

**The Factors Influencing the Transmission of Intangible Cultural Heritage
in Market Value and Cultural Value Oriented :
Case Study Jiang'an Bamboo Craft
in Sichuan Province, China**

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Abstracts

People's living standards are rising daily as a result of social growth, and cultural expectations are also increasing. In this context, passing down and safeguarding intangible cultural assets has grown to be a major problem. Two significant research directions in this process are market value orientation and cultural value orientation.

Taking Jiang'an bamboo Craft in Sichuan Province as a case, This study employs a structural equation model to examine the influences of market value and cultural value on the inheritance of intangible cultural heritage. Empirical analysis is used to confirm the significance of the two value orientations' effects on the inheritance of intangible cultural heritage. The paper then analyzes the current issues with market value-oriented and cultural value-oriented intangible cultural heritage inheritance based on the findings of the empirical analysis. Among them, the lack of implementation of market support policies and the underrepresentation of guiding social forces at the government level in the inheritance of market-oriented intangible cultural heritage; and the lack of brand image building, low visibility, and the singular form of development and utilization of intangible cultural heritage at the industrial level. The fundamental issue at the university level is the inability of colleges and universities to play their intended role due to the shallowness of school and business partnerships. The ineffective protection concept of grassroots governments, their inability to carry out their duties, the outdated intangible cultural heritage inheritance mode, and the lack of adequate intangible cultural heritage propaganda are the issues that currently exist at the government level in the cultural value-oriented intangible cultural heritage inheritance. Lack of teachers and inadequate support for the curriculum system are issues at the university level, while weak inheritor consciousness and an incomplete talent training and assessment system are issues at the industry level. This essay presents pertinent recommendations from the government, business, and academic levels, respectively.

Keywords: Intangible cultural heritage; Market value orientation; Cultural value orientation; Sichuan Jiang'an Bamboo Craft

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Introduction

Intangible cultural heritage is also the crystallization of human wisdom, a strong witness to the ceaseless succession of Chinese civilization, and an important part of human cultural diversity. Our intangible cultural heritage is rich and diverse, covering traditional handicraft, folk music, dance, traditional opera, traditional medicine, folk custom, festival celebration and so on. These intangible cultural heritages not only show China's long history and culture, but also shape the national character and spiritual outlook of the Chinese people. Inheriting intangible cultural heritage is not only an important task of cultural heritage protection, but also a necessary condition for the sustainable inheritance and development of Chinese culture. Only by strengthening the protection and inheritance of intangible cultural heritage can Chinese culture shine more brightly in the new era and the Chinese people go out to the world more confidently. However, with the development of market economy, many intangible cultural heritage has gradually been forgotten by people, and even the problem of inheritance has appeared. Therefore, some grassroots governments have explored the road of marketization, and the unrestrained and disorderly development will have an impact on the cultural value of intangible cultural heritage. How to balance market development and cultural inheritance has become a focus of debate.

Sichuan Jiang 'an bamboo spring technology, as typical representative of bamboo craft of our country, has a long history, with its own system, which is both realistic life and rich artistic breath, and the beauty of nature become more charming through the hand of craftsmen. Recently, with the increasing attention to the protection of traditional culture, Jiang 'an bamboo spring technology has been approved as the first batch of national intangible cultural heritage protection list expansion project. Intangible cultural heritage projects are also regarded as the witness and carrier of China's 5,000-year civilization history and the crystallization of the wisdom of the Chinese nation from generation to generation. The protection and inheritance of intangible cultural heritage projects is not only of great significance to the development of Chinese traditional culture, but also an important resource to enhance national self-confidence and sense of identity. But it is undeniable that with the arrival of the era of global integration and the rapid development of industrial technology, many traditional Chinese crafts are being replaced by machine production. Coupled with the weak inheritance, some crafts are facing the danger of extinction. Especially for traditional arts and crafts, the core is manual skills, and the process of manual creation is the process that craftsmen enliven the works. Replacing manual work with machines can ensure refinement and increase output, but it also loses its soul, so only by inheriting crafts can it retain the core of traditional culture. Just because of this, relevant departments of the state also attach great importance to it and have introduced many measures, including policy preference, financial support, etc., as well as some laws and regulations, hoping to preserve the heritage of these ethnic groups for future generations.

