Development Route Analysis of Intangible Cultural Heritage Industry of China Based on Data Mining

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Abstract. Industrialization is an important way to protect and inherit intangible cultural heritage, which can enhance the vitality of intangible cultural heritage. The development of intangible cultural heritage industrialization can not only meet the needs of intangible cultural heritage protection and inheritance, but also meet the diverse cultural needs of the people. This paper uses DEA model to analyse the development status of intangible cultural heritage industry of thirty-one provinces and cities of China, discusses the main problems of intangible cultural heritage industry, and gives three suggestions of promoting brand building to enhance market positioning; accelerating creative research and development to promote the value-added of intangible cultural heritage products; innovating business model to promote industrial transformation and upgrading to provide some references for relevant researchers.

1. Intangible cultural heritage

The general office of the State Council of China defines intangible cultural heritage as a variety of traditional cultural forms, such as folk activities, performing arts, traditional performing arts and cultural space, which are closely related to people's life and inherited from generation to generation. From the definition of the concept of intangible cultural heritage, we can see that as a real national traditional culture, intangible cultural heritage is a living cultural system and rich connotation of cultural life. Only by understanding the background and spiritual essence of the structure system of intangible cultural heritage, can we accurately understand and explore the value and value of the protection and utilization of intangible cultural heritage significance. Any intangible cultural heritage reflects the differences, diversity and national personality of traditional cultures of different nationalities, and represents the spiritual essence and values of different ethnic cultural communities. This is also the fundamental basis for the existence of the diversity of intangible cultural heritage. Its core connotation is “intangible”, which is an invisible and intangible ideology and spiritual essence. The material cultural heritage tells us the past history, while the intangible cultural heritage emphasizes the inheritance and development of the traditional cultural spirit, carrying the direct and important cultural contents such as words, language, music and dance, customs and their corresponding modes of production, daily-use crafts and traditional handicrafts. In the process, the media role of human is the key factor.

2. Intangible cultural heritage industry and its important function

Cultural industry refers to the business industry which is engaged in the production of cultural products and the provision of cultural services. In this sense, cultural industry is the general name of a series of activities such as the production, circulation and consumption of cultural products with spiritual entertainment. This concept shows the economy and competitiveness of cultural industry as well as the culture of cultural goods and services. According to this concept, cultural industry can be divided into
Three categories. The first is to produce or sell cultural products in physical form, such as copyright, education, media, art exhibition, etc.; the second is to provide cultural services in labour form, such as art exhibition, entertainment, etc.; the third is to provide cultural added value to other commercial industries, such as cultural tourism, planning, consulting, etc. With the rapid development of China's economy and society, people shift their focus to the inheritance and continuation of culture. Cultural industry and intangible cultural heritage is one of the ways of current social and cultural development. The state and society attach great importance to the exploration of non-heritage industrialization path. In order to effectively protect and develop the intangible cultural heritage, we must combine the scientific development and industrial production of intangible cultural heritage, refine Chinese elements, preserve traditional crafts, cross-border cooperation and innovation, and make the intangible cultural heritage live from productive protection to industrialization.

Each intangible cultural heritage list was created under specific historical conditions and had an important role and influence on the society and people at that time. It reflects the political, economic and cultural contents of social history, such as the ideological and cognitive level, life emotional attitude, scientific development degree, customs and beliefs taboo of a certain historical period, a certain region and a certain nation at that time. It is a historical witness of the vicissitudes of time. It is the course of the development of social civilization. The folklore and Folktales of intangible cultural heritage embody the spirit of people's pursuit of beautiful things and inspiring people to make progress. The folk music, dance and drama of intangible cultural heritage embody the spiritual needs of human beings for art. The folk festivals and sacrifices of intangible cultural heritage embody the spiritual needs of human beings for art. 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decision-making unit model, we need to collect the input index and output index data for logistics efficiency evaluation, and the authenticity of these data will also affect the evaluation results. The DEA model is solved. There are many methods to solve the DEA model, such as MATLAB software, LINGO software and so on. Results analysis and countermeasures. According to the data collected, the DEA model is solved and the results are analysed, which can quickly determine whether each decision-making unit is DEA effective, rank the efficiency evaluation results one by one, and then analyse the reasons for the low efficiency of some decision-making units and put forward countermeasures and suggestions.

