

# Factors affecting the development of Lipu Yi costumes: intangible cultural heritage tourism

Factors  
influencing Lipu  
Yi costume  
development

Xiaohua Fu, Thanawan Sittithai and Thitinan Chankoson  
*Chakrabongse Bhuvanarth International Institute for Interdisciplinary Studies (CBIS),  
Rajamangala University of Technology Tawan-OK, Bangkok, Thailand*

Received 3 May 2022  
Revised 12 September 2022  
19 November 2022  
Accepted 26 November 2022

## Abstract

**Purpose** – The primary purpose of this study is to investigate the influence of tourists' perceived value, satisfaction and behavioral intention on the development of Lipu Yi costume culture to promote the development of intangible cultural tourism and better construct a model of the influencing factors of Lipu Yi costumes in the development of intangible cultural heritage tourism.

**Design/methodology/approach** – The study site is the intangible cultural district of Panzhihua, Sichuan Province, China. This study examines the interrelationships between tourists' perceived value of experience, behavioral intention and satisfaction as the tourists relate to Lipu Yi costume and intangible cultural heritage tourism. A sample of 225 tourists who had visited Panzhihua at least once was selected for the study.

**Findings** – All seven of the survey's hypotheses were supported. Therefore, this study concludes that tourists' perceived value, satisfaction and behavioral intention directly affect the development of intangible cultural tourism and significantly positively impact the growth of Lipu Yi costumes culture. Descriptive analysis, confirmatory factor analysis (CFA) and structural equation modeling (SEM) investigation methods were used.

**Originality/value** – This paper analyzes tourists' perceived value of Lipu costume culture and tourists' satisfaction and behavioral intention during the tourism process. This study provides a more in-depth understanding of the relationship between Lipu Yi costume and non-heritage tourism factors. Practical methods and approaches are sought to further develop Lipu Yi costume non-heritage tourism.

**Keywords** Perceived value, Satisfaction, Behavioral intention, Lipu Yi costume, Intangible cultural heritage tourism

**Paper type** Research paper

## 1. Introduction

Chinese culture has a history that spans several thousand years and the intangible cultural heritage passed down to the present in living form occupies an important position in modern Chinese culture. Intangible cultural heritage tourism (INTANGIBLE) refers to “a journey to experience places, crafts, and activities that genuinely represent stories and people of the past and present” (Hargrove, 2002). It is essential to establish an interest coordination mechanism for intangible cultural heritage tourism development to promote the sustainable development of this type of tourism (Yue and Yu, 2013). Cultural heritage can attract more tourists than other attractions (Yang *et al.*, 2010). Active development of intangible cultural heritage tourism can bring market demand and economic value to the destination and promote its integration into modern social life, which is an important means of heritage conservation and utilization (Tian *et al.*, 2020). In addition, many scholars both at home and abroad study tourists' perceived value and experience value, motivation, satisfaction and innovation, along with sustainable tourism (Hua *et al.*, 2006; Jinjin and Yongquan, 2018; Qiong, 2011; OuYang,



© Xiaohua Fu, Thanawan Sittithai and Thitinan Chankoson. Published by Emerald Publishing Limited. This article is published under the Creative Commons Attribution (CC BY 4.0) licence. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this licence may be seen at <http://creativecommons.org/licences/by/4.0/legalcode>

Journal of Cultural Heritage  
Management and Sustainable  
Development  
Emerald Publishing Limited  
2044-1266  
DOI 10.1108/JCHMSD-05-2022-0068

2011). The Lipu Yi nationality in this study belongs to the Lipu branch of the Yi people. Renhe District has about 40,000 Lipu Yi people, with the greatest concentration of YiSala (Jianying, 2014). The development of intangible cultural tourism and the rational protection and innovation of Lipu Yi costume culture also face many problems and challenges. That is, there is a lack of professional collation and research of Yi costume culture, transitional development of intangible cultural tourism, excessive pursuit of individuality in Yi costume design and deviation from cultural connotation, etc. Compared with other Yi ethnic groups, there are more costumes of the Han nationality in the Lipu Yi ethnic group, which is strongly related to the history and geographical environment of the Lipu Yi ethnic group's characteristics (Wang, 2017). Zhang and Zhang (2013) analyzed the application of Panxi Lipu costume embroidery in modern costume design from embroidery stitching, the unification of embroidery patterns and colors with costume styles, the layout of the costume and the matching of fabrics. Sun Faxin analyzed the artistic and cultural connotation of Yi costume regarding costume style, hierarchy, an imprint of the ecological environment, reflection of primitive religious beliefs, etc. It embodies the traditional concepts of aesthetics, religion, politics, philosophy and customs formed by the Yi people over thousands of years (Faxin, 1996).

This study draws lessons from Chen and Chen (2010), Chankoson *et al.* (2018) and Kong (2010), who proposed the research conceptual framework and methodology. The rootedness theory applied by Kong (2010) and the conceptual model proposed by Chen and Chen (2010) were also used in this study. This paper examines the perceived value of tourists participating in the intangible cultural heritage tourism of Lipu costume culture, the tourists' behavioral intention and satisfaction in the tourism process, to better promote the development of intangible heritage tourism of Yi costumes in Lipu. Therefore, I propose the following research questions: (1) Do tourists' perceived value, satisfaction and behavioral intention positively impact the development of Lipu Yi costume intangible cultural heritage tourism? (2) How is the causal model between them constructed? (3) How can Lipu Yi costume intangible cultural heritage tourism be better developed? This study will provide additional insight into tourists' perceived value of Lipu costume culture, analyze tourists' satisfaction and behavioral intention during tourism and encourage domestic and foreign experts and scholars to participate in the study of Lipu Yi costume culture. Therefore, based on previous studies, this study broadens the academic research perspective on the development of non-heritage tourism regarding Lipu Yi costumes and provides theoretical support and a practical framework for future research on Lipu Yi costume culture. It provides a deeper understanding of the relationship between the various influences on Lipu Yi costume and non-heritage tourism. It also seeks effective methods and approaches to develop non-heritage tourism with respect to Lipu Yi costumes.



