

CHAPTER FORTY-SEVEN

MUSIC AND TOURISM IN MODERN-DAY

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Abstract

In every sphere of life, music plays a major role. It rejuvenates our minds and provides us with pleasure in our social life. The benefits of music cannot be overemphasized. From the cradle, every person experiences music in varying ways and degrees that excites the mind throughout one's lifetime. It is true that some 150 years ago, people only listened to the music emanating from their tribe and culture. In the modern-day, what would seem as incredible to our forefathers makes good music. The paper uses analytical research method, approached from the survey, and descriptive angles, to educate readers on music tourism and how best to utilize its potential and tremendous benefits; to highlight the impact of music on tourism in other words how music affects tourism, bearing in mind that there are economic, social and cultural implications to be considered and more so how music contributes to modern-day tourism. This paper will also open up the minds of music educators in Nigeria as to the abundance of musical instruments and musical performances of different cultures yet to be explored and appreciated by Nigerian students by going through a tour of world music. The paper concludes by recommending that Music departments in Nigerian Universities organize periodic tours for their students to other countries of interest to explore and experience first-hand all they have been taught in theory and indeed witness the sights and sounds of these countries for greater inspiration and interest in music.

Keywords: Music, tourism, modern-day, tourism activities, world music.

Introduction

Tourism has indeed expanded the horizon of music to such an extent that wherever you go, different kinds of music accompany you. Music and tourism have thus over the years been somewhat like inseparable twins – where one cannot go without the other. The existence of music festivals all over the world presents an opportunity for travel and tourism and impacts the socio-cultural psyche of persons of different cultures coming together to enjoy themselves. Every tribe, culture, race in the world enjoy music. According to Adjija (2019) music is “accorded such reverence because it embodies the necessary tools that can be engaged to express and input feelings, desires and thoughts of humans that mere words may fail to achieve”. It is what makes places torn apart by conflict, economic depression, and other sociological problems of our day seem a little more bearable; it is truly a unifying force. Modern technology has also made it possible for people all over the world to listen to virtually any kind of music they desire through the internet, on the radio or on CDs. However, what may seem very enjoyable music to say an Asian may sound quite boring to an African. Quite naturally, this is expected as every tribe has its unique way of presenting music that emanates from different cultures.

Music and Tourism plays an important role in appreciating the culture and music of different peoples of the world. Indeed 'music tourism evokes nostalgia and meaning and celebrates both heritage and hedonism (Gibson & Connell, 2005). Music tourism provides the opportunity to enjoy the unique culture of others through their music not just by listening on the radio or TV but by being physically present in the environment and appreciating the live sounds and beat of musical instruments. So, while you can enjoy music sitting in the comfort of your room, music tourism makes it more enjoyable as this time you are experiencing the full impact of the music in a unique environment. The foregoing will present some issues relating to music and tourism with the expectation that the reader's mind is broadened on this topic. The terms music and tourism and music tourism will be used interchangeably.

Music tourism

Put simply, music tourism is travelling to a city or place to watch music performances. It also involves people travelling to attend music festivals which are very popular in recent times. A large number of music festivals is usually held annually. Some of note are the Summerfest, an 11-day festival in Milwaukee, Wisconsin (see Appendix A); New Orleans Jazz and Heritage Festival (music tours), Montreal International Jazz festival, Rio Carnival in Brazil (see Appendix B), Notting Hill Carnival (London, UK) etc. In all, there are an estimated 10million people that travel worldwide to watch music performances.

In Nigeria, Echezona and Okezie (2018) highlight some festivals in which tourists travel to watch:

1. Kwa-Ghir Festival: A festival of the Tiv people in Benue State. It is a display of traditional masquerades, dancing, music and puppet theatre. It is indeed a musically colourful festival with a distinct culture.
2. Eyo Festival: Located in the south-western region of Nigeria, it is the annual festival of the people of Eko in Lagos State which holds yearly.
3. Argungu Fishing Festival: Argungu is located in the north-western region of Nigeria, in Kebbi State. It is a 5-day festival between February and March and is famous for attracting international tourists and for its musical display, dance and singing throughout the event. (see Appendix C)
4. Igue Festival (also known as King's festival): This is an annual event held in Benin-city, Edo State. It is organised by the Oba of Benin and displays cultural music groups who come together to celebrate the year. It is usually colourful, fun-filled and packed with indigenous music. (see Appendix D)
5. Izon Boat Regatta: The Izens and other peoples of the Niger Delta have ceremonies that include extremely colourful boat regattas and water races after which tourists and the general public are treated to nice indigenous music.
6. New yam festival: An event indigenous to the Igbo tribe and held in August every year, the New Yam festival bears its root in the veneration of the earth's goodness for a fruitful harvest year. Though it has witnessed modernization, it still retains its cultural bearings through colourful and flamboyant dances, wrestling and local games.
7. Durbar festival of Kano: This is especially a very colourful event and is characterized by Emirs riding on horsebacks amid extreme drumming, trumpeting, singing and dancing.

