

10.18686/rcha.v2i4.4263

Research on the Integration of Tibetan and Qiang Music Culture and Tourism in Aba Prefecture

Dong Liu, Qhamariah Binti Samu

Philosophy in Education, City University Malaysia, 46100, Petaling Jaya Selangor, Malaysia

Abstract: Promoting the deep integration of culture and tourism is an essential requirement of contemporary development. It stems from the intrinsic relationship between music culture and tourism and is crucial for achieving comprehensive cultural revitalization and awareness. The Tibetan and Qiang music culture in the Aba Tibetan and Qiang Autonomous Prefecture exemplifies the fusion of regional and national cultures. This paper explores the practical paths for integrating Tibetan and Qiang music culture with tourism in the Aba Tibetan and Qiang Autonomous Prefecture, set against the backdrop of cultural and tourism integration.

Keywords: Aba Tibetan and Qiang Autonomous Prefecture; Music culture; Tourism integration; Development research

1. Introduction

The Tibetan and Qiang music culture in the Aba Tibetan and Qiang Autonomous Prefecture has a long history, dating back to before the seventh century. The Tibetan and Qiang music culture in the Aba Tibetan and Qiang Autonomous Prefecture is diverse in form, rich in content, distinctive in rhythm, and simple in style. This culture varies uniquely across different regions. As a result of the rapid development of modern society and the mass migration of Qiang people, many external cultures have begun to infiltrate the primitive culture of the Qiang. Additionally, most young Qiang people choose to work outside their communities, and the influence of modern thinking has led to significant Sinicization. Consequently, preserving Qiang cultural heritage has become a challenging task.

2. The integration of Tibetan and Qiang music culture and tourism in Aba Tibetan and Qiang Autonomous Prefecture

Aba Tibetan and Qiang Autonomous Prefecture is the birthplace of Kangba culture, renowned for its rich and diverse national customs, over 1,200 years of profound religious culture, and unique regional cultural resources. Garzê Tibetan Autonomous Prefecture is the cradle of Khamba culture, a key segment of the Tea-Horse Road, a focal point of Shangri-La, the hometown of the Epic of King Gesar, and the birthplace of the world-famous song "Kangding Qingge." This area is also known for its vibrant folk songs and dances, including the cheerful Batang Xianzi, tap dance, and the New Dragon Pot Village. Aba Tibetan and Qiang Autonomous Prefecture features famous scenic spots such as Jiuzhaigou and Huanglong, as well as unique ethnic cultural resources like Qiang embroidery and the sheepskin drum dance. Currently, many of the 4A and 5A grade tourism resources in Tibetan areas are not recognized by the state. Most tourism resources are rated as three-star or two-star, which weakens their attractiveness to external visitors. Moreover, the structure of tourism products is relatively simple. The rich Tibetan culture and red culture tourism resources have not been fully developed, and the rich local ecological agricultural resources have only been utilized for their basic functions without being upgraded for leisure and entertainment purposes. There are few tourism products with Tibetan Buddhist cultural elements, and innovations in Qiang embroidery and Tibetan-style hand-woven products are limited. While the development of Kangba cultural tourism products is relatively advanced, the local culture's unique characteristics have not been deeply explored in product development.

3. The integration of Tibetan and Qiang music culture and tourism in Aba Tibetan and Qiang Autonomous Prefecture

3.1 Integration of industries to promote the integration of cultural tourism industry

By delving into the essence of plateau ecology and ethnic culture, our focus will be on developing premium cultural tourism experiences such as the Jiarong Tibetan cultural tourism area, Kangba cultural core experience tourism area, and red cultural tourism area. Leveraging the "Tibetan and Qiang Music Cultural Industry Corridor" initiative, a dedicated plan for cultural industry development, we will strategize and

implement major cultural tourism projects. This includes enhancing efforts to construct comprehensive cultural tourism projects that integrate collective experiences, leisure activities, performing arts, dining, and shopping.

Currently, Aba Tibetan and Qiang Autonomous Prefecture is advancing key cultural industry projects like the Daocheng Aden Performing Arts Center, the Kangbei Gesar Cultural Industry Park, and the Beichuan Qiang Embroidery Cultural Industry Core Base. Moving forward, we will prioritize the development of ethnic and religious culture, hand-woven skills, Tibetan medicine, and other cultural resources. Our aim is to establish a theme park centered on Tibetan Buddhism and characterized by Kangyang culture.

