



# An Analysis of the Promoting Role of Performing Arts Culture in the Tourism Economy

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**Abstract:** To accomplish two-way development and mutual promotion, it is vital to encourage the wide diffusion of performing arts culture by integrating it into the tourism economy on the one hand and boosting the tourism economy by promoting performing arts culture on the other. This article examines performing arts culture's function in increasing the tourist business by studying its manifestation, qualities, and direction for optimization. The practical initiatives that might be implemented to promote tourism by boosting performing arts culture in light of contemporary concerns are provided.

**Keywords:** performing arts culture, tourism economy, promotion

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## Introduction

Performing arts and culture in tourism integrates the cultural and tourist industries to establish a new economic model that encourages artistic growth and expansion. Performing arts culture in tourism also exists. In March 2019, the Ministry of Culture and Tourism issued "Guidance on Promoting the Development of Tourism Performing Arts" (from now on referred to as "Opinions") on the requirements of promoting the transformation and upgrading of tourism performing arts, promoting the deep integration of the cultural and tourism industries, and making comprehensive and systematic guidelines and planning for the scientific development of tourism performing arts. These Opinions discussed transforming and enhancing tourism performing arts. According to Opinions, fostering transformation and upgrading tourist performing arts is crucial for a country's progress. The growth of performing arts tourism must stimulate innovation, production, and special premiere works with deep philosophy, exquisite art, and rich cultural heritage [1]. The policy's proclamation and execution show that China's performing arts tourism has rules and proof. It eventually formalizes and standardizes. Performing arts culture and development layout optimization promotes cultural development and a distinctive and dynamic tourism industry. It enables performing arts tourism.

## 1. The specific performance form and characteristics of performing arts culture in the tourism industry

As China's economy and living conditions have improved, so have inhabitants' levels of materialism and spirituality. Traditional tourism based on scenic beauty can't meet demand. To satisfy these needs, traditional tourism must enhance regional, ecological, customary, historical, and other cultural features, its breadth, and tourists' multidimensional experiences. Performing arts enhance tourists' trip experiences. It promotes spiritual questing through immersive viewing experiences, stage plays, and other audio-visual activities. Traditional outdoor performances for tourists are not the same as tourism performing arts culture. Tourism performing arts culture differs from conventional arrangements by focusing on local traits and culture, entertainment, and picturesque sites in music. It increases tourists' travel experiences and the appeal of tourist destinations by using performing arts culture.

## 2. Performing arts culture to promote the tourism economy

The expansion of the tourism industry can drive the association of numerous industrial chains, the influx of a large number of tourists for the catering, accommodation, transportation, retail, and other industries to bring rich sources of customers, and the flow of people, which can promote the exchange of information and the introduction of innovative ideas, leading to an increase in tourism sector employment and economic output. Tourism performing arts culture is the soul of tourists; it can boost tourism's appeal, support its sustainable development, and help expand the tourism economy. Broadway in the U.S., a local construction of a vast urban cultural and cultural circle in New York, draws many visitors due to its distinctive artistic qualities in the world's cultural landscape. New York's Broadway. It accounts for 5% of New York City's

employment, \$4.9 billion in direct spending, and 10% of its economic output. Here are the symptoms.

### **2.1 Improving the competitiveness of tourist attractions**

Exceptional and tailored tourism performing arts items may boost the originality of tourism offerings and enrich travelers' experiences. Tourism performing arts culture through unique repertoire content, diverse forms of expression, etc., from visual, auditory, tactile, and other sensory stimulation of tourists from multiple angles, so that tourists for the deeper feelings of performing arts culture, more impressive, to differentiate themselves from other scenic spots, to enhance the competitiveness of the scenic spots themselves. Tourism, culture, arts, The Shaolin Temple picturesque region of the "Zen Shaolin Music Festival" has received over 400,000 people since the event's start, generating over 42 million yuan.

### **2.2 Balance tourism resources and improve the tourist travel experience**

According to scenic site tours, performing arts culture in tourist destinations may balance its position as a tourism resource. This would improve tourist resources and visitor experiences. Performing arts programs might boost tourist resources during off seasons or relieve peak-season visitor burden. This would emphasize scenic places' excellent service quality.

