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Article

Research on Reconstructing the Rural Music Industry Value Chain and Coordinating Regional Economic Development

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Abstract: This paper discusses the impacts of value chain reconstruction in the rural music industry on regional economic development in the current economic context. With the rapid development of digital technology, the rise of online platforms, and changes in consumer demand, the rural music industry is facing new opportunities and challenges in production, distribution, and consumption. By systematically analyzing the structure and functions of the rural music industry value chain, this study proposes market-oriented innovation strategies, including the diversification of content creation, communication channels, and business models, in order to improve resource allocation efficiency and maximize economic benefits. Particular attention is given to the integration of digital technologies, such as streaming media and social networks, into traditional rural cultural resources. Furthermore, the paper examines how the rural music industry influences local employment, income distribution, cultural inheritance, and social cohesion, thereby contributing to more balanced regional development. It emphasizes the importance of supportive regional policies, infrastructure investment, and coordinated development among related industries such as tourism, cultural services, and creative industries. The objective of this research is to establish a theoretical framework and provide practical guidance for constructing a more integrated regional economic development model. In addition, it aims to offer a reference for enhancing the core competitiveness, innovation capacity, and sustainable development of the rural music industry.

Keywords: rural development; music industry; value chain; regional economy; digital technology; cultural industry

1. Introduction

1.1. Research Background

Since the implementation of the rural revitalization strategy, rural economic development has attracted increasing attention, and rural music culture, as an important part of it, has gradually demonstrated its unique value and potential. The traditional rural music industry has encountered many challenges in the process of marketization, such as the diversification of market demand, the rapid development of digital technology, and changes in consumer preferences. Therefore, the reconstruction of the industrial chain is inevitable. Under the influence of information technology and new media, the transmission and consumption modes of rural music are undergoing profound changes. Enhancing the value chain of the rural music industry will improve its overall competitiveness and adaptability. In addition, it helps integrate resources effectively and improve economic benefits in these areas. At the same time, the development of the rural music industry promotes the inheritance and innovation of local culture, the coordinated development of the regional economy, and the all-around progress of rural society. In short, studying the necessity and practical path to value chain reconstruction in the rural

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music industry is of great theoretical and practical value for achieving rural revitalization and promoting high-quality regional economic development.

1.2. Research Significance

The significance of this research is primarily reflected in three aspects. Firstly, analyzing the value chain of the rural music industry highlights its essential role in promoting regional economic development and provides a theoretical foundation for relevant policy-making. This approach supports the diversified development and sustainable growth of the rural economy [1]. Secondly, reconstructing the rural music industry contributes to enhancing cultural confidence and strengthening the influence of local culture. Through cultural innovation, traditional culture can be revitalized and infused with new vitality within the modern economic environment, fostering deeper integration between culture and the economy. Additionally, this study explores new avenues for farmers to increase their income, improve employment opportunities, upgrade skills, enhance living standards, and support the implementation of the rural revitalization strategy. In summary, by reconstructing the value chain of the rural music industry, this research aims to provide insights and practical experience for building a harmonious society and achieving comprehensive and balanced economic and social development. Furthermore, it serves as a reference for the development of cultural industries in other regions, encouraging regional exchanges and cooperation.

2. The Current Situation of the Rural Music Industry Value Chain and Regional Economic Development

2.1. The Composition and Characteristics of the Value Chain of Rural Music Industry

The value chain of the rural music industry comprises content creation, production, dissemination, performance, and consumption, forming a complete industrial ecosystem. In terms of content creation, agricultural culture and local folklore serve as important sources, giving music works unique characteristics. The production process typically involves recording, composing, and post-production, with technical enhancements improving the quality of the music to make it more competitive in the market. Regarding communication channels, the rise of digital platforms has diversified how music is shared, extending beyond traditional live performances. Social media and streaming platforms now provide a broad stage for promotion. The rural music industry combines cultural and market-based elements [2]. Music functions not only as an economic activity but also as a carrier of local culture and emotion. Furthermore, the rural music industry is deeply influenced by regional culture, with music styles and forms of expression varying across regions, reflecting rich local characteristics. The advancement of digitization has gradually shifted the value chain of the rural music industry online, driving the continuous evolution of industrial forms, fostering local economic growth, and enhancing cultural confidence.

