

Cultural Resources of Costume, Market Operation, and Cultural Capitalization Role of Cultural Heritage

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Abstract

The conspicuous capitalization of costume culture within Chinese ethnic tourism villages is readily discernible. This paper aims to understand the impact of costume culture resources on costume culture capitalization, and to discuss the intermediary role of market operation and the moderate effect of cultural heritage. Using 402 survey valid data from the operators, managers, and practitioners of ethnic tourism villages three ethnic tourism villages (Nangang Millennium Yao Village, Zhaoxing Dong Village, Zhoucheng Bai Village) in China for empirical path analysis, mediation analysis and moderation analysis. The results indicate that clothing cultural resources positively impacts the capitalization of costume culture, and clothing cultural resources is the predictor of market operation, furthermore, the market operation plays a mediating role in the relationship between clothing cultural resources and clothing cultural capitalization. Significantly, cultural heritage positively moderates the impact of clothing cultural resources on the capitalization of costume culture. The research has expanded the internal mechanism of the influence of clothing cultural resources on the capitalization of costume culture, revealing the importance of cultural heritage in achieving the capitalization of costume culture in ethnic tourism villages.

Keywords: Clothing cultural resources; Market operation; Capitalization of Costume culture; Cultural heritage.

1. INTRODUCTION

As a typical representative of the integration of culture and economy, clothing culture plays an important role in the inheritance of regional culture and economic development (Zhuang et al., 2019). Clothing culture, as an important tourism resource (Arcodia, 2021), has been integrated into tourism projects and activities around the world, so that it can be integrated with modern tourism, give full play to the unique value and charm of tourism clothing culture, and attract extensive global attention (Kim et al., 2019). Because of its unique cultural value in shape, decoration and technology, national costumes have gradually become a cultural and economic development model (X. Zhao et al., 2023). Excavating the value of traditional clothing and displaying the charm of traditional clothing culture and art can not only

produce social and economic benefits, but also provide power for the innovation and development of traditional clothing (Arcodia, 2021; Fu et al., 2023; Luo et al., 2022; Sui & Liu, 2018; Yin, 2015).

Hanfu is a typical representative of Chinese national costume culture. Potential consumers are most concerned about adequate wearing scenes, accounting for 62.3%. In terms of the main wearing scenes, 67.0% of the respondents chose the travel scene, followed by shopping and commuting, accounting for 57.5%. On the other hand, up to 80.4% of consumers favor the "new Hanfu" which meets the diversified daily wear needs (J. Yang et al., 2022) The new Hanfu is expected to become the mainstream clothing category of the public (Hu, 2014). The penetration rate of the clothing market is expected to reach about 5.0%, and the consumer population will exceed

130million, driving the Hanfu market into the era of 100 billion (J. Yang et al., 2022)

However, in the process of realizing the capitalization of national costume cultural resources, the market competition in Ethnic Tourism villages is very fierce (Tian et al., 2023). The ethnic clothing market is not as large as the traditional clothing market (Sui & Liu, 2018). The product features are not clear enough, and it is easy to form homogeneous competition (Sui & Liu, 2018; Yin, 2015). Second, the excessive market-oriented development has lost the original tradition and historical connotation of national clothing (Peñaloza, 2018). As a bridge connecting clothing cultural resources and cultural capitalization, the importance of market operation in solving the above two problems is self-evident (Dong & Tian, 2009). Effective market operation strategies can transform clothing cultural resources into products with market competitiveness, to realize its economic value (J. Li et al., 2020).

However, the effectiveness of market operation is not always as expected, because it is affected by many factors, including the regulatory role of cultural heritage. Cultural heritage refers to the inheritance and inheritance of traditional culture, customs and values of different times, regions and Nationalities (Petronela, 2016; Y. Yang et al., 2018). In the process of clothing culture capitalization, cultural heritage plays a vital role in understanding, recognizing and utilizing clothing cultural resources (Petronela, 2016). It can not only enhance the villagers' sense of identity and belonging to the village clothing culture, but also promote the in-depth development and utilization of clothing cultural resources in Ethnic Tourism Villages (Sui & Liu, 2018; H. Zhao et al., 2023; Zhuang et al., 2019).

At present, the research on the relationship between clothing culture resources, market operation and clothing culture capitalization, as well as the mechanism and regulation effect of cultural inheritance has not been deeply studied and explored. Therefore, this paper aims to reveal the relationship between clothing cultural resources, market operation and clothing cultural capitalization, as well as the regulatory role of

cultural heritage.

After the introduction, we described the theoretical basis, review the relevant literature, and propose testable research hypotheses. The research methods and design were introduced in detail, including sample, data collection and analysis process in the third section. Following by the data analysis, and comparison of theoretical and empirical results, in-depth discussion of the impact of clothing cultural resources, market environment and cultural heritage on capitalization. Finally, the study analyzed the results and discussed the limitations and the future research directions are proposed.

