



Research on the Integration and Innovation of Culture and Tourism in Dance Performances in Xi'an, China During the Historical Evolution Process

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ABSTRACT

As a famous historical and cultural city in China, Xi'an has a long history and rich cultural heritage. In the long process of historical evolution, culture and tourism have become essential pillars of the development of Xi'an. As a unique art form, dance performance not only has the function of inheriting historical memories but also can convey cultural connotations and stimulate emotional resonance. This article provides an in-depth analysis of the current situation and problems in the field of cultural and tourism dance performances in Xi'an. It explores the paths and strategies for its integration and innovation. Through questionnaire survey, this paper analyzes the current situation of problems in the field of cultural tourism and dance in Xi'an, and puts forward a series of concrete and feasible measures, such as mining industrial value, strengthening technology and digital enabling innovation, so as to enhance the competitiveness and influence of Xi'an's cultural tourism industry and promote the sustainable development of this field. Provide useful reference and guidance for developing cultural tourism dance performances in Xi'an, further tap into its potential, and promote the prosperity and innovation of Xi'an's cultural tourism industry.

Keywords: Historical Evolution; Culture and Tourism; Dance Performance; Integration and Innovation.

INTRODUCTION

The city of Xian is located in central part of China, on the banks of Wei River. This is the capital city of Shaanxi province and is one of the largest cities in Northwest China (Y. Zhang & Lai, 2023). It is a city with a long history in China, which has a rich and colorful tradition of dance performances. Since ancient times, Xi'an has carried the glory and brilliance of the Han and Tang dynasties. As the capital city of the Han and Tang dynasties, Chang'an (now Xi'an) has become one of the grandest cities in East Asia. Palace culture and performing arts flourished greatly here, and dance performances gradually became an indispensable part of social activities and celebrations, highlighting the prosperity of society and the brilliance of culture at that time (S. Liu, 2020; Wilcox, 2018). Dance is rich due to culture, and culture is terrific due to dance. Looking at culture in dance and viewing dance in culture, the empowerment of thick culture provides firm support and a foothold for the work, making the content of the work rich and moving. Literary and artistic works must serve the public, but not all literary and artistic works can be accepted by the public. Only literary and artistic works that meet the psychological and aesthetic needs of the public have profound ideas, exquisite art, and excellent production can be promoted and disseminated. In the process of promotion and dissemination, modern technological means should also be fully utilized to aid in the navigation of dance art.

In recent decades, China's rapid economic growth and social progress have brought challenges and opportunities to the protection of intangible heritage (Lizhi, S. H. I., 2019; Mattsson, & Lundvall, 2015).

Integrating dance culture with the tourism industry can provide a gathering space carrier, gather excellent dance resources, achieve dance appreciation during the tourism process, bring new artistic experiences to tourists, and enhance the cultural connotation of tourism. Taking local culture as the core content, integrating culture into the tourism experience during the tourism process, and promoting the integration and development of cultural consumption and tourism consumption, forming a new and diversified cultural consumption scene. Secondly, diversified spatial functions and modern spatial design can enhance the attractiveness and popularity of the venue. Continuously exploring new customer sources, attracting multi-level and diverse groups, enhancing overall customer gathering capacity, and enriching tourism formats; Finally, in terms of the influence and popularity of dance, the promotional power and dense traffic of multi-functional attractions can be utilized to "attract" audiences, invisibly promoting the dissemination and popularization of related dance culture. This measure may also bring some potential problems. On the one hand, dance has a commodity nature under the influence of the cultural industry, and there is a possibility of "alienation" of excellent traditional cultural resources. On the other hand, under the premise of the demand for tourism industry personnel flow, to cater to the aesthetic taste of the audience, some traditional dance performances have made new restrictions and requirements, bringing new development to ethnic dance performances under the integration of culture and tourism.

HISTORICAL EVOLUTION OF XI'AN DANCE PERFORMANCE

Origin and Development of Xi'an Dance Performance

Xi'an, a famous historical and cultural city in China, has a long history of dance performances here. As early as thousands of years ago, the Xi'an region had rich and diverse dance performances. Ancient Xi'an was the capital of multiple dynasties in Chinese history, attracting people worldwide, and its culture and art were widely disseminated and exchanged (C. Lin & C. Liu, 2023; Wilcox, 2018). In ancient times, there were various forms of dance performances in Xi'an, among which palace dance was performed by the royal nobility, usually held at banquets and celebrations, and was famous for its solemn and elegant style. Folk dance embodies the wisdom and taste of the people, such as dragon dance, lion dance, stilt walking, etc. It is often performed on occasions such as festivals and weddings. In addition, religious dance is also an essential component of Xi'an dance performances, closely linked to religious rituals, expressing respect and faith in gods through dance (Y. Zhu, 2015).

