

Original Paper

Culture and Tourism Integration Strategy of Zhanjiang Folk Music: Double Wheel Drive of Inheritance and Innovation

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Abstract

The Zhanjiang folk music, a precious intangible cultural heritage in Zhanjiang City, Guangdong Province, is imbued with a rich historical legacy and a unique cultural charm. From the fishermen's songs of Leizhou Peninsula to the mountain songs of Lianjiang, and to the lion dance drums of Wuchuan, each genre of music is imbued with the life sentiments and cultural memories of the people of Zhanjiang. As the integration of cultural and tourism continues to evolve, the pressing question arises: how to organically combine Zhanjiang's folk music with tourism, preserving its traditional essence while infusing it with new vitality. This article aims to explore the strategies for integrating Zhanjiang's folk music into cultural tourism, analyzing its dual role in both and innovation, with the hope of providing novel insights and directions for the cultural tourism development of Zhanjiang City.

Keywords

Zhanjiang Folk Music, Cultural and Tourism Integration, Inheritance, Innovation

1. Introduction

The folk music of Zhanjiang constitutes a significant intangible cultural heritage of the city. From the songs of fishermen, we can discern the profound and expansive oceanic culture; from the melodies of mountain songs, we can appreciate the harmonious coexistence of nature and humanity; from the spirited rhythms of lion dance drums, we can sense the bold and passionate spirit of the local people. Not only does this musical heritage possess immense cultural value, but it also attracts numerous tourists, serving as a crucial impetus for the development of tourism in Zhanjiang. With the accelerating pace of modernization, Zhanjiang's folk music faces the perilous threat of oblivion, and the integration of culture and tourism emerges as a vital pathway for its preservation and innovation. Incorporating Zhanjiang's folk music into tourism experience projects not only allows for a broader understanding and appreciation of these precious cultural legacies but also inspires creative inspiration,

driving the innovation of musical forms. This article seeks to explore the effective strategies for integrating Zhanjiang's folk music with cultural and tourism initiatives, analyzing its dual role in preserving tradition and propelling innovation, with the hope of providing valuable insights for the development of Zhanjiang's cultural tourism (Lu, C. & Zhong Lai, Z., 2022, pp. 147-153).

2. Overview of Zhanjiang Folk Music

2.1 History and Development of Zhanjiang Folk Music

The historical trajectory and development of folk music in Zhanjiang resemble an evocative geographic encyclopedia, chronicling the labor-infused life, natural surroundings, and cultural sentiments of the Zhanjiang populace. The musical heritage of this region can be traced back to ancient Yao, Dan, and other ethnic minorities' folk songs and ritual music, which, through generations of oral transmission, have gradually evolved into distinctive styles. For instance, the fishing songs of the Leizhou Peninsula are sung by fishermen at sea, their melodies melodious, imbued with awe and passion for the vast ocean; the mountain songs of Lianjiang are spontaneously composed by villagers while plowing fields or picking tea, their tunes joyful, suffused with the vivacity of nature and the delight of daily life; and the lion dance drums of Wuchuan epitomize the vigor and dynamism of the local people, each beat narrating the vicissitudes of history and the continuation of cultural heritage. As eras shifted, Zhanjiang's folk music continued to evolve. At the dawn of the 20th century, with the popularization of modern music education, certain folk musical traditions in Zhanjiang began to be documented and organized, transitioning from oral transmission to written records. Yet, even so, these musical forms retained a robust rural essence, with every melody and lyric exuding local nuances. Entering the 21st century, the advancement of information technology has provided new platforms for the dissemination of Zhanjiang's folk music, enabling these traditional forms to transcend temporal and spatial constraints and reach a broader audience through the internet and social media. However, the modernization wave has also posed risks of obsolescence to some traditional musical forms, making the urgent tasks of preservation and transmission of Zhanjiang's folk music all the more pressing.

2.2 Types and Characteristics of Zhanjiang Folk Music

The rich tapestry of folk music in Zhanjiang boasts a variety of genres, each imbued with profound local culture and unique emotional expressions. Among these, the fishermen's songs of the Leizhou Peninsula stand as the most representative. These melodious tunes are sung by fishermen while they toil at sea, serving not only to alleviate the weariness of their labors but also to express their reverence and love for the ocean. The rhythms of these songs are imbued with a dynamic cadence, and their lyrics, though simple, are vibrant and vivid, transporting listeners to the turbulent waves of the sea. Mountain songs from Lianjiang are the spontaneous creations of villagers, sung in the fields or amidst the forests. These tunes are joyous yet unadorned, often incorporating lyrical descriptions of natural beauty and a yearning for a simple existence. Another form of local music, the Wuchuan lion dance drums, is

