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Qualitative Insights Understanding the Cultural Capitalization of Clothing in Chinese Ethnic Tourism Villages

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Abstract

The capitalization of costume culture within Chinese ethnic tourism villages offers a unique opportunity for the preservation and enhancement of this cultural heritage. Employing in-depth interviews with 20 professionals involved in operations, management, and commerce within these villages to facilitate a comprehensive analysis of their insights and experiences, leading to the identification of influential factors in the capitalization of costume culture, and the development of a corresponding factor model. The findings highlight the significant impact of the intrinsic characteristics of ethnic costume cultural resources, the external dynamics of market operations, and the preservation and evolution of costume culture on its capitalization. These insights offer practical recommendations for the sustainable advancement of ethnic tourism villages, emphasizing the optimization of internal resource attributes, leveraging external market opportunities, and prioritizing the continuity and innovation of costume culture.

Keywords: *ethnic tourism village; clothing culture; capitalization; in-depth interview; costume culture; Chinese traditional culture*

1. Introduction

The cultural heritage of ethnic costumes in tourism villages, embodies a wealth of historical, cultural, and artistic significance (Yang, 2011). These garments not only serve as a symbol of national identity and heritage but also constitute a vital asset in attracting tourists and stimulating economic growth (Su, 2018). Zhong et al. (2023) further elaborates the commercialization of this clothing culture transforms it into a key component of creative merchandise, tourist memorabilia, and the cultural industry. The capitalization of ethnic costumes offers tangible employment prospects and economic advantages to residents within Ethnic Tourism Villages (B. Chen et al., 2023).

China's Hanfu (Traditional Chinese Costume) market developed rapidly from 2015 to 2021. The market size is expected to reach 12.54 billion yuan in 2022, an increase of 23.4% year-on-year, and is expected to reach 19.11 billion yuan in 2025. In the future, the Hanfu market still has a large upward space (Ni et al., 2023). However, the capitalization of costume culture in Ethnic Tourism villages also faces some challenges. Finding a balance between cultural protection and commercial interests is essential in the capitalization of ethnic tourism village and village clothing culture (Labadi & Logan, 2015).

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Capital investment provides necessary resources for the construction and operation of ethnic tourism villages and promotes the rapid development of villages. The intervention of capital has also brought the trend of commercialization and commercialization (Biresaw, 2019). However, in the process of promoting capitalization, it is necessary to ensure the protection and respect of cultural heritage and avoid the damage of excessive commercialization to its value and purity (Zhong et al., 2023).

Esfehani and Albrecht (2019) asserts that aligning market demand with the preservation of cultural heritage is a pivotal aspect in the commodification of ethnic tourism villages and their distinctive clothing culture. Hu et al. (2019) cautions that commercialization inevitably dilutes the authenticity and uniqueness of this clothing culture, transforming it gradually into a mere commodity and stripping it of its original cultural essence. The development of products should be informed by market demand and consumer preferences, yet it is equally imperative to safeguard the continuity and protection of traditional culture. Kim et al. (2019) emphasize the importance of preventing cultural deformation and distortion in this process.

The value-added of tourism resources through market operation from the perspective of tourism resources capitalization and put forward the formation mechanism of tourism resources capitalization (Yang, 2011). The essence of cultural reproduction is the capitalization process of cultural resources from the perspective of cultural reproduction and put forward the market mechanism of industrialized management of cultural resources (H. Zhao et al., 2023; Sharifian et al, 2021).

From the perspective of cultural inheritance, the effective inheritance of national culture is the necessary premise and development content of cultural capitalization and demonstrated that the smooth inheritance of excellent traditional culture will greatly promote the development of cultural capitalization in a more diversified direction. However, there are still some gaps in the specific discussion of the influencing factors of the capitalization of clothing culture in Ethnic Tourism Villages, as well as the relationship and mechanism between these influencing factors.

This research aims to dissect the primary elements influencing the capitalization of ethnic clothing culture. Specifically, the research will investigate strategies to safeguard and perpetuate these unique cultural artifacts while simultaneously enhancing their economic worth. This inquiry holds substantial theoretical and pragmatic significance in understanding and addressing the complexities inherent in this cultural-economic interplay.

