

Research Article

The Study of the Cross-Cultural Dialogue between Traditional Southeast Asian and Chinese Music in the Belt and Road Initiative Context

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Abstract

This study explored the role of the China-ASEAN Music Week, an integral component of the Belt and Road Initiative, in facilitating cross-cultural exchange and enhancing cultural understanding and social cohesion. Focused on Nanning, Guangxi, as a pivotal center for the dissemination of traditional Southeast Asian music, the research employed Music Week as a case study to analyze the channels, impact, and dynamics of cultural interaction. It highlighted the event's effectiveness in promoting cultural diversity and preserving traditional cultures, elucidating the mechanisms through which music transmission enriched local cultural diversity and fostered global inclusivity. Additionally, Music Week functioned as a platform for cross-cultural cooperation, connecting artists and audiences from diverse backgrounds and offering youth engagement opportunities through workshops and performances, which deepened their appreciation of cultural heritage. The digital extension of the event broadened its scope, facilitating a more inclusive cultural exchange. The study also noted the festival's contribution to the local music industry in Nanning, stimulating artistic innovation and attracting international attention. To enhance the impact of such cultural exchanges, recommendations included improving cultural education, expanding exchange programs, and leveraging digital platforms for a wider reach. The research suggested future inquiries could involve longitudinal studies on the sustained cultural impacts, comparative analyses of similar events, and evaluations of digital exchange effectiveness.

Keywords: China-ASEAN, Music Week, Cultural Exchange, Belt and Road Initiative

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Introduction

The preservation and dissemination of traditional culture necessitates more than mere collection and analysis; it requires active engagement through cross-cultural communication. This dynamic approach not only helps safeguard traditional music but also equips societies to navigate the complexities of a rapidly changing world. Liu Liu (2021), in his master's thesis "Research on the Cross-Cultural Communication of Tan Dun's Music Works," illustrates the significance of integrating local culture into global contexts by elaborating on Tan Dun's integration of Wuchu culture and Zen thoughts into his compositions. This synthesis not only promotes the organic growth of music, but also enhances the global outreach of Chinese cultural elements, blending them with Western influences through innovative techniques like collages. Such efforts stress the importance of a national standard in music that simultaneously achieves a global resonance, fostering a universal appeal that transcends cultural boundaries.

In their journal article, Li Feixue and Su Chang (2015) discuss "The Influence of Emerging Media on the Cross-cultural Communication of Chinese Folk Music," highlighting the critical role of folk music as a potent tool for international cultural exchange. They emphasize the transformative power of media in promoting cross-cultural communication, which, despite its potential pitfalls, is pivotal in preserving the essence and charm of national music in a diversified media environment. This perspective aligns with the broader discourse on how emerging technologies and shifts in aesthetic preferences necessitate continual adaptation in the creation and dissemination of musical works, ensuring they remain relevant and resonate across cultures.

He Fangfang's (2021) research, "The Communication of Indonesian Gamelan Music Culture in China: A Case Study of Ningbo University," offers a complementary view by examining how foreign music cultures like Indonesia's Gamelan are integrated into Chinese educational contexts. Using literature reviews and data surveys, He analyzes the academic discourse surrounding Gamelan music and its pedagogical implementation at Ningbo University. This case study not only illustrates the practical aspects of teaching and spreading Indonesian music culture in Chinese universities but also reflects on the broader implications of such educational practices for the promotion of ASEAN musical traditions during cultural festivals. Collectively, these studies contribute to a nuanced understanding of how traditional music can be both preserved and innovatively shared in the global arena.

In the current globalized era, the Belt and Road Initiative stands out as a multifaceted effort by China to strengthen its ties with nations along its expansive route, encompassing economic, political, and cultural dimensions. Amid these dimensions, music emerges as a powerful medium for cross-cultural communication, effectively bridging diverse cultures. This initiative, which reflects the importance of preserving cultural diversity and fostering inclusivity, resonates with President Xi Jinping's vision of creating a "community with a shared future for mankind." It is within this context that the dynamics of cross-cultural interactions become crucial, influenced not only by differing national and linguistic backgrounds but also by regional, racial, class, and gender dynamics. These interactions challenge the boundaries of cultural isolation, highlighting the growing importance of cross-cultural dialogue in an increasingly interconnected world shaped by global migration, international business, and diplomacy.