Over time, Xi'an dance performances have undergone continuous evolution and development. Especially during the Tang Dynasty, Xi'an became the starting point of the Silk Road, where various cultures and arts from Central Asia and the Western Regions gathered and exchanged, profoundly impacting local dance performances (Bu, 2019). The dance of the Tang Dynasty is characterized by highly delicate movements and beautiful curves, reflecting the prosperity and openness of the prosperous Tang Dynasty. The Song Dynasty dance took a unique approach and created a new epoch-making history of dance in its unique way: the "team dance" with programmatic characteristics, depicting a new form of dance. Due to the development of traditional Chinese opera art during the Ming and Qing dynasties, dance was one of the means of expressing traditional Chinese opera art. The stylized characteristics of traditional Chinese opera performance determined the fixed posture and figure 1 of the dance, forming the highly stylized and comprehensive aesthetic characteristics of traditional Chinese opera dance in the Song Dynasty.

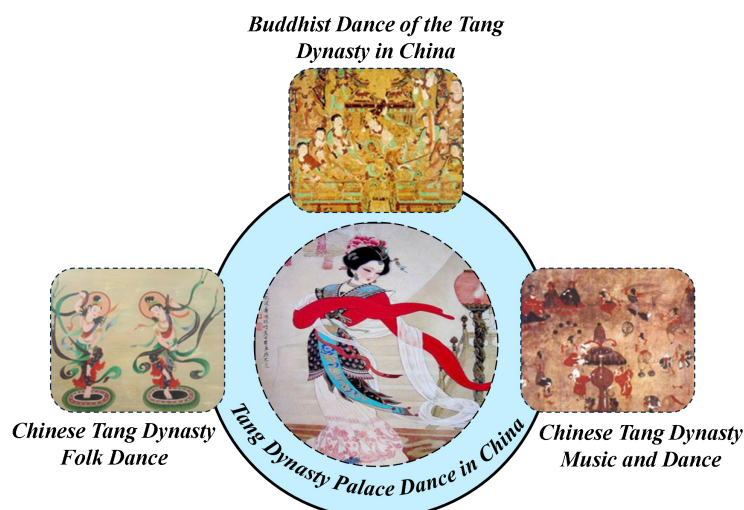


Figure 1. Classification of Tang Dynasty Dance

Cultural Characteristics and Values of Xi'an Dance Performance

Xi'an dance performances have rich cultural characteristics and unique artistic value (Wilcox, 2019). The Xi'an dance performance carries rich historical and cultural connotations. As an essential component of Chinese culture, dance performances reflect various cultural elements such as history, religion, and folk customs in the Xi'an region. Dancers showcase the cultural memories passed down from generation to generation to the audience through their movements and expressions, allowing people to feel the sedimentation of history and the charm of tradition. At the same time, Xi'an dance performance emphasizes the unity of form and artistic conception, pursuing the perfect display of stage art. The dance movements are delicate and smooth, the dance posture is beautiful, and the combination of music and dance is harmonious. Dancers express their unique dance rhythm and artistic beauty through body language and movements, bringing visual and auditory enjoyment to the audience (Yue, 2017; Pu, 2018).

The Xi'an dance performance emphasizes the harmonious relationship between humans and nature, reflecting the "Unity between Heaven and Man" concept in traditional Chinese culture. Many dance works focus on natural elements, such as mountains and rivers, flowers and plants, and express respect and praise for nature through dance forms (Chen, 2018); the attitude of paying attention to nature still holds essential value and significance in contemporary society.

Traditional Forms and Evolution of Xi'an Dance Performance

The traditional form of Xi'an dance performance has undergone specific changes and evolution in historical evolution. Traditional Xi'an dance includes various types, such as palace dance, folk dance, and opera dance, and research and innovation run through the evolution process of Chinese dance (Wilcox, 2019).

Palace dance is performed between the royal family and nobles, emphasizing solemnity, elegance, delicate movements, and coordination. It is usually performed at banquets, celebrations, and court performances. It retains the traditional elements of ancient dance, emphasizes etiquette and standardized movements, and showcases the majesty and elegance of palace culture. Folk dance is a dance form spontaneously created by people, which is rich and diverse. Dragon dance, lion dance, stilt walking, and other dance forms are one of the most representative in the Xi'an region. It is often performed at festivals, weddings, temple fairs and other occasions, attracting audiences with cheerful and lively rhythms and dynamic dance movements (J. Zhao, 2017). Folk dance has always been regarded as the spiritual foundation of Chinese culture (Yin, 2015). Traditional Chinese opera dance is an art form that combines traditional Chinese opera with dance, occupying an important position in Xi'an dance performances. Traditional Chinese opera dance expresses characters and plots through actions, body shapes, and facial expressions. Dancers need to possess the skills and expressive power of both traditional Chinese opera performers and dancers (Bai, 2017).