particularly distinctive. During festivals or celebrations, the stirring rhythm of these drums instantly ignites the fervor of the crowd. The varied beats of the lion dance drums, punctuated by the clashing of gongs, create a vibrant and festive atmosphere. This musical form is more than just entertainment; it symbolizes the unity and courage of the local people. In Suixi, the wooden fish songs are a charming form of traditional folk music, characterized by the crisp sound of wooden fish accompanying the singer's melodies, evoking a sense of tranquility and peace. The lyrics of these songs often center around folk tales and legends, offering listeners a deep insight into the rich cultural heritage of Zhanjiang. In the context of the integration of culture and tourism, these musical forms can serve as significant tourism resources. Through carefully designed experiential projects, visitors not only get to enjoy these beautiful melodies but also gain a deeper understanding of the stories and cultural elements behind them.

3. Inheritance Strategy of Zhanjiang Folk Music

3.1 Protecting and Rescuing Zhanjiang Folk Music Resources

Zhanjiang's folk music is deeply rooted in the rich history and culture of this land, carrying the emotional memories and lifestyle of the local people. It is not merely a combination of notes but a vivid embodiment of regional culture and a precious treasure of historical sedimentation. These musical resources, scattered like sparkling gems among the populace, urgently need to be unearthed, organized, and preserved. Amid the ever-evolving modernization process, some traditional instruments, melodies, and singing methods are gradually being marginalized and even on the brink of extinction. Protecting this cultural heritage means giving it the respect and importance it deserves, allowing it to rejuvenate in the new era. Protecting Zhanjiang's folk music is not just about preserving a few songs or instruments; it is about guarding the cultural roots and spiritual home of a nation. Local governments and cultural institutions should establish a comprehensive mechanism for heritage protection, not only documenting forgotten melodies but also delving into their underlying stories and values. Through multi-form recording methods such as audio, video, and text, these musical resources can be presented in their entirety and vitality. Cooperation with local communities is essential during this process, listening to the opinions of older artists and inheritors, making them the main participants and advocates of the protection efforts. Younger generations should also be engaged to understand and cherish this music, fostering a conscious act of transmission and development. Such protection endeavors are not only a tribute to history but also a commitment to the future. The transmission of beliefs and emotions transforms Zhanjiang's folk music from an art form into a bridge connecting the past and the future (Cheng, L. & Jimenez, E., 2024, pp. 233-241).

3.2 Cultivate the Inheritors of Zhanjiang Folk Music

Zhanjiang folk music contains abundant historical information; each instrument, each piece of music, each section of lyrics carries the wisdom and emotions of previous generations. The inheritors not only need to master exquisite performance skills but also must profoundly understand the cultural connotations behind the music. While learning the craft, the inheritors are also racing against time, hoping to grasp the core essence within the shortest timeframe and then pass this knowledge and skill on to more people. In this process, the younger generation of inheritors have broader perspectives and innovative thinking, capable of utilizing modern technological means to infuse traditional music with new vitality. For instance, young people can spread awareness and appreciation of Zhanjiang folk music to a wider audience through social media platforms. In an era of information explosion, inheritors must not only be adept at playing but also learn how to express and disseminate. They can showcase the charm of traditional instruments at music festivals and also offer music courses in schools, allowing more children to be exposed to and fall in love with this music from a young age. The inheritors of Zhanjiang folk music also need to possess strong cultural pride and social responsibility; they are not just conveyors of music but also preservers of culture. In the process of inheritance, they continuously explore and compile folk music resources, organizing systematic teaching materials that provide convenience for new generations of inheritors and offer a window into Zhanjiang culture for music enthusiasts. The inheritors are living cultural symbols, demonstrating with their actions that Zhanjiang folk music is not just a traditional art form but also a cultural capital that can be activated and utilized.

3.3 Enhance the Inheritance Capacity of Folk Music through Education and Training

Art education should commence from an early age, and incorporating folk music into school art curricula can provide children with the opportunity to experience, understand, and even develop a fondness for these melodies passed down through generations. As children become familiar with these cherished tunes, their souls draw closer to the land, and this emotional bond subtly propels folk music into modern life, making it an indispensable part of people's daily existence. Training programs are designed for a broader audience, encompassing both enthusiasts with a deep passion for music and professionals with solid foundations. For enthusiasts, this makes the seemingly unattainable art form accessible; for professionals, it offers a valuable opportunity for in-depth research and exploration, sparking new insights and creative expressions in traditional music. The training is not merely a process of teaching and learning but also a platform for creation and exchange (Jiayu, W., 2022, pp. 197-204). People of diverse ages and backgrounds come together, sharing their stories and insights, and through these interactions, a new vitality in culture is born. Throughout this process, it is crucial to maintain an open-minded attitude and not to reject any new forms or technologies that can aid in the dissemination and development of folk music. For instance, leveraging the power of the internet for online instruction can offer more people the chance to engage with Chiu Chow folk music; producing

impeccable music courses and materials can enhance the fun and interactivity of learning. Only by integrating the transmission of this precious cultural heritage into the minutiae of daily life, allowing it to naturally become a part of people's existence, can Chiu Chow folk music transcend being merely the echo of the past and become the melody of every era.