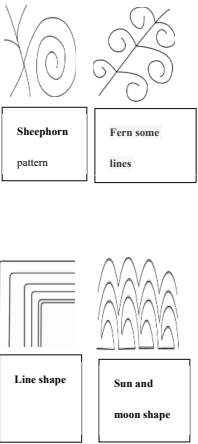
## 2. Literature review

To better understand the research progress of intangible cultural heritage tourism and Yi costume culture at home and abroad, this paper starts with tourism development and folk customs research. Selected journals include *Tourism Management*, *Annals of Tourism Research*, *Museum International*, *International Journal of Heritage Studies*, *Journal of Cultural Heritage*, *Tourism Journal*, *Tourism Science*, *Human Geography*, *Packaging Engineering*, *Geographical Research* and other well-known journals with high citation frequency to analyze the research status of intangible cultural heritage tourism at home and abroad. The above journals reflect a representative view of the field of study.

### 2.1 Lipu Yi costume culture

Lipu Yi nationality is a branch of Yi nationality. Scholars have focused on Yi costumes in studies at home and abroad but have given little attention to Lipu Yi costumes. Lipu Yi costumes are mostly handmade. They are finely crafted, unique embroidery, bright colors, including “buckle flower cap” most characteristic. “Buckle flower cap” is generally worn by young girls and married young women who have not had children. The “buckle flower cap” is generally made with green, black and blue fabric with a variety of floral thread embroidery, rolled edge, silver and colorful ribbons and embellished beads. It has been described as looking like a peacock lying on the ground (Zhang and Zhang, 2013). The following section, using the characteristic “buckle flower hat” as an example, summarizes the cultural genes of the Lipu Yi costume based on four aspects: form, color, pattern and semantics (Li *et al.*, 2018). The detailed description is as see Table 1.

Combined with the expert interview, observation, research, literature review and other methods, costume styles and pictures with typical significance were selected as research samples. Relevant costume materials of Yi nationality were summarized and sorted out. For studying Yi costumes, relevant scholars primarily look from the perspectives of costume design, aesthetics, folk craft, art and folklore (Xiaohua, 2006) and interpret the history and culture hidden in Yi costume based on its modeling, totem, color and other aspects (Zhao and Yu, 2014). The artistic characteristics of Yi costumes are summarized with an in-depth analysis of their patterns and subject types (Simin *et al.*, 2017). This paper explores and

| Costume samples  | Morp hology                      | colour  | Semantics   | Line Patterns   | Semantics   |
|--|----------------------------------|---|---|---|---|
|  <p>buckle flower cap</p> | Like a peacock lying on its side |  | <p>Blue: free, noble, high</p> <p>Red: brave, warm, warm</p> <p>Black: noble, dignified, dignity</p> <p>White: beautiful, clean, auspicious</p> |  | <p>The ram's horn pattern: gratitude to the animals that depend on it for survival</p> <p>The fern pattern: ferns are strong in reproduction, signifying tenacious life</p> <p>Line stripes: the decoration of itself, and the separation and connection of different patterns</p> <p>Sun and moon pattern: the worship of the sun and the moon</p> |

Source(s): Modified according to (Li *et al.*, 2018)

**Table 1.**  
Cultural characteristics  
of Lipu Yi people's  
clothing “buckle  
flower cap”

researches Yi costume culture by applying Yi costume patterns in modern costume design (Zhang, 2020). The traditional costume of Yi women in Liangshan is portrayed as an example of a systematic color scheme (Ji *et al.*, 2020).

### *2.2 Intangible cultural heritage tourism*

Intangible cultural heritage tourism (INTANGIBLE) refers to “a journey to experience places, crafts, and activities that genuinely represent stories and people of the past and present” (Hargrove, 2002). Cultural tourism involves four elements: tourism, cultural heritage assets, consumption of experiences and products and tourists (McKercher and Du Cros, 2002). Tourism associated with intangible cultural heritage has become a vital resource for developing tourism worldwide. Heritage tourism is in line with the global trend of cultural tourism in that it is becoming increasingly common and has become popular (Chen and Chen, 2010). Many scholars at home and abroad have done significant amounts of research on the development of ethnic costume tourism resources. From the perspective of cultural tourism, Yulan (2020) analyzed the characteristics and cultural connotation of Tibetan costume cultural resources, Explored the tourism value of Tibetan costume cultural resources and analyzed the status quo, principles, modes and problems in the development process of Tibetan costume cultural resources. Yueqiao (2021) strengthened the exploration, research and inheritance of Miao apparel, guided its development and utilization and promoted the creative transformation and innovative development of its culture. Heritage tourism is the foundation of tourism and heritage.

Secondly, heritage tourism starts from tourism rather than from cultural heritage management, which determines the form of tourism (McKercher *et al.*, 2006). The diversity of innovative forms of intangible cultural heritage activity revived intangible cultural heritage (Li and Wei, 2018).

### *2.3 Perceived value*

Perceived value is a dynamic variable that includes experience before, during and after a purchase or experience. Community residents' attitudes and perceptions of intangible cultural heritage contribute to tourism development (Qiu *et al.*, 2019). Perceived emotional value, functional value and economic value are the core factors that directly affect guest satisfaction. These factors affect the willingness to recommend and return to visit (Lee *et al.*, 2012). Online reviews of trial products can influence consumers' purchase decisions. Empirical studies show that text readability and reviewer characteristics affect judgments' perceived value (Fang *et al.*, 2016). Tourist satisfaction and factors such as cost, perceived risk and service quality in hotel accommodations affect the decision process by positively influencing the perceived value (Sabiote-Ortiz *et al.*, 2016). By identifying the influence of motivation, experience and perceived value on tourists' intention to revisit, these studies shows that only experience has statistical significance in predicting whether tourists choose to return. Neither motivation nor perceived value can explain tourists' willingness to revisit innovative tourist attractions. Therefore, if the owners of creative interests want to attract repeat visitors, the tourist experience is undoubtedly the key to formulating the service blueprint to meet customers' needs (Chang *et al.*, 2014).

### *2.4 Behavioral intention*

Good behavioral intention often represents customer loyalty and loyal customers will recommend and publicize products or services for free through positive word of mouth (Shoemaker and Lewis, 1999). Perceived value and destination tourism image directly impact customer satisfaction and positively impact behavioral intention (Jin *et al.*, 2015). Hotel food

and beverage quality, as well as traditional culture and natural attractions and image dimensions, significantly affect overall satisfaction with the destination. In addition, overall satisfaction has a positive impact on behavioral intention (Tavitiyaman and Qu, 2013). Tour guide humor also directly affects tourists' behavioral intentions and indirectly affects tourists' behavioral intentions through positive emotions.

