

Development and Current State of Private Music Institutes in China

Cen Yingying

Nicha Pattananon

Faculty of Music, Bangkokthonburi University

E-mail: nicha.pat@bkthon.ac.th

ABSTRACT

Music education in China has significantly evolved due to the Chinese government's social, economic, and civilization development policies. There is a promotion of arts and culture. Including the music, Parents encourage children to have the opportunity to learn music from an early age. This caused the number of private music schools in China to increase rapidly. Which private music schools in China. There are typical types of operation that may differ depending on the context of Chinese society and has developed a private music institute with a unique history. Therefore, this academic article presents knowledge about the history and development of private music academies in China. Characteristics of each type of music school include delivering the current condition of a private school or music institute. This includes franchised institutions from foreign countries such as Yamaha, Gymboree, and institutions owned by Chinese people. A form of a musical instrument store that develops into a music community that sells musical instruments. Representing a music teacher and other businesses related to music teaching. This is the nature of the private music academy business in China today.

Keywords

Private Music School, Private Music Institute, Music Education, China

INTRODUCTION

The development and change of China's private music institutes follow the development pace of China's entire politics, economy, and civilization. In today's highly developed economic culture, people's requirements on private music institutes have far exceeded its standards ("The Chinese music education industry's main driver: grades and certifications - Daxue Consulting - Market Research China", 2020). People begin to choose private music institutes with better services to buy musical instruments and learn music. Before western civilization entered China, private music institutes mainly existed in the mode of "QINGHANG." They were primarily engaged in the production and sale of traditional Chinese musical instruments and disseminating traditional Chinese music, but as western civilization entered China, private music institutes began to sell western musical instruments, spread western music, and even developed more music activities and music education. Since then, Qing Hang is no longer the only name and existence mode of China's private music institutes. Such a complex and significant music education organization is worth our understanding and exploration because it is another model of music education. More importantly, it is an existence related to social economy and civilization.

THE BEGINNING OF PRIVATE MUSIC INSTITUTE

The private music institutes in China are called "Qing Hang," which have been overgrowing in China for 30 or 40 years, but it is still very young in the music education industry. In the beginning, Qing Hang was set up to sell Musical Instruments rather than musical skills, so this type of shop was called a musical instrument shop. Musical instrument shops were originally specialized in selling Musical Instruments, and most of them were connected with

musical instrument manufacturers. Behind a musical instrument, the shop is a musical instrument factory, which can be seen everywhere. The development of musical instrument stores in China can be divided into three stages: (1) before 1949, (2) from 1949 to 1978, and (3) from 1978 to the present.

China in 1949 was a division point of an era. Before 1949, musical instrument stores were mainly divided into two categories, namely Traditional Chinese ethnic Musical Instruments and Western Musical Instruments. At that time, shops selling traditional Chinese ethnic Musical Instruments would have a very formal name, like "XX Zhai" or "XX Fang." At the end of the Qing Dynasty, the traditional musical instrument industry developed into 13 households with 50 people. The main production areas of traditional Chinese Musical Instruments are Shanghai, Beijing, and Suzhou. A relatively prosperous period was between 1821 and 1850 when more than 20 ethnic musical instrument shops were set up in Beijing. Later, in the early years of the Republic of China, an organization called "Great Music Club" emerged, copying and reforming about 160 Musical Instruments. By 1936, the number of musical instrument practitioners in Shanghai had reached more than 400. This shows that the folk musical instrument industry has been booming. In the early years of the Republic of China, the development of the musical instrument industry was very prosperous, and there had been a relatively complete set of industry rules. These musical instrument shops are individual handicraft workshops, with a simple sales shop set up in front of the factory to sell Musical Instruments. There is no very formal specification for the sales shop, which is quite different from modern musical instrument shops (Feng, 2006).

