The Influence of Intangible Culture Heritage Image on Tourists' Cultural Identity

Yanyan Liu[1], Wasin Phromphithakkul [2], Pensri Bangbon[3]

Abstract

This research article aims to examine the effect of image of intangible cultural toward cultural identity the image of intangible culture heritage(IICH) is an important concept of tourists in the process of tourism decision-making, which affects tourists' subjective consciousness and the choice of tourism activities. From the perspective of tourists, based on the theory of perceived value(PV), identity theory and symbol interaction theory, this study conducted an empirical study on the internal relationship among the IICH, tourists' PV and cultural identity(CI). Questionnaire and research model are designed to explore the tourists' cognition of the image of "Pingyao Tuiguang Lacquerware Painting Technology" and its influence on tourists' CI. Using the research model and hypothesis as a foundation, a questionnaire survey was used to gather the pertinent data, which was then evaluated and examined using a structural equation model (SEM). The results show that IICH, on tourists' CI, perceived novelty value, perceived emotional value, and perceived social value all have a beneficial impact. IICH has significant positive influence on perceived value(PV); Perceived emotional value and perceived social value play a significant mediating role between IICH and CI. The research results supplement the research on the CI of ICH tourism and provide a basis for the development of cultural heritage tourism. Through the above empirical verification, the structural equation conceptual model of the IICH and tourists' The relationship between latent variables can be more accurately reflected and evaluated by the path relation. In the study for future, there should be a study using a qualitative research method in order to obtain more complete and comprehensive information.

Keywords: intangible culture heritage tourism; intangible culture heritage image; cultural identity; perceived value;

Introduction

ICH is a crucial component of human cultural legacy, represents the spiritual height of human cultural heritage, and is an important cultural symbol of a country or region (Li & Li, 2018).

[1]PhD student, School of Management, Shinawatra University,

[2, 3]Lecturer, School of Management, Shinawatra University

Email: yanyanliu19810911@outlook.com

Tourism image is an important factor to attract tourists to the destination. Tourists' understanding, attitude and preference to the image of ICH are directly related to the market of ICH tourism, provides the important basis for ICH tourism growth and is helpful for directing the scientific development of cultural heritage tourism (Mehmood, Liang & Gu, 2018). The establishment and maintenance of IICH can increase tourists' contact and understanding of ICH and perceive the value of ICH tourism. Therefore, to realize the sustainable development of ICH, its image construction is particularly necessary.

The identity of ICH is essentially a problem of CI, involving two levels of CI based on ICH as a carrier and individual's recognition of the cultural value contained in ICH products (Wang & Hu, 2014).So what problems and obstacles exist in tourists' cultural identification of IICH? What are the factors that affect tourists' CI of IICH? How to promote tourists' recognition of ICH? In order to solve these problems, from the perspective of tourists, this study uses the theory of PV, identity theory and symbolic interaction theory to carry out an empirical study on the internal relationship among the IICH, tourists' PV and CI. Through this research, we systematically understand the role of IICH in tourists' CI of ICH, as well as the role of tourists' PV of ICH in the formation of their CI of ICH, in order to give a theoretical foundation for the creation of ICH, its protection, and its growth.

Objective of this research

To examine the effect of image of intangible cultural toward cultural identity and the mediation of perceived value between image of intangible cultural and cultural identity.

Conceptual framework

This study develops a theoretical model along with research questions based on literature evaluation and theoretical review (Figure 1).

