

# Research on Stage Performance Authenticity Perception Based on Structural Equation Mode

Huimei Tang  
e-mail: 865026421@qq.com

College of Management, Shanghai University, Shanghai 200444, China

**Abstract**—The cultural heritage of sound cultural relics is an important tourism cultural resource in China. This paper studies the protection attitude and protection intention of Dong songs from the emotional identity of local identity and the perception of stage authenticity. Taking Zhaoxing Dong Village in Guizhou as a case study, this paper discusses the inheritance and protection of tourists' emotional identity and authenticity perception of Dong songs. Through AMOS's reliability and validity analysis, mediating effect test and research hypothesis test, the results show that: (1) The emotional identity of the subject has a positive impact on the attitude and intention of protection and inheritance. (2) The authenticity perception of stage performance has a positive impact on the attitude and intention of protection and inheritance. (3) The emotional identity of Dong songs has a positive impact on authenticity perception.

**Keywords**—place identity; emotional identity; perception of authenticity; intangible cultural heritage

## 1. Introduction

With the development of tourism, intangible cultural heritage has become an important part of tourism development, especially the sound intangible cultural heritage with unique national characteristics such as dong song, which has become the core component of tourism products in ethnic villages. On the one hand, the development of tourism has expanded the market cognition of sound intangible cultural heritage and formed a unique market attraction. On the other hand, it is also affected by the needs and preferences of market tourists, resulting in the stage display of intangible cultural heritage. The authenticity of stage performance has become one of the core issues of tourism research. At present, the content of the research on the authenticity of tourism mainly focuses on three aspects: the study of authenticity theory; Using authenticity to guide tourism product development; Tourism authenticity assessment methods.

Studies have shown that there are different levels and types of tourism authenticity. From the perspective of the protection and inheritance of intangible cultural heritage, whether tourists' perception of the authenticity of staged performances will have an important impact on their attitudes and intentions to protect and inherit intangible cultural heritage has become an unsolved problem in current tourism research. In short, the protection attitude and intention of sound intangible cultural heritage are not only influenced by the nature and degree of subject identity, but also influenced and restricted by the perception of subject authenticity. However, the specific relationship needs further case study and analysis. Based on this, this paper starts with the analysis of the influencing factors of the protection and inheritance of intangible cul-

tural heritage, and focuses on the analysis of the influence of place identity, especially emotional identity and authenticity perception on protection attitude and intention, in order to seek a feasible and reasonable path for the protection and inheritance of intangible cultural heritage in tourism development.

## **2. Related research and research hypothesis**

### **2.1 Research on the relationship between inheritance and recognition of intangible cultural heritage protection**

Behavioral geography and environmental psychology believe that people's perception and evaluation of the environment is the premise and foundation of people's environmental attitudes and behaviors. As a deep environmental perception structure, sense of place has a profound impact on people's environmental attitudes and behaviors. [1]Liu (2018) proved that tourists' place identity has a significant positive impact on resource protection attitude in the study of the impact of tourists' tourism experience and place identity on resource protection attitude.[2]Thus put forward the hypothesis :

H1 : The emotional identity of the subject has a positive impact on the attitude of protection and inheritance ;

H3 : The emotional identity of the subject has a positive impact on the intention of protection and inheritance ;

### **2.2 Maintaining the Integrity of the Specifications**

Mac Cannel (1978) proposed 'stage reality' in tourism research, which refers to the process in which the daily production and living scenes of the background community residents are packaged into tourism products as tourism resources. [3] The purpose is to avoid the influx of tourists to damage the local culture and enhance the tourist experience. With the rapid development of tourism, stage performance has become an important way to integrate culture and tourism. Ping Fang ( 2019 ) took the national song and dance performance in Jiuzhaigou as an example, and found that their perception of the authenticity of song and dance performance was actually a response to economic interests and cultural attitudes. If residents can benefit from the performance, they think the performance is true.[4]

In the study of tourism authenticity, scholars mainly explore the authenticity of tourists' experience and its impact on satisfaction, loyalty, revisit intention and recommendation intention. Xiaoxiao Fu (2019) explored the influence of existential authenticity on tourists' cognition, emotion and loyalty in heritage tourism through a survey of Yongding Tulou.[5] When tourists' perception of authenticity from tourism products reaches or exceeds their psychological expectations, it can promote tourists' emotional expression and have a positive psychological impact. Thus put forward the hypothesis :

H2 : stage performance authenticity perception has a positive impact on protection and inheritance attitude ;

H4 : stage performance authenticity perception has a positive impact on protection and inheritance intention ;

### 2.3 Maintaining the Integrity of the Specifications

Theory of Planned Behavior was proposed by Ajzen ( 1985 ), who believed that behavioral intention is the most direct factor to determine individual behavior, and behavioral intention itself is affected by behavioral attitude, subjective norm and perceived behavioral control. [6] Theory of Planned Behavior has been applied in a wide range of fields and gained a lot of research support.[7] Horcajo Javier ( 2019 ) used this theory to study the attitudes and intentions of athletes using prohibited stimulants.[8]Thus put forward the hypothesis :

H5 : Subject 's protective attitude towards Dong song has positive influence on protective intention.

