

“A study on the Composition of the Musical and Cultural Landscape of Tourism in Dong Village of Huangdu in China”

Hui He,
Chutima Maneewattana and ShuFeng Zhao
Suan Sunandha Rajabhat University, Thailand
Corresponding Author, E-mail: s63584947012@ssnu.ac.th

Abstracts

The development of Chinese tourism music performance has provided sufficient research fields and materials for domestic and foreign scholars. Conducting research on tourism music and cultural landscapes in tourism destinations can not only broaden the research perspectives of anthropology and sociology, but also generate important practical research results. Since 2020, researchers have conducted long-term field research in the Huangdu Dong Village in China. Through systematic observation and interviews, guided by Arjun Appadurai's Global Cultural Landscape Theory, they attempt to grasp the composition of the tourism music and cultural landscape of the Huangdu Dong Village from five dimensions: ethnic landscape, media landscape, technological landscape, financial landscape, and ideological landscape. Through research, it has been found that: (1) in the ethnic landscape of the Huangdu Dong Village, tourism performers have multiple identities; (2) In the media landscape of Huangdu Dong Village, scenic spots actively construct media images through imagination; (3) The technical landscape of Huangdu Dong Village is still in a relatively early stage; (4) The financial landscape of Huangdu Dong Village clearly demonstrates the importance of tourism performance for scenic spots; (5) In the ideological landscape of the Huangdu Dong Village, "Dong Kuan" ("Dong Regulation"), Chinese , and red culture have played a clear role.

The development of Chinese tourism music performance has provided research opportunities for scholars. Research in Huangdu Dong Village revealed multiple identities among tourism performers, active image construction by scenic spots, an early stage of technological landscape, the importance of tourism performance financially, and the influence of "Dong Kuan," Chinese culture, and red culture ideologically.

Keywords: The Composition of the Musical; Cultural Landscape; Tourism in Dong Village; Huangdu; China

Introduction

In China, the Dong people are an ethnic minority in the southwest with a deep ethnic cultural heritage. With a prosperous population and a wealthy lifestyle, the Dong people have also developed a distinctive Dong culture that fits well with their natural environment over a long period of time. The Dong Autonomous County of Passage is the earliest Dong ethnic autonomy county in Hunan Province, where the traditional culture of the Dong people is deep and rich in musical resources, and where the unique geographical environment and the simple and secluded folk customs have given birth to the colourful Dong music. Huangdu Dong Village is located in Pingtan Township, Tongxian County. Since 1995, when Huangdu Dong Village was opened to the society as a tourist attraction, it has become a famous tourist area of Dong characteristics in Hunan Province in the course of more than 20 years of development, attracting tourists from all over the country and even overseas with its traditional Dong ethnic culture, local customs and good social atmosphere. (Wu,2013:2)

In the last decade, due to its unique natural and architectural landscape, the Dong Village has attracted a large number of experts and scholars from all over the world to study the natural resources, geographical environment, architectural techniques and human environment. At the same time, the music and performance of Dong folk songs, instrumental music, dance and drama is well known and attracts tourists from all over China, and music experts and scholars have conducted more research and studies on the content and form of its music. Along with the booming development of tourism, Huangdu Dong Village has formed its own unique musical cultural landscape featuring musical performances. Since 2020, the researcher has conducted a three-year-long field study in Huangdu Dong Village to launch a series of studies on the tourism music and cultural landscape of Huangdu Dong Village(Zhang, 2015:3), of which the study of the composition of its tourism music and cultural landscape is particularly important. Only with a better grasp of the composition of the tourism music and cultural landscape of Huangdu Dong Village can we further explore how to better develop the local tourism music and cultural landscape.

The reason for presenting the research on the tourism music and cultural landscape of Huangdu Dong Village is to explore and understand the unique cultural heritage and musical traditions of the Dong people, an ethnic minority in China. The Dong people have a deep-rooted ethnic culture and a rich musical heritage that is closely tied to their natural environment. Huangdu Dong Village, located in the Dong Autonomous County of Passage, has become a renowned tourist destination over the past two decades due to its traditional Dong ethnic culture, local customs, and scenic beauty. The village has attracted scholars and experts interested in studying its natural resources, architecture, and human environment. Furthermore, the music and performances of Dong folk songs, instrumental music, dance, and drama have gained recognition, drawing tourists from all over China and sparking research and studies by music experts and scholars. With the booming growth of tourism, Huangdu Dong Village has established its own distinct musical cultural landscape. Conducting research on the composition of the tourism music and cultural landscape in Huangdu Dong Village is crucial for better understanding and further developing the local tourism music and cultural scene.

Research Purpose

To study the composition of the musical and cultural landscape of tourism in Huangdu Dong Village.

