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Conceptual and Theoretical Exploration of Music Tourism

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Abstract: Music is an important aspect of tourism. “City of Music" is a label that many cities want to acquire based on the fact that it is a way to attract new tourist traffic. Not only does music have a positive function in terms of identity and belonging, but music tourism is increasingly recognized as an industry with economic and social impact. Based on the theoretical foundation of music sociology and cultural anthropology, the importance of music in contemporary tourism and human cultural exchange is further elucidated by sorting out and integrating the concept of music tourism.

Keywords: Music Tourism; Secular Pilgrimage; Destination Imagination; Cultural Impression.

1. Introduction

Migration and mobility are behaviors that have always existed throughout the history of human development. As people move across regions, they either absorb cultures from other regions or bring their own cultures to foreign areas. This reflects the fact that any mobility is an inherent aspect of any global flow is the meeting of cultures [1]. From pilgrimage to modern tourism, people meet cross-cultures and understand one-another better. With the development of society, the motivation of people to travel has been updated and various forms of tourism have emerged, such as educational tourism for language learning, cultural tourism for visiting art galleries or watching dramas, and creative tourism based on local historical heritage. In recent years, regional mobility with music as the main activity or destination - either across town or across borders - is becoming increasingly popular also known as "music tourism". Music provides an opportunity to immerse oneself in the culture of a foreign country. Music can transcend space, language barriers, and economic differences to enable human interaction. Music tourism is a behavior of traveling to a destination in pursuit of a specific musical experience, which is motivated by personal fondness of music with certain subjectivity and individual differences, including the pursuit of entertainment and relaxation as well as the pursuit of cultural identity. Music tourism, as a form of tourism with special travel motives, enables a more diverse and in-depth travel experience.

2. Gathering: Human Instinct

As an obligate herd species, we humans need to not only belong in an abstract sense, but to physically come together [2]. The psychological and physical need for connection is met in daily life through contact and care with others, through openness and acceptance of others. Gathering is a human instinct.

2.1. Pilgrimage: Belonging

Tourism is an essential human activity, as pilgrimages and other forms of travel for non-commercial purposes existed in most societies long before the mass tourism and leisure industries began to develop [3]. Pilgrimage brings people from different regions together for the same purpose; in contemporary society, people come together in a variety of ways as well. As a gregarious species, our brains and bodies are designed to function in aggregates, not in isolation. That is the essence of an obligatorily gregarious specie [4]. Sound and gathering, which means music and tourism, are inevitable in human societies. Music can give people a sense of belonging. Belonging refers to the individual's perception of and identification with the social collective to which one belongs. This social collective can be a family, a nation, a country, an organization, a group. Belonging is one of the basic emotional needs of human beings, and it has an important impact on the physical and mental health and well-being of individuals. Individuals with a strong sense of belonging are more likely to have positive emotional experiences and satisfaction, and are more likely to build self-esteem, self-confidence, and self-worth. Experiments have shown that doing exercises together to the rhythm of music can make a group of strangers become acquainted with each other at a very fast pace. It gives the community a collective atmosphere of emotional communication and solidarity and helps the community survive [5].

2.2. Music: Identity

Music brings people together. Territorial theory suggests that in the early stages of human history, people used music as a medium of communication to cooperate and defend their territory and resources against their enemies; on the other hand, human beings are socialized to work together. People used a variety of rhythms, dances, melodies, and harmonies to express emotions and intentions, thereby strengthening the bonds and sense of community between groups. The earliest musical instruments were the human voice itself, which could make a variety of sounds. Thus, people discovered the existence of harmony. Harmony could be characterized by the fact that it could produce a volume much greater than that of a single voice. This gives the beast the illusion that there is a very large gathering of people. To achieve the role of repelling the enemy to protect the territory. The coordinated vocalizations of primate and carnivore taxa defending territory in groups appear to be a form of territorial advertisement. Human ancestors defended territory in groups, evolved some form of coordinated vocal advertisement of territory ownership [6]. Synchronous chorusing by large numbers of adults is a group demonstration of group power

[7]. Music can promote pro-social behavior, which is more conducive to the survival conditions of individuals in a colony [8].

With the gradual socialization of mankind, music has evolved and has taken on the following functions. In the process of gradual socialization of human beings, people began to have a sense of " deity ". People worshiped the deity by singing and dancing in the hope that they could get rain and food. In addition, Music is used as a group, using certain frequencies can cause similar emotions and strong willpower in a short period of time, so that the leader of the group can guide the team in battle. For example, modern troops use marching songs, which have a rhythm in line with people's pace and can make soldiers trigger their fighting spirit in a short time. The above have in common that music first arose along with the gathering of human beings. Where there is music, there are groups of human societies.

