

Choral Art Assisting Folk Customs Inheritance and Tourism Development from the Perspective of Rural Revitalization

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ABSTRACT

In the perspective of rural revitalization, choir art can effectively assist in the inheritance of folk customs and the development of tourism, promote the innovation and continuation of rural folk culture, and enhance the attractiveness of rural tourism. Rural areas can organize choir art festivals to promote the integration and development of local folk culture and tourism. In addition, choir art education and training programs should be carried out to support the inheritance and development of folk customs. At the same time, building a choir art brand can help achieve the commercial utilization of rural cultural assets, thereby better achieving the goal of choir art supporting folk heritage and tourism development.

KEYWORDS

rural revitalization; choral art; folk customs inheritance; tourism development

1 Introduction

Against the backdrop of rapid globalization, rural areas are facing a complex situation of both challenges and opportunities. Rural revitalization not only focuses on economic growth, but also attaches importance to the protection and inheritance of cultural heritage. Choral art, with its collective participation and unique cultural expression, has demonstrated its unique value in enhancing community cohesion, promoting the dissemination of cultural heritage, and enhancing regional charm. This paper will analyze how choir art can assist in the inheritance of folk customs and the development of tourism from the perspective of rural revitalization, and propose specific strategies to support the coordinated development of folk customs inheritance and tourism industry, achieving a win-win goal of culture and economy.

2 The Significance of Choir Art in Promoting Folk Customs Inheritance and Tourism Development From the Perspective of Rural Revitalization

2.1 Choral Art Supports the Inheritance of Rural Folk Culture From the Perspective of Rural Revitalization

In the broad perspective of rural revitalization, choir art, with its collective cultural expression characteristics, has demonstrated its unique role in promoting the inheritance of rural folk culture. Chorus integrates culture, history, and emotion, awakening the sense of identity and belonging of rural community members to local culture. Mobilizing villagers to participate in choir activities helps to preserve folk songs and ballads with local characteristics; These music forms have become

carriers of local history and customs. For example, regional festival songs and agricultural songs record the details of daily life, reflecting the local people's concept of life and worldview. Choral singing has strong inclusiveness, spanning different ages and social levels, guiding community members from all walks of life, especially young people, to actively participate in the practice of cultural inheritance. Such cross generational cultural interaction and education can ensure that cultural traditions are not broken in the wave of modernization. Therefore, choir art has deepened the cultural cognition of rural areas in the cultural process of rural revitalization, enhanced their self-development ability, and injected new vitality into the sustained revitalization of culture.

2.2 Choral Art Enhances the Attractiveness of Rural Tourism From the Perspective of Rural Revitalization

Choral art plays an important role in enhancing the attractiveness of rural tourism. It not only showcases the cultural uniqueness of rural areas, but also enriches the tourism experience, attracting numerous tourists and cultural enthusiasts. Choral performance, as a vivid cultural showcase, vividly presents the rich historical stories, folk legends, and traditional customs of rural areas. This allows tourists to not only enjoy the beauty of music, but also to have a deeper understanding of the local cultural connotations. In addition, the team performance characteristics of choir art are very suitable for staging in various festival activities, becoming the focus of attracting tourists and enhancing the viewing value and participation of rural tourism. For example, regularly held choir themed cultural festivals can periodically attract tourists and drive multiple aspects of the local economy, such as tourism services, catering industry, and souvenir sales. Choral activities enhance the brand image of rural areas and shape distinctive tourist destinations through their cultural influence. The deep integration of culture and tourism not only directly promotes the growth of economic benefits, but more importantly, enhances the cultural confidence of rural communities, promotes the sustainable development of culture, and reflects the unique value and profound significance of choir art in the context of rural revitalization.

3 Strategies for Choral Art to Assist Folk Customs Inheritance and Tourism Development in the Perspective of Rural Revitalization

3.1 Organizing Choir Art Festivals, to Promote the Integration of Local Folk Culture and Tourism Development

Rural areas can promote the integration and development of local folk culture and tourism by organizing choir art festivals. Firstly, in the event planning stage, it is necessary to conduct in-depth market research and cultural resource exploration to ensure that choir festivals can accurately reflect the unique cultural characteristics and historical heritage of rural areas. The planning team is usually composed of experienced project managers, cultural research experts, and music and art directors, who are jointly responsible for establishing the theme, form, and specific content of the festival. The design of event content should revolve around local historical events, folk stories, or seasonal events, combining traditional choir with modern innovative elements to attract audiences of all ages to participate. Secondly, resource integration is the key to the success of the event. Rural areas should cooperate with local governments, enterprises, and non-governmental organizations to jointly provide funding and material support for activities. At the same time, local and surrounding choir groups should be attracted to participate and use their networks to help promote the event. In order to further enrich the festival content, professional musicians and performing artists can be introduced to hold workshops or master classes, enhance the performance skills of local choir

groups, and increase the professionalism and viewing value of the activities. Again, marketing strategies should be implemented through multiple channels, including social media, local radio stations, television, and online music platforms, to reach a wider target audience. The use of creative content and interactive methods on social media, such as trailers, behind the scenes footage, audience interaction, and live streaming, can effectively increase the participation of events and the audience's sense of expectation. In addition, collaborating with tourism agencies to develop tourism products and services related to choir festivals, such as festival tourism packages, or cultural experience tours, will attract more tourists from other places and promote the development of local tourism industry. [3] Finally, it is crucial to establish effective evaluation and feedback mechanisms. After the event, feedback from participants and audience should be collected to analyze the success and areas for improvement of the event, providing data support for future event planning. A long-term tracking mechanism should be established, such as creating archives and databases for festival activities, and regularly publishing activity impact reports, which are important means to promote continuous project progress and adapt to changes in demand. Organizing choir art festivals not only showcases the cultural charm of rural areas, but also deepens the integration of culture and tourism. This has injected new impetus into rural revitalization and provided rich cultural experiences for local residents and tourists, significantly promoting the cultural and economic development of rural areas.