There were no independent sales shops for Western Musical Instruments, which were all introduced and sold by specialized foreign commodity sales companies. According to historical records, the sale of Western Musical Instruments

began in Shanghai, China, in 1818. However, since there were few books on the sale of Western Musical Instruments, there was no way to know much about the sale of western Musical Instruments at that time.

After the founding of the new China in 1949, significant changes took place in people's life. The Chinese people ended the long wear life. The masses are in great need of artistic activities to liberate their emotions. Therefore, the musical instrument shops that were closed during the war have been developed again, and the development rate is speedy. Just like Beijing, there were ten musical instrument shops named "Liu Lichang," which were shops and factories integrated. In 1960, it was formally established in Beijing, Beijing's national Musical Instruments factory. The musical instrument factory in China is within the scope of the production scale is quite large. National Musical Instruments factory can produce all kinds of musical instruments and products, both in variety and quality, quantity, very lead, for the national musical instrument production and selling of influence is very big. In addition to Beijing, the Shanghai and Suzhou national musical instrument production and sales of industrial development are very rapid. Still, all is the factory itself developing production and sales as one of such models. The rapid growth of the instrument production and sales industry depends on the Chinese government's attention to the people's spiritual pursuit and the need for culture and art (Feng, 2006).

In 1978, China's foreign policy was gradually indulgent. The trade between China and foreign countries became more and more frequent, promoting the development of the production and sales of Chinese Musical Instruments. More and more foreign brand Musical Instruments entered China, and since then, China's musical instrument production and sales industry entered the spring of reform and opening-up.

THE RISE OF "QING HANG"

The development of private music education is inseparable from the development of Qing Hang. From the history of Qing Hang, private music education is attached to these musical instrument stores called Qing Hang. Private music education came into being later than "Qing Hang" and is closely related to its development. In China, private conservatory education started earlier in Beijing, Shanghai, Guangzhou, Hong Kong, and others. Qing Hang was born and developed in Qing Hang because of its advanced economic development, high emphasis on education, and high concentration of urban residents. The formal formation of China's Private music Institution education should be after the reform and opening up. The gradual relaxation of policies is conducive to the vigorous development of various industries in China. Therefore, Private music Institution education has been formed and developed rapidly for 43 years (Yu & Meng, 2008).

THE INFLUENCE OF FOREIGN MUSICAL INSTRUMENT INDUSTRY ON CHINA

The foreign musical instrument industry and music education also impacted China's "QingHang" industry. For example, famous Japanese brands Yamaha and Kawai manufacturers run musical training programs while developing selling

musical instruments market. For instance, in 2000, Yamaha Group established the first private music academy in Shanghai, China, and started the private music education institutes in mainland China. The musical instrument brand attracted people to join their school of music, with the brand named after the music classroom, such as Yamaha music classroom, Kawai music studio, etc. The "QingHang" made a profound impact on education in our country, and has a particular reference, so that later in our country some famous "QingHang" is named this way." This brand effect drives music education, music education drives musical instrument sales, and musical instrument sales drive musical instrument production, which promotes the development of each other, enabling the rapid growth of the basic model of "QingHang".

CURRENT STATE OF PRIVATE MUSIC INSTITUTES IN CHINA

In 2019, the transaction scale of China's Internet music education market was approximately RMB 14.5 billion, with an online penetration rate exceeding 15%. It is expected that the growth potential of the online music education industry will be further released in 2020, and the online penetration rate will continue to increase (Hong, 2020).

According to the tenor of the general assembly data public service platform (referred to as CSME) released on January 3, 2021, of the 2021 Chinese art education industry market and development prospect forecast analysis ", said the scale of the Chinese art training market in 2019 to 214.96 billion yuan (unit: RMB), and as the country's future policy support and promote the change of employment structure and consumption demand-oriented drive, art education popularization and promotion will be the trend of The Times, the art education and training industry will have a good development prospect and forecast market scale will reach 272.51 billion yuan in 2021. From published data, the development of the art education market is huge because people's cultural needs are constantly increasing. Art stimulates people to join the industry. It is a good time to improve the quality of literacy. Even by the outbreak of the moment, people can still online music learning through various media channels ("Forecast and analysis of market size and development prospects of China's art education industry in 2021", 2021).

