

# EXPLORING DYNAMIC INHERITANCE STRATEGIES FOR INTANGIBLE CULTURAL HERITAGE IN THE HUAIHAI REGION: A CULTURAL IDENTITY APPROACH

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**Abstract:** This research delves into the strategies for the dynamic preservation of Intangible Cultural Heritage (ICH) in the Huai area, focusing on the role of cultural identity. It examines the current status of ICH in the Huai region, highlighting the challenges posed by rapid urbanization and industrialization, and the need for innovative transmission methods. The study aims to develop effective strategies for the dynamic preservation of ICH, integrating cultural heritage into social development to boost regional cultural strength and economic growth.

**Keywords:** Intangible cultural heritage; Huai region; Vital transmission; Cultural identity; Cultural identity; Cultural transmission strategies

## 1 INTRODUCTION

### 1.1 Research Background

As the process of globalization accelerates and modernization advances, the inheritance and protection of intangible cultural heritage have received widespread attention from the international community. The Huaihai region is an important "intangible cultural heritage area" in China. Inheriting intangible cultural heritage in a living state is a crucial means to enhance China's cultural soft power. Currently, the social environment for the living inheritance of intangible cultural heritage in the Huaihai region exhibits a diverse and complex situation: In terms of policy support, the state places great emphasis on the protection and inheritance of intangible cultural heritage, issuing a series of policies and regulations that provide a solid policy foundation and guarantee for the living inheritance of intangible cultural heritage in the Huaihai region. Local authorities also actively respond to national policies, increasing support for local intangible cultural heritage projects, formulating specific measures in areas such as financial investment, talent cultivation, and promotion, providing strong support for the living inheritance of intangible cultural heritage. On the economic development front, the continuous economic growth of the Huaihai region has provided a material foundation for the living inheritance of intangible cultural heritage. With the improvement of economic levels, people's demand for cultural consumption is growing, and their attention to intangible cultural heritage products and services is increasing, which offers broad prospects for the industrial development and market expansion of intangible cultural heritage. However, economic development also brings some challenges. Rapid urbanization and industrialization have impacted traditional production and lifestyle practices on which intangible cultural heritage relies, leading to issues such as the occupation of heritage sites and the loss of heritage bearers. In the realm of cultural atmosphere, the Huaihai region boasts a rich historical and cultural heritage. The local people have a strong sense of identity and pride in their indigenous culture, which fosters a favorable cultural environment for the living inheritance of intangible cultural heritage. The abundant historical and cultural resources and folk traditions within the region provide fertile ground for the preservation of intangible cultural heritage. People have a deep emotional foundation and cultural recognition for local intangible cultural heritage projects.

Currently, the development of intangible cultural heritage industries in the Huaihai region faces numerous challenges. In terms of inheritance, the transmission of intangible cultural heritage typically relies on master-apprentice relationships and family traditions. However, in modern society, young people's lifestyles, values, and career choices have undergone significant changes. Many young people in the Huaihai region prefer to develop in big cities or pursue careers in modern industries, showing little interest or enthusiasm for the inheritance of intangible cultural heritage, leading to a severe talent gap. At the same time, inheritors hold low economic and social status. The transmission of intangible cultural heritage requires a substantial investment of time and effort from the inheritors, but many projects fail to generate substantial economic returns. Inheritors often live in poverty, facing significant financial pressures that prevent them from fully dedicating themselves to the inheritance and development of intangible cultural heritage. Additionally, society's recognition and respect for intangible cultural heritage inheritors are insufficient, leaving them without the social status and honor they deserve, which also affects young people's enthusiasm for inheriting intangible cultural heritage. In terms of the inheritance environment, on one hand, the cultural ecosystem has deteriorated. With the rapid development of industrialization and urbanization, intangible cultural heritage has lost its original living space and cultural soil. On the other hand, modern culture has had a strong impact. In the context of globalization and informatization, young people are more likely to embrace fashionable and novel modern cultures, lacking understanding

and recognition of traditional intangible cultural heritage. Regarding protection and development mechanisms, the preservation and inheritance of intangible cultural heritage require substantial financial support, including the training of inheritors, research on intangible cultural heritage projects, and the construction of cultural venues. However, the economic development level in the Huaihai region is relatively low, and social investment in intangible cultural heritage is limited. This has led to many intangible cultural heritage projects being unable to receive effective protection and inheritance due to a lack of funds. At the same time, during the development and utilization of intangible cultural heritage, there are issues such as over-commercialization and blind exploitation. Some places, in pursuit of economic benefits, have improperly packaged and transformed intangible cultural heritage, causing it to lose its original cultural connotations and artistic value.