Literature Review

Among the many scholars of Western globalisation theory, the American anthropologist and sociologist Arjun Appadurai is one of the most representative figures. Arjun Appadurai (1996 : 1) in his book *Dissipating Modernity: Cultural Dimensions of Globalisation*, proposed Global Cultural Landscape Theory, which takes Five dimensions of global cultural flows are used as a framework to explore this complex world and to clarify the global economic, cultural and social order. The five dimensions - ethnicity, technology, finance, media and ideology - are expressed in the form of landscapes, which are imagined as five pictures that reflect the different perspectives that govern them.

The Chinese student delegates discussed Global Cultural Landscape Theory in a number of ways. According to Zhou Juan (2010 : 6), Appadurai's Global Cultural Landscape Theory focuses on the experiences of individuals in global cultural practices, opening up a new way to explore the relationship between culture and power, nation and state, traditional culture and modern culture, and global culture and local culture outside the traditional research paradigm. It outlines five dimensions of global culture, opens a new window in the field of globalisation studies, and breaks the illusion of a 'sense of order' in global culture; Yu Qing (2011 : 1) argues that Appadurai's theory of 'global cultural landscape' is based on the position of a developing country, and that it is a theory of global culture. Appadurai's theory of global cultural landscapes is a great success in intervening in the study of globalization with the disciplinary research method of anthropology, proposing a unique disciplinary methodology from a cultural perspective and providing a good reference for Chinese scholars; Wu Jiangtao (2013) You Tingting (2014;;1) analysed and studied Appadurai's "five dimensions of global cultural flows", arguing that the global (consumer) cultural flows described by Appadurai are an attempt at macro-theoretical generalisation, and that in concrete reality, countries and regions Su Liang (2015: 49.), in conjunction with Appadurai's 'global cultural landscape', investigates the media landscape, suggesting that with the development of electronic media, the media landscape is complex and difficult to distinguish. People are often confused by the landscapes created by the media, and for various purposes, the images presented by the media are sometimes distorted, one-sided and misplaced. Hu Yanchun (2021: 104-105) argues that Appadurai's global cultural landscape theory is a new framework for the study of global culture through the combined force of theoretical elaboration and case studies, and shows the theoretical basis and extension of globalization; Liu Xiaohui and Fan Rong (2023:67), based on Arjun Appadurai's globalization The analysis of flowing landscapes theory finds that media landscapes play an important role in the globalised flows between Guangxi and ASEAN countries, and how Guangxi should play the role of media to promote the development of other landscapes will be conducive to enhancing the regional exchanges with ASEAN countries.

Arjun Appadurai's global cultural landscape theory is a new approach to the study of globalisation, advocating a landscape theory of openness, fluidity, plurality and variability that shatters the academic illusion of a 'sense of order' in globalisation. It provides a more comprehensive theoretical support for the study of the tourist music and cultural landscape of Huangdu Dong Village. With the help of this theory, and the presentation of the landscape

complex in the form of five landscapes, it provides a concrete, comprehensive and novel framework for the study of the composition of the tourist music and cultural landscape of Huangdu Dong Village.

Research Methodology

Population and Sample

The research findings are based on the overall tourism music and cultural landscape of Huangdu Dong Village, with interviews and observations conducted in five areas: ethnicity, media, technology, finance and ideology.

The landscape of the ethnic groups in Huangdu Dong Village is studied by extracting residents, performers, tourism practitioners and tourists from the ethnic groups in the village. The financial landscape is studied by extracting both the traditional and new media tourism operations of Huangdu Dong Village; the ideological landscape is studied by extracting the ethnic autonomy landscape, the regional autonomy landscape of ethnic integration and the sovereignty landscape related to red culture of Huangdu Dong Village.

Research tools

This study focuses on the interview method, a qualitative research method, to conduct the research.