The China-ASEAN Music Week, hosted annually in Nanning, Guangxi, since 2012, exemplifies the significant role of music as a conduit for cultural exchange under the Belt and Road Initiative. This event has evolved into a pivotal platform for music exchange, connecting the past with the present and linking China with the world through the rich tapestry of Southeast Asian traditional music cultures. By bringing together performers, educators, and cultural inheritors from the 10 ASEAN countries and regions, the event not only facilitates cultural exchanges but also serves as a critical hub for the preservation and transmission of traditional music. This function of the China-ASEAN Music Week accentuates its practical significance in cross-culturally disseminating traditional music and fostering vibrant interactions within Southeast Asian cultures, warranting further attention as a case study in cross-cultural music communication.

This article focuses on the "China-ASEAN Music Week," a significant event that facilitates the cross-cultural communication of Southeast Asian traditional music within China. Since its inception, the event has been held for eleven sessions, each enriching the academic and cultural landscape with a diverse array of music activities. The research conducted on this cultural phenomenon not only examines the performances and forums from the 11th session but also delves into the broader scope of Southeast Asian traditional music

showcased throughout the event's history. This includes a detailed analysis of the performance content, program listings, and the content of academic forums. Such a comprehensive study is essential to understand the full impact and evolution of this music week over the years.

Cross-cultural communication at the China-ASEAN Music Week is deeply intertwined with humanistic exchanges, reflecting a complex interplay of culture, customs, and languages among participants from various countries. Each session's theme, design arrangement, program selection, and presentation of musical works are meticulously crafted by a collaborative effort of ASEAN and Chinese musicians and staff. The event not only provides a platform for showcasing traditional music but also poses various cultural and linguistic challenges for organizers, performers, and participants. To capture the nuanced experiences and meanings derived from these cross-cultural interactions, the study includes interviews with organizers, musicians, and audiences, offering diverse perspectives on the dynamics and outcomes of such cultural exchanges. These insights contribute to a deeper understanding of the role and effectiveness of the China-ASEAN Music Week in promoting and preserving Southeast Asian traditional music through cross-cultural dialogue.

Objective

This study aims to elucidate the role of the Belt and Road Initiative in fostering cross-cultural dialogue, specifically by analyzing its impact on the dissemination of Southeast Asian traditional music. The objectives include a thorough analysis of the initiative's background, with a focus on its contribution to cross-cultural exchanges; a detailed examination of the context in which Southeast Asian traditional music performances and exchanges occur during the China-ASEAN Music Week; and an exploration of the cognitive value derived from these cross-cultural interactions. Through these objectives, the research intends to provide a comprehensive understanding of the dynamics and outcomes of cultural dissemination under the auspices of the Belt and Road Initiative, highlighting the depth and richness of musical interactions that it facilitates.

Method

This study adopts the "China-ASEAN Music Week" as a focal point to explore the cross-cultural transmission of traditional ASEAN music within China. It scrutinizes the representation of traditional ASEAN music since the event's 11th session, focusing on the roles of organizers, performers, and audiences involved. Employing a combination of literature analysis, fieldwork, and case study methodologies, the research aims to uncover the intricacies of musical presentation and the dynamics among participants during Music Week. The study delves into the methods of presenting traditional music from Southeast Asian countries by reviewing the performance programs and academic forums, as well as the scholarly discussions that occur among musicians, experts, and scholars within these forums.

The research further utilizes qualitative methods, including participatory observation and interviews, to collect firsthand feedback from Southeast Asian musicians and local audiences. This feedback is crucial for assessing Music Week's effectiveness in enhancing cross-cultural understanding and appreciation. By analyzing the responses of these diverse groups, the study seeks to understand the impact of the event on both the performers and the audience, thereby gauging the success of Music Week in achieving its cross-cultural objectives.

In its final analysis, the paper discusses the broader significance of Music Week as a vital platform for cultural exchange. The paper scrutinizes the methods used to communicate and maintain Southeast Asian traditional music in Nanning, providing suggestions for the advancement and growth of regional music culture. By providing a deep analysis of the dissemination and interaction of Southeast Asian music in Guangxi, the study contributes valuable insights into the facilitation of people-to-people exchanges between China and the ASEAN countries, highlighting Music Week's role in fostering a richer, more interconnected cultural landscape.

