

Research on the Integration of Guizhou Tourism Industry and Music Intangible Cultural Heritage from the Perspective of Ethnomusicology

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Abstract: This paper explores the integration of Guizhou's tourism industry and music related intangible cultural heritage from the perspective of ethnic musicology. By analyzing the rich and diverse music and cultural resources and tourism development status in Guizhou, the significance of Guizhou's unique music and cultural resources for the development of the tourism industry is revealed. The paper proposes strategies and paths such as policy support, protection and inheritance, innovative development, and social participation to promote the integrated development of Guizhou's tourism industry and music intangible cultural heritage. At the same time, it also explores the guarantee and implementation of sustainable development, providing theoretical support and practical guidance for achieving multiple goals of economic, social, and cultural benefits in Guizhou region.

Keywords: tourism industry, musical intangible cultural heritage, ethnomusicology

1. Introduction

With the rapid development of the tourism industry, cultural tourism has become one of the important engines of economic development in various regions. As an important tourist destination in southwestern China, Guizhou is renowned for its rich natural landscapes and unique ethnic culture. In the tourism industry of Guizhou, music intangible cultural heritage, as a rich and colorful cultural resource, has important value and significance [1]. This paper aims to explore the integration of Guizhou's tourism industry and music related intangible cultural heritage from the perspective of ethnomusicology, in order to provide theoretical support and practical guidance for the sustainable development of Guizhou's tourism industry.

In modern society, tourism has become an indispensable and important component of people's lives, and cultural tourism is one of the important factors that attract tourists. Guizhou, as an important tourist destination in southwestern China, attracts a large number of tourists for sightseeing due to its rich natural landscapes and unique ethnic culture. However, with the rapid development of the tourism industry, how to better protect and inherit Guizhou's unique intangible cultural heritage of music has become an important issue at the forefront of various interfaces.

Music intangible cultural heritage, as an important component of Guizhou's ethnic culture, carries rich historical and cultural connotations and ethnic emotions, and is of great significance in enhancing the attractiveness and competitiveness of Guizhou's tourism industry [2]. However, there is a certain disconnect and gap between the tourism industry in Guizhou and the intangible cultural heritage of music, which has led to the underutilization and insufficient protection of cultural resources. Therefore, it is necessary to conduct in-depth research on the integration of Guizhou's tourism industry and music related intangible cultural heritage from the perspective of ethnomusicology, in order to maximize the value of cultural resources and achieve sustainable development of the tourism industry.

This paper will first provide an overview of the basic concepts and theories of ethnomusicology, introduce the important role of music related intangible cultural heritage in cultural inheritance, as well as the characteristics and protection status of music related intangible cultural heritage in Guizhou. Then, by analyzing the development process, advantages of tourism resources, and challenges in Guizhou's tourism industry, this paper explores the current situation and existing problems of the integration of Guizhou's tourism industry and music intangible cultural heritage. Next, this article will propose a path exploration for the integration of Guizhou's tourism industry and music related

intangible cultural heritage, including the formulation and implementation of policies and management measures, as well as the roles and roles of various sectors of society in the integration, to provide suggestions and measures for promoting the sustainable development of Guizhou's tourism industry.

2. Theoretical framework from the perspective of ethnomusicology

2.1 Basic concepts of ethnomusicology

Ethnomusicology, as an important branch of musicology, mainly studies the musical characteristics, forms, and performance methods of various ethnic groups and regions, and explores the relationship between music and culture, society, history, and other aspects. In the discussion of the integration of Guizhou's tourism industry and music related intangible cultural heritage, ethnomusicology provides important theoretical support and methodological guidance [3]. Through in-depth research on the music of various ethnic groups in Guizhou, we can better understand and grasp the characteristics and connotations of Guizhou ethnic music, and provide theoretical support for its application in the tourism industry.

2.2 Definition and characteristics of musical intangible cultural heritage

Musical intangible cultural heritage refers to the intangible cultural resources created, accumulated, and passed down by various ethnic groups and regions in the long-term historical development process, such as music forms, melodies, instrumental music, and singing methods, with unique cultural connotations and ethnic characteristics. In Guizhou, the intangible cultural heritage of music is rich and diverse, covering the traditional music forms of multiple ethnic groups such as Miao, Dong, Buyi, Tujia, etc., such as Lusheng, Dong songs, Miao songs, dragon and lion dances, with strong local characteristics and cultural heritage.

