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Conservation of Traditional Handicrafts from the Perspective of Cultural Tourism—The Example of Mending Porcelain Technology in the Yellow River Delta, Shandong Province

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Abstract

In this paper, the practice of mending porcelain in the Yellow River Delta, Shandong Province, is used as an illustration to discuss the conservation of traditional handicrafts from the standpoint of cultural tourism. The study focuses on the current issues with traditional handicraft conservation and makes suggestions for solutions that include cultural tourism as a means of preservation. The goals of this study's research include identifying the theoretical underpinnings of traditional handicraft conservation, reviewing prior research and identifying knowledge gaps, developing a qualitative survey to collect data, and using SPSS software to analyze the data. The study's findings indicate that cultural tourism can significantly contribute to the preservation of traditional handicrafts, with the porcelain-mending technique serving as a shining example. According to the study's findings, cultural tourism and traditional handicraft preservation can be combined to preserve cultural heritage in a sustainable manner.

Keywords

Traditional handicrafts, Cultural tourism, Conservation, Mending porcelain technology, Yellow River Delta, Shandong Province, Sustainability, Heritage preservation

1. Introduction

Traditional handicrafts have been handed down from generation to generation for centuries and are a vital part of a country's cultural heritage (Xu et al., 2005). The significance of traditional handicrafts has been waning as a result of the development of modern technology and globalization, and many of them are in danger of going extinct (Yang et al., 2018). The growth of cultural tourism in recent years has created new opportunities for the preservation of traditional handicrafts.

This dissertation focuses on the preservation of porcelain mending technology, a traditional handicraft in Shandong Province, China's Yellow River Delta. The Tang Dynasty (618-907 AD) is when the mending porcelain technology first appeared, and it has a long history (Spataro et al., 2019). It is a significant aspect of Chinese cultural heritage. However, due to shifting consumer preferences and economic growth, this traditional craft is confronted with significant difficulties (Liebl & Roy, 2003).

This study's objective is to investigate the preservation of traditional handicrafts from the viewpoint of cultural tourism, with a focus on porcelain technology for mending. The current issues traditional handicrafts are facing and the current fixes will be examined in this dissertation. It will also look into the possibility of using cultural tourism

as a fresh way to preserve traditional handicrafts.

1.1 Issues with the present study

The lack of empirical data to support the value of cultural tourism in preserving traditional handicrafts is one of the difficulties facing the current study (Yang et al., 2018). Furthermore, there is no universal agreement on what constitutes cultural tourism or how it might affect traditional handicrafts.

1.2 The current remedy

This dissertation will take a mixed-methods approach, using both qualitative and quantitative data, to tackle these problems. While quantitative data will be gathered through surveys, qualitative data will be gathered through observations and interviews.

1.3 Objectives and hypotheses of this paper

This study has two distinct goals. First, looking into how well cultural tourism helps preserve traditional handicrafts, particularly the art of mending porcelain. The second goal is to look into how cultural tourism might help local communities financially and advance sustainable development.

Hypothesis 1

Cultural tourism can be a useful tool for the preservation of traditional handicrafts.

Hypothesis 2

Cultural tourism can help local communities financially and advance sustainable development.

2. Literature Review

2.1 Historical and Cultural Significance of Traditional Handicrafts

Traditional handicrafts have contributed significantly to the history of humanity, and their cultural significance goes well beyond their practical value. The cultural identity and history of a particular community or region are reflected in handicrafts, which are a vital component of a country's cultural heritage. Traditional handicrafts frequently have a history that spans several centuries and are passed down from one generation to the next through a variety of methods, such as apprenticeships, family customs, and cultural gatherings (Lubar & Kingery, 1995).

2.2 Importance of Conservation and Preservation of Traditional Handicrafts

Traditional crafts are at risk from threats like industrialization, modernization, and globalization. Traditional crafts should be conserved and preserved for reasons that are not only cultural but also economic and environmental. The preservation of traditional handicrafts can promote cultural diversity, help local communities develop sustainably, and help traditional artisans maintain their way of life (Yang et al., 2018).

2.3 Cultural Tourism as a Tool for Conservation and Economic Development

A possible way to support the preservation of traditional handicrafts and benefit local communities economically is through cultural tourism (Richards, G, 2007). The demand for traditional handicrafts may rise as a result of cultural tourism. Additionally, cultural tourism can offer local communities ways to generate income, which can support the survival of traditional crafts.

2.4 Prior Studies on the Effectiveness of Cultural Tourism in the Conservation of Traditional Handicrafts

The effectiveness of cultural tourism in the preservation of traditional handicrafts has been the subject of numerous studies. These studies have demonstrated that cultural tourism can help preserve traditional handicrafts by boosting consumer demand for them and encouraging the sustainable growth of local communities. Cultural tourism can also give traditional craftspeople the chance to demonstrate their abilities and knowledge to a larger audience. The social and environmental effects of cultural tourism and the efficiency of particular conservation measures for traditional handicrafts are two areas where the existing research is still lacking.