4. Innovation Strategy of Zhanjiang Folk Music

4.1 Combining Modern Technological Means to Innovate the Expression Forms of Zhanjiang Folk Music

Modern technological means have infused new vitality into the expressive forms of Zhanjiang folk music, unlocking its latent charm and allowing this traditional cultural heritage to radiate with even more dazzling brilliance in the new era. For instance, the use of digital audio technology to remix traditional music, blending it with electronic elements, not only preserves its authentic essence but also aligns more closely with the aesthetic sensibilities of younger audiences. This approach broadens the reach of the music, offering traditional musicians an expanded realm of creative inspiration and space. Through the application of virtual reality (VR) and augmented reality (AR) technologies, Zhanjiang's unique folk customs and natural scenery can be integrated with music to create immersive musical experiences, allowing audiences to feel as though they are strolling through the streets and alleys of Zhanjiang, attuned to the stories and emotions behind each note. On internet platforms, leveraging live streaming and short video formats enables Zhanjiang folk music to transcend geographical boundaries, reaching ever further and even stepping onto the international stage—all avenues worthy of exploration (Wang, X., 2023, pp. 3678-3682). The advancements in technology provide limitless possibilities for the dissemination and interaction of music, thereby expanding the imaginative horizons for the preservation and innovation of Zhanjiang folk music. However, this is not merely a matter of technological accumulation; it requires a respectful and profound understanding of traditional music, skillfully employing modern technology to harmonize the ancient sounds with the rhythms of the contemporary heart. Such innovative approaches sustain the vitality of Zhanjiang folk music in cultural heritage and position it as a crucial driver of regional cultural and tourism integration.

4.2 Develop Cultural Tourism Products with Zhanjiang Folk Music as the Theme

The integration of music and culture has historically been a powerful draw for tourists, and for Zhanjiang, a city rich in folk music resources, this approach proves even more effective. The Zhanjiang Leizhou song, Wuchuan Piaose, and Donghai folk songs are all distinctive elements of the local culture, carrying the deep historical heritage and unique regional flair of Zhanjiang. To transform these musical elements into cultural tourism products, the key lies in how to excavate their underlying cultural connotations while also combining them with modern lifestyles and aesthetic preferences to create experiential projects that are both steeped in traditional cultural charm and imbued with contemporary flair. For instance, designing music festivals where visitors from all corners of the world can enjoy

music while delving into the cultural stories and traditional customs of Zhanjiang. Such festivals should feature performances of local folk music and can invite renowned artists from both home and abroad for cross-genre collaborations, reinterpreting traditional songs through modern musical forms. This kind of innovation can both captivate the interest of the younger generation and breathe new life into traditional music. Developing cultural experience projects related to music, such as workshops on the making of folk instruments, guided tours of music history museums, and interactive sessions with local artists, can all deepen visitors' appreciation of Zhanjiang's folk music. Importantly, the development of cultural tourism products should emphasize collaboration with the local community, ensuring that the implementation of projects brings tangible economic benefits to residents and simultaneously protects and preserves this valuable intangible cultural heritage. Only through such a balanced approach can the fusion of culture and tourism extend its reach both in depth and breadth.

4.3 Innovate the Dissemination Channels and Marketing Mode of Zhanjiang Folk Music

Folk music in Zhanjiang is imbued with regional character, bearing profound cultural 底蕴. In the era of digitalization, where information flows like an ocean, people's consumption habits of music are constantly evolving. Thus, for Zhanjiang's folk music to invigorate itself with new vitality, it must seize this wave of technological innovation and leverage online platforms and new media technologies to tightly integrate the essence of the music with modern dissemination methods, achieving a win-win situation of cultural and commercial value. For instance, utilizing short-video platforms to present the performance processes, instrument crafting, and backstories of the folk music in a more relatable manner to the young generation can showcase the cultural heritage behind the music, attesting to an effective propagation method. In terms of marketing strategies, traditional promotional approaches are showing signs of fatigue in the information-saturated era; music festivals and concerts remain essential vehicles, yet the crux lies in making these events more captivating and seamlessly integrating them with contemporary lifestyles (Zhang, X., 2024, pp. 857-862). For example, combining Zhanjiang's folk music with the local tourism industry to create "music + tourism" experiential projects can allow tourists to deeply immerse themselves in the local cultural and musical experience while appreciating the scenic beauty. Additionally, developing cultural and creative products related to the folk music, such as thematic souvenirs and instrument models, not only generates supplementary income for musicians but also broadens awareness of the allure of Zhanjiang's folk music. More importantly, leveraging the power of social media to build a unique brand IP, forming a distinctive musical cultural brand, requires not only creating compelling musical content but also mastering the art of packaging and promoting the brand to stand out among the plethora of online content.