2.2. The Interactive Relationship Between Rural Music Industry and Regional Economic Development

2.2.1. The Driving Effect of the Rural Music Industry on the Regional Economy

With abundant local cultural resources, rural areas attract significant numbers of tourists, thereby fostering tourism development and invigorating local economies. Music festivals and folk performances not only enhance the recognition of their places of origin but also stimulate the growth of related service industries, ultimately forming an economic ecosystem centered on music. The rural music industry generates employment opportunities for local residents, improving farmers' incomes, encouraging more young people to remain in rural areas, and strengthening the stability of rural economies. The growth of the rural music industry facilitates the marketization of local specialty products and increases the added value of agricultural goods. By integrating with the music industry, agriculture and culture establish a mutually beneficial relationship, unlocking

the potential of rural economies. Advances in technology, digitalization, and the Internet provide new platforms for the creation, dissemination, and marketing of rural music, significantly enhancing resource allocation efficiency. In summary, rural music serves as a vital carrier of cultural heritage and a key driver in optimizing and upgrading regional economic structures [3].

2.2.2. The Support of Regional Economic Development for the Rural Music Industry

First, the growth of the regional economy has increased people's demand for cultural consumption. More consumers are willing to pay for high-quality music and cultural activities, creating a broad market for the creation and dissemination of rural music. Second, economic development has improved infrastructure. Enhancements in transportation and communication conditions make music creation, performance, and dissemination more convenient, laying a solid foundation for the industrialization of rural music. Third, the active support and policies from local governments for the cultural industry represent a significant contribution from the regional economy to the rural music industry [4, 5]. Through investment and subsidies, local governments have effectively promoted the development of the rural music industry, established art institutions and performance teams, supported the cultivation of creative talent, and activated the entire industrial chain. Investments in economic development also support technological innovation and digital transformation within the music industry. Finally, these advancements help rural music better adapt to market needs and achieve sustainable development. The development of the regional economy supports the prosperity of rural music and fosters a positive interactive environment.

2.3. Typical Models of Integrated Rural Music Industry and Regional Economic Development

The model of combining culture and tourism aims to attract tourists through music activities as the core, with local characteristic music festivals and folk performances serving as the foundation. Local governments facilitate the deep integration of the tourism and music industries, promoting local economic development through tourism to achieve mutual benefits. This approach enables the dissemination of musical works and the effective display of local culture, thereby enhancing the region's image.

The development model of industrial clusters focuses on collaboration between the music industry and related sectors [6]. By establishing a music industry park or a cultural and creative agglomeration area, creative teams, performance companies, and related service organizations are brought together to optimize resource allocation, improve the efficiency of the industrial chain, and enhance overall economic benefits. This model strengthens competitiveness through industrial clusters and introduces new growth opportunities for the regional economy.

The community participation model emphasizes active involvement by farmers and local communities [7]. It uses music activities as a medium to enhance community cohesion and promote cultural inheritance and sharing. This approach encourages farmers to generate income by participating in music creation and performance, fostering self-development and achieving the shared prosperity of culture and the economy. This development model provides a practical pathway for integrating the rural music industry with the regional economy, supporting the coordinated advancement of rural revitalization and regional economic growth.

3. The Challenges Faced by the Rural Music Industry's Value Chain Reconstruction and Regional Economic Development Coordination

3.1. Challenges within the Industry

3.1.1. Imbalanced Development and Unsmooth Connection of Value Chain Links

The development of each link in the rural music industry's value chain is uneven, and the connections between them are inefficient. These issues have become significant obstacles to its overall progress. In terms of creation, while there is an abundant supply of folk music resources, this does not ensure consistent quality in musical works due to a lack of professional creative talent. As a result, the establishment of a cohesive artistic style and a unified market understanding is hindered. In production, recording and post-production facilities are relatively basic, and the technical standards are outdated, leading to inefficiencies and lower-quality outputs. This, in turn, reduces the market competitiveness of the products. Additionally, challenges exist in the dissemination of music products, as traditional marketing methods limit their exposure. Ineffective marketing strategies have delayed the timely release of many excellent musical works. With digital marketing becoming increasingly critical, some creators struggle to adopt new media technologies and strategies, resulting in slower market responses. Overall, the weak connections between these links significantly impact the industry's efficiency. The lack of effective information sharing among creation, production, and dissemination hinders resource optimization and increases operational costs.

