

Impact of Perception, Satisfaction, and Penetration Rate of Commercial Cultural Tourism on the Sustainable Development of Intangible Cultural Heritage: A Case Study of Xijiang Miao Village in China

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Abstract: The scarcity of intangible cultural heritage (ICH) has prompted many countries to apply it for the development of commercial cultural tourism (CCT). Owing to its traditional culture-centered development model, a contradiction arises between commercial development and traditional cultural protection. Whether the advantages of traditional culture outweigh the disadvantages or the disadvantages outweigh the advantages has also been debated. Results and discussions of the research in this paper are helpful to consider the commercialization of ICH rationally and promote the balance between CCT and the sustainable development of ICH. This paper selects a successful example of cultural tourism of ethnic minorities in China, namely, Xijiang Miao Village. The village has 15 Chinese national-level ICH projects and has successfully applied ICH for cultural tourism development. The questionnaire was designed and distributed in the region by referring to previous research results. IBM SPSS 26.0 and AMOS 24.0 were used to verify and analyze the questionnaire data. Commercial tourism has been a new path for the innovative development of traditional culture, an inevitable trend. CCT can not only increase the enthusiasm for the dissemination of ICH but also increase the intensity of the excavation, protection, and utilization of ICH. The development of tourism has stimulated the development of the local economy. As far as it is concerned, CCT has brought more advantages than disadvantages for the sustainable development of ICH.

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1. Introduction

Intangible cultural heritage (ICH) records the course of human civilization, which is the external expression and witness of a certain period of human cultural history, a certain national spirit, and artistic characteristics. ICH reflects the world outlook, aesthetic taste, spiritual belief, and creative ability of humans at a particular time. ICH is a non-renewable resource and plays an indispensable role in the cultural contact of various minorities. The scarcity of ICH [1] has prompted many countries to use local ICH for commercial tourism development. The experience of different ethnic customs has gradually become a new tourism pursuit for people and requires becoming close to the daily life of local residents. In ethnic tourism, the core issue is cultural interaction [2], which specifically involves various cultural performances provided by local residents to foreign tourists [3]. Cultural performance and experience are not only the core attraction of ethnic tourism [4] but they are also the hot issues on which the anthropology and sociology of the tourism industry continue to focus [5]. This focus requires respecting and facing the commercial attributes of ICH; commercial tourism is a double-edged



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sword for the sustainable development of ICH. ICH will attain value with the appropriate development. Researchers have investigated the problems of whether commercial tourism has more advantages than disadvantages to traditional culture and how to avoid the loss of authenticity of traditional culture in the process of commercialization. These problems should also be solved in the development of ICH tourism.

This study explores whether commercial tourism can be beneficial to the sustainable development of ICH through the perception, satisfaction, and penetration rate of commercial cultural tourism (CCT). In the case study section, this paper deliberately selects a successful example of cultural tourism of ethnic minorities in China, namely, Miao Village in Xijiang. Through empirical investigation and data collection, a structural equation model (SEM) is established to test the relationship between variables. The research results and insights of this paper will help to view the commercialization of ICH rationally and promote the balance between commercial tourism and the sustainable development of ICH in other regions.

2. Literature Review

2.1. Concept and Characteristics of CCT

At present, no precise definition of CCT exists. Scholars have expressed their views on CCT in the discussion of the concept of CCT. Tourism commercialization is a phenomenon in which the commercialization function is transformed into tourism [6]. With the change of modern tourists' preferences, the commercial value of traditional culture is increasingly prominent. Cultural resources and ICH are adopted to develop rural tourism, and cultural resources (intangible wealth) have been successfully transformed into cultural capital (explicit wealth) [7]. The essence of development is the process of transferring cultural capital to economic capital [8]. For example, from a microscopic perspective, commercialization begins when local residents perform traditional rituals for remuneration [9]. From a macro perspective, commercialization is a means for cultural heritage sites to enter modern society and integrate into the globalized political and economic system, so that the economic function of cultural heritage can be realized [10].

CCT can be considered the development of commercial tourism with a traditional culture as the core. Cultural connotation and cultural form are the keys to tourism development and the focus of attracting tourists. The ecological culture is a characteristic of CCT. According to the model based on the development of traditional culture, CCT raises a major controversy between commercial development and cultural protection.

2.2. Benefits of CCT for Sustainable Development of ICH

CCT improves the economic benefits of ICH areas and creates a favorable economic environment for the development of ICH. ICH tourism is a new path for urban economic development and space redevelopment [11]. The use of cultural elements can promote tourism activities, which is beneficial to local economic development [12]. ICH tourism increases employment rates and income levels [13]. This paper shows that if the protection of ICH is the focus instead of its development, the economy of ICH areas will fall into poverty, basic living conditions will not be guaranteed, and no cultural protection funding will be provided. Hence, the development of CCT can improve the cultural perception of tourist destinations.