2. LITERATURE REVIEW

With the rapid development of rural tourism, the number of ethnic tourism villages continues to increase, leading to increasingly serious homogenization (H. Zhang et al., 2021). Clothing cultural resources can provide differentiated competitive advantages for ethnic tourism villages, making them stand out in the market. Li et al., (2016) pointed out that clothing cultural resources are one of the important assets of ethnic tourism villages, including local traditional clothing, embroidery techniques, clothing accessories. These resources not only have historical and cultural value, but also are unique selling points that attract tourists and consumers. The capitalization of Costume culture refers to the process of transforming these clothing cultural resources into commercial value. Zhang et al., (2020) empirically analyzed that by developing distinctive clothing products, promoting local traditional culture, and conducting cultural experience activities, ethnic tourism villages can attract more tourists and consumers, improve the added value and market competitiveness of products. In this process, clothing cultural resources are transformed into commercial value, forming clothing cultural capital. At the same time, the development and utilization of clothing cultural resources play a positive role in promoting the economic development and Cultural heritage of ethnic tourism villages. Some scholars have pointed out in their research that developing local resources such as traditional clothing and embroidery techniques can drive employment,

promote the development of local handicrafts, and protect the inheritance of traditional culture. Chen et al., (2021) pointed out in his research that developing local resources such as traditional clothing and handicrafts can promote the economic development of ethnic tourism villages. In addition, scholars such as Lee and Lee (2019) explored the relationship between clothing cultural resources and tourism development in their research. They believe that by reasonably developing clothing cultural resources, the prosperity and development of the tourism industry can be promoted. Based on the above discussion, this study proposes the following assumptions:

H1. Clothing cultural resources have a significant positive impact on the capitalization of costume culture.

Due to the serious homogenization of ethnic tourism villages, the market operation model is increasingly valued by village operators. Lun et al., (2016) study on leading rural tourism development with regional advantages, it was found that the soul of regional development is the unique sustainable development element that distinguishes regional development from other regions. As one of the core attractions of ethnic tourism villages, clothing cultural resources can provide unique selling points and competitive advantages for market operations (Chen et al., 2021). The uniqueness of clothing cultural resources can provide differentiated competitive advantages for the operation of ethnic tourism village markets (J. Yang et al., 2016). In ethnic tourism villages, each region's traditional Costume culture has a unique historical and cultural background and artistic value (Lee & Lee, 2019a). These unique resources can become differentiated selling points in market operation, attracting more tourists and consumers to visit and purchase products (Apostolakis, 2007; Benur & Bramwell, 2015). Li et al., (2021) uncovers some ethnic tourism villages provide experiential tourism for tourists by showcasing the production process of local traditional clothing and embroidery techniques, thereby increasing their sense of participation and satisfaction. Sui and Liu (2018) integrated the local traditional clothing, embroidery techniques, and other resources into the construction of ethnic tourism village clothing cultural brands,

it can not only enhance the unique brand image and rich cultural connotations of ethnic tourism villages, but also enhance the recognition and influence of ethnic tourism village clothing cultural resources. At the same time, consumers' awareness and understanding of local traditional Costume culture can also promote the effectiveness of market operation, increase product sales volume and market share (Cruz et al., 2018; El Banna et al., 2018). Based on the above discussion, this study proposes: *H2. Clothing cultural resources have a significant positive impact on market operations.*

In the increasingly fierce competition environment of the tourism market, the survival and development of ethnic tourism villages increasingly depend on whether they can adapt to the fierce competition (X. Li et al., 2021). Market operation, as one of the important means to cope with fierce competition, has gradually become an important strategy for capitalizing resources in ethnic tourism villages (El Banna et al., 2018; Kizgin et al., 2020).

Wen et al., (2021) pointed out through empirical research that it is necessary to introduce market-oriented operation mechanisms in ethnic tourism villages to meet the development needs of the tourism industry. Jinfang and Phakdeephrot (2023) also believe that market-oriented operation of village scenic spots is the key to stimulating the strong vitality of village scenic spots.

Through market operation, clothing cultural resources can be transformed into products and brands with market competitiveness, thereby realizing their commercial and capital value (Chen et al., 2021; Jinfang & Phakdeephrot, 2023). Based on this, ethnic tourism villages can quickly replace homogeneous products through market operation, meet the existing and potential market demands of tourists, form ethnic tourism village clothing and cultural resources products with high market acceptance and strong product stickiness, and improve the efficiency of capitalization of ethnic tourism village clothing and cultural resources (Jinfang & Phakdeephrot, 2023). Mariani (2016) indicates that effective market operation can promote the coordinated development of

local tourism and related industries in scenic areas.

Therefore, market operation has a significant positive effect on the capitalization of Costume culture (Coskuner-Balli & Thompson, 2013). Based on the above discussion, this study proposes the following assumptions:

H3. Market operation mediates the relationship between clothing cultural resources and clothing cultural capitalization.

Chen et al., (2021) states that Cultural heritage is one of the important characteristics of ethnic tourism villages. It not only represents the local history and cultural traditions, but also an important asset to attract tourists and consumers. Market operation is an important means of transforming this cultural resource into commercial value (Jinfang & Phakdeephrot, 2023). Through market operation, ethnic tourism villages can better showcase and inherit their traditional culture, while also improving the added value and market competitiveness of clothing cultural resources (Zhong et al., 2023). Cultural heritage can help ethnic tourism villages better understand their traditional culture and historical background, thus better integrating them into the development of clothing cultural resources, and realizing their commercial and capital value (Chen et al., 2021; Coskuner-Balli & Thompson, 2013; Jinfang & Phakdeephrot, 2023; Y. Li et al., 2016).