5. Deep Integration of Zhanjiang Folk Music and Tourism

5.1 Create Tourism Experience Programs with Zhanjiang Folk Music at the Core

Folk music is a vibrant embodiment of history and cultural expression in its own right, imbued with the humanistic characteristics of a region, and serves as the most primal form of artistic expression deep within every individual's soul. When this music is presented to tourists in an immersive manner, they are not merely attending a performance; they are stepping into the local cultural context and may even find themselves unconsciously participating in the perpetuation and development of this culture. For instance, in the Leizhou Peninsula, the ancient Leizhou Gexiqu possesses a unique musical charm and a profound historical background. Integrating it into travel experiences and allowing tourists to participate not only provides an understanding of a performance but also offers a cultural journey through time. Utilizing folk music to create tourism experience projects also facilitates the protection and revitalization of intangible cultural heritage. Many traditional Zhanjiang music pieces face the threat of extinction due to a diminishing audience. The growth of tourism, particularly the rise of cultural experience tourism projects, offers these endangered arts a platform to showcase their talents, enabling them to transcend the confines of small towns and reach a broader world. Tourists' curiosity and thirst for knowledge often unintentionally become significant forces in advancing the protection of cultural heritage. More importantly, this immersive form of cultural dissemination is more vivid and effective than mere textual records or video displays, allowing cultures to be better perpetuated and developed through interaction. The essence of integrating folk music with tourism lies in how to make music the bond connecting tourists with local culture. This requires in-depth exploration of the stories behind each piece of music—its origins, development, symbolic meanings, and its connection with local customs. These elements should be seamlessly integrated into the tourism experience, enabling visitors to feel the warmth of the culture in every detail.

5.2 Integrate Zhanjiang Folk Music into Tourism Scenic Spots and Activities

The profound integration of local music in Zhanjiang with tourism centers on the delicate transformation of this unique cultural resource into a tourism attraction, based on the preservation and inheritance of folk music culture. This approach allows tourists to naturally receive artistic enrichment from Zhanjiang's folk music during their travels, thereby deepening their understanding and appreciation of the city's cultural heritage. For instance, in historic sites enriched with cultural legacies, such as the Leizu Temple in Leizhou and the Wenlong Zen Temple in Wuchuan, local folk music can serve as ambient background sound, immersing visitors in a rich, localized atmosphere as they stroll. During major tourism events, like the annual Zhanjiang International Marine Week and the Naozhou Island International Fishing Festival, dedicated folk music concerts or interactive music experience projects can be established, enabling tourists to actively participate in musical performances and creations, significantly enhancing their experiential satisfaction and sense of engagement. This integration does not necessitate the forced modernization of traditions but rather seeks a harmonious

balance between tradition and modernity, ensuring that Zhanjiang's folk music retains its authentic characteristics while appealing to younger generations. The application of digital technology plays a crucial role in this process. Techniques such as VR can create virtual music experience spaces, allowing tourists to feel the charm of Zhanjiang's folk music from afar. Additionally, specialized apps can be developed, featuring historical backgrounds and performance techniques of folk music, offering online learning capabilities, and even utilizing AI to generate personalized musical pieces, transforming everyone into a propagator and creator of folk music. The preservation and development of Zhanjiang's folk music require collective efforts from the government, various sectors of society, and cultural organizations. By safeguarding traditions while proactively seeking connections with contemporary life, this cultural heritage can become a significant driving force behind local tourism development.

6. Conclusion

The cultural value of traditional music in Zhanjiang and its appeal as a tourist attraction are inextricably linked, jointly constituting the unique cultural and tourism resources of Zhanjiang. Against the backdrop of integrated cultural and tourism development, Zhanjiang's traditional music can serve as a significant carrier of local culture, becoming a crucial engine driving local economic growth. Protecting and preserving Zhanjiang's traditional music is not merely about maintaining an art form; it is about sustaining the spiritual heritage of the people of Zhanjiang. Innovating the forms and dissemination channels of Zhanjiang's traditional music can infuse it with new vitality in the modern era, enabling it to better integrate into contemporary life. In summary, the preservation and innovation of Zhanjiang's traditional music should complement each other, jointly penning a new chapter in Zhanjiang's cultural tourism under the impetus of integrated cultural and tourism development.

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