

INHERITANCE AND DISSEMINATION OF HENAN FOLK SONGS IN THE CONTEXT OF CULTURAL TOURISM INTEGRATION

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Abstract

It is in this backdrop that the living inheritance and innovative transfer of traditional musical intangible cultural heritage has taken over to be the center of focus of cultural development, amidst a historical background of the integration of cultural tourism to a national strategy. Being a major nurturing place of Chinese civilization, the folk song materials of Henan are the gloves of deep historical memory and culture genetic material of a region. This paper is an analysis of Henan folk songs and looks into their cultural worth and tourism conversion potential in a systematic manner. It splits contemporary issues of challenges in inheritance and dissemination, suggest six prongs of cultural-tourism integration route that revolves around revitalizing content, novelizing scenarios, extending channels, brand-building, enhancing mechanisms, and offering coordination. This model provides realistic purpose on how to incorporate traditional music intangible cultural heritage in tourist culture.

1. INTRODUCTION

The term of intangible cultural heritage (ICH) currently is commonly known as a living system of cultural practices, skills, performances, and knowledge that is reproduced through social uses and not by material conservation alone. In heritage studies this has redirected the focus of analysis of heritage no longer centered on the artifact as an object of preservation but rather with the dynamics of transmission, community recognition and cultural reproduction. Folk songs hold a special place in this larger realm since they situate language, memory, labor history, meaning of rituals, local aesthetics, and daily social relations in either a performative, mobile or collectively shared performance. Consequently, the analysis of the inheritance of folk-songs cannot be done in musical analysis, but in a structured blend of a heritage studies, studies in tourism, reach of

media, involvement of communities, and management of cultures (MacCannell, 1973; Cohen, 1988; Su, Li, & Kang, 2019; Dang et al., 2021; Qiu, Zuo, & Zhang, 2022).

The relevance of this topic has increased under conditions of cultural-tourism integration. Tourism is frequently positioned as a mechanism through which ICH can be made visible, economically viable, and socially legible to wider publics. Yet the relationship is structurally ambivalent. Tourism can generate resources for safeguarding, incentivize local revitalization, and expand the public value of cultural practices. At the same time, it can also detach heritage from its original social ecology, transform community practices into staged attractions, and privilege market legibility over cultural continuity. For this reason, the inheritance and dissemination of ICH

must be analyzed not as a simple matter of promotion, but as a problem of governance, representation, authenticity, and sustainable transmission (Aas, Ladkin, & Fletcher, 2005; Kim, Whitford, & Arcodia, 2019; Esfehiani & Albrecht, 2019; Li, Krishnamurthy, Pereira Roders, & van Wesemael, 2020a; Li, Krishnamurthy, Pereira Roders, & van Wesemael, 2020b).

In the Chinese context, ICH research has expanded rapidly over the last decade, with sustained attention to protection systems, digitalization, tourism integration, and regional development. Bibliometric and review studies show that Chinese scholarship has increasingly clustered around several core themes: authenticity and commodification, stakeholder relations, tourism destination development, public participation, and the transformation of heritage into contemporary cultural capital. Recent macro-level analyses further indicate that the integration of ICH and tourism has become an important policy and research domain across Chinese provinces, reflecting both cultural-development agendas and regional competitiveness strategies (Su, Li, & Kang, 2019; Dang et al., 2021; Chen et al., 2022; Du, Chen, & Xu, 2024; Geçikli et al., 2024).

Among ICH categories, musical heritage presents a particularly complex case. Unlike many tangible heritage forms, folk-song traditions depend on recurrent performance, oral or semi-oral transmission, embodied technique, and strong links to language, place, and social occasion. Their continuity is therefore highly sensitive to demographic change, migration, media transformation, and the erosion of traditional performance environments. At the same time, musical heritage possesses unusual communicative power in tourism because it can be staged, interpreted, recorded, circulated online, and incorporated into festivals, routes, and destination branding. Recent studies on Chinese musical heritage, traditional music tourism, short-video platforms, and digital archives show that music is no longer transmitted only within localized community settings; it now travels through hybrid ecologies of performance, platforms, archives, and tourism infrastructures (Wang, 2021; Sedmak,

Kerma, & Čivre, 2021; Li, 2023; Zhang et al., 2024; Mazlan et al., 2025; Cao, 2025).