CCT promotes the release of ICH from the closed status and strengthens the communication with the external advanced culture. Commercialization can inherit and continue the local traditional culture, which has a positive effect on promoting the dissemination and development of culture [14]. To create an ideal tourist destination, the local inhabitants are willing to display traditional culture on the commercial stage [15]. When ICH is transformed into tourism commodities, its cultural value will turn into

commercial value, which will stimulate the reproduction of history [16]. This paper believes that CCT has awakened people's awareness of the protection of ICH and its commercial value has been recognized, so that excellent cultural forms and techniques can be excavated, protected, and developed. As a result, many examples of ICH that are on the verge of being forgotten have been reestablished and made sustainable. Therefore, reasonable tourism development of ICH can also improve the satisfaction of CCT.

CCT provides a financial guarantee for the sustainable development of ICH. CCT has effectively solved the problem of insufficient funds in the innovation of traditional culture [17], in approaches such as the restoration of local traditional culture [18] and the creation of ecological landscapes [19]. This paper believes that commercial operation can improve tourism facilities and provide convenience for tourists' travel. With the improvement of commercialization, various performances can bring tourists spiritual pleasure and increase the enjoyment in tourism. Therefore, the penetration rate of CCT is inseparable from the dissemination of ICH.

2.3. Disadvantages of CCT for the Sustainable Development of ICH

CCT will destroy the authenticity of ICH [20-22], reducing the attractiveness of cultural values to tourists to revisit [23]. Therefore, tourist satisfaction and experience quality will decline. For instance, in a Viking town in Sweden, the local culture lost its authenticity under the pressure of commercialization, and the handicrafts lost their original connotations after mass production [24]. Another view is that after the development of CCT, the essence of cultural reality is "staged reality" [25]. In fictional folklore performances, these performances are mostly determined by preconceptions of what audiences wanted to see, and the result was a form of authenticity [26]. According to the research model of tourism commercialization, two major debates on CCT are prominent. The first is culture and tourism commercialization, and the second is authenticity and tourism commercialization [27]. The literature review indicates that the contradiction between the authenticity of ICH protection and commercial development has always been the biggest controversy in the development of cultural tourism.

CCT will lead to serious homogenization of cultural products. Furthermore, handicraft products with local characteristics are mass-produced as simplistic and lacking characteristics of mass merchandise. The quality of traditional handicraft products has declined, and entrepreneurs have profited by producing cheap counterfeit products, which reduced the overall quality of handicrafts [28]. Traditional craftsmanship has also been transformed under the drive of commercialization because some tourists prefer to buy cheap, ethnic-specific, small, and durable souvenirs. This preference has led to the shape, size, and function of the handicrafts changing and losing their original meaning, weakening the ethnic idiosyncrasy.

CCT will break the cultural atmosphere of ICH areas. The vulgarization of culture appears, destroys the cultural atmosphere, and interrupts the "place attachment" of local residents [29]. For example, many historical towns have added new buildings in the process of commercialization, and the coexistence of old and new buildings has led to discordant styles [30]. CCT will also destroy the local ecological environment [31], bringing garbage and pollution [32]. Culture relies on commercial tourism rather than culture itself. Once commercial activities fade away, the protection of traditional culture may hang by a thread, which is not conducive to the sustainable development of regional tourism [33].

Much of the current research is still based on the negative cultural impact caused by commercialization, mainly destroying the authenticity of ICH, homogenization of cultural products, loss of traditional cultural atmosphere, and residents' life. However, the present study holds another view. Driven by economic interests, tourism activities spontaneously operate in accordance with market rules. With the continuous increase of tourism, businesspeople will spare no effort to develop the IHC market to maximize

profits, especially in impoverished areas with ICH. After the development of tourism, the economy and the awareness of cultural protection have been significantly improved. The negative phenomenon in the tourism market also exists in non-cultural tourist attractions, and the key to this issue lies in how the government conducts supervision.

3. Hypothesis Development

3.1. Main Stakeholders of CCT

Based on the references and investigation, the stakeholders of ethnic tourism are mainly local residents, tourists, tourism companies, merchants, and the government [34-36]. The government does not participate in the whole process of commercial operation but only in the macro-supervision of the cultural tourism environment. The services provided by tourism companies mainly include improving infrastructure and providing tourists with ethnic cultural performances, so the performers are the group with whom tourists have the most contact. Therefore, this paper divides interviewees into local residents (holders of ICH), performers (providing services of traditional culture), tourists (groups experiencing ICH), and merchants (creating and selling related cultural products).

The attitude of local residents toward the development of ethnic tourism will directly affect the sustainable development of ICH [37]. Residents themselves are living ICH disseminators and a special cultural tourism resource [38]. If tourists want to understand the traditional culture better, they should do as the Romans do. Therefore, the development of cultural tourism requires local residents to participate in the whole process of tourism development.

Tourism companies are the main subject of the commercial operation of scenic spots. To develop tourism with ethnic culture as the core, necessary steps include developing ICH with the help of well-funded tourism companies and providing tourists with ecological cultural performances filled with characteristics to attract tourists. Cultural performers are from the group who has face-to-face contact with tourists directly [39]. The quality of cultural performances determines the ethnic cultural experience of tourists [40].

Tourists' experience of ethnic culture, which is the motivation for the sustainable development of cultural tourism, determines the intention to revisit [41]. Opinions of tourists are also an important evaluation of the sustainable development of ICH, which can comprehensively "examine" cultural tourism because tourists are affected by ethnic culture directly.