Findings

1. Context and Significance of the Belt and Road Initiative

In examining the cognitive value of cross-cultural communication through Southeast Asian traditional music at the China-ASEAN Music Week, it is crucial to consider the context of the Belt and Road Initiative

(BRI). The BRI, proposed by China, is a significant international cooperation initiative that aims to foster collaboration and development among countries across Asia, Europe, and Africa. Within this framework, the China-ASEAN Music Week emerges as a vital platform for cultural exchange, highlighting the profound significance of such initiatives in promoting mutual understanding and cultural integration. The cognitive value generated through these interactions emphasizes the importance of cross-cultural dialogue in enriching traditional music and fostering a shared cultural heritage.

Since its inception in 2012, the China-ASEAN Music Week has evolved considerably over its 11-year history. It began as a modest event with limited performances, seminars, and participation from domestic and international music groups, but has grown into an internationally influential music event. It now stands as one of the three major platforms for the creation and performance of modern music in China, alongside the Beijing Modern Music Festival and the Shanghai Contemporary Music Week. This evolution indicates the increasing importance and impact of the China-ASEAN Music Week in the realm of cultural exchange, making it a cornerstone for fostering international musical collaboration and showcasing the rich tapestry of Southeast Asian traditional music.

Musical cooperation and cross-cultural exchange between China and ASEAN countries are epitomized by the China-ASEAN Music Week, an international music event hosted by Guangxi University of the Arts. As a key cultural cooperation project under the Belt and Road Initiative, Music Week annually invites musicians, scholars, and performance groups from China, the United States, France, Poland, Japan, and the 10 ASEAN countries. The event features a diverse array of activities, including large-scale performances, summit forums, composition competitions, and master classes covering genres such as traditional music, pop music, and world folk music. These activities significantly enhance cultural exchanges and interactions, fostering a deeper understanding and appreciation of each nation's musical heritage.

The Belt and Road Initiative emphasizes cultural dissemination and people-to-people cooperation alongside economic development. In this context, the ASEAN Music Week stands out as a strategic cultural event that promotes interaction among diverse countries and regions. It provides a platform for traditional Southeast Asian music to transcend geographical boundaries and gain international recognition. By facilitating these cultural exchanges, Music Week plays a crucial role in strengthening cultural ties and fostering mutual respect and understanding between China and ASEAN countries, thereby contributing to the broader objectives of the Belt and Road Initiative.

Meaning making within this context manifests in several ways:

1) **Mutual Cultural Learning:** The Belt and Road Initiative encourages cultural learning and exchange between countries. As a vehicle for such exchanges, the ASEAN Music Week enables individuals from diverse cultural backgrounds to understand and appreciate Southeast Asian traditional music through the universal language of music. This engagement helps break down cultural barriers and promotes the dissemination of cultural diversity.

2) **Cross-Cultural Cooperation:** The Belt and Road Initiative emphasizes international cooperation, a philosophy mirrored by the ASEAN Music Week. Artists and audiences from various cultures come together to create and experience music, fostering cross-cultural collaboration that strengthens ties between countries and stimulates artistic innovation.

3) **Cultural Identity:** Within the framework of the Belt and Road Initiative, the ASEAN Music Week plays a crucial role in reinforcing the cultural identity of Southeast Asian traditional music. This event not only helps preserve and transmit this musical heritage within Southeast Asia but also enhances the broader international community's understanding and recognition of it.

Through the exchange of ideas and discussions about the history of music across different cultures, the international community can achieve greater cultural understanding and acceptance.

2. Context of Southeast Asian Traditional Music Performances and Exchanges

At the China-ASEAN Music Week, the generation of meaning involves not only the organizers and performers, but also the audience. Under the Belt and Road Initiative, attendees learn firsthand the importance of cultural exchange and the cognitive value of cross-cultural communication. This engagement shows the importance of Music Week as an integral part of the initiative, highlighting its role as a powerful platform for the dissemination of Southeast Asian traditional music.

As a cultural event within the Belt and Road Initiative, ASEAN Music Week serves both as a generator and a carrier of meaning. It embodies the cognitive value of cross-cultural communication, with profound implications across various dimensions. Music Week enhances mutual understanding and respect among diverse cultures by actively practicing and appreciating cultural exchange, thereby reinforcing the initiative's overarching goals of international cooperation and cultural preservation.