Just like the bamboo spring technique in Jiang 'an, Sichuan Province, market value orientation and cultural value orientation have become two mainstream ideas in the process of inheritances and protection of intangible cultural heritage. This study will take the bamboo spring technology of Jiang 'an in Sichuan province as the specific research object, and use structural equation model to analyze the factors affecting the inheritance of intangible cultural heritage from two aspects: market value and cultural value orientation.

Research Objectives

First, it advances the hypothesis of the connection between cultural value orientation, market value orientation, and intangible cultural heritage inheritance and advances the corresponding theoretical model in accordance with the hypothesis on the basis of sorting out pertinent data and theoretical research. The results of the questionnaire were then subjected to descriptive statistical analysis, confirmatory factor analysis, correlation analysis, and intermediary effect analysis in order to elucidate the influence and relationship between market value orientation and cultural value orientation on the transmission of intangible cultural heritage.

Second, the study addresses the current issues with cultural value-oriented intangible cultural heritage inheritance and market value intangible cultural heritage inheritance based on the findings of empirical analysis and offers specific recommendations and countermeasures. It mixes with the real scenario of the case and primarily begins with the influence and relationship between variables. Jiang 'an bamboo craft is an example of an intangible cultural heritage that is meant to be preserved and developed.

Literature Review

1. Influence of cultural value orientation on intangible cultural heritage.

The cultural worth of intangible cultural heritage, which has been accumulated through hundreds or even thousands of years, is the first thing that should be protected and passed down. Therefore, the cultural value-oriented protection and inheritance behavior is bound to be the mainstream in the future, and this mode can guarantee its benign development. (Shi,2022) The direction of cultural value prioritizes the preservation of the intangible cultural heritage's cultural value. Future generations will inherit the historical and cultural significance of intangible cultural heritage. Therefore, it is not only a simple replication and continuation, but to inherit the culture that has been deposited for hundreds or even thousands of years, so as to provide the soil for innovation for future generations. Although it should be recognized that innovation is not invention and that its historical significance should not be rejected or destroyed for the purpose of innovation, the inheritance of intangible cultural heritage should adhere to the union of history and periods. Therefore, cultural value orientation is not a simple protection mode, but to put protection, inheritance and development in the same place. (Lin,2023)

Protecting and passing down the cultural foundation of intangible cultural heritage is one of the fundamental tenets of cultural value orientation. This notion is based on the idea that intangible cultural heritage is both a significant component and the soul of a nation or region's culture. The cultural core of the intangible cultural heritage, or the most representative, distinctive, and valuable elements and traditions, must therefore be given importance from the perspective of cultural value if we are to preserve and pass down the intangible cultural heritage. We can only genuinely maintain the cultural diversity and continuity of cultural inheritance, as well as the vitality and vibrancy of traditional culture, by safeguarding and passing down the cultural core of intangible cultural heritage. The preservation and transmission of intangible cultural heritage are thus greatly influenced by the notion of cultural value orientation. (Lou,2014) Research has shown that challenges including skill, wealth, and technology exist for the inheritance of many intangible cultural heritages. There are many reasons leading to these difficulties. The most significant one is the speeding

up of modernity, urbanization, and globalization, which causes the erasure or commodification of traditional lifestyles, values, and cultural customs and exposes intangible cultural heritage to issues of loss, fault, and loss. For instance, the population of inheritors declines. Age-related mortality among many traditional craftspeople causes the inherited population to drop, and a younger generation's interest in and appreciation of traditional culture likewise declines over time. The traditional inheritance system also limits non-genetic inheritance. The traditional oral transmission and the inheritance of master and apprentice gradually fade, replaced by modern scientific and technological means, leading to the old way of inheritance, which is not conducive to the inheritance of traditional culture. Without solving these problems, marketization has become the choice of many "intangible cultural heritage" projects. Excessive marketization, on the other hand, renders "intangible cultural heritage" projects culturally worthless and ultimately causes the two to spiral downward, which has a significant negative effect on the transmission of intangible cultural heritage. (Ye,2022)

