Leveraging Intangible Cultural Heritage to Promote Sustainable Growth through Cultural Tourism

Le Wang
School of Media and Communication, Shanghai Jiao Tong University, China
wangle6125@sina.com

Abstract: Intangible Cultural Heritage (ICH) includes traditions, knowledge, skills, and expressions that have been passed down through generations, encouraging diverse cultures, social unity, and identity in communities across the world. Explore the transformational potential of commercial cultural tourism (CCT) to leverage intangible cultural resources for long-term growth and local economic growth in China's minority regions. Questionnaires were distributed throughout the selected area to gather primary data, which has accomplished 18 Chinese national-level intangible cultural heritage programs. We employed quantitative data analysis to investigate interactions between cultural tourist engagement and the economic impact of intangible cultural heritage preservation and regional growth. These surveys were established to collect information about attitudes, opinions, and behaviors relating to cultural tourism and intangible cultural resources. The acquired data was then examined using AMOS analytical software. In this research, we found that commercial tourism has provided an alternative pathway for the inventive growth of cultural traditions. Commercial cultural tourism has the potential to raise not just excitement for the distribution of intangible cultural heritage but also the intensity with which it is discovered, protected, and utilized. Tourism has contributed to the regional economy. Commercial cultural tourism has a greater positive impact on the long-term growth of intangible cultural heritage.
Keywords: Intangible Cultural Heritage, Sustainable Growth, Cultural Tourism, Statistical Analysis

1. INTRODUCTION

Heritage is a broad term that includes a variety of cultural manifestations, customs, and activities that influence a community's identity and collective memory. Heritage is a dynamic resource that maintains identity, memory, and a "sense of place." It increases long-term tourist advantages, raises social well-being, promotes socio-economic regeneration and poverty reduction, increases social cohesion, and makes places more appealing and creative (Labadi et al., 2021). The possibility of loss could be considered as a key component in determining the worth of heritage due to the impression of risk and endangerment (DeSilvey & Harrison, 2020). Cultural heritage is difficult to define since it is a multifaceted term. Artifacts belonging to cultural heritage provide insight into the lifestyles of

previous generations. It is the thing that was "selected to be brought to the future" and travels through the centuries with humanity (Król, 2021). Heritage is made up of several types of cultural Heritage that represent the social, historical, and cultural significance of the community (Benhamou, 2020). The legal preservation of cultural heritage is necessary both at the national and international levels due to its significance as a component of human history. Recently, there has been a greater popularity for the idea of "cultural heritage." It is widely accepted that cultural heritage, regardless of ownership, has such intrinsic value that public interest demands its protection. The idea of "cultural heritage" is more fluid and changing than the concept of "cultural property," which is largely static and relates to actual artifacts. It encompasses both immaterial (intangible) and physical (tangible) aspects. In a dynamic environment of interaction, cultural heritage is formed, created, interpreted, and reinterpreted (Donders, 2020). ICH is quickly rising to prominence as a global resource for cultural heritage tourism. ICH encompasses performing arts, rituals, celebrations, and oral traditions that have been passed through the centuries and acknowledged by the communities as components of their cultural heritage.

To varied degrees, ICH has been successfully commercialized as a travel product that appeals to travelers (Kim et al., 2021). The priceless asset of traditional culture across the world is known as intangible heritage, which is a complex, rich, and dynamic value system for humanity and history (Xue et al., 2019). ICH struggles to get enough respect in both the academic and practical spheres, even though conversations on cultural heritage mostly concentrate on material heritage and related legal structures (Eichler, 2021). Cultural tourism has developed from a minor industry to a large source of travel in some places and it is acknowledged globally for its substantial contributions to the economy and society (Han et al., 2019). ICH is fast becoming an important tourist and cultural destination had been controlled from several perspectives, such as sustainable development and rehabilitation, value-based cultural tourism, and economic and industrial development (Yuan et al., 2022).

The objective of the study is to observe the transformative prospective of profitable cultural tourism and utilize ICH assets for long-term growth and local financial enlargement in China's cultural region. Figure 1 illustrates the key requirement for implementing sustainable growth as a component in activating cultural heritage