The role of ASEAN Music Week as a vehicle of meaning includes:

1) **Promotion of Cross-Cultural Communication:** ASEAN Music Week serves as a crucial platform for musicians and audiences from diverse cultural backgrounds to come together, create, and appreciate music. This intercultural exchange fosters cultural interaction between countries, enabling a deeper understanding of the essence of traditional Southeast Asian music. Through the universal language of music, audiences gain insight into these traditions, while musicians integrate diverse cultural elements into their creations, fostering artistic innovation. For example, musicians blend traditional Southeast Asian music with Western instruments to present the roots of their own musical culture, illustrating the synergy between different musical traditions.

2) **Dissemination of Southeast Asian Traditional Music:** As a carrier of cultural meaning, ASEAN Music Week promotes and disseminates Southeast Asian traditional music on the international stage. The event provides audiences with a deeper understanding of the history, development, and identity of Southeast Asian music culture. By showcasing traditional music to global audiences, the Music Week aids in preserving and transmitting this rich heritage. This international exposure facilitates widespread appreciation and recognition of Southeast Asian music.

3) **Enhancement of Cultural Identity:** ASEAN Music Week significantly strengthens the cultural identity of Southeast Asian music among audiences. Attendees are not merely passive spectators; they actively participate in and experience the music. For instance, audiences are invited to join certain sessions, playing instruments from different cultures. This hands-on engagement allows them to deeply experience the charm of Southeast Asian music, contributing to its promotion and preservation.

4) **Promotion of Music Education:** ASEAN Music Week plays a pivotal role in music education, especially for the younger generation. The event offers opportunities for audiences to learn about and appreciate traditional Southeast Asian music. Educational activities and workshops during the Music Week provide a platform for youth to engage with this musical heritage, fostering their musical interests and cultural awareness. Through these initiatives, the Music Week cultivates a deeper understanding and appreciation of Southeast Asian music among the younger generation.

3. Analyzing the Cognitive Value of Cross-Cultural Dissemination of Southeast Asian Traditional Music

In summary, as a cultural event within the Belt and Road Initiative, the China-ASEAN Music Week significantly contributes to the cognitive value of cross-cultural dissemination. It functions as a practical carrier of meaning by promoting cross-cultural communication, disseminating Southeast Asian traditional music, enhancing cultural identity, and supporting music education. These facets highlight its vital role and far-reaching significance in fostering mutual understanding, preserving cultural heritage, and facilitating artistic innovation, making it a cornerstone of cross-cultural dialogue and exchange.

3.1. People (Organizers, Performers, Audiences) – Core of Meaning Transmission

In the ASEAN-China Music Week, the collaboration among organizers, performers, and audiences forms the core of this musical event, each playing a crucial role in delivering cultural exchange and promoting multiculturalism. The organizers, in particular, are instrumental in conveying these cultural messages.

1) **The Role of the Organizer:** Organizers are pivotal to the success of the China-ASEAN Music Week, responsible for planning and coordinating all aspects of the event, including music performances, lectures, and workshops. Their meticulous planning ensures that audiences have ample opportunities to learn about and appreciate traditional Southeast Asian music. By organizing and executing the activities of the Music Week, they create a structured environment where cultural exchange can flourish. They also promote cultural exchange and multiculturalism through various channels, such as media, social platforms, and school collaborations, thereby increasing the event's visibility and appeal. Additionally, organizers provide essential resources and support, including financial backing, venue arrangements, and artist invitations, all of which are crucial for the successful execution of the Music Week and the participation of artists. Their efforts contribute

significantly to the inheritance, preservation, and innovation of traditional music in Southeast Asia, establishing a solid foundation and platform for the cross-cultural dissemination of music culture.

2) **The Role of the Performer:** Performers are the primary conveyors of music dissemination during the China-ASEAN Music Week, imparting cultural and artistic messages to their audiences through their musical performances. As actual communicators of music, they convey the beauty of traditional Southeast Asian music, transforming their concerts into cultural and artistic transmissions. Performers skillfully blend elements of traditional Southeast Asian music with modern musical styles, showcasing diversity and innovation. Their works not only preserve traditional cultural characteristics but also incorporate contemporary elements, offering audiences a rich, multi-layered musical experience. Additionally, performers emphasize cultural identity, diversity, and peace through their compositions, reflecting the charm of Southeast Asian music and highlighting commonalities and mutual respect among diverse cultures. Through their music, performers profoundly influence the audience and promote cross-cultural communication and understanding.

