

Research about Intangible Cultural Heritage Product Development of Balance Interest Model

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Abstract— Intangible cultural heritage is a very important part of Chinese traditional culture, is the wisdom and spiritual wealth of the Chinese nation. The protection and development of Intangible cultural heritage products can be divided into two categories according to the formation patterns of Intangible cultural heritage products: the first is traditional performing arts, this kind of skill generally has both Artistic and historical value, Such as traditional music, dance, drama etc.; The second category is the traditional crafts skill that ate made up of productive ways, Such as traditional art, sculpture, embroidery, dyeing etc. Traditional crafts skill is an important type of Intangible cultural heritage protection, the main function of the "productive protection" related to this is to make the intangible cultural heritage Products gain new vitality in people's production and life, which is one of the important ways of intangible cultural heritage conservation. Intangible cultural heritage products protection and development appear disconnected from the cultural and ecological environment has been damaged, the mode of resource utilization and other issues unreasonable, In essence, it reflects the issue of stakeholder balance of interests coordination This article by structure the stakeholders balance of interest model and using structure equation and path analysis to test the model and hypothesis. Construct the relationship map of intangible cultural heritage products stakeholders, dividing the relationship types of stakeholders and providing ideas for thee harmonious development of intangible cultural heritage products.

Keywords— Intangible cultural heritage products, stakeholders, Balance of interest model

1 INTRODUCTION

Intangible cultural heritage is an important cultural resource. Ethnic traditional handicraft many categories, covering basic necessities of life, all over the nation and everywhere, contains the Chinese nation's cultural values, wisdom and practical experience, It is an important part of the intangible cultural heritage. In recent years, "productive protection" has gradually become an important means of strengthening intangible cultural heritage protection and inheritance. To carry out "Productive protection" national traditional arts and crafts, to revitalize the traditional arts and crafts, cultivate and promote excellence craftsman spirit, Promote local economic and social development, conservation of cultural ecology, Inheritance and development of Chinese excellent traditional culture, Has an important effect to Enhance cultural self-confidence and cultural awareness.[1] As the main body of intangible cultural heritage product development, the more conclusive research conclusion is that the government as the core, Community, enterprise, the third sector and other main body to participate actively and actively.[2] As the community assumed the greatest opportunity cost of intangible cultural heritage protection, must pay attention to community participation, increase residents' participation, the community and residents involved in the development model is the best choice, let intangible cultural heritage return to the community, return to life, is the important path to achieve intangible cultural heritage protection and heritage.[3] Intangible cultural heritage as a good heritage of life and culture, the reason is inherited and developed from generation to generation, because it is needed for everyday life, it is widely accepted by daily needs. Therefore, it is only through the integration of non-beings into contemporary life that the restoration and activation of its daily energy can the continuation of its vitality.[4] No matter which way to develop intangible cultural heritage products, need

innovative ideas, moderate development, prevent the traditional value of the original hollow, objectified. In addition to non-legacy body, the main contradiction in the development of intangible cultural heritage products that is the coordination of interests among different stakeholders is also a focus of research in recent years. Domestic and foreign scholars attach great importance to intangible cultural heritage products development stakeholders, the introduction of the study of management theory, ethics, ecology, demography and other fields of theory, explore the conflicts and causes of stakeholders, has made some valuable achievements. An important part of stakeholder research is its classification. Due to the complicated interest demands of these stakeholders, form the balance of interests and game in product development, finding a mechanism for the coordination and balance of interests is an important task for stakeholders. Such as round tables, visits, sample and surveys.[5] In 2011, the Standing Committee of the 11th National People's Congress passed 《 Law of the People's Republic of China on the Intangible Cultural Heritage》 . It can be said that the protection of intangible cultural heritage is the most important cultural project and cultural movement in Chinese society since the 21st century. It has attracted the attention of the government (central government, local government), people (people in the heritage site and people outside the heritage site), enterprise, Social institutions), academics (members of universities and research institutes) some remarkable results have also been achieved, arousing strong repercussions worldwide. The 《Law of the People's Republic of China on the Intangible Cultural Heritage》 , also describes the tasks and responsibilities of all the agencies and enterprise involved in the protection of intangible cultural heritage. It not only clearly stipulates the functions of all levels of government, but also Article IX states: "Encourage and support citi-