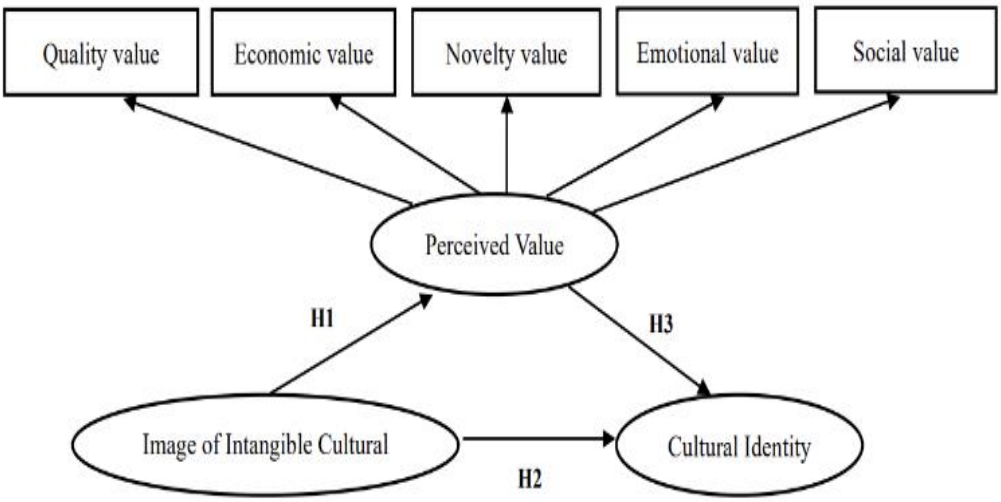

Figure 1. conceptual model

Literature review

Theoretical Foundation

Image of intangible cultural heritage, Perceived value and Cultural identity

In heritage tourism, heritage image is the forerunner of tourists' experience quality, which was initially defined as "the temporal dimension of tourists' impression on cultural heritage sites" (Keller, 1998). The concept is based on empirical studies of consumer perceptions of corporate image. In the same way that corporate image is a collective perception reflected in users' associative memory, the image of ICH is conceptualised as an early perception of ICH by tourists (Wong & Cheng, 2014).The IICH studied in this paper is based on the subjective evaluations of tourists and contains their early perceptions of the attributes of ICH that together form a coherent and complete image of ICH. Over time, it is correlated with the image in the current ICH construct.

Studies show that image enhancement has a positive impact on tourists' travel perception (Wu & Li, 2017). When cultural heritage has a better image in the minds of tourists, their PV will be higher (Rindell, 2013). At the same time, establishing or improving tourists' impression of cultural heritage can improve their PV of cultural heritage. The image of ICH is a powerful means to understand tourists' cognition of ICH tourism products. Empirical evidence shows that tourists' cognition of IICH will affect their travel experience and perception (Saeedi & Hanzaee, 2018). Positive heritage image can stimulate tourists' good impression of tourism products and deepen their experience of ICH tourism, thus bringing higher tourism perception quality and satisfaction . Therefore, to a certain extent, the positive image of ICH will deepen tourists' experience in the process of ICH tourism. Therefore, on the basis of previous studies, this paper proposes the following hypotheses.

H1. IICH has obvious positive impact on PV.

H1a. The image of ICH has an obvious positive impact on the quality value.

H1b. The image of ICH has an obvious positive impact on economic value.

H1c. IICH has significant positive influence on novelty value.

H1d. IICH has an obvious positive impact on emotional value.

H1e. IICH has an obvious positive impact on social value.

Image of intangible culture heritage and cultural identity

Research shows that good IICH will bring good ICH tourism attitude to tourists, stimulate tourists' positive cognition of ICH tourism and recognition of ICH culture. studies on heritage photographs show that tourists' perceived image of heritage has a profound impact on their attitude and cognition of heritage, because such image implies the profound significance of heritage to individuals and connects history with the significance of heritage to individuals (Saeedi & Hanzaee, 2018). There is an important correlation between heritage image and CI (Gonzalez, 2008). When tourists perceive stronger information of heritage image, their cognition of heritage image can be further strengthened. Therefore, when the cognitive image is strengthened, the CI of tourists will also be strengthened. On this basis, this study attempts to explore the relationship between the image of ICH and CI, and proposes the following hypotheses.

H2. IICH has a positive impact on CI.

Perceived value and Cultural identity

Tourism value research has found that perceived service quality, perceived monetary price and perceived non-monetary cost are the main premises of PV of tourism services (Sheth, Newman & Gross, 1991). In the context of heritage tourism, PV is positively correlated with tourists' behavioral intention (Chen & Chen, 2010). Previous research has confirmed the concept of using PV as a mediating variable in travel experience models. Good evaluation helps to cultivate tourists' positive attitude towards heritage and stimulate tourists' experience of ICH. As tourists' PV of tourist destinations and scenic spots is a comprehensive evaluation of tourism experience, for ICH, tourists' PV is the evaluation and perception of ICH and its core culture. Accordingly, this study attempts to propose the following hypothesis.

H3. PV has an obvious positive impact on CI.

H3a. Quality value has a significant positive impact on CI.

H3b. Economic value has obvious positive influence on CI.

H3c. Novelty value has a significant positive effect on CI.

H3d. Emotional value has a significant positive effect on CI.

H3e.Social values have a significant positive effect on CI.

H4. PV plays an intermediary role between IICH and CI.

H4a. Quality value plays an intermediary role between IICH and CI.

H4b. Economic value plays an intermediary role between the image of ICH and CI.

