

Let Aesthetic Education Really Fall “To Land”

-- Exploration of The Combination of Music Creation and Local Cultural Tourism

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Abstract

In order to implement the policy of "integrating social aesthetic education resources and tapping local culture" proposed in the Circular of the Ministry of Education on the Comprehensive Implementation of School Aesthetic Education Infiltration Actions in 2023. From the viewpoint of the combination of music composition and local culture and tourism, this paper summarises the past five years in music composition teaching using local cultural elements for "thematic creation", as well as accurate docking Zhaoqing City, cultural tourism activities of the specific practices for the specialisation and universality of school art education to provide teaching experience, and at the same time vigorously promote the high quality of development of cultural tourism in Zhaoqing City. Let aesthetic education really fall "to land", so that the music and cultural tourism "beauty represents itself with diversity and integrity".

Keywords

Music composition, Local culture and tourism, Beauty represents itself with diversity and integrity.

1. Introduction

In 2023, the Ministry of Education issued a Circular on the Comprehensive Implementation of School Aesthetic Education Infiltration Actions, in which it proposed "social aesthetic education resource integration actions", stressing the need to explore local cultures, make use of public cultural resources to provide sufficient safeguards, and recommend that regions and schools with the conditions for exchanges, cooperation and two-way interactions with public cultural and art venues and cultural and art troupes. Promoting basic public cultural service programmes and various types of social resources to serve the teaching of aesthetic education and practical activities in schools, building platforms to guide students into art venues, and promoting mutual appreciation of the results of aesthetic education and cultural innovation.

In 2024, under the guidance of the Guangdong Provincial Department of Culture and Tourism, the Zhaoqing Municipal Museum of Culture will launch a series of activities such as "People's Lifelong Aesthetic Education School" and "Youth Aesthetic Education Promotion Activities". The School of Music of Zhaoqing College is responsible for the training of musical talents in the western part of Guangdong Province and even the whole province. Through nearly five years of practice, the School of Music has shown that the cooperation between music creation and local culture and tourism has not only pointed out the direction and path for the teaching of composition courses, but also provided teaching experience for the specialisation and universality of art education in schools, and strongly promoted the high-quality development of cultural and tourism undertakings in Zhaoqing City, as well as the economic development of Zhaoqing City.

2. Main Methods

2.1. Break the barriers, bureau and school cooperate to build

Music creation is an important cornerstone for cultivating young people's aesthetic ability, creativity and humanistic literacy, but we must also face up to the fact that at present, the positioning of colleges and universities' aesthetic immersion in music creation majors is not clear enough and the degree of integration of social resources is not high enough. In order to implement the Party and state's relevant policies on aesthetic education and to promote the relevant work to make substantial progress, the School of Music has joined hands with the local cultural and tourism industry to take music creation as the content, and link up with the Zhaoqing City In order to implement the policy of the Party and the State on aesthetic education, the Conservatory of Music has joined hands with the local cultural and tourism industry to launch a series of original music-enabled cultural and tourism development projects and activities by using music creation as the content and linking up with the Bureau of Culture, Radio, Television, Tourism and Sports of Zhaoqing City, the Zhaoqing Municipal Federation of Culture and Arts, and other qualified social entities, and playing to their respective advantages. It not only builds a mechanism for teachers and students of the Conservatory to match supply and demand for art popularisation, but also promotes the precision, diversification and convenience of "original music works" as a product and service for aesthetic education.

In the past five years, the Conservatory of Music has created 100+ pieces of music to be used in local cultural and tourism activities, serving the public for 4 million+ times. Most of these original musical compositions have been created in combination with local red education, traditional culture, intangible cultural heritage projects, etc., so that music creation is no longer "on paper", but really "to land", and to promote the main theme of aesthetic education.

At the same time, the School of Music has embedded aesthetic education into the construction of public cultural service system, and integrated it into the cultural travel experience of teachers and students. Starting from 2021, the School of Music, together with the Zhaoqing Municipal Cultural Centre, offer 100+ music MOOC under the "Public Culture Cloud Construction" project supported by the "Central Support for Local Public Digital Culture Construction Subsidy Funds" arranged by the Guangdong Provincial Department of Culture and Tourism, with 5 teachers participating in the recording of the series. The contents of the courses include the MOOC "Song Composition in Mass Culture", "Art Popularisation Course of the Yellow River Cantata", "New Singing of Zhaoqing Folk Songs", "Electronic Pipe Organ and Guangdong Music" and "Art Popularisation Course of Violin Concerto <Butterfly lovers>", and the work of completing the project has been completed.

Among them, the MOOC "Song Composition in Mass Culture" was given by myself as the main lecturer, and the lectures were conducted in combination with the characteristics of music composition and local culture and tourism, with a total of 20 lessons, which was widely acclaimed by the public.