The origin of music encompasses both musical and group gathering characteristics, which coincide with the act of music tourism in modern society. People often come together for the common purpose of music, which is very similar to the act of pilgrimage: both can evoke a sense of empathy; the process of reaching a destination requires an amount of time and money or even an effort. Musical journey, often referred to as a secular pilgrimage, offers an alternative to the central role of religion in modern society, aiming at healing and well-being [9-10]. Music-related religious or ritual activities have existed in human societies for a long time before evolving into a mass popular culture event. People travel purposely to witness musical performances. All of the motivations for music tourism, the feelings towards music, coupled with advances in globalization such as affordable travel options and social media, justify the music tourism trend quite well [11].

2.3. Music as a Motivation to Gather and Move

Many researchers have attempted to explain issues such as, "Why do individuals travel?" and "Why do travelers choose a certain destination?" [12-13]. Music tourism provides a rationale for travel and can be the primary motivation for traveling to a destination to experience [14]. Music as a culture increasingly becomes one of the motivations for travel, with emotional resonance, cultural experience, and new social events during a journey. Music, with its unique style and characteristics from different regions, enables cross-cultural exchange, allowing people from different backgrounds and cultures to understand and appreciate each other; music events could attract a large number of people from far and wide, thus bringing economic benefits and increasing employment opportunities for the local tourism and music industry; music tourism is also a process of identity, identifying the "community" and obtaining a sense of belonging through common preferences.

The human ability to create and enjoy music is innate and does not require professional training. Music triggers memories and evokes emotions [15]. One of the defining features of music is its ability to induce an emotional response in listeners [16]. Since music is inextricably linked to emotions, it often evokes past memory or creates new emotion. In this regard, music may trigger attachment to a place, referred to as "topophilia" [10]. From the Greek. “topos” means place, “philia” means love. Refers to a strong sense of place, which is often mixed with a sense of cultural identity and love of place for certain people. This place-obsession (topophilia) implies a strong emotional attachment to a specific place, which is based on the identification with the culture and values or the perceived emotional experience of a place. Music tourism is the music-induced obsession with a place that makes it special and inspires people to be close to it. The bridge between the intangible music and the physical place is the imagination.

3. Significance of Music Tourism

Music can transcend language barriers for cultural transmission, break down racial and national barriers, and promote mutual trust among people. Race is a perception in itself that distinguishes people from each other, even though most academics agree that it is really only a social construction. There is no biological characteristic that clearly separates a race from another. Due to musical migration or cultural assimilation, personal experience, it is possible for individuals to redefine culture and meaning in music [17]. Music events are an important aspect of tourism, which is an industry that could be very beneficial to the tourism sector if reliable research is conducted in this area [18]. To achieve a favorable tourist image, the combination of the cognitive and emotional aspects of the image of the destination is an effective factor [19]. Simply, if a region is able to connect with personal emotions, the impression it creates of the area will be unique.

4. Conclusion

Music is the result of a behavior shaped by a certain culture and society together. Music is of great value to human community, gathering, cultural exchange, and even survival, whether it exists for evolutionary adaptation or as a form of communication different from language. Music as a figurative symbol constructs the cultural image of a tourist destination. On the one hand, the economic benefits of music in tourism are naturally huge and significant; on the other hand, music, as one of the oral and intangible cultural heritages of mankind, plays an inescapable role in cross-cultural exchange. The theoretical basis of the phenomenon of music tourism is related to musical anthropology, in which the association between music and culture is an important point of view. I believe that music, in addition to its obvious therapeutic and recreational functions, may even be a good way to bridge people's communication barriers and promote globalization in the long run.

It is an innate instinct for humans to gather as a result of social needs. Therefore, music tourism that allows people to participate in activities or engage in collective behavior is sustainable. The tourism industry has suffered an unprecedented impact in the last three years due to covid-19. Nevertheless, with the popularity of vaccines and the gradual recovery of the tourism industry, music tourism will also return to people's daily lives. Music tourism is a product of cultural diversity and globalization, which satisfies people's demand for music while promoting the exchange of different cultures. With the rapid development of global tourism and the growing music industry, music tourism will have a broad development prospect and will also become an important force in promoting cross-cultural awareness and respect.

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