Impact of Reserving Intangible Cultural Heritage Management in Chinese Traditional Drums

[1]Yuanyuan Han and [2]Eksiri Niyomsilp
[1,2]School of Management, Shinawatra University
[1]Corresponding Author. E-mail: eive0000@163.com

Abstract

The objectives of this research were to: To study the situation of reserving Chinese Traditional Drums; To study the influence factors on Chinese Traditional Drums; To study the development of influence factors on reserving Chinese Traditional Drums. In this research, 400 respondents from 4 universities were selected as questionnaires and 10 inheritors were interviewed. The research employed descriptive and inferential statistics including the Che-Square test and Multiple Regression to test variables and to test the hypothesis. The findings revealed: The individual, organizational, social factors have a significant impact on innovation of Chinese Traditional Drums; The social factors have a significant impact on the diversity of the inheritors of Chinese Traditional Drums.

Keywords: Intangible Culture Heritage; Chinese Traditional Drums; The Belt and Road

Introduction

Drum is the most important and popular musical instruments in China. As a national intangible cultural heritage, Chinese drums culture has become a cultural phenomenon that worthy of attention for its unique artistic characteristics (Dong Xiping &Wu Yaqi, 2020).. Therefore, the study on the impact of reserving in Chinese Traditional Drums, not only helps to inherit the Drums culture, but also has reserved the traditional musical culture and intangible cultural heritage in China (Li Huacheng, 2011).

Research Objectives

1) To study the situation of reserving Intangible Cultural Heritage in Chinese Traditional Drums.

2) To find out the influence factors on management of reserving Chinese Traditional Drums.

3) To compare the development of influence factors on management of reserving Chinese Traditional Drums.

Conceptual Framework

The author of this study develops the conceptual framework from literature review of texts, books , academic articles and web-sites based on the scope of the contents (Xu Qiush, 2017) The author have concluded all related factors and presented below:

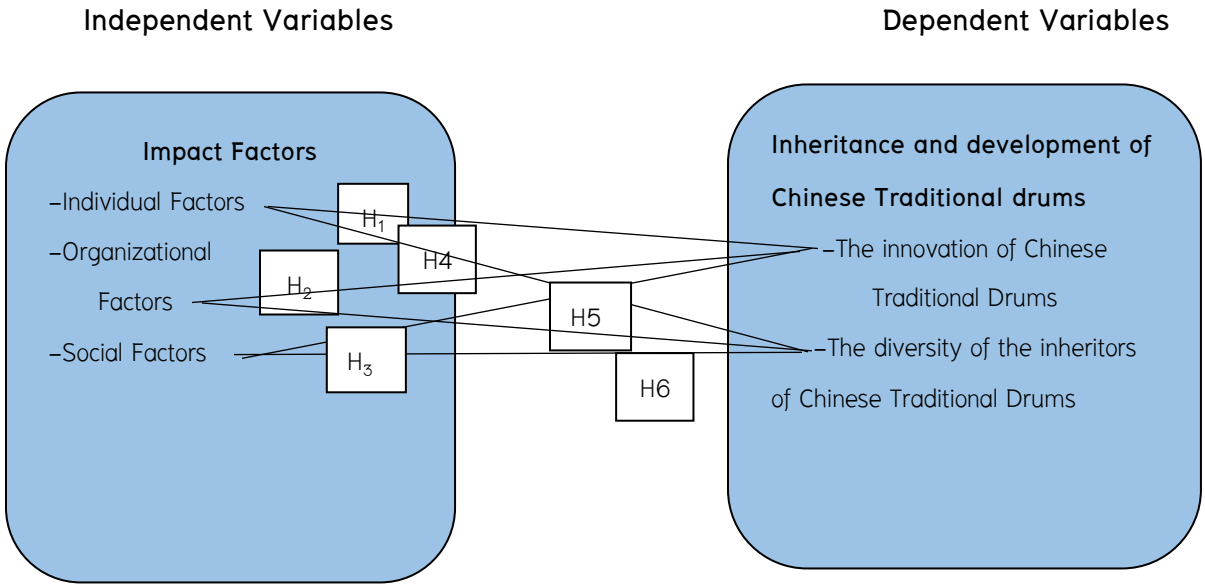

Figure 1: Conceptual Framework

Research Hypothesis

H_1: Individual Factors have a significant impact on the innovation of Chinese Traditional Drums.

H_2: Organizational Factors have a significant impact on the innovation of Chinese Traditional Drums.

H_3: Social Factors have a significant impact on the innovation of Chinese Traditional Drums.

H_4: Individual Factors have a significant impact on the diversity of the inheritors of Chinese Traditional Drums.