Some traditional dance works have begun to focus on integrating modern elements and innovating performance forms better to meet the needs and aesthetics of modern audiences. For example, traditional dance performances that integrate modern dance techniques and cross-border collaborations with other art forms have brought new styles and audio-visual experiences to Xi'an dance performances.

INTEGRATION OF XI'AN CULTURE AND TOURISM

Connection Between Culture and Tourism

Cultural tourism is a product and service centered around cultural resources and activities, providing tourists with participation and experience. It covers cultural attractions (Szadziwski, Mostafanezhad, & Murton, 2022), cultural heritage, traditional art performances, folk activities, and other contents, emphasizing tourists' awareness, understanding, and appreciation of culture. Cultural tourism not only meets the sightseeing needs of tourists for tourist attractions, but more importantly, through cultural experiences, tourists can have a deeper understanding of the cultural traditions, history, and values of the destination. Culture and tourism are interdependent and mutually reinforcing relationships (Hsu & S. S. Huang, 2016). Culture, as the core and foundation of tourism, provides unique attraction and charm, while tourism also provides a platform for cultural display and dissemination. This mutual relationship is closely connected, and tourism activities promote the protection, inheritance, and innovation of culture. In contrast, the richness and diversity of culture provide abundant resources and experiences for tourism. At the same time, various departments of the country have introduced a series of policies to actively assist cultural tourism enterprises and employees at various levels, including tax reduction, financial support, consumption incentives, industry subsidies, and approval management, as shown in Table 1.

Table 1. Key Policies for the Cultural and Tourism Industry from 2020 to 2022

Times	Policy Name	Policy points
2020	Opinions on Promoting the High-Quality Development of the Digital Culture Industry	Strengthen the role of culture in supporting tourism content, enhancing creativity, exploring value, and enhancing the connotation of tourism culture.
2022	Notice on Issuing the 14th Five-Year Plan for the Development of the Tourism Industry.	Promote the deep integration of culture and tourism, focus on improving the modern tourism industry system, and accelerate the construction of a strong tourism country.
2022	Opinions on Promoting the Implementation of the National Cultural Digitalization Strategy	Develop new scenarios for digital cultural consumption and vigorously develop new experiences of digital culture both online and offline.
2022	Action Plan for the Integration and Development of Virtual Reality and Industry Applications (2022-2026)	Achieve breakthroughs in critical virtual reality applications such as cultural tourism, integrated media, and smart cities.

Cultural tourism significantly impacts the development of the local economy and involves multiple aspects. Firstly, if tourist attractions cannot be transformed into attractions with sufficient cultural value, appropriate strategies cannot be taken to restore their actual state. In this situation, the "cultural uniqueness" in cultural tourism will be challenging to utilize effectively, and the value of tourism will also decrease (Mohsin et al., 2021).

Secondly, cultural tourism presents various tourism products, including tourism scenes with cultural heritage (Ullah et al., 2020), tourism scenes with faith culture (Mohsin, Taghizadeh-Hesary, Iqbal, & Saydaliev, 2022), and tourism scenes influenced by regional culture (Xi, X. Z., Zheng, W., & Umair, 2022).

Thirdly, consumer behavior in cultural tourism is also an important aspect. Positive and sufficient cultural interaction and communication can help improve tourists' travel experience, making it unforgettable (Wu, Yan, & Umair, 2023).

Fourthly, cultural tourism has become a benchmark for measuring the development of urban cultural tourism, playing an essential role in enhancing urban image and supporting urban revitalization (Dilanchiev, Aghayev, Rahman, Ferdaus, & Baghirli, 2021). The development of cultural tourism can also enhance the local image and visibility, attracting more tourists to visit and experience.

However, currently, there are some challenges and problems in evaluating the development level of the cultural and tourism industries. Traditional evaluation methods often only focus on specific indicators, which is difficult to reflect the actual development situation of the industry entirely. Therefore, establishing a comprehensive evaluation index system is of great significance for accurately evaluating the development level of the cultural and tourism industries, providing scientific decision-making basis and reference significance. Such an indicator system should cover multiple aspects, such as economic benefits, social impact, and tourism service quality, while determining reasonable weights and comprehensive evaluation methods to ensure objective and accurate evaluation results. By establishing a comprehensive scientific evaluation index system, it is possible better to understand the development of the cultural and tourism industries, provide a scientific basis for decision-makers, promote sustainable industry development, and enrich people's spiritual life (C. Zhang & M. Zhu, 2020).