Many local governments today opt to uphold the cultural value orientation when it comes to passing on and safeguarding intangible cultural heritage. The orientation of cultural value, however, should not be mistaken for the primacy of safety. It is difficult to ensure the sustainability of intangible cultural heritage by relying just on economics, and the protection and transmission of intangible cultural assets require financial support. In addition, the transmission of intangible cultural heritage requires expert skills, cutting-edge technology and research, and most crucially, a robust cultural environment. Many governments cannot guarantee sufficient support due to limited financial resources, so it is an inevitable trend to take the road of marketization. But he also made the point that the demands and realities of society should be taken into account when protecting and passing down intangible cultural assets. But the most important thing is to maintain cultural values. The inheritance and safeguarding of intangible cultural assets cannot be fulfilled once the cultural value has been eliminated. (Wang,2022)

2. The influence of market value orientation on the inheritance of intangible cultural heritage.

For the transmission and preservation of intangible cultural heritage, market value orientation is an unavoidable decision. Choosing the path of marketization has favorable implications. In the first place, it helps spread and publicize projects preserving intangible cultural assets more widely: Market oriented operations can spread awareness of intangible cultural heritage initiatives to a larger audience, boost their exposure and visibility, and so encourage their diffusion and promotion. Second, it might encourage the growth of the neighborhood economy. The market-driven operation of initiatives preserving intangible cultural assets can support the growth of the local economy, the prosperity of the local tourism and cultural industries, and an improvement in the standard of living for local citizens. Third, it can encourage the preservation and transmission of projects preserving intangible cultural assets. Intangible cultural heritage projects can benefit from increased financial and resource support from market operations, which will also boost the projects' protection and inheritance in order to preserve and pass along their historical and cultural relevance. Fourthly, it helps increase the cultural significance of intangible cultural heritage. Market operations can transform projects related to intangible cultural heritage into goods with significant cultural significance and added value, so enhancing the projects' economic and cultural value and fostering the growth of intangible cultural heritage. (Chen,2013 : 58-59.)

Numerous municipal governments have been investigating the monetary worth of intangible cultural heritage in recent years. A few projects including "intangible cultural heritage" have started along the path of healthy marketization, but many "intangible cultural heritage" initiatives haven't had much success. In the process of marketization operation, intangible cultural heritage projects are often affected by commercialization. As a result, the essence and cultural value of the project are weakened or even lost, which directly affects its inheritance and protection. (Li,2022)

The development of market value of intangible cultural heritage and the protection of cultural value itself exist certain contradictions. Commercial operation of intangible cultural heritage projects often causes conflicts between cultural values and commercial interests, making commercial interests become the dominant factor, while ignoring the protection and inheritance of cultural values. At the same time, the path of marketization often changes the way of inheriting intangible cultural heritage projects, making the traditional way of oral instruction and mentoring be replaced by commercial performance, display and teaching, thus affecting the inheritance quality and effect of intangible cultural heritage. (Kang,2022) The excessive industrialization of programs preserving intangible cultural heritage is another possibility down the path of commercial orientation, which raises the danger of cultural industrialization. Intangible cultural heritage projects become purely commercial products, while market-oriented operation often makes commercial interests become the dominant factor, ignoring the protection and inheritance of cultural values. Driven by marketization, intangible cultural heritage items may be changed, distorted, or even stripped of their cultural background and historical significance, becoming pure commodities and entertainment products. (Xia,2023)