Merchants who are direct participants in ethnic cultural tourism are also the main sellers of characteristic ethnic products [42]. On the one hand, they provide tourists with convenient services, such as providing accommodation, catering, leisure, and entertainment. On the other hand, merchants participate in the development of cultural tourism positively to attract tourists, promoting the development of commercialization.

3.2. Perception, Satisfaction, and Penetration Rate of CCT

The perception of commercialized cultural tourism refers to the perception of tourist destination image, that is, the individual's comprehensive image of the destination's commerce, culture and other elements [43]. The destination image should include cognitive image and emotional image, and some attributes in the cognitive image will have a positive effect on the emotional image [44]. The image of a tourist destination has a positive effect on the satisfaction and recommendation willingness of relevant stakeholders [45]. On this basis, this study puts forward the following assumptions:

- Hypothesis 1 (H1). Perception of CCT has a positive effect on local participation.
- Hypothesis 2 (H2). Perception of CCT affects performers' motivation positively.

Hypothesis 3 (H3). The perception of CCT has a positive effect on the enthusiasm of merchants to sell.

Hypothesis 4 (H4). The perception of CCT has a positive effect on tourists' experience.

Satisfaction of CCT refers to the degree of satisfaction of various stakeholders with CCT after a traditional culture is developed commercially [46]. The tourist attraction of ICH will increase the number of tourists and improve the enthusiasm of stakeholders [47]. In the process of commercialization, ensuring the satisfaction of stakeholders as much as possible is necessary [48]. On this basis, this study puts forward the following assumptions:

Hypothesis 5 (H5). The satisfaction of CCT has a positive effect on local participation.

Hypothesis 6 (H6). The satisfaction of CCT has a positive effect on performers' motivation.

Hypothesis 7 (H7). The satisfaction of CCT has a positive effect on merchants' enthusiasm for selling.

Hypothesis 8 (H8). The satisfaction of CCT has a positive effect on tourists' experience.

The penetration rate of CCT is also called the degree of development of CCT [49]. With the development of cultural tourism, the degree of commercialization will have different effects on tourist destinations, manifesting as moderate commercialization or excessive commercialization of tourist destinations. As a result, the multi-dimensional space of local material, culture, and society changes, and the space is constantly produced and reconstructed. These shifts are prominently manifested in the transformation of commercial functions, population replacement, reconstruction of building functions, and changes in residents' behaviors. These shifts will also affect various stakeholders. On this basis, this study proposes the following assumptions:

Hypothesis 9 (H9). The penetration rate of CCT has a positive effect on local participation.

Hypothesis 10 (H10). The penetration rate of CCT has a positive effect on performers' motivation.

Hypothesis 11 (H11). The penetration rate of CCT has a positive effect on merchants' enthusiasm for selling.

Hypothesis 12 (H12). The penetration rate of CCT has a positive effect on tourists' perception of experience.

4. Materials and Methods

4.1. Case Survey



Figure 1. Miao women in Miao costume.

The Miao is one of the 55 ethnic minorities in China. According to China's 2021 census data, the Miao nationality has a population of approximately 11.06 million, ranking fifth in the minority population. Approximately 4 million people Miao people live in Guizhou Province, which is in the region with the largest Miao population in China. "Xijiang Miao Village" is located in Leishan County, Qiandongnan Miao and Dong Autonomous Prefecture, Guizhou Province, China. More than 1,400 Miao people live in this area (Figure 1), and a relatively complete Miao cultural system has been preserved. As of January 2022, the Miao have 15 nationally recognized ethnic ICH items (Table 1). The ICH resources of Miao Village in Xijiang are scarce and have distinct cultural characteristics.

This area was an extremely impoverished minority area before commercial tourism development. Owing to economic poverty, the traditional Miao culture had been neglected for a long time, and the Miao people in this area had not realized the direction of their own cultural development. After CCT development in 2008, the infrastructure of the entire village has been comprehensively improved, and ICH of the Miao has a platform for display in tourism activities, activating the cultural self-confidence of the Miao people. "From 2008 to 2017, the number of tourists in Xijiang Miao Village soared from 778,000 to 6.06 million, and the comprehensive tourism revenue increased from 100 million yuan to 4.99 billion yuan" [50].

Many countries and regions are prone to the dilemma of "over-commercialization" after developing traditional culture, leading to the decline of traditional culture. Through tourism development, Xijiang Miao Village has transformed from a traditional village with a backward economy and weak cultural protection to a beautiful village with a prosperous economy, beautiful environment, and strong national cultural innovation. The village provides a new model for ethnic cultural tourism to drive local development and is one of the few cases in which the sustainable development of commercial tourism and ICH has been well balanced. Therefore, this study selects this place as the research case.