Questionnaire Survey Method

The reliability test of this tourist questionnaire was conducted by using the online questionnaire retesting method to select the survey subjects. Two tests were conducted, with an interval of 20 days, for 500 people. Compare the results of the two questionnaire tests to a high degree of consistency, as shown in Table 2.

Table 2. Questionnaire Reliability Test

Number of people tested twice	Interval Days	Correlation coefficient	P value
500	20	0.76	<0.05

Table 3 shows that the age structure proportion of the surveyed tourists is the highest among young people aged 18-35, accounting for 54.03%. The following is the proportion of middle-aged people aged 36-59, accounting for 30.12%, with the remaining youth and older adults accounting for the least. From the data, most young people come to modern Xi'an areas for physical and mental baptism and relaxation.

Table 3. Analysis of Tourist Age Structure (N=472)

Basic information	Category classification	Number of people	Proportion /%
Age	Under 18 years old	41	8.84
	18-35 years old	255	54.03
	36-59 years old	143	30.12
	Over 60 years old	33	7.01

In [Table 4](#), it can be seen that the education level of tourists is 17.65% with a master's degree or above, 39.46% with a bachelor's degree, 29.63% with a college degree, and only 13.26% with a high school degree or below. From this, the higher the level of education received in tourism, the greater the spiritual demand for Xi'an, a region with cultural connotations, to acquire this culture.

Table 4. Analysis Table of Tourist Education Level (N=472)

Basic information	Category classification	Number of people	Proportion /%
Education level	Below high school	62	13.26
	Junior college	140	29.63
	Undergraduate course	186	39.46
	Master's degree or above	84	17.65

As can be seen from [Table 5](#), among the educational level of tourists, the proportion of master's degree or above is 17.65%, the proportion of undergraduate degree is 39.46%, the proportion of junior college degree is 29.63%, and the proportion of senior high school is only 13.26%. It can also be seen that the higher the education level in tourism, the need for Xi'an, a place with a long history and rich cultural heritage, to acquire this kind of spiritual culture.

Table 5. Comprehensive Evaluation Indicators and Weights of Cultural and Tourism Industry Development Level

Target layer	Secondary indicators	Third level indicators	Weight /%
Development level of cultural industry	Scale of cultural industry	Film screening unit	4.913
		Number of public library institutions	3.107
		Number of institutions in art performance venues	2.828
		Number of mass art and cultural museums	3.326
		Number of museums	3.649
	Abundance of cultural resources	Public Library Collection (Thousand Books)	3.228
		Number of cultural and artistic activities organized by mass art museums and cultural centers	3.522
		Actual Quantity of Museum Cultural Relics Collection (pieces)	3.856
	Cultural industry benefits	Number of film screenings (in thousands)	6.986
		The Annual income of mass art and cultural museums (in thousands of yuan)	3.564
		Museum visitors (1000 people)	3.369
		Number of Audiences for Art Performance (Thousand)	4.021
Development level of tourism industry	Development scale of tourism industry	Total number of tourists received (10000 people)	3.462
		Total tourism revenue	3.972
		The proportion of tourism revenue to GDP	3.126
		The proportion of tourism revenue in the tertiary industry	3.527
		Number of A-level attractions	3.329
	Tourism industry revenue	Turnover of the accommodation industry above quota (10000 yuan)	3.698
		Travel agency revenue (100 million yuan)	3.026
		Turnover of catering enterprises above designated size (10000 yuan)	4.078
		Cost per tourist (yuan)	4.251
	Tourism industry security level	Number of accommodation enterprises above the designated limit	3.196

Target layer	Secondary indicators	Third level indicators	Weight /%
Development level of tourism industry	Tourism industry security level	Number of catering enterprises above the designated limit	2.964
		Passenger volume (10000 people)	4.025
		Number of receptionists in A-level or above scenic spots (10000 people)	3.577
		Number of travel agencies	3.539
		Number of students in higher education institutions (10000)	3.861

Analysis of the Correlation Between Culture and Tourism Industry

Through calculation, a comprehensive score chart of the cultural and tourism industry indicators in Xi'an from 2012 to 2021 is obtained, as shown in Figure 2. It can be seen that the cultural and tourism industry is constantly changing. In 2013, the tourism industry seriously lagged behind the cultural industry, but since then, the tourism industry has continued to develop. Between 2015 and 2016, it has become a cultural lag type, especially in 2016, the gap is the largest. In 2021, tourism experienced rapid development, significantly increasing total reception and tourism revenue. However, the development of the cultural industry could have been faster, and at this time, culture had a certain lag compared to tourism.