The inheritance of high culture has had a huge impact on the economic and social development of ethnic tourism villages (Tang et al., 2023). The Cultural heritage of ethnic tourism villages contains rich local characteristics and historical memories, and these unique cultural elements can be integrated into market operations to create a unique brand image and product characteristics (X. Li et al., 2021; Tian et al., 2023). In the process of utilizing clothing cultural resources among ethnic tourism villages, ethnic tourism villages with high cultural heritage can better improve the quality and efficiency of clothing cultural capitalization, thereby enhancing the brand image and cultural connotation of ethnic tourism villages and enhancing consumers' awareness and loyalty to ethnic tourism village brands (Jinfang & Phakdeephrot, 2023).

The ethnic tourism villages with high cultural heritage often have strong organizational mechanisms in the process of clothing cultural resources to achieve rapid dissemination of ethnic tourism village brands, which is conducive to driving the development of related industries, such as handicrafts and cultural creative industries, improve the development speed of clothing and cultural resources products in ethnic tourism villages (Coskuner-Balli & Thompson, 2013; Lee & Lee, 2019b; G. Zhang et al., 2020).

Therefore, based on the above discussion, this study proposes:

H4. Cultural heritage positively regulates the relationship between clothing cultural resources and market operations.

H5. Cultural heritage positively regulates the relationship between clothing cultural resources and clothing cultural capitalization.

Clothing cultural resources have a significant positive impact on the capitalization of Costume culture. Clothing cultural resources have a significant positive impact on market operation, and market operation mediates the relationship between clothing cultural resources and clothing cultural capitalization (Jinfang & Phakdeephrot, 2023). Cultural heritage positively regulates the relationship between clothing cultural resources and market operation, meeting all the prerequisites for moderating the intermediary effect. Therefore, this article infers:

H6. Cultural heritage positively regulates the mediating role of market operation in the relationship between clothing cultural resources and clothing cultural capitalization.

3. Research method

Conducting an online questionnaire method, this study collected 402 data from the operators, managers, and practitioners engaged in the capitalization and inheritance of ethnic cultural resources, which are in Nangang Qiannian Yao Village, China Zhaoxing Dong Ethnic Village in Liping County, and Zhoucheng Bai Ethnic Village in Dali City. The three ethnic tourism villages are with over ten years of tourism development experience, and many personnel engaged in the management of

ethnic tourism village clothing and cultural resources, product development, and market operation.

To ensure the validity of the questionnaire, this study used a relatively mature scale option from existing literature and evaluated the items using the Likert 5-level scale. The measurement of clothing cultural resources draws upon the works of (Fowler, 1982). The evaluation of market operation is informed by the research of González-Benito & González-Benito (2005). This evaluation is categorized into three dimensions: property rights definition, market-oriented development and operation, and quantitative assessment of value. Based on the scale of Li et al. (2020), we design the items to measure the cultural heritage. In the measurement of the capitalization of costume culture from the Lee and Lee (2019). Specific inquiries include aspects such as seamless transaction of cultural resource property rights (ownership, management, contracting rights, etc.) within ethnic tourism villages, totaling four distinct questions.

After the data collection, this study uses SPSS 26.0 and AMOS 26.0 to finish the reliability and validity test, confirmatory factor analysis, correlation analysis. A hierarchical linear regression model is constructed to test the direct path relationship between variables, and finally to analysis the indirect effect analysis and moderation effect.

4. RESULTS

4.1. Descriptive Analysis

Among the valid samples obtained, in terms of villages, there are 172 villages of the Nangang Qiannian Yao ethnic group, accounting for 42.8%; 128 Dong ethnic villages in Zhaoxing, accounting for 31.8%, and 102 Bai ethnic villages in Zhoucheng, accounting for 25.4%; In terms of profession, the respondents are mainly divided into tourism company operators, village administrative management personnel, and clothing and cultural product production and sales personnel, with a total of 100, 100, and 202 people, respectively. The proportion of each profession is 24.9%, 24.9%, and 50.5%. In terms of marital status, the number of respondents who were married, unmarried, and divorced was 149, 233, and 20, respectively, accounting for

37.1%, 58.0%, and 5.0%, respectively. In terms of educational background, the distribution of educational backgrounds among respondents is relatively balanced. Among them, the number of respondents with junior high school, high school, vocational college, undergraduate and graduate education or above was 58, 21, 296, 13, and 14, respectively, accounting for 14.4%, 5.2%, 73.6%, 3.2%, and 3.5%. In terms of work experience, the number of respondents with less than 5 years, 5 to 10 years, 10 to 15 years, and more than 15 years was 139, 147, 56, and 60, respectively, accounting for 34.6%, 36.6%, 13.9%, and 14.9%, respectively. The specific conditions of the formal research sample objects are shown in Table 1.

