

Research on the Effective Connection Path between the Spread of Hainan's Intangible Cultural Heritage Music Culture and Rural Revitalization

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Abstract: The deepening implementation of the Rural Revitalization Strategy has created a broad platform for the inheritance of intangible cultural heritage (ICH). As a regional cultural treasure, Hainan's ICH music culture holds significant practical importance in its dynamic transmission and deep integration with rural revitalization. This paper focuses on Hainan's Eight Tones, Li ethnic folk songs, and Miao flying songs as research subjects, analyzing the value logic and practical foundations of their integration. Addressing current challenges such as inefficient dissemination mechanisms, insufficient industrial transformation, talent shortages, and weak collaboration, the study constructs an integrated "dissemination-industry-talent-mechanism" pathway from four dimensions: dissemination empowerment, industrial integration, talent cultivation, and institutional safeguards. This provides theoretical references and practical solutions for the dynamic inheritance of Hainan's ICH music culture and the coordinated revitalization of rural economy, culture, and ecology.

Keywords: Hainan intangible cultural heritage music; Cultural dissemination; Rural revitalization; Transition pathways; Industrial integration

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1. Introduction

The revitalization of rural areas hinges on cultural rejuvenation, with the key being the activation of indigenous cultural genes. As a multi-ethnic region, Hainan has nurtured a rich intangible cultural heritage in music. The Hainan Eight Tones, characterized by eight categories of instruments—strings, zither, flute, pipe, xiao, gong, drum, and cymbal—originated in the Tang Dynasty and flourished during the Ming and Qing Dynasties. Over 500 Gongche notation pieces have survived to this day, serving as a living repository of Hainanese people's life memories and emotional identity. The lyrical melodies of Li folk songs and the soaring, resonant tunes of Miao flying songs embody the historical roots and spiritual beliefs of ethnic minorities, collectively forming Hainan's cultural hallmark^[1].

Under the rural revitalization strategy, Hainan's intangible cultural heritage (ICH) music culture serves not only

as a protected cultural legacy but also as a “living spring” that empowers rural development. Its dissemination enriches rural cultural life, strengthens ethnic identity, and drives the growth of rural tourism and cultural industries, achieving a harmonious integration of cultural and economic values. However, Hainan’s ICH music culture currently faces challenges such as shrinking audiences, a shortage of creative talents, and insufficient innovation in inheritance, creating multiple bottlenecks in its effective connection with rural revitalization. Therefore, exploring effective pathways to bridge these gaps can not only resolve ICH inheritance issues but also inject sustained cultural momentum into rural revitalization, supporting the cultural development of Hainan Free Trade Port and the comprehensive advancement of rural areas ^[2].

2. The value logic and practical basis of linking the dissemination of Hainan’s intangible cultural heritage music culture with rural revitalization

2.1. Value logic: the intrinsic compatibility of bidirectional empowerment

The dissemination of intangible cultural heritage (ICH) injects cultural vitality into rural revitalization. ICH music enriches the spiritual and cultural life of rural communities through activities like forming performance troupes and organizing festival showcases, thereby strengthening villagers’ cultural identity and sense of belonging. The ethnic spirit and aesthetic qualities embedded in ICH music foster civilized rural customs and contribute to cultural revitalization. Moreover, as a unique cultural resource, ICH music can be transformed into economic sectors such as tourism and cultural creativity, boosting villagers’ income and supporting rural industrial revitalization ^[3].

Rural revitalization provides practical platforms for intangible cultural heritage (ICH) dissemination. The infrastructure improvements under the rural revitalization strategy—such as cultural stations and new-era civilization practice centers—have created rehearsal and performance venues for ICH music. The growth of rural tourism has expanded ICH dissemination channels, allowing Hainan Bayin and Li ethnic folk songs to reach beyond their villages. Meanwhile, rural talent cultivation policies attract more people to participate in ICH inheritance, addressing the talent shortage in ICH dissemination.

2.2. Realistic basis: Triple support of policies, resources, and practice

Policy Support and Dual Strategic Synergy: At the national level, the Rural Revitalization Strategy and intangible cultural heritage (ICH) protection policies work in tandem, providing institutional safeguards for their integration. Under the Hainan Free Trade Port initiative, local governments have introduced policies to promote the fusion of ICH with rural tourism and cultural industries. For instance, Meilan District’s “Professor Tian” program has revitalized the Hainan Bayin music tradition, creating a policy-driven environment. **Resource Endowment:** Hainan boasts diverse ICH resources including Bayin music, Li ethnic folk songs, and Miao flying songs, predominantly distributed in rural areas where they harmonize with natural landscapes and folk customs. Every district and town in Haikou has established Bayin performance troupes, with Meilan District’s youth Bayin training program attracting over 400 participants, laying a solid grassroots foundation for dissemination. **Practical Experience:** Multiple regions have pioneered successful models. Meilan District offers free rehearsal spaces and hosts Bayin competitions to integrate “Bayin + tourism” and “Bayin + folklore.” Lingshan Town Central Primary School’s Bayin classes combine ICH preservation with rural aesthetic education, accumulating valuable experience for deeper integration ^[4].