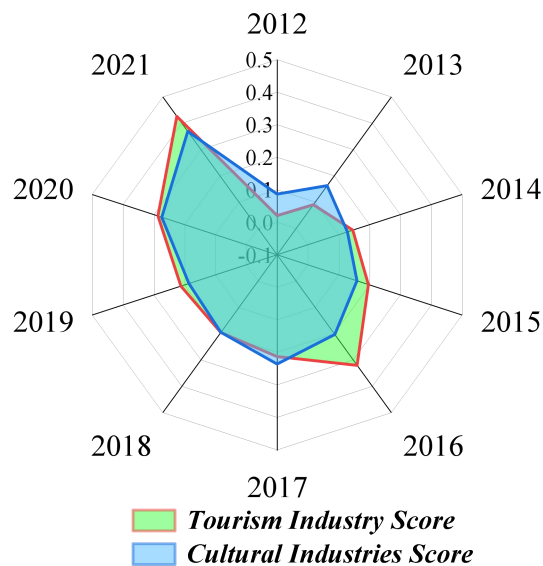


Figure 2. Comprehensive Score Chart of Cultural and Tourism Industry Indicators

INTEGRATION AND INNOVATION STRATEGY OF XI'AN CULTURAL AND TOURISM DANCE PERFORMANCE

Under the current higher requirements for the professional level and innovative consciousness of dance workers, excellent dance workers must keep up with the pace of the times, have the historical mission of inheriting Chinese culture, and still need to withstand tests and trials. As the development of the tourism economy approaches cultural resources more and more, it is now a thin and multi-dimensional coordinated development. The influx of tourists has also brought fresh information to residents, achieving a "win-win" effect.

Xi'an, a city with a long history and rich cultural heritage, has integrated dance performances with cultural tourism as an essential way to promote economic development and optimize industrial structure. In recent years, Xi'an has been exploring the path of cultural and tourism integration under innovative concepts, transforming its unique cultural advantages into high-quality industries and promoting the sustainable development of the cultural tourism industry. By selecting several representative scenic spots in Xi'an, such as Tang Never Sleeping City, Huashan Mountain, Big Wild Goose Pagoda, Terra Cotta Warriors, etc. as research sites, this paper analyzes the integration of culture and tourism in Xi'an dance performance, puts forward specific problems faced by dance performance according to the integration and development status, and extracts development methods that are worth learning from.

Integration of Culture and Tourism in Xi'an and the Value Embodiment of Dance Performance

As a part of the cultural industry, dance performances possess the dual value of culture and tourism. Economic, cultural, social, additive and cultural inheritance values can be generated locally (Figure 3). Through integrating culture and tourism, dance performances in Xi'an have enormous development potential. While protecting traditional culture, innovation is emphasized to enhance dance specialization. Deep integration with the tourism industry is strengthened to attract more tourists and promote the prosperous development of dance performances.

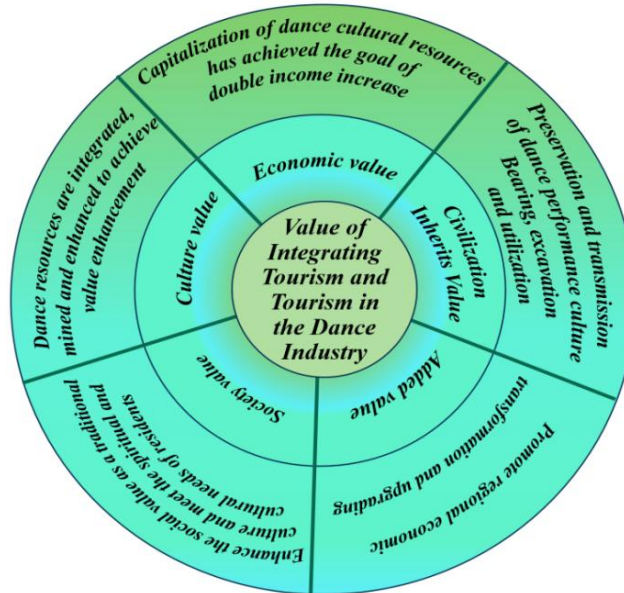


Figure 3. Comprehensive Score Chart of Cultural and Tourism Industry Indicators

As shown in Figure 4, a graph of Xi'an's tourism revenue from 2012 to 2021 is presented. It can be seen that the comprehensive income of Xi'an's tourism industry has maintained a steady growth trend. Although COVID-19 in 2020 has dramatically impacted various industries, we should adhere to safe epidemic prevention and strive to maintain the regular operation of the tourism industry. In 2021, the government introduced multiple preferential tourism policies, and the comprehensive tourism revenue for the year reached 246 billion yuan, a year-on-year increase of 30.7%, recovering to 80.8% of the same period in 2019.