Table 1. Statistics of research samples

Demographic variables		Number of	Percen
Factor	Classification	People	tage
Gender	Male	270	67.2%
	Female	132	32.8%
Age	Under 20 years old	81	20.1%
	21 years old-40 years old	262	65.2%
	41-60 years old	33	8.2%
	Over 61 years old	26	6.5%
Profession	Travel company operations personnel	100	24.9%
	Village administrator	100	24.9%
	Clothing and cultural product production and sales personnel	202	50.5%
Marriage	Married	149	37.1%
	Unmarried	233	58.0%
	Divorced	20	5.0%
Education	Junior high school	58	14.4%
	High school	21	5.2%
	Specialist	296	73.6%
	Undergraduate	13	3.2%
	Postgraduate	14	3.5%
Working years	Within 5 years	139	34.6%
	5-10 years	147	36.6%
	10-15 years	56	13.9%

	10-15 years	60	14.9%
Village	Nangang Millennium Yao Village	172	42.8%
	Zhaoxing Dong Village	128	31.8%
	Zhoucheng Bai Village	102	25.4%

4. 2. Reliability Test

Table 2 introduced that the Cronbach’s α value of variables. The $\alpha=0.905$ of clothing cultural resources, market operation (0.905), Cultural heritage (0.932) Capitalization of Costume culture (0.908), all the Cronbach’s $\alpha>0.9$, indicating a excellent reliability (McCormick & Salcedo, 2017).

Table 2. Reliability test of each scale

Variable	Cronbach’s α	Number of items
Internal properties	0.905	12
Market-oriented operation	0.905	13
Cultural heritage	0.932	16
Capitalization	0.908	4

4. 3. Validity Test

Table 3 discussed the CMIN/DF of clothing cultural capital, market operation, cultural heritage, and capitalization were all within the excellent range of 1-3 through model adaptation testing. RMSEA <0.08 . Additionally, the value-added adaptation indicators NFI, RFI, IFI, TLI, and CFI were all within the excellent range of >0.9 (Collier, 2020). Therefore, it can be concluded that all four variables have good model adaptation, further explanation shows that each scale has good structural validity.

The AVE values of each dimension are all above 0.5, and the CR values are all above 0.7, indicating that each dimension has good convergence validity and combinatorial reliability (Collier, 2020). At the same time, the correlation coefficients between each variable pair are less than the square root of the corresponding AVE values of each dimension, indicating that each dimension has good discriminative validity. Since the basic research of this topic has been verified in detail, this paper will not explain it (Collier, 2020).

Table3. Structural validity testing of various scales

Variable	CMIN/DF	RMSEA	NFI	RFI	IFI	TLI	CFI
Costume culture Resources	2.730	0.066	0.947	0.932	0.966	0.956	0.966
Market Operations	2.645	0.064	0.942	0.927	0.963	0.953	0.963
Cultural Heritage	1.962	0.049	0.952	0.943	0.976	0.971	0.976
Capitalization of Costume culture	2.476	0.061	0.995	0.986	0.997	0.991	0.997

4. 4. Related Analysis

Exploratory tests were conducted on the correlation between variables through Pearson correlation analysis. In the results, there was a significant positive correlation between clothing cultural resources and clothing cultural capitalization ($r=0.711, p<0.01$), a significant positive correlation between market operation and clothing cultural capitalization ($r=0.709, p<0.01$), a significant positive correlation between Cultural heritage and clothing cultural capitalization ($r=0.69, p<0.01$), and a significant positive correlation between market operation

and clothing cultural resources ($r=0.716, p<0.01$), There is a significant positive correlation between cultural heritage and clothing cultural resources ($r=0.824, p<0.01$) and between cultural heritage and market operation ($r=0.744, p<0.01$). It can be seen that there is a significant positive correlation between independent variables, intermediary variables, dependent variables, and moderating variables, with a correlation coefficient in the range of 0.65-0.85, indicating a relatively strong correlation. See Table 4 for details.

Table 4. Structural validity test of each scale

Variable	Costume culture resources	Market operation	Cultural heritage	Capitalization of Costume culture
Costume culture resources	1			
Market operation	.716**	1		
Cultural heritage	.824**	.744**	1	
Capitalization of Costume culture	.711**	.709**	.690**	1

4 5. Hypothesis Testing

4. 5. 1. Main Effect Test and Mediation Effect Test of the Model

A hierarchical linear regression model was built through spss26 to test the direct path relationship between variables. At the same time, model4 in process3.4 was used to test the mediating effect of market operation. The mediating effect path relationship of market operation is shown in Figure 1. The variables were standardized during the inspection. The results are shown in Tables 5 and 6.

According to the test results in Table 5, through model testing, the clothing cultural resources in Step 1 have a significant positive impact on the capitalization of Costume culture ($\beta = 0.711, p < 0.001$), therefore H1 is supported.

Step 2 shows a significant positive impact of clothing cultural resources on market operation ($\beta = 0.716, p < 0.001$), therefore H2 is supported.