China's art market is mainly divided into children's art, art examination, and art recognition regarding the demand for music. Children's art occupies the majority of the market. On the one hand, it is the impetus of economic development. On the other hand, the national policy of children's quality education promotes the development of children's art training. The author sorted out an essential document on promoting quality-oriented education for Chinese children according to the public information of The State Council released by the Central People's Government network of the People's Republic of China ("Policies", 2021).

Table 1 Related Chinese Government Policies about Arts Education for Children ("Policies", 2021)

Year	Policy	Main Purpose
2014	Policies of the Ministry of Education on Promoting the Development of Art Education in Schools	Put forward the "Establishment of evaluation system to promote the standardized development of Art Education"
2015	Polices on Comprehensively Strengthening and Improving Aesthetic Education in Schools	Puts forward the requirement that "all regions carry out the art quality measurement of primary and secondary school students, and do a good job in several pilot areas and pilot schools."
2015	Measures for Evaluating art Quality of Primary and Secondary School Students	Established 102 experimental areas for assessing the artistic quality of primary and secondary schools.
2016	Guidance on Further Promoting the Reform of High School Examination and Enrollment System	By 2020, the enrollment model for senior high schools will be initially established based on the scores of junior high school academic proficiency tests and comprehensive quality evaluation. That music, fine arts, and other artistic qualities will be included in the comprehensive evaluation system.
2019	Opinions of the CPC Central Committee and The State Council on Deepening Education and Teaching Reform and Comprehensively Improving the Quality of Compulsory Education	Strengthen aesthetic education and carry out the action of improving aesthetic education in schools.
2019	Opinions on Strengthening Aesthetic Education in Colleges and Universities in the New Era	Colleges and universities should strengthen the popularization of art education for all students. Every student must complete the credits of public art courses prescribed by the university before graduation.

China's music education school had many kinds of forms of a complete set up by the government. The development of the public music school has plenty of established by the government. Some are entirely by the private set up and operate private music institutions. Some public music schools will invite private educators to complete the public music school structure, so it did not work according to the teacher's identity to distinguish between public or private. It depends on the nature of the school.

The most common private music institutions in China can be roughly divided into the following three types 1) The foreign franchise music institutions, 2) QING HANG, which sells music lessons for the whole society, and 3) For the domestic public music school professional examination institutions. First and second types of private music schools are often accompanied by musical instruments or corresponding music study materials and selling behavior. They are the scope of this research sample. The latter one private music institution is usually not accompanied by musical instruments sales behavior. Still, there will be related study material for students to choose and buy voluntarily.

MUSIC INSTITUTION FOR CHILDREN'S MUSIC EDUCATION GYMBOREE PLAY & MUSIC

The most common private music institutions in China can be roughly divided into the following three types 1) The foreign franchise music institutions, 2) QING HANG, which sells music lessons for the whole society, and 3) For the domestic public music school professional examination institutions. First and second types of private music schools are often accompanied by musical instruments or corresponding music study materials and selling behavior. They are the scope of this research sample. The latter one private music institution is usually not accompanied by musical instruments sales behavior. Still, there will be related study material for students to choose and buy voluntarily.



Figure1 Trademark registration, name and publicity image of "Gymboree Play & Music" in China. ("Gymboree China Official Website", 2021)

"Gymboree Play & Music," also known as "JIN BAO BEI" in China, is a professional organization that originated from the United States for children's growth. It focuses on bringing overall care to families worldwide, covering early education courses, family education, and games." Gymboree Play & Music" has branches all over 34 provinces and cities in China. Some places have more than 100 branches in one province, which is one of the best in China, but it is not the only one with such a large scale of children's music education institutions. Such Private music institutions rapidly expand and recruit students in China by joining operation mode, which is conducive to rapid development in business but may show many disadvantages in management and education ("Gymboree China Official Website", 2021).