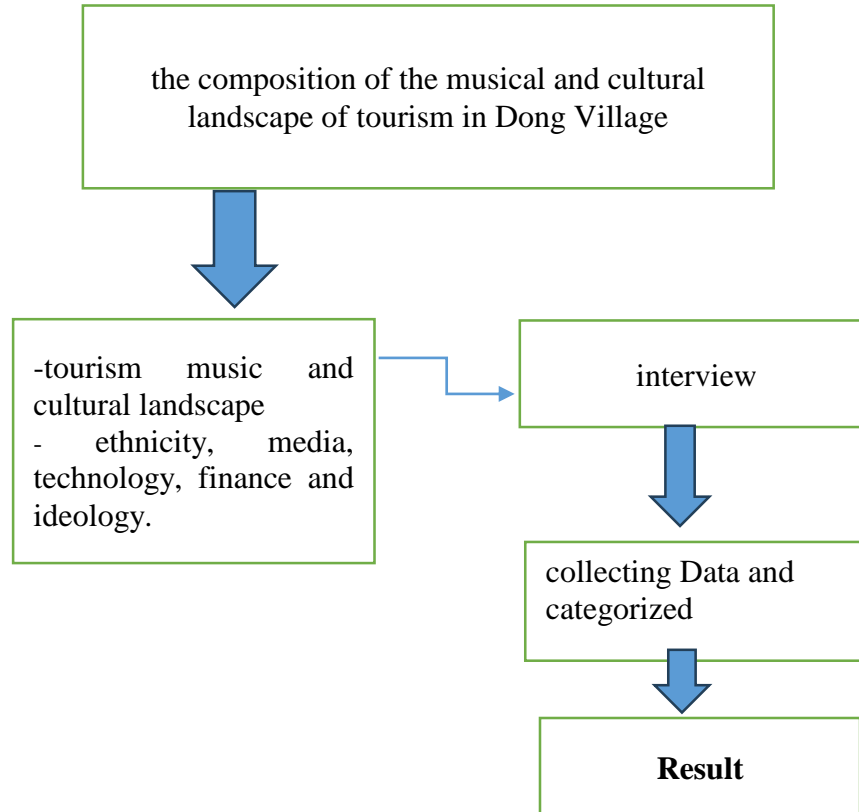
In order to collect data more flexibly and extensively, semi-structured interviews were used in this study. Interviews were conducted with government officials and tourism company managers, performance planners and choreographers, folk artists and performers, and villagers who dominate the composition of the tourism music landscape at Huangdu Dong Village, and the results were categorised and analysed with the aim of obtaining their perceptions, opinions, summaries and suggestions of the local tourism music landscape as 'insiders'. The purpose of the interviews is to obtain the audience's perceptions, experiences and suggestions about the tourism and music culture landscape.

Data collection

The basic criteria for the selection of interviewees by the researcher were: (1) close relevance to the content of this study; (2) interest in the study and positive cooperation in sharing relevant experiences; and (3) consent to audio-recording of the interview, permission for the researcher to write up the relevant information and willingness to cooperate in any necessary follow-up interviews.

Most of the interviews were conducted as individual one-to-one interviews, both in the business premises of the Huangdu Dong Village scenic spot, as well as full communication in the various living areas of the Huangdu Dong Village, and door-to-door visits to important people (local government officials, heads of tourism companies). In addition, due to the impact of the new Guan epidemic, interviews with individual subjects were conducted by means of WeChat video (audio) calls and telephone calls.

Research Conceptual Framework



Research Results

1. Ethnic landscapes

According to Arjun Appadurai (1996 : 1), ethnic landscapes, also known as human landscapes, broadly comprise residents, tourists, migrants, asylum seekers, exiles, migrant workers and other groups and individuals, who form the basic character of the world and influence national and regional politics to some extent. Based on long-term fieldwork in Huangdu Dong Village, the researcher found that residents, actors, tourism workers and tourists are the most dominant people in the area, not only making up the entire community of Huangdu Dong Village, but also allowing the Huangdu scenic area to operate properly. Therefore, the researcher has focused on four aspects of the ethnic landscape of Huangdu Dong Village: residents, performers, tourist workers and visitors.

Table1.1: Huangdu Dong Village: Landscape composition of the ethnic group

Huangdu Dong Village: Landscape composition of the ethnic group		
Category	Basic information	Characteristics or performance
Resident s	In total, there are 3050 people, 21% of whom are over 60 years old, all of whom are of the Dong ethnic group.	High number of migrant workers
actors	In 1995, there were 12 actors.	A dual role, as a farmer doing farm work every day and as an actor performing in the scenery every day.
	In 2000, there were 30 actors.	The 11 new female performers are all young, beautiful and able to sing and dance; the number of performers has increased and the age is younger.
	From 2005-2009, there was a serious loss of actors, and actors were recruited everywhere to keep up with demand for performances.	Actors develop second careers.
	In 2010, the cast reached 50 people.	The cast is well-structured and has a sufficient follow-up reserve; the second career of the cast and family is well developed and the family income is stable.
	From 2017-2022, the cast of the live performance reaches around 200 people, including 50 people from the Huangdu Dong Cultural Arts Troupe, more than 30 dancers from the County Ethnic Arts Theatre and 120 villagers in the group.	Thirty dancers dance to express artistic scenes; 120 group performers express life scenes through various props; the age range of the group performers is large and participation in the show is fortuitous.
Tour Operator s	42 full-time managers in the tourism company	It is responsible for the management and daily operation of the scenic spot; some of the full-time tourism workers of the tourism company are actors of the Huangdu Dong Cultural Arts Troupe.
	There are more than 500 people working in the tourism business, including more than 140 operators and more than 360 service personnel.	Operating inns, restaurants, kiosks, snack shops, clothing shops, silver jewellery shops, tailors, speciality shops, fruit shops, photography shops, etc.; many of the operators are family members of the actors in the art troupe;