H4c.Novelty value plays an intermediary role between IICH and CI.

H4d. Emotional value plays an intermediary role between IICH and CI.

H4e. Social values play an intermediary role between the image of ICH and CI.

Research methods

According to the "Data of Shanxi Cultural Tourism 2022" released by the Shanxi Provincial Department of Culture and Tourism, the "ancient City of Pingyao County" received about 2.4 million tourists in 2022. According to a widely used formula for sample size determination proposed by Taro Yamane in 1973, the measurement is 399.9, so a sample size above 400 should be chosen. Due to the randomness and uncertainty of tourists and other factors, considering the recovery rate and invalid questionnaire, in order to make the sample data more effective, the sample number of formal investigation is finally determined to be 600.

Data collection was as follow:

(1) Literature extraction. Some scales selected in the research process of this paper are mature scales that have been developed and used by scholars, and relevant items suitable for this paper are incorporated into the framework. The measurement of intangible cultural heritage image scale mainly refers to the research results of Wu and Li (2017), Mehmood et al. (2018), and the measurement of perceived value scale refers to the scale used in the study of Prebensen and Xie et al. (2017). The measurement of cultural identity scale mainly refers to the scale designed by Peng et al. (2015)

(2) Qualitative interview. In order to further clarify the status quo of tourists' cognition of IICH and clarify the structure and influencing factors of tourists' IICH CI, this study conducted semi-structured interviews with 21 experts, inheritors, operators in the field of ICH research and tourists who had visited the lacquer ware of ICH in Pingyao. According to the interview results, the opinions and opinions of the interviewees were analyzed and refined, and six questions were sorted out, including "Pingyao Tuiguang lacquer decoration technology is unique." Through literature extraction and qualitative interview, 37 measurement items were preliminarily collected to form a preliminary project library.

(3) Project selection and preliminary questionnaire design. This research employs Item Objective Consistency(IOC) to evaluate the validity of the interview questions in order to maximize the content validity of the scale, assure the accuracy and relevance of the items, and enhance the quality of the questionnaire. We organized five experts in cultural heritage and tourism-related research fields to evaluate all items in the questionnaire on a scale of -1 to +1, keeping questions with scores higher than 0.5. Finally, a preliminary scale containing 31 questions was formed.

The preliminary test questionnaire was designed according to the above screened items, which mainly included guidance, measurement items, background information and other parts. The measurement items examine variables of IICH, PV and CI, mainly measuring tourists' intangible CI. The questions were in the first person, and the contents were all subjective questions, which were set according to Likert 5-level scale and divided into five levels: "strongly disagree" to "strongly agree". The subjects' subjective thoughts and judgments on each item were tested.

Formation of pre-survey and formal questionnaire of this study conducted a preliminary survey before the formal survey. The preliminary software SPSS26.0 was used to conduct reliability test and exploratory factor analysis on the preliminary data, and some factors with poor differentiation were eliminated to obtain the final scale. In February 2022, the "China Tuiguang Lacquerware Museum" in Pingyao County distributed questionnaires to tourists through random sampling. Wu and Li (2017) believed that the number of copies of the pre-survey questionnaire should be 3-5 times that of the subscale with the most items in the questionnaire. According to this principle, 100 copies of the questionnaire were distributed and 90 valid samples were recovered.

According to Cronbach's method (> 0.7) standard analysis, the pre-survey questionnaire was analyzed, and it was found that the dimensions of each dimension were > 0.7, indicating good reliability of the questionnaire. Exploratory factor analysis of each dimension shows that the factor load of items ICH4 and ICH6 in the IICH variable, items NV1 in PV, items CI1 and CI5 in CI is lower than 0.5, and the factor load of QV2 and EV1 in the two factors is greater than 0.5, which should be deleted. Finally, 4 items of IICH meet the requirements, 16 items of PV meet the requirements, and 4 items of CI meet the requirements. Therefore, 24 questions were retained and re-coded to form a formal questionnaire.

Formal survey data collection, which was using random sampling, a questionnaire survey was administered to tourists who had visited the "China Tuiguang Lacquer Museum" and the historic city of Pingyao County. A total of 600 paper surveys were distributed, and 572 were returned; of these, 52 were invalid and 520 were valid, yielding a valid survey rate of 90.9%.

Effective questionnaire recovery rate has reached the relevant minimum requirements, which can be used for data analysis of formal investigation.