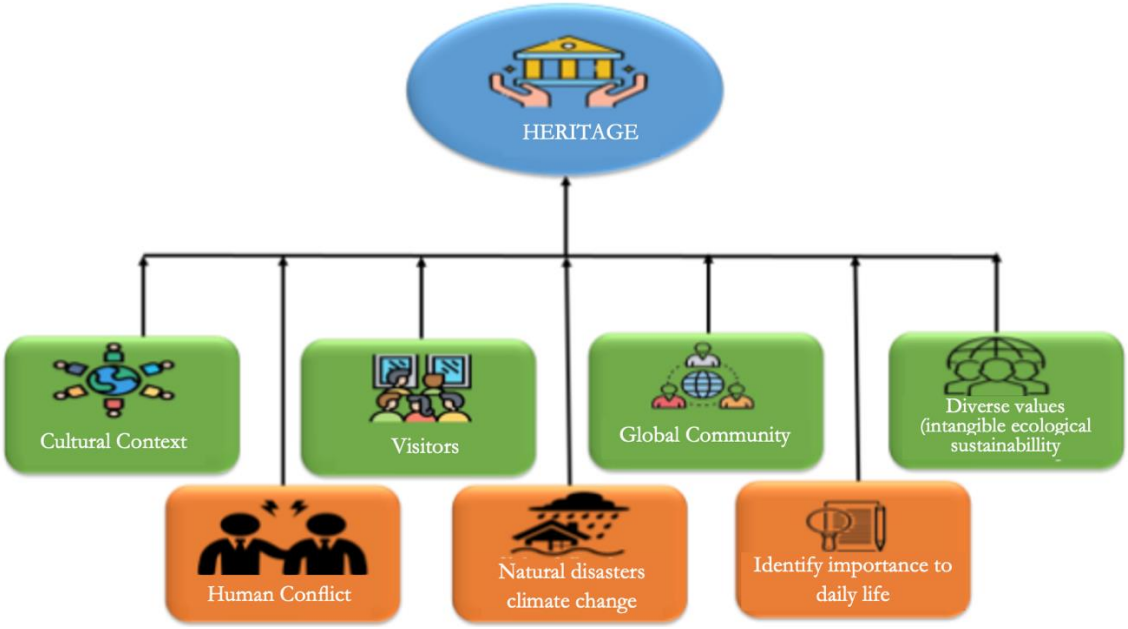

Figure 1: Key Requirement for Implementing Sustainable Growth as a Component in Activating Cultural Heritage

2. LITERATURE REVIEW

The numerous facets of the Indigenous knowledge systems, performing the customs, arts, and rituals in association to the goal of sustainable development were examined by El Shandidy (El Shandidy, 2023). By incorporating ICH into improvement plans, population can leverage their civilizing assets to support sustainable tourism, support local finances, and preserve biodiversity. To enhance cultural heritage via digital tourism, the study aimed to provide a new income of contact between travelers and points of interest (POI). It was recommended by Gomez-Oliva et al., to use the internet relevance recollections to simplify the development (Gomez-Oliva et al., 2019). People of the era co-created the findings of Google Analytics' evaluation of the material. Be Memories offered by the dynamic and entertaining service that could improve official sources, films, and guided tours. Munjal, investigated the connection between skill retention and skill development in small-to-medium-sized communities (Munjal, 2019). Proficiencies, stories, knowledge, and historical architecture were examined. It was possible to enhance visitor experiences and boost heritage by utilizing both knowledge systems and modern skill sets. Using contemporary ICT technology Grammalidis & Poulios, enhanced the way that ICH was analyzed and presented, increased the public awareness, provide easy access to cultural materials for all people and supports new education services (Grammalidis & Poulios, 2019).

Empirical evidence suggested that the execution of those initiatives could yield notable financial advantages for cultural establishments. Using scenario planning, e-participation technologies, participatory spatial planning framework, and spatial data management, heritage-driven development paths on Mediterranean islands were investigated by Koutsi & Stratigea, (Koutsi & Stratigea, 2019). Utilizing the World War II battlefield, the potential for the integrated, resilient, and sustainable exploitation of coastal wetlands (CH) on land and in the maritime domain was assessed. The local populace was educated about the significance of CH in enabling a transition from past setbacks to more promising, locally driven, and culturally appropriate future development paths. The possibility of recognizing and exploring the connections between material and intangible heritage as mutually dependent resources was discussed by Elena & Antonio (Elena & Antonio, 2020). Following the reflection, a discussion on living with anthropologists' definition of an organic landscape, communal identity representation, inclusive spaces and sociability, communicative restitution, participatory management, and integrated sustainability were all covered. The possibility of developing tourist learning services to improve cultural assets in tourism related to cultural heritage was examined by Pappa et al., (Pappa et al., 2021). It drew attention to the necessity for varied educational programs to meet the needs of various target audiences as well as the difficulties in creating high-quality tourism experiences because of the wide range of goals and involvement levels of cultural heritage visitors. Multimedia travel, location narrative, or tourist guide software were a few possible solutions. To stop ICH transmission, investigated by Chung, the way technology was used in Cantonese opera performances in Hong Kong (Chung, 2024). It highlighted the complex relationship between cultural transmission and technology use and examined the perspectives of 86 practitioners. The study contributes to the knowledge of heritage preservation by highlighting the need to preserve conventional essential standards, personality, and modernization in performing arts. Qiu & Zuo, examined the potential advertising improvement of classification ICH and elucidated the system by which label cognition affects visitors' tendency to visit a location (Qiu & Zuo, 2023). The results advocate that behavioral intention was optimistically impacted by label cognition, which consists of label responsiveness, label-related attitude, and label-associated recollection. To deal with these harms, Sabarirajan et al., performed an inspection in which they tested the capability of management records system (MIS) era to beautify virtual achievement and preservation practices for India's