3.2. CCR model
This paper uses DEA (Envelopment Analysis Data) to study the efficiency of Hunan logistics industry. The most basic model of DEA is the CCR model. It is assumed that the scale of remuneration is fixed to calculate the relative comprehensive technical efficiency. If there are n decision making units, m input variables for each decision unit, and p output variables.

\[ X_j = (x_{1j}, x_{2j}, \ldots, x_{mj})^T \quad j = 1, 2, \ldots, n \quad \text{and} \quad Y_j = (y_{1j}, y_{2j}, \ldots, y_{pj})^T \quad j = 1, 2, \ldots, n \]

are input variables and output variables for decision making unit DMU. CCR model is described as follows:

\[
\begin{aligned}
\min \theta \\
\sum_{j=1}^{n} \lambda_j x_j + S^- = \theta x_0 \\
\sum_{j=1}^{n} \lambda_j y_j - S^+ = y_0 \\
S^- \geq 0, S^+ \geq 0, \lambda_j \geq 0, \theta 
\end{aligned}
\]

3.3. BCC model
DEA model can be divided into CCR model with constant scale reward and BCC model with changeable scale reward. According to the hypothesis of the two models, if all the decision-making units operate at the optimal scale, the CR model with constant return on scale can be selected. But in fact, China’s financial development has been constrained by the economy and finance, so there is incomplete competition. It is impossible for all listed forestry companies to operate at the optimal scale. BCC model considers both technical efficiency and scale efficiency. Compared with CCR model, BCC model can more fully reflect the current efficiency situation in China. The situation. Therefore, this paper chooses the BCC model with variable returns to measure the operating efficiency of intangible cultural heritage industry.

4. Empirical research
4.1. Index selection
Intangible cultural heritage industry is a complex system with multi input and multi output. We set the input index of intangible cultural heritage industry as follows: the number of cultural enterprises above Designated Size X₁, the number of people engaged in intangible cultural heritage industry X₂ (thousand people), and the original price of fixed assets X₃ (thousand Yuan); we set the output index of intangible cultural heritage industry as: Total operating income Y₁ (thousand Yuan), employee salary Y₂ (thousand Yuan), and value-added tax Y₃ (thousand Yuan). DEA data in this paper are all from statistical yearbooks, and Deap2.0 software is used for DEA model calculation. The number of cultural industry legal entities has a significant role in promoting the intangible cultural heritage enterprise assets. The attraction of policy and the trend of market make all kinds of capital enter the cultural industry one after another, enrich the development format of cultural industry, and form a pattern of blooming flowers.
The increase in the number of legal entities in the cultural industry is not only conducive to the stimulation of market vitality, but also drives more people to enter the cultural industry for employment, forming a good situation of prosperity and development. The impact of per capita income on the assets of cultural industry enterprises is positive. The improvement of the economic environment and the improvement of people's living standards have played a positive role in promoting the prosperity of the cultural market. It can be seen that economic development has promoted the development of the cultural industry. Cultural industry is a comprehensive and highly related industry. Through the integration of cultural industry and related industries, it can not only speed up the optimization of the internal structure of cultural industry, but also effectively promote the efficiency of cultural industry and related industries.