Results

Descriptive statistical analysis of samples

Analysis of demographic characteristics of sample.The relatively balanced overall distribution of interviewees' gender, age, occupation and other characteristics (Table 1). The interviewees are mainly aged between 18 and 50, indicating that the young and middle-aged group is the main body of China's current tourism group. Most of the respondents have secondary and higher education level, which is related to the characteristics of people who like to appreciate art. Most tourists have watched Pingyao Tuiguang lacquer decoration technology, which shows that tourists have a certain interest in ICH. The survey also shows that 76% of respondents know Pingyao Tuiguang lacquer is an ICH, which shows that Pingyao Tuiguang lacquer has certain popularity and influence.

Table 1. Demographic Characteristics of samples (n=520)

Basic Information	Sample Characteristics	Frequency	Percentage	Cumulative Percentage
Gender	Male	237	45.6	45.6
	Female	283	54.4	100.0
Age	Under 18	60	11.5	11.5
	Between 18 and 25	158	30.4	41.9
	Between 26 and 30	78	15.0	56.9
	Between 31 and 40	74	14.2	71.2
	Between 41 and 50	107	20.6	91.7
	Between 51 and 60	26	5.0	96.7
	Over 60	17	3.3	100.0
Education level	Under the high school	51	9.8	9.8
	High school or technical secondary school	44	8.5	18.3
	College	185	35.6	53.8
	Undergraduate course	173	33.3	87.1
	Master degree or above	67	12.9	100
Professional	Administrative personnel in government departments	59	11.3	11.3
	Education/health/scientific research practitioners	67	12.9	24.2
	Enterprise management personnel	77	14.8	39.0
	Ordinary staff	56	10.8	49.8
	Students	218	41.9	91.7

	Freelancer	26	5.0	96.7
	Other	51	9.8	100
The number of times to watch Pingyao push light device production performance	1time	197	37.9	15.4
	2-3times	178	34.2	27.9
	4-5times	80	15.4	62.1
	6 times or more	65	12.5	100.0
Do you know that Pingyao Tuiguang Lacquerware Painting Technology ware Painting Technology is China's ICH	Know	395	76.0	76.0
	I don't know	125	24.0	100.0

Reliability and validity analysis. For the reliability of sample data in formal investigation, the same test method was used to analyze the reliability with the internal consistency coefficient (Cronbach α value). Cronbach's α value of IICH was 0.906; for the five dimensions of PV: the quality value, economic value, novelty value, emotional value, and social value all have Cronbach's α values of 0.873, 0.844, 0.878, 0.846, and 0.872, respectively. The Cronbach's α value for CI was 0.899,and the Cronbach's α coefficient for each latent variable ranged from 0. 844 to 0.906, all of which were more than 0.7 (Hair et al., (2010). It shows that the sample data has good reliability (Hair et al., (2010).

Confirmatory factor analysis was performed using AMOS 23.0. After testing, the factor load values of observation items of the research variables are all above 0.5, and the fitting structure of factor load values of each observation item and data is shown in Table 2. The model has a chi-squared freedom ratio $\chi 2/df = 1.459$ (<3), a goodness-of-fit index GFI = 0.948, an adjusted fitness index AGFI = 0.930, a benchmarked fitness index NFI = 0.960, a comparative fitness index CFI = 0.987 (>0.9) and a root mean squared error of approximation RMSEA = 0.030 (Hair et al., 2006; 2010). According to Table 3, each variable's standardized factor load is from 0.749 to 0.879, and the range for the Composite Reliability (CR) is from 0.846 to 0.907. The average variance extraction (AVE) value is in the range of 0.646 to 0.710, indicating good convergent validity for the scale, and the square root of each variable's AVE value is higher than the correlation coefficient among the variables, indicating good discriminative validity for the variables (Hair et al., 2006; 2010). In conclusion, the overall questionnaire is valid and reliable, and it can be utilized to conduct further structural equation model research.

