

Guides to the Cultural Promotion of Luoyang Drama for Cultural Ourism

¹Cao Yxin and ²Sittisak Champadang

^{1,2}Faculty of Fine Applied Arts and Cultural Science, Mahasarakham University.

²Corresponding Author's Email: champadaeng.s@gmail.com

Received: January 23, 2024; **Revised:** April 22, 2024; **Accepted:** April 22, 2024

Abstract

This research article is about Luoyang drama is an important part of the regional cultural tourism in Luoyang. The objectives of this study are: 1) To study the historical background of Luoyang drama; 2) To study the current situation and problems of the cultural performance of Luoyang drama. 3) To study the guide to the cultural performance and promotion of Luoyang Drama in cultural tourism.

The research results show that: 1) The performances in the study are combined with the famous scenic spots in Luoyang, and the location is inside the tourist attractions, using the history during the reign of Wu Zetian as the basic script, most of the performance time is concentrated in the afternoon and evening; 2) The performance in the study uses actors and tourists to integrate tourists into the performance, and improve the senses and experience of tourists. 3) Ticket price, time, performance story, form and geographical location were identified as important factors. At present, cultural integration still needs to be strengthened. As a local drama, Henan Opera forms performing arts products with representative cultural heritage that can rely on its advantages. The study describes cultural performance and cultural tourism guide, although the study is only for Luoyang drama, the results are expected to apply to historical and cultural regions.

Keywords: Cultural Performance; Cultural Tourism; Promotion Guide; Tourism Performance

Introduction

Henan Opera has a long history and rich content. It is one of the five famous dramas in China, and it is also known as the largest local opera in China. Its origin can be traced back to the middle and late Ming Dynasty. The chaotic social situation in the middle and late Ming Dynasty led to a large-scale flow of population. The inheritors of Shaanxi Qinqiang Opera and Northern string Opera and Northern Opera entered Henan, which combined the musical elements such as Qinqiang Opera and string cable Opera with the local folk tunes in Henan, forming the embryonic form of Henan Opera such as Henan Wooden Clappers Opera, but the development was relatively slow. In the late Ming and early Qing dynasties, the country was stable, and the society was prosperous, and the quality of life of the people was greatly improved. However, due to the few ways of leisure and entertainment, the Henan Wooden Clappers Art Group appeared. In the early and middle periods of the Qing Dynasty, most of these groups performed in Henan province, bringing this form of drama to the vast audience, and making more people know and love this art form. After the Revolution of 1911, Henan Wooden Clappers entered more urban development and began to sing in teahouses. At first, there was a simple arrangement of one table and two chairs in the teahouse and the accompaniment of Bangzi and drums, forming the original stage form of Henan Opera. Then, the actors gradually not satisfied with this small space and simple stage layout, began to establish their own performance stage.

In the 1920s and 1930s, the art of Henan Opera began to transform from a rural theater to a regular theater in the metropolis. Wei Zhenqing said in the article "On Henan Wooden Clappers", " Around 1928, Xiangguo Temple in Kaifeng and opera courtyards were set up along the Hebei area of Zhengzhou, and Henan Wooden Clappers developed from wild taizi opera to a fixed performance place. At the same time, it has also developed from the countryside to the city. This was welcomed by the city audience and laid a stable foundation."Mr.Zou Zhaohe also said in his "Henan Opera Examination", " In the past, Bang opera sang in the country, for the mobile nature, low ticket prices, labor, all the equipment is extremely simple. However, after the 1980s, that is, when Henan Opera widely penetrated the people's life, because of the country's emphasis and emphasis on the market economy, China has entered the diversified development of the society, and people's amateur cultural life and the progress of material civilization and spiritual civilization are also more and more rich. Under the development of entertainment, tourism and other new era, the impact of various entertainment, as well as new possibilities, new era elements are weakened, and opera cannot find its own position, which is the root cause of the emergence of opera crisis.

In the 1980s, the form of tourism performing arts appeared in China. The "imitation of Tang Music and Dance" performed by the former Classical Art Troupe of Shaanxi Provincial Song and Dance Theater was the first program with the color of tourism performing arts in China. In the 1990s, the form of tourism performing arts was further developed, and the number of performance projects was gradually increased. In 1995, the Chinese Folk Culture Village under Shenzhen OCT produced and performed "China Art Party"; in 1997, Hangzhou Songcheng Scenic Spot performed "Song City", and achieved good response. Since then, China's tourism and performing arts career began to develop steadily. In 1998, the Italian composer Puccini's "Turandot", adapted and directed by Zhang Yimou, was performed at the Imperial Temple in the Forbidden City in Beijing. Some scholars called this large-scale landscape opera a "live-action performance". During the same period, Zhang Yimou and Mei Shuiyuan met in Guilin to discuss how to make an outdoor performance version of the play Liu Sanjie by the Lijiang River. In the following process of promoting the project, through the reference of western opera and the continuous exploration, integration and modification, the original opera "Liu Sanjie" has become a refreshing landscape performance "Impression · Liu Sanjie".