Meanwhile, tourists' open-mindedness significantly moderates the impact of tourists on the environment (Tu *et al.*, 2020). Negative interactions between tourists have a significant negative effect on perceived value and tourist satisfaction. Interactions between tourists not only create value but also destroy value (Adam, 2021).

### 2.5 Satisfaction

Customer satisfaction is how happy people are with the goods and services an organization provides. Satisfaction measures selected from parallel disciplines may be valuable indicators of consumer satisfaction levels (Westbrook and Oliver, 1991). There is a direct influence between Chinese audiences' satisfaction and purchase intention related to Thai products and tourism and Chinese audiences' behavior in watching Thai films and TV dramas (Chankoson *et al.*, 2018). Overall satisfaction has a positive, direct effect on visitors' willingness to revisit tourist attractions (Thrane, 2002). The results show the positive effects of respondents' enjoyment and the uniqueness of an experience on satisfaction, revisit intention and word of mouth (WOM) intention (Rasoolimanesh *et al.*, 2021). For most visitors, quality products and services combined with low prices are important factors for their satisfaction (Fytoglou *et al.*, 2021). Satisfaction indirectly influences tourists' perceived quality and behavioral intention and the former has a more significant effect than the latter (Radder and Han, 2013). Recreational experience is the most critical factor affecting visitor satisfaction, whereas park facility attributes are the least significant (Cheng *et al.*, 2016). Authenticity and quality attributes also are essential for customer satisfaction and loyalty (Youn and Kim, 2017).

### 2.6 Relationship between variables

As mentioned above, the relationship between tourists' experience quality, perceived value, satisfaction and behavioral intention demonstrates that experience quality directly impacts perceived value and dignity (Chen and Chen, 2010). In addition, the causal relationship between tourists' experience quality, perceived value, satisfaction and behavioral intention has been established by previous studies (Jin *et al.*, 2015; Radder and Han, 2013). Perceived value positively impacts attitudes toward intangible cultural heritage protection. Attitudes toward ICH (Intangible Cultural Heritage) preservation have a positive impact on attitudes towards development and development attitude positively impacts purchase intention (Liu *et al.*, 2019). This study draws on Chen and Chen (2010), Chankoson *et al.* (2018) and Kong (2010) to propose the conceptual framework relationship model of this study and presents the following hypotheses.

- H1. Tourists' perceived value has a significant positive impact on intangible cultural heritage tourism development.
- H2. Tourists' perceived value has a significant positive impact on the development of the Lipu Yi costume.
- H3. Tourist satisfaction has a significant positive impact on intangible cultural heritage tourism development.
- H4. Tourist satisfaction has a significant positive impact on the development of the Lipu Yi costume.

- 
- H5. Behavioral intention has a significant positive impact on intangible cultural heritage tourism development.
  - H6. Behavioral intention has a significant positive impact on the development of the Lipu Yi costume.
  - H7. The development of intangible cultural heritage tourism has a significant positive impact on the development of the Lipu Yi costume.
- 

### 3. Methodology

This study's research method adopts a mixed qualitative + quantitative research approach. The survey sample consisted of 13 interviews with experts and scholars of intangible cultural heritage, relevant staff of government agencies, product designers, local people, people in charge of artistic and creative products and intangible culture inheritors in Panzhihua, Sichuan. Visitors who have visited Panzhihua at least once were surveyed. A questionnaire was designed through a review of the literature and the specific characteristics of intangible cultural heritage tourism. It is divided into two parts: the first part consists of basic information about the tourists (gender, age, occupation, education level, per capita monthly income, ethnic group). The second part focuses on five dimensions that measure the heritage and development of Lipu Yi costume culture, the factors influencing the growth of non-heritage tourism, the influence of tourists' perceived value on the legacy of Lipu Yi costume culture and the development of non-heritage tourism, the influence of satisfaction on the heritage of Lipu Yi costume culture and the development of non-heritage tourism and the influence of behavioral intention on the legacy of Lipu Yi costume culture and the development of non-heritage tourism. All items in the five dimensions were measured on a 5-point Likert-type scale, ranging from "strongly disagree (= 1)" to "strongly agree (= 5)."

Of the 242 surveys collected, 225 were used in the analysis and 17 for which the information was incomplete were excluded. The data was collected and analyzed using social science statistical methodologies. Reliability and validity analysis, descriptive analysis, factor analysis (CFA) and structural equation model (SEM) were used to test the proposed hypotheses.

### 4. Results

Of the 225 respondents, 35.4% were male and 64.6% were female. Their ages ranged from teenagers to 50 years old, with 91.15% being Han visitors and 53.1% being between 30 and 40 years old. 60.62% of respondents had a bachelor's degree and 67.26% indicated that their monthly household income was more than 3,000 yuan (RMB). Employees of enterprises and institutions made up 34.96% of participants and 34.96% were employed in other fields. 57.4% of respondents said they did not know much about Lipu Yi costume and were seeing it for the first time. 50.88% of respondents said that the Lipu Yi costume non-heritage tourism destination has inconvenient transportation and imperfect supporting tourism facilities. In total, 50.44% of respondents said the Lipu Yi costume lacks attention and 49.56% want to further participate in experiencing non-heritage ethnic culture tourism; 52.21% of respondents said they would return if they had the chance and 53.54% of respondents would recommend Lipu costume non-heritage tourism to their friends.

#### 4.1 Reliability test

The reliability of the questionnaire was measured by Cronbach's alpha coefficient. It was found that the alpha coefficients of Lipu Yi costume inheritance and innovation (LYCIAI), development of intangible cultural heritage tourism (DOICHT), perceived value, satisfaction,

and behavioral intention were 0.909, 0.905, 0.948, 0.945, and 0.923, respectively, which indicate all values greater than 0.9. Thus, it can be used for further analysis (Taherdoost, 2016).

#### 4.2 Validity test

Confirmatory factor analysis was used to test the validity of the questionnaire. If the Average Variance Extracted (AVE) value of each factor was greater than 0.5 and the composite reliability (CR) value was greater than 0.7, it indicated that the questionnaire had good aggregation validity.