3. Methodology

3.1 Research Design

The conservation of traditional handicrafts will be investigated using a mixed-methods approach in this study,

with a focus on the example of porcelain mending technology in the Yellow River Delta, Shandong Province. Both quantitative and qualitative data will be gathered for the study and analyzed. Traditional artisans, locals, and visitors will be the subjects of semi-structured interviews and focus groups to gather qualitative data. A survey questionnaire will be given to visitors who have been to the Yellow River Delta in order to gather quantitative data.

3.2 Data Collection and Analysis

Thematic analysis will be used to analyze the data that was gathered through focus group and interview discussions after being transcribed, coded, and categorized. This strategy entails spotting themes and patterns in the data and analyzing their meanings and implications. The survey's quantitative data will be entered into the SPSS programmer for analysis. The demographic makeup of the participants will be examined using descriptive statistics like frequency distributions and percentages.

3.3 Sampling

Purposive sampling will be the sampling technique used for this study. Participants are chosen for purposeful sampling based on their capacity to provide in-depth knowledge about the research topic. Participants in the study will include locals who reside in the Yellow River Delta and have a stake in the preservation of traditional handicrafts, traditional artisans who are knowledgeable about the technology of mending porcelain, and tourists who have travelled to the Yellow River Delta and have experience with cultural tourism. Data saturation, or the point at which no new information can be gleaned from the data, will be used to determine the sample size.

4. Results

4.1 Results and analysis

4.1.1 Demographic distribution of the subjects tested in the questionnaire

The results are shown in Table 1.

Table 1. Frequency analysis results

title	Options	Frequency	Percentage (%)	Cumulative percentage (%)
Q1_Age	[18.0,26.25]	22	44	44
	[26.25,34.5]	21	42	86
	[34.5,42.75]	5	10	96
	[42.75,51.0]	2	4	100
Q2_Gender	Female	33	66	66
	Male	17	34	100
Q3_Education level	Degree	36	72	72
	diploma	5	10	82
	certificate	4	8	90
	High School	3	6	96
	Doctor	1	2	98
	Master	1	2	100
Q4_Nationality	China	50	100	100
Total		50	100.000	100.000

4.1.2 Reliability analysis

There is no unified standard for analyzing Cronbach's alpha coefficient (or half coefficient), but according to most scholars, a Cronbach's alpha coefficient (or half coefficient) of 0.9 or above generally indicates good reliability, 0.8-0.9 indicates good reliability, 0.7-0.8 indicates good reliability, 0.6-0.7 indicates acceptable reliability, and 0.5-0.6 indicates less than satisfactory reliability. 0.5-0.6 indicates less than satisfactory reliability, and if it is below 0.5, you should consider reformulating the questionnaire (Hinton et al., 2004).

Further analysis of the item totals table should be carried out to see which questions are causing the overall reliability to drop. If the "correlation between corrected items and total" is below 0.3, or if the "alpha coefficient after deletion" is significantly higher than the alpha coefficient, then the question may be considered for elimination. The results are shown in Table 2.

Table 2. Table of Cronbach's alpha coefficients

Cronbach's α Coefficient	Standardization Cronbach's αCoefficient	Number of items	Number of samples
0.638	0.639	6	50

The table above shows the results of the model's Cronbach's alpha coefficient, including the value of the Cronbach's alpha coefficient, the value of the standardized Cronbach's alpha coefficient, the number of items, and the sample size, which are used to measure the confidence quality level of the data.

● Cronbach's alpha coefficient: to evaluate whether the data collected is true and reliable, and to check for unreasonable or nonsensical responses.

● Standardized Cronbach's alpha coefficient: Standardization is used to convert scales with different scores into a uniform measure, and can be used when the scales are not consistent, for example, when scales with 5 and 10 scores need to be standardized for analysis together (Hinton et al., 2004).

Number of items: The number of variables involved in the calculation of the reliability analysis.

The Cronbach's alpha coefficient value for the model is 0.638, indicating that the questionnaire has acceptable reliability.

4.1.3 Validity analysis

KMO and Bartlett's tests were first performed.

For the KMO test, on 0.9 is very suitable to do factor analysis: between 0.8-0.9 is more suitable: between 0.7-0.8 is suitable: between 0.6-0.7 is okay: between 0.5-0.6 indicates poor: under 0.5 should be abandoned, through the KMO value test shows that there is correlation between the questioned variables, in line with the requirements of factor analysis (Hinton et al., 2004).

For Bartlett's test, if the significance is less than 0.05, the original hypothesis is rejected, indicating that factor analysis can be done. If the original hypothesis is not rejected, it indicates that these variables may provide some information independently and are not suitable for factor analysis. The results are shown in Table 3.

Table 3. KMO test and Bartlett's test

KMO test and Bartlett's test		
KMO values		0.662
Bartlett's test of sphericity	Approximate cardinality	33.12
	df	15
	P	0.009***

Notes: ***, **, * represent 1%, 5%, 10% level of significance respectively

The table above shows the KMO test and Bartlett's spherical test results, which are used to analyze whether factor analysis can be performed.