Table 2. Confirmatory factor analysis fitting results

The reference	$x^2/($	AG	GF	TL	NF	CF	RMS A
Evaluat n standard	1—	>0	>0	>0	>0	>0	<0.0
statistic	1.4	0.9	0.9	0.9	0.9	0.9	0.03
Mode adaptation	Ye	Ye	Ye	Ye	Ye	Ye	Yes

Table 3. Factor loading results of each study variable (n=520)

The Dimension	Observation Item	Factor Load Value	Significant Level	CR	AVE
IICH	IICH1	0.870	***	0.907	0.710
	IICH2	0.831	***		
	IICH3	0.792	***		
	IICH4	0.874	***		
Quality Value	QV2	0.793	***	0.87	0.646
	QV3	0.840	***		
	EV1	0.754	***		
	EV2	0.865	***		
	EV3	0.806	***		

Economic Value	NV1	0.819	***		
	NV2	0.772	***		
	NV3	0.850	***		
	NV4	0.770	***		
Novelty Value	EM1	0.791	***	0.846	0.648
	EM2	0.749	***		
	EM3	0.870	***	0.877	0.703
Emotional Value	SV1	0.825	***		
	SV2	0.862	***		
	SV3	0.828	***	0.903	0.699
Social Value	CI1	0.848	***		
	CI2	0.850	***		
	CI3	0.847	***		
	CI4	0.799	***		

Hypothesis testing

Model fitting degree.Test the overall adaptability of the theoretical model and determine the matching degree between the formal survey data and the model. Table 4 shows that $x^2/df=2.492$, GFI = 0.894, AGFI = 0.869. The evaluation criteria for GFI and AGFI were slightly lower than 0.9, while Hair Jr et al. (2017) suggested that a GFI and AGFI greater than 0.8 would be acceptable. From the perspective of each index, the model fitting index basically meets the standard, so the path analysis and hypothesis testing between variables can be carried out.

Table 4. Model fitting index

The reference	Evaluation standard	statistics	Model fit judgment
x^2/df	It is appropriate between 1-3	2.492	Yes
AGFI	More than 0.8, the closer to 1, the higher the adaptation	0.869	Yes

GFI	More than 0.8, the closer to 1, the higher the adaptation	0.894	Yes
TLI	More than 0.9, the closer to 1, the higher the adaptation	0.950	Yes
NFI	More than 0.9, the closer to 1, the higher the adaptation	0.929	Yes
CFI	More than 0.9, the closer to 1, the higher the adaptation	0.956	Yes
RMSEA	Less than 0.08	0.054	Yes

Path coefficient and hypothesis test results of structural equation.The structural equation model constructed in this study is composed of independent variable IICH, intermediate variable quality value, economic value, novelty value, emotional value, social value, and dependent variable CI. The structural equation model for this study was created using the AMOS23.0 software in accordance with the relationships between the variables in the conceptual model mentioned above. As shown in Figure 2, a PV first-order structural equation model analysis based on a conceptual model was conducted to verify the relationship between the five dimensions of quality value, economic value, novelty value, emotional value and social value and the image and CI of ICH. Secondly, second-order factor analysis is carried out on the conceptual model to test the relationship among IICH, PV and CI (Figure 3).

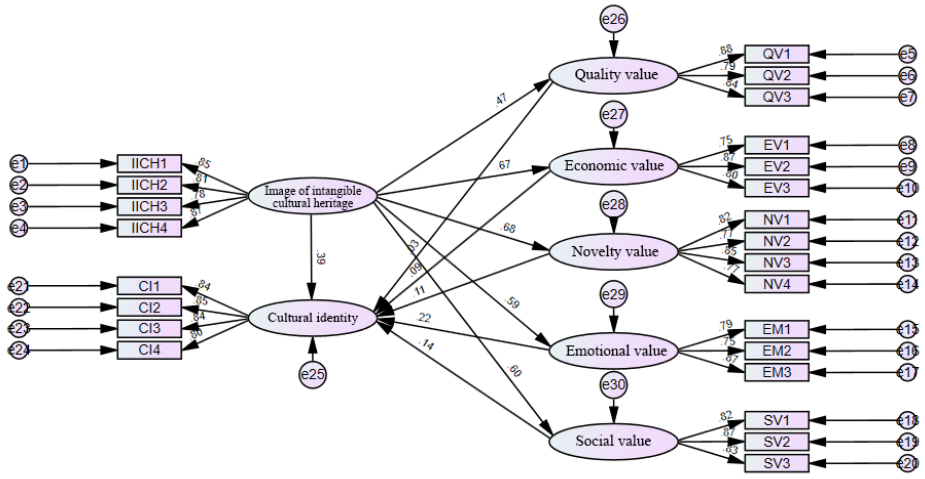

Figure 2. First-order structural equation model diagram

Path Analysis **.**The most commonly used method in structural equations, maximum likelihood es tima tion (ML), was used in this study to estimate each regression coefficient. The stand ard errors S.E. of the path coefficients are all positive, as seen in Table 6, and no abnormally big phenomenon is observed. The corresponding critical values C.R. are greater than 1.96, indicating that the regression coefficient value at the level of 0.05 has a significant difference.