3. The realistic dilemma of linking the dissemination of Hainan’s intangible cultural heritage music culture with rural revitalization

3.1. Inadequate dissemination mechanisms result in limited cultural influence

The dissemination channels remain limited, primarily relying on traditional festival performances and campus training

programs. There is a lack of digital communication strategies, with online content being fragmented and homogenized. New media platforms like short videos and live streaming have not been fully utilized to expand influence. The content focuses mainly on skill demonstrations, while the cultural significance and historical narratives behind intangible cultural heritage music are inadequately explored. This fails to resonate with younger audiences, resulting in an aging demographic and limited reach.

3.2. Insufficient industrial transformation and weak economic empowerment effects

Intangible cultural heritage music shows limited integration with rural industries, lacking a mature “culture + industry” model. Most promotional activities remain at the level of public welfare performances, failing to translate into marketable products or services. Cultural-tourism integration remains monotonous, mostly limited to simple performances at scenic spots without immersive experiences. The development of cultural and creative products lags behind, failing to establish a complete industrial chain of “intangible cultural heritage music + cultural and creative products.” This makes it difficult to convert cultural value into economic value, thus making it unable to provide sustainable economic support for rural revitalization ^[5].

3.3. Shortage of talent pool and lack of successors in inheritance and dissemination

The preservation of intangible cultural heritage (ICH) faces a critical gap between generations, as younger generations show little interest in traditional music and there is a shortage of professional creators. This has resulted in a lack of innovation in ICH music, making it difficult to meet modern aesthetic demands. Rural areas lack versatile talents who are proficient in both ICH music and its dissemination and commercialization. Most current inheritors are older, with outdated communication concepts and skills. They struggle to effectively utilize new media for promotion and find it challenging to connect with market resources to drive industrial transformation.

3.4. Lack of collaborative mechanisms and insufficient synergy

The absence of a coordinated mechanism integrating government, market, rural communities, and educational institutions has created systemic challenges. While government agencies focus on policy guidance, their capacity for resource integration remains inadequate. Market entities demonstrate low participation enthusiasm due to the lack of effective incentive mechanisms. Rural grassroots organizations fail to prioritize intangible cultural heritage (ICH) dissemination, resulting in insufficient mobilization of villagers. Meanwhile, institutions and cultural organizations provide insufficient professional support, and the integration of ICH preservation with rural revitalization lacks systematic planning. These factors collectively lead to fragmented efforts among stakeholders, hindering the formation of a cohesive synergy ^[6].

4. Implementation path of effective connection between Hainan’s intangible cultural heritage music culture communication and rural revitalization

4.1. Communication empowerment: Building a diverse communication system of “Traditional + Digital”

Deepening traditional communication scenarios: Relying on rural festival activities (such as the Li ethnic group’s March 3rd Festival and Junpo Festival), create intangible cultural heritage music-themed performances, deeply integrating Hainan’s eight-tone music with folk rituals and rural temple fairs to enhance villagers’ participation. Improve the construction of rural cultural platforms, utilizing free rehearsal spaces at new-era civilization practice centers and cultural stations to regularly hold eight-tone music competitions and folk song singing events, expanding local communication coverage. Expanding digital communication channels: Build a digital resource library for Hainan’s intangible cultural heritage music, collecting content such as Gongche notation, classic pieces, and interviews with inheritors, achieving permanent preservation and sharing of cultural resources. Encourage inheritors and rural art teams to use platforms like

TikTok and Kuaishou to create short videos and live performances, attracting young audiences through formats like “intangible cultural heritage music + rural life” and “intangible cultural heritage skill teaching,” creating internet-famous intangible cultural heritage IPs. Innovating communication content expression: Unearth the historical stories and folk connotations behind intangible cultural heritage music, launching themed series such as “Hainan in Eight-Tone Music” and “Rural Memories in Folk Songs,” disseminating them through documentaries and audio podcasts. Promote the integration of intangible cultural heritage music with modern art, creating innovative pieces like “Rock Eight-Tone” and “Spring Plowing Gongs and Drums,” blending modern aesthetics while preserving core techniques to enhance communication appeal.