	Over 50 people set up stalls at the scenic spot, selling speciality and speciality vegetables, fruit and produce.	The stalls look out for each other and trust each other; due to their age, they are freer to come out at the right time and frequency.
Visitors	1995-2000, 150,000-250,000 persons/year; 2001-2009, increasing to 400,000-500,000 persons/year; 2010-2019, over 800,000 persons/year; 2018, 1.08 million persons/year 2019, 1.27 million/year; 2020, 670,000/year; 2021, 810,000/year; 2022, 1.01 million/year.	Enjoy the natural scenery and characteristic architecture of the Dong village and learn about its landscape; visit traditional Dong brocade weaving and enjoy Dong performances to experience Dong culture; drink rice wine and eat Dong food to experience the good life of the Dong people; participate in Dong folk activities and take photos and videos to experience the Dong village in depth.

From the chart we can clearly see:

1. Huangdu Dong Village is a purely Dong village with a large village population, but the number of young adults working outside the village is high, which shows that the tourism development of Huangdu Dong Village is not sufficient to provide employment opportunities for most of the young adult labour force;

2. the actors of the art troupe are the most active in the village, shouldering multiple identities, working as tourist performers, responsible for tourism management, farming, and also experiencing various shops with their families. The multiple identities of the actors also enable them to collaborate with each other in the various fields in which they are active, fully blending the business atmosphere of the scenic spot;

3. In terms of tourist arrivals, except for the impact of the new Guan epidemic, the number of tourists received at Huangdu Dong Village is increasing year by year, and the feedback from tourists on their tourist experience at Huangdu Dong Village is good.

2. Media landscape

According to Arjun Appadurai (1996 : 1) media landscapes refer both to the distribution of electronic capacities for the production and dissemination of information and to the images of the world created by these media. The researcher argues that, on the one hand, all kinds of consumer products are constructed by the media and recognised by consumers in the form of landscapes; on the other hand, all kinds of businesses also make clever efforts to use the media to construct landscape content that is conducive to their own promotion, thereby promoting consumption. Therefore, in the study of the cultural landscape of Huangdu Dong Village, the researcher has developed the study of the media landscape of Huangdu Dong Village from two aspects: being constructed by the media and actively using the media to construct it.

Table1.2: Media view of Huangdu Dong Village

Media view of Huangdu Dong Village		
Category	Through which media or platform	What's on show
by Structure Building of Media Body Scenery Watch	Film "That Mountain, That Man, That Dog	The quaint, idyllic and beautiful Dong Village in Huangdu
	Official TV media	The economy is backward and people have a low material standard of living Thousands of years of Dong village, rich in ethnic flavor Rich in folk music resources, Dong music performances are prevalent
	Self-Media	The Dong Village in Huangdu is a beautiful place with beautiful mountains and water. The unique folklore of Huangdu Dong Village Song and dance at the Dong Village in Huangdu
Main Action Structure Building of Media Body Scenery Watch	Various travel fairs	The ancient and mysterious Dong Village in Huangdu "World Heritage Site Nomination" Wonderful Passage, Good Luck Dong Township
	Official self-publishing accounts	Four seasons of beauty, tourist performances and folklore
	Various posters	Promotion of the performance of "Eryang Love Song" "Let the World Dong Listen" "Royal Capital Heavenly Music"
	Scenic display boards	Preservation and transmission of intangible cultural heritage at Huangdu Dong Village Performance promotion for various performances at Huangdu Dong Village Future plans for Huangdu Dong Village
	Tourism Brochure	Introducing the history, ethnic characteristics, classic architecture, folk songs and dances of the Dong Village in Huangdu with the charm of the Imperial Capital The Wonderful Passage, Good Luck in Dong Township", "Do Ga Do Yai, Happy Dong Township Poster and programme for the live performance of "Eryang Lovesongs

From the summary of the chart, we can see that:

1.in the constructed media landscape, Huangdu Dong Village is a Dong scenic spot with a long history, poor economic conditions, rich folklore and a prevalent Dong song and dance performance, which is a more objective and realistic picture of Huangdu Dong Village in the eyes of the world;

2. In the actively constructed media landscape, Huangdu Dong Village prefers to

promote itself as an ancient and mysterious place with well-developed Dong singing and dancing, and a wonderful place that can bring good luck;

3. The active construction of the media landscape is with the tourism promotion function of Huangdu Dong Village, in order to better attract tourists and enhance tourism influence and awareness, with the word's "magic", "good luck", "let the world Dong listen "Magic", "Good luck", "Let the world listen to Dong", "Royal Capital Heavenly Music" to open the publicity campaign and create a media landscape;

4. The actively constructed media landscape is more imaginative, reflecting the full use of media imagination to construct the tourism image of Huangdu Dong Village in the process of tourism development.;

5. In the actual fieldwork, the researcher found that whether constructed or actively constructed, the media landscape of Huangdu Dong Village is largely in line with the actual situation of the scenic spot, without distorted construction or false propaganda. Visitors are able to get a more accurate view of Huangdu Dong Village from the media.