Apart from these festivals highlighted above, there are numerous tourist sites in Nigeria where local and indigenous musical performances are on display. A typical example is a recent visit to La Champagne Tropicana Beach resort located at Ikegun, Ibeju-Lekki, Lagos where African culture, heritage and music is extensively on display. As the in-house cultural troupe performed

various African dances and tunes, tourists enjoyed dinner under palm trees and the breezy comfort of the beach close by. (See Appendix E)

The impact of music on tourism

Music is a very influential element in every society – it has the power to shape us culturally, morally and emotionally. The same way music affects every sphere of our daily lives so also does it impact tourism. What are the impacts of music on tourism one may ask? It is now a widely known fact that the tourism industry is one of the fastest developing sectors in the global economy. The unique success has largely been attributed to a number of factors top of which is the impact of music on tourism because music also contributes to every sector of the economy. As such it has greatly influenced tourism and left behind a trail of benefits in the sector. It is thus important to note that there are a number of ways through which music has affected tourism either directly or indirectly.

As earlier mentioned, music and travel go hand in hand. These sectors are mutually dependent on each other and the growth in one sector leads to a corresponding growth in the other. For instance, when one watches music videos and see different cities or countries being featured in the video, there is a desire to visit the country to witness first-hand the musical experience in that country. Music has been one of the great ways of promoting tourism across the globe. This is mainly due to the fact that music plays an important role in the display of beauty, culture and elegance of a country or city. Oftentimes, music creates curiosity in the minds of people which prompts them to move from one corner of the world to the other to witness and watch a musical performance. Such movement provides a big boost to tourism especially due to the fact that it helps enhance tourism activities in the particular city or country. When travelling, music can easily draw one to great adventure by giving you the feeling of nostalgia for home and making you feel welcome and well settled where ever you are. Tourism mainly revolves around providing elegant scenes and they bring about great satisfaction to tourists. Festivals have been one of the ways through which music has had a positive impact on tourism. As earlier mentioned in the introduction, music festivals alone attract a huge number of tourists around the globe. These staggering numbers have left an incredible mark in modern-day tourism around the world due to tourism activities during the festivals. Other than the tourism industry, there are other sectors that have benefitted from these festivals. These are sectors such as the hotel industry due to massive bookings of hotels and other accommodation facilities, food industry such as restaurants and grocery shops, cloth industry which at such times record high flow of clientele and customers and in effect promotes the economic growth of the particular city or country.

Tour of world music

This sub-topic by no means envisages world music in a literal sense but is a modest attempt to highlight the different music of some cultures around the world. The excursions will take you through Korea, Latin America, Austria, India and Zimbabwe. These are different kinds of music but all geared towards a particular message – it can relate to the listeners of different nationalities. Rommen (2017), puts it aptly:

...acknowledging the ways that the music of the world differ from each other can (and often does) lead to new insights and to rich and meaningful musical encounters that illustrate sameness, solidarity, and shared horizons. The difference can, in other words, enable us to see (and hear) ourselves in the other and the other in ourselves. This is especially the case if we approach these musical encounters open to the possibility that our own perspective is subject to reinterpretation and to change in the face of new experiences (p. 4)

Korea's 'Arirang'

Arirang is a song created in the early 20th century but one that was inspired by a folk song that had the word 'Arirang' in the title. The modern 'Arirang' is however modelled after 'Jeongseon Arirang', a folk song from the Central-eastern Korean province of Gangwon-do. It is also widely linked to Korea's national anthem. Both South and North Korea have various adaptations of 'Arirang'. It is a good example of flexibility which makes it the most important feature in Korean traditional music. It can be modified to suit particular singers and they, in turn, will choose verses, tempo etc. to suit the mood and audience. 'Jeongseon Arirang' is normally sung in a slow, flexible tempo and it is sober in content. Despite more recent genres of music in contemporary Korean music such as Korean pop (also known as K-pop) 'Arirang' remains hugely popular. (See Appendix J: Music Score for Arirang).