After the introduction, this research introduces related concepts. Subsequently, the paper, through meticulous in-depth interviews, collates and synthesizes the determinants of the capitalization of clothing culture in Ethnic Tourism Villages. It delves into a profound examination of the impact exerted by the resources of clothing culture and their intrinsic characteristics, the intricacies of market operations and their external environment, as well as the role of cultural inheritance in the capitalization process. Following this, the paper explores the interplay among these influencing factors. Ultimately, it encapsulates the research findings, deliberates on the limitations of the study, and presents future research directions.

2. Literature Review

2.1. Clothing Cultural Resources and their Internal Attributes

Ethnic tourism village costume cultural resources refer to a kind of tourism resources that show the specific national cultural characteristics and historical traditions through traditional

costumes (Solentsova et al., 2021). These costumes are not just articles to wear, they represent the national identity and contain rich cultural information, such as handicrafts, religious beliefs, social structure and aesthetic concepts (York et al., 2021). The traditional weaving, embroidery and printing and dyeing processes reflect the wisdom and skills of generations of artisans and are an important part of intangible cultural heritage (Esfehani & Albrecht, 2019). In festivals and ceremonies, costumes become the core of the celebration, adding depth and richness to the cultural experience (Perry et al., 2020). For tourist villages, clothing culture is not only a unique selling point to attract tourists, but also the key to promote local economic development and cultural protection (Yongting, 2022; Pilechian et al, 2023). They provide tourists with a way to experience and understand national culture, promote cultural exchange and dissemination, and contribute to the preservation and heritage of culture (Cheng, 2023; Zhong et al., 2023).

The internal attributes of clothing cultural resources mainly include value, profitability, and stock, which are the concrete embodiment of the availability of clothing cultural resources in Ethnic Tourism Villages (Jinfang & Phakdeephrot, 2023). From the perspective of human economics, value consists of utility and cost, the value of clothing cultural resources mainly depends on the amount of human labor and can meet specific needs and bring economic benefits (Kara et al., 2022). The benefits of cultural resources are uncertain and externality, which can be manifested as factor benefits and efficiency benefits (Zhang et al., 2023). Through market-oriented development, operation and management, clothing culture tourism resources can generate benefits that exceed their own value, including economic, ecological and social benefits (Zhong et al., 2023). In addition, the definition of property rights of ethnic costume cultural resources is related to the ownership of the right of return (Jinfang & Phakdeephrot, 2023). Moreover, as a kind of cultural capital, clothing cultural resources have a stock, which is of great significance for the attraction and development of Ethnic Tourism Villages (Ezenagu, 2020). Therefore, the rational development and utilization of clothing culture resources can bring the promotion of comprehensive value.

2.2. Market Operation

The market operation of clothing cultural resources in Ethnic Tourism Villages refers to the transformation of traditional clothing culture in ethnic villages into tourism and commercial products, and the realization of the dual goals of cultural heritage and economic development (H. Chen & Rahman, 2018). The market operation of clothing cultural resources in Ethnic Tourism Villages involves product development, brand building, marketing, tourism experience and cultural education (McKercher, 2003). According to previous studies, the external conditions of market operation can be summarized as: the definition of property rights, market-oriented development and operation, and quantitative evaluation of value. These factors are considered to be the key factors affecting the capitalization of clothing culture (Kim et al., 2019; Murzyn-Kupisz & Dzialek, 2013; Perry et al., 2020; Wendland, 2004; Yang & Wall, 2009; Zhang et al., 2023). The issue of defining property rights directly affects the income distribution of cultural resources and the relationship between stakeholders (Chan et al., 2020; Esfehani & Albrecht, 2019). Market oriented development and operation can improve the market competitiveness of clothing cultural resources and provide opportunities for the economic utilization of resources, which is an important way to realize the economic value of clothing cultural resources (Zhong et al., 2023). Quantitative evaluation of value can accurately measure its economic and social value, help to reveal its market potential, and provide guidance for its rational development and utilization (Murzyn-Kupisz & Dzialek, 2013).

Fair and reasonable quantitative value evaluation is also an important prerequisite for market operation. The comprehensive effect of these external conditions plays a decisive role in the successful operation of clothing cultural resources in Ethnic Tourism Villages, which needs comprehensive consideration and coordinated development. According to previous studies, the external conditions of market operation have an important impact on the capitalization of clothing culture. A clear definition of property rights, market-oriented development and operation, and quantitative evaluation of value are the key factors to realize resource capitalization.