The validity test of the questionnaire on the factors affecting tourists' experiences of Lipu Yi costume intangible cultural heritage tourism is shown in Table 2, and Figure 2 displays the results of confirmatory factor analysis factor loading. As can be seen from the factor loading coefficient, the factor loading is all greater than 0.5, indicating that the questionnaire has good structural validity; the AVE values extracted from the average variance are all greater than 0.5, indicating that the questionnaire has good detection validity; and the CR values of combination reliability are all greater than 0.7, indicating that the questionnaire has good summary validity and can be used for the next step of the analysis.

| Factor | Items | Std.Estimate | SE    | CR        | AVE    | CR     |
|--------|-------|--------------|-------|-----------|--------|--------|
| F1     | Q12_5 | 0.751        |       |           | 0.6299 | 0.8934 |
|        | Q12_4 | 0.611        | 0.083 | 9.053***  |        |        |
|        | Q12_3 | 0.854        | 0.086 | 13.067*** |        |        |
|        | Q12_2 | 0.874        | 0.095 | 13.374*** |        |        |
|        | Q12_1 | 0.848        | 0.102 | 12.961*** |        |        |
| F2     | Q13_5 | 0.793        |       |           | 0.5467 | 0.8553 |
|        | Q13_4 | 0.703        | 0.077 | 10.914*** |        |        |
|        | Q13_3 | 0.641        | 0.073 | 9.782***  |        |        |
|        | Q13_2 | 0.624        | 0.105 | 9.486***  |        |        |
|        | Q13_1 | 0.9          | 0.085 | 14.128*** |        |        |
| F3     | Q14_4 | 0.876        |       |           | 0.7561 | 0.9254 |
|        | Q14_3 | 0.879        | 0.057 | 17.934*** |        |        |
|        | Q14_2 | 0.861        | 0.063 | 17.293*** |        |        |
|        | Q14_1 | 0.862        | 0.063 | 17.306*** |        |        |
| F5     | Q7_1  | 0.873        |       |           | 0.7705 | 0.9641 |
|        | Q7_2  | 0.887        | 0.05  | 19.143*** |        |        |
|        | Q7_3  | 0.899        | 0.05  | 19.694*** |        |        |
|        | Q7_4  | 0.885        | 0.046 | 19.044*** |        |        |
|        | Q7_5  | 0.856        | 0.053 | 17.783*** |        |        |
|        | Q7_6  | 0.849        | 0.051 | 17.486*** |        |        |
|        | Q7_7  | 0.872        | 0.052 | 18.455*** |        |        |
|        | Q7_8  | 0.9          | 0.05  | 19.758*** |        |        |
| F6     | Q8_1  | 0.838        |       |           | 0.7493 | 0.9372 |
|        | Q8_2  | 0.888        | 0.061 | 17.151*** |        |        |
|        | Q8_3  | 0.883        | 0.057 | 16.986*** |        |        |
|        | Q8_4  | 0.89         | 0.059 | 17.222*** |        |        |
|        | Q8_5  | 0.827        | 0.065 | 15.233*** |        |        |

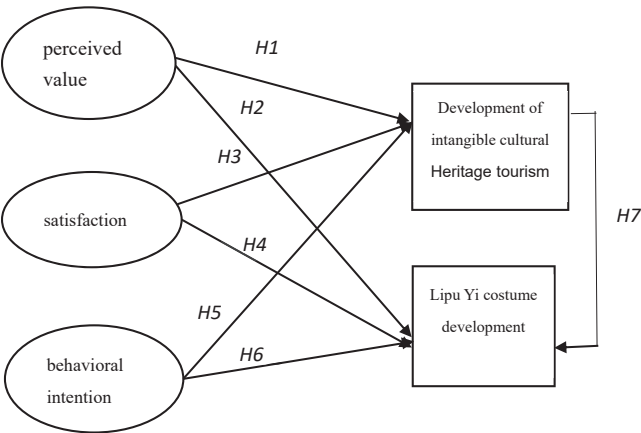
**Table 2.**  
Summary of validity  
and confirmatory  
factor analysis factor  
loading

#### 4.3 Structural equation model analysis

Firstly, the influencing factor model of Lipu Yi costume intangible cultural heritage tourism development is obtained through a questionnaire survey, as shown in Figure 1. Secondly, the reliability and validity tests of the questionnaire were also validated. Thirdly, the model of the



**Figure 1.**  
Model of influencing  
factors for the  
development of Yi  
clothing intangible  
cultural heritage  
tourism in Lipu



influencing factors for the development of Yi costume intangible cultural heritage tourism in Lipu was analyzed using structural equation modeling (SEM). The developed model and research hypotheses were tested in order to ensure the accuracy of the model. The model developed in this study was found to be consistent with the empirical data, considering that  $\chi^2/\text{df} = 1.646$  or lower than 3. The other values, comprising  $\text{RMSEA} = 0.054$ ,  $\text{TLI} = 0.954$ ,  $\text{NFI} = 0.903$ ,  $\text{IFI} = 0.959$ ,  $\text{CFI} = 0.959$ ,  $\text{PNFI} = 0.808$ ,  $\text{PCFI} = 0.858$ , and  $\text{PGFI} = 0.712$ . The results are shown in [Tables 3 and 4](#). The development model of influencing factors for the development of Lipu Yi costume intangible cultural heritage tourism is displayed in [Figure 3](#).

According to the fitting index of the structural equation model, the fitting degree of most indicators of this model reaches the standard, indicating that the fit of the model is good.