Table 1. Ethnic ICH protection list of the Miao

Number	Representative Project	Date
1	Gu Zang festival of Miao (Figure 2)	May 2006
2	Construction technique of Miao stilted building (Figure 3)	May 2006
3	Miao embroidery (Figure 4, Figure 5)	May 2006
4	Miao silver jewelry forging technique	May 2006
5	Miao reed production technique	May 2006
6	Miao new year	June 2008
7	Miao medicine-bone and snakebite therapy (Figure 6)	June 2008
8	Miao brocade craftsmanship	June 2008
9	Yang Ah Sha	June 2008
10	Miao reed dance (Figure 7)	June 2008
11	Flying songs of Miao (Figure 8)	June 2008
12	Bronze drum dance (Figure 9)	June 2008
13	Miao Jia Li	June 2008
14	Miao wooden drum dance	May 2021
15	Gabaifu song	May 2021

Source: China's ethnic ICH protection list



Figure 2. The author experiencing Guzang culture at the Guzang Hall.



Figure 3. Construction technique of Miao stilted buildings.

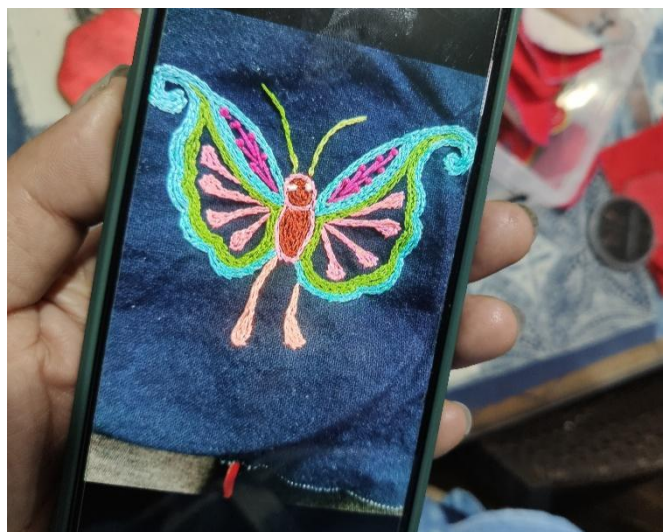


Figure 4. Display of Miao embroidery.



Figure 5. Miao women embroidering.



Figure 6. The poisonous snake in wine is a traditional Miao medicine.



Figure 7. Miao people performing the Miao reed dance.



Figure 8. Miao people singing the flying song of Miao.



Figure 9. Performance of bronze drum dance.

4.2. Data Collection

4.2.1. Measurement Dimensions and Scale Design

The first step is to design a questionnaire based on previous research results (Table 2). The questionnaire in this paper consists of three parts: (1) the basic information of the respondents, that is, demographic characteristics, including gender, age, and education. (2) The evaluation of CCT comprises 3 indicators and 9 observation variables. (3) The evaluation of ICH sustainable development comprises 4 indicators and 16 observation variables. The scale options are based on a five-point Likert scale, scores of 1 (very dissatisfied), 2 (dissatisfied), 3 (fair), 4 (satisfied), and 5 (very satisfied). The second step is to use IBM SPSS 26.0 to analyze the reliability and validity of the questionnaire. The third step is to import the data into IBM AMOS 24.0 and explore the effect of the three dimensions of CCT on the sustainable development of ICH through SEM.

Table 2. Measurement items

Level 1 index	Level 2 index	Factor naming	Measurement Item
CCT	Perception of CCT	PM1	I am satisfied with the local CCT planning scheme.
		PM2	I affirm the image of local CCT.
		PM3	I think that the advantages of CCT outweigh the disadvantages.
	Satisfaction of CCT	HA1	The results of the local CCT construction are in my expectations.
		HA2	I am very satisfied with the result of CCT construction.
		HA3	I am satisfied with the economic and cultural effects of CCT.
	Penetration of CCT	CI1	The level of local CCT has been greatly improved than before.
		CI2	The degree of local CCT is progressing rapidly.
		CI3	There is still room for improvement in the penetration rate of local CCT.
	Local participation	SA1	After the development of CCT, I paid more attention to ICH, and my sense of self-confidence in ethnic culture has improved.
		SA2	After the development of CCT, there are enough funds to support me to cultivate inheritors of ICH.
		SA3	After the development of CCT, with the support of cultural protection funds, I am more actively involved in the protection of ICH.
		SA4	After the development of CCT, I can get dividends every year, and the guarantee of stable income promotes me to actively participate in the local performance work of ICH.
		CF1	After the development of CCT, I have more opportunities to present ethnic ICH projects.
		CF2	After the development of CCT, I am more active in the performance of ethnic ICH.
Performers' motivation	CF3	After the development of CCT, with the support of performance funds, I actively participated in the innovation of the performance content and form of ethnic ICH.	
	Merchants' enthusiasm for selling	PEU1	After the development of CCT, I am more active in opening stores related to ethnic ICH, such as ethnic costumes, ethnic theme accommodation, ethnic cultural food, and cultural handicrafts.
		PEU2	After the development of CCT, I am more actively involved in the protection and inheritance of ethnic ICH.
PEU3		After the development of CCT, I think that the purchase of ethnic ICH products by tourists can spread ethnic culture.	
Tourist experience	PU1	After the development of CCT, I learned about ethnic ICH.	
	PU2	After the development of CCT, I watched ethnic cultural performances, and I felt that ICH is full of charm.	
	PU3	After the development of CCT, I experienced the ethnic ICH handicraft project, which left a deep impression on me.	
	PU4	After the development of CCT, I feel that the convenient transportation and perfect infrastructure have increased my sense of ethnic ICH experience.	
	PU5	After the development of CCT, I am very happy to buy ethnic cultural products. I think they increase my love for ethnic ICH.	
	PU6	After the tour, I will always pay attention to the development of ethnic ICH.	