extensible cultural history (Sabarirajan et al., 2024). The observe aimed to address concerns associated with the protection and accessibility of historical documents and artifacts by means of focusing on digitalization, statistics control, and cloud garage area.

3. DEVELOPMENT OF HYPOTHESIS

Commercial cultural tourism (CCT) is the movement of appreciation and promotes literary custom for economic achievement while court cases and civilizing appeal serve as the fundamental instance for visitors. The phrase ICH describes practices, focus, capacity, and expertise that have been handed down over time and are regularly intensely entrenched in the individuality of the network. To encourage sustainable growth through CCT, and maintain and celebrate cultural variety, tourism initiatives must strategically incorporate these intangible cultural components, and this strategy was known as leveraging ICH. CCT contributes to sustainable development goals by promoting tourism, preserving history, fostering community pride, and bolstering local economies via presenting indigenous knowledge systems, local food, performing arts, and traditional activities. In this method, the long-term profitability and resilience of tourism destinations are promoted by ensuring that the advantages of tourism are spread fairly, cultural authenticity is preserved, and environmental consequences are reduced.

H1: Preservation of the ICH beneficial effects on the CCT.

Preservation: Initiatives to conserve ICH have a beneficial connection with the CCT rise that encourages environmentally friendly tourism and localized economic development in places with a robust heritage. According to this hypothesis, communities may attract tourists looking for authentic cultural experiences through maintaining and promoting their unique cultural traditions and customs. It will improve the attractiveness and feasibility of cultural tourism initiatives, leading to financial benefits for the community and sustained expansion of the travel and tourism sector. Also, we proposed the following hypothesis (H1).

H2: ICH utilization significantly effects CCT engagement and economic impact.

Utilization: CCT, which promotes both economic growth and cultural sustainability, has a good correlation with the use of ICH. In this hypothesis, incorporating ICH into tourism-associated endeavors has the potential to increase economic growth, create employment opportunities,

and enhance cross-cultural interactions, all of which may contribute to sustainability development for both the local population and the tourism industry. We proposed the following hypothesis (H2).

H3: Increased tourist engagement positively impacts the CCT growth.

Tourist Engagement: This increasing interest could create a need for CCT services, which could promote long-term growth in economies within the areas wherever ICH is protected. Encouraging sustainable culture and economic growth in tourism locations requires a comprehending of how visitors interact with ICH as well as the way it translates into CCT. Also, we proposed the following hypothesis(H3).

H4: Regional Economic Growth by ICH positively influences the CCT expansion.

Regional Economic Growth: The CCT reveals that there is a favorable correlation between regional economic expansion and ICH maintenance. CCT has proven the concept that the financial benefits from investment with ICH originated from tourism-driven prosperity, as the organization uses localized traditions and practices to promote sustainability development, produce revenue, and create job opportunities. Moreover, we proposed hypothesis (H4).

H5: Long-term growth and sustainability of ICH positively influence the CCT expansion.

Long-Term Growth of ICH: Through protecting cultural identity, producing financial progress, and developing intercultural comprehension, incorporating ICH into CCT will encourage sustainable development. In this hypothesis, communities may enjoy sustainable development while preserving the integrity and authenticity of their cultural heritage by strategically utilizing CCT to promote and safeguard ICH. Also, we proposed the following hypothesis(H5).

H6**:** CCT contributes to the promotion efforts and positively influences the engagement of tourists in CCT.

Promotion of Sustainable Growth: ICH into CCT encourages sustainable growth by maintaining cultural authenticity, stimulating local economic development, and improving tourist experiences. Moreover, we proposed a hypothesis (H6).