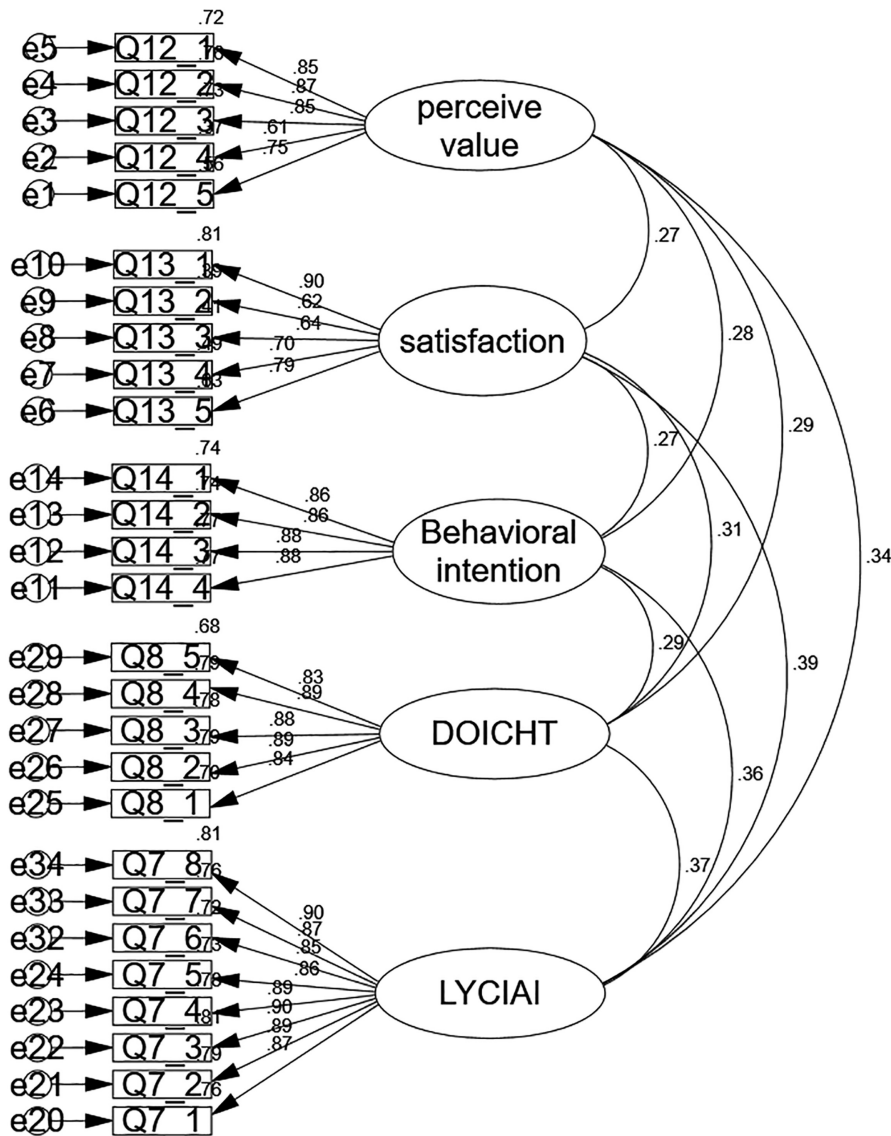
According to the structural equation coefficient, perceived value has a significant favorable influence on the development of intangible cultural heritage tourism, with an influence coefficient of 0.215,  $p = 0.012 < 0.05$ . The degree of satisfaction has a significant positive impact on the development of intangible cultural heritage tourism, with an influence coefficient of 0.246,  $p = 0.003 < 0.05$ . Behavioral intention has a significant favorable influence on the development of intangible cultural heritage tourism, with an influence coefficient of 0.184,  $p = 0.014 < 0.05$ . The effect of intangible cultural heritage tourism has a significant positive impact on the development of Lipu Yi costume, with an influence coefficient of 0.202,  $p = 0.005 < 0.05$ . Perceived value has a significant favorable influence on the development of Lipu Yi costume, with an influence coefficient of 0.201,  $p = 0.016 < 0.05$ . The satisfaction degree has a significant positive impact on the development of Lipu Yi costume, with an influence coefficient of 0.273,  $p = 0.000 < 0.05$ . Behavioral intention has a significant favorable influence on the development of Lipu Yi costume, with an influence coefficient of 0.215,  $p = 0.004 < 0.05$ .

**5. Discussion**

This study examined the influence of tourists’ perceived value, satisfaction and behavioral intention on the development of Lipu Yi costume culture to construct a better model of the influencing factors on the development of intangible cultural heritage tourism. This study analyzed a structural model of tourists’ perceived value, satisfaction and behavioral intention towards the Lipu Yi costume culture experience in intangible cultural heritage tourism programs. Meanwhile, this study verified the reliability ([Table 2](#)), validity ([Table 3](#)) and fit of the structural equation model for non-traditional tourism related to Yi costume culture in



Factors  
influencing Lipu  
Yi costume  
development



**Figure 2.**  
The confirmatory  
factor analysis factor  
loading of intangible  
cultural heritage  
tourism of Yi  
nationality clothing  
in Lipu

| Indicators  | $\chi^2/df$ | RMSEA | TLI   | NFI   | IFI   | CFI   | PNFI  | PCFI  | PGFI  |
|---|-------------|-------|-------|-------|-------|-------|-------|-------|-------|
| Criterion   | <3          | <0.1  | >0.9  | >0.9  | >0.9  | >0.9  | >0.5  | >0.5  | >0.5  |
| SEM: Results  | 1.646       | 0.054 | 0.954 | 0.903 | 0.959 | 0.959 | 0.808 | 0.858 | 0.712 |
| Summary: all values met the criteria for acceptable model fit |             |       |       |       |       |       |       |       |       |

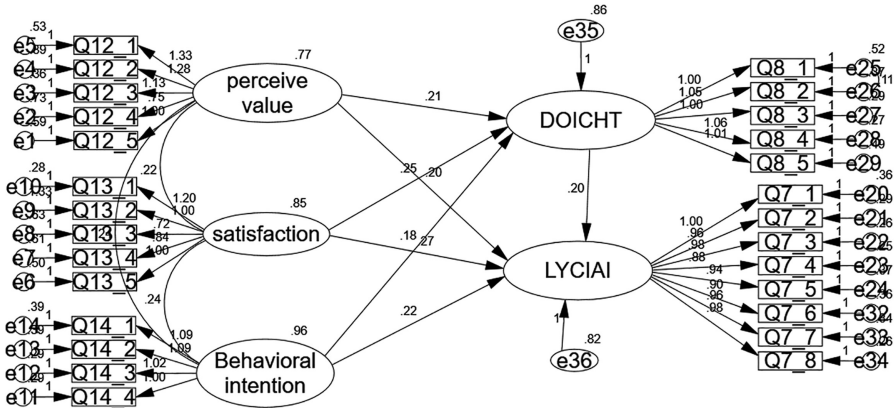
**Table 3.**  
Summary of Goodness-  
of-fit indices for SEM