Among them, the standardized path coefficient of quality value on CI is 0.027 ($p > 0.05$), indicating that quality value has no significant effect on CI, thus, the hypothesis is invalid. Economic value's standardized path coefficient on CI is 0.093 ($p > 0.05$), showing that it has no discernible impact on CI, thus, the hypothesis is invalid. and all the other path coefficients are valid(Table 5).

Table 5. Path coefficient and hypothesis result test

The path			Pat coefficien	S.E	C.R	P
Quality value	<-	ICH	0.47	0.04	10.11	***
Economic value	<-	ICH	0.66	0.04	13.23	***
Novelty value	<-	ICH	0.68	0.03	14.52	***
Emotional value	<-	ICH	0.59	0.04	12.04	***
Social value	<-	ICH	0.60	0.04	12.66	***
CI	<-	Quality value	0.02	0.03	0.70	0.48
CI	<-	Econom value	0.09	0.05	1.86	0.06
CI	<-	Novelty value	0.10	0.05	2.17	0.03
CI	<-	Emotiona value	0.22	0.05	4.80	***

CI	<-	Social value	0.14	0.04	3.17	0.00
CI	<-	ICH	0.39	0.07	4.73	***

*Note: *** indicates significant at the 0.01 level. The criterion of path coefficient significance test is as follows: when the critical ratio is greater than 1.96, it is significant at the p < 0.05 level; When the critical ratio was greater than 2.58, it was significant at p < 0.01 level.*

Mediation effect test.Following the advice of Preacher and Hayes, examine the mediation effect using the Bootstrap method. The model fitting method adopted in this study was maximum likelihood method, and 2000 repeated samples were carried out under 95% confidence interval through the non-parametric percentage Bootstrap test and Bias corrected test. The outcomes demonstrated that the model fitting results and Bootstrap findings were consistent. According to the intermediate effect criterion provided by Wen Zhonglin et al. (2019), an intermediate effect was significant if the value interval of a variable inside the 95% confidence interval did not include 0.

The standardized indirect effect coefficient of IICH-sentimental value-CI is 0.131, the indirect influence confidence interval does not include 0, and the P value is less than 0.05. It can be seen that emotional value plays an intermediary role between the image of ICH and CI. Therefore, this hypothesis is valid. The standardization of IICH→ social value, → CI's indirect impact coefficient is 0.086, the indirect influence confidence interval excludes 0, and the P value is less than 0.05. It can be seen that social values play a bridging role between the image of ICH and CI, so this hypothesis is valid. The indirect influence coefficient of standardization of IICH → quality value → CI is 0.013, and the indirect influence coefficient of standardization of IICH → economic value → CI is 0.062. The standardized indirect influence coefficient of IICH → novelty value → CI is 0.073, and the confidence interval of their indirect effect includes 0, and the P value is greater than 0.05. Therefore, these three assumptions are not valid(Table 6).

Table 6. Mediating effect test results

Parameter	Estimate	Lower	Upper	P
IICH - Quality Value - CI (Standardization)	0.013	-0.022	0.068	0.456
IICH - Economic Value - CI (Standardization)	0.062	-0.032	0.178	0.196
IICH - Novelty Value - CI (Standardization)	0.073	-0.018	0.185	0.127
IICH - Sentimental Value - CI (Standardization)	0.131	0.050	0.262	0.002
IICH - Social Value - CI (Standardization)	0.086	0.009	0.193	0.028

Second order structural equation model test.This study used AMOS 23.0 software to construct a second-order structural equation model consisting of the independent variable image of ICH, the mediating variable perceived value and the dependent variable cultural identity (Figure

3). The flow of test method is consistent with the first order structural equation model. First of all, in order to measure the matching degree between the model and the formal survey data, the overall fit degree of the model must be tested, and on this basis, path analysis, hypothesis testing and mediation effect testing are conducted. Table 7 is the result indicators meet the standards. Therefore, the model can be applied to the subsequent analysis of relevant data.