2.3. Heritage of Costume Culture and its Realization

Costume culture heritage in Ethnic tourism village refers to the preservation, protection, and dissemination of local ethnic traditional costume culture through a series of measures under the background of tourism development in ethnic areas (Jinfang & Phakdeephrot, 2023). The cultural heritage involves not only the style, production technology and wearing habits of clothing, but also the history, culture, values and national spirit contained in clothing (Ezenagu, 2020).

Costume culture heritage provides a good field environment for the capitalization of clothing culture, making the national culture stable, complete and continuous (Elinoff, 2016). The costume culture heritage creates conditions for the capitalization of clothing culture, by reconstructing the content of traditional culture and injecting new content, it can radiate new vitality, rather than lose the traditional culture itself (Hu et al., 2015). The costume culture heritage provides the basis for the appreciation of clothing cultural capital, so that cultural products not only have the use value, but also have the unique characteristics of knowledge value, ideological value and aesthetic value, realizing the value-added effect of cultural value (Lenzerini, 2011; Wang, 2018). Clothing culture heritage has an important impact on the capitalization of clothing culture in Ethnic Tourism villages. It provides a good field environment, creates conditions for capitalization, and provides a basis for the appreciation of cultural capital.

To sum up, the internal attributes of clothing cultural resources, the external conditions of market operation, and the heritage of clothing culture are all important factors that affect its capitalization.

However, there are still controversies and gaps in existing research in these areas. This article aims to fill the gaps in existing research by exploring these influencing factors in more depth, providing theoretical support and practical suggestions for the protection and heritage of ethnic culture, and promoting the capitalization of clothing culture in ethnic tourism villages.

3. Research Methods

This study adopts the qualitative research method, conducting an in-depth interview with 20 participants (5 operators, 5 managers and 10 practitioners) from Chinese national cultural ethnic tourism village, with rich experience and knowledge resources for cultural product capitalization.

Table 1 (Appendix) showcases the interview outline, the interview process lasted for three weeks, and within 30 minutes to one hour for one participant. Table 2 introduced the participants information of the study. Table 1 uncovers there is a balanced gender representation with females (A1, A3, A4) possessing 11 to 18 years of experience, while males (A2, A5) range from 12 to 21 years. Village administrative roles show a gender mix, with female members (A6, A9) having 19 to 29 years of experience, contrasting with male counterparts (A7, A8, A10) who have 13 to 33 years. The group involved in clothing culture product production and sales displays a female predominance, with their experience ranging broadly

from 14 to 33 years (A11, A12, A14, A16, A17, A19, A20), while male members (A13, A15, A18) report 10 to 36 years of experience.

This distribution provides a comprehensive overview of the diverse expertise present in the ethnic tourism village's clothing culture sector.

Table 2 Basic Information of Respondents.

No. of	Gender:	Occupation	Years of experience
A1	Female.	Tourism company operators	18
A2	Male.	Tourism company operators	21
A3	Female.	Tourism company operators	11
A4	Female.	Tourism company operators	16
A5	Male.	Tourism company operators	12
A6	Female.	Village administrative personnel	29
A7	Male.	Village administrative personnel	13
A8	Male.	Village administrative personnel	24
A9	Female.	Village administrative personnel	19
A10	Male.	Village administrative personnel	33
A11	Female.	Clothing culture product production and sales personnel	22
A12	Female.	Clothing culture product production and sales personnel	20
A13	Male.	Clothing culture product production and sales personnel	36
A14	Female.	Clothing culture product production and sales personnel	21
A15	Male.	Clothing culture product production and sales personnel	10
A16	Female.	Clothing culture product production and sales personnel	33
A17	Female.	Clothing culture product production and sales personnel	14
A18	Male.	Production and sales personnel of clothing culture products	29
A19	Female.	Clothing culture product production and sales personnel	31
A20	Female.	Production and sales personnel of clothing culture products	24

Grounded theory, a prominent methodology in qualitative data analysis, facilitates the generation of theoretical insights from data through systematic coding processes (Birks et al., 2019; Turner & Astin, 2021), potentially unveiling essential aspects under study. In this research, NVivo 12.0 was employed to perform a grounded theory analysis of the interview data. This involved the utilization of a tri-level coding scheme, which was instrumental in elucidating the principal components integral to the capitalization process of ethnic costume culture. This methodological approach underscores the depth and rigor applied in exploring the intricate dynamics of this cultural phenomenon.