4.2.2. Data Collection

The research objectives of this paper are the main subjects related to Miao ICH tourism, including local residents, performers, tourists, and merchants. To improve the accuracy of the sample and reach the target population to the greatest extent, the survey site of the questionnaire is Miao Village in Xijiang. The surveyed participants are the Miao ethnic group and the data collection method is field investigation. The survey time is from July to September 2021, which is summer in China. Guizhou has a pleasant climate in summer that attracts many tourists from all around the world, facilitating the recollection of samples. A total of 450 questionnaires were collected in this survey. After eliminating the questionnaires, the final number of valid samples recollected was 399, and the questionnaire recovery rate was 88.67%.

4.3. Data Analysis

4.3.1. Demographic Characteristics of the Sample

Table 3. Demographic characteristics of the sample (N=399)

Item	Category	Number of samples	Proportion (%)
Gender	Male	184	46.1
	Female	215	53.9
Age	18–28	191	47.9
	29–45	134	33.6
	>45	74	18.5
Highest Academic Qualification	Secondary school and below	30	7.5
	College degree	120	30.1
	Bachelor's degree	188	47.1
	Master's degree	61	15.3

Table 3 shows that males account for 46.1% and females account for 53.9% in the survey group. The proportion of respondents in the 18–28 age group was 47.9%. As regards their highest academic qualification, those with bachelor's degrees accounted for the largest proportion at 47.1%, indicating that the respondents could better understand the content of the questionnaire.

4.3.2. Exploratory Factor Analysis and Reliability Test of Scale

In this study, KMO and Bartlett sphere tests and exploratory factor analysis were performed on the data of the "CCT Scale" (**Table 4**). The KMO value of the questionnaire data was 0.840, which was far greater than the standard of $KMO > 0.6$. The significant coefficient of the Bartlett sphere test was $p = 0.000 < 0.001$, which met the requirements of factor analysis. Furthermore, the method of maximum variance rotation was used to extract the common factors of the questionnaire data. The common degree of all items was above 0.5, indicating that the factors could well extract the information of each item, and all variables were retained. The maximum number of factors extracted under the criterion that the eigenvalue of the principal component is greater than 1 is 3, and the cumulative variance explanation rate reaches 68.600%, which is greater than the minimum criterion of 50%. This finding indicates that the common factor can explain all variables, and the factor analysis results are good. The rotated component matrix shows that the load coefficients of the rotated components of each item are all greater than 0.4, and the division is consistent with the original questionnaire, and adjusting the items is not needed. Therefore, the questionnaire in this study has good construct validity. According to the results of the component matrix after rotation, PM1, PM2, PM3 can be classified as one factor, which is named CCT perception. HA1, HA2, and HA3 can be classified into one factor named CCT satisfaction.; CI1, CI2, CI3 can be classified into one factor named the penetration rate of CCT. Next, the reliability of the questionnaire is

measured according to the Cronbach's α value. Generally, a coefficient greater than 0.7 indicates high internal consistency and high reliability, one greater than 0.5 is credible, and one less than 0.35 indicates low internal consistency and low reliability. The Cronbach's α value of the "CCT Scale" and each dimension is above 0.7, indicating that the scale has good internal consistency and the questionnaire has high reliability.

In this study, KMO and Bartlett sphere tests and exploratory factor analysis were performed on the data of the "ICH Sustainable Development Scale" (Table 4). The KMO value of the questionnaire data was 0.892, which was far greater than the standard of $KMO > 0.6$. The significant coefficient of the Bartlett sphere test was $p = 0.000 < 0.001$, which met the requirements of factor analysis. To extract the common factors of the questionnaire data, the maximum variance rotation method was used. The results showed that the common degree of all items was above 0.5, indicating that the factor could well extract the information of each item, and all variables were retained. The maximum number of factors extracted under the criterion that the eigenvalue of the principal component is greater than 1 is 4, and the cumulative variance explanation rate reaches 65.690%, which is greater than the minimum standard of 50%. This finding that the common factor can explain all variables, and the factor analysis results are good. The rotated component matrix indicates that the load coefficient of each item after rotation is greater than 0.4, the division is consistent with the original questionnaire, and adjusting the items is not needed. These results indicate that the questionnaire in this study has good structural validity. According to the rotated component matrix results, SA1, SA2, SA3, and SA4 can be grouped into a factor named local participation. CF1, CF2, and CF3 can be classified into a factor named performers' motivation. PEU1, PEU2, and PEU3 can be classified into a factor named merchants' enthusiasm for selling. PU1, PU2, PU3, PU4, PU5, and PU6 can be classified into a factor named tourist experience. The results of reliability analysis showed that the Cronbach's α value and each dimension of the "ICH Sustainable Development Scale" were above 0.7, indicating that the scale has good internal consistency and the questionnaire has high reliability.

