuration of intangible inheritance. The analysis shows that top-level government design is a key factor in intangible inheritance. Based on the configuration analysis, four intangible path modes, namely up-down linkage, community integration, result-oriented and multiple-factor driven model were extracted. On the basis of focusing on the core elements, each district and county should strengthen the auxiliary elements as much as possible to achieve greater results of intangible inheritance.

Acknowledgements

This research was phased results of 2022 Mianyang City Social Science Federation Special Scientific Research Project (Northwest Sichuan Folk Culture Research Center) “Research on intangible inheritance innovation path of Baima in northwest Sichuan under the background of field change" (No.: CXBMS2022ZC12) and phased result of Mianyang City Federation of Social Science Special Baima Culture and Art Research Center 2022 Project "Intangible inheritance and Innovation Path of Higher vocational Colleges Serving Baima under the background of Rural revitalization—Taking Sichuan Preschool Educators’ College as an Example" (No. : BMR2022ZC10)

References

[1] Xu Wenfeng. (2023) intangible Role Imbalance and path Adjustment in Local Colleges and Universities: Based on the perspective of Social Role Theory. Journal of Yancheng Institute of Technology (Social Science Edition), 05, 95-98
[2] Tan Haibo, Fan Ziteng et al. (2019) Technology management capability, attention allocation and Local government website Construction: a configuration analysis based on TOE framework. Management World, 9, 81-94.
[3] Wang Ronghui, Zhu Benshu. (2023) Research on configuration path of influencing factors for protection and inheritance of intangible cultural heritage in Sports -- Based on Fuzzy Set Qualitative Comparative Analysis (fsQCA). Abstract Collection of the 13th National Sports Science Conference -- Wall Newspaper Exchange (Sports History Branch), Beijing, 11-04.
[4] Du Yunzhou, Jia Dingliang. (2017) Configuration Perspective and Qualitative Comparative Analysis (QCA): A New Way of management research. Management World, 6, 155-167.
[5] Li Ping. (2016) Study on the role of local universities in the education and protection of intangible cultural heritage of ethnic minorities. Journal of Hechi University, 36 (1): 43-48.