Table 7. Model fitting index

The Referenc	Evaluation Standard	Statistic	Mode Fit Judgmer
x^2/df	It is appropriate between 1-3	1.429	Yes
AGFI	More than 0.8, the closer to 1, the higher the adaptation	0.933	Yes
GFI	More than 0.8, the closer to 1, the higher the adaptation	0.945	Yes
TLI	More than 0.9, the closer to 1, the higher the adaptation	0.985	Yes
NFI	More than 0.9, the closer to 1, the higher the adaptation	0.959	Yes
CFI	More than 0.9, the closer to 1, the higher the adaptation	0.987	Yes
RMSEA	Less than 0.08	0.029	Yes

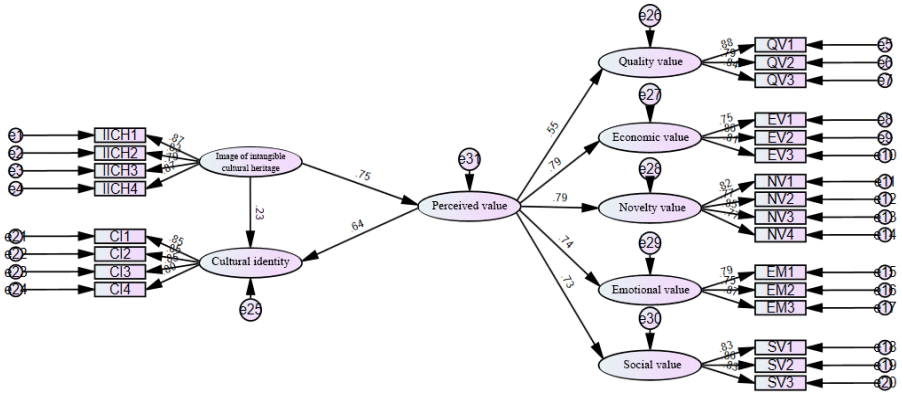

Figure3. Second-order structural equation mode

The standardized path coefficient of IICH on PV is 0.754（p<0.05）, indicating that IICH has a significant positive effect on PV, so the hypothesis is valid; The standardized path coefficient of IICH to CI was 0.230（p<0.05）, indicating that IICH has a significant positive effect on CI, so the hypothesis is valid; The standardized path coefficient of PV on CI is 0.635（p<0.05）, indicating that PV has a significant positive effect on CI, so the hypothesis is valid(Table 8).

Table 8. Test of path coefficients and hypothesis results

Path			Path Coefficient	S.E.	C.R.	P
PV	<--	IICH	0.754	0.038	10.321	***
CI	<--	IICH	0.230	0.055	3.755	***
CI	<--	PV	0.635	0.143	7.685	***

*Note: *** indicates significance at 0.01 level.*

The IICH-PV-indirect CI's influence coefficient of standardization is 0.479, and the indirect effect's confidence interval comprises 0, with a p value greater than 0.05. It is clear that PV acts as intermediary between the ICH and CI images. Therefore, the hypothesis is valid(Table 9).

Table 9. Mediating effect test results

Path	Effect	Coefficient	Lower	Upper	results
IICH-PV-CI	Total effect	0.709	0.595	0.798	Accepted
	Direct effect	0.230	0.019	0.467	
	Indirect effect	0.479	0.304	0.666	

Results

All other hypotheses are supported except H3a, H3b, H4a, H4b and H4c. IICH has a significant positive impact on perceived value; IICH has positive influence on cultural identity; Perceived value has a significant positive effect on cultural identity; Perceived value plays an intermediary role between IICH and cultural identity (Table 10).

Table 10. Summary table of hypothesis testing results

Research Hypothesis	Results
H1 IICH has a significant positive impact on perceived value.	
H1a: The image of ICH has a significant positive impact on quality value.	Accepted
H1b: The image of ICH has a significant positive impact on economic value.	Accepted
H1c: The image of ICH has a significant positive impact on novelty value.	Accepted
H1d: The image of ICH has a significant positive impact on emotional value.	Accepted

H2 IICH has a positive impact on cultural identity.	Accepted
H3 PV has a significant positive impact on cultural identity.	
H3a: Quality value has a significant positive impact on cultural identity.	Rejected
H3b: Economic value has a significant positive impact on cultural identity.	Rejected
H3c: Novelty value has a significant positive impact on cultural identity.	Accepted
H3d: Emotional value has a significant positive impact on cultural identity.	Accepted
H3e: Social values have a significant positive impact on cultural identity.	Accepted
H4 PV plays an intermediary role between the image of ICH and cultural identity.	
H4a: Quality value plays an intermediary role between the image of ICH and cultural identity.	Rejected
H4b: Economic value plays an intermediary role between the image of ICH and cultural identity.	Rejected
H4c: Novelty plays an intermediary role between the image of ICH and cultural identity.	Rejected
H4d: Emotional value plays an intermediary role between the image of ICH and cultural identity.	Accepted
H4e: Social values play an intermediary role between the image of ICH and cultural identity.	Accepted

Conclusions Discussion and Suggestion

Conclusions

On tourists' CI, perceived novelty value, perceived emotional value, and perceived social value all have a beneficial impact. IICH has significant positive influence on perceived value(PV); Perceived emotional value and perceived social value play a significant mediating role between IICH and CI. The research results supplement the research on the CI of ICH tourism and provide a basis for the development of cultural heritage tourism.