3 Technical landscapes

Arjun Appadurai (1996;1) suggests that as technology exchange becomes more frequent with the progress of time, technology distribution is closely related to monetary flows, and therefore the reality of technology in a global context of allocating technology depends on the flow of capital. In the course of the observations and interviews in the study of the technological landscape of Huangdu Dong Village, the researcher understands that the scenic area has a low degree of technological use in tourism development, involving only the planning and design of the scenic area in terms of sound and light, as well as the choreography and scenography of the performances. Therefore, the researcher's study of the technical landscape of Huangdu Dong Village will be carried out from three aspects: sound, lighting and choreography.

Table1.3: The technical landscape of Huangdu Dong Village

The technical landscape of Huangdu Dong Village		
Category	By what means	What to show or what to achieve
Sound Tone Technology Technique Scenery Watch	Overall music control in the landscape	Playing Dong folk songs and tourism image songs so that visitors can tour the scenic area happily and easily; Playing nature sounds and animal sounds to immerse visitors in the original environment;
	Water-friendly terrace sound creation	The sound of people and instruments reverberate between the water and the platform
	Sound creation for indoor performances	Fits into an all-wood venue to create a realistic and full-bodied sound effect
	Live performance sound creation	Increase the sound input to create a realistic feeling of being in the landscape and singing and dancing
Lighting technology	Peripheral lighting of all the buildings in the	Softly fitting lights to modify the appearance of the Dong buildings and with the multi-

landscape	Dong Village	layered lighting design, the night view of the Dong Village at Huangdu was once the main reason for visitors to stay in Huangdu.
	Lighting of the core area of Xiuqiao, Tie Feng House and the square	Repairing the bridge across the Pingtan River, which is lit up with the reflections of the water, forming a three-dimensional and atmospheric landscape of Dong architectural lighting; The illumination of the phoenix building is interspersed with the turquoise lotus leaves and blooming lotus flowers, and with the lights of the waterwheel and the inn, forming an infectious night scene; 3. The square is illuminated with bonfires to create a lively and cheerful night atmosphere.
Technical choreographic landscape	The design of the choreography of "Dong listen HungDu"	Through various groups and colour lighting changes to show the scene and atmosphere, the performance of the original Dong singing and dancing atmosphere
	The choreography of the live performance of "The Love of Wuliang"	The beauty of the landscape, architecture, song and dance of the imperial capital is well presented in the live performance.
	Props featured in "The Love of Wuliang"	Large Dong tapestry encrusted with led beads, Dong paper umbrellas, slowly falling swathes of Dong tapestry, dry ice smoke on the lake and jets of water to enhance the show

Through interviews and analysis of the above results, the researcher found that:

1. Huangdu Dong Village is at a relatively early stage in the use of sound, lighting and choreography technology in the scenic area, with no typical use of advanced technology;
2. the scenic area has chosen natural and animal sounds in the music playing in the scenic area, which is a way to even out the original tourism experience in the ethnic village tourism;
3. the scenic area has been able to make the night scenery of Huangdu Dong Village an iconic landscape in recent years through the creation of night scenery, and the night scenery of Huangdu Dong Village has become an iconic landscape that attracts tourists in recent years through the creation of lighting;
4. The choreography design of the live performance, although technically difficult, is effective and adds colour to the performance, which has been well received by the audience.

However, the backwardness of the scenic area in the use of technology is bound to become a resistance to development. In the future development if we can increase the use of various types of technology, such as id identification of scenic spots, the more advanced presentation of sound and light, etc., will effectively enhance the tourist reception of scenic spots, especially can effectively enhance the quality of tourism music performance, but also can provide better

tourism services for tourists, so that tourists get a better tourism experience.

4. Financial landscape

Arjun Appadurai (1996;1) suggests that financial landscape is a manifestation of the money market, where the flow of capital allows for more and more interaction between countries and regions, and where the financial landscape is the most dominant expression of the state of a local economy. Therefore, in the study of the financial landscape of Huangdu Dong Village, the researcher will analyse it on two levels: the traditional model and a new model that is different from the traditional one. The financial landscape of the traditional model includes the tourism business landscape of the scenic area's tourism Huangdu Dong Village, while the financial landscape that is different from the traditional one as long as it is reflected in the new business landscape brought by the development of self-media.