3. Influence of cultural value orientation on market value orientation.

Although many academics agree that safeguarding the cultural value of intangible cultural heritage is the most important responsibility, others point out that the purpose of cultural value protection is to raise the market value of the asset. Tian Lei contends that any intangible cultural legacy has a singular cultural value, which also serves as its greatest marketing advantage. The cultural worth of intangible cultural heritage drives its commercial growth. (Tian,2016 : 79-80) The direction of cultural values will cause the government, social organizations, and other subjects to pay more attention to the conservation of their cultural values, especially in the balance between market development and cultural value protection, in the inheritance of intangible cultural resources. Additionally, he made the point that the market worth of intangible cultural heritage should not be disregarded because it is necessary to provide financial support for its transmission. In order to achieve the sustainable growth of intangible cultural heritage, it is crucial to strike a balance between the link between cultural value orientation and market value orientation in the legacy of intangible cultural assets. In order to preserve and pass down the intangible cultural legacy, it is important to prioritize the preservation of cultural values, with a special emphasis on the values of traditional culture, ethics, and humanistic spirit. However, in order to support the economic heirloom of intangible cultural assets and encourage its sustainable development, commercial exploitation must be given priority. At the same time, excessive commercialization and commercialization should be avoided to protect the traditional culture and historical value of intangible cultural heritage. In practice, many measures can be taken to balance the relationship between cultural value protection and market exploitation. To prevent overcommercialization and commercialization, for instance, pertinent policies and regulations might be developed to

control the market development behavior of intangible cultural heritage. Additionally, it can enhance the visibility and influence of intangible cultural assets, encourage market expansion, and provide economic assistance. In order to preserve and transmit the historical, cultural, and social worth of intangible cultural assets, it is also possible to boost intangible cultural heritage education and training. This will enhance inheritors' abilities and awareness.

According to Yang Liang, the market value orientation is significantly influenced by the cultural value orientation of intangible cultural heritage. One way is that the intangible cultural heritage's cultural value, which reflects cultural diversity, creativity, and innovation, is a crucial foundation for its inheritance and development. On the other hand, the intangible cultural heritage has deeper cultural deposits and historical accumulation. This kind of cultural value-oriented inheritance can better protect and inherit the purity and uniqueness of intangible cultural heritage and prevent it from being destroyed and weakened by the excessive development of commercialization and marketization. On the other hand, the development of market value orientation is more effectively supported by the cultural value orientation of intangible cultural heritage. (Yang,2017) To better encourage the discovery and distribution of its cultural value in a market economy, the inheritance and development of intangible cultural assets should be coupled with market demand. The intangible cultural heritage's cultural value orientation can aid market developers in better understanding and respecting its cultural background and inherent characteristics, enhancing the cultural content and added value of products, and promoting the intangible cultural heritage's sustainable development. As a result, in order to effectively pass down intangible cultural heritage and develop the market, it is necessary to better coordinate and integrate the interaction between the cultural and market value orientations of intangible cultural heritage. Only in this setting can the market worth of the intangible cultural asset and its cultural value coexist harmoniously.

4. The mediating effect of market value orientation.

Gan Zicheng points out that cultural value-oriented intangible cultural heritage inheritance also needs appropriate marketization. Therefore, it is essential to better coordinate and integrate the interaction between the cultural and market value orientations of intangible cultural asset in order to successfully transmit intangible cultural heritage and expand the market. Only in this context can the intangible cultural asset's monetary value and its cultural value coexist peacefully. The theory that follows is presented as a result. However, in order to prevent the influence of commercialization on projects, we also need to pay attention to safeguarding and passing down the cultural value and historical significance of intangible cultural assets. Maintaining a balance between business interests and cultural values is the key to moderate marketization. The essence and cultural significance of objects from intangible cultural heritage should be preserved first before they can be appropriately marketed, and the artifacts' inheritance process and content shouldn't be altered for commercial reasons. In order for initiatives related to intangible cultural heritage to retain their cultural worth while being marketed, we should build a marketization model with cultural value at its core. To stop the infringement of commercial operations on the projects, the intellectual property protection of projects preserving intangible cultural assets should also be improved. Additionally, rather than serving as a replacement for the transmission and preservation of intangible cultural assets, an acceptable market-based mechanism should be devised.