Step 3, based on Step 1, add market operation to the model to test the comprehensive impact of clothing cultural capital and market operation on clothing cultural capitalization. Among them, clothing cultural capitalization has a significant positive impact on clothing cultural capital ($\beta = 0.419, p < 0.001$), market operation has a significant positive impact on the capitalization of costume culture ($\beta = 0.409, p < 0.001$).

Based on the Bootstrapping mediation effect test results in Table 6, the indirect effect is significant, with an effect value of 0.293, and the 95% confidence interval [0.237, 0.35] does not include 0. The 95% confidence interval of the test results for both direct and total effects does not include 0, indicating that both direct and total effects are significant. Therefore, it indicates that the mediating effect of market operation in the model is significant and partially mediated. The conclusion is consistent with the results in Table 6, and the indirect effect of market operation accounts for 41.1%.

Table 5. Main effect test and intermediary effect test

Step	Dependent Variable	Independent Variable	R ²	F	β	T
Step 1	Capitalization of Costume culture	Costume culture Resources	0.506	409.879***	0.711	20.246***
Step 2	Market Operations	Costume culture Resources	0.513	421.671***	0.716	20.534***
Step 3	Capitalization of Costume culture	Costume culture Resources	0.587	283.998***	0.419	9.084***
		Market Operations			0.409	8.866***

Note: * * * is significant at 0.001 level

Table 6. Bootstart (5000 times) mediation effect test

Effect Relationship	Effect Value	LLCI	ULCI	Effect Proportion
Indirect effect	0.293	0.237	0.350	41.1%

Direct effect	0.419	0.328	0.509	58.9%
Total effect	0.711	0.642	0.781	100%

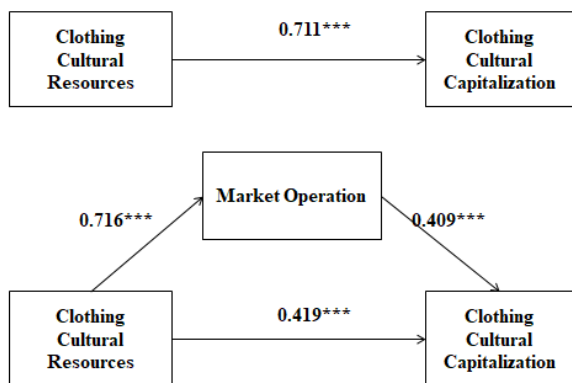


Figure 1. Market Operation Mediation Effect Path Relationship Diagram

4. 5. 2. Inspection of the moderate effect of Cultural Heritage

In the moderate effect, the main test is the simple regulatory effect of cultural heritage in the relationship between clothing cultural resources and market operation, and the relationship between market operation and clothing cultural capitalization. On this basis, further research is conducted on the regulatory effect of cultural heritage on the intermediary effect of market operation. To avoid collinearity between variables affecting the analysis results during the testing process. Therefore, before conducting the analysis, the variables were centralized and tested using Model 58 from Process 3.4 version.

Table 7 indicates that Model 1 shows the simple moderating effect test results of Cultural heritage in the relationship between clothing cultural resources and market operation. The interaction term between clothing cultural resources and Cultural heritage $\beta = 0.065$, $p > 0.05$, the interaction term is not significant, indicating that the regulatory effect of cultural heritage is not significant. Model 2 examines the simple moderating effect of cultural heritage on the impact of market operation on the capitalization of costume culture. The interaction between market operation and cultural heritage $\beta = 0.369$, $p < 0.001$, with significant interaction terms, indicating a significant positive moderating effect between cultural heritage and market operation on the capitalization of costume culture.

The higher the cultural heritage score, the greater the impact of market operation on the capitalization of costume culture. Cultural heritage plays a promoting role. Combining the moderate effect diagram in figure 2, it can also be seen that the slope of the relationship between market operation and costume culture capitalization is significantly lower at low levels than at high levels. Therefore, it also indicates that cultural heritage plays a promoting role in the relationship between market operation and costume culture capitalization.

Table 7. Test of the moderating effect of Cultural heritage

Variable	Market Operations		Capitalization of Costume culture	
	Model 1		Model 2	
	B	T	β	T
C	-0.047	-1.05	3.114	56.287***
Costume culture Resources	0.321	5.777***	0.371	4.809***
Market Operation			0.544	8.158***
Cultural Heritage	0.472	8.527***	0.323	3.968***
Clothing Cultural Resources				
* Cultural Heritage	0.065	1.389		

Market Operation		0.369	6.051***
* Cultural Heritage			
R ²	0.589		0.628
F	189.763***		167.528***

