

What determine willingness to visit and pay for intangible cultural heritage theme park style museum?

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Abstract

The increased importance of intangible cultural heritage (ICH) results to build ICH theme park style museum. Museum does not only work as a place for conservation but also provide entertainment and experiential elements, which is defined as theme park styled museum. The main objective of this study is to investigate the factors influence on visitors' willingness to visit and willingness to pay for ICH theme park styled museum. Using the multiple regression analysis, this study found that visitors' cultural identity, interests in ICH, awareness of ICH management, and agree with transformation elements, significantly contribute to willingness to visit ICH theme park styled museum. Moreover, only the perceived status of current ICH management significantly affects visitors' willingness to pay for ICH experiences. The result of this study will be useful in understanding and attracting visitors to ICH theme park museum.

Keywords: *Heritage Theme Park, Willingness-to-Pay, Willingness-to-Experience, Theme park*

1. Introduction

Cultural heritage has been reconstructed from a creative perspective beyond just considering it as an object of exhibition

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or preservation and recreated according to the trend of the times. In particular, cultural heritage has been commercialized for tourism and leisure purposes, so that entertainment museum such as heritage theme park has been operated.

Intangible cultural heritage (ICH) has been a significant resource in cultural theme park (Kim et al. 2019). ICH refers to the traditional performances, the practices, knowledge and skills that communities recognize as part of their cultural heritage (UNESCO. 2003). An experiential approach places value on the visitors' experiences during the process of visitation rather than on qualities and services provided by the heritage (Chen & Chen. 2010). ICH by nature is experiential (e.g., physical engagement) and in experience-based tourism, intangible assets arguably have a competitive advantage over fixed, tangible tourism resources.

For the development of heritage theme park, funding is essential for maintaining and/or promoting the resource (Barber. 2019). An adequate funding however has always been a challenge that most cultural heritage faces (Kurin. 2004), which is not an exception for Korea (Kim et al., 2019). The existing studies (Garrod & Fyall. 2000; Ghanem & Saad. 2015) argue that tourist payment can be a source of funding used for addressing inadequate financial status in ICH development. Therefore, this study explores tourists' willingness to pay for ICH experiences to understand what motivates and facilitates visitors' willingness to pay.

2. Literature review

2.1 Utilization of ICH as theme park resource

Local governments are increasingly interested in the use of cultural heritage, providing opportunities to understand and exchange not only the tourism industry, but also conservation management. Cultural heritage tourism is popular as a new revenue generation mechanism and encourages economic growth in underdeveloped countries. National Trust, an international nature and cultural heritage conservation organization with more

than 30 countries around the world, suggests five principles of cultural heritage utilization that can lead to sustainable cultural tourism. They are; ① Cooperate with each other, discover resources suitable for communities and tourism, make historical sites and programs lively, ⑤ focus on tourism product quality and authenticity on cultural assets, and preserve historical and cultural resources. The domestic Cultural Heritage Administration aims at conservative use of cultural heritage based on the principle of preservation, educational use of educational values, and productive use to increase the value inherent in cultural assets. In summarizing the characteristics of cultural heritage utilization, NT's five basic principles were able to derive factors such as cooperation, location, transmission, authenticity, and conservation, and conservation through the Cultural Heritage Administration's guidelines. This acts as an important factor and indicator in making desirable use of cultural heritage based on the preservation principle

2.2 Willingness to visit and pay ICH theme park

ICH provides tourists with opportunities to have cultural authentic experiences (Chhabra et al. 2003; Gonzalez. 2008). According to Breathnach (2006), authentic experiences rely on the sensations and simulations which are designed to focus on 'real feelings' rather than the 'real thing'. Contrary to historical objects preserved in museums, physical engagement as well as social interaction with others encourage tourists to 'feel' the authentic past (Breathnach, 2006). According to Urry and Larsen (2011), all senses such as visual, hearing, touch, taste and smell are integrated and they work for tourists to experience authenticity and difference in destinations. Thus ICH, such as traditional performances and oratory and/or handcrafts skills for example, provides tourists with opportunities for participatory experiences, which encourages them to perceive the experience as more authentic.