Henan is an especially significant site for such inquiry. As a core region of the Central Plains and a major cultural locus of Chinese civilization, Henan contains rich folk-song resources shaped by agricultural life, ritual practice, dialect culture, and long historical continuity. Yet the international and indexed literature on Henan folk songs remains surprisingly thin relative to the province's cultural weight. Existing work has tended to focus on either general ICH-tourism dynamics in China or specific local cases, such as Xinyang folk songs, without constructing an integrated analytical account of how Henan folk songs as a broader musical heritage system can be inherited, disseminated, and revitalized under contemporary cultural-tourism conditions (Su, 2019; Liu, Wang, Dupre, & McIlwaine, 2022; Zhang, Sensai, Seekhunlio, & Liu, 2023).

Against this background, the present study positions Henan folk songs as both a regional musical heritage resource and a living cultural system under pressure from modernization, commercialization, and media transition. The study asks how the inheritance of Henan folk songs can be sustained when traditional transmission contexts are weakening; how tourism can function as a dissemination mechanism without hollowing out cultural meaning; and how digital communication, stakeholder coordination, and cultural policy can be aligned to support long-term revitalization. By addressing these questions, the research aims to move beyond descriptive celebration of folk culture and toward a more rigorous account of the institutional, communicative, and experiential conditions required for the sustainable transmission of Henan folk songs in the era of cultural-tourism integration (Qiu et al., 2022; Chen et al., 2022; Mazlan et al., 2025).

2. Literature Review

2.1 Intangible Cultural Heritage as a Living and Reproductive System

Current ICH scholarship views heritage as a living process sustained through social practice, transmission, and cultural reproduction rather

than as a static collection of preserved items. In China, this research has expanded from descriptive cataloging toward issues of inheritance, revitalization, governance, communication, and tourism. For musical ICH in particular, continuity depends not only on documenting songs but also on maintaining performance, teaching, reinterpretation, and community recognition. This makes Henan folk songs a dynamic heritage form shaped by both local continuity and changing channels of circulation (Su, Li, & Kang, 2019; Dang et al., 2021; Chen et al., 2022; Wang, 2021; Li, 2023).

2.2 Authenticity, Commodification, and the Transformation of Heritage Meaning

Authenticity remains a central issue in heritage tourism. Foundational studies argue that tourism often stages cultural reality, while later work shows that commodification does not simply destroy authenticity but can reshape and renegotiate it over time (MacCannell, 1973; Cohen, 1988). Later ICH research further suggests that authenticity is not only object-based, but also subjective, relational, and co-produced through interaction between hosts and visitors (Su, 2018; Khanom, Moyle, Scott, & Kennelly, 2019). Chinese case studies show that tourism can alter performer agency, heritage meaning, and local value systems, while recent work also confirms that perceived authenticity continues to shape visitor experience, satisfaction, loyalty, and destination evaluation in ICH tourism (Fu, Kim, & Zhou, 2015; Su, 2019; Zhang & Lee, 2022; Lu, Su, Su, Zhao, & Zhang, 2022; Le et al., 2024; Zuo et al., 2024; Xiao, Yu, & Zhang, 2025).

2.3 Governance, Stakeholder Coordination, and Community Participation

Another major research strand argues that heritage sustainability depends on governance quality, stakeholder coordination, and community participation rather than on cultural resources alone. Heritage management requires negotiation among institutions, communities, and market actors, especially in ICH settings where bearers are part of the heritage system itself (Aas et al., 2005). Recent studies show that sustainable ICH tourism

depends on authenticity protection, fair benefit distribution, and long-term transmission, but also faces challenges such as weak coordination and overly top-down planning (Kim et al., 2019; Esfehni & Albrecht, 2019; Su, 2020). Research on China further shows that community participation often remains limited or symbolic, even though successful inheritance depends on the active role of performers, inheritors, educators, and local audiences (Li et al., 2020a; Li et al., 2020b). Studies of livelihoods and value perception also suggest that effective tourism integration must balance cultural, social, educational, and economic goals rather than prioritize visibility alone (Su, Li, Wu, & Yao, 2020; Liu et al., 2022).