Table1.4: The financial landscape of Huangdu Dong Village

The financial landscape of Huangdu Dong Village			
	Category	Operations	Features or performance
Traditional tourism business landscape	Scenic tourism revenue	In 2017, the scenic spot received a total of 1.17 million visitors, with tourism revenue of 269 million yuan; in 2018, 1.29 million visitors, with tourism revenue of 312 million yuan; in 2019, 1.45 million visitors, with tourism revenue of 346 million yuan; in 2020, 670,000 visitors, with tourism revenue of 178 million yuan; in 2021, 810,000 visitors and tourism revenue of RMB 212 million; in 2022, 1.36 million visitors will be received and tourism revenue will be RMB 337 million.	Revenue from admission fees to scenic areas accounts for around 15%; revenue from tourism performances accounts for around 40%; sales of tourism products accounts for around 10%, and accommodation, catering and research accounts for around 35%.
	Actors' income	Actors in the art troupe receive more than 4,000 yuan a month for their performances alone, and the main actors receive more than 6,000 yuan a month.	Outside of the show, the cast and their families are making a happy living doing up other businesses in the scenic area.
	Dong brocade business	The villagers of Dong brocade weaving can earn more than 5,000 yuan per capita per month; the annual sales income of Yaloye Dong brocade weaving company is nearly 20 million yuan; more than 590 weavers are trained in Du Village through the Dong brocade training institute, and the annual	The Dong brocade products include fine workmanship and a wide range of products that visitors are dazzled by and compete to buy; Dong brocade training institutes have been established, training courses on Dong brocade weaving techniques have been held and

		income of each weaver ranges from 30,000 to 50,000 yuan.	the establishment of Dong brocade weaving enterprises has been encouraged in Dong County
	Inn Operations	The average annual revenue of the Yueyang Inn is around 5 million yuan; there are more than 60 bed and breakfasts in Huangdu Dong Village, creating an annual economic benefit of more than 10 million yuan	Many residents of Huangdu Dong Village are actively involved in the inn business, and a large number of high-end and mid-range B&Bs have emerged, providing visitors with a great accommodation and travel experience.
	Study income	Every summer, it receives more than 10,000 teachers and students to come to sketch and study, creating an economic income of more than 20 million yuan; 45 villagers in the village participate in sketch and study reception services, using their own homes for student accommodation, with an annual income of more than 30,000 per household.	A sketching and study base has been established, which can accommodate more than 400 students at a time, and the base has also set up a fully equipped multimedia study classroom, etc. At present, teachers and students from more than 10 universities have come to sketch and create.
Self-Media Business Landscape	The Actors	In the three years from 2020 to 2022, a total of 11 performers from the Huangdu Dong Cultural Arts Troupe will be selling specialties and tourism services on the self-media platform, and in doing so will earn an additional annual income of over RMB 50,000 per capita.	Various humorous and funny video clips were filmed to gain attention and likes from users of the self-media platform and to sell Dong handicrafts, costumes and traditional food; the actors' sales on the self-media platform have served as a good model in the village and many villagers have started to follow their example, making Huangdu Dong Village more and more famous on the self-media platform.
	Travel companies	In the two years between 2021 and 2022, Huangdu Dong Village attracted more than 50,000 followers, received 2 billion web views and over 5 million likes through the official placement of short videos and video broadcasts by Shake.	Huangdu Tourism Company placed promotional short videos on the ShakeYin platform and performed live, attracting the attention and likes of netizens from all over the country, enhancing the popularity of the scenic spot and attracting a large number

			of visitors to Huangdu Dong Village to watch the performance.
	The Village	The village is also very convenient in terms of spending patterns, with WeChat and Alipay payments available for all types of shops and stalls.	The men, women and children of the village use self-media platforms such as Jitterbug and Crypto to share the scenery, daily life, food, costumes, performance rehearsals and shop operations of the Dong Village.

From the summary of the chart, we can clearly see that:

1. in the composition of the traditional tourism business of Huangdu Dong Village, the income from tourism performance accounts for 40%, which becomes the most important part of the scenic spot's revenue, which shows the importance of tourism performance in Huangdu Dong Village;
2. The production and sale of traditional handicrafts of Dong brocade adds ethnic characteristics to the tourism products of the Huangdu Scenic Area, while the operation of the guest house and the study has opened up avenues of tourism income for the villagers and created considerable economic income;
3. Although the direct income from the self-media platform is not much, the impact on Huangdu Dong Village is far-reaching, as the short videos and live broadcasts of self-media have opened up the path of tourism promotion and sales in Huangdu, and also enabled the men, women and children of the village to better integrate into the development of tourism, which is bound to generate more benefits in the future.