4. MATERIALS AND METHODS

4.1 Data Collection

Distributing questionnaires allowed for the collection of primary data in

the selected region, which has completed eighteen intangible cultural heritage initiatives at the national level in China. To investigate the relationships between cultural tourism involvement and the economic benefits of preserving intangible cultural assets and regional development, the study used quantitative data analysis. Study yielded a total of 349 completed participants. The 51 participants were eliminated for a number of reasons, including missing data, inconsistent or erroneous information, incomplete answers, and replies that failed to meet the study's requirements. 298 valid samples were ultimately obtained after removing the participants, providing an 85.38% questionnaire recovery rate.

4.2 Selection Criteria

The selection criteria describe the particular rules or variables that are applied when selecting individuals, organizations, or other endeavors to employ ICH to leverage CCT to support sustainable growth. In the current inquiry, selection criteria are crucial. Two classes can be made from the selection criteria. These criteria are for inclusion and exclusion. The classes of the selection criteria are explained below.

- Inclusion Criteria: To be eligible for consideration for participation in the initiative, prospective participants or projects must meet certain requirements. Some inclusion criteria for using ICH in CCT could include the following:
  - ✓ Demonstrated dedication to ICH promotion and preservation within the organization or community.
  - ✓ Possibility to support the growth of cultural tourism while protecting the authenticity and integrity of the cultural legacy.
  - ✓ The ability to interact with a variety of stakeholders, including provincial governments, cultural institutions, and local communities.
- Exclusion Criteria: These are the kinds of things that automatically exclude our projects or potential participants from the initiative. Exclusion criteria for using ICH in CCT could include the following:
  - ✓ Disregard for cultural sensitivity environmental conservation, or other behaviors that are at odds with the tenets of sustainable cultural tourism.
  - ✓ The incapacity to provide successful results for the neighborhood or cultural heritage professionals.
  - ✓ Any endeavors or actions that can expose the integrity or maintenance of the ICH, such as commercial exploitation or cultural appropriation.

4.3 Variable

The framework specifies that two variables are required to understand the dynamics and outcomes of various methods. The variables used in this analysis were dependent and independent. The following is an explanation of variable.

4.3.1 Dependent Variable

Dependent variables CCT, which stands for the phenomena or consequences, are being examined. CCT is the term used to describe a range of tourism-related activities that are primarily focused on making money and profit, as well as it is oriented around cultural experiences and historic places.

4.3.2 Independent Variable

The independent variable in this research is Intangible culture Heritage (ICH), consists of the preservation of ICH (PICH), Utilization of ICH (UT), Tourist Engagement (TE), Regional Economic Growth (REG), Long Term Growth (LTG), and Promotion of sustainable growth (PRO). To ensure the continuity, relevance, and cultural traditions, knowledge, and practices within communities, their cultural identity, and efforts could be made to preserve PICH. The term of UT explained how cultural traditions are integrated into modern contexts to promote cultural identity the sustainable community development. TE includes a wide range of cultural practices abilities that are recognized as belonging to a community individual's cultural heritage.REG describes the progressive expansion of economic activity within a given geographic area, driven by several variables including local economic policy, infrastructure development, and investment.LTG is the steady economic expansion that occurs over long stretches of time, guaranteeing stability and advancement. PRO is to emphasize social and environmental responsibility while promoting growth that satisfies current requirements without undermining the capacity of satiate their own.

Hypotheses that clarify the connections between important variables can be used to describe the conceptual framework for using ICH to support sustainable growth through CCT. Possible theories include: The conceptual framework attempts to validate the function of ICH in supporting sustainable growth and creating socio-economic advantages within cultural tourism contexts by evaluating these assumptions. Figure 2 shows the conceptual framework.