zens, legal persons and other enterprise to participate in the protection of intangible cultural heritage.[6] The protection and inheritance of intangible cultural heritage is a huge social project. From the perspective of social management and participation, is a social form that involves all aspects of social enterprise and individuals, it must be a multi-stakeholder coordination process. The success of intangible cultural heritage protection depends on the active support and participation of stakeholders. Stakeholders to maintain good relations of cooperation to form a synergistic effect of the project organization, is a key element to promote the success of the project how to achieve the consensus balance interests of all stakeholders on the basis of protecting intangible cultural heritage products. Establish a set of effective balance of interest mechanism. Therefore, there is a need to focus on the role of stakeholders in the development of intangible cultural heritage products. From the perspective of stakeholders as a whole, the relations among the communities, governments and enterprises must be coordinated. Let the residents see through the intangible cultural heritage product benefits, enterprises and local governments must also coordinate conflicts of interest in order to work together for the well-being.[7]

2 RESEARCH BACKGROUND

Main Stakeholders and Their Relationship of Intangible Cultural Heritage Products Development, in intangible cultural heritage protection and development process, Inheritors and community residents are the core of inheritance, the government is to protect the main and the leading force, Enterprises is the main investment and development, expert is the main body of theoretical research, consumers are the main body of demand for the development of intangible cultural heritage products. The good balance and coordination of these stakeholders is of decisive significance for the harmonious and sustainable development of the development of intangible cultural heritage. The current relationship between these key stakeholders is not harmonious directly affected the development of intangible cultural heritage. Specifically:

2.1 There are different levels of participation in the protection and development of the intangible cultural heritage

The highest level of government participation, Private participation is the lowest. The protection and development of intangible cultural heritage has become a government act due to the strength of power, making the government ignore the role

of other subjects in the specific protection of intangible cultural heritage.

2.2 Intangible cultural heritage products protection and development of the main forces are not balanced

Enterprises dominate the intangible cultural heritage development, with financial advantages. But seldom takes care of protection. The inheritors and consumers in the entire development of the rest of Africa in a vulnerable position, they have neither financial advantage nor public opinion advantage, often become the neglected party.

2.3 Interests and concerns of intangible cultural heritage products protection and development are different

For the heir, it is often the need to earn a living by mastering and using a particular skill; for the vast number of consumers, participation in folklore activities is only the traditions and customs inherited from history. For those rare intangible cultural heritage products, most consumers have low awareness, not to mention the protection and development.

3 THE BALANCE OF INTEREST MODEL CONSTRUCTION AND RESEARCH HYPOTHESES

This analysis is based on the main map of intangible cultural heritage products, use of the various stakeholder survey data, the establishment of a balanced concept of stakeholder model, the relationship between the hierarchical structure model, on the basis of hypothetical propositions, descriptive, reliability and fit analysis of the model data. Using structural equation and path analysis, the model and assumptions are verified and build the relationship between the main stakeholders of non-trivial relations, according to the path to determine the difference of coefficients, the intangible heritage of different types of relationships between stakeholders divided. The quantitative analysis comes from online surveys of consumers, heirs, enterprise, governments and experts. A total of 60 questionnaires were randomly selected from various types of questionnaires. Respondents and their basic situation in table 1.

Table 1 Intangible cultural heritage products five major stakeholder survey summary

Questionnaire reliability test, choose Cronbach alpha reliability coefficient test. For the valid questionnaires, the Cronbach's a coefficient of the questionnaire is greater than 0.8, which indicates that the questionnaire is credible. The validity of the questionnaire is tested by factor analysis. The validity of the corresponding part of the questionnaire is analysis as KMO =

0.921, sig is 0.000. The above reliability and validity tests show that the design of this questionnaire is of good quality. According to the relevant scholars on the development of intangible cultural heritage travel, benefits Stakeholders and other aspects of theoretical analysis, empirical research results, and right Interviews with various stakeholders, this article proposes to build intangible cultural heritage tourist interests Three studies of the equilibrium model assume that:

Hypothesis 1: intangible cultural heritage products interest between the main stakeholders balance factors are divided into six areas: the pursuit of cultural values, economic value of the complaint seeking, social values, environmental values, intangible cultural heritage products cognitive situation and Identity.