2.3 Fusion theory model and framework

The integration of Guizhou's tourism industry and music intangible cultural heritage needs to be established on the basis of scientific theoretical models and frameworks, in order to maximize the value of cultural resources and achieve sustainable development of the tourism industry. In this process, relevant theories in the fields of cultural industry integration and sustainable development can be borrowed to construct a fusion theoretical model and framework suitable for the actual situation in Guizhou. The construction of the fusion theory model should start from the following aspects: first, fully consider the characteristics and current situation of Guizhou's tourism industry and music intangible cultural heritage, and clarify the goals and significance of integration. Secondly, it is necessary to study the implementation path and methods of integration, including the roles and roles of government, enterprises, social organizations, and other parties. At the same time, it is necessary to consider the challenges and obstacles that may be faced during the integration process, and propose corresponding solutions and countermeasures. Finally, it is necessary to establish an indicator system for evaluating the fusion effect, adjust and optimize the fusion strategy in a timely manner, and ensure the smooth progress of the fusion work. In the construction of the framework, various methods such as system theory, industry chain theory, and value chain theory can be adopted to organically combine Guizhou's tourism industry and music intangible cultural heritage, forming a complete integration framework. This framework should include policy support, resource integration, market development, brand building, and other aspects to achieve the transformation, upgrading, and sustainable development of the tourism industry.

3. Overview of Guizhou music intangible cultural heritage

Guizhou is located in the southwestern region of China, with mountainous terrain, variable climate, and magnificent natural landscapes. In history, Guizhou was a multi-ethnic settlement where many unique cultural phenomena emerged. The combination of geographical environment and historical background has nurtured a rich and colorful music culture.

3.1 Types and representatives of Guizhou music intangible cultural heritage

The intangible cultural heritage of music in Guizhou has a wide variety and strong

representativeness, among which the most representative include Lusheng, Dong ethnic song and dance, and Miao ethnic song and dance. Lusheng, as a representative musical instrument of the Miao ethnic group in Guizhou, plays an important role in the lives of the Miao people. Its unique timbre and performance style not only showcase the emotions and customs of the Miao people, but also represent their reverence and love for nature. Dong ethnic song and dance, known for its melodious melody, beautiful dance, and profound cultural connotations. Classic works such as "Gu Ge Hui" and "Mu Yu Ge" express the Dong people's love for life and reverence for nature, reflecting their rich spiritual world. Miao ethnic song and dance, known for its unique musical style and dance form. Works such as "Lusheng Huangge" and "Yintai Drum Dance" fully showcase the generosity and unrestrained spirit of the Miao people, attracting tourists from all over the world to come and appreciate. Gelao folk songs are an important component of Gelao culture, known for their high pitched tones and beautiful melodies. Including labor songs, wedding songs, sacrificial songs, etc., they express the life and culture of the Gelao ethnic group with vivid lyrics and melodies.

3.2 The status and role of Guizhou music culture in the tourism industry

The music culture of Guizhou plays an important role and position in the tourism industry. As a rich and colorful intangible cultural heritage, Guizhou's music culture provides a unique attraction and sightseeing experience for the tourism industry, attracting a large number of tourists to visit. The combination of music culture, tourist attractions, and festival activities in Guizhou has formed a series of tourism products with local characteristics, such as the Miao March 3rd, Dong Song Festival and Gelao Maolong Festival, enriching tourists' tourism choices and promoting the development of the tourism industry. The inheritance and development of music culture in Guizhou have added new growth points to the local economy. By organizing music performances, cultural exchanges and other activities, the prosperity of the tourism industry has been promoted, the development of related industries has been driven, and the sustained growth of the local economy has been promoted.

3.3 Development and characteristics of Guizhou's tourism industry

3.3.1 Development history of Guizhou tourism industry

The tourism industry in Guizhou has gone through many years of development, gradually shifting from natural landscape tourism to diversified development. Since the 1980s, Guizhou has increased investment in the tourism industry, actively developed tourism resources, and constructed a large number of tourist attractions and facilities. With the continuous expansion of domestic and international tourism markets and the increasing demand for tourists, the tourism industry in Guizhou has rapidly developed and become one of the pillar industries of the local economy.

3.3.2 Advantages and characteristics of Guizhou's tourism resources

Guizhou has rich and colorful tourism resources, which are mainly reflected in the following aspects:

① In terms of natural landscape, Guizhou is located in a karst landform area, with numerous natural caves, unique peaks and rocks, and clear springs, such as Huangguoshu Waterfall and Zhenyuan Ancient Town, attracting a large number of tourists to come for sightseeing.

② In terms of ethnic culture, Guizhou is one of the settlements of ethnic minorities in China, with a profound cultural heritage and unique traditional customs and festive activities. The cultural elements such as song and dance, clothing, and architecture of Miao, Dong, Buyi, and other ethnic groups have become highlights of tourism.

