



Research on the Innovative Development of Heilongjiang's Music Tourism Industry in the Context of the Digital Era

Yi He^{1*}, Qiao Yu¹, Xue Li²

¹ School of Music, Harbin Normal University, Harbin, Heilongjiang, China

² Taiyuan Tourism College, Taiyuan, Shanxi, China

DOI: 10.32629/asc.v5i3.2444

Abstract: To enhance the influence of Chinese civilization, it is essential to uphold cultural positions steadfastly. This approach enables us to effectively narrate and disseminate Chinese stories and voices, thereby promoting Chinese culture worldwide. Music culture, as a significant component of traditional culture, fosters national pride and cultural confidence when promoted and inherited. Especially in the context of the digital era, leveraging digital technology is crucial to facilitate the harmonious integration of the music and tourism industries. This integration promotes the continuous dissemination and development of the music tourism industry, creating a creative industry and premium entrepreneurial projects in music tourism. This research explores the innovative development paths of Heilongjiang's music tourism industry in the digital era, aiming to provide practical guidance for the innovative development of cultural and tourism industries in other regions of China.

Keywords: digital era, Heilongjiang, music tourism industry, innovative development

1. Introduction

Culture serves as the soul of tourism, while tourism acts as the carrier of culture. With societal development, the spiritual needs of the populace are increasing, necessitating the creation of high-quality cultural and tourism products to meet the growing spiritual and cultural demands. Heilongjiang boasts numerous advantages, whether in ice and snow music tourism, Russian music tourism, or red music tourism, all of which offer valuable insights for innovative cultural and tourism development. Particularly in the digital era, new momentum is provided for the innovative development of the music tourism industry. This development can enhance the spiritual and cultural connotations of the existing music tourism industry, truly satisfying the diverse needs of tourists and promoting the sustained development of Heilongjiang's economy and culture.

2. The Advantages of the Digital Development of Heilongjiang's Region-Specific Music Tourism Industry

2.1 Advantages in the Development of the Ice and Snow Music Tourism Industry

Heilongjiang, located in Northeast China, boasts unique geographical advantages with its abundant ice and snow resources, laying a solid foundation for the development of the ice and snow music tourism industry. The region experiences long, cold winters with significant snowfall and high-quality snow, providing the material basis for hosting ice and snow music festivals, concerts, and tourism activities. These events leverage the area's unique ice sculptures and light art, attracting numerous visitors seeking unique music tourism experiences. Additionally, the advent of the digital era has provided excellent channels for promoting and developing the ice and snow music tourism industry. For instance, online streaming and virtual reality technologies allow tourists to appreciate the region's snowy landscapes without geographical limitations. By harnessing digital communication technologies, the appeal of Heilongjiang's ice and snow music tourism is further enhanced, boosting the region's market competitiveness in the cultural and tourism industry.

2.2 Advantages in the Development of the Russian Music Tourism Industry

Heilongjiang shares a border with Russia, making it inevitable for the region to be influenced by Russian culture, which provides strong conditions for the development of the Russian music tourism industry. Heilongjiang can capitalize on this advantage by organizing Sino-Russian cultural exchange activities and hosting related music festivals and concerts to attract more tourists. Furthermore, digital technology can be utilized to promote the Russian music tourism industry, offering significant convenience for its development. This includes using multimedia for promotion and conducting online cultural exchange activities, ensuring that the charm of Russian music is conveyed to a broader audience. This approach significantly

enhances the visibility and influence of Heilongjiang in the cultural and tourism sectors.