To breathe new life into intangible cultural heritage (ICH), we will "activate" these assets within the tourism activation process, ensuring their vitality is sustained. Moreover, integrating popular topics like "Health" with traditional Tibetan medicine, we can introduce initiatives such as non-posthumous health programs. We will establish platforms for locals to authentically recreate relic scenes, participate in knitting and experiential projects for Tibetan and Qiang embroidery, and host cultural festivals of the relics. This way, visitors will have opportunities to engage with and experience the skills of intangible cultural heritage firsthand.

3.2 Construction of tourist villages and cultural and tourist towns with distinctive features

Our goal is to establish Tibetan and pastoral music programs that allow tourists to deeply immerse themselves in Tibetan educated culture, enabling them to undertake immersive tours. In these ethnic villages, we will construct ethnic cultural tourism experience parks that integrate ethnic customs performances, cultural experiences, athletic activities, and other experiential projects. These parks will offer visitors a comprehensive experience of ethnic culture, encompassing cultural heritage, cultural experiences, tourism, leisure, and vacation activities.

Furthermore, we will integrate cultural resources such as festival culture, song and dance culture, architectural culture, sports culture, dress culture, and culinary culture to promote the fusion of culture and tourism. We will also promote the cultural branding of villages with ethnic characteristics, develop professional marketing strategies, implement various promotional measures, effectively market agricultural and sideline products, and establish the brand of Tibetan and Qiang Yi ethnic villages in Sichuan province.

Taking inspiration from the construction of exemplary cultural and tourist towns such as the Normal Nature of Man Ancient Town and Shapotou Water Town in Chuxiong, Yunnan Province, we will prioritize ethnic cultural customs and curate a diverse range of non-heritage products, shopping experiences, leisure and entertainment options, and tourist experience centers. These centers will include facilities like National Culture Theme Hotels and National Culture Experience Interactive exhibitions.

3.3 Developing new and special tourism products and vigorously incubating new cultural and creative products

We aim to develop traditional ethnic arts and crafts products and delve into the profound meanings of Tibetan and Qiang ethnic cultural elements. Through in-depth research and development of cultural and creative products such as Tibetan xiangba, traditional Tibetan weaving, Tibetan medicine, Tibetan incense, and Qiang embroidery, we seek to promote the development of ethnic intangible cultural heritage.

Additionally, we will focus on developing the tourism performing arts industry, using traditional Tibetan and Qiang folk songs, dances, and legends as creative inspiration. By strengthening the design of dance beauty and stage performance techniques, we aim to vividly showcase the historical culture, red culture, and Tibetan Buddhist culture of the Tibetan region through large-scale live performances akin to "Impression Liu Sanjie," "Impression Lijiang," and "Impression West Lake."

Furthermore, by creating music business cards in tourist destinations, developing music festival tourism, harnessing folk music resources, cultivating performing arts markets, and producing music tourism commodities and media content, we aim to promote the coordinated development of tourism music and the tourism economy, creating a multiplier effect.

3.4 Establishing the brand effect of Tibetan and Qiang music culture with special features

Establishing the brand effect of Tibetan and Qiang music culture with special features requires a strategic approach that highlights the unique characteristics and values of these cultures. Create immersive experiences that allow audiences to interact with Tibetan and Qiang music culture firsthand. This could include live performances, music workshops, cultural tours, and interactive exhibits that provide a deeper understanding and appreciation of these traditions. The Yak Tibetan and Qiang Original Music Festival stands as the inaugural project showcasing the original musical achievements of the Tibetan, Qiang, and Yi peoples. Stemming from the cultural brand of the "Four Seasons Music Festival" in Sichuan Province, this festival aligns closely with the "Belt and Road" initiative and the central government's strategic plan to promote the comprehensive and sustainable development of Tibetan and Qiang Music and the cultural industry corridor region.

The establishment of the Grand Festival of Tibetan and Qiang Yi's original music, along with the creation of a professional roster, will serve as a platform for Tibetan and Qiang Yi musicians to explore and showcase their talents. It will vigorously drive the development of music among China's ethnic minorities, further enhancing the construction of the music industry chain in the Tibetan areas of Sichuan. In doing so, it will contribute significantly to the cultural prosperity of minority areas.

4. Conclusion

Aba Tibetan and Qiang Autonomous Prefecture should seize the opportunity presented by the construction of the Tibetan and Qiang Music and Cultural Industry Corridor. It should strategically leverage local culture and cultural resources with ethnic characteristics to cultivate distinct brands within the ethnic cultural industries. By enhancing inter-industry integration, fostering innovation and creativity in cultural tourism products, and gradually establishing the Tibetan and Qiang Music and Cultural Industry Corridor as a world-class cultural tourism destination, the prefecture can maximize its potential in the cultural and tourism sectors.

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