Although market value orientation and cultural value orientation are two different modes, they are closely related in the inheritance of intangible cultural heritage. Market value orientation emphasizes the exchange value of commodities, while cultural value orientation emphasizes the intrinsic value of culture. Even if intangible cultural heritage is passed down with a focus on cultural value, it also needs to grow in monetary worth. In order to promote the inheritance and development of intangible cultural heritage, the inheritance of intangible cultural heritage requires specific economic support, and the market-oriented value orientation can offer specific economic advantages for the inheritance of intangible cultural heritage. For instance, market value orientation might offer some financial support for the inheritance of traditional handicrafts during the process of production and sale, thereby fostering their development and inheritance. (Jiang,2021)

The cultural value of intangible cultural heritage is the most important resource for its market operation, but how to realize it depends on the development of market value. Market value orientation emphasizes the exchange value of commodities, and the exchange of commodities needs protection measures. In order to encourage the inheritance and development of intangible cultural heritage, market value orientation can therefore give greater protective mechanisms for intangible cultural heritage. For instance, to encourage the inheritance and development of intangible cultural heritage, the intellectual property of intangible cultural assets can be protected through trademark, patent, and other legal mechanisms. (Li,2021)

Research Methodology

In order to have a deeper understanding of the impact of market value and cultural value orientation on intangible cultural heritage, this study adopts the method of field investigation and questionnaire survey. The data obtained from the questionnaire survey can provide support for the application of structural equation model. The questionnaire design mainly includes the following four aspects.

1. Demographic variables.

Demographic variables usually include the income level, educational level and occupational status of respondents, etc., specifically speaking, the gender, age and identity of respondents in the inheritance and development of bamboo spring technology, etc. Since the research object of this paper is the influence of market value and cultural value orientation on the inheritance of intangible cultural heritage, four factors such as gender, age, educational level and the number of years engaged in bamboo spring technology are selected in this questionnaire.

2. Measurement of influential factors of intangible cultural heritage inheritance based on market value.

According to the “triple helix” model theory, VAB theory and customer satisfaction theory, combined with domestic and foreign scholars’ research data, this paper mainly analyzes the market value orientation from the government level, industry level and university level.

3. Measurement of influential factors of cultural value-oriented intangible cultural heritage inheritance.

The cultural value-oriented intangible cultural heritage inheritance factors are also analyzed from the government level, industry level and university level.

4. Measuring the inheritance of intangible cultural heritage.

The measurement of the inheritance of intangible cultural heritage is mainly designed from the aspects of the intention of the inheritor, training and education.

Research Results

In this study, bamboo spring technology in Jiang 'an, Sichuan Province was taken as an example. Therefore, the objects of questionnaire survey were mainly local personnel engaged in bamboo spring technology. A total of 500 questionnaires were distributed, and 485 of them were recovered; however, some of them were invalid, so those were removed, leaving 468 questionnaires that were actually useful.

In this questionnaire, the sample demographic variables mainly include four aspects, namely, sample gender analysis, age hierarchy analysis, sample education hierarchy analysis and sample years engaged in bamboo spring technology analysis, which are detailed as follows.

Table 1 *Sample sex analysis*

Effective	Frequency	Percentage	Effective percentage	Cumulative percentage
Male	212	45.30%	45.30%	45.30%
Female	256	54.70%	54.70%	100.00%
Total	468	100.00%	100.00%	

From the perspective of gender, through the analysis of the questionnaire, it can be found that among the samples participating in this questionnaire, males account for about 45.30%, while females account for about 54.70%. The proportion of male samples is slightly lower than that of sample users.

Table 2 *Sample age hierarchy analysis*

Effective	Frequency	Percentage	Effective percentage	Cumulative percentage
Age 25 and under	37	7.91%	7.91%	7.91%
26-35 years old	58	12.39%	12.39%	20.30%
36-50 years old	275	58.76%	58.76%	79.06%
Age 51 and above	98	20.94%	20.94%	100.00%
Total	468	100.00%	100.00%	

Through the analysis, it can be found that among the samples participating in the questionnaire, the proportion of people under the age of 25 is the lowest, only 7.91%, the proportion of people between 26 and 35 is about 12.39%, the proportion of people between 26 and 35 is the highest, 58.76%, followed by 51 and above, accounting for about 20.94%.

