

Management Mechanism for Safeguarding of Musical Intangible Cultural Heritage Inheritors in Hunan, China

Xiaomang Liao ^{1*}, Changhan Li ^{2**}, Lu Zhu ^{3***}

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Abstract

Purpose: This study aimed to investigate the status of the protection and management mechanism for inheritors of musical intangible cultural heritage in Hunan Province, China. **Research design, data and methodology:** This was a mixed method research. In the quantitative research part, questionnaire was used as instrument. The four dimensions of situation (living condition, professional skills, social status, and the government's support) are used to explore the relative importance of musical intangible cultural heritage to inheritors in addition to inheritors satisfaction and how inheritors satisfaction influences their behavioral intention. This part surveys 300 practitioners in the field of music intangible cultural heritage in Hunan. In the part of qualitative research, nine questions were used to conduct in-depth interviews with 10 managers of music intangible cultural heritage through semi-structured interviews. **Results and Conclusions:** The results indicate that three of four living situation dimensions, including Professional skills, Social status, and Government's support, influence inheritors satisfaction and inheritors satisfaction influence in behavioral intention.

Keywords : Intangible cultural heritage (ICH), Inheritors, management mechanism

JEL Classification Code: I20, I21, I23, I29

1. Introduction¹

Cultural heritage includes tangible, intangible and natural heritage (Sullivan, 2016), and the term is usually used for issues related to indigenous intellectual property protection (ICIP, n.d.). Intangible cultural heritage (ICH) can be defined as a practice, representation, expression, knowledge, or skill considered by UNESCO to be part of the cultural heritage of a place. As distinguished from tangible cultural such as buildings, historic sites, monuments, and cultural relics, Intangible cultural heritage includes intangible intellectual wealth, such as folklore, customs,

beliefs, traditions, knowledge and language. In 2001, UNESCO conducted surveys among countries and NGOs to try to reach agreement on the definition of intangible cultural heritage (Meeting of ICH, 2001) and drafted the Convention on the Protection of Intangible Cultural Heritage in 2003 to protect and promote intangible cultural heritage.

As of December 2020, China plans to include in the UNESCO intangible cultural heritage list of the project with a total of 42 projects, including 34 projects (including two multinational joint declaration) was added to the human intangible cultural heritage representative work list, 7

¹ *Ph.D. Candidate, School of Management, Shinawatra University, Thailand. Email: 18684940929@163.com

² **Lecturer, Graduate School of Advanced Technology Management, Assumption University, Thailand. Email: lichanghan@au.edu

³ ***Lecturer, Graduate School of Advanced Technology Management, Assumption University, Thailand. Email: zhulu@au.edu

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