③ In terms of historical relics, Guizhou has a long history and preserves numerous historical and cultural relics, such as Qianhu Miao Village in southeastern Guizhou and Huangguoshu Ancient City in southwestern Guizhou, providing tourists with rich historical and cultural experiences.

④ In terms of ecological environment, Guizhou is an ideal leisure and vacation destination with beautiful mountains, clear waters, and fresh air. Various ecological tourism attractions and projects, such as flower watching, mountain climbing, bird watching, etc., are favored by tourists.

3.3.3 The impact of tourism industry development on Guizhou's music intangible cultural heritage

The rapid development of Guizhou's tourism industry has had a positive impact on the local intangible cultural heritage of music. The rise of tourism has promoted the protection and inheritance of

Guizhou's music culture. The government and civil organizations have organized music and cultural festivals, performance competitions, and other activities, promoting the traditional inheritance of ethnic music such as Miao, Dong and Gelao ethnic group. The development of tourism industry provides a broad display platform for Guizhou's music culture. Tourist attractions and ethnic villages in various regions often organize music performances to showcase the unique local music and art to tourists, promoting cultural exchange and ethnic unity. The prosperity of the tourism industry has brought more economic benefits to music practitioners in Guizhou. By performing, teaching, and selling music products, the income level of music practitioners has been improved, promoting the development of the local economy.

4. Analysis of the current situation of integration between Guizhou's tourism industry and music intangible cultural heritage

In Guizhou Province, the integration of tourism industry and music intangible cultural heritage has become a new trend and has attracted widespread attention. This integration is not just about simply bringing music performances to tourist attractions, but also injecting new vitality and charm into the tourism industry while inheriting and developing music culture.

4.1 Integration practice and effect evaluation

Integrating music performances with scenic spots. Ancient towns, scenic spots, and other places in Guizhou have launched local music and cultural performance activities. While enjoying the scenic spots, tourists can also listen to local characteristic music performances, adding fun and attraction to tourism. Governments and tourism institutions in various regions frequently hold various music and cultural themed activities, such as music festivals, ethnic music exhibitions, etc., which attract a large number of tourists to participate and promote the prosperity and development of local tourism industry. Some scenic spots and folk villages have launched a variety of music and cultural experience projects, such as learning traditional instruments, participating in music production, etc., allowing tourists to have a deeper understanding and experience of local music and culture, adding interactivity and fun to tourism.

These integration practices have brought significant results to the tourism industry in Guizhou. The integration of music and culture has enriched tourism products, making them more diverse and personalized, meeting the needs of different tourists, and enhancing the attractiveness and competitiveness of tourism. At the same time, it has promoted economic development, provided more performance opportunities and sources of economic income for local music practitioners through integrated practices, promoted the development of the music industry, driven the vigorous development of related industries, and injected new impetus into local economic growth. In addition, it has enhanced cultural confidence. Through integration practice, local residents have developed more identification and pride in their music culture, enhanced cultural confidence, and promoted the inheritance and development of music culture.

4.2 Challenges and obstacles in the process of integration

However, the integration process also faces some challenges and obstacles. The balance between cultural protection and commercial development has led to some scenic spots and commercial tourism projects overemphasizing economic benefits while neglecting the protection and inheritance of music culture, resulting in a high degree of commercialization and insufficient cultural connotations. The conflict between resource utilization and ecological protection, as well as the damage to the natural environment and excessive exploitation of resources during the development of some scenic spots, may have a negative impact on the local ecological environment, affecting the inheritance and development of music culture. Difficulties in talent cultivation and inheritance, as well as talent gaps and difficulties in inheriting local music traditions, lack of professional talent cultivation mechanisms and institutions, pose certain challenges to the inheritance of music culture.

4.3 The impact of policies and management measures on integration

The government and relevant departments actively guide and support the integrated development of Guizhou's tourism industry and music intangible cultural heritage through a series of policies and management measures. The government continuously increases funding for the protection of music

culture and the development of tourism industry by increasing investment, supporting the development of music culture projects and the integration of music culture in scenic areas. Strengthen policy support, introduce relevant policies and regulations, encourage tourism enterprises to cooperate with music and cultural institutions, and promote the deep integration of the tourism industry and music culture. The government strengthens management and supervision, strengthens the management and supervision of scenic area development and tourism projects, and ensures that the importance of music and cultural protection and ecological environment protection is fully considered in the integration process. The integration and development of Guizhou's tourism industry and music intangible cultural heritage have achieved certain results, but the government and relevant departments still need to further strengthen policy guidance and management supervision, solve the challenges and obstacles that arise in the integration process, and promote the integration and development to achieve better results.