4. Results

4.1. Open Coding

In this study, we extracted a total of 41 open codes. The table 3 reveals key insights into the capitalization of ethnic costume culture. It underscores the high value of clothing culture resources (A1-4) and their profitability in enhancing local economic development (A5-4). The abundance of raw materials (A5-5) and the necessity of clear property rights (A1-7) are identified as crucial for market operations. Efficient resource utilization (A14-8), accurate market value assessment (A14-8), and scientifically quantified cultural resources (A1-7) are emphasized as pivotal. Furthermore, the study highlights various heritage methods, including language (A4-13), behavioral (A10-13), educational (A20-13), and industrial (A16-12) modes, as essential in preserving and integrating clothing culture into modern life.

Table 3 Open Coding Nodes (Excerpt).

Representative sentences in the original data	Open coding
A1-4 I think that clothing culture resources have high value.	It's of great value
A5-4 Profitability is reflected in its ability to bring benefits to local economic development.	Bring in profits
A5-5 The village is rich in embroidery resources, which can provide a steady stream of materials for product development.	Abundant stock
A1-7 I believe that clear property rights are an important foundation for market operation, ensuring that investors' rights and interests are protected.	Interest guarantee
A14-8 The market-oriented development means can improve the efficiency of resource development and shorten the product launch cycle.	Increase utilization
A1-7 Is also a key link in market operation for scientifically quantifying the value of apparel cultural resources.	Key links
A14-8 The quantitative evaluation of value is helpful to measure the market value of products and provide the basis for investment decisions.	Accurate measurement
A4-13 The cultural heritage of village costumes is mainly carried out through language heritage, behavior heritage, and utensils heritage.	Language heritage
A10-13 Behavioral heritage refers to learning the skills and methods of making clothing through observation and practice.	Behavioral heritage
A20-13 Effective ways of heritage include educational heritage, media heritage, industrial heritage, academic heritage, etc.	Educational heritage
A16-12 Industrial heritage is the integration of clothing culture into modern life through the teaching of clothing production skills and the development of cultural and creative products.	Industrial heritage

4.2. Spindle Coding

We adopted a strategy of principal axis coding to deeply sort and integrate the data from open coding, aiming to explore the potential connections between various elements. After sorting, we extracted the main dimensions that affect the capitalization of costume cultural resources in ethnic tourism villages, namely: the internal attributes of costume cultural resources, the external factors of the market operating environment, and the forms, content, and paths of cultural heritage (as shown in Table 4). These dimensions play a key role in the process of capitalizing costume cultural resources in ethnic tourism villages.

Table 4 Spindle Encoding Results.

Open coding	Principal axis coding	Selective coding
High value (11), value embodiment (7), irreplaceable value (3)	The value of clothing cultural resources (20)	Internal attributes of clothing cultural resources (89)
Significant benefits (12), bringing benefits (23), generating profits (14)	The profitability of clothing culture resources (49)	
Limited stock (10), stock (3), abundant stock (7)	The stock of clothing cultural resources (20)	External conditions for market operation (77)
important foundation (2), great influence (5), benefit guarantee (17)	Property Right Definition of Clothing Cultural Resources (24)	
essential (2), important driving role (24), improve utilization (15),	Market-oriented development and operation of clothing cultural resources (41)	

Open coding	Principal axis coding	Selective coding
Key aspects (1), Accurate measurement (6), Important reference (5)	Quantitative evaluation of the value of clothing cultural resources (12)	
Language heritage (7), Behavior heritage (7), Artifacts heritage (6), Psychological heritage (6)	Inheriting forms of clothing culture (27)	
Spiritual heritage (8), Identity heritage (8), Institutional heritage (7), Skill heritage (6), Knowledge heritage (6), Emotional heritage (6)	The Heritage of Costume Culture (41)	Clothing Culture Heritage (98)
Educational heritage (7), Media heritage (6), Industrial heritage (6), Academic heritage (5), Folk heritage (6)	Heritage Path of Clothing Culture (30)	

4.3. Selective Coding

Selective coding is a powerful analytical tool that focuses on comparing and identifying relationships between major categories or genera. Through careful analysis, we can extract a core genus from these main genera, which has the ability to command all other genera. In this way, we can summarize a large number of research results into a more macro theoretical framework (Chen, 2000). Moreover, we can also establish the internal relationship between this core genus and other genera (Wu, Wu, & Ma, 2016), to build a more complete theoretical model. Through repeated comparison and analysis of the relationship between various conceptual categories, this study analyzed the typical relationship structure between various factors (see Table 5).