2.4 Intangible Cultural Heritage Tourism and Sustainable Development

ICH tourism is increasingly studied as a field of sustainable development in which safeguarding, visitor experience, and regional development intersect. Reviews show that the field now focuses on authenticity, stakeholder relations, visitor behavior, development models, and long-term protection rather than simply on heritage promotion (Qiu et al., 2022; Chen et al., 2022). Case studies further indicate that sustainability depends on context-sensitive design, heritage interpretation, and institutional capacity rather than automatic integration between culture and tourism (Cerquetti et al., 2022; Du et al., 2024; Geçikli et al., 2024). For Henan folk songs, this means tourism should be understood as a mediating infrastructure whose value depends on whether it preserves cultural depth, local context, and participatory meaning (Qiu et al., 2022; Cerquetti et al., 2022; Geçikli et al., 2024).

2.5 Musical Heritage, Digital Dissemination, and Platformized Communication

Recent studies show that musical heritage is increasingly transmitted through digital media, archives, and online platforms. Internet-based preservation has expanded the visibility and accessibility of China's musical heritage, while digitized archives have strengthened documentation and retrieval, especially in

culturally important regions such as the Yellow River Basin (Wang, 2021; Geng, 2025). At the same time, short-video platforms and music-tourism research indicate that digital communication can expand reach and engagement but may also simplify complex traditions through platform-driven presentation logics (Cao, 2025; Mazlan et al., 2025). Research on folk songs and traditional music further shows that dissemination is shaped by geography, tourism conditions, cultural ecology, and audience perception, suggesting that Henan folk songs must be studied through an integrated lens of space, tourism, and mediated communication (Sedmak et al., 2021; Li, 2023; Zhang et al., 2024).

2.6 Chinese Case Studies, Henan-Related Research, and the Remaining Gap

Although Chinese ICH-tourism research is now extensive, studies on folk-song inheritance remain uneven and often focus on high-profile performance traditions rather than dispersed regional song ecologies. Existing work on Lijiang music, Kunqu Opera, and institutionalized cultural cases clarifies important issues of commodification, authenticity, and governance, but these do not fully capture the social and regional character of Henan folk songs (Fu et al., 2015; Su, 2019; Lu et al., 2022; Du et al., 2024). The most relevant Henan-related indexed study, on Xinyang folk songs, shows that local inheritance is constrained by shrinking social contexts and aging bearers, although education and mediated promotion may support revitalization (Zhang et al., 2023). Overall, the literature still lacks a focused framework linking musical inheritance, tourism restructuring, digital mediation, and institutional support in the case of Henan folk songs (Wang, 2021; Qiu et al., 2022; Li, 2023; Zhang et al., 2023; Mazlan et al., 2025).

2.7 Analytical Positioning of the Present Study

Based on the existing literature, this study treats Henan folk songs as living musical heritage whose continuity depends on transmission ecology, governance, authenticity, dissemination, and adaptive revitalization. It therefore examines Henan folk songs not as static folklore, but as a

culturally valuable and vulnerable ICH form shaped by tourism integration, digital mediation, and stakeholder coordination.

3. Research Methodology

This study adopts a qualitative research methodology to explore the inheritance and dissemination of Henan folk songs within the framework of cultural tourism integration. Considering the cultural and social nature of intangible cultural heritage, qualitative analysis provides an appropriate approach for examining cultural values, dissemination mechanisms, and tourism integration strategies. The research primarily relies on literature analysis, case study examination, and cultural policy analysis to develop a systematic understanding of the relationship between folk music preservation and tourism development.