To address the current issues and explore effective strategies for living heritage transmission, this paper will delve into the dynamic inheritance of intangible cultural heritage in the Huaihai region from the perspective of cultural identity. The research primarily includes understanding the relationship between cultural identity and intangible cultural heritage, analyzing the current status of intangible cultural heritage in the Huaihai region, exploring effective strategies for living heritage transmission, establishing an effective inheritance mechanism, and promoting the integration of cultural heritage with social development.

## 1.2 Research Objectives

The purpose of this study is to provide theoretical support and practical guidance for the living inheritance of intangible cultural heritage in the Huaihai region. By researching and inheriting the intangible cultural heritage of the Huaihai region, it aims to promote public recognition and pride in local culture. It seeks to enhance public awareness and attention to intangible cultural heritage, stimulating their enthusiasm for participating in its protection and inheritance, thereby strengthening regional cultural cohesion. The study also aims to gain a deep understanding of the current status and challenges faced by intangible cultural heritage in the Huaihai region, proposing scientifically sound and reasonable conservation measures. This ensures that intangible cultural resources are properly protected, avoiding destruction or loss due to urbanization and modern cultural impacts. It explores dynamic inheritance strategies suitable for the intangible cultural heritage of the Huaihai region, innovating methods and means of inheritance. This will help maintain the vitality of intangible cultural heritage in modern society, achieving sustainable development. The study also seeks to leverage the role of intangible cultural heritage in economic development, promoting its integration with creative industries and tourism. Developing regionally distinctive intangible cultural heritage products and services will boost regional economic growth, achieving a positive interaction between culture and the economy. Additionally, it provides new perspectives and case studies for the research and practice of intangible cultural heritage in other regions, enriching the theoretical framework for its protection and inheritance.

## 1.3 Research Significance

### 1.3.1 Theoretical significance

(1) Deepen the theory of cultural identity

Cultural identity is the sense of recognition and belonging that individuals or groups have towards a particular culture and its values. The living inheritance of intangible cultural heritage in the Huaihai region can further enrich and develop theories of cultural identity: by continuously passing on and showcasing the cultural essence of the Huaihai region, people can gain a clearer understanding of their cultural identity, encouraging them to more consciously protect and inherit the culture of the Huaihai region in their daily lives; at the same time, it can strengthen the younger generation's sense of recognition and belonging to local culture, enhancing intergenerational transmission of cultural identity and injecting vitality into cultural innovation and development; as a historically significant area of cultural convergence, the intangible cultural heritage of the Huaihai region contains rich and diverse cultural connotations. Living inheritance of these intangible cultural heritage projects can promote the integration and coexistence of different cultural elements, forming unique cultural landscapes.

### 1.3.2 Practical significance

(1) Promote the inheritance and development of intangible cultural heritage in modern society, and promote cultural diversity and cultural prosperity

The Huaihai region boasts a rich intangible cultural heritage, which is substantial and well-structured. By leveraging the critical role of bearers, it preserves and passes on the unique value of regional culture. Combined with innovative applications of digital technology, this approach attracts broad participation from all sectors of society. Not only does it ensure the transmission of intangible cultural skills from generation to generation, but it also significantly promotes the development of cultural diversity and the prosperity of local culture. It can protect some unique forms of cultural expression and prevent cultural homogenization.

(2) Enhance the cultural soft power of Huaihai region and promote the development of regional economic and cultural industries

The living inheritance of intangible cultural heritage in the Huaihai region, through in-depth exploration and display of unique cultural resources, not only enhances the cultural soft power of the Huaihai region and boosts regional cultural confidence and influence, but also, by closely integrating with tourism, transforms intangible cultural heritage into attractive cultural products. This promotes the development of the local economic and cultural industries, building a

distinctive cultural and tourism system for the Huaihai region. At the same time, integrating intangible cultural heritage into public service systems subtly permeates society, enriches the content of public cultural services, and improves service quality. This further facilitates the mutual promotion and common development of culture and economy, injecting new vitality into the economic prosperity and cultural revitalization of the Huaihai region.