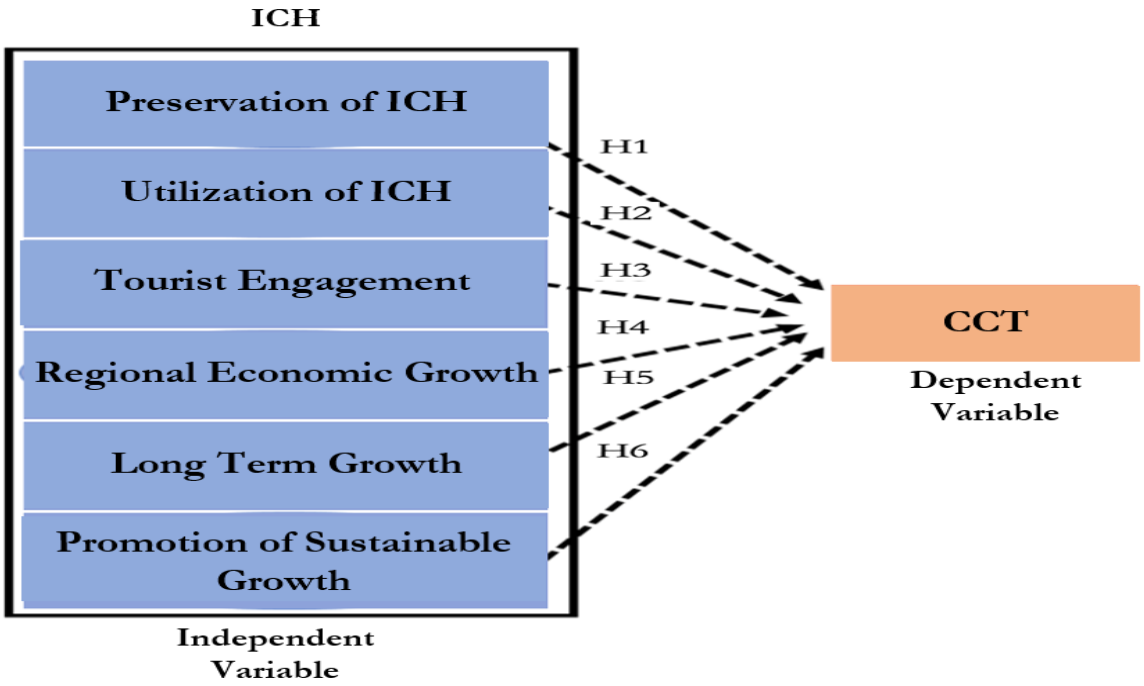

Figure 2: Conceptual Framework

4.4 Dimensions of Measurements and Scale Design

This paper's questionnaire is divided into three sections: (1) the fundamental data of the participants, encompassing demographic attributes like age, gender, and educational attainment. (2)Six indicators and 20observation variables make up the CCT assessment for the ICH sustainable development evaluation. A five-point Likert scale with scores of 1 (extremely displeased), 4 (content), 3 (fair), 2 (dissatisfied), and 5 (very satisfied) is the basis for the scale alternatives. Table 1 illustrates the items of measurement.

Table 1: (a) Items of Measurement

Variables	Item	Items Of Measurement
Preservation of ICH	PICH1	Number of traditional practices maintained annually
	PICH2	Funding allocated for preservation projects
	PICH3	Community involvement in preservation activities
Utilization of ICH	UT1	Number of ICH elements used in modern cultural expressions
	UT2	Frequency of ICH elements in local festivals
	UT3	Integration of ICH in educational curricula
Tourist Engagement	TE1	Number of tourists participating in ICH-related events
	TE2	Visitor satisfaction with ICH experiences
	TE3	Revenues generated from ICH-related tourism
Regional Economic Growth	REG1	Increase in local employment due to ICH activates

Table 1: (b) Items of Measurement

Variables	Item	Items Of Measurement
Long-Term Growth of ICH	REG2	Growth in local businesses related to ICH
	REG3	Economic contribution of ICH to regional GDP
	LTG1	Number of new initiatives for ICH sustainability
	LTG2	Long-term funding commitments for ICH
	LTG3	Policies enacted to support ICH growth
Promotion	PRO1	Media coverage of ICH events and activities
	PRO2	Social media engagement related to ICH
	PRO3	Public awareness campaigns on the importance of ICH
Commercial cultural tourism (CCT)	CCT1	Estimate number of cultural sites visited by tourists annually
	CCT2	The typical evaluation given by visitors to historical and cultural places

4.5 Statistical Analysis

The relationship between categorical variables, such as the kinds of initiatives about ICH and the degree of sustainable growth in destinations for cultural tourism, can be evaluated using the Structural Equation Modeling (SEM). To investigate the connection between utilizing ICH and encouraging sustainable growth in cultural tourism, AMOS provides strong data analysis tools, such as SEM. This makes it easier to make evidence-based decisions about the management of cultural heritage and tourism development projects.

5. RESULTS

The result section encompasses the sample's demographic characteristics, the findings from the exploratory factor analysis, the analysis of relationship with different variables to provide a comprehensive understanding of the study's outcomes.

5.1 Sample's demographic characteristics

Table 2 illustrates the sample's demographic characteristics for the number of samples (N=298).

