

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

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### Abstract

The basic premise of this article was that in recent years, research on intangible cultural heritage had caused heated debate among researchers, resulting in valuable achievements and rich experience accumulation. Therefore, this research aimed to study the current situation and hardships of those who inherited Hunan's music-intangible cultural heritage, to study the incentives and performance appraisal mechanisms in Hunan's music-intangible cultural heritage activities, and to further study people's understanding of Hunan music, including inheritance protection, and internal and external factors influencing successor protection.

The research results were based on the underlying conditions of their successors and the factors influencing their protection. Usually, the successor must be in the good physical condition and in good health. The status of the successor and the protection effect were the inheritance and protection of the intangible cultural heritage. In addition, public administration and successor protection results were classified as systemic administration.

**Keywords:** Management Mechanism; Safeguarding; Musical Intangible Culture; Cultural Heritage

### Introduction

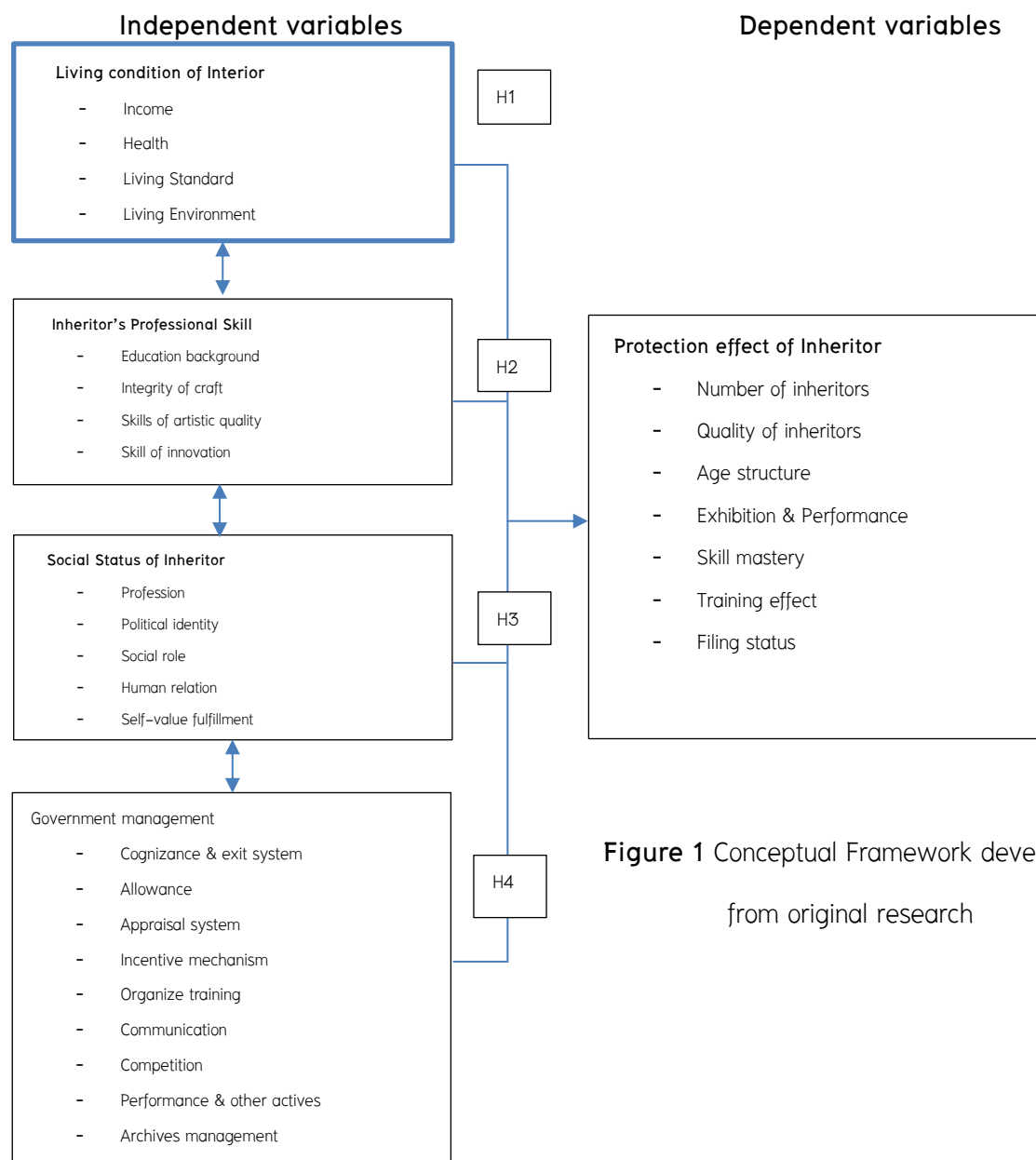
Intangible Cultural Heritage is a living cultural heritage formed by people's skills, experience and spirit. The inheritor is the main body of Intangible Cultural Heritage, and the main body of Intangible Cultural Heritage protection is to protect the inheritor (Song Weizu, 2019). Since the beginning of the new century, the academic circle has made a lot of analysis and research on issues related to the protection of the inheritor, including the basic situations, identification system,