Note: * * * is significant at 0.001 level

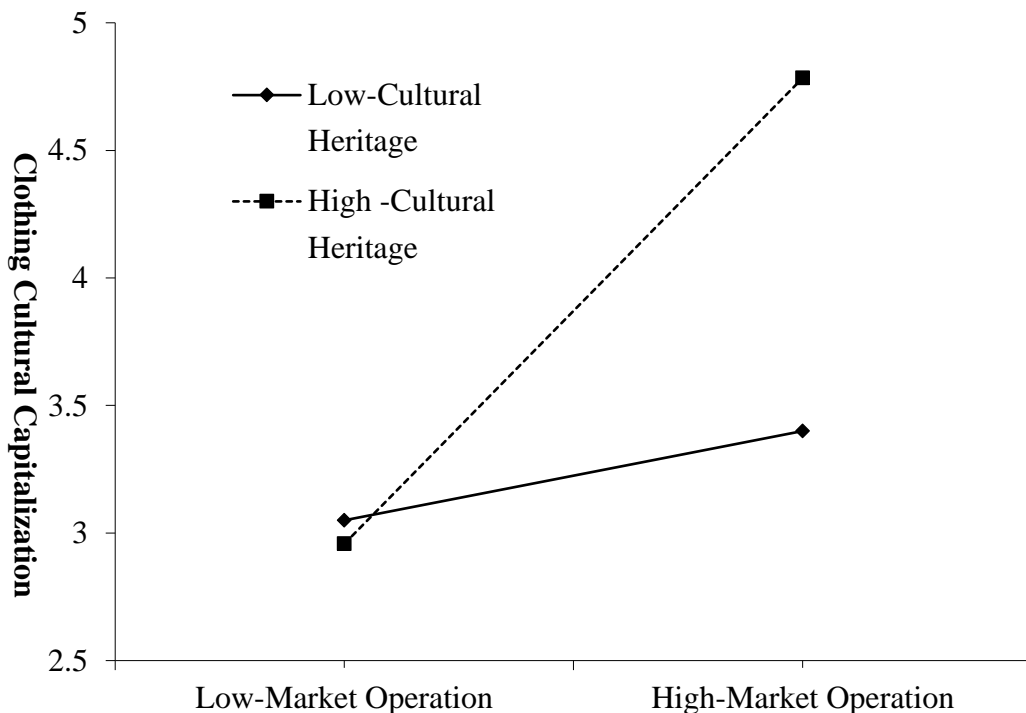


Figure 2. The Regulatory Effect of Cultural Heritage in Path Relationships

4. 5. 3. Test of Moderated Mediation Effect for Cultural Heritage

To test the moderating mediating effect of Cultural heritage through the Boot start test method. Combining the test results of Tables 8 and 9, table 8 tests the indirect effects of Cultural heritage at different levels. Among them, under low level Cultural heritage, the indirect effect value is 0.031, and the 95% confidence interval [-0.016, 0.087] includes 0, indicating that the indirect effects of market operation under low level Cultural heritage are not significant. At a moderate level, the indirect effect value is 0.212, and the 95% confidence interval [0.132, 0.303] does not include 0. At a high level, the indirect effect value is 0.349, and the 95% confidence interval

[0.192, 0.518] does not include 0. This indicates that the indirect effects of market operation are significant under both medium and high levels of Cultural heritage, indicating that Cultural heritage has a moderating effect on the mediating effect of market operation, according to the trend of the indirect effect coefficient, it has a positive promoting regulatory effect.

The test results of the indirect effect differences at low, medium, and high levels were tested in Table 9. It can be seen that the difference between medium and low $\Delta \beta = 0.182$, 95% confidence interval [0.101, 0.269], high low difference $\Delta \beta = 0.319$, 95% confidence interval [0.151, 0.501] and high to medium difference $\Delta \beta = 0.137$, 95% confidence interval [0.044, 0.234], confidence interval does not include 0, and the

difference test results of the three paired indirect effects are significant, indicating that Cultural heritage has a significant

moderating effect on the mediating effect of market operation.

Table 8. Test of Indirect Effects of Market Operation under different Levels of Cultural Heritage

Cultural Heritage	β	Boot LLCI	Boot ULCI
Low (M-1SD)	0.031	-0.016	0.087
Medium	0.212	0.132	0.303
High (M+1SD)	0.349	0.192	0.518

Table 9. Testing the Mediating Effect of Cultural Heritage on Regulation

Cultural Heritage	$\Delta \beta$	Boot LLCI	Boot ULCI
Δ (Medium low)	0.182	0.101	0.269
Δ (High low)	0.319	0.151	0.501
Δ (High medium)	0.137	0.044	0.234

5. Discussion and Conclusion

5.1 Theoretical implication

This study makes significant theoretical contributions to the field of cultural economics and ethnic tourism. Firstly, it extends the understanding of capitalization theory in ethnic tourism, particularly in the context of clothing cultural resources. By demonstrating how these resources contribute to the capitalization of costume culture in ethnic tourism villages, the research bridges a critical gap between cultural resource utilization and economic development in rural tourism settings. Secondly, the study highlights the integral role of market operation as a mediator in the process of cultural resource capitalization. This insight adds a nuanced layer to the existing body of knowledge, particularly in understanding the dynamics of market operations in cultural economies. Lastly, the research refines the theoretical framework surrounding cultural heritage, identifying its regulatory influence and limitations in direct market operations. This refinement contributes to the broader discourse on the role of cultural heritage in economic development, adding depth and complexity to the current understanding of its impact in rural tourism development.