## 1.4 Research Methods

This paper not only employs a mixed methods approach but also combines quantitative and qualitative research methods. At the same time, advanced data analysis tools (such as text mining, sentiment analysis, social network analysis, etc.) are used to conduct in-depth analysis of the collected data, uncovering patterns and trends.

(1) Literature Review Method: Extensively collect and study documents on the dynamic inheritance, protection, and development of intangible cultural heritage both domestically and internationally. Gain an initial understanding of research progress and current status in this field, and distill the theories and research methods involved. At the same time, read extensively to gather relevant news about the Huaihai region, analyzing its own resource conditions, macro policy directions, and the current state of intangible cultural heritage inheritance and development, forming a theoretical foundation for subsequent analysis.

(2) Questionnaire Survey Method: Design an online questionnaire covering issues related to the living inheritance of intangible cultural heritage in the Huaihai region, and publish it on selected online platforms. The content will involve different levels of public interest, awareness, understanding, satisfaction, and perception of the revitalization of intangible cultural heritage in the Huaihai region. Subsequently, use SPSS to conduct descriptive statistics, cross-analysis, factor analysis, and correlation analysis on the questionnaire data to provide data support for subsequent research.

## 2 LITERATURE REVIEW

### 2.1 Historical Development of Research

The study of intangible cultural heritage in the Huaihai region started relatively early, initially focusing on the documentation and organization of traditional culture. In the 1980s, with the growing awareness of intangible cultural heritage protection at the national level, related research gradually increased. In 1993, UNESCO introduced the concept of "intangible cultural heritage." Against this backdrop, researchers in the Huaihai region began systematic investigations and studies of local intangible cultural heritage. In 1996, the Jiangsu Provincial Department of Culture launched the "Jiangsu Intangible Cultural Heritage Census" project, marking the official start of intangible cultural heritage research in the region.

In 2001, intangible cultural heritage began to gradually enter the research scope of universities. In 2003, UNESCO adopted the Convention for the Safeguarding of the Intangible Cultural Heritage; in August 2004, the Standing Committee of the National People's Congress approved the decision to ratify UNESCO's Convention for the Safeguarding of the Intangible Cultural Heritage. By September 2006, China's "ICH" Protection Center was officially established, marking the establishment of a formal national research and protection institution for ICH in China. In 2009, Xuzhou City founded the Huaihai Region Intangible Cultural Heritage Research Center. Geng Li [1-2] focused on the construction of characteristic collections of excellent traditional culture in the Huaihai region, which can be related to the preservation and research of intangible cultural heritage materials in this area. The first and second "China-Xuzhou Intangible Cultural Heritage High-Level Forums" were held in November of the same year and May 2012, respectively. These forums promoted ICH through academic reports, discussions, exhibitions of ICH projects, and cultural investigations, among other activities, to participants.

### 2.2 Main Theories of the Study

#### 2.2.1 Intangible cultural heritage

According to the definition of UNESCO, this study defines intangible cultural heritage according to the "Opinion on Strengthening the Protection of China's Intangible Cultural Heritage" issued in 2005: social practices, concepts, knowledge, skills and related tools, objects and places regarded as part of their cultural heritage by communities, groups and individuals.

#### 2.2.2 Living inheritance theory

This concept originates from the understanding of the essential characteristic of intangible cultural heritage being "living." Due to the living nature of intangible cultural heritage, its rational utilization can be seen as living inheritance. At the Huizhou Culture Protection Forum in 2008 [3], Qi Qingfu first proposed the concept of "living inheritance," emphasizing that intangible cultural heritage should be inherited and developed in its original environment and within the lives and production activities of the people. Meanwhile, the work of protection and inheritance should also take place in the original environment where it was born and evolved, involving the importance and support for representative inheritors of intangible cultural heritage projects and the productive protection of intangible cultural heritage.