5. Ideological landscapes

Arjun Appadurai (1996:1) suggests that ideological landscapes are directly political and often involve state ideology, mainly in the form of freedom, welfare, rights, sovereignty, democracy and so on. In the Dong village of Huangdu, the researcher examines the specific ways of local political culture in the context of the basic forms of political culture, from the perspectives of ethnic autonomy, regional autonomy, and democracy and power, and finds that the "Dong payment" is a unique form of ethnic autonomy for the local Dong people, which has the ability to regulate behaviour in general by law; the Dong Autonomous County of Tongdao strongly promotes The Dong Autonomous County is an important vehicle for the promotion of people's democracy and power, as it has been an important turning point in the history of the Chinese Revolutionary War. Therefore, the researcher would like to summarise the ideological landscape of Huangdu Dong Village from the perspective of the "Dong Kuan" ("Dong Regulation") ethnic autonomy landscape, the ethnic integration landscape and the red cultural landscape.

Table 1.5: The Ideological Landscape of Huangdu Dong Village

The Ideological Landscape of Huangdu Dong Village		
Category	By what means	What to show or what to achieve
Ethnic autonomy in the "Dong Kuan" landscape	The statute of punishment of the Dong section mainly takes the following forms: banging the gong and shouting at the village, setting off cannons to wash the "face", sealing, sending meat skewers, punishing wine and meat, imposing fines, entering the village to eat and drink, confiscating family property, expelling from the village, capital punishment, etc.	<p>It is a political norm established by the Dong people to maintain order in the village, settle disputes and co-ordinate various relationships, and it is also a political organisation that exercises public power. Nowadays, whenever you are in Huangdu Dong Village, people never close their homes at night and there is never any theft or deception, which is one of the major reasons why Huangdu Dong Village can be so popular among tourists.</p> <p>The Dong models are brought to the stage to showcase their profound influence on the Dong people.</p>
A regionally autonomous landscape of ethnic integration	In order to improve the language barrier and the quality of education, and in this way promote ethnic integration and local tourism, Tongxiang County has been promoting the popularisation of the Chinese language since 2014.	<p>Promoting the Chinese language, its influence continues to grow and the channel Chinese has replaced the Dong language as the preferred public language of communication. The influence of Chinese in Huangdu Dong Village is growing. Most of the people in Huangdu Dong Village are multilingual, speaking their mother tongue within their own families, speaking Dong in public occasions such as markets, and then switching to Chinese when it comes to contact with tourists.</p> <p>Tourism performances are performed in both Dong and Chinese, especially for tourism promotions, which are narrated or sung in Chinese.</p>

Sovereign landscapes associated with red culture	Promote the historical events of the Passage Conversion and its great spirit; spread the patriotic red stories related to the Passage Conversion, such as "The Bridge of National Unity", "The Red Army Scales", "A load of leather wicker", etc. stories, to promote their patriotic educational significance.	The combination of red education and tourism, the vigorous implementation of the cultural tourism industry to improve the quality of the original ecological Dong culture as the basis to further create a red tourism base, inherit the red gene, carry forward the revolutionary tradition, and protect the people's democracy. Red stories such as The Passage to the Troops are brought to the stage in the form of operas and songs for tourist performances.
--	---	---

From the summary of the chart, it is clear to see the influence of three invisible spiritual forces:

(1) The "Dong Kuan" ("Dong Regulation"), known for its discipline, has a strong capacity for self-governance, which has allowed the Dong villages to be orderly and self-managed for thousands of years, and is the main reason why the Dong villages in Huangdu have been able to show the simplicity of their people to tourists;

(2) The Chinese language, through its popularity in many ways, has been able to show the effectiveness of ethnic integration in the Dong areas especially;

(3) The red spirit and the red stories, which, through the inculcation of the spirit, serve to educate and pass on a good function, so that the Chinese people can be inspired to cherish a good life in order to defend the people's democracy. It can be seen that Huangdu Dong Village and the Dong Autonomous County in which it is located are actively working on ideology, can give full play to the advantages of minority autonomy, can effectively promote ethnic integration and make efforts to promote patriotic education in conjunction with the development of tourism.

Discussion

In this study, the researchers explored various aspects of the tourism, music, and cultural landscape of Huangdu Dong Village through interviews and observations. The results provide valuable insights that either agree or disagree with previously published literature. Ethnic Landscapes: The research findings highlight that the tourism development in Huangdu Dong Village does not provide sufficient employment opportunities for the majority of young laborers, contradicting previous literature that may have suggested otherwise.

Media Landscapes: Huangdu Dong Village's media landscape presents an objective and realistic image of the village, including its rich folklore and Dong song and dance performances, supporting previous literature. The actively constructed media landscape portrays Huangdu Dong Village as an ancient and mysterious place associated with good luck, which may differ from or go beyond what previous literature has focused on.