3.1 Literature Analysis

Literature analysis serves as the theoretical foundation of this study. Relevant academic literature, books, policy documents, and research reports on intangible cultural heritage, folk music preservation, and cultural tourism development were systematically reviewed. Through the analysis of previous studies, this research clarifies the theoretical background of cultural tourism integration and identifies the research gaps related to the inheritance and dissemination of Henan folk songs.

In addition, policy documents issued by national and provincial cultural departments were examined to understand the development strategies and policy support for cultural tourism integration in China. These materials provide an important reference for analyzing the policy environment surrounding the preservation and development of folk song culture.

3.2 Field Investigation

Field investigation was conducted in several regions of Henan Province where folk song traditions remain relatively active, including areas such as Xinyang, Nanyang, and Kaifeng. These regions possess rich folk music traditions and

provide valuable cases for studying the current situation of folk song inheritance.

During the field investigation, on-site observations were carried out to document folk song performances, community cultural activities, and

tourism-related cultural events. By observing the actual performance environment and audience participation, the study gained a deeper understanding of the living conditions and transmission environment of Henan folk songs.

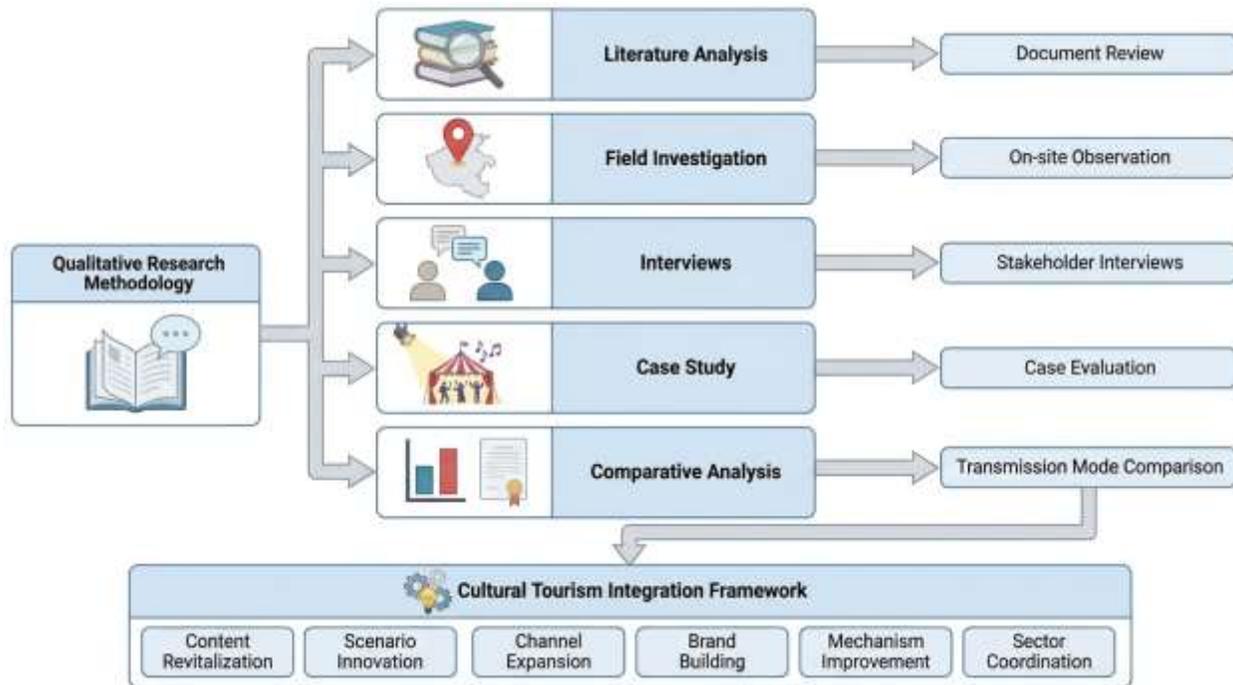


Figure 1 : Methodology

3.3 Interviews

Semi-structured interviews were conducted with different stakeholders involved in the preservation and dissemination of Henan folk songs. The interview participants included folk song inheritors, local cultural scholars, cultural administrators, and tourism practitioners. These interviews provided valuable firsthand information about the challenges faced in the inheritance of folk songs, as well as possible strategies for their revitalization.