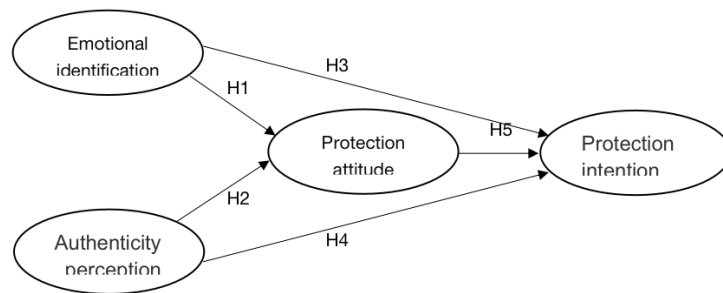


Figure 1 Model

### 3. Research design and method

The questionnaire consists of two parts. The first part measures the variables studied. Among them, the emotional identity variable uses QT, including 4 items; authenticity perception using SA, including 5 items ; the protection attitude adopts PA, including 5 items ; protection intention adopts PI, including 4 items. The above four variables were measured by Likert5 scale, 1-5 represent from ' very disagree ' to ' very agree '. The second part of the questionnaire asked respondents ' personal information, including gender, age, occupation, education level and household registration. This paper selects Liping Zhaoxing Dong Village in southwestern Guizhou Province as the research site, and conducts a five-day survey in June 2021. About the issuance and filling of the questionnaire. Finally, there were 312 valid questionnaires. The samples are divided into two types, including 102 samples of tourists in the province and 210 samples of tourists outside the province.

The software used in this study is AMOS22.0. Firstly, the reliability and validity of the obtained data are analyzed. After the reliability and validity tests are qualified, the goodness of fit of the model is continued to be verified. The model is modified according to the data, and then the relationship between the variables is tested.

## 4. Research hypothesis testing

### 4.1 Common Method Bias

Because the research data comes from the self-reported questionnaire of the respondents, there may be a common method bias problem, which will affect the validity of the research. Therefore, in order to reduce the common method deviation, the process control is carried out by means of anonymity, design reverse problem and time-division distribution. This study used two ways to test whether there is a common method bias problem. Firstly, the Harman single factor test method was used to analyze all the variables in the questionnaire. After factor analysis, four common factors with characteristic roots greater than 1 were obtained. These four common factors explained the total variation of 63.74, of which the largest common factor variance explained. The percentage is 36.64 %, which is less than the critical value of 50 %, indicating that there is no serious common method bias. Based on Harman ' s single factor test, a common method is adopted.

	$\chi^2$	df	CFI	IFI	RMSEA	SRMR	NFI	GFI
<b>Preset model</b>	332.889	129	0.921	0.922	0.071	0.066	0.879	0.892
<b>CMV model</b>	284.084	128	0.940	0.940	0.062	0.081	0.897	0.909

Figure 2 Common method variance test results

### 4.2 Reliability and validity test

The reliability of each variable in the questionnaire was analyzed by Cronbach ' s  $\alpha$  coefficient through SPSS. The results showed that the Cronbach ' s  $\alpha$  coefficient of all variables was greater than 0.7.

The measurement problems of each variable in this study come from mature scales at home and abroad, which are guaranteed in content validity. Continue to use AMOS22.0 software to test the validity of the variables. By calculating the load of each observation variable, it is found that the factor load of the three observation variables SA1, SA2 and PA2 is too low, which affects the convergence validity of authenticity perception and protection attitude, so the three factors SA1, SA2 and PA2 are deleted. After removing the low load factor, the AVE values of latent variables are more than 0.5, and the CR values are greater than 0.7, indicating that the variables in this study have good convergent validity.

Continue to test the discriminant validity between variables. Tables1 lists the square roots of the AVE values of each variable and their correlation coefficients. It can be seen that the correlation coefficients between the variables are smaller than the square roots of their corresponding AVE values, indicating that the scale has good discriminant validity.