responsibilities and obligations of the inheritor, supporting strategies, and policies, regulations and systems related to the protection of the inheritor, etc. (Li Tao.,2018).

## Research Objectives

1. To investigate the current situation and difficulties of the inheritors of Hunan musical Intangible Cultural Heritage
2. To investigate the incentive mechanism and performance evaluation management mechanism of Hunan musical Intangible Cultural Heritage activities, and
3. To study people's cognition of inheritor protection, the internal and external factors that influence the effect of inheritor protection.

## Conceptual Framework



**Figure 1** Conceptual Framework developed from original research

## Research Hypothesis

H1: The survival condition of the inheritor has significant influence on the protection effect of the inheritor.

H2: The inheritor's professional skills have a significant influence on the inheritor's protection effect.

H3: The social status of the inheritor has a significant influence on the protection effect of the inheritor.

H4: Government management has a significant influence on the protection effect of inheritor.

## Research Methodology

### Research Design

This paper mainly focuses on discussing the living conditions and inheritance work of national and provincial intangible cultural heritage inheritors of Hunan music category. At the same time, it incorporates the incentive mechanism and the management mechanism of inheritance effectiveness evaluation (Liu Guangping, 2017). Therefore, this paper will adopt a mixed research method which mainly uses qualitative research supplemented by quantitative research.

The purpose of in-depth interview is to collect qualitative research data of intangible cultural heritage policy makers and management departments as policy practitioners from key insiders (Wang Jinjing, 2018), heads and staff of intangible cultural heritage government management departments, heads and members of intangible cultural heritage performance groups, etc.

The questionnaire is designed on the basis of literature collection, collation, analysis and induction, drawing lessons from mature scales, and combining the opinions of tutors and specialists. Starting from the basic survival status of the inheritors of intangible cultural heritage, this questionnaire collects data on the inheritors' living conditions, living status, inheritance incentive mechanism and inheritance effectiveness evaluation, aiming at the relevant problems of intangible cultural heritage protection (Yuan Li, 2007).

## Conclusion and Implication of Research results

China has always respected cultural traditions and attached importance to cultural inheritance. In the pre-Qin period, there was a custom of gathering "feng" (winds). In ancient times, folk songs and ballads were called "winds". Gathering winds is the activity of collecting folk songs (Tan

Hong, 2016). Although it is difficult to trace back the origin of this system, it can be confirmed that it has existed since the Zhou Dynasty according to the literature. The *Book of Songs of the Spring and Autumn Period* and the *Yuefu* of the Qin and Han Dynasties all have the fine folk songs collected and spread widely, forming the fine tradition of inheriting and developing Chinese culture.

## Research Conclusion

The goal of inheritor protection is to inherit and develop intangible cultural heritage projects. Understanding the influential factors of the protection of intangible cultural heritage inheritors can not only provide reference for the protection of inheritors, but also provide more valuable data and suggestions for the government decision-making on the protection of intangible cultural heritage, as well as provide reference for the inheritance of inheritors (Chen Jingmei, 2014). Therefore, this paper uses the method of combining qualitative research and quantitative research, applies data processing and analysis methods such as grounded theory research, one-way an ANOVA, correlation analysis and multiple linear regression analysis to test the influential factors of inheritor protection (Liu Xiaochun, 2012). The research in this paper can draw the following conclusions:

### 1. Basic Conditions of Inheritors and Influencing Factors of its Protection

Among the inheritors of Hunan music intangible cultural heritage, the inheritors at the national and provincial levels are in their old age, with a higher proportion of males and generally lower educational level. The inheritors are generally in good physical condition and highly satisfied with their own physical health. Most inheritors take farming as their main career and have a good sense of self-fulfillment, but their basic living conditions are not good, which is mainly reflected in low economic income, and most inheritors are satisfied with their living environment after taking care of their children and inheriting their current living conditions (Winter, T., 2013). The inheritors of the intangible cultural heritage of music in Hunan have higher social status and better interpersonal relationship. The main factors affecting the survival status and inheritance effectiveness of the inheritors of Hunan music intangible cultural heritage include: the aging of inheritors is serious, and there is a shortage of young people to join the inheritance team; low level of inheritance of human and culture; the inheritor's economic income is not stable and so on.

### 2. Status of Inheritors and the Protection Effect

Through the verification and analysis of multiple regression, the condition of the inheritor and their protection measures directly affect the protection effect of the inheritor. The older the inheritor is, his/her energy, physical fitness and work enthusiasm will decline, which will affect the inheritance

effect. The longer the inheritor has been engaged in intangible cultural heritage work, the more experienced he will be and the more skilled he will become in the process of long-term practice. These factors will directly affect the effect of inheritance and protection of intangible cultural heritage. The higher the income of the inheritor, the more interest and energy he has to engage in the inheritance and protection of intangible cultural heritage, the better the inheritance effect will be (Chen Ning, 2019). Therefore, increasing the amount of subsidy and improving the living treatment of inheritors is conducive to improving the efficiency of inheritance and development of intangible cultural inheritance.

In the dimension of the current status of inheritors, the physical condition, living condition and professional skills of the inheritor will all have an impact on the training of the next generation of inheritors. The better the physical condition, living condition and professional skills, the longer the time of inheriting the next generation of inheritors, and the more complete the skill inheritance.

The identity, occupation and social role of the inheritor will have a positive impact on the inheritance effect of intangible cultural heritage, and the higher the degree of education, the greater the impact of intangible cultural heritage. Identity occupation and social role represent the social status and social influence of the inheritor. Survey data shows that occupations such as public officials, teachers and township cadres are conducive to the inheritance and transmission of intangible cultural heritage.

### **3. Government Management and Inheritor Protection Effect**

At the level of government management, in the dimension of system, the higher the degree of perfection of recognition system, exit mechanism, support system and other systems, the better the protection effect of inheritor will be. The system is a kind of guidance. A perfect system will enable managers, inheritors and researchers to have a positive attitude towards the inheritance, communication and innovative development of the article's cultural heritage, and such a positive attitude will directly affect the protection effect of intangible cultural heritage inheritors.

In the dimension of inheritor training, the more perfect the training system is and the better the training effect is, the more influence it has on inheritor protection effect. The inheritors provide training to familiarize themselves with national systems and policies, understand the value of intangible cultural heritage, master the inheritance methods, and learn the concepts and methods of inheritance and communication. All these have a positive impact on the inheritance of inheritors and also play a positive role in the inheritance and development of intangible cultural heritage.

In the dimension of incentive mechanism, financial support has the greatest impact on the effect of inheritor protection. Many inheritance activities are restricted by insufficient funds, and other activities such as providing inheritance venues, supporting inheritance activities, supporting learning and training,

and supporting participation in social public welfare activities also have a positive impact on inheritor protection.

#### **4. Differences Between Inheritors of Different Demographic Characteristics**

In the age dimension, the quantity and quality of "teaching with apprentices" of inheritors under 60 years old are higher than that of inheritors over 60 years old. The older you get, the more limited your time and energy will be.

In the gender dimension, the number and proportion of female inheritors are significantly lower than that of male inheritors. Since the reform and opening up, the proportion of women in the inheritance of the new generation has been gradually increasing. In the inheritance and transmission of music intangible cultural heritage, women have certain advantages, but the proportion of identified female inheritors is still not high, which has some adverse effects on the inheritance of music intangible cultural heritage. The identification of women as inheritors can not only balance the gender structure of inheritors, but also ensure the authenticity and artistic features of the music intangible cultural heritage.