Table 4. Structural equation coefficient

| Structural equation model fitting index |             |       |       |       |       |       |       |       |       |
|---|-------------|-------|-------|-------|-------|-------|-------|-------|-------|
|   | $\chi^2/df$ | RMSEA | TLI   | NFI   | IFI   | CFI   | PNFI  | PCFI  | PGFI  |
| Reference                               | <3          | <0.1  | >0.9  | >0.9  | >0.9  | >0.9  | >0.5  | >0.5  | >0.5  |
| This model                              | 1.625       | 0.053 | 0.956 | 0.904 | 0.961 | 0.961 | 0.806 | 0.857 | 0.712 |

| Table of structural equation coefficients |        |          |       |       |       |  |
|---|--------|----------|-------|-------|-------|--|
| IV  | DV     | Estimate | S.E.  | C.R.  | P     |  |
| perceive_value                            | DOICHT | 0.215    | 0.085 | 2.52  | 0.012 |  |
| satisfaction                              | DOICHT | 0.246    | 0.082 | 3.003 | 0.003 |  |
| Behavioral_intention                      | DOICHT | 0.184    | 0.075 | 2.451 | 0.014 |  |
| DOICHT                                    | LYCIAI | 0.202    | 0.072 | 2.806 | 0.005 |  |
| perceive_value                            | LYCIAI | 0.201    | 0.084 | 2.4   | 0.016 |  |
| satisfaction                              | LYCIAI | 0.273    | 0.082 | 3.35  | ***   |  |
| Behavioral_intention                      | LYCIAI | 0.215    | 0.074 | 2.915 | 0.004 |  |

Figure 3. The development model of influencing factors for the development of Lipu Yi costume intangible cultural heritage tourism



Lipu. The structural equation model's fitting index shows that the fit of the model is good. The result of the structural equation coefficient shows that perceived value, satisfaction and behavioral intention all significantly positively impact Lipu Yi costume culture and intangible cultural heritage tourism development. The survey results (Chang *et al.*, 2014) showed that only the prediction of experience on the return intention of creative tourists was statistically significant. Neither motivation nor perceived value is sufficient to explain the willingness of tourists to revisit innovative tourist attractions.

On the contrary, given previous studies on intangible cultural heritage tourism and experience quality, satisfaction and behavioral intention, the results of this study are consistent with those of (Lee *et al.*, 2012). These results indicate that experience quality has a direct impact on perceived value and satisfaction (Chen and Chen, 2010). The importance of quality of experience to behavioral intention is recognized through the mediating role of perceived value and joy in the heritage tourism environment. Before that, the previous study of national costumes focused mainly on the characteristics and connotation of costume cultural resources, protection of national cultural resources and design using the aspect. Studies that analyze the three dimensions of tourists' perceived value, satisfaction and behavioral intentions focus on tourism. The research on the combination of ethnic costume culture and intangible cultural

tourism development is very limited at present, especially for the Lipu Yi costume, which receives even less attention. Therefore, the results of this study show that among the seven hypotheses investigated, tourists' perceived value, satisfaction and behavioral intention all significantly positively impact the development of Lipu Yi costumes and intangible cultural tourism. All seven of the survey's hypotheses are supported.

## 6. Conclusions

Based on the questionnaire data analysis, the results of this study show that all seven hypotheses investigated in this paper are supported (i.e. tourists' perceived value, satisfaction and behavioral intention all have a significant positive impact on the development of Lipu Yi costumes and intangible cultural tourism). The survey shows that among the three main factors – tourists' perceived value, satisfaction and behavioral intention – tourists' perceived value and satisfaction have a greater influence on the development of Lipu Yi costume non-heritage tourism than behavioral intention. Therefore, the perceived value of tourists plays a key role in promoting the development of Lipu Yi costume culture and intangible cultural tourism. The findings are consistent with studies by [Lee et al. \(2012\)](#), [Jin et al. \(2015\)](#) and [Thrane \(2002\)](#), who describe perceived emotional value, perceived functional value and perceived economic value as core factors that directly affect guest satisfaction and influence the willingness to recommend and return to tourist destinations. There is a direct relationship between perceived value, destination tourism image and customer satisfaction and a positive effect on behavioral intentions. There is a positive effect of overall satisfaction on tourists' intention to revisit. Investigating the influence of tourists' perceived value, satisfaction and behavioral intention on the development of Lipu Yi costume is conducive to better understanding the perceived value of tourists' experience of Lipu costume culture, analyzing the relationship between tourists' satisfaction and behavioral intention during the tourism process, exploring the tourism value of Lipu Yi costume cultural resources and better promoting the development and innovation of Lipu Yi costume non-heritage tourism. At the same time, we encourage more domestic and foreign experts and scholars to cultivate awareness and study the culture of Lipu Yi costume.

Based on the above findings that tourists' perceived value, satisfaction and behavioral intention all have a significant positive impact on the development of Lipu Yi costumes and intangible cultural tourism, suggestions on how to improve the outcome of Lipu Yi costume intangible heritage tourism are as follows.

### *6.1 Establish a Lipu Yi costume culture experience museum and focus on improving the emotional value of the experience*

The village of Yisala, the location of the Lipu Yi costume studied in this research, is remote and has poor transportation. There is only a 10-square-meter village museum that has been closed for a long time and there is no Lipu costume cultural experience museum. Suppose a tourist experience center with the characteristics of Lipu costume is established. In that case, tourists can not only focus on the culture of the Lipu Yi costume but also interact with the "non-heritage" culture and participate in the "non-heritage" tourism activities to get a better experience so that the Lipu Yi costume comes to life.

The survey results show that tourists care more about landscape, atmosphere, thematic features and service attitude during the trip. Emotional value is the most important aspect that affects tourist satisfaction, including the novelty, joy, comfort and sense of escape that tourists experience, as well as the rapport and fond memories that arise and is the key to improving the competitive advantage of non-heritage tourism ([Li, 2013](#)). According to the survey, the design of personalized visitor experiences that enable visitors to gain greater

### *6.2 Update new media operations and diversify the development of ethnic costume non-traditional tourism*

The survey found that that cultural tourism websites generally do not have a non-heritage tourism column to increase publicity, cultural tourism website without non-heritage tourism publicity column, in the “non-heritage tourism” revitalization, young, dynamic, dynamic will be the leading integration of non-heritage tourism development factors. Hence, it is necessary to use digital technology to increase the experience of visitors. For example, in a non-heritage VR (Virtual Reality) experience hall, visitors can simply put on VR glasses and have zero-distance contact with non-heritage culture. Through non-material cultural heritage apps, people can vividly understand the origin and development of Lipu Yi costumes. Developing “non-heritage tourism” based on the original traditional culture needs to come out of the existing tradition of innovation. Revitalizing ICH requires comprehensive creation in form, technology and subject matter, updating new media operation channels and diversifying the development of ICH tourism destination marketing models to achieve digital storage of ICH and allow people to vividly and intuitively experience the charm of ICH culture from anywhere in the world (Li and Wei, 2018).