H_5: Organizational Factors have a significant impact on the diversity of the inheritors of Chinese Traditional Drums.

H_6: Social factors have a significant impact on the diversity of the inheritors of Chinese Traditional Drums.

Research Methodology

In this study, the main methods that used to test the conceptual framework and hypotheses are survey questionnaire and depth-interview as quantitative and qualitative research (He Xiaolin, 2012). This study employs Chi-Square and Multiple regression to test the relationships, to test hypothesis and to carry out 6 principal objectives.

The calculation from the population of 400 came up with 60,000 teachers and students of 4 universities in Taiyuan City, by using Yamane's formula of sample size with and a confidence coefficient of 95% (David W, Knight Sturt, and P. Cottrell, 2016) as shown followed;

$$n = \frac{60{,}000}{1 + 60{,}000 * 0.05^2} = 399.3399 \approx 400$$

Research Results

Table 1: Reliability Test Results of Scales

Item	Number of Items	Cronbach α
Individual Factors	3	0.934
Organizational Factors	3	0.892
social Factors	3	0.975

From Table 1, the results show that the questionnaire is highly reliable.

Table 2: KMO and Bartlett's Test Results of Individual Factors

KMO Measure of Sampling Adequacy	**0.836**	
Bartlett's Test of Sphericity	Approx.Chi-Aquare	1391.958
	df	6
	Sig	0.000

*Sig < 0.05, **Sig < 0.01, ***Sig = .000

Table 3: KMO and Bartlett's Test Results of Organizational Factors

KMO Measure of Sampling Adequacy	**0.806**	
Bartlett's Test of Sphericity	Approx.Chi-Aquare	1007.968
	df	6
	Sig	0.000

*Sig < 0.05, **Sig < 0.01, ***Sig = .000

Table 4: KMO and Bartlett's Test Results of Social Factor

KMO Measure of Sampling Adequacy	**0.940**	
Bartlett's Test of Sphericity	Approx.Chi-Aquare	5442.733
	df	36
	Sig	0.000

*Sig < 0.05, **Sig < 0.01, ***Sig = .000

From the three Tables(2–4) above, the results show that correlation between variables of Individual , Organizational and the Social Factors are better.Therefore, the questionnaire is highly valid.

Table 5: Descriptive Analysis of individual factors

Measurement Items for Variable	Mean	S.D.	Level	Ranking
Inheritors are protected and developed	3.507	0.920	Agree	2
Diversification of inheritance methods	3.448	0.908	Agree	4
Strong performance innovation ability	3.463	0.916	Agree	3

Table 6: Descriptive Analysis of organizational factors

Measurement Items for Variable	Mean	S.D.	Level	Ranking
Demands for Organization show	3.188	0.854	Neutral	4
The professional level of the performance team is high	3.525	0.887	Agree	2
Diversification of development path	3.535	0.864	Agree	1

Table 7: Descriptive Analysis of social factors

Measurement Items for Variable	Mean	S.D.	Level	Ranking
Diversification of publicity channels	3.891	0.931	Agree	5
Combined with tourism projects	3.901	0.966	Agree	3
Enter local universities as a compulsory course	3.899	0.970	Agree	4

From the three Tables (5–7) above, the result shows that the respondents think these aspects have the same important effect on the reserving of Chinese Traditional Drums.

Correlation Analysis of Variables.

This section uses correlation analysis to determine whether all factors are related to the reserving of Chinese Traditional Drums (Shi Dehua, 2012).

Table 8: Correlation Analysis Results between all influence factors and Innovation of Chinese traditional drums

	Non standardized coefficient		Standardization coefficient	t	p	VIF	R^2	Adjust R^2	F
	B	R	Beta						
constant	0.102	0.178	–	0.575	0.566	–			
Individual factors	0.430	0.075	0.343	5.721	0.000**	2.980			F (3,397)=
Organizational factors	0.228	0.055	0.204	4.111	0.000**	2.034	0.520	0.517	143.490 p=0.000
Social factors	0.321	0.076	0.250	4.220	0.000**	2.897			

D–W value: 1.887 ** p<0.05 ** p<0.01*

From table 8, the influence degree of these three dimensions on innovation of Chinese traditional drums is as follows: individual factors > social factors > organizational factors.

Table 9: Correlation Analysis Results between all influence factors and diversity of the inheritors of Chinese Traditional Drums

	Non standardized coefficient		Standardization coefficient	t	p	VIF	R^2	Adjust R^2	F
	B	R	Beta						
constant	0.668	0.224	–	2.981	0.003**	–			
Individual factors	0.180	0.095	0.136	1.903	0.058	2.980			F (3,397)=
Organizational factors	0.104	0.070	0.088	1.490	0.137	2.034	0.317	0.311	61.308
Social factors	0.519	0.096	0.383	5.420	0.000**	2.897			p=0.000

D-W value: 1.965 * p<0.05 ** p<0.01

The table 9 shows that only social factors have a significant positive impact on the diversity of drum music inheritors.