2.3 Advantages in the Development of Red Music Tourism Centered on the “Four Great Spirits of Longjiang”

The “Four Great Spirits of Longjiang” are the essence of Heilongjiang’s red culture, encompassing the Anti-Japanese United Army, Beidahuang, Daqing, and Iron Man spirits. These spirits are rich in content, possessing profound historical significance and high cultural value, which provide strong support for the development of Heilongjiang’s red music tourism industry. In the digital era, developing and exploring these spirits allows Heilongjiang to create red music works that reflect the spirit of the times and regional characteristics. Additionally, the development should integrate local red tourism sites and memorials to create unique red music tourism routes, ensuring that visitors can appreciate the music culture while deepening their understanding of Heilongjiang’s red history and culture. Moreover, digital technology can be used to promote and publicize red music tourism resources. For example, utilizing digital display platforms and online educational activities can spread the “Four Great Spirits of Longjiang,” enabling a broad audience of tourists to understand the value of these spirits.

2.4 Advantages in the Development of the Ethnic Minority Music Tourism Industry in Heilongjiang

As a region with a high concentration of ethnic minorities, Heilongjiang boasts a rich and diverse ethnic minority music culture that reflects the lifestyles, customs, and local conditions of these communities. Supported by digital technology, the region can deeply explore ethnic minority music culture and spread it through videos, online concerts, and other mediums. By combining the natural landscapes and humanistic environment of ethnic minority areas, Heilongjiang can develop distinctive music tourism routes and attractions. This approach provides tourists with diverse travel experiences, stimulates their interest, and drives the continuous development of the local cultural and tourism industry.

3. Issues to Be Resolved in the Innovative Development of Heilongjiang’s Music Tourism Industry

3.1 The Music Tourism Industry Tends Toward Entertainment and Homogenization

Currently, the development of Heilongjiang’s music tourism industry is inclined toward homogenization, with most music tourism primarily consisting of fixed and monotonous song performances, lacking innovation. This rigidity in the music tourism industry can lead to aesthetic fatigue among the audience. Some attractions or sites, in an attempt to capture tourists’ interest, often emphasize entertainment in their performances, resulting in a loss of depth and meaning in the musical content. In such an environment, it is challenging for professionals in the music tourism industry to innovate, thereby hindering the continuous creative development of the industry.

3.2 Insufficient Innovation in Traditional Music Fails to Meet Market Demand

The ultimate goal of the music tourism industry is to meet the growing spiritual and cultural needs of the public. As the quality of life improves, the existing cultural and tourism industry can no longer satisfy tourists’ demands, necessitating innovation in the existing music tourism industry to effectively cater to tourists’ personalized and differentiated needs. The primary consumers in the tourism industry are mostly young people who pursue trends and are neither familiar with nor willing to actively engage with traditional music culture. This has led to a gradual decline in the appeal and creativity of traditional music culture in the Longjiang region.

3.3 Immature Traditional Music Inheritance System Hinders Sustainable Market Development

The music culture of different ethnic regions is rich and varied, indicating a diversity of musical resources, but also presenting challenges in the inheritance process. With social and economic development, many ethnic minorities have left their original living environments for survival, significantly altering the environment in which ethnic music is inherited. Additionally, most of the existing inheritors are elderly or have passed away, resulting in an incomplete inheritance system that is unable to adapt to the development of modern society. This has led to stagnation in the development of the music tourism industry.

4. Innovative Development Paths for Heilongjiang’s Music Tourism Industry in the Digital Era

4.1 Strengthening Music Tourism Brand Building and Creating Excellent Tourism Music

In the new era of integrated cultural and tourism development, it is essential to create distinctive ethnic music tourism