5. Exploration of the integration path between Guizhou tourism industry and music intangible cultural heritage

The integration of Guizhou's tourism industry and music related intangible cultural heritage is a complex and challenging task that requires the formulation of strategies and mechanisms from multiple aspects, strengthening social participation and multi-party cooperation, while emphasizing innovative development and sustainability considerations.

5.1 Integration strategy and mechanism design

To promote the integration of Guizhou's tourism industry and intangible cultural heritage of music, the government should formulate policies to support integrated development, clarify support measures in terms of financial support, tax incentives, etc., and guide tourism enterprises and music cultural institutions to cooperate. The government strengthens the protection and inheritance of intangible cultural heritage by establishing a sound mechanism for protecting music culture, ensuring that the integration process does not harm the purity and uniqueness of traditional music culture. The government should promote the deep integration of the tourism industry and the music and cultural industry, encourage innovative development, expand the value chain and industrial chain of the music industry, and promote economic growth and employment opportunities. The relevant departments should formulate a plan and management system for the integrated development of Guizhou's tourism industry and music culture, clarify development goals and paths, strengthen management and supervision of scenic area development and tourism projects, and ensure that integrated development conforms to the principle of sustainability.

5.2 Social participation and multi-party cooperation models

The integration of Guizhou's tourism industry and intangible cultural heritage related to music requires extensive participation and multi-party cooperation from all sectors of society. Government led and market driven, the government plays a guiding and supportive role in integrated development, builds platforms, provides policy support, encourages market entities to actively participate, and promotes integrated development in depth. Tourism enterprises cooperate with cultural institutions, collaborate with local music and cultural institutions, art groups, etc., jointly plan and launch music and cultural products and activities, enrich the supply of tourism products, and enhance competitiveness. The government encourages community organizations and civil organizations to participate in integrated development through community participation in the exercise of folk power, leveraging grassroots power and local characteristics, and promoting the inheritance and innovation of music culture.

5.3 Innovative development and sustainability considerations

In the process of promoting the integration and development of Guizhou's tourism industry and music intangible cultural heritage, it is necessary to pay attention to innovative development and sustainability considerations. Technological innovation and digital transformation, with the help of the Internet and information technology, promote the digital transformation of music culture, develop new formats such as virtual experience and online music education, and expand the development space of the music industry. Ecological environment protection and sustainable resource utilization should be fully considered in the process of integrated development, advocating the concept of green tourism and

creating an eco-friendly tourism destination. The balance between cultural value and economic benefits, while pursuing economic benefits, emphasizes the inheritance and protection of music culture, maintains the uniqueness and purity of cultural values, and achieves a positive interaction between economic benefits and cultural values. The integrated development of Guizhou's tourism industry and music intangible cultural heritage requires the joint efforts of the government, enterprises, and all sectors of society. The government promotes innovative development and sustainability considerations by formulating strategies and mechanisms, strengthening social participation and multi-party cooperation, and achieving a virtuous cycle and win-win situation of integrated development.

6. Conclusion

Guizhou is a region with abundant music and cultural resources, with diverse and diverse music forms among different ethnic groups. These music and cultural resources are not only carriers of local history and culture, but also important cultural assets that attract tourists. The integration of Guizhou's tourism industry and music related intangible cultural heritage is of great significance for promoting the development of the tourism industry. This integration not only enriches tourism products and services, but also promotes the inheritance and development of local music culture, enhancing the attractiveness of tourist destinations. To achieve the integrated development of Guizhou's tourism industry and music intangible cultural heritage, the government, enterprises, and all sectors of society need to work together. We have proposed various strategies and paths such as policy support, protection and inheritance, innovative development, and social participation to promote the realization of integrated development. The guarantee and realization of sustainable development: In the process of promoting the integration and development of Guizhou's tourism industry and music intangible cultural heritage, it is necessary to pay attention to the guarantee and realization of sustainable development. This includes the protection of the ecological environment, the sustainability of cultural inheritance, and the balance between economic and social benefits.

This study has conducted a preliminary exploration of the integration of Guizhou's tourism industry and music related intangible cultural heritage, but there are still some limitations. Future research can further explore the characteristics and integrated development paths of different ethnic music cultures in Guizhou, providing more specific and practical suggestions for achieving integrated development. The integration and development of Guizhou's tourism industry and music intangible cultural heritage is a complex and important task that requires joint efforts from all parties to achieve multiple goals of economic, social, and cultural benefits.

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