Resource Management of Miao Drum-Dancing in Xiangxi

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Abstract

This research focuses on Miao Drum-dancing in Xiangxi, Hunan Province, examining it from a resource management perspective. With the gradual aging and passing of the inheritors, the Xiangxi Miao Drum-dancing art is at risk of being lost or even facing extinction. The audience is shrinking and aging, and the lack of management personnel, outdated management methods, and insufficient funds, among other factors, directly impact the effectiveness of preserving and protecting Miao Drum-dancing in Xiangxi.

This paper primarily employs quantitative research methods. It collects a substantial amount of relevant policies and regulations and gathers information from four distinct groups: managers, staff, inheritors, and the audience of the cultural departments associated with Miao Drum-dancing in Xiangxi. It analyzes and seeks to improve the resource management system by examining aspects such as the inheritance process, its scope, methods, audience demographics, and age structure. "

Keywords: Miao Drum-dancing, Resource Management, Human Resources

Introduction

China is a multi-ethnic country and people of all ethnic groups have created numerous folk arts. Originated from people's working life, folk dances, one of our national dances, represents the culture, custom, style and features of a nation. The Miao's drum dance in Xiangxi Autonomous Prefecture has its unique national charm, shining in the traditional Chinese folk art. Miao nationality's drum dance is the most representative dance in this region. It integrates music, dance and sports. It is a traditional ethnic art and sports project of the Miao people.

With the urbanization of the whole country, traditional cultural and entertainment methods can no longer meet the needs of the development of the new era. The existing Miao nationality's drum dance in Xiangxi Autonomous Prefecture, which is characterized by ethnic content and performance, is no exception. The emergence of Miao nationality's drum dance in Xiangxi Autonomous Prefecture is a splendid treasure created by Miao nationality's ancestors in thousands of years of history and culture according to the characteristics of the original ethnic group.

The Miao nationality is a nation with only language and no words, and Miao nationality's drum dance is a typical living inheritance of the original dance. This has great restrictions on its inheritance and development, which also determines that they can only rely on their mouth and ears, spread and inherit by way of legend and example.

In recent years, the impact of multi-culture and the change of modern life style are the main reasons why the audience of traditional folk dance has become less and less. The audience group of folk dance tends to be old people, and the young generation has no interest in traditional culture such as folk dance. These factors have a direct impact on the effectiveness of the rescue and protection of cultural heritage. The development of Miao nationality's drum dance in Xiangxi Autonomous Prefecture also has problems of resource management and resource allocation. therefore, it has become the key to revitalize it in the new era by knowing how to use the principles and methods of management to explore the strategies and methods of effective protection, inheritance and development of Miao nationality's drum dance in Xiangxi Autonomous Prefecture.

Research Objectives

For a resource management perspective focuses on Miao Drum-dancing in Xiangxi, Hunan Province.

Research Methodology

This article obtains quantitative data through questionnaire surveys, and conducts statistics and empirical analysis on the collected questionnaires. The main content includes questionnaire design, statistics of questionnaire distribution and recovery, and conclusions of statistics and empirical analysis.

Overall Design of The Questionnaire

The overall design of research is to the general arrangement of the research structure and process as a whole. The purpose of research design is to find answers to the research object (Kerringer et al., 2000). Generally speaking, research topics, research frameworks, research methods and research objectives should be included. Chen Xiaoping (2012) proposed that the empirical research conducted through the questionnaire mainly focuses on the test of theory, which is to explain what the relationship is between the relevant data and the theory, including research design, data collection and data analysis. Therefore, research work is divided into multiple components and organically combined through reasonable design of research links, the. The core problem to be solved in research design is whether the overall logic is clear and whether there is a clear logical connection between the research parts when the research work is completed (Royer et al., 2001).This is the foundation to ensure the

effective answers to the research objectives and complete the research task well. Based on the existing literature, the design process of empirical research is set forth as follows.

Design of Questionnaire

In this part of the study, the preliminary questionnaire is made based on literature review, and also, based on a small-scale pre-survey, and the formal questionnaire is determined according to the reliability analysis of the data collected. The formal questionnaire is distributed in a large scale for data collection.