Table 3 *Sample education hierarchy analysis*

Effective	Frequency	Percentage	Effective percentage	Cumulative percentage
Senior high school and below	273	58.33%	58.33%	58.33%
Junior college	81	17.31%	17.31%	75.64%
undergraduate	71	15.17%	15.17%	90.81%
Master degree or above	43	9.19%	9.19%	100.00%
Total	468	100.00%	100.00%	

From the perspective of education level, the respondents of this survey have the highest proportion of high school or below, about 58.33%, followed by those with junior college degree, about 17.31%, those with bachelor degree, about 15.17%, and those with master degree or above, about 9.19%. It can be seen that the overall educational background of the participants in this questionnaire is relatively low, which is directly related to the

overall low educational level of the local bamboo spring craftspeople.

Table 4 *Analysis of the number of years the samples have been engaged in bamboo spring technology*

Effective	Frequency	Percentage	Effective percentage	Cumulative percentage
Less than 3 years	82	17.52%	17.52%	17.52%
3-5 years	248	52.99%	52.99%	70.51%
5-10 years	76	16.24%	16.24%	86.75%
More than 10 years	62	13.25%	13.25%	100.00%
Total	468	100.00%	100.00%	

Through the analysis, it can be found that among the people who participated in this questionnaire, those who have been engaged in bamboo spring technology for 3-5 years account for the highest proportion, about 52.99%, followed by those who have been engaged in bamboo spring technology for less than 3 years, accounting for about 17.52%, and those who have been engaged in bamboo spring technology for 5 to 10 years, accounting for about 16.24%. The proportion of those who have been engaged in bamboo spring technology for more than 10 years is the lowest, about 13.25%.

Table 5 Analysis on the influence factors of market value-oriented intangible Cultural heritage inheritance

Dimension	Number	Item	N	Minimum	Maximum value	Mean value	Standard deviation
Government level	HA1	The strength of preferential tax policies for intangible cultural heritage-related industries	468	1	5	2.85	0.942
	HA2	Focus on the extent to which social capital is utilized	468	1	5	2.79	0.947
	HA3	Degree of improvement of measures to build characteristic brands of intangible cultural heritage	468	1	5	2.62	1.020
	HA4	In order to promote the development of the "intangible cultural heritage" industry, the cooperation between the government, enterprises and social organizations should be built with high efficiency and high quality	468	1	5	3.01	0.890
	HA5	The extent to which intellectual property law, trademark law and other laws and regulations are adopted to protect the economic benefits of intangible cultural heritage brands	468	1	5	2.14	1.003
	HA6	In order to promote the development of "intangible cultural heritage" industry to improve the degree of relevant system	468	1	5	2.56	0.943
	HA7	Policy support for enterprises related to "intangible cultural heritage" industry	468	1	5	2.97	0.948
Industrial level	HB1	Promote the design and innovation of intangible cultural heritage products	468	1	5	2.73	0.981
	HB2	Promote production capacity, improve circulation capacity, enrich the degree of marketing means	468	1	5	2.82	0.943
	HB3	Strengthen the degree of integration with cultural industries and creative economy	468	1	5	2.88	1.007
	HB4	To explore the degree of brand realization of intangible cultural heritage products	468	1	5	2.46	1.026
	HB5	Use new media and new technology communication channels to cultivate the degree of intangible cultural heritage IP	468	1	5	2.72	1.069
Universities level	HC1	The degree of combining inheritance and protection of intangible cultural heritage with college students' innovation and entrepreneurship	468	1	5	2.15	1.077
	HC2	To establish research centers and training bases for intangible cultural heritage	468	1	5	2.20	1.107
	HC3	The degree to which "intangible cultural heritage" is introduced into the campus through school-enterprise cooperation to realize the integration of industry and education	468	1	5	2.15	1.110
	HC4	The degree to which universities, enterprises, social organizations and local governments build the development path of "intangible cultural heritage" centered on schools	468	1	5	2.34	1.059