Hypothesis 2: intangible cultural heritage products, the relationship map between stakeholders. As shown in Figure 1

Stakeholders	Respondent situation
Inheritors	Inheritors inherit the intangible cultural heritage items include dangling bamboo, painting snuff bottles, Wang and the fermented bean curd, kites, sugar people, Quanjude hanging roast duck skills, pinch the monkey, Rui Xiang Chinese clothing, Tong Ren Tang Chinese culture, Wing Baozhai framed, Rong Bao Zhaizu version of watermarking skills, Zhang Yiyuan jasmine tea, crosstalk, Beijing storytelling, Chinese chess, Cao kite craft, Peking Opera, Miyun Butterfly, Poly Yuan bow production skills, Beijing ivory craft, Beijing bean sauce food customs, "East Lai Shun" diet culture
Enterprise	Zhang Guoliang Diaozhu studio, Beijing East Lai Shun Group Co., Ltd., Ivory carving enterprises, Kam-yu snacks, Jutianhua Holdings Limited, Beijing Tong Ren Tang (Group) Co., Ltd., Beijing Zhang Yiyuan tea limited liability company, Silk Cloth Shop, Beijing Rong Bao Zhai, Beijing Jade Factory, Beijing 100 Workshop, Beijing Wang Zhi He Food Group, etc.
Government	Haidian District Tourism Bureau, Haidian District Commission, Kwong Nei neighbourhood offices, Dongcheng District intangible cultural heritage centre, Beijing dialect Museum, China Intangible Cultural Heritage Centre, Xicheng District Cultural Affairs Bureau, etc.
Expert	Chinese Heritage Research Institute, Beijing Union University, Beijing Catering Industry Association, Tong Ren Tang Group, the Chinese Artists Association, Chinese Academy of Social Sciences Tourism Research Centre, Capital University of Economics, Beijing Normal University and other agencies of non-genetic
Consumer	60% of the respondents often live in Beijing;

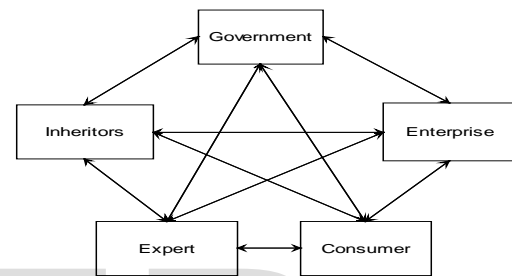


Figure 1 Five types of stakeholders of intangible cultural heritage product relationship diagram

Hypothesis 3: The six-value interest demands have a direct impact on the harmonious development of intangible cultural heritage products; among the five categories of stakeholders in intangible cultural heritage products, the interests of the various stakeholders between the close requirements It has a direct impact on the harmonious development of intangible cultural heritage products, the corresponding conceptual model is proposed in Figure 2. Figure 3 Stakeholder level.

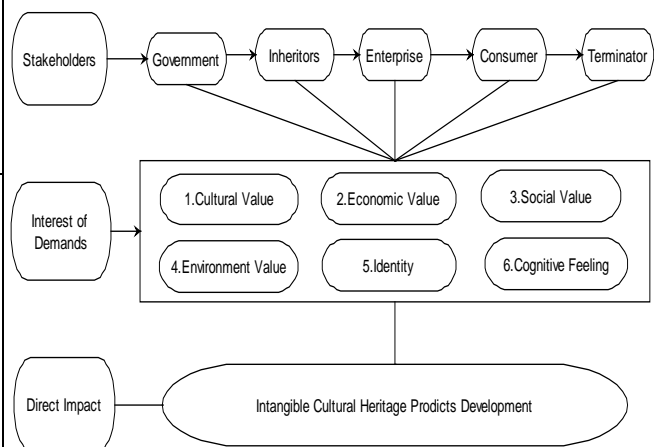


Figure 2 Intangible Cultural Heritage Stakeholder Interests Requirements Conceptual Structure Model