Through these interviews, the study obtained insights into the perspectives of practitioners and cultural workers who are directly involved in the protection and promotion of folk song heritage.

3.4 Case Study

In order to better understand the practical application of cultural tourism integration, this study also adopts a case study approach.

Representative cases of folk song performances, cultural festivals, and tourism programs involving traditional music were selected and analyzed.

These cases demonstrate how traditional folk songs can be incorporated into tourism activities through cultural performances, festival events, and creative cultural products. By examining successful cases, the study identifies potential development models that can be applied to the promotion of Henan folk songs.

3.5 Comparative Analysis

Comparative analysis was used to examine the differences between traditional and modern modes of folk song dissemination. Traditional transmission mainly relies on oral teaching and community participation, while modern dissemination often utilizes stage performances, media platforms, and tourism activities.

By comparing these different modes of transmission, this study identifies both the advantages and limitations of each approach and explores ways to combine traditional cultural preservation with modern communication technologies.

In addition, the study incorporates policy and strategy analysis to evaluate the role of cultural tourism integration policies in promoting folk song dissemination. Government initiatives related to cultural heritage protection, tourism development, and cultural industry innovation are analyzed to understand the institutional environment supporting cultural preservation. This analysis also provides the basis for proposing strategic recommendations that align with national cultural tourism development policies.

Finally, based on the findings from literature analysis, case study evaluation, and policy examination, the research proposes a six-dimensional cultural tourism integration framework. This framework includes revitalizing cultural content, innovating tourism scenarios, expanding communication channels, building cultural brands, improving institutional mechanisms, and strengthening coordination between cultural and tourism sectors. These strategies collectively aim to enhance the inheritance and dissemination of Henan folk songs while promoting sustainable cultural tourism development.

4. Typological Characteristics of Henan Folk Songs

Henan folk songs are an important component of the folk music tradition of the Central Plains region. Developed through long-term social practice and cultural accumulation, these songs reflect the daily life, labor activities, and emotional expressions of local communities. According to their functions, performance contexts, and musical characteristics, Henan folk songs can generally be classified into several main types.

4.1 Work Songs

Work songs are closely related to agricultural production and labor activities. These songs are typically sung during collective work such as

farming, harvesting, transportation, and construction. The rhythm of work songs is often strong and steady, which helps coordinate collective labor and maintain work efficiency.

In traditional rural society, work songs served not only as a means of regulating labor rhythm but also as a way for workers to express emotions and communicate with one another. The lyrics often reflect agricultural life, seasonal changes, and the experiences of rural communities. As a result, work songs represent an important cultural record of traditional farming culture in the Central Plains region.

4.2 Mountain Songs

Mountain songs are another distinctive category of Henan folk songs. These songs are usually performed in open natural environments such as mountains and fields. Compared with work songs, mountain songs have a freer rhythm and a wider vocal range. Singers often use loud and extended vocal techniques to allow the sound to travel across long distances.

The content of mountain songs often focuses on personal emotions, including love, longing, and admiration for nature. Because of their expressive melodic style and emotional depth, mountain songs have strong artistic appeal and are widely recognized as an important form of folk music expression.

4.3 Folk Ballads

Folk ballads are narrative songs that tell stories about historical events, legends, and social life. These songs usually contain longer lyrics and structured narratives that describe characters, events, and moral lessons.

In Henan folk tradition, many ballads recount stories about historical heroes, local legends, and important social events. Through storytelling and musical expression, these ballads transmit cultural values and historical memories from one generation to another. As such, they serve as important carriers of regional culture and collective memory.

4.4 Festival Songs

Festival songs are performed during traditional festivals and community celebrations. These songs often accompany cultural events such as temple fairs, seasonal festivals, weddings, and other communal gatherings. The melodies of festival songs are usually lively and rhythmic, creating a joyful atmosphere that enhances the festive spirit of these events.