Figure 2 Music Courses of "Gymboree Play & Music" in China. ("Early Learning Courses, Gymboree China", 2021)

YAMAHA MUSIC CENTER

Yamaha is one of the world's leading merchants of Musical Instruments. Since its founding in 1887, Yamaha has offered a wide range of products and services centered on sound and music by satisfying a wide range of musical, educational, and cultural needs. Yamaha occupies an essential and stable position in the world market through worldwide sales and operations. Yamaha has built his core business around instruments, music, and sound around the world.



Figure 3 YAMAHA Music Center Trademark, China ("Yamaha Music Center, cultivate everyone's musical nature", 2021)

Yamaha Music Center seeks to enrich people's minds through the cultivation of music and to cultivate emotional minds through the learning of rich music content in a variety of exciting ways. Among other instruments, Yamaha developed a comprehensive approach to music learning based on his research, which has been carried out in more than 40 countries and regions worldwide for more than 60 years. The training philosophy of Yamaha Music Center is to cultivate people's musical nature, to develop people's ability to create their music and play and enjoy it. It can showcase and share the joy of music. With such a strong background and a professional brand effect, Yamaha's music studio naturally gives a very professional image. The studio setup and curriculum also confirm that their professional is worthy of the name. Although Yamaha Music Center also has music courses for adults, music education for children is the focus of their music center. Only a few of the two courses are accepted by adults, so the author classifies it as a private music institution for children. As a high-end Private music institution in the music education market, YAMAHA Music Center is famous for its professionalism and serves many music lovers every year. The music center has only four branches in Guangzhou. Compared with the Private Music Institution, a professional children's chain I mentioned earlier, the number of Yamaha Music Centers is minimal, and the location of the stores is carefully selected. Usually choose a place with a large flow of people, covering a wide range of residents and very convenient transportation. Yamaha Music Center's curriculum is built around their central system, which distinguishes the curriculum packages by age according to the characteristics of children's development at different stages. The setting and price of the course package are unified across the country, and it is seldom to drastically adjust the price to attract consumers, which is good protection for music consumers and a kind of respect for the music education market, avoiding vicious competition in the market ("Yamaha music education business-Yamaha China", 2021).

In addition to music courses, YAMAHA also holds many music festivals, music competitions, music carnivals, and scholarships. These colorful musical activities provide students with excellent performances and also create opportunities for students to practice themselves. For example, Yamaha music scholarship in Asia is a face to Asian countries and regions, as the music field has the potential to youth and set up a scholarship program. This scholarship plan to China in 2000 has more than two hundred students in China awarded a scholarship, the cumulative amount of more than 2 million yuan in total. Inspired by the scholarship, most students will continue to embark on

professional music study or even study abroad and will subsequently win other international awards. These excellent music students who return to China after finishing their studies have also made significant contributions to the development of music education in China. The excellent influence brought by such awesome music brands is a good example for the teaching of private music institutions, which is also worth learning by other Private music Institutions. Yamaha music center hired above-average teachers. Such as Guangzhou Tianhe they are hiring teachers from famous south China Normal University and China Xinghai music college students. The teachers in the center of the music have been at least five years of teaching experience. In addition to the teacher individual teachers' qualification and ability evaluation, The Yamaha Music Center also conducts in-house training before hiring teachers. The training includes assessing teachers' affinity for education, teaching ability, and in-depth study of Yamaha's teaching system. Only teachers who have passed the examination can be qualified to teach (Miranda, 2000).

QING HANG

Qing Hang is a relatively typical large-scale chain music education institution for the whole social masses. The establishment is entirely private. From its official website, we can directly see that it is a private company with business service as its business model. The business model includes a collection of music education, piano monopoly, musical instrument sales, wholesale musical instruments such as music art training institutions. Qing Hang was founded in 2006; music stores pioneered packages to learn music after buying related music training courses. If consumers feel they failed to learn relevant skills thoroughly, they can apply for a free again to study at the end of the course, which is also one of the creative decisions, attracted a lot of people who came to the shop sign up learning music and art. At the same time, it has also been unanimously loved by parents and recognized by students.