In this context, Xi'an can combine dance performances with cultural tourism more closely, explore and showcase rich and diverse dance resources, attract more tourists to Xi'an, and experience the charm of traditional Chinese culture.

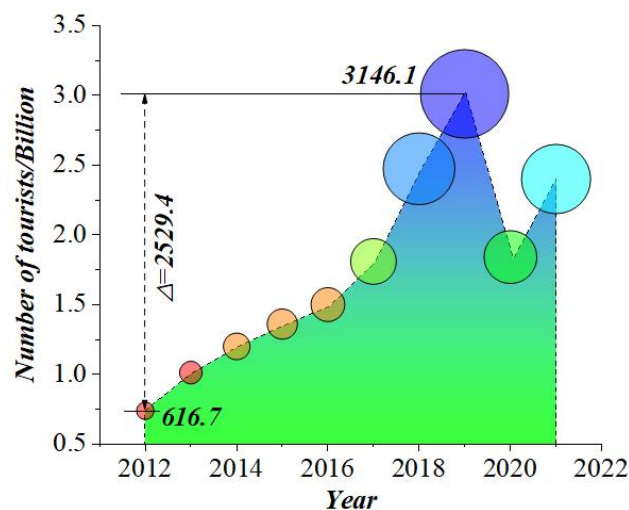


Figure 4. The Industrial Value of the Integration of Tourism and Tourism in the Dance Industry

Current Situation of Xi'An Dance Performance and Integration of Culture and Tourism

From the current situation of the integration of dance performances and cultural tourism in Xi'an, there are still some problems, mainly in the following three aspects:

Firstly, paying more attention to the refined development of folk dance is necessary. At present, dance development in some regions overly pursues economic benefits, and dance programs are excessively commercialized. Attention should be paid to exploring and protecting local traditional dance, improving the quality and performance level of dance, and allowing tourists to experience and participate in it better.

Secondly, the dance performance industry's cultural and tourism integration level must be more profound. According to the research data on the cultural and tourism integration level known to tourists in Xi'an, as shown in Figure 5, 45% of tourists experience cultural and tourism integration in Xi'an, mostly from folk culture, with the second highest proportion being 28% in terms of lifestyle. The integration level with the ecological environment, technological elements, and other industries still needs to be higher, and the overall level is not high, basically staying at the cultural level.

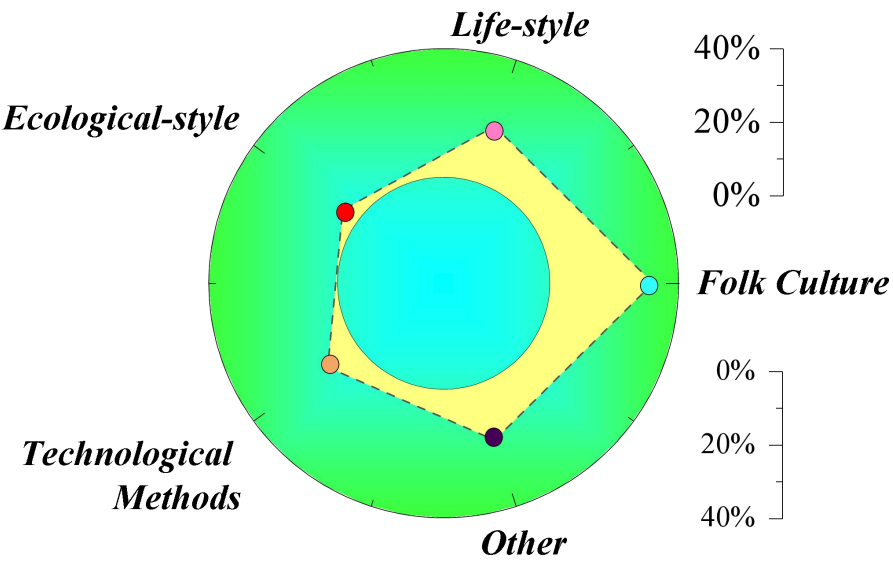


Figure 5. Hierarchy of Cultural and Tourism Integration Known to Xi'An Tourist

Thirdly, it is necessary to strengthen the promotion and promotion of folk dance and fully utilize the advantages of online platforms. According to Table 6, most tourists' channels of understanding are still in the tourism process. By producing exquisite promotional and dance display videos, they can be published on major social media platforms, allowing more people to understand Xi'an's dance performance culture.