Festival songs also reflect traditional customs and social values, highlighting the close relationship between folk music and community cultural life.

5. Cultural Value of Henan Folk Songs

Henan folk songs are an important component of the traditional musical culture of the Central Plains region. Formed through long-term historical development, these songs contain rich cultural connotations and reflect the social life, emotional expressions, and aesthetic traditions of local communities. From the perspective of cultural heritage and social development, Henan folk songs possess significant historical, cultural, and artistic value.

5.1 Historical Value

Henan folk songs serve as important historical records that reflect the development of regional society and culture. Many folk songs originated in agricultural production and rural life, describing the experiences of farmers, seasonal labor activities, and social customs. Through their lyrics and melodies, these songs preserve valuable information about traditional lifestyles and historical events.

In addition, some narrative folk ballads recount stories about historical figures, local legends, and significant social events. These songs transmit historical memory in an oral form and contribute to the preservation of local cultural history. Therefore, Henan folk songs can be regarded as living cultural archives that document the historical experiences of communities in the Central Plains region.

5.2 Cultural Identity Value

Henan folk songs play an important role in shaping and maintaining regional cultural

identity. As a form of traditional artistic expression, these songs reflect the cultural characteristics, language styles, and aesthetic preferences of the people living in the Central Plains. The melodies, rhythms, and lyrical themes of Henan folk songs embody the spirit and cultural temperament of local communities.

Through performances in festivals, community gatherings, and daily life, folk songs help strengthen people's sense of belonging and cultural continuity. For many communities, these songs represent an important symbol of regional culture and serve as a medium for transmitting traditional values and collective memory across generations.

5.3 Artistic Value

From an artistic perspective, Henan folk songs display distinctive musical characteristics and expressive forms. The melodies are often simple yet expressive, making them easy to remember and perform. The lyrics are vivid and poetic, frequently using metaphor, symbolism, and local dialect expressions.

In terms of vocal performance, Henan folk songs emphasize natural vocal techniques and emotional expression. The singing style often combines narrative storytelling with lyrical melody, creating a unique artistic charm. These artistic features demonstrate the creativity and aesthetic wisdom of ordinary people in traditional society.

5.4 Educational and Social Value

Henan folk songs also possess important educational and social functions. Many songs contain moral teachings, social values, and life experiences that guide people's behavior and attitudes. Through storytelling and emotional expression, these songs convey lessons about family relationships, community cooperation, and respect for nature.

In addition, folk songs promote social interaction and cultural participation. Group singing and community performances create opportunities for communication and cooperation, strengthening social cohesion within local communities.

6. Cultural Tourism Value of Henan Folk Songs

With the rapid development of cultural tourism in recent years, traditional cultural resources have become important elements in tourism product development. As a representative form of intangible cultural heritage, Henan folk songs possess significant potential for integration with tourism activities.

6.1 Enrichment of Tourism Cultural Content

Tourism experiences increasingly emphasize cultural authenticity and emotional engagement. Henan folk songs, with their strong regional characteristics and cultural depth, can enrich the cultural content of tourism destinations. By incorporating folk song performances into scenic areas, cultural parks, and heritage sites, tourists can experience local traditions in a more vivid and immersive way.

Such performances not only enhance the cultural atmosphere of tourism destinations but also provide visitors with opportunities to understand the history and lifestyle of local communities.

6.2 Development of Cultural Tourism Products

Henan folk songs can be transformed into various cultural tourism products. For example, folk music festivals, interactive singing workshops, and traditional music performances can be organized as tourism attractions. These activities allow tourists to participate in cultural experiences rather than simply observing cultural displays. In addition, creative cultural products inspired by folk songs—such as music recordings, cultural souvenirs, and themed performances—can further expand the tourism industry chain.

6.3 Promotion of Regional Cultural Branding

The integration of folk songs into tourism development can also contribute to the creation of distinctive regional cultural brands. By highlighting the unique musical heritage of the Central Plains, tourism destinations in Henan can differentiate themselves from other regions and attract visitors interested in traditional culture. Through systematic promotion and branding strategies, Henan folk songs can become

an important cultural symbol representing the cultural identity of the province.