4 RESEARCH METHODS AND RESULTS OF INTEREST BALANCE MODEL CITATIONS

In this article structural equation method and path analysis method are used to construct and verify the stakeholder interest balance model. The structural equation model integrates two kinds of statistical methods of factor and path analysis, test the model contains the dominant variables, potential variables, interference or error between the relationships. Then we can obtain the direct effect, indirect effect or total effect of the dependent variable on the dependent variable. Observed variables from the model to analysis the sample size, there are 6 variables of the four types of stakeholders (Enterprise, government, inheritor and expert) then for each type of stakeholder better sample size should be at least 60. Therefore, the total number of samples should be at least 240. The existing effective data recovery is exactly 240 copies and the proportion of four types of questionnaires is basically 1: 1: 1: 1, Meet the requirements for understanding and analysis the number of samples. Path analysis decomposes the effects of independent variables on dependent variables into direct effects and various forms of indirect effects, to study the direct and indirect importance of independent variables to dependent variables. Through the path map, the path coefficient and the path decision coefficient and other tools to analysis the complex relationships in multivariate structure, with the advantages of accuracy and intuition. The path coefficient is the number that indicates the relative importance and nature of the path. In the study, the path coefficient is used to study the extent of stakeholder's requirements for their respective interests, and to verify the non-survivor stakeholder relationship hierarchy structure model and the stakeholder interest requirement conceptual structure model

$$p_{oi} = b_i \frac{x_i}{s}, p_{os} = \frac{e}{s} \quad (1)$$

$$d_{oi} = p^2_{oi} = (b_i \frac{x_i}{s})^2, d_{os} = (\frac{e}{s})^2 \quad (2)$$

In formulas (1) and (2), $p_{oi} (i = 1, 2, \dots, m) \setminus p_{os}$ for the reason with the remaining items e to the y ; $d_{oi} (i = 1, 2, \dots, m)$ and d_{os} determine the coefficient for the corresponding path; $b_i (i = 1, 2, \dots, m)$ is the regression coefficient; s is the standard deviation. The survey using Likert scale metrology indicators, the preparation formula is as follows:

$$\sum_{n=1}^n (F_n / M) \times n \quad (3)$$

In formula (3), \sum is the comprehensive score; F_n is total number of selected n ; M is the total number of stakeholders sample; $n = 1, 2, 3, 4, 5$

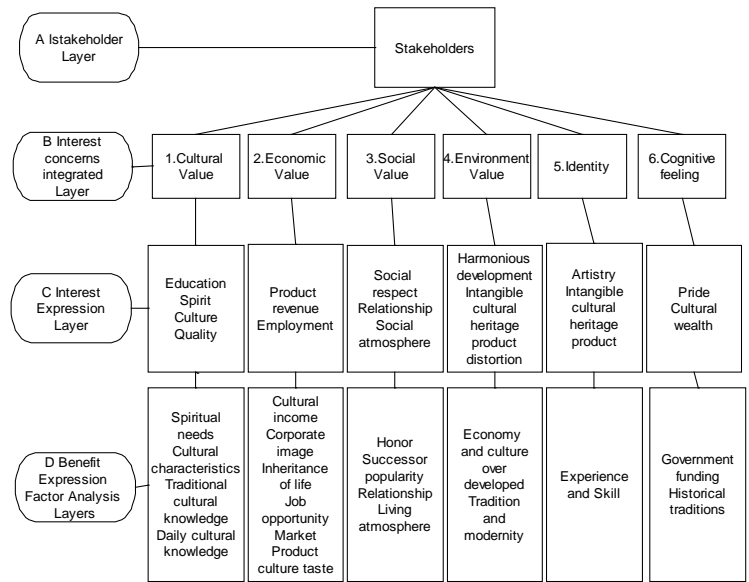


Figure 3 Intangible cultural heritage product stakeholders and the relationship between the layers of structural analysis model

A) The basic assumptions 1 of the verification process and its results. Because of the balance of interest in research and design, six factors are more effective like, in the questionnaire design, pass each indicator through some easy to understand language conversion and description, to facilitate the choice of respondents and through 1 to 5 attitude scale to understand the respondents to judge these issues, from total rejection (1) to full approval (5), factor analysis using SPSS statistical software, factor analysis were extracted six factors, the results shown in Table 2.

From its characteristic roots and variance contribution table can be seen (limited to articles Width, omit the table here), six factors explained 57.942% of the variance, covering most of the information on 41 variable indicators. Reflects the latent structure expressed by all the variables in the factors and the six factors are basically in line with the factors involved in the basic assumption 1, in order: social value, identity, economic value, recognition informed, environmental and cultural values. Therefore, we verify the basic assumption 1.