4.2. Calculation results
We use BCC model to get the result, which is shown in Table 1.

Table 1. Operating efficiency of intangible cultural heritage industry of thirty-one provinces calculated by DEA

| Order | Province | TE  | PTE  | SE  | SR |
|-------|----------|-----|------|-----|----|
| 1     | Anhui    | 0.651 | 0.756 | 0.861 | drs |
| 2     | Beijing  | 1    | 1    | 1   | -  |
| 3     | Fujian   | 0.698 | 0.769 | 0.908 | irs |
| 4     | Guansu   | 0.748 | 0.874 | 0.856 | irs |
| 5     | Guangdong| 0.962 | 1    | 0.962 | irs |
| 6     | Guangxi  | 0.826 | 0.887 | 0.92  | irs |
| 7     | Guizhou  | 0.706 | 0.789 | 0.895 | irs |
| 8     | Hainan   | 0.879 | 0.883 | 0.996 | irs |
| 9     | Hebei    | 0.752 | 1    | 0.752 | irs |
| 10    | Henan    | 0.835 | 0.969 | 0.862 | irs |
| 11    | Heilongjiang | 0.669 | 0.912 | 0.734 | irs |
| 12    | Hubei    | 0.742 | 0.855 | 0.868 | drs |
| 13    | Hunan    | 0.733 | 0.812 | 0.903 | drs |
| 14    | Jilin    | 0.678 | 0.784 | 0.865 | irs |
| 15    | Jiangsu  | 0.862 | 0.992 | 0.869 | irs |
| 16    | Jiangxi  | 0.739 | 0.859 | 0.86  | irs |
| 17    | Liaoning | 0.808 | 0.949 | 0.852 | irs |
| 18    | Inner Mongoria | 0.708 | 0.744 | 0.951 | drs |
| 19    | Ningxia  | 0.817 | 0.972 | 0.841 | irs |
| 20    | Qinghai  | 0.656 | 0.774 | 0.848 | irs |
| 21    | Shandong | 0.504 | 0.645 | 0.781 | irs |
| 22    | Shanxi   | 0.862 | 1    | 0.862 | irs |
| 23    | Shaanxi  | 0.772 | 0.819 | 0.943 | drs |
| 24    | Shanghai | 1    | 1    | 1   | -  |
| 25    | Sichuan  | 0.796 | 0.889 | 0.895 | irs |
| 26    | Tianjin  | 0.817 | 0.821 | 0.895 | drs |
| 27    | Tibet    | 0.799 | 0.899 | 0.889 | drs |
| 28    | Xinjiang | 0.787 | 0.796 | 0.989 | drs |
| 29    | Yunnan   | 0.982 | 1    | 0.982 | irs |
| 30    | Zhejiang | 1    | 1    | 1   | -  |
| 31    | Chongqing| 0.935 | 0.961 | 0.973 | drs |
4.3. Results analysis

TE analysis: Beijing, Shanghai and Zhejiang, whose comprehensive efficiency reaches the peak. 1. The minimum is only 0.504, the maximum is 1, and the average is 0.793. Generally speaking, the comprehensive technical efficiency of cultural industry depends more on scale efficiency than pure technical efficiency, which indicates that the production efficiency of cultural enterprises in each province is low and needs to further improve the level of industrial technology. This paper also measures the environmental factors that affect the development efficiency of China's cultural industry. It can be seen that the number of cultural industry legal entities and the level of economic development have a positive role in promoting the assets of cultural industry enterprises. However, the level of industrial agglomeration has a negative effect on the assets of cultural industry enterprises. At present, intangible cultural heritage mainly relies on the form of website for dissemination. At present, all levels of intangible cultural heritage in China have established their own intangible cultural heritage websites one after another. However, the industrialization operation function of intangible cultural heritage websites needs to be further improved, and digital development is needed according to the industrialization development needs of intangible cultural heritage. We should make full use of the function of exchanging information and data of intangible cultural heritage website, collect the information of potential intangible cultural heritage customers' needs, and develop an information interaction platform, so that intangible cultural heritage customers can retrieve the required data and information through the intangible cultural heritage website. In addition, the establishment of intangible cultural heritage network exchange platform, through the intangible cultural heritage website, timely release of intangible cultural heritage information, and integrate all levels of intangible cultural heritage website, build a complete intangible cultural heritage digital service system.