Travel shows studied researchers, Researchers have studied the influence of Henan Opera culture in Henan's tourism industry (Chen, 2010), Exploration of tourism Performance Development mode (Ma, 2015), The market development of tourism Performance (Xu, 2016), Space development of tourism performance (Bi, 2019), The connotation, characteristics and development power of immersive tourism performance (Bi, 2022), Take the drama "Legend of Camel Bell" as an example (Zhao, 2023), For the development of drama, indicate the integration with tourism performance, And analyzed the current situation and development market of tourism performance, The benefit output after dramatic fusion, Analyzing the results of past researchers, This study will study the tourism performance formed in Luoyang, And summarizes the important factors of tourism products.

Tourism performance is a performance activity with tourists as the main body and local history and culture or folk customs as the main content (Li, 2007). Different from traditional theater performances, it puts more emphasis on entertainment, leisure and both refined and popular tastes (Qin, 2010), and pays more attention to the sensory experience of tourists. It has become the key to mobilize the visual, auditory, touch, body perception and other sensory organs, and the industry to bring personal experience to tourists. In the academic circle, scholars also begin to pay attention to the relationship between tourism and the body and explore the foundation and core position of the body in the tourist experience. In the study of tourism performance satisfaction, scholars mainly focus on the quality of tourists' experience

of tourism performance, and the specific elements of experience support, mainly focusing on the scene atmosphere, tourist participation, venues and facilities (Honesty, 2010; Tan, 2012). Zheng, et al. (2013) also believe that the satisfaction of performing tourists is highly related to the form of performing arts. Scholars are convinced that physical experience design is the core of the tourist experience. In 2007, Wang Yan discussed the development of Henan tourism performing arts from the perspective of leisure industry for the first time and believed that tourism performing arts should be regarded as a strategic investment. Xu Erfeng and others believe that because of the existing tourism performance projects in Henan, such as Zen Shaolin Music Ceremony and Great Song·Tokyo Menghua, they can promote the development of tourism performance from the perspective of high standard, big spending, big production and big strength. Ma Ying through the quantitative evaluation of many influence factors, that Taijiquan culture, root culture, opera culture can become an important resource for the development of Henan tourism performing arts. Xue Yimei studies from the perspectives of development status and market development, believing that the profound regional culture of the Central Plains is an important advantage in the development of Henan's tourism performing arts, and can promote the healthy development of Henan's tourism performing arts market from the perspectives of program innovation, marketing innovation and interactive innovation.

Cultural performance since the research found from orientation research began to pay attention to the connotation and communication form, this course will existing from Luoyang, luocity, should Tianmen, kyushu pool scenic area tourism performance analysis, through clothing, story, lighting, time, tickets and people's view found its development advantage, and combined with the present situation of Luoyang other scenic spot, how to expand cultural transmission, related drama and rich in tourism resources areas can refer to this model for development, is the problem of this research.

Objectives

1. To study the historical background of Luoyang drama.
2. To study the current situation and problems of Luoyang drama cultural performance.
3. To study the guide to the cultural performance and promotion of Luoyang Drama in cultural tourism.

Methodology

The research issue on Guide to the cultural performance and promotion of Luoyang Drama in cultural tourism has the following research steps.

Step 1: Study the documents and related content of Luoyang City agricultural cultural knowledge, theoretical concepts. and research to guide the study in the next steps.

Step 2: Survey the research area and select a main study area. Including Luoyang City and related areas. The guidelines are as follows: 1) surveying agricultural areas 2) contacting informants to inform relevant people of the reason for the study 3) collecting field data 4) organizing data and selecting works to design cultural dissemination media. Luoyang drama of Luoyang city

Step 3: A group of people providing information from the Key Information Group, practitioners and the general public involved in opera, totaling 60 people, collected data by means of surveys, observations, interviews. The work process includes reviewing the data and the final information is accurate.