The study presents several breakthroughs and practical implications. Empirically, it provides concrete evidence from ethnic tourism villages, showcasing the application of

theoretical models in real-world scenarios. This empirical approach marks a significant advancement in applying cultural economics theories to practical settings. Furthermore, the research addresses the challenge of balancing commercialization with cultural preservation, offering novel insights into how ethnic tourism villages can modernize while maintaining their cultural integrity. This balance is crucial in the context of intense market competition and rapid development cycles in rural tourism. Finally, the findings lay down a practical framework for the development of ethnic tourism villages, underlining the importance of both market operation and cultural heritage in the effective capitalization of clothing cultural resources. This framework serves as a valuable guide for policymakers and stakeholders in rural tourism, providing a strategic approach to leveraging cultural resources for sustainable socio-economic progress in ethnic tourism villages.

Clothing cultural resources have a positive impact on the capitalization of Costume culture, which is consistent with the research results of Jinfang and Phakdephirot (2023). This means that in ethnic tourism villages, these resources have great attraction for tourists, which can enhance their understanding and experience of local culture, thereby increasing the consumption demand for ethnic tourism village Costume

culture. This consumption demand can promote the capitalization of Costume culture and achieve the economic and social development of ethnic tourism villages.

Clothing cultural resources have a positive impact on market operation, and market operation plays a mediating role in the relationship between clothing cultural resources and clothing cultural capitalization, the conclusion is consistent with the research results of Salazar (2016) and Tang et al., (2023). Market operation is an important link in achieving the capitalization of ethnic tourism village Costume culture. In ethnic tourism villages, the effectiveness of market operation directly affects the development and utilization of clothing cultural resources and the degree of cultural capitalization. The empirical results indicate that the richness of clothing cultural resources can directly affect the effectiveness of market operation, and further promote the capitalization of Costume culture through the intermediary role of market operation. Therefore, strengthening market operation and improving the effectiveness of market operation are of great significance for achieving the capitalization of Costume culture.

Cultural heritage positively regulates the impact of clothing cultural resources on the capitalization of Costume culture, which is consistent with the research results of Fu et al., (2023), Lee and Lee (2019b). Mainstream research unanimously believes that Cultural heritage is an important means of protecting and inheriting national culture. Moreover, in the process of capitalizing Costume culture in ethnic tourism villages, Cultural heritage plays a positive role in utilizing clothing cultural resources to achieve Costume culture capitalization (Jinfang & Phakdeephirot, 2023). Unlike previous research findings, the empirical results of this study indicate that although Cultural heritage has a moderating effect on the relationship between clothing cultural resources and clothing cultural capitalization. However, the simple regulatory effect of Cultural heritage on the impact of clothing cultural resources on market operation is not significant, and the mediating effect of Cultural heritage on market operation is

only a positive promoting regulatory effect. This may be because cultural heritage has little direct impact on market operations and needs to be leveraged through other factors.

In summary, clothing cultural resources have a positive impact on the capitalization of Costume culture, with market operation playing a mediating role, and Cultural heritage having a moderating effect. Therefore, in the development process of ethnic tourism villages, attention should be paid to protecting and utilizing local clothing and cultural resources, strengthening the effectiveness of market operation, and emphasizing the role of Cultural heritage. At the same time, it is necessary to further explore how to improve the efficiency and quality of market operation, as well as how to strengthen the promotion role of Cultural heritage in the utilization of clothing cultural resources and market operation. Only in this way can we better achieve the sustainable development and socio-economic progress of ethnic tourism villages.

5.2 Practical significance

The study's findings have significant practical implications for enhancing the economic development of ethnic tourism villages. The positive impact of clothing cultural resources on the capitalization of costume culture suggests that these resources are not only cultural assets but also key economic drivers. By attracting tourists through unique and authentic cultural experiences, ethnic tourism villages can significantly increase consumption demand. This, in turn, stimulates local economies by promoting the sale and appreciation of costume culture. For practical application, tourism developers and local governments should focus on preserving and showcasing these cultural resources. This could involve organizing cultural exhibitions, workshops, and interactive experiences that not only entertain but also educate tourists about the local costume culture. Such initiatives can transform ethnic tourism villages into dynamic cultural hubs, enhancing their attractiveness and economic viability.

The study also underscores the importance of strategic market operations in realizing the full economic potential of

clothing cultural resources. The mediating role of market operation between clothing cultural resources and their capitalization implies that effective marketing, branding, and distribution strategies are crucial. Ethnic tourism villages should actively employ market operation tactics like brand promotion, online marketing, and networking to reach a wider audience. This involves understanding market demands, consumer psychology, and leveraging digital platforms for broader outreach. Additionally, the development of unique cultural products, integrating traditional clothing elements with modern design, can create a distinctive brand identity. This approach not only preserves cultural heritage but also meets the diverse needs of the modern market, thereby enhancing the competitiveness and market presence of ethnic tourism villages.

Finally, the regulatory role of cultural heritage in the capitalization of costume culture highlights its importance as a sustainable development tool. This finding emphasizes that while pursuing economic benefits, the preservation and promotion of cultural heritage should not be overlooked. Ethnic tourism villages need to establish a balance between commercialization and cultural preservation. This can be achieved by incorporating cultural heritage into market operations and product development strategies. Educational programs, heritage conservation initiatives, and partnerships with cultural institutions can enhance the appreciation and understanding of local traditions and crafts. Moreover, involving local communities in these efforts ensures that cultural transmission remains authentic and participatory. By integrating cultural heritage into their economic strategies, ethnic tourism villages can achieve sustainable development, preserving their unique identity while evolving economically.