PTE analysis: Low technical efficiency is mainly caused by pure technical efficiency and scale efficiency. From the perspective of pure technical efficiency, there are both the maximum value of 1 and the minimum value of 0.645. Overall, the pure technical efficiency of China's provinces is at a high level, with an average of 0.882. In terms of pure technical efficiency, Beijing, Shanghai, Guangdong, Hebei and Zhejiang reach the peak value of 1. One of the main development trends of digital technology in the future is virtual reality technology. Through the application of virtual reality technology to protect and inherit intangible cultural heritage, we can effectively enhance the digital influence of intangible cultural heritage. In addition to developing the industrialization channels of intangible cultural heritage projects, we can also develop the intangible cultural heritage itself, such as fully excavating the commercial value of folk festivals, folk stories, folk art performances, and so on. Virtual reality technology is undoubtedly the best platform to realize the industrialization of intangible cultural heritage, such as national folk custom, oral literature, and performance. With the help of virtual reality technology, we can realize the interaction between people and technology, and show folk sports, stories, music and Chinese tea ceremony in VR, so as to increase the attraction of intangible cultural heritage projects to people and fully develop the potential tourism commercial value of intangible cultural heritage projects.

SE and SR analysis: From the perspective of scale efficiency, except for Beijing, Shanghai and Zhejiang reaching the peak of 1, the scale efficiency of other provinces is lower than 1. In particular, the scale efficiency of Hebei, Heilongjiang and Shandong is lower than 0.8. From the perspective of scale income, the scale income of most classes has been in the growth stage. In the network information age, the protection and inheritance of intangible cultural heritage should find a new way, keep pace with the times, conform to the development trend of the times, and protect and use intangible cultural heritage by establishing and improving intangible cultural heritage resource database, building intangible cultural heritage digital museum, and building three-dimensional digital communication channels. The construction of intangible cultural heritage digital museum creates favourable conditions for people to understand intangible cultural heritage anytime and anywhere. In this way, the inheritance path of intangible cultural heritage can be broadened, which is conducive to the inheritance and development of intangible cultural heritage. If the above provinces increase personnel investment, enterprise investment and asset investment, they will get better income and higher efficiency.
5. Development route analysis of intangible cultural heritage industry of China

5.1. Promote brand building
To realize the sustainable development of intangible cultural heritage, it is far from enough to only protect it in an isolated and static way. It is also necessary to rely on the development of intangible cultural industry and transform intangible cultural resources into cultural products that meet the development direction of modern culture and the demand of cultural consumption in the market through the value reconstruction of industrialization. The industrialization of intangible cultural heritage mainly refers to the production and management of Intangible Cultural Heritage related cultural products, and the development of characteristic cultural industry by using the operational intangible cultural heritage project resources. Reasonable use of intangible cultural heritage resources, tap the depth of intangible cultural heritage connotation and added value, will have a unique charm of folk intangible culture into the operation mechanism of cultural industry. The characteristics of creativity, low energy consumption, less pollution and high added value make the cultural industry become a new economic growth point in the adjustment of economic structure. Due to its economic value and brand attributes, intangible cultural heritage often becomes a unique local cultural industry symbol, which is an important resource to form a regional characteristic cultural industry brand, such as creating a characteristic processing industry Characteristic medicine and catering industry. Relying on modern cultural and creative industries, promote the development of industrial integration. Animation games are made with folklore as the theme, new tourism routes and varieties are developed with folk culture and folk performing arts as the theme, and books and pictorial are published with folk art professor's explanation and inheritor's autobiography as the content. To improve the market attention and popularity of intangible cultural heritage and promote the industrial development, the jurisdiction of mature brand industry is an important carrier. By using and relying on the industry blessing of mature and emerging creative industries, we can break through the regional differences of intangible cultural heritage and the limitations of cultural field, and expand the market space of intangible cultural industries.