3.1.2. Homogeneous Competition

During the development of the rural music industry, the creative level significantly restricts the pace of its market expansion and growth. In the process of music creation, many creators tend to reuse traditional tunes and lyrics due to constraints imposed by cultural traditions and musical elements, lacking the necessary innovative awareness and skills [8]. This phenomenon results in most music works being imitative, making it challenging to establish a unique brand, which subsequently affects market appeal and consumer recognition. Furthermore, shifts in market demand have led to diversification in consumer preferences for music, yet many rural music productions struggle to adapt to these changes, limiting their market responsiveness. Consequently, the absence of a strong creative foundation and professional expertise hampers the quality and appeal of the rural music industry, making it less competitive compared to the urban music industry. This intensifies homogenization and diminishes market vitality.

3.2. Challenges of the External Environment

3.2.1. Brain Drain and Lack of Professionals

Brain drain and a lack of professionals pose significant challenges to the sustainable development of rural music. With changes in economic conditions and lifestyles, many music creators and performers leave rural areas for urban centers in search of better opportunities. This migration results in a shortage of creative and performance talent within the rural music industry, thereby hindering its vitality and innovation [3, 9]. Additionally, rural areas often lack systematic music education and training institutions, which limits the development of young talent in music production and performance. Furthermore, the older generation of songwriters may struggle to adapt to emerging musical trends and modern technology, which restricts innovation and diversity in musical works. This creates a disconnect between music production and market demand.

3.2.2. Weak Infrastructure and Imperfect Market System

The development of the rural music industry faces challenges related to weak infrastructure and an imperfect market system, which directly impact its operations and potential for expansion. Firstly, the infrastructure in rural areas, including transportation, information networks, and audio equipment, is generally inadequate. This limits the

efficiency of production and dissemination, making it difficult for high-quality musical creations to reach the market. The lack of suitable performance venues and technical support further restricts the organization and promotion of music activities, reducing audience engagement and market activity [10]. Additionally, the rural music industry's market system lacks effective circulation channels and a standardized business model, resulting in asymmetry in market information. The absence of a robust interface between creators and consumers leads to limited sales channels and low market awareness of outstanding musical works, thereby hindering their economic potential. Furthermore, the shortage of professional marketing talent and a well-functioning brand operations mechanism places rural music at a disadvantage in market competition.

3.2.3. The Institutional Mechanism Needs to Be Improved

The development of the rural music industry is significantly hindered by an incomplete policy support system and insufficient implementation. While state and local governments have introduced policies aimed at fostering cultural industry development, specific policies tailored to the rural music industry remain inadequate, necessitating more systematic and targeted measures. Existing policies often lack clarity in terms of financial support, industrial development guidance, and market expansion strategies, making it challenging for the rural music industry to access effective policy guidance and financial assistance. Additionally, many local governments exhibit fragmented and selective policy implementation, coupled with an absence of necessary supervision and evaluation mechanisms, which undermines the achievement of intended objectives. Practitioners also encounter complex approval processes and information asymmetry, preventing the effective communication of policy intentions to grassroots-level executors.

4. Optimization Strategies

4.1. Value Chain Reconstruction

4.1.1. Strengthen Content Creation and Intellectual Property (IP) Incubation

Content creation and intellectual property incubation form a crucial foundation for reconstructing the value chain of the rural music industry, significantly enhancing the market competitiveness and cultural influence of musical works. During the content creation phase, it is essential to establish a diversified creation mechanism, encouraging local musicians and songwriters to actively participate. Their enthusiasm for creation can be stimulated through financial support, artistic guidance, and training. This approach promotes the production of music works with distinct local characteristics and cultural depth. Additionally, protecting the intellectual property rights of outstanding works is vital. Creators should be encouraged to register their copyrights to enhance the commercial value of their creations. For intellectual property incubation, integrating cultural resources with market demands allows music works to be combined with related derivatives, fostering the development of a robust industrial chain. For instance, cross-sector collaborations with local traditional culture, tourism, and handicrafts can be explored to create comprehensive products with cultural significance and market potential, ultimately forming compelling brands.