Table 4. Exploratory factor analysis and reliability of the scale.

Factor	Item	Factor Loading	Characteristics Root	Cumulative Explanation Rate (%)	Cronbach's Coefficient after Term Deletion	Internal Consistent Reliability	Average Value
Perception of CCT	PM1	0.769	1.963	68.600	0.817	0.720	3.755
	PM2	0.804			0.827		
	PM3	0.738			0.819		
Satisfaction of CCT	HA1	0.806	2.035	46.785	0.816	0.748	3.508
	HA2	0.794			0.818		
	HA3	0.700			0.807		
Penetration rate of CCT	CI1	0.732	2.176	24.175	0.802	0.804	3.702
	CI2	0.840			0.805		
	CI3	0.809			0.811		
Variance explained(%)=68.6%, KMO=0.840>0.8, Bartlett($\chi^2=1154.365$, df=36, p=0.000)							
Tourist experience	PU1	0.702	3.774	23.588	0.891	0.880	3.430
	PU2	0.801			0.89		
	PU3	0.823			0.89		
	PU4	0.803			0.89		
	PU5	0.704			0.891		
	PU6	0.621			0.892		
Local participation	SA1	0.736	2.430	38.774	0.898	0.776	3.575
	SA2	0.807			0.894		

	SA3	0.757			0.895		
	SA4	0.597			0.893		
Merchants' enthusiasm for selling	PEU1	0.740			0.894		
	PEU2	0.774	2.186	52.434	0.89	0.806	3.703
	PEU3	0.776			0.891		
Performers' motivation	CF1	0.702			0.892		
	CF2	0.813	2.121	65.690	0.897	0.768	3.493
	CF3	0.767			0.892		
Variance explained(%)=65.690%, KMO=0.892>0.8, Bartlett($\chi^2=2935.704$, df=120, p=0.000)							

4.3.3. Confirmatory Factor Analysis

4.3.3.1 Structural validity

In this study, the Amos modeling method was used to verify the structural validity of the questionnaire. The model fitting results found that "CCT Scale" concluded as $\chi^2/df=2.838<3$, TLI=0.929>0.9, NFI=0.922>0.9, CFI=0.941>0.9, RMSEA=0.015<0.08. "ICH Sustainable Development Scale" concluded as $\chi^2/df=2.670<3$, TLI=0.942>0.9, NFI=0.916>0.9, CFI=0.922>0.9, RMSEA=0.017<0.08. The results show that the overall measurement model of the scale fits well, indicating that the questionnaire has good structural validity.

4.3.3.2 Convergent Validity

The study adopts three important reference indicators for convergent validity, namely, CFA loading, average variance extracted (AVE), and composite reliability (CR). Generally, CR>0.7 and AVE>0.5 indicate that the latent variable has ideal convergent validity. In this study, AMOS software was used to test the convergent validity of the two scales constructed. Table 5 shows that the factor loadings are all greater than the standard of 0.5, the CR values are all greater than 0.7 and the AVE is greater than or close to 0.5, indicating that the scale of this study has good convergent validity.

Table 5. Confirmatory factor analysis.

Scale	Item	Factor Loading	CR	AVE
CCT scale	PM1	0.685		
	PM2	0.65	0.721	0.461
	PM3	0.704		
	HA1	0.751		
	HA2	0.678	0.747	0.497
	HA3	0.684		
	CI1	0.736		
	CI2	0.811	0.809	0.586
	CI3	0.747		
ICH Sustainable development Scale	SA1	0.612		
	SA2	0.743		
	SA3	0.709	0.78	0.492
	SA4	0.673		
	CF1	0.741		
	CF2	0.664	0.735	0.481
	CF3	0.772		
	PEU1	0.661		
	PEU2	0.839	0.77	0.529
PEU3	0.795			

PU1	0.711		
PU2	0.806		
PU3	0.816	0.826	0.614
PU4	0.793		
PU5	0.698		
PU6	0.629		

4.3.3.3 Discriminant Validity

Discriminant validity refers to the degree of discrimination between variables. Generally, the comparison test of AVE square root and correlation coefficient is used. When the AVE square root of a variable is greater than the correlation coefficient between the variable and other variables, it shows that the internal correlation of variables is greater than the external correlation, and the variables have good discriminant validity. The analysis results (Table 6) show that the square root of the AVE of each variable is greater than the correlation coefficient between the variable and other variables, indicating that the variables have good discriminant validity.

Table 6. Discriminant validity.

Item	1	2	3	4	5	6	7
SA	0.644						
CF	0.406**	0.722					
PEU	0.510**	0.470**	0.634				
PU	0.413**	0.514**	0.518**	0.778			
PM	0.523**	0.331**	0.517**	0.423**	0.756		
HA	0.378**	0.432**	0.485**	0.568**	0.364**	0.794	
CI	0.468**	0.461**	0.675**	0.475**	0.423**	0.540**	0.869

Note: *p<0.05, **p<0.01, ***p<0.001.