Technological Landscapes: The scenic area in Huangdu Dong Village is relatively behind in using advanced sound, lighting, and choreography technology, contrasting with

potential expectations set by previous literature. However, recent efforts to create night scenery and effective choreography design have been well-received by tourists, indicating potential for technological advancements in enhancing tourist experiences, differing from previous literature's assessment of technology usage.

Financial Landscapes: The income generated from tourism performances plays a significant role in the revenue of Huangdu Dong Village, supporting previous literature that emphasizes the importance of tourism performance. The operation of traditional handicrafts, guest houses, and self-media platforms has opened up additional avenues of tourism income and integration for the villagers, potentially expanding economic benefits beyond what previous literature may have indicated.

Ideological Landscapes: The "Dong Kuan" discipline, the effectiveness of Chinese language integration, and the influence of red spirit and stories contribute to the simplicity, ethnic integration, and patriotic education efforts in Huangdu Dong Village. These findings align with or provide further evidence for previously published literature on the ideological aspects of the village.

Conclusions

In conclusion, this study has provided valuable insights into the tourism, music, and cultural landscape of Huangdu Dong Village. Guided by the Global Cultural Landscape Theory of Appadurai and using a macro perspective, the research comprehensively examined the composition of the village's tourism music and cultural landscape from five dimensions: ethnicity, media, technology, finance, and ideology.

The findings reveal several important aspects of Huangdu Dong Village's landscape. Firstly, the identity of actors in tourism performances emerges as a crucial feature of the community landscape. The actors' shoulder multiple roles, including performers, villagers, and staff members of tourism companies and shops, harmonizing the diverse business projects operating within the scenic spot.

The media landscape of Huangdu Dong Village demonstrates efforts to construct an imaginative and tourism-oriented image. The actively constructed media image aligns with the current situation and development positioning of the village, providing visitors with a realistic portrayal of the scenic spot.

However, the technological landscape of Huangdu Dong Village remains underdeveloped, presenting a significant obstacle to its overall development. To enhance the tourist reception and improve the quality of tourism music performances, there is a clear need for increased investment in technology.

From a financial perspective, tourism performances and traditional handicrafts contribute significantly to the economic well-being of Huangdu Dong Village. Additionally, the potential of self-media platforms shows promising prospects for further economic growth. Exploring the full potential of the local industry will be crucial in maximizing economic returns.

The ideological landscape of Huangdu Dong Village showcases the historical significance and impact of "Dong Kuan" ("Dong Regulation") in ethnic autonomy. The effective promotion of Mandarin fosters ethnic unity, while the unique local red culture serves as a platform for promoting democracy and sovereignty.

Suggestions for further research

1. Comparative analysis: Conduct comparative studies with other ethnic villages or tourist destinations to gain a deeper understanding of the uniqueness and commonalities of Huangdu Dong Village's tourism, music, and cultural landscape. This would provide a broader perspective and allow for cross-cultural insights.

2. Impact of technology integration: Investigate the potential impact of adopting advanced technologies, such as virtual reality (VR) experiences or interactive installations, on enhancing the tourist experience and improving the overall tourism, music, and cultural landscape. Assess how technological advancements can be effectively integrated while preserving the authenticity and heritage of the village.

3. Sustainable tourism practices: Explore the implementation of sustainable tourism practices in Huangdu Dong Village. Investigate strategies to minimize the ecological footprint, preserve cultural heritage, and ensure the well-being of the local community. This could involve studying successful case studies from other destinations and adapting them to the specific context of Huangdu Dong Village.

Reference

- Arjun, A. (1996). *Modernity at Large: Cultural Dimensions of Globalization*. University of Minnesota Press.
- Hu, Y. (2016). *On the problematic awareness in Arjun Appadurai's Globalization*. Masterpiece Appreciation, 35, 104-105.
- Liu, X., & Fan, R. (2021). *The fluid landscape of Guangxi's communication and dissemination towards ASEAN countries - a co-temporal examination based on Appadurai's globalization theory*. External Communication, 000(003), 67.
- Su, L. (2014). *Dislocated Imagination: An Exploration of "Imaginary Worlds" in Appadurai's Five "Landscape" Theories*. Beauty and Times:Academic (next), 6, 49.
- Wu, J. (2013). *A Study on the Global Theory of Appadurai Culture* [Dissertation, Xiangtan University].
- Yu, Q. (2011). *A preliminary investigation of Appadurai's theory of globalization* [Dissertation, Nanjing University].
- You, T. (2014). *A Preliminary Study of Arjun Appadurai's "Five Dimensions of Global Cultural Mobility": A Case Study of Erdos*. Beauty and Time: Creativity (in Chinese), 2, 3.
- Zhou, J. (2009). *Appadurai's theory of global cultural landscape*. Foreign Social Sciences, 6, 6.
- Zhang, L. (2015). *An analysis of Appadurai's theory of cultural globalization*. Academic Theory, 18, 3.