brands based on users' actual needs. This approach can meet the diverse needs of different tourists and inspire their interest and longing for travel. Regarding the current development of Heilongjiang's tourism brands, it is necessary to rely on local ethnic music culture and promote innovative development to effectively build music tourism brands with local characteristics. First, high-quality and well-known tourism music works should be created to serve as the hallmark of Heilongjiang's music tourism industry. For instance, we can learn from the successful experiences of other cities, such as Sanya's "Please Come to the Ends of the Earth" and Xiamen's "Waves of Gulangyu." These cities' tourism industries thrive partly due to their musical representations, which add a rich cultural atmosphere. Therefore, government departments can collaborate with tourism, music, and cultural departments to organize professional teams to develop music works that align with the local area, making them highlights to attract tourists. Second, the promotion and publicity efforts should be strengthened through both online and offline modes. For example, diverse ethnic music tourism promotions and documentaries can be organized to effectively combine ethnic music with tourism, attracting more tourists and increasing the brand awareness and influence of music tourism. Finally, the cultural connotations of music tourism should be enhanced. For example, ethnic music museums can be well integrated with local ethnic and instrumental resources to inherit and develop ethnic and music resources. With the help of modern technology, such as dynamic real-scene technology and virtual reality technology, tourists can personally experience the charm of ethnic music, deepening their experience and promoting the deep integration of music resources and the tourism industry.

4.2 Enhancing Innovation in Traditional Music to Create a Tourism Demand Market

The innovative development of Heilongjiang's music tourism industry must not only cater to enthusiasts but also meet the diverse needs of the general public. In the context of the rapid development of new media technology in the digital era, relevant departments should seize development opportunities by using new media to promote and publicize music culture. This involves creatively innovating the presentation forms to meet the current demands of the public. For example, the Hunan Broadcasting System's music variety show "Sisters' Philharmonic City" breaks the traditional mode of music shows by combining "music + tourism" effectively. At each tourist spot, the show cleverly incorporates the area's traditional ethnic music, presenting a rich and diverse ethnic music culture and promoting the local tourism industry's prosperity. This approach breaks the homogenization of traditional music variety shows and provides a valuable reference for the integrated development of traditional music and the tourism industry. In the innovative development of the music tourism industry, rhythm and dynamics are indispensable elements. Traditional music is often narrative in nature, but it still needs to improve in terms of rhythm and dynamics. Taking Guangdong's Cantonese opera as an example, incorporating modern electronic music elements can preserve the original essence of the opera while adding a grand and stirring charm. Combining traditional and modern elements can boost the development of Heilongjiang's tourism industry and inject new vitality into it. Therefore, when innovatively developing the music tourism industry, Heilongjiang should utilize its rich resources, such as the Heilongjiang Music Association and the Heilongjiang Performing Arts Alliance, to ensure the flow and sharing of resources. This will help create a distinctive music tourism industry, promoting its vigorous development.

4.3 Strengthening Online Marketing for Music Tourism and Innovating Online Content

Heilongjiang's geographical advantages and rich cultural heritage have fostered a vibrant and diverse music culture. However, as a remote area, Heilongjiang's economic development lags behind more developed regions, characterized by limited external communication and economic growth, which constrains the music tourism industry's development. With the advancement of poverty alleviation efforts, the region's internet infrastructure has significantly improved. Heilongjiang can leverage the internet to develop its music tourism industry, connecting with the outside world, overcoming geographical limitations, and promoting the music tourism industry nationwide and even globally to attract more potential tourists. To promote the innovative development of Heilongjiang's music tourism industry, multiple measures need to be taken to ensure a solid foundation for construction efforts. Firstly, internet infrastructure construction should be strengthened to ensure good network coverage in Heilongjiang, providing a solid foundation for online and offline aspects of the music tourism industry. Secondly, distinctive and excellent ethnic resources from Heilongjiang should be explored, organized, and combined with modern music elements to create outstanding music works that attract tourists. These music works should be well-integrated with tourist attractions to develop unique music tourism routes that meet the diverse needs of tourists. Finally, the forms of music dissemination should be diversified. In addition to traditional performance forms, music works can be produced as background music, mobile phone ringtones, etc., allowing tourists to choose according to their preferences. Utilizing short video platforms and social media channels, Heilongjiang's ethnic music can be presented vividly and intuitively to the public, continuously innovating and improving the development model of the music tourism industry, thus driving the leapfrog development of Heilongjiang's music tourism industry.