#### 2.2.3 Cultural identity theory

Cultural identity is a consensus and recognition of cultural tendencies. This theory focuses on the sense of cultural belonging among individuals and groups, emphasizing the importance of cultural inheritance for social cohesion. By analyzing the local residents' recognition of intangible cultural heritage, it explores its role in enhancing cultural confidence and social solidarity in the Huaihai region.

### **2.3 Research Methods Used in the Past**

(1) Literature Analysis Method: By analyzing historical documents, local gazetteers, and folk customs, this method explores the historical background and development trajectory of intangible cultural heritage in the Huaihai region. In his study on the coupling mechanism between intangible cultural heritage and the tourism industry, Qiu Chen used the literature analysis method to define the concepts of intangible cultural heritage and the tourism industry, and to elaborate on relevant research theories [4]. The study involves reviewing local gazetteers from the Huaihai region to analyze the evolution of traditional festival activities and their cultural connotations.

(2) Questionnaire Survey and Interview Method: Through in-depth interviews and questionnaire surveys with intangible cultural heritage bearers, participants, and relevant community members, the scope of indicators for literature analysis and preliminary selection of indicators based on basic data analysis were determined. The research scale and survey questionnaire were established through pre-research and revision of the questionnaire, and formal surveys were conducted using the official questionnaire to provide investigative support for the dynamic inheritance of intangible cultural heritage. By interviewing local folk artists, a more detailed understanding of the target audience's thoughts and feelings can be gained, as well as how they maintain the vitality of traditional skills in modern society.

## **3 CURRENT SITUATION ANALYSIS**

### **3.1 Policy Support**

In the Huaihai region, since 2005 [5], Lianyungang City has initiated intangible cultural heritage protection efforts, establishing a four-level project list and representative inheritor system at the national, provincial, municipal, and county levels. Local authorities are responsible for protecting intangible cultural heritage, coordinating work through a departmental joint meeting system, and incorporating heritage protection into socio-economic development plans and urban-rural construction plans to ensure funding for conservation. The "Implementation Measures for the Protection of Intangible Cultural Heritage in Huai'an City" defines intangible cultural heritage and outlines specific measures for its protection, such as integrating conservation efforts into national economic and social development plans, establishing a departmental joint meeting system, and regularly conducting surveys on intangible cultural heritage.

### **3.2 Changes in Growth Environment**

Traditional markets play a crucial role in the living inheritance of intangible cultural heritage, offering people opportunities to experience and feel it firsthand. However, spatial limitations of transmission centers and the rapid development of online media have posed challenges to the spread and development of traditional art forms like Huaihai Opera. For instance, intangible cultural heritage transmission centers often function as studios for inheritors, with limited space that is not conducive to long-term visits, making them more suitable for showcasing simple intangible skills or small crafts. Influenced by modern film and television culture and changes in lifestyle, new leisure activities continue to emerge. Meanwhile, the widespread use of modern electronic media such as radio, television, movies, and the internet has led to increasingly diverse cultural consumption needs among the public, gradually reducing interest in traditional arts like Huaihai Opera, posing severe challenges to their dissemination and development. Luo Yunmao and Xiao Wei analyzed the inheritance and innovation of intangible cultural heritage in the digital era [6]. Their research on the challenges and opportunities in the digital age is relevant to the situation of intangible cultural heritage in the Huaihai region, which may offer some solutions to the current problems. Additionally, while commercial exhibitions and sales provide income for intangible cultural heritage inheritors, excessive commercialization can lead to the neglect of the essence of intangible skills, limiting their deep inheritance.

## **4 THEORETICAL MODEL CONSTRUCTION AND RESEARCH HYPOTHESIS**

### **4.1 Theoretical Model Construction**

Based on social cognition theory, cultural identity theory and value chain theory, this study constructs a theoretical model of "cultural identity--dynamic inheritance mechanism--inheritance performance".