3) **The Role of Audiences:** Audiences play an integral role in the ASEAN-China Music Week, coming from diverse cultural backgrounds to gain a deeper understanding of traditional Southeast Asian music and culture. Through active participation in Music Week activities, audiences develop a heightened awareness and appreciation of Southeast Asian traditional music. By engaging in on-site experiences, receiving introductions, and interacting with artists, they learn about the history, cultural significance, and unique aspects of Southeast Asian music. The Music Week also provides educational opportunities, particularly for the younger generation, fostering a deeper understanding and appreciation of this musical heritage. This contributes to the development of young people's interest in music and cultural awareness. Moreover, audiences enhance their cultural identity by not only appreciating traditional Southeast Asian music but also strengthening their connection to this musical culture. Active participation in Music Week activities allows them to gain a comprehensive understanding of the musical styles, historical backgrounds, and cultural connotations of Southeast Asia, translating into recognition and respect for Southeast Asian culture.

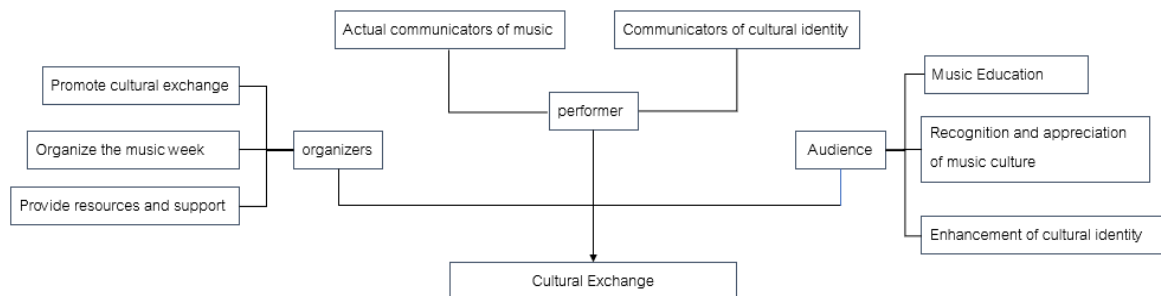


Figure 1 Core of the transmission
source: Xiong, Phansue & Jamnongsam, 2024

Through the ASEAN-China Music Week, audiences experience enhanced cultural identity, artistic diversity, and cross-cultural exchange, significantly contributing to the promotion of cultural understanding. The organizers, performers, and audiences collectively form the core of this event, conveying the cognitive value of music culture and promoting cultural inclusion and diversity. Moving forward, efforts to strengthen music education, embrace diverse music styles, foster international cooperation, and enhance digital experiences will further enrich the cognitive value of the China-ASEAN Music Week. Serving as a vital platform for the global dissemination of traditional Southeast Asian music, the Music Week promotes cultural exchanges, music education, and artistic innovation. The collaboration and interactions among the three core participants—organizers, performers, and audiences—convey the crucial message of cultural exchange and multiculturalism. This musical event not only enriches the expression of traditional Southeast Asian music but also fosters the exchange and integration of global cultures. Acting as a bridge, the ASEAN-China Music Week connects different cultures, conveying messages of peace, understanding, and friendship, and facilitating greater cultural exchange and sharing worldwide.

The ASEAN-China Music Week stands as a beacon of cultural exchange and mutual learning, significantly contributing to building a community with a shared future for mankind and promoting the development of the Belt and Road Initiative. Throughout this article, we have examined the cognitive value of this event, its impact on cross-cultural communication, and its role in promoting cultural diversity and the preservation of traditional culture. The various facets of cultural exchange highlighted indicate its profound implications for fostering understanding and tolerance in our globalized world.

Cultural exchange and the appreciation of cultural differences are pivotal in fostering global harmony. The Music Week, as a representative platform for cultural exchange, provides an ideal setting for individuals from diverse backgrounds to immerse themselves in the traditional music of Southeast Asia. Through the universal language of music, audiences experience the uniqueness of Southeast Asian music, breaking down cultural barriers and dispelling prejudices. Beyond music, other art forms also serve as mediums for cultural exchange, deepening our understanding and fostering open and inclusive attitudes towards diverse cultures. However, challenges such as misunderstandings and conflicts arising from cultural differences must be acknowledged. These challenges often stem from a lack of deep knowledge about other cultures, leading to biases or stereotypes.