From the observation in Guangzhou, Qing Hang is a private chain business model. From the opening date constantly expand their business landscape, each district opened a branch in Guangzhou. According to the actual situation of distance himself a pure tone music stores in a recent study, the decision has dramatically increased the students' learning enthusiasm and provide students with great convenience.

According to the latest news released by the piano company, the Guangzhou Pure Music chain has branches in many cities and towns outside the urban area of Guangzhou. It even has branches in the cities outside Guangzhou. The latest branch is the 53 branches.

Qing Hang has many musical instruments for sale, such as guitar, piano, Guzheng, violin, and flute. Customers can even order from the manager in the shop no instrument types. The student's course can also purchase links with musical instruments, guitar lessons. For example, if students buy a guitar in the store, they can enjoy a 50% discount on the course price. If students buy a large course package with 54 or more lessons at one time, they can enjoy a high-end guitar worth 4000 YUAN directly from the store. This marketing strategy is desirable to music lovers.

The large population group in society has strong liquidity and short learning time, so they tend to use the low price to learn a musical instrument they like. The requirement of teaching is not high. Usually only entry-level, more or experiential learning so do not set a costly, complicated, highly professional course. This is also the shop can get most consumers in the social identity of an essential factor.

DISCUSSION

The existing forms of Private Music institutions in China are very diverse. The above are just some of the most popular models discussed by the author. There are also many innovative Music education companies, such as art companies, multimedia companies and online experts in Music education. They all provide professional or non-professional music education in various modes, but no matter which mode exists, should we take a serious view of the issue of "education"? After all, it is not just a simple act of personal interest. Once Music education becomes more active in the mode of Private Music Institution, it will involve the basic musical literacy of the masses of the whole country. Therefore, we must carry out effective management and review of such loose and free Private Music Institution, so as not to allow the flood of market economy to drown the essence of Music education.

REFERENCES

Early Learning Courses, Gymboree China. (2021). Retrieved 2 October 2021, from <https://www.gymboglobal.com.cn/kecheng>

Feng, Y. (2006). China's National Musical Instruments Reform and Development. Performing Arts Forecast and analysis of market size and development prospects of China's art education industry in 2021. (2021). Retrieved 5 October 2021, from <https://baijiahao.baidu.com/s?id=1688577799930095841&wfr=spider&for=pcTechnology>, 2006 (1), 69-71.

Gymboree China Official Website. (2021). Retrieved 2 October 2021, from <https://www.gymboglobal.com.cn/home>

Hong, X. (2020). 2020 China Music Education and Training Industry Analysis Report Released. Retrieved 22 October 2021, from http://edu.china.com.cn/2020-06/29/content_76214399.htm

Miranda, M. (2000). Developmentally Appropriate Practice in a Yamaha Music School. *Journal Of Research In Music Education*, 48(4), 294-309. doi: 10.2307/3345365

Policies. (2021). Retrieved 2 October 2021, from <http://english.www.gov.cn/policies/>

The Chinese music education industry's main driver: grades and certifications - Daxue Consulting - Market Research China.(2020). Retrieved 1 October 2021, from <https://daxueconsulting.com/music-education-industry/>

Yamaha Music Center, cultivate everyone's musical nature. (2021). Retrieved 1 October 2021, from <https://www.ahbbz.com/jiaoyu/pinpai/60757.html>

Yamaha music education business-Yamaha China. (2021). Retrieved 1 October 2021, from https://admin.yamaha.com.cn/csr/talents/music_education/index.html

Yu, W., & Meng, Y. (2008). Discussing the piano industry to create a brand with one heart——Excerpts from the 2008 China (Guangzhou) Music Industry Conference (Part 1). *Musical Instrument Magazine*, 2008 (7), 100-103.