Table 6. Analysis of Tourist Approaches to Understanding Dance Performances (n=472)

Understanding pathways	Number of people	Proportion
During the tourism process	200	42.33
Short video	186	39.44
Introduction to acquaintances	36	7.68
WeChat official account	39	8.23
Other	11	2.32

Integration and Innovation Strategy of Chinese Tourism in Xi'An Dance Performance

Through Strengthen the Exploration of Industrial Value

Firstly, relying on advanced means, we will strengthen the exploration of traditional dance resources with regional characteristics, integrate dance resources within the region with other traditional art resources, and promote the coordinated development of art resources, thereby promoting the construction of the overall Chinese traditional dance culture system; Strengthening the integration and exchange of dance culture within and outside the region, constructing a diversified system of ethnic dance culture, and strengthening the guidance of ethnic dance in modern development, will contribute to the high-quality development of dance art. The Belt and Road Initiative, as a comprehensive international strategy of China, also plays a role in cultural inheritance (Guo, 2023).

Secondly, it is necessary to strengthen the analysis and exploration of cultural and tourism resources to achieve comprehensive development and innovation of ethnic dance, better promote the development of ethnic dance, achieve diversified and personalized development of ethnic dance, and actively inherit and promote it.

Thirdly, the dance industry should be integrated with other industries, which can effectively connect the dance industry, cultural resources, and tourism industry and promote the development of song and dance art. For example, the Jiudongtian Scenic Area in Bijie City has launched the Hundred Mile Azalea and Soma Art Troupe, providing visitors with multiple unique ethnic minority song and dance performances. This not only enriches the tourism product content of the scenic area, enhances the connotation of cultural tourism, but also promotes the high-quality development of local cultural tourism integration; Baihualing Natural Village, Fuba Village, Shangjiang Town, Lushui City, Nujiang Prefecture, has built a Lisu village using Lisu songs and dances. The Lisu traditional dance adapted and created in the music square gives tourists a deeper understanding of the Lisu dance (Vanama, 2018).

Consolidate the Development Foundation of Song and Dance

Increase investment in dance development, ensure adequate protection and inheritance of dance art; strengthen financial support and training for cultivating inheritors, lay a solid foundation for the development of dance art, promote national culture, and achieve reform and innovation in dance art; Strengthen financial support for ethnic, cultural performances can effectively promote the art of ethnic dance and enable tourists to have a deep impression of the region through personalized ethnic song and dance.

Secondly, we need to consolidate the talent foundation continuously. In order to better inherit national art and achieve orderly development of cultural and tourism integration, it is necessary to strengthen the cultivation of singing and dancing talents. Suppose we cultivate professional talents with professional knowledge and love for ethnic songs and dances. In that case, we can fully leverage their initiative and enthusiasm better to promote ethnic songs and dances to the general public. New talent cultivation concepts should be formed based on practical needs in cultural and tourism integration. The cultivation of composite dance talents should be strengthened based on fully understanding and comprehending the essence of cultural and tourism integration. Through research and creation, the modern expression of dance performances and the relaxed expression of thick culture should be done well, and the influence of dance performances on the tourism industry, social development, and civilization development should be enhanced.

Update Dance Performance Methods

In order to achieve better results in integrating culture and tourism, dance performance art needs to enhance its cultural connotation. Strengthen the creation and arrangement of dance works, and focus on exploring and inheriting the traditional cultural elements of Xi'an dance performances. Through in-depth research on historical literature and materials, dance creators can draw inspiration and integrate traditional elements into contemporary dance works, making them more artistic and historical. For example, representative historical figures, storylines, or traditional customs can be selected for dance creation to showcase the unique cultural charm of Xi'an.

Pay attention to the arrangement of dance stories by telling specific historical events or folk legends so that the audience can better understand the cultural background of Xi'an. This increases the audience's understanding and resonance of dance performances and stimulates their interest in Xi'an culture, further promoting the development of cultural tourism. For example, dance performances can reproduce the prosperous scenes of the Tang Dynasty and the Silk Road or showcase the unique charm of folk culture in northern Shaanxi, thereby arousing strong interest and emotional resonance among the audience.