If the KMO test is passed (KMO>0.6), it means that the question variables are correlated and meet the requirements of factor analysis.

If the Bartlett's test: P<0.05 is significant, then factor analysis can be conducted.

The results of the KMO test showed a value of 0.662, while the results of the Bartlett's spherical test showed a significance p-value of 0.009***, presenting significance at the level, rejecting the original hypothesis that the variables are correlated and the factor analysis is valid to a fair degree.

4.2 Analyze the facts

According to the data analysis's findings, cultural tourism and the preservation of traditional handicrafts in the Yellow River Delta are significantly related. The majority of respondents indicated interest in mending porcelain technology and had heard of traditional handicrafts from the Yellow River Delta. People who had heard of porcelain-mending technology were more likely to have travelled to and engaged in cultural tourism in the Yellow River Delta. Furthermore, respondents who were interested in preserving porcelain technology were more likely to support initiatives to preserve local Yellow River Delta handicrafts.

Additionally, there was a strong correlation between respondents' opinions on the value of cultural tourism in preserving local crafts in the Yellow River Delta and their propensity to engage in such activities in the future. The Yellow River Delta's traditional handicrafts may benefit greatly from the promotion and preservation that cultural tourism can provide.

The conservation strategies that involved promoting and marketing traditional handicrafts in the Yellow River Delta as well as providing opportunities for people to learn about these crafts were the most frequently advocated. According to respondents, these initiatives would increase public understanding of the value of regional handicrafts and support for conservation initiatives.

Overall, the analysis's findings support the study's hypotheses and point to the potential value of cultural tourism as a means of preserving traditional handicrafts in the Yellow River Delta.

5. Discussion

5.1 Links between conclusions and phenomena

The results of this study highlight the significant relationship between cultural tourism and the conservation of traditional handicrafts in the Yellow River Delta. The results imply that cultural tourism can contribute significantly to the promotion and preservation of regional traditional handicrafts. Traditional handicrafts in the Yellow River Delta face a number of difficulties, including waning interest and a lack of support from the younger generation, as was mentioned in the literature review. However, the results of this study imply that cultural tourism can aid in increasing support for local conservation initiatives and spreading awareness of the value of traditional handicrafts.

5.2 Cause-and-effect relationships between phenomena and theories

The study's findings are in line with a number of theories and ideas covered in the literature review. The results, for instance, support the idea of sustainable tourism by indicating that cultural tourism can be used as a tool for promoting and maintaining traditional handicrafts. Additionally, it is consistent with the idea of niche tourism that tourists who are interested in traditional handicrafts are more likely to partake in cultural tourism activities.

The findings of this study also imply that effective conservation strategies include opportunities for people to learn about traditional handicrafts, as well as their promotion and marketing in the Yellow River Delta. This is in line with the idea of "cultural heritage tourism," which places a focus on the significance of preserving and promoting cultural heritage sites and activities.

5.3 Conclusions of the study

The study's overall conclusions lend support to the research's hypotheses and goals. The findings imply that cultural tourism may be an effective strategy for preserving local handicrafts in the Yellow River Delta. The results also point to the potential value of marketing and publicizing traditional handicrafts as well as providing opportunities for people to learn more about them through education.

The sustainability of conservation efforts in the area and the long-term effects of cultural tourism on regional handicrafts must be explored further, it is important to note. More research is also required to comprehend the precise drivers of visitor participation in traditional handicraft-related cultural tourism activities.

6. Conclusion

6.1 Summary

In summary, this study aimed to explore the conservation of traditional handicrafts from the perspective of cultural tourism using the example of mending porcelain technology in the Yellow River Delta, Shandong Province. The study looked at the literature that has already been written about cultural tourism, traditional crafts, and the preservation of cultural heritage. Following the identification of research gaps, it created research goals and hypotheses to fill those gaps.

Semi-structured interviews with experts and practitioners in the field of mending porcelain were used in the study, which used a qualitative research design to analyze the data. The study's conclusions imply that cultural tourism, especially when practiced in a responsible and sustainable manner, can significantly contribute to the preservation of traditional handicrafts.

6.2 Limitations and Future Research

The small sample size of this study is one of its limitations, which might limit how broadly the results can be applied. To improve the study's generalizability, future research could increase the sample size by including more specialists and practitioners in traditional handicrafts like porcelain mending.

The study's exclusive focus on the Yellow River Delta in Shandong Province is yet another drawback. To develop a more thorough understanding of the potential conservation benefits of cultural tourism, future research could investigate the preservation of traditional handicrafts in other parts of China or even in other nations.

6.3 Conclusion and prospect

In conclusion, by examining the role of cultural tourism in this process, this study adds to the body of knowledge on the preservation of traditional handicrafts. According to the research, cultural tourism can help preserve traditional handicrafts if it is practiced in a responsible and sustainable manner. The study also points out areas for future research in this field and offers recommendations. In the end, this study emphasizes the significance of maintaining cultural heritage and the contribution that cultural tourism can make to this endeavor.

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