The model centers on the concept of "cultural identity," exploring residents' level of cultural recognition from three dimensions: cognition, emotion, and behavior. By quantifying these three concepts, it aims to quantify the impact mechanism of the independent variable, cultural identity, on the dependent variable—the transmission chain from the "living inheritance mechanism to inheritance performance." Cultural identity refers to an individual or group's sense of belonging, emotional dependence, and awareness of consciously maintaining and practicing specific culture (such as intangible cultural heritage values, symbols, traditions, skills, and lifestyles). It is the core mechanism for the survival of

intangible cultural heritage and also the "driving force" behind its transmission. "Cognitive identity" refers to an individual's level of recognition of culture, specifically their understanding and acceptance of the value of intangible cultural heritage; "emotional identity" refers to emotional attachment and a sense of belonging to intangible cultural heritage; "behavioral identity" refers to whether an individual engages in cultural practices.

"The living inheritance mechanism" serves as the intermediary between "cultural identity" and "inheritance performance," acting as a variable that facilitates communication between the two. Residents' sense of identity with intangible cultural heritage is primarily reflected in their level of understanding, emotional attachment, and participation enthusiasm, which in turn influences the performance of living inheritance. These three dimensions are the intermediate variables in this study, specifically referring to residents' comprehension and recognition of intangible cultural heritage, as well as their emotional sense of belonging to intangible cultural heritage and their active participation in related activities in daily life.

"Inheritance performance" can be quantified into two dimensions: "the activity of the inheriting entities" and "the continuity of cultural functions." The "performance" of intangible cultural heritage's "living inheritance" refers to the extent to which traditional intangible cultural skills are active in modern people's lives. This is achieved through continuous voluntary participation and innovative inheritance by residents, ensuring intergenerational transmission and preserving both the material form and living carriers of these skills. "The activity of the inheriting entities" indicates the enthusiasm of the inheriting entities (such as nationally certified inheritors and their communities) for the inheritance of intangible cultural heritage, whether the skills can be actively passed down from generation to generation. "The continuity of cultural functions" means whether the cultural functions represented by traditional intangible cultural techniques keep up with the times and can maintain their core significance in contemporary society, continuing their original functions in daily life.

By constructing this model, this study has a clear logical basis for how "cultural identity" affects residents' attitudes and behaviors towards intangible cultural heritage, and then affects the performance of living inheritance of intangible cultural heritage, which lays a solid foundation for subsequent quantitative analysis.

## 4.2 Research Hypothesis

This study puts forward the following hypotheses to explore the direct and indirect effects of cultural identity on intangible cultural heritage inheritance.

Main hypothesis:

Cognitive recognition → inheritance activity (H1)

Cognitive recognition of culture is conducive to the enhancement of the activity of intangible cultural heritage inheritance. The higher the residents' understanding of culture, the higher the activity of inheritance theme.

Emotional identity to cultural functional continuity (H2)

Emotional identity plays a role in promoting the functional continuity of culture. The stronger the residents' emotional sense of belonging to intangible cultural heritage, the stronger the continuity of cultural function in modern times.

Behavioral identity → Cultural functional continuity (H3)

Behavioral identity also plays a positive role in the functional continuity of intangible cultural heritage. With the increase of residents' enthusiasm and positivity, the functional continuity of culture will also be improved.

Passing on activity → Continuity of cultural function (H4)

There is also a correlation between the independent variables. The activity of cultural inheritance plays a role in promoting the continuity of cultural function

Hypotheses about the mediating variables:

Hypothesis of mediating effect of cognitive identification:

Cognitive identity improves residents' cognition of intangible cultural heritage, and affects the inheritance activity and continuity of cultural functions of intangible cultural heritage.

The mediating effect hypothesis of emotional identity: Emotional identity improves residents' cognition level of intangible cultural heritage, and affects the inheritance activity of intangible cultural heritage and the continuity of cultural function.

The mediating effect hypothesis of behavioral identity: Behavioral identity improves residents' cognition level of intangible cultural heritage, and affects the inheritance activity of intangible cultural heritage and the continuity of cultural function.

## 5 RESEARCH DESIGN AND SCALE DEVELOPMENT

### 5.1 Data Collection and Research Design

In order to fully grasp the current situation of living inheritance of intangible cultural heritage and provide a basis for formulating effective protection and development strategies, this study adopts the questionnaire survey method, which covers a wide range of local residents, tourists and other multiple social groups to ensure the diversity of samples.