In the dimension of education level, the inheritance effect of inheritors with education level above middle school is obviously higher than that of inheritors with education level below middle school. According to the survey data, the higher the level of education, the higher the inheritor's understanding of intangible cultural heritage, the mastery of skills and the methods of teaching and so on, all show certain advantages.

### **Research Contribution**

#### **1. Research Object Innovation**

Most of the previous studies focused on the protection and inheritance of intangible cultural heritage itself, but few studied from the perspective of protecting the inheritors. In particular, there are very few studies on regional inheritors, and no comprehensive ecological investigation and analysis on intangible cultural heritage inheritors have been conducted, and the comprehensive research results have not been systematically sorted out and discussed. This paper investigates the management mechanism of intangible cultural heritage protection and inheritance in Hunan from the perspective of inheritors, and has some innovations in the research objects.

#### **2. Innovation in Research Methods**

This paper takes the inheritor of Hunan intangible cultural heritage music project as the specific research object. On the basis of in-depth and systematic investigation of the representative projects and inheritors of Hunan intangible cultural heritage, relevant theories and research methods, such as

management science, sociology, folklore, music culture anthropology, especially ethnomusicology and other related theories and research methods. The Hunan music intangible heritage inheritors were put in the background of history, culture and reality, and comprehensive research was conducted from the height of the management, culture, sociology, on the transmission spectrum of inheriting people, ecological status quo, artistic features and functions of system, macro, in-depth research, analysis and interpretation, so as to realize the innovation of research method.

### **3. Research Data Innovation**

Focusing on the theoretical level and starting from the practice of investigation and interview, this paper conducts a scientific and pragmatic research on the protection and management system of inheritors of Hunan intangible cultural heritage music projects, and collects and organizes the primary materials of representative projects of Hunan intangible cultural heritage music and their representative inheritors. Make on-the-spot recording of all scattered projects, relevant plays, qupai (titled melody), inheritors, audio, book score, images, performance scenes, performance forms and other materials. Many of the materials were discovered for the first time.

### **4. Research Theoretical Innovation**

The research on the protection and management system of inheritors of Hunan music intangible cultural heritage projects adheres to the methodological principles of taking field investigation as the foundation, taking theoretical research as the orientation, and combining theory with practice. Making full use of existing literature and field research obtained firsthand material, absorbing the management science, anthropology, art research experience at home and abroad, summarizing the ways and approaches to the study of the intangible cultural heritage, the innovation of research method of the modern Chinese intangible and content, this paper builds the Hunan music intangible cultural heritage protection system research theory paradigm, and realize the theoretical innovation.

### **5. Recommendation for Future Research**

Through investigation and analysis of the influencing factors of Hunan music intangible cultural heritage protection, the research tried to understand the status quo of Hunan intangible cultural heritage inheritance and its protection; through the investigation and study of the inheritor protection, the researcher tried to find out the suitable way of protecting Hunan music intangible cultural heritage, so as to protect Hunan music intangible cultural heritage.

Scientific and reasonable identification system of inheritors is the basis for optimizing management mechanism of inheritors of Hunan music intangible cultural heritage. The identification of the inheritor is the prerequisite and the first step for the protection of the inheritor. Only by a scientific,

reasonable and effective identification system can the inheritor who can truly represent the national culture be selected and protected. A standardized and effective inheritor training system is the guarantee for optimizing the management mechanism of inheritors of Hunan intangible musical cultural heritage. The inheritance of intangible cultural heritage is the key to the rescue and protection of the project. The intangible cultural heritage inheritance is characterized by oral and psychological instruction, and all the skills are interdependent with the inheritor.

The inheritance and protection of intangible cultural heritage is a systematic project, which requires not only the joint efforts of the inheritors and scientific research institutions, but also the care and support of the society, of the government and competent departments of intangible cultural heritage. Only in this way can a comprehensive and multi-channel protection and management system for intangible cultural heritage inheritors be formed, and the work of inheritors can be promoted more effectively. Future studies should further advance the relationship between the parties to the agreement, deepen and improve relevant research in the collection of primary data, interpretation of relevant systems, construction and testing of management system, etc., so as to make active exploration for promoting the inheritance and development of Hunan music intangible cultural heritage projects!

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