Music in Latin America

When you think of Latin American music, I reckon what comes to mind is the popular 'Salsa'. Quite true, Salsa music is one of the top genres of music in Latin America. However, Latin America has quite a number of top genres of music that are also popular. Cumbia music for instance is one that is guaranteed to be heard in travels to Columbia, Argentina, Chile and some other Latin American countries. This music originates from Columbia and it is widely known for its folk style and in the modern day is recognized for its mixture of indigenous rhythm and instruments such as the 'gaita' (similar to a flute) and other western instruments. There is also Raggaeton music mostly a younger generation genre of music and has a blend of Latin and reggae rhythms.

How about Bachata music? This genre of music originates from the Dominican Republic and made headlines in the 20th century. There are five instruments used in a Bachata performance and these include a 'requinto' (like a lead guitar), 'Segunda' (a rhythm guitar), bass guitar, bongos, and 'guira'. Over the years, Bachata had transformed to be one of the most popular Latin American music genres heard worldwide. Have you heard of Rumba music? This is another popular Latin American style of music and is usually accompanied by two or three conga drums and sticks. It is also a widely popular ballroom style of dance you can hear throughout one's travels in South America and around the world. Most definitely, the very popular Tango music originating from Argentina and Uruguay is another genre of music performed in Latin America. A traditional tango sextet consists of a piano, double bass, two violins and two bandoneons and is recognised by its two-four and two-two beat.

Marimba is worthy of note. It is an instrument of African origin but widely used in Ecuador, Columbia and Costa Rica as a symbol of heritage. It is used in a community dance prevalent in Ecuador and Columbia called Currulao. The Currulao features dance that includes the marimba, single-headed conical drums in two different sizes, two double-headed drums and bamboo shakers.

Vienna Tunes

The capital of Austria, Vienna, is also known as 'the city of music'. This is obviously due to the fact that many musical greats such as Beethoven and Mozart regarded Vienna as home. It has indeed come to gain the reputation as the capital of classical music with numerous opera houses and concert halls organising glorious performances all year round. Major music venues include the State Opera House, the People's Opera House, the Burgtheater (all three owned by the federal government) and the Theater an der Wien. Yearly, the Waves Vienna – A music festival and conference draws an international audience from around the world and showcases European pop music.

Hindustani and Karnatak Music

In ancient India, the country had a uniform form of music that dated back to the time of Vedas, the holy scriptures of Hinduism traditionally recited by Brahmins and passed down by them orally. However, with time, two classical music systems have evolved - Hindustani music (from North India) and Karnatak music (from the South). These two forms of music continue to develop till the modern-day. Hindustani classical music is mostly known for its instrumentalists, while Karnatak classical music is renowned for its virtuosic singing practices. Instruments most commonly used in Hindustani classical music are sitar, sarod, tanpura (see Appendix G) and tabla while instruments used in Karnatak classical music include the violin, kanjira, and vina. The use of bamboo flutes such as murali is common to both traditions as well as many other genres of Indian music (Roda, 2009). Indian music has though gained international acclaim. According to Sykes (2017):

Hinduism is a vastly diverse religion whose followers constitute about 80 per cent of the populations of India and Nepal, with significant numbers of followers in Sri Lanka and Bhutan. South Asian Hindu cultures are globally audible, as well, though here it is worth considering their physical presence and music in the world's global cities, London, Johannesburg, and Kuala Lumpur (Malaysia) are all cities with significant Hindu populations, and Hindu temples in these cities routinely hold festivals and processions. The annual Thaipusam festival held at a cave complex (Batu Caves) just outside Kuala Lumpur now draws 1.5 million spectators and participants a year. At this and other Hindu temple festivals, an icon of the resident deity ...may be taken out and wheeled around the neighbourhood on a chariot accompanied by musicians, bringing Hindu religious sounds to ethnically mixed public spaces and diverse audiences (p.21).

Today, Indian classical musicians travel all over the world to perform. They also log into social media to teach students who may live in India, the United States, Nigeria or any other place in the world.