6.4 Economic and Social Benefits

Cultural tourism development based on folk songs can generate both economic and social benefits. Tourism activities related to traditional music create employment opportunities for local performers, cultural workers, and tourism service providers. At the same time, the increased visibility of folk song culture encourages greater community participation in cultural preservation. Thus, cultural tourism integration not only promotes economic growth but also supports the sustainable protection of intangible cultural heritage.

7. Challenges in the Inheritance and Dissemination of Henan Folk Songs

Despite their rich cultural value and tourism potential, Henan folk songs currently face several challenges in terms of inheritance and dissemination. The transformation of social structures, changes in cultural consumption patterns, and the influence of modern media technologies have significantly reshaped the traditional transmission environment of folk songs. Understanding the evolution of dissemination models and identifying the major challenges are essential for developing effective strategies for cultural preservation and revitalization.

7.1 Evolution of Henan Folk Song Inheritance and Dissemination Models

The inheritance and dissemination of Henan folk songs have undergone significant transformations across different historical periods. Changes in social structure, media technology, and cultural policies have gradually reshaped the modes through which folk songs are transmitted and communicated. From traditional community-based transmission to contemporary digital dissemination and cultural tourism integration, each stage reflects the interaction between cultural heritage and the broader social environment.

In the traditional rural society of Henan, folk songs were mainly transmitted through oral teaching and community participation. With the

development of modern media technologies in the twentieth century, stage performances and mass media gradually became important channels for dissemination. Entering the digital era, online platforms and short-video applications have

significantly expanded the communication range of folk songs. More recently, the integration of culture and tourism has opened new possibilities for experiential and immersive forms of cultural transmission.

Table:1 The Evolution of Henan Folk Song Inheritance and Dissemination Models

Period	Primary Modes	Characteristics	Limitations
Traditional Period	Oral transmission and direct instruction; Folk festivals	Strong regional characteristics; Spontaneous dissemination	Limited dissemination scope
Modern Period	Mass media communication; Stage-based performances	Professionalization; Standardization	Detachment from the original cultural context
Digital Period	Online communication; Short-video platforms	High interactivity; Cross-regional reach	Superficial utilization
Cultural-Tourism Integration Period	Experiential communication; Immersive tourism	Living heritage transmission; Scenario-based presentation	Still in the exploratory stage

The evolution illustrated in Table 1 demonstrates that the dissemination of Henan folk songs has gradually expanded from localized community-based transmission to broader and more diversified communication channels. While traditional oral transmission preserved the authenticity of folk song culture, its influence was limited to specific communities. The emergence of mass media introduced professional performance forms but sometimes separated folk songs from their original cultural environment.

In the digital era, new media technologies have significantly broadened the audience of folk songs, enabling cross-regional communication and interactive participation. However, the rapid and fragmented nature of digital media may also lead to superficial presentations that overlook the deeper cultural meanings of traditional music.

The recent trend of cultural-tourism integration attempts to address these issues by creating immersive cultural experiences that reconnect folk songs with their original social and cultural contexts. Nevertheless, this model remains in an exploratory stage and requires further innovation and systematic development.

7.2 Aging of Traditional Inheritors

One of the most pressing issues is the aging of traditional folk song inheritors. Many experienced singers and performers belong to older generations, while fewer young people are willing to learn and continue these traditions. This generational gap threatens the long-term survival of folk song culture and weakens the continuity of traditional musical knowledge.

7.3 Weak Transmission Environment

Traditional folk songs were originally transmitted in rural communities through daily life activities such as farming, festivals, and social gatherings. However, rapid urbanization and lifestyle changes have weakened these traditional cultural environments. As a result, the natural transmission mechanisms of folk songs have gradually declined.

7.4 Limited Dissemination Channels

Although modern media platforms provide new opportunities for cultural dissemination, the promotion of Henan folk songs through digital media remains relatively limited. Compared with popular music and other entertainment forms,

traditional folk songs receive less exposure on mainstream media platforms, which restricts their influence among younger audiences.