Factor models represent variables as a linear combination of common factor, the common factor can be expressed as a linear group of the original variables based on the component score coefficient matrix (space-limited, omitting the matrix here) together, for example, the first factor "social value" expression can be expressed as a linear combination of 41 option scores in the raw data, F_1 for:

$$F_1 = -0.022 x_1 - 0.049 x_2 + 0.02 x_3 - 0.063 x_4 + 0.029 x_5 - 0.035 x_6 - 0.083 x_7 - 0.1 x_8 - 0.01 x_9 - 0.05 x_{10} + 0.003 x_{11} + 0.031 x_{12} - 0.066 x_{13} + 0.069 x_{14} - 0.063 x_{15} - 0.037 x_{16} - 0.024 x_{17} + 0.017 x_{18} + 0.0166 x_{19} + 0.203 x_{20} + 0.173 x_{21} + 0.186 x_{22} + 0.1 x_{23} + 0.02 x_{24} - 0.02 x_{25} - 0.058 x_{26} - 0.08 x_{27} -$$

0.109 X_{28} + 0.005 X_{29} - 0.02 X_{30} -
0.061 X_{31} + 0.12 X_{32} + 0.1 X_{33} + 0.017 X_{34} + 0.146 X_{35} + 0.068 X_{36} -
0.068 X_{37} - 0.022 X_{38} - 0.013 X_{39} - 0.163 X_{40} + 0.05 X_{41}

Can get a comprehensive score of the six factors table, based on this, the structural equation model is established.

B) Validation process of basic assumptions 2 and 3 and their results, according to path analysis, calculate the score of each index on each level of B, C, and D in the structural analysis model of the level of non-profit stakeholders in Beijing and verify the conceptual structure model based on the collected data and the obtained scores. Taking cognizance and identity into consideration, calculate the path coefficient for the five types of stakeholders respectively. According to path analysis, calculating the score of each measurement index of B, C, D at each level of the structural analysis model of the relationship among stakeholders of non-benevolence, the model of the basic assumption 3 is verified based on the collected data and the obtained scores, as shown in Table 3.

Table 2 Intangible cultural heritage products types of stakeholders (enterprise, government, inheritors and experts) questionnaire factor analysis results

	Factor					
	Cultural Value	Economic Value	Social Value	Environment Value	Identity	Cognitive feeling
Patriotism education for young people	.162	.195	.754	.082	.085	.139
Enrich the daily cultural life of the people.	.052	.135	.730	.000	.253	.095
Meet the spiritual and cultural diversity of needs	-.013	.275	.711	.061	.213	.170
Improve the cultural quality of the people.	.131	.232	.701	.112	.210	.086
Increase national traditional culture knowledge.	-.232	.188	.661	-.026	.252	.087
Establish a harmonious social development atmosphere	.210	.212	.653	.428	.064	.107
Enhance national sense of National honour.	-.020	.307	.637	.107	.131	.041
Build good relationships	.294	.249	.588	.358	.027	.160
Respect cultural identity and promote cultural diversity	-.308	.340	.522	.120	.284	.133
Carrying the wisdom and civilization of China for thousands of years	.036	.070	.227	.102	.743	.028
Chinese culture precious cultural wealth	-.153	.040	.153	.178	.709	.269
Reflects the historical traditions and cultural changes	-.046	.022	.112	.298	.694	.255
It is Chinese pride and pride	.150	.022	.360	-.006	.645	.069
It is necessary to maintain its original state and authenticity	.097	.133	.175	.136	.596	.223
Cultural differences between different countries and an important indicator of individuality	.081	.208	.095	.205	.564	.183
Many skills require years of experience and technology	-.104	.161	-.055	.007	.548	.516
The government needs to invest a lot of money to protect it	.231	.193	.096	-.048	.540	.224
I am willing to contribute to the protection of intangible cultural heritage products	-.065	.157	.224	-.035	.539	.359
Enhance non-protection awareness	-.353	.331	.318	.192	.365	.195
Improve cultural products income	-.050	.756	.272	.002	.000	.156
Enhance cultural competitiveness	.097	.702	.214	.133	.100	.203
Rich intangible cultural heritage product market	-.115	.691	.221	.143	.236	.119