### *6.3 Develop protection mechanisms, link university resources and implement tourism satisfaction strategies*

Government departments should increase the publicity and add supporting policies to tourism related to the Lipu Yi costume. First, link the advantageous resources of local universities, emphasize the advantages of social and cultural tourism to professional scholars and attract more international and domestic experts and scholars from academia. Second, develop a comprehensive plan for and management of special rural tourism and improve internal service management (such as digital guides, personalized custom services, management class assessment, etc.), as well as improving internal facilities and equipment (costume museum, non-heritage exhibition hall, non-material cultural performances, etc.). Third, provide better training for non-genetic inheritors to more effectively pass on this cultural heritage to a wider audience. Fourth, better integration of education to enhance the next generation’s knowledge of ethnic culture and improve cultural confidence. Fifth, promotion of the design, development and application of cultural and creative products of the Lipu Yi cultural elements category to improve the quality of life of people in ethnic areas and promote local economic growth and sustainable development of intangible cultural tourism.

Although this study explored the models of factors influencing tourists’ perceived value, satisfaction and behavioral intention on the development of Lipu Yi costumes and non-heritage tourism, many factors affecting the development of ethnic costumes still need study. Therefore, the model can be extended to test other variables to further develop non-heritage tourism and cover more ethnic culture studies.

## **References**

- Adam, I. (2021), “Negative tourist-to-tourist interactions, value destruction, satisfaction, and post-consumption behavioural intention”, *Journal of Destination Marketing and Management*, Vol. 20, 100557.
- Chang, L.-L., Backman, K.F. and Huang, Y.C. (2014), “Creative tourism: a preliminary examination of creative tourists’ motivation, experience, perceived value and revisit intention”, *International Journal of Culture, Tourism and Hospitality Research*, Vol. 8 No. 4, pp. 401-419.

- 
- Chankoson, Y., Jiang, Y. and Thanabordeekij, P. (2018), "Factors influencing Chinese consumers' purchase intention for Thai products and travel in Thailand from Thai dramas and films", *PSAKU International Journal of Interdisciplinary Research*, Vol. 7 No. 1, pp. 233-243.
- Chen, C.F. and Chen, F.S. (2010), "Experience quality, perceived value, satisfaction and behavioural intentions for heritage tourists", *Tourism Management*, Vol. 31 No. 1, pp. 29-35.
- Cheng, Q., Guo, J. and Ling, S. (2016), "Fuzzy importance-performance analysis of visitor satisfaction for theme park: the case of Fantawild Adventure in Taiwan, China", *Current Issues in Tourism*, Vol. 19 No. 9, pp. 895-912.
- Fang, B., Ye, Q., Kucukusta, D. and Law, R. (2016), "Analysis of the perceived value of online tourism reviews: influence of readability and reviewer characteristics", *Tourism Management*, Vol. 52, pp. 498-506.
- Faxin, S. (1996), "A preliminary study on the cultural connotation of Yi costume Art. Journal of South-central College for Nationalities", *Philosophy and Social Sciences*, Vol. 6, pp. 53-57.
- Fyttopoulou, E., Tampakis, S., Galatsidas, S., Karasmanaki, E. and Tsantopoulos, G. (2021), "The role of events in local development: an analysis of residents' perspectives and visitor satisfaction", *Journal of Rural Studies*, Vol. 82, pp. 54-63.
- Hargrove, C.M. (2002), "Heritage tourism", *CRM-WASHINGTON*, Vol. 25 No. 1, pp. 10-11.
- Hua, Z., Ma, Y.-F. and Congcong, X. (2006), "An empirical study on the tourism motivation of inbound tourists and its influencing factors", *Business Studies*, Vol. 22, pp. 41-44.
- Ji, Z., Huang, W.H. and Lin, M. (2020), "Design mode innovation of local color cultures: a case study of the traditional female costume of Yi nationality", *Designs*, Vol. 4 No. 4, p. 56.
- Jiaying, Y. (2014), "The role of Yi Shala Folk heritage tourism Development in the construction of local culture", *The Third Tourism Summit Forum and 2014 Academic Annual Conference of Sichuan Tourism Development and Research Center*.
- Jin, N.P., Lee, S. and Lee, H. (2015), "The effect of experience quality on perceived value, satisfaction, image and behavioral intention of water park patrons: new versus repeat visitors", *International Journal of Tourism Research*, Vol. 17 No. 1, pp. 82-95.
- Jinjin, S. and Yongquan, L. (2018), "The influence of tourist motivation on revisit intention of cultural and creative tourism destination: the mediating role of cultural contact", *Journal of Xi 'an University of Architecture and Technology (Social Science Edition)*, Vol. 4, pp. 55-62.
- Kong, W.H. (2010), "Development of a structural model for quality cultural heritage tourism", *Nottingham Trent University (United Kingdom)*, Vol. 166 No. 11, pp. 1-24.
- Lee, C.K., Bendle, L.J., Yoon, Y.S. and Kim, M.J. (2012), "Thanatourism or peace tourism: perceived value at a North Korean resort from an indigenous perspective", *International Journal of Tourism Research*, Vol. 14 No. 1, pp. 71-90.
- Li, J.M. (2013), *A Study on the Relationship between Recreation Experience Value Around City and Tourists' Satisfaction and Behavioral Intention*, CUG (China University of Geosciences), Wuhan, China, Vol. 61, pp. 110-115.
- Li, J.-M. and Wei, L. (2018), "The way of tourism activation of intangible cultural heritage", *Tourism Tribune*, Vol. 033 No. 009, pp. 11-12.
- Li, D., Bo, C., Xuwei, Z. and Xu, Y. (2018), "Extraction and application of costume culture gene of Liangshan Yi nationality", *Packaging Engineering*, Vol. 39 No. 2, p. 6.
- Liu, H., Bunchapatanasakda, C., Zhang, C., Zhao, S. and Wang, D. (2019), "Influencing factors on tourists' purchase intention for intangible cultural heritage souvenir: a case of wangkui shadow souvenir", *Modern Economy*, Vol. 10 No. 11, pp. 2264-2282.
- McKercher, B. and Du Cros, H. (2002), *Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management*, Routledge, Vol. 150 No. 002, pp. 66-82.
- Mckercher, B., du Cros, H. and Zhu, L.-P. (2006), *Cultural Tourism and Cultural Heritage Management*, Routledge, Nankai University Press, Tianjin, Vol. 77, pp. 22-25.