Table 2: (a) Sample's demographic characteristics (N=298)

Demographic Characteristics	Types	Amount Of Samples	Percentage (%)
Age	18-35	170	57.04
	36-55	105	35.23
	56 and above	23	7.7

Table 2: (b) Sample's demographic characteristics (N=298)

Demographic Characteristics	Types	Amount Of Samples	Percentage (%)
Gender	Male	142	47.7
	Female	156	52.3
Educational Attainment	High School	85	28.5
	Bachelor's Degree	110	36.9
	Master's Degree	68	22.8
	Doctoral Degree	35	11.8
Income Status	Low	80	26.8
	Medium	140	47.0
	High	78	26.2
Employment Status	Employed	180	60.4
	Unemployed	40	13.4
	Student	50	16.8
	Retired	28	9.4

According to Table 2, 47.7% of the survey group is made up of men and 52.3% is made up of women. In the 18–35 age range, 57.04% of respondents were present. With relation to their greatest level of education, the majority of respondents (36.9%) had bachelor's degrees, suggesting that they were more knowledgeable about the questions asked.

5.2 Exploratory Factor Analysis

This study utilized data from the Likert Scale and factor analysis for exploratory factor analysis and reliability tests (Tables 3 and 4). ICH has its conservation, interaction with tourists, growth of the local economy, long-term viability, and encouragement of sustainable development. Understanding these elements is greatly aided by factors like PICH1-3, UT1-3, TE1-3, REG1-3, LTG1-3, and PRO1-3, which have a cumulative explanation rate of 67.5% overall. The average Cronbach's coefficients range from 0.81 to 0.90, and the average item values range from 3.9 to 4.5.

Table 3: (a) Exploratory Factor analysis

Variables	Items	Factor	Cumulative Explanation Rate (%)
Preservation of ICH	PICH1	0.654	22.074
	PICH2	0.647	
	PICH3	0.721	
Utilization of ICH	UT1	0.705	31.275
	UT2	0.746	
	UT3	0.600	
Tourist Engagement	TE1	0.621	37.663
	TE2	0.730	
	TE3	0.708	

Table 3: (a) Exploratory Factor analysis

Variables	Items	Factor	Cumulative Explanation Rate (%)
Regional Economic Growth	REG1	0.702	45.674
	REG2	0.801	
	REG3	0.823	
Long-Term Growth of ICH	LTG1	0.636	51.321
	LTG2	0.707	
	LTG3	0.654	
CCT	CCT1	0.650	52.500
	CCT2	0.700	
Promotion of Sustainable Growth	PRO1	0.630	67.500
	PRO2	0.664	
	PRO3	0.665	

Table 4: Reliability test

Variables	Items	Cronbach's Coefficient	Average Value
Preservation of ICH	PICH1	0.88	4.2
	PICH2		
	PICH3		
Utilization of ICH	UT1	0.85	4.0
	UT2		
	UT3		
Tourist Engagement	TE1	0.90	4.5
	TE2		
	TE3		
Regional Economic Growth	REG1	0.87	4.1
	REG2		
	REG3		
Long-Term Growth of ICH	LTG1	0.83	3.9
	LTG2		
	LTG3		
Promotion of Sustainable Growth	PRO1	0.89	4.3
	PRO2		
	PRO3		
CCT	CCT1	0.86	4.4
	CCT2		

5.3 Analysis of Confirmatory Factors

Validity of structure: The Amos modeling approach was employed in this study to confirm the questionnaire's structural validity. The questionnaire has strong structural validity, as seen by the findings, which also suggest that the scale's overall measurement model fits well. Validity of convergent: The three key reference metrics for convergent validity that the study uses are composite reliability (CR) and average variance extracted

(AVE). AVE levels are normally regarded as favorable; they range from 0 to 1, with higher values suggesting more convergent validity. Measurement model dependability or internal consistency is evaluated by CR. In general, numbers above 0.7 suggest strong dependability. CR values range from 0 to 1. The convergent validity of the two developed measures was examined in this study using AMOS software. Table 5 demonstrates the validity of convergent.

Table 5: Confirmatory Factor Analysis

Scale	Items	Factor loadings	CR	Cronbach's Alpha	AVE
Preservation of ICH	PICH1	0.675	0.718	0.791	0.551
	PICH2	0.621			
	PICH3	0.701			
Utilization of ICH	UT1	0.742	0.731	0.701	0.686
	UT2	0.648			
	UT3	0.654			
Tourist Engagement	TE1	0.725	0.641	0.624	0.443
	TE2	0.796			
	TE3	0.736			
Regional Economic Growth	REG1	0.602	0.775	0.717	0.682
	REG2	0.734			
	REG3	0.703			
Long-Term Growth of ICH	LTG1	0.762	0.525	0.651	0.471
	LTG2	0.684			
	LTG3	0.762			
Promotion	PRO1	0.654	0.744	0.856	0.619
	PRO2	0.829			
	PRO3	0.785			
CCT	CCT1	0.750	0.820	0.850	0.600
	CCT2	0.790			

5.4 Correlation Matrix

It can be concluded from the study's findings (Table 6) that the factors have excellent discriminant authority because each variable's square root of the AVE is bigger than the correlation coefficient with other variables.