Discussion

Through the above empirical verification, the structural equation conceptual model of the IICH and tourists' CI is established, and the relationship between the IICH and tourists' CI is revealed. This relationship includes the relationship between IICH and PV, IICH and CI, PV and CI. The relationship between latent variables can be more accurately reflected and evaluated by the path relation. The results of this study can be derived from the understanding and evaluation of the relevant models.

Influence of IICH

Data analysis shows that IICH has a significant positive impact on PV, which is completely consistent with the hypothesis mentioned above. It shows that tourists' cognition of the

image of " Pingyao Tuiguang Lacquerware Painting Technology " has a positive impact on tourists' perception of the uniqueness, pleasure and sociality of " Pingyao Tuiguang Lacquerware Painting Technology " in the process of viewing. In the process of watching the performance of " Pingyao Tuiguang Lacquerware Painting Technology ", tourists' cognition of the image of " Pingyao Tuiguang Lacquerware Painting Technology " has an obvious promoting effect on the perception of product and service quality received by tourists at the performance site, and makes tourists think that the money spent to watch the intangible heritage performance of " Pingyao Tuiguang Lacquerware Painting Technology " is worth it. In addition, the data also support the hypothesis that IICHs have a significant positive impact on CI. This indicates that in other cases, cultural uniqueness is an important feature of tourists' perception of IICH. Since ICH is integrated into the subjective interpretation of ICH tourism subjects, the image presented in tourists' minds may also be different.

Influence and mediation of PV

Data analysis shows that the hypothesis that PV can promote tourists' identification of ICH is not fully supported. The quality value, economic value and novelty value of PV can not promote tourists' CI of ICH. The perceived quality of products and services, the economic cost of watching the " Pingyao Tuiguang Lacquerware Painting Technology " show, and the curious psychology of tourists to the " Pingyao Tuiguang Lacquerware Painting Technology " show, do not enhance the tourists' cognition and identification of " Pingyao Tuiguang Lacquerware Painting Technology ". This paper believes that the reason for this result is that perceived quality value and economic value are more related to ICH tourism products, and do not involve the perception and experience of the core culture of ICH, so there is no significant impact on CI.

Data analysis also shows that perceived emotional value and perceived social value have significant positive effects on tourists' recognition of ICH. This shows that when tourists experience ICH tourism activities, the more unique the perception of ICH tourism products, the more they can enhance the identification of ICH. When tourists participate in ICH tourism experience, they will have a stronger sense of pleasure and satisfaction, and their sense of identity to ICH will also be enhanced. At the same time, when tourists believe that they can obtain more social recognition and improve their self-image by experiencing ICH, their recognition of ICH will be further promoted.

In addition, PV also plays an intermediary role in the connection between CI and IICH. According to data analysis, PV significantly mediates the relationship between CI and IICH, as well as the relationship between PV and CI. The result of hypothesis test is consistent with the conclusion, that is, IICH has a positive impact on PV, and PV has a positive impact on CI. The result of hypothesis test shows that the influence of IICH on CI is partly transmitted through PV.

New Knowladge of Research

This study believes that the generation of tourists' identification with ICH requires the joint action of the developers and operators of ICH tourism in the destination, as well as the tourists themselves. Based on this, the study puts forward: first, local governments and tourism enterprises should build and improve the unique image of ICH based on regional culture; second, local

governments and tourism enterprises should promote and publicize the image of ICH through multiple channels , to increase the channels for tourists to understand ICH culture, and enhance the willingness of tourists to contact ICH culture; third, to promote tourists to actively participate in ICH tourism, a unique ICH tourism experience, not only can make tourists unforgettable about the tourist destination , and allows tourists to spread the culture they have experienced to others, so as to achieve the purpose of protecting and disseminating ICH.

Suggestion

Through the above empirical verification, the structural equation conceptual model of the IICH and tourists' The relationship between latent variables can be more accurately reflected and evaluated by the path relation. In the study for future, there should be a study using a qualitative research method in order to obtain more complete and comprehensive information.

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