Step 4: Creating a research tool by interpreting the purpose and content of the data to be collected. Research tools include surveys, interviews, observational surveys, and design

guidelines to evaluate and improve work. Present qualitative research results that require in-depth explanations.

Step 5: The researcher brought the data for analysis according to the research issues specified in the objectives. In terms of the performance of the opera, in terms of promoting Luoyang City tourism

Step 6: Summarized the research findings and analyzed documents based on the issues assigned. The content was synthesized, and descriptive reports were written. The results were published in a journal.

Research Results

Objective 1. The historical background of Luoyang drama

The drama performers involved in this study are the top 5 drama performing programs in Luoyang area. As of 2022, these performances are no more than five years. These performing arts "Dragon Gate in the Sky", "The Night of God" are rich in technology, "Tang Palace Music Banquet", "Ming Tang Shaole· Tang Palace Dream Music", "The Wind rises Luoyi Flower Fall" are mainly created by interactive performance.

Since the opening of "Sky Dragon Gate" on May 1, 2021, "No Upper Dragon Gate" has received more than 2,000 tourists every day, with an average daily income of 65,000 yuan and a peak daily income of 120,000 yuan. The original purpose of Longmen Ancient Street cooperation with Botao Culture is to revitalize the idle resources of the ancient street and inject new vitality into the ancient street. Longmen five-arched by the Chinese Academy of Engineering, northwest China architectural design and research institute chief architect jin-qiu zhang design, contains the wei tang culture, main development of cultural display, cultural creativity, tourism, art communication for the integration of the open brigade business center, the project is mainly by bo tao culture planning, combined with the five-arched architectural form and environment and venue conditions, maximum use of the original building, reduce the cost, shorten the cycle of the ground. It mainly solves the longmen Grottoes culture thick but no new means to "activate" the ability to show.

"Tang palace music feast" is launched by the sui and tang dynasties should Tianmen ruins museum, since September 2021, Mid-Autumn festival debut has opened more than 270 games, reception more than 20000 people, the performance is mainly in the history of immersive experience, deduce a wu emperor banquet should Tianmen served to the royal banquet cheng jing, the audience in the role play through the poetry, music, tea, ritual, clothing, dance and other cultural content.

"Ming tang shao yue, tang palace dream music" by July 2021, Luoyang heaven Ming hall scenic area linkage god fairy group to build an innovative tang feng palace dance drama, the play with historical allusions, myths and legends as the basis, in spring, summer, autumn and winter four visual themes to show different characters of different characters, season scene transformation, dynamic story, dance, drama, invite visitors "immersive" experience tang culture, enjoy the audio-visual feast.

"The Night of Magic Tang" is a large-scale water dance light show created by the Sui and Tang Luoyang performing arts team. The team has 12 members engaged in performing arts, and the average age is only 26 years old. It is the legend of 2020 since the summer performance of the Sui and Tang dynasties and prosperity.

Luo yi city is currently a non-genetic bearing as the core, which is based on profound historical background, collection, swim, play, food, lodging, purchase in the integration of comprehensive cultural tourism park, since 2021 May Day launch wind Luo Yi, flower city, show court dance, opera, folk performances and other traditional art performance, theme

interactive experience throughout the ancient street. To "tell the story of the old city, reproduce the ancient charm and elegance" as the overall design idea.

1.1 Study the current situation and problems of Luoyang drama

Summary of the current situation" Supreme Longmen" is located in the northwest service area of Longmen Grottoes, Luolong District, Luoyang City, Henan Province, Business hours are 9:00-18:00, But in the off-season of 9:00-17:00, Peak season 09:00-19:00, Daily ticket price is 49.9 yuan, Holiday is RMB 70 (1.2 meters including children free tickets accompanied by a parent; 1.2 excluding-1.4 meters including for children, soldiers and the disabled, 35 yuan); A performance can satisfy 120 to 150 people at the same time, During the holidays, a large number of tourists can reach more than 2,000 per day, The number of non-holiday tourists reached about 1,000 per day, The show is mainly based on technology, Using the naked-eye 5D technology, Although it covers only over 1,000 square meters, But with a maximum capacity of 200 people, The feature film is about 13 minutes long, The story line is mainly based on the landscape of Yique, Yuyue Longmen, the Battle of Yique, the Northern Wei Dynasty, the Lotus Cave, the Sui and Tang Dynasties, the flying peony, Bai Juyi, the Lushena shrine and the leap overlooking the Longmen Grottoes(Bi, 2022).



Figure 1: The researchers took a live picture of the dragon gate in the sky.