According to grounded theory, two conclusions are drawn: first, the internal attributes of clothing cultural resources, external conditions of market operation, and cultural heritage are important factors affecting the capitalization of clothing culture; Second, there is a logical relationship between the three factors, and it has a positive impact on the capitalization of clothing culture.

Table 5 Selective Coding Results.

Typical relationship	Relational structure	Path connotation
Internal attributes of clothing cultural resources → clothing cultural capitalization	Main role	Transforming clothing cultural resources into commercial value through rational development and forming clothing cultural capital.
Internal attributes of clothing cultural resources → external conditions of market operation	Direct action	The uniqueness of clothing cultural resources provides differentiated competitive advantages for market operation.
External conditions for market operation → capitalization of clothing culture	Direct action	Market operation will transform clothing cultural resources into market competitive products and brands, thus realizing their commercial and capital value.
Internal attributes of clothing cultural resources → external conditions of market operation → capitalization of clothing culture	Mediating role	Market operation, as a bridge connecting clothing cultural resources and cultural capitalization, can transform clothing cultural resources into market-competitive commodities, thus realizing their commercial and capital values
Internal attributes of clothing cultural resources → clothing cultural heritage → clothing cultural capitalization	Regulatory function	High cultural heritage improves the quality and efficiency of clothing cultural capitalization
Internal attributes of clothing cultural resources → heritage of clothing culture → external conditions of market operation → capitalization of clothing culture	Regulatory function	High cultural heritage improves the added value and market competitiveness of resources, enhances market operation efficiency, and promotes the capitalization of clothing culture

4.4. Theoretical Saturation Test

In accordance with the requirements of grounded theory, this study randomly selected one-third of the interview data for theoretical saturation testing. The purpose is to examine whether new theoretical insights and new testing categories can be discovered from these data. Through three stages of coding analysis, the test results showed that the concepts in the in-depth interview data began to appear repeatedly, and the original important factors affecting the capitalization of clothing culture in ethnic tourism villages still applied in the new interview data. This indicates that we have fully explored the important factors affecting the capitalization of clothing culture in ethnic tourism villages, and the theoretical saturation of these factors has reached the testing standard, so the results of this study have high credibility.

Based on the grounded theory, a three-level coding of the interview data was conducted to construct a mechanism model of the influencing factors of the capitalization of the clothing culture in ethnic tourism villages (see Figure 1). Among them, value is an important criterion for measuring the clothing culture resources in ethnic tourism villages, profitability reflects the development potential of the clothing culture resources in ethnic tourism villages, and stock determines the scale and quality of the clothing culture resources in ethnic tourism villages. In addition, the external conditions of market operation are also key factors affecting the capitalization of the clothing culture in ethnic tourism villages. Clear definition of property rights, effective market development and operation, and fair and reasonable quantitative evaluation of value are conducive to promoting the capitalization of clothing culture. Furthermore, the heritage of clothing culture is also an important factor affecting the capitalization of clothing culture in ethnic tourism villages. The rationality of heritage path, the diversity of heritage form, and the continuity of heritage content will all have a positive effect on the capitalization of clothing culture in ethnic tourism villages.