4.2. Industrial integration: Building an empowerment path of “Culture + Industry”

To deepen the integration of “intangible cultural heritage music and rural tourism”, immersive cultural tourism projects will be developed. Intangible cultural heritage music experience centers will be established in Li and Miao villages and rural homestays, allowing tourists to participate in activities such as playing the Eight-Tone Music, learning folk songs, and making musical instruments, creating a complete “viewing-experiencing-participating” chain. “Intangible cultural heritage music + rural study tours” routes will be developed, organizing students to visit rural areas for field research and intangible cultural heritage practices, thereby boosting related industries like rural catering and accommodation. The “intangible cultural heritage music + cultural creativity” industry will be cultivated, drawing inspiration from Hainan’s Eight-Tone Music instruments and folk song elements to develop cultural products such as mini Eight-Tone Music figurines, folk song-themed accessories, and music boxes, which will be sold simultaneously through online e-commerce platforms and offline rural tourism sites. The industrial chain will be extended to develop Eight-Tone Music instrument manufacturing and intangible cultural heritage music training industries, creating employment opportunities for villagers and transforming skills into income sources. The “intangible cultural heritage music + digital industry” will be developed, utilizing VR/AR technology to create immersive experience products that allow users to enjoy rural intangible cultural heritage music without leaving home. Exploring copyright operations for intangible cultural heritage music, licensing classic tunes to short video platforms and film crews will broaden revenue streams and achieve market-oriented monetization of cultural resources.

4.3. Talent cultivation: building a talent echelon of “Inheritance + Innovation”

To strengthen the local intangible cultural heritage (ICH) community, we will implement the “ICH Inheritor Training Program” through initiatives like the “Professor Tian” mutual assistance program, inviting ICH inheritors to provide free training in rural areas and schools to expand the inheritance base. An incentive mechanism will be established to offer financial support and recognition to inheritors actively involved in ICH dissemination and industrial transformation, boosting their motivation. We will cultivate interdisciplinary talents by collaborating with universities and vocational colleges to establish majors such as ICH music inheritance and cultural tourism management, training professionals skilled in both ICH culture and market operations/digital communication. Specialized training programs will be conducted in rural areas, inviting experts to teach new media communication, cultural design, and tourism operations to enhance villagers’ professional skills. To attract young talent return, preferential policies will be introduced to encourage college graduates and returning youth to participate in ICH music dissemination and industrial development, providing startup subsidies and venue support. Youth innovation platforms will be established to encourage creative adaptations and dissemination of ICH music, such as hosting youth ICH music innovation competitions to ignite the passion of younger generations.

4.4. Mechanism guarantee: establishing a “Collaborative + Long-term” support system

To establish a multi-stakeholder collaboration mechanism, a joint task force comprising government agencies, cultural institutions, universities, rural organizations, and enterprises will be formed to coordinate the integration of intangible cultural heritage (ICH) dissemination with rural revitalization initiatives. A cooperative model combining “government

guidance, market operations, and rural participation” will be implemented, where the government provides policy support and resource coordination, enterprises invest capital and participate in industrial development, while rural organizations mobilize community involvement to create synergistic effects. Policy and financial safeguards will be enhanced through specialized measures, incorporating ICH music dissemination into rural revitalization master plans and establishing dedicated funds for heritage preservation, talent training, and industrial support. Efforts will be made to secure funding from higher authorities while encouraging private capital participation, creating diversified funding mechanisms to ensure sustainable integration. An evaluation and incentive system will be established, incorporating ICH music dissemination into local government performance assessments with clear objectives and accountability. A benefit-sharing mechanism will be implemented to ensure that ICH industry revenues directly benefit villagers and inheritors, enabling them to gain tangible benefits from cultural preservation and industrial development while stimulating internal motivation.

5. Conclusion

The effective integration of Hainan’s intangible cultural heritage music culture dissemination with rural revitalization serves as a crucial pathway to achieve the “mutual advancement” between cultural inheritance and rural development, grounded in solid value logic and practical foundations. Currently, this integration faces challenges such as inefficient communication mechanisms, insufficient industrial transformation, talent shortages, and weak collaboration, which require systematic policy measures to resolve.

By establishing a “traditional + digital” multi-channel dissemination system, we can amplify the cultural influence of intangible cultural heritage (ICH) music. Developing a “culture + industry” empowerment pathway facilitates the transformation of cultural value into economic value. Cultivating a “inheritance + innovation” talent pipeline provides core support for the transition process. Establishing a “collaborative + sustainable” safeguard system ensures the transition continues to advance. These four interconnected and organically unified pathways collectively form a practical framework for effectively linking the dissemination of Hainan’s ICH music culture with rural revitalization.

In the future, as the connectivity pathways continue to improve, Hainan’s intangible cultural heritage music will regain its vitality in the new era. It will not only achieve living inheritance but also inject strong momentum into rural industries, cultural revitalization, and talent development. This will help Hainan establish a model of rural revitalization that combines cultural charm with economic vitality, thereby enriching the cultural foundation of the free trade port construction.

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