Table 6: Correlation Matrix

Item	PICH	LTG	UT	TE	REG	PRO	CCT
PICH	0.671	-	-	-	-	-	-
LTG	0.310**	0.697	-	-	-	-	--
UT	0.421**	0.397**	0.737	-	-	-	-
TE	0.317**	0.421**	0.422**	0.694	-	-	-
REG	0.542**	0.438**	0.821***	0.592**	0.686	-	-
PRO	0.283*	0.956***	0.389**	0.537**	0.335**	0.721	-
CCT	0.400**	0.560**	0.480**	0.520**	0.610	0.450	0.775

5.5 Relationship with Different Variable

CCT has a major beneficial impact on ICH's sustainable development. Table 7 represents the coefficients of the relationship with different variable. These results aid in evaluating the degree to which each of the hypotheses about the correlations between the dependent variable (CCT) and the independent variables (PICH, UT, TE, REG, LTG, and PRO) are supported.

Table 7: Relationship Outcome

Assumption	Variables	Estimate	CR	P	Test Outcomes
H1	PICH→ CCT	0.415	2.46	0.001**	✓
H2	UT → CCT	0.214	1.84	0.014*	✓
H3	TE→ CCT	0.203	1.60	0.123	X
H4	REG → CCT	0.401	3.10	0.035*	✓
H5	LTG → CCT	0.332	2.20	0.250	X
H6	PRO → CCT	0.151	1.31	0.002**	✓

p-value<0.05 denotes significant

5.6 Model Fit Statistics

Additionally, we evaluated the cross-validity redundancy (Q^2) and coefficient of determination (R^2) for the result of the variables in Table 8.

Table 8: Model Fit Statistics for Variables

Variable	Q^2	R^2	R^2 Adj
PICH	0.47	0.61	0.62
UT	0.39	0.51	0.51
TE	0.51	0.67	0.65
REG	0.41	0.57	0.54
LTG	0.35	0.52	0.49
PRO	0.49	0.61	0.6
CCT	0.45	0.59	0.55

5.7 Fit Indices for Model Evaluation

The results of the investigation demonstrated that the model faithfully represented the data: df = 12, chi-square (X2) = 21.34, and major at a probability level (p) = 0.048. Significant results were found in the GFI = 0.92 and RMR = 0.045. The TLI = 0.90, the CFI = 0.93, the AGFI = 0.89, the RFI = 0.87, the IFI = 0.91, and the RMSEA = 0.06 were also supported. These values collectively indicate that the model accurately represents the relationship between the variables studied.

6. DISCUSSION

The criteria of contemporary economic growth are not satisfied by the de-commercialization research. These priceless traditional antiques and assets are situated in a relatively undeveloped natural context since many exceptional instances of ICH have occurred in poorly developed and underprivileged areas. Businesses that cater to tourists, retailers, and those who have lost their primary source of income are less excited about creating and promoting culture. The estimates, critical ratios (CR), p-values, and test results for the hypotheses connecting various factors to CCT are displayed in the table. Significant connections ($p < 0.05$) are evident for H1, H2, H4 and H6. On the contrary, 'X' indicates that H3 and H5 do not have statistical significance ($p > 0.05$). Overall, this research highlights the considerable correlations between PICH, REG, and LTG and highlights the varied degrees of effect that various factors have on CCT. It is very challenging for travelers to participate in ethnic and cultural customs. An environment like this is not good for the growth of CCT or ICH. Consequently, tourist development is not excluded from ICH's sustainable development. In addition to increasing ICH's reach, commercialization can also boost its sustainable growth financially. However, this needs a balanced approach that strikes a balance between ICH's sustainable development and commercial tourism.

7. CONCLUSION

The research concludes by highlighting the transformational potential of CCT in using the ICH of China's minority areas for long-term economic prosperity. It was demonstrated by quantitative research using AMOS that cultural tourism promotes both the preservation and use of ICH and increases economic potential.

In the end, CCT proves to be an essential factor in maintaining cultural customs, boosting local economies, and advancing the long-term viability of ICH. Rich cultural resource regions in poor ICHs want to encourage the growth of cultural tourism as a means of bolstering the local economy. Both scenic locations and cultural tourist hubs suffer from the negative effects of commercial tourism. Despite these drawbacks, CCT has a favorable impact on ICH. For the long-term growth of ICH, CCT offers more benefits than drawbacks.