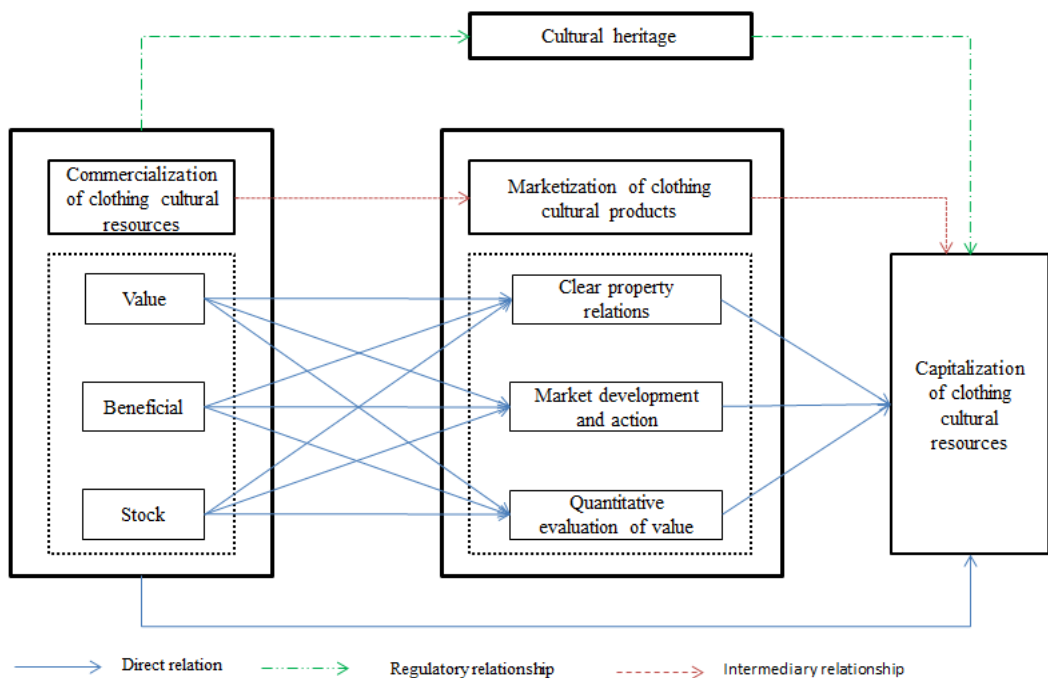


Figure 1. The Mechanism Model of the Factors Influencing the Capitalization of the Clothing Culture in Ethnic Tourism Villages.

5. Discussion and Conclusion

5.1 Implication to the Theories

Value is an important standard to evaluate the clothing cultural resources of ethnic tourism villages. In Ethnic Tourism Villages, clothing is not only the embodiment of material, but also the expression of culture(Li et al., 2021; Tian et al., 2023). The integration of traditional clothing elements into modern design has successfully created a clothing brand with ethnic tourism village characteristics and has achieved considerable returns at the commercial level (Yang, 2022). This view further supports the importance of profitability in clothing culture capitalization. In addition, Stock refers to the scale and quality of clothing cultural resources in Ethnic Tourism Villages and is an important internal factor affecting the capitalization of clothing culture in Ethnic Tourism villages(Tian et al., 2023). This is consistent with the research results of Darku & Akpan (2020)The stock issuing in the capitalization of clothing culture in Ethnic Tourism villages is significantly.

In the impact of the internal attributes of cultural resources on market operations, value is one of the important standards to measure cultural resources (Jin角度 & Phakdeephrot, 2023). The value of clothing cultural resources is mainly reflected in the cultural significance it conveys. The uniqueness and scarcity of these information constitute the value of clothing cultural resources and the basis of clothing cultural capital value. in addition, profitability reflects the commercial development potential of cultural resources.

The stock determines the scale and quality of cultural resources. Moreover, the attributes determine whether the market operation can transform the clothing cultural resources of Ethnic Tourism Villages into products and brands with market competitiveness, to realize the commercial value and capital value. In addition, among the direct influences of external conditions on market operation, the clarity of property rights definition is an important condition for ensuring the smooth operation of market operation.

The effectiveness of market-oriented development and action is also a key factor in promoting market operation. In addition, the fairness and rationality of quantitative evaluation of value is also an important prerequisite for market operation. Only under a fair and reasonable evaluation system can market operation fully realize the value of cultural resources and achieve capitalization.

Market operation has an intermediary impact on the capitalization of clothing culture in Ethnic Tourism villages. This is consistent with the research results of Jin角度 & Phakdeephrot (2023). First, we start from the external conditions of property right definition. The clarity of the definition of property rights is considered to be an important condition to ensure the smooth operation of the market(Sun et al., 2022).

The effectiveness of market-oriented development and action can promote the development and promotion of cultural resources to meet market demand and enhance market competitiveness. In addition, the fairness and rationality of quantitative evaluation of value is also an important prerequisite for market operation(Li et al., 2021).