3.2 Carrying Out Choir Art Education and Training Programs, to Promote the Inheritance and Development of Folk Customs

The implementation of choir art education and training programs has a significant effect on promoting rural revitalization and folk customs inheritance. Rural areas should enhance the artistic skills of local residents, strengthen their cultural identity, and improve the cohesion and cultural vitality of rural communities. Firstly, establishing an educational framework is a fundamental condition for ensuring the success of the project. A curriculum system covering all age groups and skill levels should be developed to ensure that rural residents of different ages can find suitable learning paths for themselves. Local cultural elements such as traditional songs and dances should be integrated into the curriculum, combined with the theoretical and practical skills of choir art. At the same time, course arrangements should take into account local conditions, such as holidays and busy farming seasons, in order to facilitate the participation of community members. Secondly, teacher training and introduction are equally crucial. We can cooperate with higher music colleges to introduce professional music teachers and choir guidance, and provide professional training for potential local talents to improve teaching level, ensure the sustainability of projects, and inherit local characteristics. Regular teacher training courses and technical workshops should be held to ensure the modernization and innovation of teaching content and methods. Thirdly, extensive community participation is another key factor for the success of the project. Community residents' enthusiasm for participation can be stimulated through organizing community meetings, promotional activities, and demonstration courses. Community choirs or youth choirs can be established to regularly organize public performances, showcasing learning outcomes and enhancing participants' sense of belonging. At the same time, competition and performance opportunities should be integrated into educational programs to increase the fun and practical value of activities, such as local choir competitions or cultural festival performances, providing a platform for residents to showcase themselves. [4] Finally, the sustainable development of the project requires effective cooperation networks and funding support mechanisms. We should establish a choir art fund, apply for government funding, or cooperate with enterprises to ensure the continuous investment of funds. This is crucial for the stability of teachers, the updating of

textbooks, and the regular operation of activities. Regular evaluations and feedback should be conducted to adjust and optimize projects in a timely manner to better meet the needs of rural areas. Through choir art education and training programs, the artistic level of rural residents has been improved, and education and cultural participation have further strengthened the intrinsic vitality and unity of rural communities. This has cultivated cultural and talent resources for the comprehensive development of rural areas, significantly promoting the comprehensive revitalization of social economy and culture.

3.3 Building a Choir Art Brand and Promoting the Commercial Utilization of Rural Cultural Assets

In the strategy of rural revitalization, the construction of choir art brands plays a significant role in enhancing the attractiveness of rural culture and promoting economic growth. Firstly, building a choir art brand should focus on the unique cultural resources of rural areas. We should conduct in-depth research and integrate the history, folk customs, and regional characteristics of rural areas, and create representative choral art projects. For example, it can be based on well-known historical events or legends in the local area, and create choral works with this theme and reinterpret them using modern artistic techniques, endowing the works with dual educational and ornamental value. Secondly, the quality of artistic products should be improved, especially in music production, stage design, clothing, and props, to ensure that every detail reflects professional level and cultural connotation. Thirdly, we should promote the diversification of artistic products. In addition to regular live choir performances, it should also be expanded to new forms such as studio albums, online music videos, and virtual reality experiences to cater to the needs and consumption habits of different audience groups, thereby enhancing the brand's market adaptability and attractiveness. Fourthly, in promoting art products, effective marketing strategies and extensive channel distribution should be implemented. Combining traditional advertising methods with social media, online marketing, and influence marketing, especially on social media platforms, significantly expands the brand's audience through eye-catching content and highly interactive forms such as live streaming, online interviews, and audience engagement activities. Fifth, cooperation with related industries such as tourism and retail is also crucial. We can develop products and services related to choir art, such as collaborating with tourism companies to launch cultural tourism packages for watching choir performances, or partnering with local handicraft manufacturers to produce related souvenirs and handicrafts. At the same time, commercial operation models for intellectual property rights such as copyright sales and brand authorization should be explored. [5] Finally, continuous artistic innovation and brand updates should be carried out. We should regularly evaluate market feedback, adjust marketing strategies and product lines, invest in the development of new technologies and media, and strengthen cooperation with communities, educational institutions, and cultural organizations to ensure that brand activities and products reflect and support the needs of rural communities. Through the above measures, choir art brands will effectively enhance the cultural image and economic status of rural areas, while promoting sustainable development of rural areas through innovative commercialization of cultural assets.

4 Conclusion

In the context of rural revitalization, choir art highlights the important potential of cultural strategies in promoting economic and social development. Continuing to deepen the exploration and implementation of these strategies is extremely important for enhancing the cultural value and

economic potential of rural areas, and has a long-term impact on building a harmonious society and protecting cultural diversity. Future research and practice should pay more attention to the close integration of choir art with rural revitalization strategies, in order to comprehensively improve the development level of rural areas and the quality of life of residents.

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