Create a new image of enterprises	.034	.675	.344	.051	.015	.169
Expand employment opportunities	.161	.658	.164	.258	.040	-.063
Improve the quality of life of heritage heirs	.264	.613	.075	.233	.124	-.033
Improve the cultural quality of products	-.013	.592	.321	.193	.206	.216
Inheritance of heritage by the community's respect	-.070	.408	.342	.196	.248	-.018
The first batch of intangible heritage products	.167	.093	.215	.053	.510	.733
Intangible cultural heritage is an important part of cultural heritage	-.108	.083	.114	.171	.279	.682
Beijing is on the preservation of intangible cultural heritage	-.117	.138	.058	.040	.337	.673
Traditional cultural forms closely related to life	.060	-.018	.285	.151	.244	.670
Wang Chi and fermented bean curd brewing skills is one of the best	.261	.053	.150	-.024	.059	.659
No one is willing to learn because of low income	.259	.185	-.113	-.024	.305	.568
Beijing has a wealth of intangible cultural heritage	-.198	.149	.033	.168	.449	.136
Protect the cultural environment	-.030	.298	.335	.619	.196	.056
Promote the coordinated development of economy, politics, culture and nature	-.094	.243	.364	.615	.113	.127
Promote the harmonious development of tradition and modern culture	-.039	.209	.328	.598	.271	.024
Development leads to distorted	.150	.159	-.203	.471	.136	.276
Can withstand the spread of popular culture and impact	.484	.128	.325	.175	.232	.205
Public security is greatly improved	.479	.176	.463	.375	-.095	.306
It is precisely for foreigners to come to China to experience the culture of our country.	.438	.328	.050	-.094	.354	.212

Table 3 the Path Determination Coefficient and Its Composite Score of Concerns for Non-cultural Sub-clan Category 5 Stakeholders

Interests concerns	Path coefficient	Main stakeholders						overallPath coefficient	overallPath coefficient	overallPath coefficient	overallPath coefficient	overallPath coefficient
		Inheritors	enterprise	government	expert	consumer	stakeholders					
Cultural Value	.118	1.055	.110	1.117	.093	1.203	.150	1.141	.121	1.223	.102	1.145
Economic Value	.574	3.678	.532	3.750	.448	3.776	.506	4.023	.472	3.716	.456	3.780
Social Value	.501	2.639	.647	2.593	.453	2.776	.682	2.520	.497	2.392	.501	2.583
Environment Value	.336	2.287	.319	2.267	.245	2.487	.377	2.382	.341	2.034	.296	2.291
Identity	.502	4.672	.482	4.627	.381	4.566	.340	4.479	.545	4.233	.426	4.577
Cognitive feeling	.417	2.842	.587	2.282	.455	3.276	.536	2.976	.529	2.036	.500	2.806

From the Table 3 path decision coefficient and its comprehensive score point of view, cognitive factors, identity, cultural value, economic value, social value, environmental value and other six elements of interest, have a positive impact on promoting the harmonious development of intangible cultural heritage products, the comprehensive effect of these requirements to reach a harmonious exhibition of intangible cultural heritage products. Therefore, the conceptual model of Basic Assumption 3 is verified (Figure 2). Calculate the comprehensive score of each stakeholder and the path decision coefficient, the data of Table 4 was obtained and the obtained path decision coefficient is divided into three data intervals: 1 - 2 for

the close relationship; 0 - 1 for the middle relationship;- 2 - 0 for alienation.

Table 4: Path determination coefficient tables for five categories of stakeholders of intangible cultural heritage products

Stakeholders	Path determination coefficient	Stakeholders	Stakeholders	Path determination coefficient	Stakeholders	Stakeholders	Path determination coefficient	Stakeholders
Inheritors	1.146	Enterprise	Enterprise	0.543	Inheritors	Government	0.053	Inheritors
	0.016	Government		0.136	Government		1.165	Enterprise
	-0.446	Expert		0.0278	Expert		0.185	Expert
	0.029	Consumer		0.006	Consumer		-0.425	Consumer
Stakeholders	Path determination coefficient	Stakeholders	Stakeholders	Path determination coefficient	Stakeholders			
Expert	-0.066	Inheritors	Consumer	0.442	Inheritors			
	1.929	Enterprise		1.171	Enterprise			
	0.152	Government		-1.91	Government			
	0.125	Consumer		0.706	Expert			

Verify and further clarify the basic hypothesis 2.