### 5.2 Scale Development and Test of Reliability and Validity

### 5.2.1 Pre-survey test of letter validity

In the preliminary survey, 20 questionnaires were distributed, and 1 invalid questionnaire was eliminated, leaving 19 valid questionnaires (Table 1).

**Table 1** Reliability Test of Pre-Research

Cronbach's Alpha	Number of Terms
.913	12

As can be seen from the above table, the Cronbach's Alpha coefficient is 0.913 (>0.8), which indicates that the internal consistency of the questionnaire is excellent and the 12 items are highly correlated (Table 2).

**Table 2** Pre-Research Validity Test

Sample the Kaiser-Meyer-Olkin measure sufficiently.	.732
Approximate chi-square	134.082
Bartlett Sphericity test	free degree
	55
	conspicuousness
	.000

The KMO value was 0.732 (>0.7) and the Bartlett spherical test was significant ( $p=0.000$ ), indicating that the data were suitable for factor analysis and had good validity.

### 5.2.2 Formal questionnaire test of construct validity

Confidence interval (Z value): 95% confidence interval, Z value is 1.96.

Error range (E): The error range is set to 10%.

Estimation ratio (p): Assume the ratio is 0.5.

Substitute the sample size calculation formula:

$$n = \frac{Z^2 \cdot p \cdot (1 - p)}{E^2} \quad (1)$$

The required sample size was 96. In order to make the data more credible, we distributed 108 formal questionnaires.

In view of the fact that the number of formal questionnaire samples is much larger than that of pre-research samples, we adopt the method of dimensional test of reliability and validity to consider the independence of research constructs and the depth of data analysis (Table 3-4).

**Table 3** Formal Questionnaire 2.4.5.6.7 Item Reliability Analysis

Cronbach's Alpha	Number of Terms
.799	5

**Table 4** Reliability Analysis of 11 Questions in the Formal Questionnaire and Other Evaluation Questions

Cronbach's Alpha	Number of Terms
.940	7

It can be seen from the above data that the Cronbach's Alpha of questions 2.4.5.6.7 in the formal questionnaire was 0.799 (>0.7), and the internal consistency was up to standard; while the Cronbach's Alpha of questions 11 was 0.940 (>0.9), and the reliability was excellent (Table 5-6).

**Table 5** Formal Questionnaire 2.4.5.6.7 Item Validity Analysis

Sample the Kaiser-Meyer-Olkin measure sufficiently.	.756
Approximate chi-square	191.614
Bartlett Sphericity test	free degree
	10
	conspicuousness
	.000

**Table 6** Formal Questionnaire 11 Questions and Other Evaluation Test Validity Analysis

Sample the Kaiser-Meyer-Olkin measure sufficiently.	.912
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	Approximate chi-square	621.128
Bartlett Sphericity test	free degree	21
	conspicuousness	.000

From the above data, it can be seen that the KMO for questions 2.4.5.6.7 of the formal questionnaire is 0.756 (>0.7) and the Bartlett's test of sphericity is significant (p=0.000), indicating that the data are suitable for factor analysis with good validity; while the KMO for question 11, which is an evaluation question, is 0.912 (>0.9) and the Bartlett's test of sphericity is also significant (p=0.000), suggesting that the data are highly suitable for factor analysis.

**5.3 Sample Characteristic Analysis**

(1) Descriptive statistical analysis and demographic characteristics

In terms of gender distribution, our respondents are mainly female, accounting for 81.48%, while male accounts for 18.52%; in terms of age structure, the group aged 18-25 accounts for the absolute majority (82.41%,89 people), followed by those under 18 (11.11%,12 people), and those over 26 account for less than 6%.

At the same time, 83.33% (90 people) of the sample have associate or bachelor's degrees, while only 6.48% (7 people) have master's degrees or higher. In terms of occupational composition, students account for as high as 92.59% (100 people), with other occupational groups (such as corporate employees and freelancers) totaling less than 8%.80.56% (87 people) earn less than 3000 yuan per month, consistent with the high proportion of student groups in the occupational distribution.

From the above, it can be seen that only 5.56% (6 people) indicated "very familiar," while 37.96% (41 people) were "somewhat familiar" or "not at all familiar" (a total of 46.29%). Regarding the inheritance of intangible cultural heritage in the Huaihai region, the main channels of information are online radio (45.37%), short video live streaming (43.52%), and television reports (39.81%) (Table 7).