7.5 Insufficient Integration with Tourism

While cultural tourism integration offers significant opportunities, the current application of Henan folk songs in tourism development remains relatively superficial. In many cases, folk songs are presented merely as stage performances without deeper cultural interpretation or interactive experiences for tourists. This limits the potential of folk songs to function as dynamic cultural resources within tourism contexts.

8. Innovative Strategies for Cultural Tourism Integration

To address the challenges mentioned above, it is necessary to explore innovative strategies for promoting the inheritance and dissemination of Henan folk songs within the context of cultural tourism integration.

8.1 Revitalizing Folk Song Content

Creative adaptation can help make traditional folk songs more appealing to contemporary audiences while maintaining their cultural authenticity. For example, modern musical arrangements, multimedia performances, and collaborative artistic projects can bring new vitality to traditional melodies.

8.2 Developing Immersive Cultural Tourism Experiences

Tourism projects can be designed to provide immersive cultural experiences related to folk song traditions. Cultural villages, folk music festivals, and interactive workshops allow tourists to participate directly in traditional music activities and gain a deeper understanding of local culture.

8.3 Expanding Digital Communication Channels

Digital technology plays an important role in modern cultural dissemination. Social media platforms, online music streaming services, and short video platforms can be used to promote Henan folk songs to wider audiences. Digital

archives and virtual exhibitions can also help preserve and share valuable cultural resources.

8.4 Strengthening Cultural Branding

Establishing a distinctive cultural brand for Henan folk songs is essential for their long-term development. This can be achieved through systematic promotion, festival events, cultural tourism campaigns, and collaborations with media organizations.

8.5 Enhancing Policy Support and Community Participation

Government support and community participation are both essential for the sustainable development of intangible cultural heritage. Cultural institutions should provide financial support, training programs, and policy guidance to encourage young people to participate in folk song preservation.

Conclusion

The integration of culture and tourism presents new opportunities for the preservation and dissemination of Henan folk songs. By deeply integrating these songs with the tourism industry and systematically advancing content revitalization, scenario innovation, dissemination upgrades, and institutional safeguards, Henan folk songs can be elevated from a “regional cultural symbol” to a “nationwide cultural IP,” transforming from “static heritage” into “living economy.” This approach not only injects fresh vitality into folk song preservation addressing issues like generational gaps and dissemination limitations—but also enriches the cultural substance of tourism products, enhancing Henan's tourism competitiveness. Currently, the cultural tourism integration of Henan folk songs still faces challenges such as insufficient resource conversion, weakened preservation entities, and lagging brand development, requiring collaborative efforts from government, enterprises, and society at large. Moving forward, the transmission and dissemination of Henan folk songs must prioritize innovation and experiential engagement to revitalize traditional melodies in contemporary society. On one hand, efforts

should deepen the exploration and interpretation of their cultural significance, positioning them as vital vehicles for promoting Central Plains culture and telling China's stories. On the other hand, proactive exploration of deep integration with tourism, technology, education, and other sectors is essential to foster a dynamic ecosystem of multi stakeholder collaboration and coordinated development.

It is crucial to avoid excessive commercialization and dramatization during cultural tourism integration, preserving the authenticity and cultural essence of Henan folk songs. This will establish a preservation paradigm that “honors tradition without clinging to the past, innovates without forgetting its roots,” vividly interpreting the spiritual core and contemporary value of ethnic culture. Only through innovation grounded in respect for tradition can the genuine preservation and sustainable development of Henan folk songs be achieved.

In summary, cultural tourism integration presents a new historical opportunity for the preservation and dissemination of Henan folk songs. We should seize this opportunity to leverage new media technologies for the living transmission of Henan folk songs, enabling them to “resound, thrive, and gain popularity” in the new era. This will propel Henan folk songs beyond provincial borders to resonate nationwide, transforming them into a vital cultural emblem showcasing the charm of Central Plains culture. Such efforts will actively contribute to promoting China's outstanding traditional culture and strengthening cultural confidence.

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