4.4 Innovating Music Tourism Talent Cultivation for Sustained Industry Development

The innovative development of the music tourism industry relies on the support of a professional talent team. Therefore, it is crucial to cultivate a group of versatile talents who understand music and possess knowledge of tourism, humanities, and market management skills, providing strong support for the development of the music tourism industry and enhancing its market competitiveness. Specifically, in the educational field, efforts should be made to foster good cooperation between relevant colleges in Heilongjiang and international music education alliance platforms. Establishing collaborative relationships with music academies and institutions in countries along the Belt and Road can help share high-quality educational resources, explore new ways and models of music education, improve educational levels, and provide strong support for cultivating versatile talents. At the same time, tourism management personnel should receive music culture training to understand and convey the charm of local music culture. For example, regular training sessions, seminars, and other activities can be organized to enhance tourism managers' understanding and appreciation of local music culture, enabling them to flexibly incorporate music elements into their work, thus improving the quality and appeal of tourism products. Additionally, talent recruitment and management systems should be actively improved to attract more outstanding experts and scholars to engage in music tourism research. For example, providing material rewards and honorary incentives to individuals who contribute to the music tourism industry can ensure greater participation and provide a solid talent guarantee for the sustainable development of the music tourism industry.

4.5 Embracing Unique Music Tourism Routes to Develop Special Music Journeys

To foster diverse music tourism industries and achieve innovative development, Heilongjiang should focus on its unique music tourism routes. Utilizing a variety of tourism activities can help promote Heilongjiang's music culture, forming distinctive music journeys.

4.5.1 Developing a Red Music Tour in Heilongjiang

Heilongjiang is rich in cultural heritage, with historical elements such as the Anti-Japanese United Army, Beidahuang, and Iron Man spirit, which are local cultural treasures and essential resources for innovative development in the music tourism industry. Integrating these red spirits can enhance the value of the music tourism industry and promote local cultural and tourism heritage. For instance, by basing the music tourism industry's development on positive energy derived from these red spirits, we can infuse the tourism industry with new momentum by aligning with contemporary social needs. In the digital era, leveraging online platforms and social media to promote the Anti-Japanese War spirit can enhance the value proposition of music tourism and attract more visitors. Additionally, the intrinsic value and significance of these spirits should be explored. This includes creating original songs, producing documentaries, and organizing thematic exhibitions about the Anti-Japanese War spirit. Using the power of music to convey these red spirits ensures that visitors can fully experience their charm. Moreover, employing technologies like virtual reality (VR) and augmented reality (AR) can create immersive experiences, allowing visitors to engage interactively and build a unique red music journey.

4.5.2 Developing the Heilongjiang Ice and Snow Music Wonderland

In the digital era, creating the Heilongjiang Ice and Snow Music Wonderland requires the application of modern technological methods. These technologies can enrich and enhance visitors' music tourism experiences, encouraging active participation. For example, VR and AR technologies can create an Ice and Snow Music Wonderland that transcends traditional spatial limitations, allowing visitors to enjoy the beauty of ice, snow, and music anytime. Using 3D projection and digital lighting, dynamic musical images can be projected onto ice sculptures, providing a visual and auditory feast for visitors. Furthermore, big data and artificial intelligence (AI) can precisely analyze tourists' interests, ensuring tailored ice and snow music tours that offer personalized services. This technological integration can significantly enhance the appeal and satisfaction of music tourism, providing a customized experience for each visitor.

4.5.3 Developing Heilongjiang Ethnic Music Tours

When developing ethnic music tours in Heilongjiang, it is essential to leverage the region's rich ethnic music resources and digital technology to create a unique music tourism experience. Specifically, digital methods can be used to protect and preserve the music of Heilongjiang's ethnic minorities, such as recording audio and video to create a database of ethnic music from the region. This will help more people learn about and fall in love with Heilongjiang's ethnic music. Additionally, comprehensive use of digital platforms can promote ethnic music from Heilongjiang, including social media platforms like WeChat, Weibo, QQ, and music apps such as QQ Music, NetEase Cloud Music, and Kugou. These platforms will help make Heilongjiang's ethnic music more widely known. Moreover, online concerts and ethnic music lectures can attract more people to participate in ethnic music tours, genuinely promoting the sustainable development of ethnic music.