Figure 2: Researchers photographed a dragon gate in the sky.

"Tang Palace Banquet" is located in a performance venue in Luoyang, Henan Province.



Figure 3: Researchers live perform a Tang Palace music party.
Tang Palace Dream Music is located on the first floor of Mingtang Hall, Luoyang City,



Figure 4: Researchers photograph a live performance of the song Tang Palace Dream.
Located in Jiuzhou Pond Scenic Area. Luoyang City, Henan Province



Figure 5: Magic Tang Night performance from Tencent News.
City of Winds, City of Falling Flowers, is in Henan City. Luoyang City Scenic Area



Figure 6 : The Flower tour is from Zhuhu

Objective 2. Summarize the current problems.

The performance of "Sky Longmen" mainly focuses on technology, using the integration of technology and culture to show Luoyang culture, there are three problems, the first performance time is short, although the tourists experience the shock of technology in the watching, but just entered the state; the second audience group is aging, the creation of technology is less inclined to young people. Third, the continuous update still needs to be strengthened. At present, the number of tourists of the project continues to decline, and people are happier with the experience of dressing up.

"Tang palace music feast" compared with the sky longmen, the show is not static, visitors need to interact with actors, experience, more intense, the role of the show will be more attention, make the visitors initiative of Luoyang culture, more popular with young people, but the show is dressed up more, the audience tend to women, content is fixed, will make to visitors will not twice into the performance, join innovation and optional space, both need to continue to update.

The performance form of "Mingtang Shaole. Tang Gong Dream Music" is more traditional, mainly on the stage performance, and the interaction with tourists is not strong, will lead to the back row tourists can not be immersed in the performance. Compared with "Sky Longmen", the ticket price is relatively expensive, the performance of the clothing form is too much, failed to show the focus, the main body and core culture is not clear.

The performance time of the night is short, not with the above performances every day, more tourists cannot see the performance during the holidays, the second performance form is diversified, the cultural display is concentrated; the performance is like the marching performance and cannot reflect the characteristics of Jiuzhou pool performance.

City city performance "the wind from the city, flower fall" is consistent with jiuzhou pool, performance time is relatively special, at ordinary times is relatively dull, people more like is the ancient city of change and take photos, failed to the historical story behind the ancient city formed series performance, performance is not charging tickets, the city economy depends more on the commercial economic development.

Objective 3. Guide to the cultural performance and promotion of Luoyang Drama in cultural tourism.

3.1 Study of general informants

This section presents the findings obtained in 2022 from 20 visitors within the studied performance venue in March 2022. The average informant was first asked to provide information about their gender, age, position, residence, area traveled, and favorite theater

performance. The results showed that the proportion of general players aged 20-35 was the highest, aged 20-28 and 30-35 years old, respectively, and 5 of the 20 members were male and the rest were female.

The survey results of the general informants show that the proportion of young people is the highest, and the larger proportion in the occupation is college students. However, the local residents in Luoyang are relatively small, most of them are from Anyang, Xinyang, Zhoukou, Luoyang and other provinces in Xi'an, Shanxi and other places. Ordinary informants were asked about most of their tourist destinations in Luoyang for the first time, with Beijing, Wuhan, Chongqing, Xi'an, and other places accounting for a relatively high proportion. The average informant was asked about their love for Luoyang theater acting. More than half of the average informants have been to the venues studied.

The general informant's evaluation of the tourist experience of the performing arts is as follows: 1) ticket price satisfaction, In the very satisfied, relatively satisfied, general, dissatisfied in the relatively satisfied; 2) Time formulation of satisfaction, In the very satisfied, relatively satisfied, general, unsatisfactory general satisfaction; 3) Clothing setting satisfaction, In the very satisfied, relatively satisfied, general, dissatisfied in the relatively satisfied; 4) Satisfaction with the performance duration, In the very satisfied, relatively satisfied, general, unsatisfactory in the general; 5) Location satisfaction, Very satisfied in the very satisfied, relatively satisfied, general, not satisfied; 6) Satisfaction with the performance form, In the very satisfied, relatively satisfied, general, dissatisfied in the relatively satisfied; 7) Satisfaction with the performance experience, In the very satisfied, relatively satisfied, general, dissatisfied in the relatively satisfied; 8) Reflect the satisfaction of Luoyang's cultural atmosphere, In the very satisfied, relatively satisfied, general, dissatisfied in the general.