References

Benhamou, F. (2020). Heritage In *Handbook of cultural economics* (pp. 279-286). Edward Elgar Publishing. https://doi.org/10.4337/9781788975803.00037

Chung, F. M.-Y. (2024). Utilising technology as a transmission strategy in intangible cultural heritage: the case of Cantonese opera performances. *International Journal of Heritage Studies*, *30*(2), 210-225. https://doi.org/10.1080/13527258.2023.2284723

DeSilvey, C., & Harrison, R. (2020). Anticipating loss: rethinking endangerment in heritage futures. In (Vol. 26, pp. 1-7): Taylor & Francis.

Donders, Y. (2020). Cultural heritage and human rights.

Eichler, J. (2021). Intangible cultural heritage, inequalities and participation: who decides on heritage? *The International Journal of Human Rights*, *25*(5), 793-814. https://doi.org/10.1080/13642987.2020.1822821

El Shandidy, M. Z. (2023). The power of intangible heritage in sustainable development. *power*, *6*(2), 92-97.

Elena, S., & Antonio, P. (2020). UNESCO's tangible and intangible cultural heritage: Sustainable development perspectives. *Правоведение*, *64*(1), 47-56. https://doi.org/10.21638/spbu25.2020.104

Gomez-Oliva, A., Alvarado-Uribe, J., Parra-Meroño, M. C., & Jara, A. J. (2019). Transforming communication channels to the co-creation and diffusion of intangible heritage in smart tourism destination: Creation and testing in ceutí (spain). *Sustainability*, *11*(14), 3848. https://doi.org/10.1007/s 13132-023-01643-9

Grammalidis, N., & Poulios, I. (2019). ICT-based participatory approaches for the exploitation and re-use of intangible cultural heritage. Strategic Innovative Marketing and Tourism: 7th ICSIMAT, Athenian Riviera, Greece, 2018,

Han, D.-I. D., Weber, J., Bastiaansen, M., Mitas, O., & Lub, X. (2019). Virtual and augmented reality technologies to enhance the visitor experience in cultural tourism. *Augmented reality and virtual reality: The power of AR and VR for business*, 113-128. https://doi.org/10.1007/978-3-030-06246-0_9

Kim, S., Whitford, M., & Arcodia, C. (2021). Development of intangible cultural heritage as a sustainable tourism resource: The intangible cultural heritage practitioners' perspectives. In *Authenticity and Authentication of Heritage* (pp. 34-47). Routledge. https://doi.org/10.1080/1743873X.2018.1561703

Koutsi, D., & Stratigea, A. (2019). Unburying hidden land and maritime cultural potential of small islands in the Mediterranean for tracking heritage-led local development paths. *Heritage*, *2*(1), 938-966. https://doi.org/10. 3390/heritage2010062

Król, K. (2021). Assessment of the cultural heritage potential in Poland. *Sustainability*, *13*(12), 6637. https://doi.org/10.3390/su13126637

Labadi, S., Giliberto, F., Rosetti, I., Shetabi, L., & Yildirim, E. (2021). Heritage and the sustainable development goals: Policy guidance for heritage and development actors. *International Journal of Heritage Studies*.

Munjal, P. G. (2019). Enhancing heritage tourism in small and medium towns by leveraging their cultural heritage, traditional knowledge and skills. *Worldwide Hospitality and Tourism Themes*, *11*(1), 87-98.

Pappa, D., Makropoulos, C., & Pitsilis, V. (2021). Learning content design for cultural heritage tourism. EDULEARN21 Proceedings,

Qiu, Q., & Zuo, Y. (2023). "Intangible cultural heritage" label in destination marketing toolkits: Does it work and how? *Journal of Hospitality and Tourism Management*, *56*, 272-283. https://doi.org/10.1016/j.jhtm.2023.06.025

Sabarirajan, A., Reddi, L. T., Rangineni, S., Regin, R., Rajest, S. S., & Paramasivan, P. (2024). Leveraging MIS Technologies for Preserving India's Cultural Heritage on Digitization, Accessibility, and Sustainability. In *Data-Driven Intelligent Business Sustainability* (pp. 122-135). IGI Global. https://doi.org/10.4018/979-8-3693-0049-7.ch009

Xue, K., Li, Y., & Meng, X. (2019). An evaluation model to assess the communication effects of intangible cultural heritage. *Journal of Cultural Heritage*, *40*, 124-132. https://doi.org/10.1016/j.culher.2019.05.021

Yuan, C., Gan, L., & Zhuo, H. (2022). Coupling mechanisms and development patterns of revitalizing intangible cultural heritage by integrating cultural tourism: The case of Hunan Province, China. *Sustainability*, *14*(12), 6994. https://doi.org/10.3390/su14126994