4.5.4 Developing Heilongjiang-Russia Music and Cultural Tours

In developing Heilongjiang-Russia music and cultural tours, the advantages of Sino-Russian cultural exchanges should

be maximized, deepening cooperation through digital technology. On one hand, internet channels can be used to host online Sino-Russian concerts and music festivals, utilizing live streaming platforms for international music exchanges. This will foster good international friendships and deepen mutual understanding between the peoples of China and Russia. On the other hand, establishing a Sino-Russian music tourism cooperation mechanism to create unique music tourism routes and products will ensure a win-win development of the music tourism industry, bringing the two nations closer. Throughout this process, digital means should be used to vividly showcase the strengths and charms of Sino-Russian music culture, attracting more tourists to participate in Sino-Russian music and cultural tours and contributing to the innovative development of the music tourism industry.

4.5.5 Developing Heilongjiang Music Study Tours

In addition to the above, the innovative development of Heilongjiang's music tourism industry should also fully utilize digital educational resources to conduct music study tours, enhancing the interactivity and enjoyment of these tours. Specifically, online study courses should be developed. Using online study course formats such as video tutorials and interactive games, a relaxed and enjoyable classroom atmosphere can be created, allowing students to learn and grasp more knowledge about Heilongjiang's music culture. Furthermore, practical study activities should be carried out in conjunction with the realities of Heilongjiang. In conducting study activities, digital tools should be used to record the students' study processes and outcomes in detail. For example, creating music videos and music compositions can allow students to genuinely experience the charm and cultural connotations of Heilongjiang's music, promoting the innovative development of the music tourism industry and meeting the demands of contemporary development.

5. Conclusion

In summary, the innovative development of Heilongjiang's music tourism industry requires leveraging digital technology extensively. By integrating this technology, the region can develop outstanding music tourism products and distinctive projects to attract more potential tourists. Therefore, stakeholders involved in development should comprehensively utilize digital technologies to ensure they contribute effectively to the sustained growth of the music tourism industry.

Acknowledgments

This paper is supported by the following project: 2023 Tourism Scientific Research Project of Heilongjiang Provincial Department of Culture and Tourism "Research on Innovative Development of Heilongjiang Music Tourism Industry under the Background of Digital Age" (Project No.: 23W02).

References

- [1] Zhao Min. Research on the deep integration of traditional music culture and tourism industry during social transformation: Taking "Liu'an Tea Valley" construction as an example. *Journal of Anhui Normal University (Humanities and Social Sciences)*, 2020, 48(2): 115-119.
- [2] Su Juan. Research on the scientific integration measures of folk music and cultural tourism industry. *Western Tourism*, 2023(18): 51-53.
- [3] Song Qin. Research on the application and innovative development of traditional music culture in the tourism industry. *Manlv*, 2022, 9(24): 85-86, 89.
- [4] Sun Yanxia. Research on the integration and development strategy of traditional music and cultural tourism industry. *Manlv*, 2022, 9(24): 82-84.
- [5] Zhu Jiangjiang. Research on the integration of Guangxi Zhuang folk music into tourism performance industry from the perspective of cultural tourism integration. *Caizhi*, 2022(8): 174-176.
- [6] Zhao Zhiqi. Exploration on the mutual promotion and development of Henan music and tourism performing arts industry. *Beauty and Times (Bi-weekly)*, 2020(9): 37-38.
- [7] Geng Chuxuan. Preliminary exploration on the integrated development of electronic music and cultural tourism economy. *Qunwen Tiandi*, 2023(4): 66-69.
- [8] Gong Xiaojing. Research on the practice and innovation of traditional music in cultural tourism industry. *China Market*, 2022(12): 78-80.