The researchers also asked the reasons why tourists came to the performance site, but no one did not limit a reply, the results are as follows: 1) The public review recommendation and the performance schedule to the scenic spot, were rated as the first and two reasons; 2) Like to watch the performance; 3) hope to see the development of Luoyang culture and history through the performance; 4) The performance can be changed to experience the ancient Luoyang style. For other reasons such as the general informant was passed, and from the internet. In addition, some performing arts are cheaper and more suitable for travel time. Therefore, the price of what ordinary people usually watch is about 60 yuan.

3.2 Study of leisure informants

The following results are obtained from leisure informants, including actors, scenic spot staff and scenic spot shop staff. The main reason for the establishment of drama performance in Luoyang is 1) The display of Luoyang culture through the combination of performance and tourism. 2) The original historical sites in the scenic spot through diversified forms. Most casual informants have an average of 3 years of work experience. Drama performing the main reasons are as follows: 1) Through the culture of entertainment, 2) Pull the scenic spot tourism related industry chain development, 3) Enrich the content of tourism, increase tourist attraction, 4) With the development of tourism and tourist demand changing, tourist destination increasingly fierce competition, innovation is imminent, and drama acting just find the breakthrough point for tourism innovation. When from the perspective of actors, scenic spot staff and scenic shops to ask work related problems, the main answer is: 1) To drive the turnover of cultural products, 2) For actors, can perform the professional ability to show themselves (3) Has carried out a few jobs, can better reflect themselves, 4) Relative work unit closer to home.

3.3 Key person research

This section presents the results of the four key informants interviewed in Luoyang, Zhengzhou, and other places in October 2022. The four key informants are as follows: Key information providers are required to provide their expert advice based on their performance, location, time, duration, form, tickets, stories, clothing, and publicity experience on how to operate in the long term and reflect the local culture, which needs to be supported by various factors.

Cultural performance is an important factor in acting, acting director Chen and yani said the story and the form of performance need to contain Luoyang local culture, but not limited to Luoyang history and culture, Luoyang local also has rich red culture and with Luoyang legend plot content, mining Luoyang existing resources combined with the form of choreography.

In addition, the key people think that drama location should be based on the local scenic spots, sites, in the original story area can more convincing, make visitors easier to combine the story of the integrated, second, location choice is within the story, but should consider the traffic and tourists in the order of the scenic spot, in the sky long men location is located near the service center, tang palace feast performance is located near the second floor, the common ground is not only at the end of the play or play began to facilitate visitors to watch, more favorable to consider tourists travel.

Key information provider said, in the performance duration and ticket price are important factors to control it, the duration of control shall not exceed 2 hours, in principle, pure technology to create not more than 30 minutes, performance does not exceed 70 minutes, the marching performance does not exceed 2 hours, affect the overall experience and attention; the cultural connotation and technology investment, and investigate the target demographic information, and determine a more reasonable price boundary, with single cost of more than 200 yuan experience for people's choice, the form of ticket is the first choice for tourists.

On propaganda, half of the information providers think make iconic role, the other half of the key providers think platform of science and technology propaganda and marketing is more appropriate, for different forms of propaganda, performance, pay more attention to the role of science and technology pay more attention to the spread of the network, using science and technology platform or star marketing way is more appropriate.

Clothing requirement is not limited to the actor dress up, the key information people said pay more attention to visitors change, according to the requirements of the plot, performance to provide corresponding change choice can make visitors more real experience, improve the user's experience, by dressed up with a new identity into the scenic spot to close distance between tourists, let visitors can feel immersive in the whole play.

Discussion

1. Discussion of the historical background of Luoyang Drama

The drama performances involved in this study are all located in Luoyang city, Henan Province. Luoyang is an important birthplace of Heluo culture and Chinese civilization in Henan Province. so far, These plays are no more than five years from their first performance, Tianlong men first opened on May 1, 2021; The banquet opened in September 2021, Mingtang Shaole Tang Gong Dream will be opened in July 2021; The night of the Fantasy Tang Dynasty premiered in the summer of 2020; First premiered during May Day in 2021; The above performance locations are all held in cooperation with the scenic spots, Relying on a relatively strong cultural and historical background, Have a better cultural atmosphere for choice, For this reason, the review begins in chapter 2, The local culture of Luoyang and Luoyang culture drive the economic development, There are many journal papers on the development of cultural