Table 1 Differential validity test

The latent variable	QT	SA	PA	PI
QT	0.822			
SA	0.145**	0.773		
PA	0.135**	0.104**	0.708	
PI	0.258**	0.190**	0.157**	0.780

### 4.3 Structural model checking

In the previous confirmatory factor analysis, it was found that the fitting index of the model was not ideal, so the correlation between the residuals of the observation variables was adjusted according to the MI correction coefficient. It was found that the residuals of the two observation variables PI1 and PI2 under the protection intention latent variable were highly correlated before the residuals, which was also reasonable in theory. Therefore, a covariant relationship was established between the residuals e15 and e16 of the two variables. The modified model fit indices are :  $\chi^2 = 155.742$ ,  $df = 70$ ,  $\chi^2 / df = 2.225$ , RMSEA = 0.062, NFI = 0.930, TLI = 0.948, CFI = 0.960, GFI = 0.934, AGFI = 0.900. After modification, the model fit indices are improved. After correction, the regression results of the structural equation model are shown in Figure3.

The latent variable	Path coefficients	Normalize path coefficients	S.E.	C.R.	P	Research hypotheses	Test results
QT→PA	0.324	0.451	0.054	5.977	***	H1	Y
SA→PA	0.142	0.211	0.047	3.048	0.002	H2	Y
QT→PI	0.435	0.432	0.075	5.785	***	H3	Y
SA→PI	0.138	0.145	0.057	2.41	0.016	H4	Y
PA→PI	0.390	0.278	0.102	3.825	***	H5	Y

Figure 3 Path coefficients and hypothesis test results

It can be seen from the hypothesis test results that the standardized path coefficient of emotional identity to protection attitude is 0.451, which is significant at the level of 1 %. The standardized path coefficient of authenticity perception to protection attitude is 0.211, which is significant at the level of 1 %. The standardized path coefficient of emotional identity to protection intention is 0.432, which is significant at the level of 1 %. The standardized path coefficient of authenticity perception to protection intention is 0.145, which is significant at 5 % level. The standardized path coefficient of protection attitude to protection intention is 0.278, which is significant at the level of 1 %. The research hypothesis H1, H2, H3, H4 and H5 are verified. Compared with the standardized path coefficient, it can also be found that emotional identity has more influence on protection attitude than authenticity perception. At the same

time, the influence of emotional identity on protection intention is greater than that of authenticity perception and protection attitude on protection intention.

## **5. Result**

Through the collation, analysis and modeling of the questionnaire data: a total of 13 hypothesis studies, 8 hypothesis studies verified, 3 did not pass, one result contrary to the hypothesis study. The specific situation is as follows. (

- 1) The emotional identity of the subject has a positive impact on the attitude and intention of protection and inheritance;
- 2) Stage performance authenticity perception has a positive impact on the attitude and intention of protection and inheritance;
- 3) The emotional identity of Dong songs has a positive impact on authenticity perception.

## **6. Conclusion**

### **6.1 Enhancing the Experience of Sound Intangible Cultural Tourism Products Guided by Authenticity Perception**

The content of ' stage ' should come from local culture, refined and created from the reality of life, which can show the local customs and humanities, and reflect the real appearance of social life in a certain period of time. The development of sound intangible cultural heritage tourism products in tourist destinations restores the culture itself as much as possible through detailed depiction and exploration of elements such as architecture, costumes, language, musical instruments, scenes, venues and characters.[9] On the one hand, it can build a stage for tourists to experience local culture, enhance the sense of reality and reality of tourism, and achieve the role of cultural propaganda and inheritance. On the other hand, tourism development can protect the background culture and lifestyle, and maintain the authenticity of culture. At the same time, we do not advocate keeping the original culture or keeping the stereotyped performance, but conform to the development of the times, allow a certain degree of innovation, and cater to the aesthetic appreciation of tourists. In this way, a relatively stable state can be formed to better inherit and develop.[10]

### **6.2 Enhance the experience of sound intangible cultural heritage tourism products with emotional identity as the core**

Emotional experience is the core factor in the process of tourism ( Aho, 2001 ). In the empirical results of this study, the emotional identity of tourists and local residents has a positive and significant impact on the protection and inheritance protection attitude and protection intention of Dong songs. In the development of tourism products of sound intangible cultural heritage, the elements of products should involve local history and culture, folk culture and so on. Only by conforming to the emotional orientation of local residents and tourists can the core value of intangible cultural tourism products be reflected. At the same time, the formation of tourists ' place identity requires continuous and long-term cultivation, and requires a high degree of integration between tourists and tourist destinations.

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