Then, we discuss the impact of market operation as an intermediary role. Through effective marketing strategies, the market operation will transform the clothing cultural resources of Ethnic Tourism Villages into commodities with market competitiveness, so as to realize its commercial value and capital value(X. Zhao et al., 2023). To sum up, market operation plays a crucial intermediary role in the capitalization of clothing cultural resources in Ethnic Tourism villages.

The heritage of clothing culture is an important factor affecting the capitalization of clothing culture in ethnic tourism villages, which is consistent with previous research results (Ashley & Stone, 2023; Ferreira Da Silva et al., 2022; Labadi & Logan, 2015; Su, 2019). Specifically, the rationality of heritage paths, the diversity of heritage forms, and the continuity of heritage content will have a positive impact on the capitalization of clothing culture. Overall, cultural heritage plays an important regulatory role in the process of cultural capitalization of clothing in ethnic tourism villages (Yang, 2022). This research understands the moderating role of cultural heritage in the process of clothing cultural capitalization in ethnic tourism villages.

Cultural heritage plays a positive regulatory role in market operation during the process of cultural capitalization of clothing in ethnic tourism villages (Z. Chen et al., 2021). Cultural heritage can also enhance the market competitiveness of costume culture (Liu et al., 2022). High-quality cultural heritage can improve the efficiency of market operations. Hence, this research provides us with valuable first-hand information, allowing us to better understand the regulatory impact of cultural heritage in market operations.

This study provides an important contribution to the theory of clothing culture capitalization in Ethnic Tourism villages. The research highlights cultural resources as the cornerstone of the capitalization process, and establishes the relationship model among cultural resources, market operation and cultural heritage. The model reveals how cultural resources directly affect the formulation of market operation strategies, and how market operation acts as a catalyst for cultural capitalization. The study also further explores the role of cultural heritage in this process, indicating that high-quality cultural heritage can not only add value to cultural resources, but also affect the efficiency of market operation. These theoretical findings provide a new perspective and in-depth understanding for the marketization of clothing culture in Ethnic Tourism villages.

5.2 Managerial Implication

Through rational development, the clothing cultural resources of ethnic tourism villages can be transformed into clothing cultural capital with commercial value. In this process, the value, profitability, and stock of clothing cultural resources have a dominant impact on it. In the future research and practice, we should pay more attention to these internal attributes, to better play the value of clothing cultural resources in Ethnic Tourism Villages and promote the development of clothing cultural industry in Ethnic Tourism villages.

Future market operations must deeply understand and fully explore the value, profitability, and stock of costume cultural resources in ethnic tourism villages, and create environmental conditions conducive to market operations, such as clear property rights definition, effective market development, and fair and reasonable value evaluation. Only in this way can we better transform costume cultural resources in ethnic tourism villages into products and brands with market competitiveness, realize their commercial and capital values, and promote the further development of costume cultural industry in ethnic tourism villages.

The future market operation practice should focus on optimizing external conditions, such as clear definition of property rights, effective market development and fair and reasonable value evaluation. At the same time, we should also pay attention to the innovation and optimization of the internal operation mode, so as to better play its intermediary role and promote the effective capitalization of clothing cultural resources in Ethnic Tourism villages. It is urgent to conduct in-depth research to explore how to better utilize the moderating role of cultural heritage to achieve high-quality and high-benefit capitalization of clothing cultural resources.

At the same time, we also hope to use the results of this study to promote the research and practice of clothing cultural heritage, injecting new vitality into the sustainable development of clothing culture in ethnic tourism villages. In future research and practice, we will continue to explore the role of cultural heritage in market operations, in order to promote the capitalization of clothing culture in ethnic tourism villages and inject new vitality into their sustainable development.

For the managers and practitioners of ethnic tourism villages, the practical significance of this study is self-evident. The conclusions of the study guide managers how to design and implement effective market operation strategies by mining and utilizing existing cultural resources. At the same time, these findings emphasize the importance of high-quality cultural heritage for enhancing the market competitiveness of clothing culture and provide practical strategies for the modern marketing of traditional culture. In addition, by understanding the intermediary role of market operation in the process of cultural capitalization, managers can make more targeted market strategies, to meet the needs of consumers and improve the attractiveness and economic benefits of tourist villages more effectively.