resources in Luoyang. However, there is little information about Luoyang drama through the form of tourism performance. Scholars mainly study from the perspective of development, from the perspective of cultural tourism and festival industry. Such as hong-xia yan, hong-xia yu (2007) that rich cultural resources is the carrier of Luoyang development cultural tourism and guarantee, Luoyang in Luoyang effective utilization of cultural relics resources, on the basis of mining of cultural relics resources connotation, planning to build cultural relics tourist attractions, cultivating cultural tourism talents effective development, so as to promote the development of Luoyang cultural tourism industry. The influence of Henan Opera culture in Henan tourism (Chen, 2010) mentioned that Henan Opera should be integrated with the tourism industry to form the corresponding tourism performing arts products. From the perspective of the festival industry, Li Zhaohui (2015) took the Peony Culture Festival in Luoyang as an example to analyze its role in promoting the city's cultural atmosphere, cultural image, and urban cultural construction. In addition, the extension of drama maintains the diversity of the development of Luoyang performing arts culture. The cultural identity of drama performing arts promotes the development together with cultural tourism, and generates a series of tourism products, which are appreciated by Luoyang people to drive the regional economic development. The investigation shows that the development of Luoyang drama is based on the transformation development, the support of regional policies and cultural background. Therefore, performing arts needs to focus on experience through cultural performance and establish cultural tourism products. Luoyang has formed a diversified and multi-form drama performance.

However, Liang Chen (2022), entitled "Research on the Development of Luoyang Tourism Performance in Luoyang from the perspective of Immersive Experience", mentioned that Luoyang City of Henan Province has outstanding development potential in tourism performance by relying on its excellent cultural tourism resources. Therefore, in the context of experience economy, by understanding the current situation of tourists' immersive experience, we can improve the immersive experience of tourists in the tourism performance, solve the problem of tourism performance development in Luoyang city, and realize the sustainable development of tourism performance.

According to the theory of tourism industry, the core of the sustainable development theory is that tourism, culture, nature and human living environment become a whole, constantly meet the needs of local tourism residents and maintain and enhance the future development opportunities. The development of tourism will not exchange the development of the current industry at the cost of future development. Followed by environmental restrictions, the carrying capacity of tourism environment is a certain limit, the development of tourism needs to coordinate with the environment, seeking the optimal value of tourism bearing capacity, to ensure that the environment system can adjust themselves, the last is to meet the demand, meet the demand of local residents' social development, and meet the diversification of tourists in pursuit of high quality of life.

According to the theory of immersion, Bi Jian (2019) put forward the concept of "immersive tourism performance". He proposed that with the display of regional culture as the core, in a closed space, actors should not only perform art, but also interact with the audience, so that the audience can become the performance mode of participants and viewers. Combined with the characteristics of immersive experiential tourism performance.

According to the theory of performance, Performance theory concerns: (1) performance events; (2) The actual occurrence process of communication and the dynamic and complex formation process of the text, Special emphasis on this process is caused by many factors (personal, traditional; Political, economic, cultural, moral, etc.) joint participation, and is also shaped by many factors; (3) Interaction between the speaker, the audience and the participants; (4) The immediacy and creativity of the performance (emergent quality of performance),

Emphasize that each performance is unique, Its uniqueness comes from the interaction between the communicative resources, personal ability and the purpose of the participants in a specific context; (5) Ethnographic investigation of the performance, Emphasis on understanding performance in specific geographical and cultural categories, context, Using communication events in a specific context as central for observation, description, and analysis.

2. Discussion of the current situation and problems of Luoyang Drama

Heaven long men, tang gong music feast, Ming tang shao le, tang palace dream music, god, magic tang night and the wind, luo yi city are located in Luoyang city, in the scenic area, verify the Luoyang tourism resources are rich, through research shows that open traffic during holidays, therefore these performances are located in more obvious position, can be quickly found within the scenic spot.

Most of the performing arts are open in the afternoon and evening. As some of the performances are outdoor, they need lighting and the rest time for office workers in the evening, which provides a more suitable time for tourists, and the performance is better. According to the duration, cost, science and technology, cultural connotation, and other factors of performing arts, the price of each performing arts is different, which are all important factors affecting performing arts.