2.2. Thematic creation, precise promotion of cultural tourism

As a national historical and cultural city, Zhaoqing is also a city in the Guangdong-Hong Kong-Macao Greater Bay Area, with rich cultural and tourism resources, and how to use music to promote related cultural and tourism activities, which is the School of Music in recent years in the "thematic music composition" to make a bold exploration.

First of all, the School of Music strongly advocates the combination of art teaching, creation, research and dissemination, and guides the creation of music by combining national events, local culture, and the life of the masses in teaching, and opens thematic creation exercises in the composition course: such as thematic creation of rural revitalisation topics, thematic creation of sports events, and thematic creation of local ICH projects, etc.; there are also major topics

such as the 100th anniversary of the founding of the Party, the 70th anniversary of New China, the 40th anniversary of reform and opening up, and the 20th National Congress, etc., which are combined with local politics, economy, and culture to carry out social research, integrate into the teaching of ideology, and lead the students to participate in the whole process of creation and performance, so that the students not only consolidate the techniques they have learnt in creation and performance, but also broaden the horizons and experience the power of music empowering the development of politics, economy, and culture. This will inspire students to create songs with height and substance, and to use music to serve the local culture and tourism.

2.2.1. Music creation enable sporting events

Zhaoqing, as a "new star" of the Greater Bay Area Sports City, is the first prefecture-level city in the province to establish a close partnership with the Provincial Sports Bureau, signing a cooperation framework agreement on the "Guangdong-Hong Kong-Macao Greater Bay Area Sports City" to help build a strong sports province in Guangdong and a strong sports country in China. From the 15th Guangdong Provincial Games in 2018 to the National Gymnastics Championships in April 2024, hundreds of provincial-level and above sports events have been held in Zhaoqing. Music is one of the best ways to promote Zhaoqing's city brand through sports events, so that the world can see Zhaoqing, understand Zhaoqing and fall in love with Zhaoqing.

At present, according to the sports events to carry out special music creation, the School of Music in the past five years to provide "song writing and adaptation" has nearly 10,000 teachers and students to participate in the "music + sports events" special creative training, and then combined with the "small band arrangement" course to produce finished products, the invitation of the School of Music teachers and students to perform together, to all-round to create original works presented on the stage of various competitions, and after polishing, 100+ excellent music works are produced to empower local sports events and other cultural tourism activities.

2.2.2. Music creation enable ICH inheritance

As of March 2024 data statistics, Zhaoqing Intangible Cultural Heritage representative projects: 3 at national level, 29 at provincial level, 90 at municipal level, 251 at county level; Intangible Cultural Heritage representative inheritors: 2 at national level, 23 at provincial level, 89 at municipal level, 231 at county level; Intangible Cultural Heritage Productive Protection Demonstration Bases: 1 at national level, 2 at provincial level; Intangible Cultural Heritage Succession Bases: 2 at provincial level, 3 at municipal level; ICH research bases: 1 at provincial level; ICH workstations: 1 at provincial level and 2 at municipal level; ICH workshops: 11.

Among them, the School of Music of Zhaoqing College, as a provincial intangible cultural heritage research base, mainly studies local music culture. And since 2017, the School of Music has joined hands with the Zhaoqing Intangible Cultural Heritage Centre to give full play to the School of Music's rich traditional music education and well-developed training and teaching advantages, and to carry out activities such as "Zhaoqing Folk Songs Singing Newly", "Sihui Folk Songs on Campus", "Traditional Culture and Modern Music Re-creation", and so on, selected traditional music ICH projects in Zhaoqing that have the ability to connect with the cultural and tourism industry for research, and created a number of musical works that can highlight the service of local economic and cultural development, carry forward the inheritance of the excellent culture of Zhaoqing, and were competed and staged in various cultural and tourism activities, achieving fruitful results.

Sihui Folk Song, Fengkai Tea-picking Opera, Huaiji Gui'er Opera, etc. are provincial or municipal ICH projects, teachers and students of the School of Music over the years to link the townships and townships of the cultural station, ICH protection departments, organised a series of work of collecting, collecting, seminars, creation, rehearsals, performances, etc., to comprehensively

enhance the ability of teachers and students of the comprehensive creation of the performance on one hand, and on the other hand, the creation of ICH masterpieces of the fusion of culture and tourism.