**Table 7** Test of Normality

	N	skewness	kurtosis
@2	108	.401	.233
@4	108	.589	.233
@5	108	-.479	.233
@6	108	.145	.233
@7	108	-.054	.233
@11.1	107	-.552	.234
@11.2	108	-.693	.233
@11.3	108	-.610	.233
@11.4	108	-.421	.233
@11.5	108	-.285	.233
@11.6	108	-.592	.233
@11.7	108	-.615	.233

Number of effective cases (in columns) 107

The skewness of each group of data is close to 0, and all are between-2 and 2, indicating that the data distribution is basically symmetrical and the skewness degree is small. The peakedness value is also close to 0 and between-2 and 2, indicating that the distribution shape of the data is close to the standard of normal distribution.

All groups have skewness values that do not significantly deviate from 0, and kurtosis values are also close to 0, indicating characteristics of a normal distribution. The data show no obvious skew or abnormal peaks, conforming to the features of an approximately normal distribution. In summary, based on the analysis of skewness and kurtosis, all group data meet the criteria for an approximately normal distribution.

**6 EMPIRICAL ANALYSIS AND HYPOTHESIS VERIFICATION**

**6.1 Descriptive Statistics and Variable Relationship Analysis**

*6.1.2 Correlation analysis*

There was a significant positive correlation between all variables ( $p < 0.01$ ).

Cognitive attitude (@4) is highly correlated with behavioral participation variables ( $r = 0.579$  with activity interest (@5),  $r = 0.524$  with performance satisfaction (@6), and  $r = 0.529$  with participation experience (@7)), indicating that positive cognitive attitude is the core psychological factor driving participation behavior and satisfaction improvement.

The satisfaction of performance (@6) is strongly correlated with the experience (@7) ( $r = 0.606$ ), indicating that the satisfaction and the on-site experience reinforce each other, which may form a positive feedback loop.

There is a strong correlation ( $r \geq 0.6$ ) between facility evaluation variables (@11.1 to @11.7). The  $r$  of traffic road (@11.1) and guidance sign (@11.2) is 0.760, and the  $r$  of accommodation conditions (@11.5) and safety conditions (@11.7) is 0.786.

The understanding of intangible cultural heritage (@2) was moderately positively correlated with the evaluation variables of facilities ( $r = 0.268 \sim 0.374$ ), indicating that the understanding of intangible cultural heritage may indirectly affect the perception and evaluation of supporting facilities.

The variables of performance satisfaction (@6), experience (@7) and facility evaluation were significantly correlated ( $r = 0.374 \sim 0.612$ ). The improvement of infrastructure could enhance the participation experience, and then improve the overall satisfaction (Table 8).

**Table 8** Testing Results of Hypotheses on Inheritance - Related Variables

hypothesis	way	Standardized coefficient (Beta)	p price	bear fruit
H1	Cognitive recognition (@2) -> Inheritance activity (@6)	0.089	0.266	nonsupport
H2	Emotional identification (@4) @7 Cultural functional continuity	0.529	<0.001	support
H3	Behavioral identity (@5) -> Cultural functional continuity (@7)	0.399	<0.001	support
H4	Inheritance activity (@6) -> Cultural function continuity (@7)	0.606	<0.001	support

H1 (cognitive identification to inheritance activity): The model was significant overall ( $F = 29.345$ ,  $p < 0.001$ ), with an explanatory power of 44.3% (adjusted  $R^2 = 0.443$ ). Cognitive identification (@2) (Beta=0.089,  $p = 0.266$ ) had no significant effect.

H2 (emotional identification → cultural functional continuity): The model was significant ( $F = 41.262$ ,  $p < 0.001$ ), with an explanatory power of 27.3% (adjusted  $R^2 = 0.273$ ). Emotional identification (@4) had a significant positive effect on cultural functional continuity (Beta=0.529,  $p < 0.001$ ).