Multiple Regression Analysis of Hypotheses Testing.

Table 10: Regression Analysis Results of Individual Factors and Innovation of Chinese traditional drums

	Non standardized coefficient		Standardization coefficient	t	p	VIF	R^2	Adjust R^2	F
	B	R	Beta						
constant	0.632	0.170	–	3.723	0.000**	–			
Inheritors are protected and developed	0.435	0.042	0.453	10.456	0.000**	1.441			
Diversification of inheritance methods	0.179	0.042	0.176	4.284	0.000**	1.294	0.482	0.478	F (3,397)= 123.138, p=0.000
Strong performance innovation ability	0.220	0.043	0.219	5.099	0.000**	1.416			

D–W value: 1.860 * p<0.05 ** p<0.01

Table 11: Regression Analysis Results of Organizational Factors and Innovation of Chinese traditional drums

	Non standardized coefficient		Standardization coefficient	t	p	VIF	R^2	Adjust R^2	F
	B	R	Beta						
constant	0.870	0.178	–	4.876	0.000**	–			
Demands for Organization show	0.203	0.046	0.199	4.453	0.000**	1.334			
The professional level of the performance team is high	0.369	0.047	0.370	7.925	0.000**	1.456	0.405	0.400	*F* (3,397)= 89.896, *p*=0.000
Diversification of development path	0.203	0.042	0.218	4.781	0.000**	1.385			

D-W value: 1.903 * p<0.05 ** p<0.01

Table 12: Regression Analysis Results of Social Factors and Innovation of Chinese traditional drums

	Non standardized coefficient		Standardization coefficient	t	p	VIF	R^2	Adjust R^2	F
	B	R	Beta						
constant	0.530	0.183	–	2.892	0.004**	–			
Enter local universities as a compulsory course	0.387	0.049	0.357	7.851	0.000**	1.470			
Combined with tourism projects	0.292	0.047	0.286	6.204	0.000**	1.518	0.443	0.438	F (3,397) =105.121 p=0.000
Diversification of publicity channels	0.171	0.046	0.167	3.714	0.000**	1.434			

D-W value: 1.926 * p<0.05 ** p<0.01

Table 13: Regression Analysis Results of Social Factors and Diversity of the Inheritors of Chinese traditional drums

	Non standardized coefficient		Standardization coefficient	t	p	VIF	R^2	Adjust R^2	F
	B	R	Beta						
constant	0.885	0.216	–	4.095	0.000**	–			
Diversification of publicity channels	0.194	0.058	0.169	3.332	0.001**	1.470	0.305	0.299	F (3,397)=57.981

	Non standardized coefficient		Standardization coefficient	t	p	VIF	R^2	Adjust R^2	F
	B	R	Beta						
Combined with tourism projects	0.314	0.055	0.292	5.666	0.000**	1.518			p=0.000
Enter local universities as a compulsory course	0.232	0.054	0.214	4.268	0.000**	1.434			

D-W value: 1.953 * p<0.05 ** p<0.01

The final concrete analysis shows that: Individual Factors(H_1), Organizational Factors(H_2) and Social Factors(H_3) have a significant impact on the innovation of Chinese Traditional Drums. Social factors(H_6) have a significant impact on the diversity of the inheritors of Chinese Traditional Drums. Therefore, the results from this study rejected the H_4 and H_5.

Discussion

Finding from Descriptive Analysis of In-dept interview. Starting Chinese traditional drums in the form of curriculum in local colleges and universities can better inherit traditional drums and carry forward our excellent traditional culture among the young generation (Han Xiaoli, 2013) The innovation of performance environment can expand the audience of drums.

Findings from Correlation Analysis. The results from correlation analysis of variables found that the individual factors, organizational factors and social factors have lead to the highest probability of the inheritable development of Chinese traditional drums (Cai Zhongde, 2017).

Findings from Testing Hypotheses. The results from testing 6 sub-hypotheses can be revealed as follows.

H_1: The influence degree of individual factors on the innovation of Chinese Traditional Drums is: protection and development of inheritors > strong performance innovation ability > diversification of inheritance methods.

H_2: The influence degree of organizational factors on the innovation of Chinese Traditional Drums is: the high professional level of the performance > demands for Organization show / diversification of development paths.

H_3: The influence degree of social factors on the innovation of Chinese Traditional Drums is: entering local universities as a compulsory course > combined with tourism team project > diversification of publicity channels.