Among them, the "Longling Singing and Feng Shan He", which is jointly created by teachers and students of the School of Music and Li Chongming, the inheritor of the provincial ICH project "Sihui Folk Songs", is based on the original Sihui Folk Songs' self-traditional music skills, and carries out the cross-border innovation and practice of culture and tourism integration, and deepens the understanding of the creation of the integration of traditional music and culture and tourism by the revitalisation of theory through the practical courses. Through the practical course, the theory is activated and applied to deepen the understanding of traditional music creation for cultural and tourism fusion, to create artistic masterpieces with aesthetic interest that are integrated into the new tourism and new life, and to cultivate the thinking and improve the ability of creation by combining with the cultural and tourism market, and the multi-voice musical works of "Dragon Proverbial Song", "Renmianzai", "Longling Singing and Feng Shan He" have been won the prizes of the Guangdong Provincial Tourism and Culture Festival Folk Art Performance, the Guangdong Provincial Folk Songs and Folk Music Competition for a number of times, and have been broadcasted by the Central Television Station and the Guangdong Television Station for many times.

At the same time, I take the national ICH 'DuanYan production technology' as the subject matter, incorporating Zhaoqing local music elements, create music works 'DuanYan'. It was staged at the opening ceremony of the first China Inkstone Capital Literary Household Goods Festival in 2018, the 2019 China Civilian Business Annual Meeting and China-Japan Economic and Trade Exchanges Summit, the 2019 CCTV large-scale city culture and tourism brand competition programme 'Charming China City', and the Party, Government, Military and Citizen Spring Festival Literature and Arts Gala in Zhaoqing City, was well received by the unanimous praise.

2.2.3. Music creation enable tourism development

As a tourist city with scenic spots such as Dinghu Mountain, Qixingyan, Fairy Lake, Antelope Gorge Ancient Road, and Ancient City Wall, Zhaoqing is under the jurisdiction of 3 municipal districts, 4 counties, in charge of 1 county level city, 1,255 administrative villages, and 296 communities (as of 2019 data), and is rich in tourism resources.

The Guangdong-Hong Kong-Macao Greater Bay Area Culture and Arts Festival in 2023 has set up a branch in Zhaoqing, in which the "Rural Music Festival" series of activities was held in Chau Tsai Town, Guangning County. In response to this music festival series, the School of Music organised teachers and students to combine the local characteristics of agricultural and sideline products with the series of activities of the festival to compose songs such as "Qing Gui Honey Sweet and Sweet", "Jinchang Rice", "Brow Bean Rice Cake" and other series of songs. These songs were used in the policy promotion area and agricultural and sideline products exhibition stalls to provide a more diversified experience for visitors and audiences. The festival attracted more than 4,000 on-site visitors, and more than 100,000 live webcast viewers, with more than 80,000 likes and 4,000 comments. Let more people understand Chau Tsai countryside, love Chau Tsai countryside, and further promote the construction of rural culture.

In the teaching of the music composition course, students are guided to create songs on the theme of "countryside", and one song after another with unique rural characteristics conveys the diversity of music, the fireworks of life and happiness, opening up a new perspective on art, countryside and life.

In the training of "Thematic Composition", the School of Music organises teachers and students to conduct in-depth research, combining the tourism highlights of Zhaoqing counties and cities, such as the "Red Eight Scenes", "Red Ten Scenes" and other elements to carry out a full range of vocal and instrumental compositions. The first vocal suite "Song of Xijiang" and instrumental

suite "Red Ten Scenes" were created with the background of Zhaoqing's cultural and tourism themes, and have been staged in Xingyan Auditorium and Zhaoqing Art Centre, winning wide acclaim from the public.

Table 1. The first vocal suite composed on the background of Zhaoqing culture and tourism

| Serial number | Site | Creative element | Performance form | Performance team | Program time |
|---------------|-----------|---------------------------|----------------------|--|--------------|
| 1 | Dinghu | Butterfly Valley | Children's chorus | Children's choir 25 people | 4 minutes |
| 2 | Gaoyao | Wide suburb Golden dragon | Cabaret | The college has 10 teachers and students | 5 minutes |
| 3 | Sihui | Hakka folk songs | Scene singing | Sihui City Cultural Center 6 people | 6 minutes |
| 4 | Fengkai | Guangfu culture | Male and female duet | Fengkai County cultural Center 2 people | 5 minutes |
| 5 | Huaiji | Gui'er Opera | Dramatic performance | 4 ICH successors | 6 minutes |
| 6 | Guangning | Bamboo sea | Girl group singing | Municipal Choral Association 16 people | 4 minutes |
| 7 | Deqing | Dragon mother | Male and female duet | 4 faculty members | 4 minutes |
| 8 | Duanzhou | Bird's new paradise | Dance with a song | Academy 13 people | 4 minutes |

2.2.4. Music creation empower festivals and holidays

Zhaoqing City holds hundreds of "Our Festival" series of activities every year, such as "Please come to Zhaoqing to celebrate the New Year", "Blue Ribbon Beer Carnival", "shopping in the flower street" and other activities. 2023 "Zhaoqing Marathon" 23,000 people in the "mountain lake city River" of the most beautiful track to run. On March 31, 2024, the "Zhaoqing Half Marathon and Friendship Run for the 50th Anniversary of the Establishment of Diplomatic Ties between China and Malaysia" was held. 14,000 participants from home and abroad gathered in Zhaoqing to measure the beauty of the spring in Zhaoqing with their feet.