H3 (Behavioral identification → Cultural functional continuity): The model was significant ( $F = 20.121$ ,  $p < 0.001$ ), with an explanatory power of 15.2% (adjusted  $R^2 = 0.152$ ). Behavioral identification (@5) had a significant positive effect on cultural functional continuity (Beta=0.399,  $p < 0.001$ ).

H4 (Inheritance activity → Cultural function continuity): The model was significant ( $F = 61.565$ ,  $p < 0.001$ ), with an explanatory power of 36.1% (adjusted  $R^2 = 0.361$ ). Inheritance activity (@6) had a significant positive effect on cultural

## 7 OPTIMIZATION STRATEGIES OF DYNAMIC INHERITANCE MECHANISM

### 7.1 Individual Optimization Path Based on Cultural Identity

From an individual perspective, this can be divided into two aspects: "education fostering interest" and "rewards incentivizing contribution." Implementing educational programs involves setting up courses related to intangible cultural heritage in primary and secondary schools, teaching relevant skills, and cultivating a strong interest in intangible cultural heritage among children. This promotes cognitive cultural identity and lays the foundation for emotional cultural identity. At the same time, by establishing incentive mechanisms, such as setting up special awards for intangible cultural heritage, individuals are encouraged to engage in the living inheritance of intangible cultural heritage. Zhang Yan - gang et al. [7-8] studied the digital display design of intangible cultural heritage museums in the Huaihai region. Their findings can be used to enhance the educational effect of intangible cultural heritage at the individual level, for example, by making use of digital displays to attract more people to learn about intangible cultural heritage.

### 7.2 Community Level Inheritance Strategies

From the community level, make good use of community platforms to achieve an organic connection between intangible cultural heritage (ICH) and residents. In conjunction with the local characteristics of each community,



establish a community ICH center that regularly hosts ICH-themed events every month. This will develop into a base for the inheritance and display of ICH, promoting participation among community members and facilitating its integration into modern life. During special holidays, organize cultural celebration activities in the community, such as Guangxi's "March Third," incorporating ICH elements. Establish a mentorship system between ICH bearers and community members to achieve a dynamic mechanism of "one skill, one master, multiple apprentices," promoting the transmission of ICH knowledge and skills.

## 8 RESEARCH CONCLUSIONS AND PROSPECTS

### 8.1 Research Conclusions

This study confirms the core role of cultural identity in the living inheritance of intangible cultural heritage in the Huaihai region, revealing from an empirical analysis perspective the rationality and scientific nature of the value chain "cultural identity—living inheritance mechanism—inheritance performance." At the same time, this study delves into how multi-faceted (cognitive, emotional, behavioral) cultural identity promotes the vitality of intangible cultural heritage inheritance and the continuity of cultural functions.

The research results emphasize the importance of enhancing cultural identity for improving the effect of intangible cultural heritage inheritance, and provide multiple strategies to enhance cultural identity from micro, meso and macro perspectives, providing a new perspective and strategy for the protection and inheritance of intangible cultural heritage.

### 8.2 Innovation and Contribution

This study innovatively introduces the theory of cultural identity and applies it to the dynamic inheritance of intangible cultural heritage, exploring the relationship between the dynamic inheritance of intangible cultural heritage and local residents' cultural identity, analyzing the impact of cultural identity on the transmission of intangible cultural heritage. The research is committed to integrating with Chinese socialism, incorporating the regional characteristics of the Huaihai area to improve strategies for the dynamic inheritance of intangible cultural heritage in this region, making them more applicable and operational. Additionally, by constructing a theoretical model of "cultural identity-dynamic inheritance mechanism-inheritance performance," it also provides valuable references for intangible cultural heritage studies in other regions.

### 8.3 Research Limitations and Future Directions

This study needs further exploration in data processing. Advanced data analysis tools (such as text mining, sentiment analysis, social network analysis, etc.) can be used to conduct in-depth analysis of the collected data, so as to further explore the rules and trends.

In the future, interdisciplinary research methods can be adopted to explore more innovative ways of intangible cultural heritage inheritance to adapt to the changing social needs and challenges. Dagnino et al. [9-12] used serious games for intangible cultural heritage education. This innovative approach can be considered in future research on intangible cultural heritage inheritance in the Huaihai region, which may open up new paths for more effective inheritance.

## COMPETING INTERESTS

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