Basic content of the questionnaire. The questionnaire of this study is designed mainly focusing on the influential factors to the management mode of Xiangxi minority dance. According to the research purpose and content, the questionnaire mainly includes the following eight aspects.

Preliminary questionnaire. The scientificness of the scale is very influential to the whole empirical analysis, which determines the validity of the final data and the correctness and reliability of the conclusion. Some of the existing foreign formative scales may not be suitable for China's environment, or deviate from the original meaning during translation. Therefore, before the formation of the preliminary questionnaire, on the premise of reading a large number of literatures, and on the basis of the theoretical framework being initially established, the author studied the existing scales and sorted out the rather mature ones. Such as, Kotrba (2012)'s Enterprise Performance Scale, Team Effectiveness Scale (Tjosvold et al., 2006), HR Practices for Middle Manager Level (Gong et al., 2009), etc. The author modified the questions combining the research needs of this study to make the questionnaire conform to the meaning of the original scale and the characteristics of Chinese language environment.

Questionnaire Test. The preliminary questionnaire was formed based on the basic dimensions of each variable through the above steps. The 60 questionnaires were distributed in a small range to test on the items. The main purpose of the preliminary test is to test on the language of the items, and to understand whether the expression of the questionnaire is suitable for local artists, whether the sentences of the questionnaire are ambiguous, and whether the purpose of the questions is easy to understand. Some subjective questions are contained at the questionnaire to ask the respondents to provide 1-2 opinions on the contents and expressions of the questionnaire. The questionnaire is rectified through the frequently asked questions and the opinions put forward by the respondents, so as to make the questionnaire items simple and easy to understand and accepted by most of the respondents. Except for personal statistical characteristics, level-5 likert measurements are adopted in other variables, alternative answers are respectively totally disagree, disagree, neutral, agree and strongly agree.

Formation of the formal questionnaire. Summarizing the above, the scale is revised based on the factor analysis of the preliminary questionnaire, and the formal questionnaire was determined.In addition to personal statistical characteristics, other variables are measured with 5-level scale, and the alternative answers are: totally disagree, disagree, neutral, agree, very much agree.

Collection Methods

Data is the most valuable information that collected by the researchers from the respondents. Data can be readily quantified and generated into numerical form. It is ideal for use when surveying large numbers of respondents. The standardized nature of questionnaires enables researchers to make generalizations out of the results. In this research, the researcher used the quantitative method and the primary data by sending paper questionnaires to a large group of people which is more truthful with response.

Population Sample

In the study, the researchers distributed questionnaires to the representatives of managers and staff representatives in the Xiangxi Prefecture Cultural Tourism Bureau. The respondents in this study are staff from different positions in the Xiangxi Prefecture Cultural Tourism Bureau, with a population sample of 400 people. In addition, the questionnaire is also distributed according to its gender and age, so that we can collect different types of information based on the interviewees' knowledge and experience.

Distribution and Processing of The Questionnaire

The data of quantitative research of this study was obtained by questionnaire distribution. Descriptive statistics, confirmatory factor analysis, univariate equation analysis and correlation analysis are carried out in this study. SPSS 22.0 was used for the study.

Distribution of questionnaire. The questionnaire was distributed to the sample population to obtain quantitative research information. In order to ensure the quality of the answers, the questionnaires were distributed either by on-the-spot dispatch or by e-mails to the staff of cultural management departments and inheritors of intangible cultural heritage in Xiangxi Tujia and Miao Autonomous Prefecture. A total of 420 questionnaires were distributed and 408 were recovered. The recovery rate of questionnaires was 97%. 397 valid questionnaires were obtained and the effective rate was 94%.

Processing of questionnaire. The design of the questionnaire is tested by SPSS version 20. For the questionnaire Cronbach α coefficient of the variables and the overall data of the questionnaire is greater than 0.7, which shows that the internal consistency of the questionnaire is sufficient and reliable. The content of the questionnaire has been tested by experts and has good content validity. Moreover, the factor load of most items in the questionnaire is greater than 0.5, which means the items can accurately reflect the

theme. The correlation between variables is significant, and the questionnaire has a good structural validity.