Strengthen Technology and Digital Empowerment Innovation

If dance performances want long-term development, they must keep up with the times and innovate. This will bring a dazzling feeling to people and make them linger and forget to leave. Strengthen the application of technology. In the information age, strengthening the application of information technology and technology in ethnic song and dance, and achieving the organic integration of dance performance and information technology, can make dance performance more expressive in visual, tactile, auditory, sensory, and other aspects and can attract more people to actively understand dance culture actively, thereby effectively promoting dance performance. In the context of cultural tourism integration, local tourism projects can also be sublimated, making them more attractive. Introducing technology and digital means to enhance the audience's viewing experience (X. Zhao, Xie, L. Huang, Wang, & Han, 2023). Using platforms such as the internet and social media, Xi'an dance performances have been promoted to the global stage, expanding communication channels and enhancing their influence and popularity. The application of virtual and augmented reality technology has also provided audiences with a new experience of interacting with dance performances, further attracting more attention and participation.

Through exchanges and cooperation with international art groups, scholars, and institutions, Xi'an dance performances enrich the content of creation and performance and enhance international influence (Gerdes & Y. Lin, 2022). As shown in [Figure 6](#), the method of integrating dance and technology in Xi'an is demonstrated in the current social context.

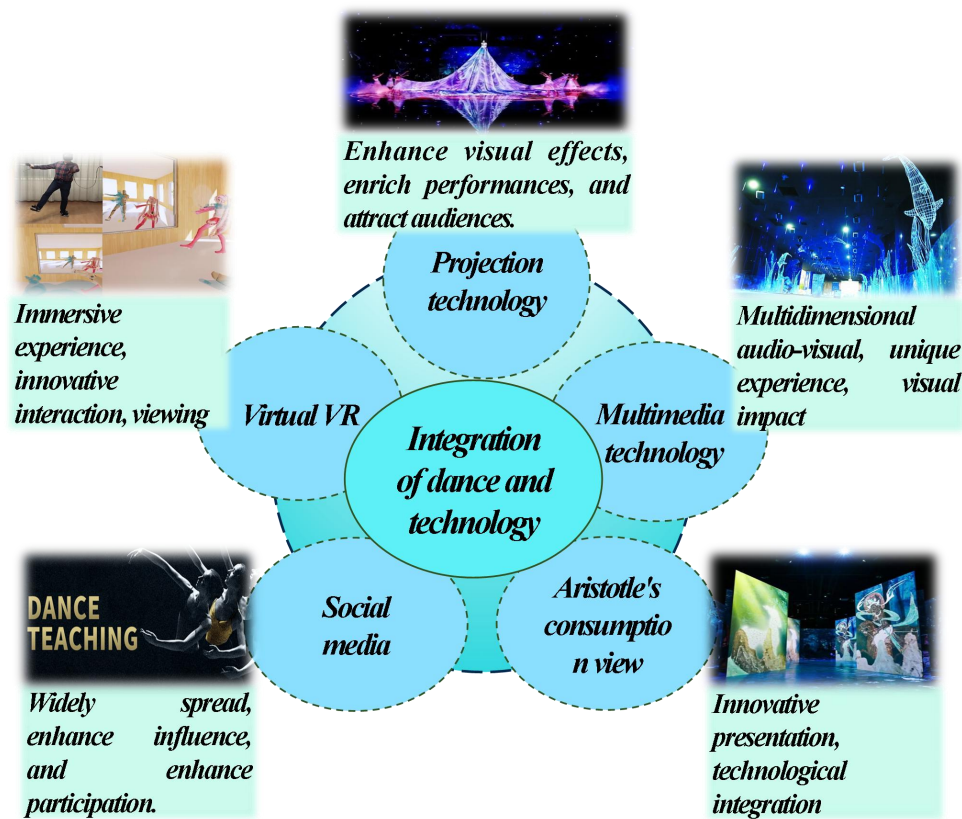


Figure 6. Hierarchy of Cultural and Tourism Integration Known to Xi'an Tourists

CONCLUSION

The integration of culture and tourism has a positive impact on Xi'an dance performance, which can not only bring economic benefits, but also promote local cultural inheritance and innovation in Xi'an. At the same time, there are still some problems in the integration of culture and tourism, such as vulgarization and commercialization, which need to be paid attention to and solved by effective measures. In order to meet the needs of tourists, Xi'an dance performance continues to innovate, combining traditional dance forms with modern elements to enhance the artistic expression, integration and innovation not only allow the audience to enjoy a visual feast, but also expand the influence of Xi'an dance performance.

Due to limited time and resources, limitations of this study include the limited scope of research on the integration of dance performance and tourism in Xi'an, the limitations of data collection methods, and the limitations of sample size and geographical scope. Future studies can further explore the path of artistic innovation and the value of cultural inheritance, and promote the sustainable development of Xi'an dance performance in the field of culture and tourism.

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