The market value-oriented intangible cultural heritage inheritance elements are found to perform badly through analysis. Only the item "To promote the development of the" intangible cultural heritage "industry, to build an efficient and high-quality cooperative relationship between the government, enterprises, and social organizations" received more than 3 points from the government's point of view; the other six items all received more than 3. The local government's support for the inheritance of intangible cultural heritage under the market-oriented value is insufficient, and further strengthening is required in terms of preferential tax policies, capital support, and brand building. The question "The extent to which laws and regulations such as intellectual property law and trademark law are adopted

to protect the economic benefits of intangible cultural heritage brands" received only 2.14 points. Though it did not go above 3 points, it received the highest grade for enhancing the integration with the cultural sector and creative economy. It encouraged the creation of innovative designs for products made with intangible cultural heritage. Promote production capacity, enhance circulation capacity, and enrich marketing strategies. Additionally, efforts should be made to investigate the branding of products made from intangible cultural heritage, make use of new media and technology communication channels, and grow intangible cultural heritage IP. Each item's score from the standpoint of colleges and universities is less than 2.5 points, which shows that they have not done their fair share to pass down intangible cultural assets under the guidance of market value.

Table 6 *Cultural value-oriented intangible cultural heritage inheritance factors scale*

Dimension	Number	Item	N	Maximum value	Maximum value	Mean value	Standard deviation
Government level	WA1	The strength of the government's policies and regulations to promote the inheritance of intangible cultural heritage	468	1	5	3.21	1.075
	WA2	The perfecting degree of talent training mechanism for promoting the inheritance of intangible cultural heritage	468	1	5	2.86	1.021
	WA3	To promote the inheritance of intangible cultural heritage to strengthen publicity	468	1	5	3.75	1.085
	WA4	Financial support to promote the protection and inheritance of intangible cultural heritage	468	1	5	3.33	1.070
	WA5	Build the protection mechanism of inheritors and establish the perfection of the long-term assessment mechanism	468	1	5	2.54	0.934
Industrial level	WB1	We will strengthen the protection of the authenticity and integrity of intangible cultural heritage	468	1	5	3.05	1.125
	WB2	Enhance the awareness of intangible cultural heritage cultural industry to inherit their own skills	468	1	5	2.87	1.039
	WB3	The degree of constructing the professional talent system of intangible cultural heritage industry	468	1	5	2.56	1.101
Universities level	WC1	Special specialties and courses related to the intangible cultural heritage are set up, and a discipline system centering on the inheritance of the intangible cultural heritage is gradually built to provide educational support for the inheritance of the intangible cultural heritage	468	1	5	2.13	1.000
	WC2	Through education, the "intangible cultural heritage" can be carried forward and inherited among young groups	468	1	5	2.28	1.029
	WC3	Local universities have established a diversity of associations related to the inheritance of intangible cultural heritage	468	1	5	2.62	1.068
	WC4	The sustainability of university researchers' research on intangible cultural heritage	468	1	5	2.06	1.031

Analysis reveals that, despite the scores of cultural value-oriented intangible cultural heritage inheritance components being marginally higher than those of market value-oriented factors, there is still significant opportunity for improvement in the overall performance. The scores of "strengthening publicity to promote the inheritance of intangible cultural heritage," "intensity of policies and regulations issued by the government to promote the inheritance of intangible cultural heritage," and "intensity of financial support invested in promoting the protection and inheritance of intangible cultural heritage" are all greater than three points at the government level, indicating that the local government is more inclined to cultural value orientation. The financial support given, the policies and regulations put in place, and the publicity still

work to preserve its cultural values. The score for "strengthening the authenticity and integrity protection of intangible cultural heritage" at the industrial level was 3.05, and the scores for the other questions were all below 3, indicating that the industrial impact of bamboo spring technology under the guidance of cultural value is insufficient. Each item received a score of more than 3 points at the college and university level, with "the diversity of local colleges and universities that have established associations related to the inheritance of intangible cultural heritage" receiving the highest mark of 2.62 points. This result shows that there are still a lot of students in these institutions who are passionate about intangible cultural heritage.