Through the above model analysis and comprehensive score, verified the basic assumption 2 and the basic assumption 3 and through the quantitative data results obtained further conclusions are as follows:

First, the cognitive situation and identity: The different stakeholders' cognition of the intangible cultural heritage has a direct impact on the harmonious development of the intangible cultural heritage. The government has the greatest impact on it; different stakeholder identity has a direct impact on the harmonious development of intangible cultural heritage, and experts have the greatest impact on identity.

Second, interest demands: different stakeholder, cultural Value, economic Value, social value and environmental value of the interest demands it has a direct impact on the harmonious development of intangible cultural heritage. Among them: Consumer demand for cultural values and interests of the intangible cultural heritage product market development and harmonious development of the greatest impact; the demands of economic value and interests of experts have the greatest impact on the market development and harmonious development of the intangible cultural heritage products. The government's demands for social value and environmental value and interest have the greatest impact on the market development and harmonious development of the intangible cultural heritage products.

Third, the close relationship between the interests of all stakeholders: the close relationship between the interests of various stakeholders has a direct impact on the development of products of intangible cultural heritage. Among them, the enterprises have the relations with experts, consumers, inheritors and government, the relationship between government and consumers, experts and inheritors is the most distant.

5 THE DISCUSSION AND ANALYSIS OF THE RESULTS OF INTEREST BALANCE MODEL

5.1 Stakeholders interest demands analysis

This article analysis the interests of 5 categories of intangible cultural heritage interests requirements, comprehensive attention to their interests can be found, category 5 stakeholders are most concerned about the identity of intangible cultural heritage (a composite score of 4. 577).The main concern values are economic value (3.78) and social value (2.55). In the utilization and development of intangible cultural heritage, market and expression determines the most concerned about economic value, the conclusion of this study is consistent with the actual situation, concerned about the social value, it can be understood that the common goal of stakeholders is to promote the harmonious and sustainable development of intangible cultural heritage in a harmonious society. Although different stakeholders have similar interest concerns and intensity of attention, specifically, there are still some differences in the interest demands of each stakeholder.

5.11 Analysis of Inheritors' Interest Appeal.

The heir to the intangible cultural heritage products identity is very strong (overall score of 4. 672); inheritors are willing to contribute to the protection of intangible cultural heritage. The recognition of intangible cultural heritage is a valuable cultural asset of Chinese civilization. Is Chinese pride. Reflect high degree of identity. Research indicates: economic value is the highest interest of the heirs. Due to the fact that a considerable part of the life of the inheritors of the intangible cultural heritage is at the edge of difficulties or dilemmas, under the pressure of life, the heirs who should have been the most concerned about the value of the intangible cultural heritage, pay more attention to whether the utilization and development of intangible cultural heritage can help them get out of economic dilemma. Therefore, recognizing intangible cultural values, ensuring the economic status and quality of life of the inheritors, it is a top priority in the protection and development of intangible cultural heritage that needs to be clearly identified and solved.

5.12 Analysis of Corporate Interest Demands.

Enterprise on the intangible cultural heritage of the identity is very strong (composite score 4.627).The result of this data is related to the enterprise object of data collection. As the research on enterprises in this research is based on non-legacy enterprises in Beijing, such as Quanjude and Tong Ren Tang, the profit of these enterprises is based on the full understanding, utilization and development of traditional Chinese culture, Cultural heritage development and marketing, continue to strengthen consumer identity of intangible cultural heritage, and thus promote the marketing of their products. Economic value is the core interests pursued by enterprise. This result is consistent with people's common sense. Research results show that: although social value is not the most important value of enterprise, however, corporate respondents are still committed to improving the social value of intangible cultural heritage, it is necessary to recognize and maintain its

original ecology and authenticity. Visible, in the pursuit of economic value of enterprises in the process, have a good sense of social responsibility. Therefore, it is necessary to give guidance and help to the enterprises and to give the market an original ecological status of intangible cultural heritage that will be endorsed and supported by them under the premise of ensuring their economic benefits.