- OuYang, Z.Y. (2011), "Tourism development and protection and inheritance of intangible cultural heritage – a case study of 'Hua' er' in Lianhua shan", *Tourism Science*, Vol. 025 No. 001, pp. 11-25.
- Qiong, L. (2011), "On the application of folk culture in tourism development", *Journal of Chifeng University: Science Education Edition*, Vol. 000 No. 012, pp. 21-23.
- Qiu, Q., Zheng, T., Xiang, Z. and Zhang, M. (2019), "Visiting intangible cultural heritage tourism sites: from value cognition to attitude and intention", *Sustainability*, Vol. 12 No. 1, pp. 2-20.
- Radder, L. and Han, X. (2013), "Perceived quality, visitor satisfaction and conative loyalty in South African heritage museums", *International Business and Economics Research Journal (IBER)*, Vol. 12 No. 10, pp. 1261-1272.
- Rasoolimanesh, S.M., Seyfi, S., Rather, R.A. and Hall, C.M. (2021), "Investigating the mediating role of visitor satisfaction in the relationship between memorable tourism experiences and behavioral intentions in heritage tourism context", *Tourism Review*, Vol. 77 No. 2, pp. 687-709.
- Sabiote-Ortiz, C.M., Frías-Jamilena, D.M. and Castañeda-García, J.A. (2016), "Overall perceived value of a tourism service delivered via different media: a cross-cultural perspective", *Journal of Travel Research*, Vol. 55 No. 1, pp. 34-51.
- Shoemaker, S. and Lewis, R.C. (1999), "Customer loyalty: the future of hospitality marketing", *International Journal of Hospitality Management*, Vol. 18 No. 4, pp. 345-370.
- Simin, H., Qiuhui, W. and Zhu, Z.X. (2017), "The cultural connotation and practical significance of Yi costume pattern", *Identification and Appreciation of Cultural Relics*, Vol. 000 No. 006, pp. 86-91.
- Taherdoost, H. (2016), "Validity and reliability of the research instrument; How to test the validation of a questionnaire/survey in a research", *Post-print*, Vol. 5 No. 3, pp. 28-36.
- Tavitayan, P. and Qu, H. (2013), "Destination image and behavior intention of travelers to Thailand: the moderating effect of perceived risk", *Journal of Travel and Tourism Marketing*, Vol. 30 No. 3, pp. 169-185.
- Thrane, C. (2002), "Music quality, satisfaction, and behavioral intentions within a jazz festival context", *Event Management*, Vol. 7 No. 3, pp. 143-150.
- Tian, D., Wang, Q., Law, R. and Zhang, M. (2020), "Influence of cultural identity on tourists' authenticity perception, tourist satisfaction, and traveler loyalty", *Sustainability*, Vol. 12 No. 16, pp. 1-18.
- Tu, H., Guo, W., Xiao, X. and Yan, M. (2020), "The relationship between tour guide humor and tourists' behavior intention: a cross-level analysis", *Journal of Travel Research*, Vol. 59 No. 8, pp. 1478-1492.
- Wang, W.-J. (2017), "Yi Salah: the first village of Yi nationality in China", *Chinese Toponymy*, Vol. 02, pp. 54-55.
- Westbrook, R.A. and Oliver, R.L. (1991), "Dimensionality of consumption emotion patterns and consumer satisfaction", *Journal of Consumer Research*, Vol. 18 No. 1, pp. 84-91.
- Xiaohua, M. (2006), "A study on costume culture of Yi nationality in Liangshan, Sichuan Province", *Central University for Nationalities*, Beijing, China, Vol. 55, pp. 12-25.
- Yang, C.H., Lin, H.L. and Han, C.C. (2010), "Analysis of international tourist arrivals in China: the role of world heritage sites", *Tourism Management*, No. 6, p. 31.
- Youn, H. and Kim, J.-H. (2017), "Effects of ingredients, names and stories about food origins on perceived authenticity and purchase intentions", *International Journal of Hospitality Management*, Vol. 63, pp. 11-21.
- Yue, Z. and Yu, S.M. (2013), "An analysis of three contradictions in the tourism development of intangible cultural heritage", *Tourism Tribune*, Vol. 28 No. 9, pp. 84-93.
- Yueqiao, C. (2021), "Research on Miao costume culture inheritance and innovation", *Guizhou Ethnic Studies*, Vol. 42 No. 02, pp. 101-107.

- Yulan, Z. (2020), "Tourism value and development strategy of Tibetan costume cultural resources from the perspective of intangible cultural heritage protection", *Journal of Sichuan Institute for Nationalities*, Vol. 29 No. 03, pp. 13-20.
- Zhang, P.P. (2020), "Inheritance and exploration of national costume culture – application of Yi costume pattern in modern costume design", *Qiao Garden*, Vol. 235 No. 10, pp. 61-61.
- Zhang, Z.-f. and Zhang, Z.-P. (2013), "The application of embroidery in modern costume design is analyzed from the costume of Lipu Yi nationality in Panxi", *Modern Decoration (Theory)*, Vol. 000 No. 005, pp. 70-71.
- Zhao, L. and Yu, L. (2014), "Cultural implication in dress design of Liangshan Yi nationality", *Guizhou Ethnic Studies*, Vol. 35 No. 8, p. 4.

**Corresponding author**

Thitinan Chankoson can be contacted at: [tchankoson@gmail.com](mailto:tchankoson@gmail.com), [thitinanc@g.swu.ac.th](mailto:thitinanc@g.swu.ac.th)