In essence, these practical implications point towards a holistic approach in developing ethnic tourism villages, where cultural preservation harmoniously coexists with economic development and market innovation.

5.3 Limitation and future research

This study, while providing valuable insights into the

capitalization of costume culture in ethnic tourism villages, is subject to certain limitations that must be acknowledged. Firstly, the research primarily relies on empirical data from three ethnic tourism villages in China, which may limit its generalizability. The specific cultural, economic, and social contexts of these villages may not fully represent the diverse range of ethnic tourism settings globally. Additionally, the study's focus on clothing cultural resources as the primary factor in costume culture capitalization might overlook other potential contributing elements such as local governance, infrastructural development, and global economic trends. Furthermore, the cross-sectional nature of the survey data limits the ability to establish causality or to observe the long-term impact of the identified factors on costume culture capitalization.

Given these limitations, several avenues for future research are recommended. Future studies could expand the scope by including a more diverse and larger sample of ethnic tourism villages from different geographical locations and cultural backgrounds. This would enhance the generalizability of the findings and provide a more comprehensive understanding of the dynamics involved in cultural capitalization. Longitudinal studies would also be beneficial to observe changes and trends over time, particularly in understanding the long-term impacts of market operations and cultural heritage on costume culture capitalization. Additionally, exploring other potential factors influencing costume culture capitalization, such as technological advancements, global tourism trends, and local community involvement, could provide a more holistic understanding of the subject. Research could also delve into comparative studies between ethnic tourism villages and other forms of tourism to identify unique challenges and opportunities in cultural capitalization.

Lastly, there is an opportunity for interdisciplinary research that integrates insights from fields like anthropology, economics, and sustainable development. Such research could explore the interplay between cultural preservation and economic growth, examining how these can be balanced for

sustainable development in ethnic tourism villages. Investigating the role of digital technology in promoting and preserving costume culture presents another promising area. The impact of global economic policies and tourism trends on the sustainability of ethnic tourism villages could also provide valuable insights. This interdisciplinary approach would not only broaden the scope of research but also contribute to the development of more effective strategies for the sustainable growth of ethnic tourism villages, balancing cultural integrity with economic viability.

5.4 Conclusion

Under the current vigorous development of rural tourism economy, the competition in the rural tourism market is fierce, and the development cycle of rural tourism attractions is short. Ethnic tourism villages are facing higher market competition pressure. This article focuses on the development process of clothing cultural resources in ethnic tourism villages and ethnic tourism villages in China, studies the impact of clothing cultural resources on the capitalization of Costume culture, and explores the intermediary role of market operation and the regulatory effect of Cultural heritage.

Using 402 survey data from three ethnic tourism villages for empirical testing, the study shows that clothing cultural resources have a positive impact on the capitalization of Costume culture; Clothing cultural resources have a positive impact on market operation, and market operation plays a mediating role in the relationship between clothing cultural resources and clothing cultural capitalization; Cultural heritage positively regulates the impact of clothing cultural resources on the capitalization of Costume culture, but the simple regulatory effect of Cultural heritage on the relationship between clothing cultural resources and market operation is not significant. The research results of this article expand the formation mechanism of the influence of clothing cultural resources on the capitalization of Costume culture, revealing the importance of Cultural heritage in achieving the capitalization of Costume culture in ethnic tourism villages, which has certain theoretical

and practical significance.

We should attach importance to the value of traditional clothing culture and effectively carry out the capitalization of clothing cultural resources. At present, the homogenization of cultural products in most ethnic tourism villages in China is serious. It is necessary to enhance the competitiveness with the help of cultural inheritance. By deeply excavating the traditional clothing cultural resources in the region, these cultural elements are integrated into the modern design to create a unique and charming clothing cultural brand and realize the promotion of clothing culture capitalization.

Actively utilize market operation. In today's fierce market competition, ethnic tourism villages need to actively use market operation to enhance their competitiveness and meet diversified market demands. In the process of product development of clothing cultural resources, we should pay attention to excavating the value of clothing cultural resources, fully understand the market demand and consumer psychology, and transform cultural resources into cultural products with commercial value through market operation means, such as brand promotion and network marketing, to realize the transformation from cultural resources to commercial value.

Strengthen the regulatory role of cultural heritage and promote the sustainable development of clothing culture. In the process of clothing culture capitalization, we should pay attention to the important role of cultural inheritance in the development of clothing culture. We should not only pursue commercial interests, but also pay attention to the inheritance and development of culture. Establish the awareness of cultural heritage and integrate it into the practice of market operation. Therefore, ethnic tourism villages should be fully aware of the importance of cultural inheritance, put cultural inheritance in an important position, improve the capitalization of clothing cultural resources, and establish a complete mechanism of cultural industrialization.

AUTHOR CONTRIBUTIONS

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