The School of Music pays attention to guiding teachers and students to establish a correct view of history, nationality, state and culture in teaching. Important festivals will organise teachers and students to participate in research, and when planning tourism festivals in the cultural and tourism departments, based on cultural elements, digging deep into the local resources, creating musical works with distinctive regional characteristics, creative themes, which are in line with the atmosphere of the festivals, and arranging them into a programme to accurately present the local cultural characteristics, leading the festivals to spread by leaps and bounds, increasing tourists' participation, and shaping the image of the unique festivals.

2.3. Digital media publicity, empowering cultural tourism promotion

The Conservatory of Music creates and arranges music works for local cultural and tourism departments, builds a "music town", uses "good time + good media", "good works + good theater", "good environment + good place", carries out music carnival combining music and regional characteristics, a variety of rich projects to form an art complex, and are promoted on the paper media of Xijiang Daily and Zhaoqing Literature and Art. At the same time, through

Zhaoqing convergence media, colorful Zhaoqing and other related websites, Tiktok, wechat public accounts, video accounts and other digital media, a large area of excellent original works are opened to the public in the form of tweets and videos at multiple levels and in multiple forms, bringing fresh artistic information to the public.

3. Effectiveness of Work

3.1. Further construction of the curriculum system for aesthetic education

Under the synergistic cultivation between the School of Music and the local cultural and tourism industries, the composition courses in the School of Music are reformed by organically integrating and expanding the basic pedagogical contents in basic harmony, polyphony, composition and work analysis and orchestration method of the original composition technology theory course into a more comprehensive composition theory course - "Polyphonic Music Analysis and Writing". At the same time, two professional elective courses "Song Writing and Adaptation" and "Small Band Arrangement and Computer Music Production" are added. The works created, combined with vocal, instrumental, dance and other specialities, integrate the knowledge of the courses students have learnt, in order to achieve maximum practicability, and to truly apply the knowledge of music composition mastered to practical music activities.

In the past five years, the teachers and students of the Composition Teaching and Research Department have participated in nearly 100 projects, with more than 30 national and provincial awards, among which 200+ students participated in the "Guangdong Provincial Aesthetic Education Infiltration Programme Theme Song Collection Activity" with 1 first prize and 6 second and third prizes. More than 10 scientific research and teaching projects, more than 50 papers published, preparation of a series of excellent composition course work display concerts, nearly 10 original works display and promotion activities.

3.2. A good situation of coordination and co-breeding was further formed

Due to the needs of teaching and cultural tourism development, the School of Music and the local cultural tourism units of the collaboration more and more closely, red education, ICH inheritance and the construction of the ideological and political courses, organic integration, regularity, long-term working mechanism is further improved. Zhaoqing City Museum of Culture in the School of Music appointed "special music composer" "special teachers", the organic integration of educational resources and cultural and tourism resources, to go deeper and deeper, the whole society in close collaboration, joint efforts to educate people.

The Conservatory of Music integrates its own strengths, combines local culture, creates outstanding musical works, and organises activities for the benefit of the public in the arts, such as art courses, thematic lectures, and the lending of art books, so as to give the public the opportunity to enter the concert hall and enhance their sense of artistic experience and appreciation. In particular, art activities should be organised for scenic spots and ICH projects to enhance on-site experience, thereby enhancing the public's artistic literacy and creativity and warming the soul in a silent manner.

3.3. The dissemination of the results has a broad social impact

By accumulating creative and performance experience in school, students are able to quickly integrate into the local culture after employment and create excellent works such as school song, village song, pomelo song, pineapple song, lychee song, sugar orange song, rich bamboo shoots song, etc., and use their creative talents to insert the wings of music for the local speciality products and speciality cultures to enter into thousands of households with a wider dissemination power.

4. Conclusion

In the music creation and local cultural and tourism integration of this road of exploration, at present, by breaking down barriers, actively and local cultural and tourism co-construction, accurate thematic creation and digital publicity and other effective exploration, has achieved certain results, but the local culture as bright as a star, to be through the means of artistic creation in-depth excavation, in-depth integration, so as to let the aesthetic education really fall "to land", so that the music and cultural tourism "beauty represents itself with diversity and integrity"!

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