

## Chapter 12

# Music and Musical Heritage as Factors for Rural Development: Searching for Good Practices

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### **ABSTRACT**

*This chapter reflects on the understanding and measurement of development and rural development and on how music can influence it. Now more than ever, sustainability must direct development, and life quality indicators must be taken into consideration rather than income, growth, etc. From fieldwork, deep knowledge of different European contexts and a thorough state-of-the-art research, the chapter analyses cases and projects that have had relevant impact in their territories or may be considered for different reasons good practice cases. The aim of the chapter is to analyze those factors that may be considered to evaluate the quality and impact of a case. Researching, safeguarding, and recreating musical heritage produce impacts that go far beyond the economic aspects. Some of these aspects will be highlighted in this chapter. Results and conclusions will serve therefor to advance in research lines related to music tourism, musical heritage, and rural development, but will also be useful for managers, rural agents, local governments.*

## INTRODUCTION

Music has been scientifically proved as a very important factor in human lives since the beginning of human culture. In fact, it is intertwined with other fundamental human activities in most cultures, in a way that it is difficult to talk about music without talking, for example, about agriculture (Stobart, 1994). So does religion or a spiritual dimension of human beings, still remaining in some cultures and being revitalized in post-industrial societies, like the movement around some American cultures medicinal chants that are exchanged, taught, learned and used by more and more occidental people in and out of ceremonies celebrating human beings' connection with the Earth and the main elements and directions (fire, water, wind, ground) (Gómez-Ullate, 2009).

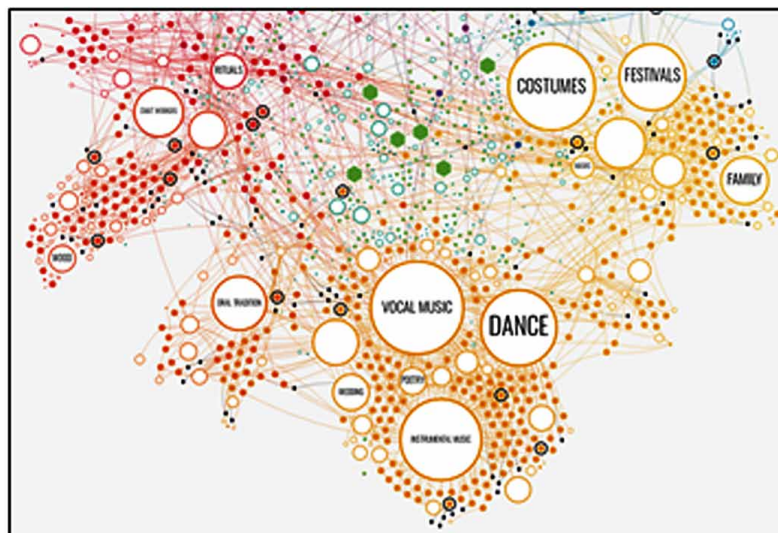
Indeed, music is present in the five domains of the UNESCO's 2003 Convention for the Safeguarding of the Intangible Cultural Heritage (UNESCO, 2018):

1. Oral traditions and expressions, including language as a vehicle of the intangible cultural heritage
2. Performing arts
3. Social practices, rituals and festive events
4. Knowledge and practices concerning nature and the universe
5. Traditional craftsmanship

As a central element, we can see its importance in the actual World Intangible Heritage constellation (see figure 1).

Music is present as a central element in the categories of Vocal music, Instrumental Music, Dance and Festivals. But it is also fundamental in some cases of oral tradition as the Pansori Epic Chant, in the Republic of Korea, where “during performances lasting up to eight hours, a male or female singer, accompanied by a single barrel drum, improvises on texts that combine rural and erudite literary expres-

*Figure 1. UNESCO's constellation of intangible cultural heritage*  
*Source: UNESCO.*



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