Table 7 *Intangible cultural heritage inheritance scale*

Dimension	Number	Item	N	Minimum	Maximum value	Mean value	Standard deviation
Inheritance of intangible cultural heritage	D1	Through government and school publicity, I know that I have the responsibility to pass on the intangible cultural heritage	468	1	5	3.21	1.112
	D2	There are more paths to contribute to the inheritance of intangible cultural heritage	468	1	5	2.82	1.031
	D3	There are more opportunities to receive training or education related to the inheritance of intangible cultural heritage	468	1	5	2.15	0.985
	D4	Diversified forms of intangible cultural heritage inheritance can provide opportunities for more people to participate	468	1	5	3.12	1.241
	D5	The environment construction conditions for the inheritance of intangible cultural heritage	468	1	5	2.54	1.562

Analysis reveals that the transmission of intangible cultural assets still faces numerous challenges. Although more and more people are becoming aware of the value of passing on intangible cultural heritage and are prepared to do so, the environment and skill-training still need to be addressed due to the limitations of external and internal causes.

Discussion

Through the questionnaire survey, it can be seen from the above discussion that the inheritance and protection of intangible cultural heritage are mainly discussed from the perspective of single cultural value or market value. In practice, there is no clear boundary between cultural value orientation and market value orientation. The emphasis of cultural value orientation lies in the protection of the cultural value of intangible cultural heritage. However, if we do not attach importance to the development of its market value, the continuity of inheritance cannot be achieved. But keep it within limits. Therefore, two modes should be considered in the study of the influence of cultural value orientation and market value orientation on the inheritance of intangible cultural heritage. This study verifies that market value orientation plays an intermediary role in the cultural value orientation and the inheritance of intangible cultural heritage, which also shows that the inheritance of intangible cultural heritage should take into account the two orientations, only in this way can the inheritance be truly sustainable.

Qualitative analysis is the main research on intangible cultural heritage inheritance. In this paper, quantitative analysis method is adopted, structural equation model is constructed, and the process of Jiang'an bamboo spring in Sichuan Province is taken as a specific case. SPSS and AMOS software are used for mathematical statistics and analysis. Compared with traditional qualitative research, quantitative research based on questionnaire survey and data analysis can reflect the relationship between variables more objectively, truthfully and scientifically, thus providing strong support for analyzing the influence of market value orientation and cultural value orientation on the inheritance of intangible cultural heritage.

Conclusion

On the basis of sorting out relevant materials and theoretical research, this study made statistical analysis with questionnaire data, and objectively revealed the influence and relationship of cultural value orientation and market value orientation on the inheritance of intangible cultural heritage. However, due to the time limit and the limitations of my ability, there are many limitations. The sample involved in the study may not be representative of the entire population, which may affect the generality and reliability of the study conclusions. At the same time, different intangible cultural heritage projects have their own uniqueness, local government, industrial environment, university support will have a certain difference, these factors need to be further discussed.

As for the suggestions for future research, first of all, the number of samples should be further expanded to improve the coverage and representativeness of samples. Secondly, multiple representative "intangible cultural heritage" projects can be selected for differential research to explore whether cultural value orientation and market value orientation have the same impact on different "intangible cultural heritage" projects.

Suggestions

This research uses empirical analysis to show how market and cultural value orientations affect the transmission of intangible cultural resources. Overall, market orientation and cultural value orientation have their own significance and limitations. In the inheritance of intangible culture, it is necessary to consider the relationship between them comprehensively and seek a balance point. On the one hand, it's important to consider commercial interests, achieve economic gains through commercial means, and safeguard the economic interests of those who will inherit intangible cultural heritage. On the other hand, it's also important to highlight the cultural significance, safeguard the significance and essence of intangible cultural heritage, and guard against its loss and extinction. In this approach, it will be easier to safeguard intangible cultural heritage and pass it on to future generations, allowing for its development in contemporary society. Based on this, the study explores the issues associated with the transmission of intangible cultural heritage that is both culturally value- and market-oriented and offers concrete policy recommendations. The study's findings can serve as a guide for colleges, social organizations, and municipal governments. Additionally, this study uses Jiang'an in Sichuan Province's bamboo spring technology as a specific case study from which general principles can be drawn in order to serve as a guide for the transmission and preservation of other intangible cultural treasures.

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