### **2.3 Enhance tourists' sense of retention and promote secondary consumption**

An enrichment of tourism performing arts culture can increase the popularity of scenic spots, improve the quality of tourism products, improve tourists' feelings, make tourists more attached to tourist attractions, and increase the number of days tourists visit. This can enhance visitor days at attractions.

### **2.4 Increase employment opportunities and promote employment**

Tourism performing arts programs need numerous artists and related services. Performance planning, toy manufacture, printing and publishing, handicraft production, stage equipment leasing, sales agents, and souvenir manufacturing are included. In a typical scenario, the total business income as of July 2021 was RMB 662 million. This created more than 5,000 employees in the surrounding region and included more than 130 people, most of them Pingyao and Jinzhong citizens.

## **3. Specific measures to improve the impact of performing arts culture on the tourism economy**

To attract tourists, performing arts culture must be improved in various ways: quality, cultural connotation, and as a catalyst for establishing picturesque tourist places. Several dimensions must be enhanced to promote performing arts culture in the tourism sector.

### **3.1 Improve the characteristics of tourism performing arts culture and enrich tourism resources**

Performing arts tourism, a significant aspect of tourist attractions, must stress its aesthetic qualities and widen its appeal to visitors to grow tourism resources and improve tourists' sentiments. Steps in the choreography of performing arts culture include excavating, organizing, and developing abundant and fragmented cultural resources, integrating them according to tourist attraction characteristics, forming a unique cultural personality, demonstrating the artistic charm of performing arts culture, enhancing the competitiveness of tourism products, adding vitality to scenic tourism, and maintaining the sustainable development of tourist attractions. In the framework of the performing arts connection, visitors' participation may expand tourism content and improve the tourism experience by allowing them to immerse themselves in the host community's culture fully.

### **3.2 Taking performing arts culture as a medium to expand the influence of tourist attractions**

Tourism's performing arts culture, a vital aspect of tourist attractions, must stress its aesthetic qualities and widen its appeal to visitors to nurture tourism resources and improve tourists' sentiments. Excavate, organize, and develop abundant and fragmented cultural resources, integrate them according to tourist attraction characteristics, form a unique cultural personality, demonstrate the artistic charm of performing arts culture, enhance tourism product competitiveness, add vitality to scenic tourism, and maintain sustainable development of tourist attractions. Performing arts culture is choreographed. Tourists' participation in the performing arts may improve tourism content and enrich the tourism experience by immersing them in the host community's culture.

### **3.3 Highlight the commercial nature of performing arts culture features, increase the economic income of scenic spots**

Tourism performing arts culture aims to expand the tourism business. Hence its framework should stress its commercial

orientation. To raise the tourism industry's economics, improve the quality and features of the tourism culture, increase the length of time tourists spend in the sector, produce spillover benefits, and generate commercial interests from catering, accommodation, retail, transportation, and others. The second goal is to boost visitors' engagement in the performance through tickets, specific angle appreciation, and other measures that allow them to consume more of the performance and thoroughly experience its charm. Songcheng Performing Arts produced "Theme Park + Cultural Performing Arts." This approach employs "Songcheng" and "A Thousand Ancient Scenes" to present performing arts events in theme parks and other locations. This will boost tourism income.

### **3.4 Strengthen the training of performing arts talents and actively mobilize residents to participate**

When tourist performing arts culture expands rapidly, we should accumulate local resources and invite citizens to complete them. This will increase tourism-related jobs and regional economic prosperity. As a response to the unfavorable factors that exist in the actual process of some residents' poor performing ability and affect performing arts programs, actively improve residents' acting ability through various means such as strengthening training and professional talent cultivation, and match suitable roles according to their ability, while at the same time continuously introducing professional performing talents to the performing arts programs. We will also continue to bring in professional artists to give work opportunities in the local community and maintain artistic quality in the performing arts. We may make joint development through global collaboration.

## **Conclusion**

In recent years, the state has promoted performing arts culture and tourism for economic growth. High-quality growth of performing arts culture, careful regulation of numerous areas such as characteristics and quality, and efficient integration with tourist attractions increase travelers' feelings and the tourism economy. In the future, it is necessary to strengthen research on the life cycle of performing arts culture, innovation, and its characteristics and to make continuous adjustments and optimizations based on extensive data statistics to preserve art and culture while boosting tourism through performing arts culture. This helps maintain art and culture while promoting tourism through performing arts culture.

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