According to the current experience factors of these performances, the results show that these factors include 1) ticket price; 2) time setting; 3) costume setting; 4) performance duration; 5) performance location; 6) performance form; 7) performance experience; 8) reflect the cultural atmosphere of Luoyang. The importance of experience is one of the core of the continuous development of performing arts. Due to the different needs of tourists, tourists' travel experience will also be different. Foreign scholars divide tourism experience into five types: entertainment, attention diversion, experience, experiment, and existence. At the same time, according to the level of tourists' tourism needs, the experience can be divided into being close to nature, relaxing emotions, learning, value sharing and creation. This provides the theoretical basis and possibility for the subsequent targeted development and design of tourism products. From a psychological point of view, the experience is largely influenced by the subjective judgment of tourists. This will appear at the same time, the same tourism products for different tourist's experience feeling are different or at different times, the same tourism products for the same tourist experience feeling is completely different phenomenon, the tourist travel behavior is the tourists by accepting the influence of internal and external environment travel demand and then put to action. The main purpose of tourism behavior is to realize the tourism demand. The generation of tourism demand is related to the external environment and external environment stimulation, while the tourism experience is related to the tourists' behavioral belief, standardized belief, and control belief, and continues the extension of the development of performing arts when the demand increases.

In view of the problems faced by the current situation of Luoyang drama, these dramas have the following difficulties: lack of innovation (unable to make the long-term derivative), single cultural display (the culture is mainly in the Sui and Tang Dynasties, uniform), science and technology creation are too single, and the investment in science and technology is too expensive. There are also relevant problems in Liang Chen's research: 1) The investment difference is obvious, and the return cycle is long, 2) The market competitiveness is relatively weak, and 3) The tourism performance derivatives are single.

3. Discussion on the cultural performance and promotion guide of Luoyang Drama in cultural tourism

It consists of the following seven sets of variables: story, location, performance form, costume, performance time, tickets, and promotion activities. Performing Arts story: Performance, as a kind of drama language, is carried out under a certain narrative structure and framework through continuous adaptation and different theater interpretation, which points to

different charm and meanings. Location for performing arts: Location refers to the location of performing arts, which is a place for cultural tourism and tourist consumption. A place has important cultural significance. Performing arts form: Tourism performance is roughly divided from the performance form and performance background analysis into the combination of folk customs and natural landscape real scene, large-scale theme park performance, professional theater large-scale performance and other performance forms. Performing arts clothing: clothing is an indispensable element of cultural performance, clothing is to show in drama, clothing to create a variety of artistic image to enhance the brilliance of cultural activities, dress in different occasions, the actors are wearing special design costumes, to improve the audience enjoyment, clothing is the actor in the performance of clothing. Performing arts time: on the one hand, performing time refers to the time flow presented by the continuous changes of stage scenes and actors' performances. The other aspect refers to the start time of the show. Performing Arts Tickets: Tickets refer to the cost of performing arts activities. Performing arts promotion activities: in propaganda way, using multi-channel publicity, create performance features, can be through all kinds of APP propaganda platform widely recommended, invite more famous star publicity recommended, attract old customers back, and mouth propaganda and through the scenic spot propaganda platform for comprehensive display. All types of cultural heritage can be used as tourism resources to promote income for people and localities. Consistent with the results of the study Prakhropalad Autai Akkapanayo and Chamnarn Kerdchor (2023) The results of the study found that: Tourism causes the distribution of tourists to various areas, which leads to the creation of employment both directly in the tourism sector and employment in other related sectors, followed by the distribution of income. To more communities and localities, which overall will lead to economic growth and economic stability.

4. Recommendations for future studies

4.1 Study Promotion

- 1) Disseminate research results to interested public, including performing arts in Luoyang Drama Studies.
- 2) Therefore, provide suggestions for Luoyang cultural tourism government as a recommendation mechanism.
- 3) The Cultural Performance and Promotion Guide of Luoyang Drama in Cultural Tourism is expected to help drama performance identify its strengths and weaknesses before establishing and evaluating its current performance activities.
- 4) The proposed guidelines are also expected to serve as a benchmark mechanism between theatrical performances.
- 5) It is expected that the proposed guidelines will be able to help cities with a strong cultural foundation to build theatrical performance activities.

Research recommendations

- 1) Although this study was directed at Luoyang drama, the findings may have a strong cultural foundation for cities, with some background modifications, or at least as a catalyst for similar types of research.
- 2) It is suggested that the future research and development of cultural performance and promotion guidelines of Luoyang drama in cultural tourism.\

New Knowledge

The new knowledge in this research can bring performance culture to create value and tourism economic value. Location refers to the location of performing arts, which is a place for cultural tourism and tourists' consumption. A place has important cultural significance. Tourism performance from the performance form and performance background analysis is roughly divided into the combination of folk customs and natural landscape real scene, large-scale theme park performance, professional theater large-scale performance and other performance forms. In performing arts, costume is an indispensable element in cultural performance. Clothing is the display of the plot in performing arts. Clothing creates various artistic images to enhance the brilliance of cultural activities. On the one hand, acting time refers to the time flow presented by the continuous change of stage scenes and actors' performances. The other aspect refers to the start time of the show. Ticket refers to the cost of performing arts activities. The pricing of ticket mainly depends on: (1) the value of resources, (2) cost input, (3) market supply and demand, (4) the nature of scenic spots, and (5) the quality of service. Adopt multi-channel publicity to create characteristic performing arts programs, which can be widely recommended through various APP publicity platforms, invite more famous stars to publicize and recommend, attract the return rate of old customers, and carry out oral publicity and all-round display through the publicity platform of the scenic spot.