Moreover, Funding is essential in heritage tourism and "user pays" is one of the ways to raise funds for investing in heritage

management (Garrod & Fyall, 2000). Several studies in heritage tourism thus have explored visitors' willingness to pay. A study of Kim et al. (2007) estimated the use value of a World Cultural Heritage in Korea and found that the visitors are willing to pay at least twice as much as the current price to visit the heritage site. ICH is increasingly paid attention and has potentiality for a competitive tourism resource, thus there is a need to identify the visitor's willingness to pay for ICH.

3. Methods

The sample of this study was domestic visitors at the National Intangible Heritage Center in South Korea. Since the sample was the visitors at the National Intangible Heritage Centre, permission to administer the questionnaire in the Center was sought from the Center. A total of 350 survey questionnaires were distributed and a total of 255 survey questionnaires were used for the final analysis. This study used regression analysis using the SPSS 24.0 software program.

4. Results

4.1 Demographic characteristic

Table 1 summarizes the demographic profile of the respondents. Among the 255 respondents, 121 respondents (47.5%) were male and 134 (52.5%) respondents were female. The majority of the visitors were in their 20s (53.3%) and most of them visited with friends.

Table 1. Demographic profile of visitors at National Intangible Heritage Centre

Variable	Frequency (%)	Variable	Frequency (%)
Gender	.	Visitation	
Male	121 (47.5)	Friends	162 (63.5)
Female	134 (52.5)	Family	59 (23.1)
		Alone	34 (13.3)

Age		Level of education	
10-19	21 (8.2)	Primary school graduate	10 (3.9)
20-29	136 (53.3)	Hight School graduate	96 (37.6)
30-39	59 (23.1)	Bachelor degree	121 (47.5)
40-49	15 (5.9)	Master degree	24 (9.4)
50-59	14 (5.5)	Others	4 (1.6)

2.2 Willingness to visit and pay for theme park style museum

The multiple regression analysis was performed to explore the most influential factor on willingness to visit and pay for ICH. While the four factors such as cultural identity, significance of ICH, agree with transformation and interests in ICH significantly contributed to visitors' intention to visit ICH, visitors'

Table 2. The results of regression analysis

Model	Unstandardized Coefficient	T	Sig
Willingness to Visit			
Cultural identity	.307	4.656	.000
Status of ICH management	-.043	-.690	.491
Significance of ICH management			
Agree with transformation	.091	2.321	.021
Interests in ICH	.141	2.817	.732
Willingness to Pay			
Cultural identity	.136	1.387	.167
Status of ICH management	.216	2.319	.021
Significance of ICH management			
Agree with transformation	-.025	-.424	.672
Interests in ICH	.116	1.557	.121

perspectives about current ICH management in Korea did not significantly affect willingness to experience ICH ($p = .491$). It can be concluded that no significant effect from visitors' perspectives in ICH management were detected in their decision to experience ICH. For the willingness to pay, only status of ICH management significantly impact on the willingness to pay. The visitors who have a positive perception of the current status of ICH management in Korea are more likely to pay for ICH attractions.

5. Conclusion

The results of this study indicate that visitors' cultural identity, interests in ICH, perception of the significance of ICH management and agree with transformation elements, significantly contribute to visitor willingness to experience ICH. Moreover, status of current ICH management significantly affects visitors' willingness to pay for ICH experiences. This study expands the research on the influences on the willingness to pay, where the existing studies found gender and income differences on willingness to pay in cultural heritage sites (Chambers et al. 1998; Jurado-Rivas and Sánchez-Rivero. 2020). From a practical perspective, as the status of current ICH management significantly affects the visitors' willingness to pay for ICH experiences, it is important for the government to marketing their efforts in ICH management to increase visitors' willingness to pay for ICH.

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