4.3.4. Verification of SEM

4.3.4.1 Index of Hypothetical Model Fit

The study adopts the Amos modeling method to construct a hypothetical model. The results of model fit show $\chi^2/df=2.092<3$, $GFI=0.903>0.9$, $IFI=0.939>0.9$, $TLI=0.928>0.9$, $CFI=0.939>0.9$, $SRMR=0.040<0.08$, $RMSEA=0.079<0.08$. Therefore, the model fits well.

4.3.4.2 Test of Hypothetical Model Path

The analysis results of the SEM path show (Table 7) that the perception of CCT has a significant positive effect on the four dimensions of sustainable development of ICH, whereas the satisfaction of CCT has a significant positive effect on performers' motivation and tourists experience. However, it does not have a significant positive effect on local participation and merchants' enthusiasm for selling. The penetration rate of CCT has a significant positive effect on local participation, performers' motivation, and merchants' enthusiasm for selling, but no significant positive effect was found on tourist experience. In summary, CCT has a significant positive effect on the sustainable development of ICH.

Table 7. Model Path Coefficients and Test Results.

Assumption	Path Relationship	Estimate	S.E.	C.R.	P	Test Results
H1	Perception → local participation	0.468	0.067	5.734	***	Supported
H2	Perception → performers' motivation	0.262	0.08	3.647	***	Supported

H3	Perception → Merchants' enthusiasm for selling	0.313	0.063	4.959	***	Supported
H4	Perception → tourist experience	0.209	0.059	3.235	**	Supported
H5	Satisfaction → local participation	0.032	0.071	0.396	0.692	Unsupported
H6	Satisfaction → Performers' motivation	0.227	0.102	2.658	**	Supported
H7	Satisfaction → Merchants' enthusiasm for selling	0.057	0.077	0.801	0.423	Unsupported
H8	Satisfaction → tourist experience	0.51	0.087	5.761	***	Supported
H9	Penetration rate → local participation	0.336	0.066	3.922	***	Supported
H10	Penetration rate → performers' motivation	0.325	0.09	3.766	***	Supported
H11	Penetration rate → merchants' enthusiasm for selling	0.591	0.077	7.168	***	Supported
H12	Penetration rate → tourist experience	0.105	0.066	1.37	0.171	Unsupported

Note: *p<0.05, **p<0.01, ***p<0.001.

4.3.4.3 Structural Equation Modeling

According to the testing result of the hypothesis model (Figure 10), insignificant paths were removed, and the final SEM was obtained after modification. The model fitting results show $\chi^2/df=2.041<3$, $GFI=0.902>0.9$, $IFI=0.942>0.9$, $TLI=0.931>0.9$, $CFI=0.941>0.9$, $SRMR=0.039<0.08$, $RMSEA=0.052<0.08$. The results show that SEM fits well.

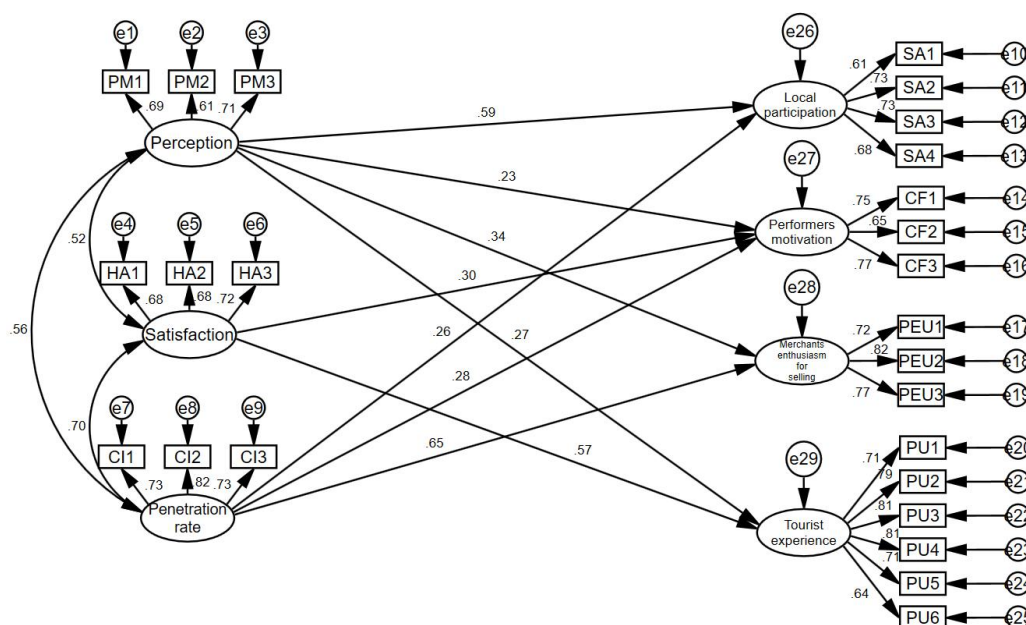


Figure 10. Structural Equation Modeling

5. Conclusions and Discussion

5.1. Conclusions

ICH tourism has created a new opportunity for cultural development, which can not only increase the importance of ICH but also increase the intensity of mining, sorting, protection, and utilization of ICH. ICH areas that have rich cultural resources but poor economies are also eager to promote the development of the local economy through the development of cultural tourism. The drawbacks of commercial tourism are not only in cultural tourism areas but also in scenic spots. The positive effect of CCT on ICH cannot be denied for its disadvantages. Therefore, CCT has more advantages than disadvantages for the sustainable development of ICH. The specific conclusions are as follows.