Conclusion

Luoyang Drama is a valuable performing art. China has a policy to reuse all culture, especially cultural tourism. It is considered an important contribution to social development. Luoyang Drama is one that enhances the activities. Cultural Tourism This research has collected five outstanding local performing arts works in Luoyang, analyzing key development factors through various formats such as visiting tourism-related arts. It can be concluded that performing arts can be developed to attract tourists.

Suggestions

From the results of this research, the research team has the following recommendations:

1. Suggestions for utilization according to the following issues

1.1 Luoyang drama is valuable and has a long history. It should be disseminated to be academically useful and pass on knowledge to the people by producing modern media.

1.2 Luoyang drama in the current situation has encountered many problems under the economic and social changes. Relevant departments should find solutions to solve the problems.

1.3 Those in charge of the policy level should apply the research results to promote Luoyang drama in cultural tourism.

2. Suggestions for future research

For the next research issue, research should be done on the following topics:

2.1 Luoyang drama has the value of performing arts. Currently, there are still many drama groups that have not yet studied and compiled basic information. Therefore, basic research should be done before the information is lost due to social changes.

2.2 Luoyang drama in the current situation is facing problems, so it is appropriate to do research on conservation, promotion, and reuse.

2.3 Luoyang drama has artistic value and should be researched to develop it to suit the times, including creating a curriculum to promote cultural heritage and applying it in cultural tourism.

References

- Akkapanyo, P. & Kerdchor, C. (2023). Buddhist Tourism Promotion of the Temples in Nan Municipality, Nan Province. *Journal of MCU Buddhism Review*. 7(3), 125-136.
- Bai, X. (2020). Exploration of the development status and optimization path of cultural Tourism and performing arts. *Sichuan Drama*. 10(7), 167-170.
- Bi, J. (2019). Immersive tourism performance: connotation, characteristics, and development power. *Journal of Xuchang College*. 14(4), 112-120.
- Chai Y. (2021). *Research on the immersive experience design strategy of digital Night Tour From the perspective of interactive narrative*. Master's Thesis. Jiangnan University.
- Hua, J. & Chen, Q. (2019). Immersive experience: a new business format that integrates. culture. and technology. *Journal of Shanghai University of Finance and Economics*. 9(3), 18-32.
- Jin, j. (2023). Take "See Pingyao again" as an example. *Journal of Nanjing Open University*. 12(01), 67-73.
- Ju, j. (2022). Exploration and research on the development of tourism performance under the integration of culture and tourism. *Tourism and Photography*. 9 (4), 88-90.
- Li, S. (2022). "Immersive experience" with Luoyang cultural tourism industry. *NPC Construction*. 13(4), 19-21.
- Liang, C. (2022). Research on Tourism Performance Development in Luoyang city from the perspective of immersive experience. Master's Thesis. Xinyang Normal University.
- Lin, l. (2016). Analysis of the development status and problems of Luoyang tourism performing arts market. *ZhiFu Times*. 8(1), 54 - 56.
- Ma, Y. (2015). Analysis of Luoyang tourism performing arts market development strategy. *Modern Economic Information*. 7(2), 482 - 484.
- Meng, J. (2023). Research on the application of immersive experience in tourism performance. Take only Henan Drama City of Fantasy as an example. *Travel Overview*. 5(3), 135-138.
- View to the south. (2022). Analysis of immersive tourism performing arts under the background of cultural and tourism fusion. *Daguan (Forum)*. 12(2), 116-118.
- Wu, X. (2019). Practice path and cultural communication of urban performing arts industry. brand -Take northwest Hunan city cultural tourism performing arts as an example. *Mass literature and art*. 17(3), 256-257.
- Zhong, S. & Dai, Q. (2021). The evolution trend of tourism performance immersive experience under the background of cultural and tourism integration. *Research on cultural soft power*. 6(5), 64-74.