5.2. Speed up creative research and development
With the acceleration of the modernization process, the conflict between traditional value and modern value intensifies the urgency of the reform and innovation of intangible cultural heritage. However, most intangible cultural heritage has elements that do not conform to the development direction of modern culture. It is argued that the content and form are too low to meet the consumption demand of modern cultural market, which has become the bottleneck of industrialization to a certain extent to seek change and innovation has become a necessary way for the industrialization of intangible cultural heritage. Focus on the integration of resources, according to the direction of modern social and cultural development and market demand, integrate the original scattered, fragmented and unsystematic intangible cultural heritage resources, integrate the modern social aesthetic concepts and values into the intangible cultural heritage, eliminate some backward factors in the intangible cultural heritage projects that do not conform to the direction of modern cultural development, and enrich the expression Content, expand the form of performance and innovative performance style. With the acceleration of the pace of modern life, the cultural market tends to those cultural products which are novel in content, humorous, short and relaxed in form. According to the cultural environment and economic background of the target market audience and regional cities, the content and subject matter of intangible cultural heritage are innovated and adapted to shorten the product renovation cycle, effectively meet the diversified needs of consumers, and weaken the market competition This is due to the transmission resistance formed by the regional cultural differences. Boldly with the help of new media, with the help of modern network means of information dissemination, through the film and television, network, electronic products carrier and other new media jurisdiction, multi-channel publicity and promotion of intangible cultural heritage. We can match intangible cultural heritage with TV production, animation design, software development and other projects, improve the audience's market attention, and innovate the way of industrialization development.
5.3. Innovate business and management model

We should deeply study the characteristics of the potential market, follow the market rules, bring intangible cultural products into the orderly system of market and commercial operation, promote cross-industry cooperation, strengthen the integration of intangible cultural heritage and commerce, follow the value rules of commodities, realize the pricing mode that the value and price of intangible cultural products are freely adjusted by the market, and promote the entry of intangible cultural products into the commercial market. Stores and shelves enter the sales market; we should strengthen the publicity of intangible cultural product information in the advertising columns of bus stops, the seats of trains and airplanes, the exhibition centres of tourist resorts and tourist service centres. Through the publicity and promotion of these channels, we can expand the coverage of intangible cultural products in different industries and markets, and realize the transition of intangible cultural heritage from single value cultural products to diversified value cultural products. This paper attempts to build the operation and management mode of “cultural elite marketing” to break through the old obstinacy of individual workshop management, such as single operation and management mode, slow market flexibility response and weak competitiveness, realize clear division of labour and clear rights and responsibilities, improve the intellectual property management and benefit distribution mechanism of intangible cultural heritage, and improve the quality of intangible cultural heritage. Their own creative efficiency. Building a scientific, professional, standardized and powerful management team is an important guarantee for the industrialization development of intangible cultural heritage. In the final analysis, personnel are the specific implementers and guarantors of the operation and management mode. Only with a team of advanced management personnel in the field of intangible cultural industry can we implement the operation concept and industrial planning and realize the industrialization development goal Bid. We should constantly improve the professional quality and market information perception ability of the main industry, especially the individual studio creators, fully mobilize and play the exemplary leading role of inheritors and creators, and combine the improvement of staff training and re-employment. Market players should expand the quality, skills and knowledge level of workers, and promote the upgrading from low added value to high added value and from extensive to intensive.

6. Conclusions

Based on the analysis of the current situation of intangible cultural heritage industry in China, this paper uses DEA model to make an empirical analysis on the operation efficiency of intangible cultural heritage industry, and realizes that there are still some problems in China’s intangible cultural heritage industry, such as low enthusiasm for industrial development, lagging behind in the construction of laws and regulations, and insufficient brand construction. Finally, this paper discusses the countermeasures and suggestions for the development of China’s intangible cultural heritage industry, and puts forward some suggestions for the development of China’s intangible cultural heritage industry, such as promoting brand building, speeding up creative research and development and innovating business and management model.

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