All in all, this study explores the capitalization process of costume culture in Ethnic Tourism Villages and summarizes several key findings. First, we recognize that cultural resources play a decisive role in the capitalization of clothing culture, providing the basis, and driving force for the capitalization process. Secondly, the strategy of market operation is found to be directly affected by cultural resources, which requires policy makers to make full use of and deeply tap these cultural resources to improve market efficiency. In addition, market operation plays an intermediary role in the process of capitalization, which can accelerate the capitalization of clothing culture. Finally, cultural heritage has been found to play a regulatory role in the whole capitalization process. High quality cultural heritage can not only enhance the value of cultural resources, but also enhance the market competitiveness of clothing culture to meet the needs of modern consumers.

5.3 Limitations and Future Research

This study has made some theoretical and practical achievements in the process of exploring the capitalization of clothing culture in Ethnic Tourism Villages, but its limitations cannot be ignored. First, the case selection of the study may be regional and limited to the specific cultural and economic environment, which may affect the universality of the research conclusion. Secondly, the amount and scope of data the research relies on may be relatively limited, which limits the comprehensive understanding of market trends and consumer behavior. In addition, considering the rapid changes in cultural resources and tourism market, the study may not fully capture the impact of these dynamic properties. Finally, human factors, such as the change of individual behavior patterns, the evolution of ideology and the change of consumer preferences, may not be fully considered in this study.

Facing the future, the research can be expanded and deepened in the following aspects. First, more extensive regional studies should be conducted to test the generality of the results of this study and understand the differences in the capitalization process in different cultural backgrounds. In addition, the use of big data and advanced statistical methods can provide richer and more accurate data support for research, to improve the accuracy and reliability of the conclusion. In terms of research methods, developing dynamic models to capture and predict changes in cultural resources and market demand will also be an important direction of future research. In addition, a more in-depth study of the impact of individual behavior

and consumer preferences on the process of cultural capitalization will help better understand and respond to changes in the market. Finally, given that cultural capitalization may have an impact on the heritage and sustainability of culture, future research should also focus on how to protect and inherit the authenticity and diversity of culture while promoting economic development, and find a balance between cultural capitalization and cultural sustainability.

Statement of Author Contribution

Ni, J.F: Conceived and designed the experiments; performed the experiments; analyzed and interpreted the data; contributed materials, analytical tools, or data; wrote the paper. N.P: Conception and design of the experiments. Jiang S.Y: Technical guidance.

Data Availability Statement

Data from the 402 participants presented in this study are available in the supplementary material.

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Conflict of Interest

The authors declare no conflicts of interest.

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Appendix

Table 1. Interview Outline.

Category of issue	Question content	Follow-up questions	Explore goals
identity characteristics	Can you briefly describe yourself?	How do you think your professional experience has influenced your understanding of the capitalization of clothing culture?	Obtain basic information
Internal attributes of clothing cultural resources	Do you think that the village clothing culture resources can be transformed into clothing culture products? What is your understanding of the internal attributes of clothing cultural resources, such as value, profitability, and inventory?	Can you give examples to illustrate the value, profitability, and stock of clothing cultural resources?	The influence of the internal attributes of clothing cultural resources on clothing cultural resources
External conditions for market operation	Do you think that clothing culture products can be successfully sold as commodities? What do you think are the external conditions for the operation of the clothing culture market? For example, clear property rights, market-oriented development methods, and quantitative evaluation of value.	Could you elaborate on the impact of these external conditions on the capitalization of clothing cultural resources?	The impact of external conditions on market operation on the capitalization of clothing culture
Capitalization of clothing culture resources	How do you understand the capitalization of clothing cultural resources? What is the impact of the capitalization process on clothing cultural resources? Have you ever participated in the capitalization process of clothing cultural resources?	Can you talk about the productization of clothing cultural resources, the marketization of cultural products, cultural heritage, and other initiatives that have a positive impact on the capitalization of clothing cultural resources?	The process of clothing cultural capitalization and its impact on clothing culture

Category of issue	Question content	Follow-up questions	Explore goals
Cultural heritage	What do you think the village clothing culture has inherited through what methods and what content? Does the heritage of village clothing culture help to capitalize on village clothing culture?	What do you think are effective ways of heritage?	The influence of cultural heritage on the capitalization of clothing culture
Personal opinions and reflections	What do you think of the current cultural capital of clothing Turning...What are the deficiencies?	Give clothing culture from your perspective Capitalization Suggestions or comments?	Get suggestions for improvement