To address this, education emerges as a crucial tool. Intercultural education in schools and institutions allows students to explore the history, art, and values of different cultures, fostering understanding and appreciation. Similarly, cross-cultural training in workplaces and social organizations enhances adults' cultural sensitivity, enabling better navigation of cultural differences. In the digital age, the internet and social media have accelerated cultural exchange, offering global platforms for cultural sharing. This rapid dissemination of cultural content presents more opportunities for understanding and tolerance of cultural differences. However, promoting a culture of respect online is essential to prevent the internet from becoming a breeding ground for misunderstanding and conflict.

Looking towards the future, cultural exchange is set to expand significantly in the era of globalization and digitalization. With advancements in digital technology, cultural products will reach wider and more diverse audiences, enriching global cultural experiences. Cultural exchanges will extend beyond music to include various art forms such as film, literature, and visual arts. This expansion will offer people a multitude of cultural options, enhancing their understanding of the characteristics and values of different cultures.

Moreover, cultural exchanges will play an increasingly significant role in international relations, fostering mutual trust and promoting peaceful development. Under initiatives like the Belt and Road Initiative, cultural exchanges between nations will bolster economic cooperation and political dialogue. By transmitting not just culture but also values, beliefs, and ideas, these exchanges pave the way for a more friendly and trusting international community. The ASEAN-China Music Week exemplifies this vital nexus of cultural exchange and mutual learning, preserving and inheriting traditional cultures while fostering understanding among diverse communities. As we continue to strengthen cultural exchanges and broaden the scope of cross-cultural communication, we move closer to realizing a more inclusive and mutually enriching cultural landscape. This endeavor contributes to building a community with a shared future for mankind and advancing the Belt and Road Initiative towards a brighter horizon. Through collaborative efforts, we can construct a more harmonious, prosperous, and pluralistic world, bringing our collective wisdom and strength to the common destiny of humanity.

Discussion

The ASEAN-China Music Week exemplifies the transformative power of cultural exchange and mutual learning, significantly impacting the global community and advancing the objectives of the Belt and Road Initiative. This article has examined the multifaceted aspects of the event, highlighting its cognitive value, its facilitation of cross-cultural communication, and its role in fostering cultural diversity and preserving traditional heritage. By delving deeper into these dimensions, we can better understand the implications of cultural exchange in our interconnected world, emphasizing the importance of such initiatives in promoting global harmony and mutual respect.

1. Cultural Exchange and Understanding of Cultural Differences

Cultural exchange and the cultivation of understanding and tolerance for cultural differences are pivotal in our increasingly globalized landscape. The ASEAN-China Music Week serves as a cornerstone platform for such exchange, providing a poignant setting for individuals from diverse cultural backgrounds to immerse themselves in the captivating sounds of Southeast Asian music (Shan, 2011). Through the universal

language of music, audiences are transported into the rich tapestry of Southeast Asian musical traditions, transcending linguistic barriers and fostering a shared appreciation (Zhong & Liu, 2013). Moreover, various art forms presented during the Music Week act as powerful conduits for cross-cultural exchange, deepening our comprehension and nurturing open-mindedness towards diverse cultures.

While the value of cultural exchange is undeniable, challenges such as misunderstandings and conflicts arising from cultural differences must be acknowledged. These hurdles often stem from insufficient knowledge of other cultures, leading to biases or stereotypes. Education is a potent remedy for these challenges. Integrating intercultural education into school curricula and institutional frameworks provides students with a holistic view of different cultures, fostering understanding and respect (Kong & Ning, 2014). Similarly, initiatives like cross-cultural training in workplaces and social organizations equip adults with the necessary tools to navigate cultural diversity with sensitivity and appreciation.

In the digital era, the advent of the internet and social media has significantly accelerated the pace of cultural exchange, offering global platforms for sharing cultural content. This rapid dissemination of cultural expressions presents boundless opportunities for fostering understanding and tolerance of cultural differences. However, it is imperative to cultivate a culture of respect in online spaces to prevent them from becoming breeding grounds for misunderstanding and conflict.

2. Future Development of Cultural Exchange

Looking towards the future, cultural exchange is poised for significant evolution in the era of globalization and digitalization. Advancements in digital technology promise to amplify the reach of cultural products, providing diverse audiences access to a wide array of cultural experiences. The scope of cultural exchanges is expected to expand beyond music to encompass a multitude of art forms such as film, literature, and visual arts (Zhang, 2019). This broadening of horizons will offer individuals a rich tapestry of cultural options, deepening their understanding of different cultures' characteristics and values.