Zimbabwean sounds

Zimbabwe is widely known for its beautiful landscape diverse wildlife found in parks, reserves and safari which undoubtedly draws tourists all over the world and inevitably to Zimbabwe's sounds. Zimbabwean music is heavily reliant on the use of instruments such as the mbira, Ngoma drums and hosho. The mbira for instance has been classified by musicologists as a lamellaphone (Linguaphone) which is created from things found in nature such as wooden board (often fitted with a resonator) and tines. It is usually played in a calabash resonator which amplifies the sounds and augments using shells or bottle caps placed around the edges (see Appendix H). Often accompanied by the hosho (a percussion instrument), the mbira is played at religious ceremonies, weddings and other social gatherings.

There is also marimba earlier mentioned as an instrument of African origin used widely in Columbia. It is a percussion instrument consisting of a set of wooden bars struck with yarn or rubber mallets. Resonators or pipes are suspended underneath the bars to amplify the sound (see Appendix I). The marimba was introduced in Zimbabwean music sometime in the early 1960s. It was adopted by the Kwanongoma College of African Music in Bulawayo and the marimba of Zimbabwe we know of now goes by the name Kwanongoma marimba and is considered part of Zimbabwean culture. For more on Zimbabwean music, one may watch "My beautiful Zimbabwe" as well as 'Zimbabwe top 40 songs' on Youtube.

Conclusion

This study, it is hoped, has broadened the reader's knowledge of music tourism. I have attempted to highlight the various forms of music tourism that are particularly popular in our modern-day. It also emphasizes the relationship between music and tourism in our day and its impact on our society. As one can see from the foregoing, music has made a tremendous impact in the world of tourism and vice versa. The impact of music on tourism is especially prominent in musical festivals around the world that rake millions in the tourism industry. As music tourism continues to gain recognition in Nigeria and abroad, it is hoped that governments all over the world, make continuous efforts to keep it alive and improve on what they have on the ground to boost tourism through musical performances and the display of cultural heritage.

Finally, going through the tour of world music, I highlighted the music of some countries around the world to emphasize the fact that through travels and tourism, different countries have over the years been able to borrow music from one another to suit their local circumstances and making adaptations where necessary. It has indeed made it possible for different cultures to appreciate each other's music and borrow some inspiration and even musical instruments. We have seen above for instance where the Marimba of African origin is popularly played in ceremonies in Columbia and other parts of Latin America. Also considering the popular use of the piano and violin (which have their origins in Italy) by music educators in Nigeria and indeed over the world bears credence to the fact that music has travelled far and wide. In Nigeria for instance, classical music is widely taught in schools and have somewhat brought western music and culture into the minds of students. I may dare to suggest that Music departments in Nigerian Universities organize a periodical tour for her students to other countries of interest to explore and experience first-hand all they have been taught in theory and indeed witness the sights and sounds of these countries for greater inspiration and interest in music.

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APPENDICES



*Appendix A:
Summerfest, Wisconsin*

Source: Travel Wisconsin



*Appendix B:
Rio Carnival, Brazil*

Source: Getty Images



*Appendix C:
Argungu Festival, Kebbi State,
Nigeria*

Source: The Guardian



*Appendix D:
Igue Festival, Edo State,
Nigeria*

Source: How NG



Appendix E : La Campagne Tropicana, Ibeju-Lekki, Nigeria *Amateur photo



Appendix F: Vienna state opera house

Source: Britannica



Appendix G: A lady playing the tanpura
Source: The Met

Credit: Flecher Fund (1996)



Appendix H: Mbira

Source: Wikipedia



Appendix I: Zimbabwean Primary School Playing Marimbas

Source: Wikipedia

Arirang

Folk song from South Korea
Arranged by Y S Onyiuke

A - ri - rang, A - ri - rang,
A - ra - ri - yo,
A - ri - rang, ko - ge - ro,
nu - mou, gan - da,
Na - rul bu - ri - go ga si nu ni - im un,
Sim - ri - do mok - qa - so bal bung nan - da.

*Arirang, Arirang, Arariyo _____,
Arirang, pass through the Arirang hill _____,
I'll follow you follow you go there _____,
Here you wait for me Arariyo _____.*

Appendix J: Arirang Korean Folk Song.

Source: Onyiuke (2009:115)