H_6: The influence degree of social factors on the diversity of the inheritors of Chinese Traditional Drums is: combined with tourism team project > entering local universities as a compulsory course > diversification of publicity channels.

Conclusion

The purpose of this paper is to study the influence factors of reserving Chinese traditional drums. The results from Hypotheses revealed that the individual factors, organizational factors and social factors have a significant impact on the innovation of Chinese traditional drums, the social factors have a significant impact on the diversity of the inheritors of Chinese Traditional Drums.

And the hypotheses are presented to form the reserving of Chinese Traditional Drums model, as shown in Figure 2:

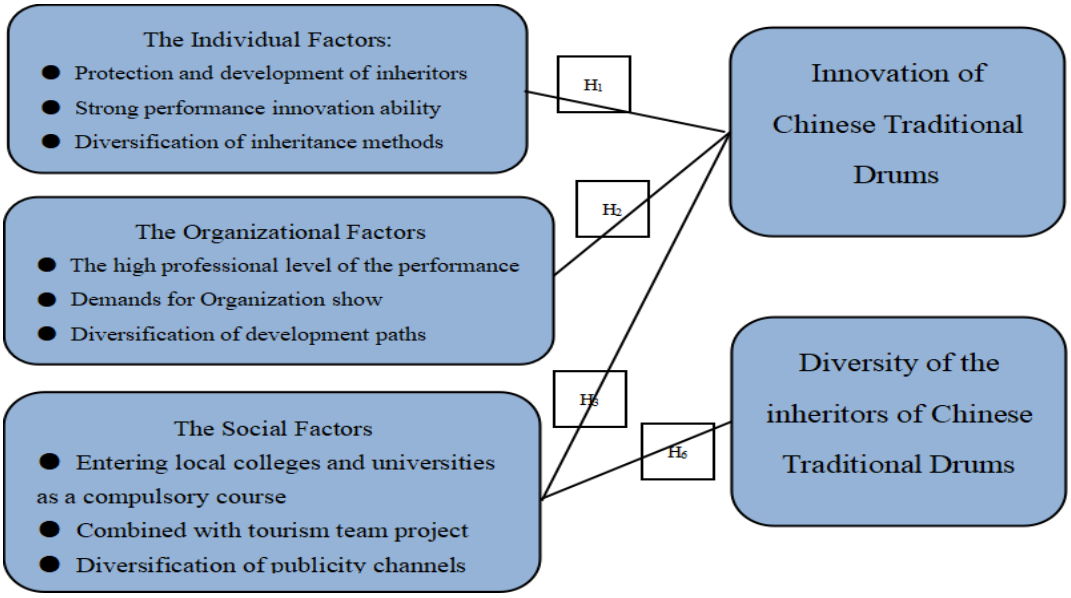

Figure 2: Chinese Traditional Drums' reserving of all Factors

This study agreed with the findings of Deng Danquan ((Wang Qi, 2015) who found that "...In recent years, the practice of schools becoming a training ground for inheritors of intangible cultural heritage has proved the correctness of the road to school...." The college students have a higher cultural background, and their joining has also added new vitality for the development and innovation of drums (Yu Hong, 2019)

References

Cai Zhongde, (2017). *Annotation and translation of materials on the history of Chinese music aesthetics.* Beijing People's music publishing house.

David W. Knight, Stuart P. Cottrell, (2016). Evaluating tourism–linked empowerment in Cuzco, Peru, *Annals of Tourism Research*, (56), 32–47.

Dong Xiping, Wu Yaqi, (2020) "Jie Gu and Song Ci singing (Part I)". China: *Journal of Masterpieces Review*, April 2020, 137–141.

Han Xiaoli, (2013) "Research on Taiyuan Drums". China: *Journal of Chinese Music,* April 2013, 194–196.

He Xiaoli,.(2013). “On the development of Chinese national instrumental music”. China: *Journal of Musical Works,* Sep. 2013, 144–145.

Li Huacheng, (2011). “On the perfection of the inheritor system of Intangible Cultural Heritage”, China. *Journal of Guizhou Normal University (SOCIAL SCIENCES EDITION),* August 2011, 87–91.

Shi Dehua,(2012) "playing methods of drum instruments in Chinese folk performances", Taiwan. *Journal of Humanities of Taitung University*, June 2012, 135–137 .

Wang Qi, (2015). *Summary of Anhui flower drum lantern research in recent ten years.* Hebei: Popular Literature and art.

Xu Qiush., (2017). *"Research on gongs and drums in Xuhe River Basin*". master's thesis of Anhui Normal University.

Yu Hong. (2019) “Entertainment of Taiyuan folk gongs and drums”. China: *Journal of Northern music,* 24, 236–237.