Furthermore, cultural exchanges are projected to play an increasingly pivotal role in international relations, serving as catalysts for mutual trust and peaceful development. Under initiatives like the Belt and Road Initiative, these exchanges will facilitate economic cooperation and nurture political dialogue. By transmitting not only culture but also values, beliefs, and ideas, cultural exchanges hold the promise of forging a more amicable and trusting international community (Wei & Huang, 2018). This interconnectedness through cultural exchange can lead to more harmonious global interactions and a deeper appreciation of our shared humanity.

Suggestion

1. Practical Recommendations

1) **Enhancing Cultural Education:** Institutions, particularly schools and universities, should integrate intercultural education into their curricula to provide students with a comprehensive understanding of diverse cultures. This integration will foster open-mindedness and tolerance from a young age. Additionally, communities can organize workshops and seminars focused on cultural diversity to promote awareness and appreciation among all age groups.

2) **Cultural Exchange Programs:** Governments and organizations should facilitate more cultural exchange programs that encompass various art forms beyond music. These programs could include artist residencies, workshops, and exhibitions, enabling artists to collaborate across borders and share their diverse cultural perspectives. Such initiatives would enrich the cultural landscape and promote international artistic collaboration.

3) **Promoting Online Cultural Platforms:** With the increasing digitalization of cultural exchange, continued support for online platforms that promote cultural content is essential. These platforms can host virtual exhibitions, live performances, and interactive discussions, making cultural experiences more accessible to a global audience. By leveraging digital technology, these platforms can bridge geographical gaps and foster a global cultural community.

4) **Cross-Cultural Training:** Employers and organizations should offer cross-cultural training to enhance employees' cultural sensitivity. This training could include workshops on cultural communication,

diversity appreciation, and conflict resolution, fostering harmonious workplace environments. By promoting cultural competence, organizations can improve team dynamics and productivity.

5) **Community Engagement:** Local communities can organize cultural festivals and events, akin to the ASEAN-China Music Week, to celebrate cultural diversity. These events not only showcase traditional art forms but also promote community cohesion and understanding. By engaging local populations in cultural activities, communities can build stronger, more inclusive social bonds.

2. Recommendation for future research

1) **Longitudinal Studies on Cultural Impact:** Future research should conduct longitudinal studies to assess the long-term impact of cultural exchange events like the ASEAN-China Music Week. This would involve tracking participants' attitudes towards cultural diversity over time to understand the lasting effects of such events.

2) **Comparative Studies:** Comparative studies between different cultural exchange events can provide insights into the most effective methods for promoting cross-cultural understanding. Research could compare the outcomes of music-focused events with those of art exhibitions or literary exchanges.

3) **Digital Cultural Exchange:** With the increasing role of digital platforms, research should explore the effectiveness of online cultural exchange in promoting understanding and tolerance. This includes studying the reach and engagement of virtual cultural events and their impact on diverse audiences.

4) **Impact on Youth:** Given the importance of cultural education, future research should focus on the impact of cultural exchange events on youth. Studies could examine how participation in such events shapes the cultural attitudes and behaviors of young individuals.

5) **Economic Implications:** Research can delve into the economic implications of cultural exchange events on local economies. This includes studying the tourism boost, revenue generation, and job creation resulting from hosting such events.

6) **Evaluation of Government Policies:** Governments' role in promoting cultural exchange can be assessed through research evaluating the effectiveness of policies and funding initiatives. This would provide insights into the best practices for governments to support and facilitate cultural exchange programs.

By addressing these practical recommendations and focusing on future research avenues, we can further amplify the impact of cultural exchange events like the ASEAN-China Music Week. This holistic approach will contribute to building a more inclusive, culturally vibrant, and harmonious global society.

Conclusion

To sum up, the China-ASEAN Music Week stands as a beacon of cultural exchange, promoting understanding, tolerance, and appreciation of diverse cultures. Through its multifaceted impact on education, society, and the economy, the Music Week contributes to building a more inclusive and harmonious global community. This study accentuates the importance of such cultural exchange events in shaping a shared future for mankind, fostering cultural diversity, and promoting the development of the Belt and Road Initiative.

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