5.13 Analysis of Government Interest Demands.

The government's perception of non-legacy is the highest among the five broad categories of stakeholders (overall score of 3.276). This is mainly related to the government department of Beijing Municipality on the selection of respondents for the management of intangible cultural heritage. Economic value, social value and environmental value are the values that the government cares about. In particular, compared with other stakeholders, the government is most concerned about social value and environmental value. The result of the interview found that as the overall guide and regulator of the development of intangible cultural heritage products, the government established a harmonious social development atmosphere for the intangible cultural heritage, enhanced the sense of national honour and disgrace, protected the cultural ecological environment and promoted coordination in all aspects. Social values such as development and intangible cultural heritage environmental value is still very recognized, the government's emphasis on these values is of great significance for cultural excavation of intangible cultural heritage, promotion of national identity and protection of the heritage.

5.14 Analysis of the Interests of Experts.

Experts on the intangible cultural heritage products cognitive only lower than the government (overall score of 2.976). For the "precious cultural wealth of Chinese civilization," "safeguarding it." Original ecology and authenticity is very necessary, "I am willing to contribute to the protection of intangible cultural heritage", the three experts scored the highest. Social values and cognitive conditions are the interests of non-material cultural heritage experts, Experts have a comprehensive and scientific understanding of the intangible cultural heritage, pay attention to the practice of theoretical knowledge, have received professional training, also hoped that the social value of intangible cultural heritage would be protected, developed and utilized in depth and promoted the social harmony, sustainable development and inheritance of traditional knowledge and culture.

5.15 Analysis of Consumer Interest Demands.

The results of a model of 60 consumer questionnaires randomly selected, consumers are most concerned about is intangible cultural heritage identity (overall score 4.332). Consumers generally believe that the national or local government protection and development of intangible cultural heritage products is very necessary, the cultural identity should be respected to promote cultural diversity and be willing to contribute to the preservation of intangible cultural heritage.

5.2 Analysis of the Relationship between Stakeholders

According to the result of path analysis, the relationship be-

tween the interests of different stakeholders can be summarized into three types, namely close relational, intermediate relation and distant relational. Now the two types of close relationship and distant relationship in Listing 5 are as follows (other types of relationships are intermediate relationship type).

5.21 Closely Related Stakeholders.

Related to the direction of the role of the main stakeholders are all enterprise, the relationship between the enterprise and the other four types of stakeholders. Driven by economic benefits, enterprises are the most active stakeholders in the utilization and development of intangible cultural heritage. In Beijing intangible cultural heritage products tourism development, enterprises use their own advantages to make suggestions for the successor, the intangible cultural heritage product development, scientific planning and market development put forward constructive comments and suggestions; Enterprises in the intangible cultural heritage product sales process, will be very concerned about consumer needs and preferences, targeted publicity and promotion, enterprise and consumer contact and interaction between the most normal and uninterrupted; enterprises to provide first-hand data and information for the study of experts and because the government plays the role of mentor, manage your enterprise through policies and regulations, the relationship with the enterprise is also very close.

Table 5 Closely Related and Alienated Stakeholders of Intangible Cultural Heritage

Close Relationship		Alienated relationship	
The role of the main stakeholder	Path determination coefficient	The role of the main stakeholder	Path determination coefficient
Enterprise to Inheritors	1.146	Expert to Inheritors	-0.466
Enterprise to Consumer	1.171	Inheritors to Expert	0.066
Enterprise to Expert	1.929	Consumer to Government	-0.425
Enterprise to Government	1.165	Government to Consumer	-1.91

5.22 Alienated Stakeholders.

Between experts and Inheritors, although heirs provide practical experience for experts, make its theory more practical guidance, however, due to the limited scope of life and work, there is less contact and no direct interest. The government and consumers are showing a loose and estranged relationship, the main reason for the emergence is that there is little correlation between the two interest demands in the intangible cultural heritage products, affected by the concerns and interests of the work dislocation, interdependence and interaction is very small. The relationship between consumers and the government is not large, first is that consumers are not the object of government's policy formulation and the policies of consumers are less publicized. The second is consumer having a low

dependence of concern about intangible cultural heritage products development and policy.

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