(1) In terms of the effect of CCT perception on the sustainable development of ICH, tourist destinations have a positive effect on local residents, performers, merchants, and tourists on the basis of the perception image of the good combination of commercialization and ICH. CCT perception increases stakeholders' enthusiasm for disseminating ICH and urges tourists to feel the charm of ICH in the process of ethnic cultural tourism [51], promoting the sustainable development of ICH. CCT has created a new path for the innovative development of traditional culture, an inevitable trend.

(2) In terms of the effect of CCT satisfaction on the sustainable development of ICH, the development level of ICH determines the development direction of traditional culture in the future to a certain extent. The higher satisfaction of tourists and performers with the development of traditional culture, the more they can promote their dissemination of ICH. Therefore, tourism companies should explore the essence of ICH and innovate cultural content and dissemination forms on the premise of respecting traditional cultural customs, showing the vitality of ICH. At the same time, tourism companies should also attach great importance to the local residents' views on the development of traditional culture. Arbitrarily changing traditional culture for commercial interests is not possible. Such changes will arouse the resentment of local residents and are not conducive to the sustainable development of ICH.

(3) In terms of the effect of the penetration rate of CCT on the sustainable development of ICH, the degree of CCT development is closely related to economic income [52]. The degree of CCT development has a significant positive effect on local participation, performers' enthusiasm, and merchants' enthusiasm for selling. However, the attitude of tourists toward the penetration rate of CCT needs to be considered as well. In the survey, most tourists showed their negative attitudes with "excessive commercialization," especially during official holidays in China. The reason for this finding was that the prices of hotels, transportation, and food in many scenic spots will increase. Therefore, while protecting ICH, "over-commercialization," which affects tourists' experience of ICH needs to be considered seriously.

5.2. Discussion

The exploration of de-commercialization [53] does not meet the requirements of modern economic development. Whether in China or the whole world, many outstanding examples of ICH are concentrated in impoverished and underdeveloped areas, also directly leading to these precious cultural heritages and cultural resources being in a relatively underdeveloped ecological environment. In addition, due to the continuous impact of coronavirus around the world, tourism in many ethnic scenic spots has been affected, and fewer and fewer tourists are attracted to visiting. Tourism companies, shops, and local residents who have lost their basic livelihoods have a reduced enthusiasm for cultural creation and dissemination. Furthermore, experiencing the ethnic cultural customs is difficult for tourists. Such a situation is not conducive to the development of CCT or ICH. Therefore, the sustainable development of ICH does not exclude tourism development. Commercialization can not only enhance the

dissemination of ICH, but also provide financial support for the sustainable development of ICH which requires a rational view of the commercialization of ICH and to achieve a balance between commercial tourism and the sustainable development of ICH.

5.3. Implications

Based on the empirical research, the study puts forward the following suggestions.

(1) Local residents should be encouraged to participate in the development of cultural tourism and enhance tourists' sense of ethnic customs. The authenticity construction of tourists' perception urgently needs the participation and guidance of local residents. Tourists should be offered to become close with locals and participate in agricultural work and handicraft production. These activities offer them the chance to deeply feel the charm of ethnic culture. Therefore, the participation and support of local residents in scenic spots should be strengthened [54].

(2) ICH should be preserved with the model of "both protection and development," which is helpful to build an ethnic tourism brand. For example, the core attraction of Miao Village in Xijiang is the thousands of stilted buildings. To effectively protect its ethnic characteristics, the local government has formulated incentive regulations for the protection of stilted buildings. These regulations include height, material, and color to ensure the consistency of the architectural style of Miao Village and effectively protect the traditional style.

(3) Benefit-sharing mechanisms for ICH tourism development should be created. For example, the Miao Village Association in Xijiang distributes 18% of the ticket revenue as cultural protection funds to local residents so that each family can receive more than 10,000 yuan in income every year, fully mobilizing the enthusiasm of local residents for cultural protection and encouraging them to actively invest to the development of Miao traditional culture. In the local area, a "tourism community with a shared future" has been formed in which when tourism thrives, everyone thrives; when tourism declines, everyone declines.

(4) The necessity of commercialization should be recognized and the development of commercialized cultural tourism should be viewed rationally. On the one hand, the tourism industry puts more emphasis on entertainment, enjoyment, and thinking, rather than heavy reflection on history and national culture. Although the tourism industry also explores the cultural connotation and makes more use of ICH, tourists have more access to aesthetic experiences that are commercialized and recreational. Therefore, modern tourism activities cannot consciously care about or fully meet the requirements of the authenticity of ICH protection. On the other hand, commercialization is an inevitable phenomenon accompanying the development of tourism. Commercialized packaging integrates market elements, modern elements, and innovative elements into ICH, contributing to marketing and realizing economic value. Moreover, the revenue of tourism can be used for the protection of ICH.

Conflicts of Interest

The authors declare no conflicts of interest.

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