Research Findings and Discussion

The reliability test of the questionnaire is to test the reliability and credibility of the questionnaire. It mainly reflects the authenticity of the measured data according to the consistency or stability of the test results. Reliability is divided into internal reliability and external reliability. The internal reliability test is to test whether a group of questions measure the same concept and the degree of internal consistency of each item in the scale. The higher the internal consistency of the questionnaire, the higher the reliability of it. Cronbach's alpha was used to measure the internal reliability of the questionnaire for this study. In Cronbach's alpha measurement, the larger the coefficient is, the higher the internal consistency of the questionnaire will be. The value range of the coefficient is in between. The researcher believes that when the coefficient of Cronbach's alpha is greater than 0.9, it indicates that the internal consistency of the questionnaire is very high. If the Cronbach's alpha coefficient is between 0.8 and 0.9, it indicates that the internal consistency of the questionnaire is good. If the Cronbach's alpha coefficient is between 0.7 and 0.8, it indicates that the internal consistency of the questionnaire is general. When the alpha coefficient is below 0.7, it means that the internal consistency of the questionnaire is poor and the questionnaire is inconvenient to be used as a research tool. The internal consistency of the questionnaire was tested by testing the reliability of each part of the scale. The test results are shown in the table. According to the table, Cronbach's alpha of the scale is above 0.7, indicating that the internal consistency of the questionnaire is relatively high, and the questionnaire can be used as a research tool for this study.

According to the above table, the overall Cronbach's alpha is 0.967, that of leadership behavior is 0.9, 31, that of human resources is 0.930, that of value orientation is 0.923, and that of craftsmanship is 0.935, The Cronbach's alpha of job satisfaction is 0.922, the Cronbach's alpha of market demand is 0.933, and the Cronbach's alpha of resource management is 0.919. Therefore, the questionnaire used in this study has a good reliability.

Exploratory factor analysis is to measure the structural validity of the scale, to determine whether the measured variables of each latent variable have stable consistency and structure. It is the most commonly used index to evaluate the validity of the scale. In this study, SPSS software is used to test the composition of each dimension. When using factor analysis for validity analysis, we should first judge whether the conditions of factor analysis are met. Generally, two conditions should be met, one is

that kmo value which is greater than 0.7; the other is the significance of Bartlett's sphericity test which is less than 0.05. If these two conditions are met, it indicates that there is a strong correlation between the observed variables and is suitable for factor analysis.

The results of exploratory factor analysis showed that the kmo value of the six dimensions of the questionnaire was 0951, which was significantly higher than the standard of 0.70. Bartlett's sphericity test value which was 12416.89, and the significance p value was 0.00, so it was suitable for factor analysis. Principal component analysis was used to extract the factors whose eigenvalues were greater than 1, and seven common factors were extracted. The total sum of squares of rotation was 79.471%, which was greater than 60%. After rotation by orthogonal rotation method, 32 question options can be classified into 7 types of factors, and the load of each item is higher than 0.5, which indicates that the extracted 7 factors contain more comprehensive information, and there is no case of high double factor load. The observation variables are aggregated into each dimension according to the theoretical presupposition. The above analysis shows that the scale selected in this paper has a good construct validity.

Correlation analysis refers to the analysis of two or more variable elements with correlation, so as to measure the degree of correlation between two variable factors. Correlation analysis can be carried out only when there is a certain connection or probability between the relevant elements. Correlation is not equal to causality, nor is it simple personalization. The correlation coefficient corris used to quantify the degree of correlation between sample factors, which is a numerical type taken between [- 1,1]. The greater the absolute value of corr, the higher the degree of correlation between different factors - negative value indicates negative correlation (the value of factors changes in the opposite direction), and positive value indicates positive correlation (the value of factors is the same Direction change).

Through the correlation analysis of each dimension of the questionnaire, leadership behavior, human resources, value orientation, craftsmanship spirit, job satisfaction, resource management show significant positive correlation.

Conclusion and Discussion

Xiangxi Tujia and Miao Autonomous Prefecture is the only minority autonomous prefecture in Hunan Province, and its ethnic atmosphere is very distinct. It is a magical land with thousands of years of civilization and profound cultural heritage, from which the splendid national culture and folk customs of Tujia and Miao nationalities are derived. The unique environment and rich accumulation of national culture here have

created the national cultural characteristics of Xiangxi, which are "magical and simple, Tujia's feelings and Miao's charm".

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