In conclusion, establishing platforms and incubators can facilitate cross-domain cooperation and exchanges, amplify the influence of rural music, support the sustainable development of the industry, and contribute to the overall transformation and upgrading of the rural economy.

4.1.2. Promote the Development of the "Music+" Multi-Format Integration

Promoting the integration of music across multiple industries is a key strategy for reconstructing the value chain of the rural music industry. This approach can effectively expand the industry's scope while fostering connections with tourism, agriculture, handicrafts, and other related sectors. Rural music has the potential to create a dynamic cultural landscape when various formats are effectively coordinated. In rural tourism,

organizing music performances and cultural festivals is recommended to enhance the tourist experience and stimulate local economic growth. Additionally, music can serve as a marketing tool to promote agricultural products, emphasizing their unique local characteristics to achieve greater recognition and increased sales. To advance integrated development, it is essential to explore innovative business models and cooperation mechanisms, optimize resource allocation through cross-border platforms, and attract professionals from diverse industries. Collaboration among local enterprises, musicians, and farmers is encouraged to jointly develop industrial chains, increase added value, and establish a cultural industry ecosystem centered on music. Utilizing new media technologies and online platforms is suggested to promote these initiatives, enhance consumer engagement and interaction, and drive innovation and sustainable development in the rural music industry through multi-format integration.

4.2. Strategies to Promote Regional Economic Development

4.2.1. Fostering Characteristic Music Industry Clusters and Brands

Fostering characteristic music industry clusters and brands is a crucial approach to enhancing the competitiveness of the rural music industry and promoting regional economic development. By integrating unique music styles, traditional culture, and market demand, a music industry cluster with local characteristics can be formed, enabling resource sharing and optimized allocation. This improves overall production efficiency and strengthens the synergistic effects within the industrial chain. Additionally, collaboration among music creators, performance teams, and production companies across related industries should be encouraged to establish a robust network of cooperation, facilitate information exchange, and better address market demands [11]. Emphasizing brand building is essential for cultivating distinctive music industry clusters. Developing music brands rooted in local culture and artistic value increases market recognition of musical works, attracts consumer groups, and drives economic growth in related industries. For effective brand building, diversified marketing strategies, efficient communication channels, and a combination of online and offline activities—such as music festivals and cultural exhibitions—should be employed to enhance consumer engagement and experiential value.

4.2.2. Improve the Talent Training and Introduction Mechanism

Improving the talent training and introduction mechanism is a crucial step in advancing the rural music industry, enhancing its overall quality and competitiveness. Firstly, a systematic talent training system should be established. It is recommended to set up professional music training institutions tailored to local characteristics and market demands. Additionally, collaboration with colleges, universities, art groups, and other institutions can facilitate multi-level training courses and workshops to improve the professional skills and creative abilities of practitioners in rural areas. These courses should cover fundamental music theory, performance techniques, and music production, aiming to cultivate musical talent with innovative thinking and market awareness to adapt to the rapidly evolving industry landscape. Secondly, actively introducing professionals into the system is an essential measure. Establishing cooperative relationships with domestic and international music colleges and institutions can attract outstanding creative and performing talents to contribute to rural areas [12, 13]. This influx of external talent can foster the growth and exchange of local talent, creating a mutually beneficial interaction mechanism. Thirdly, it is advisable to implement incentive policies to encourage experienced musicians to participate, fostering a supportive environment for creativity and development, and dedicating their efforts to the growth of the rural music industry.

4.3. System and Mechanism Guarantee

4.3.1. Develop a Diversified Investment and Financing and Policy Support System

Developing a diversified investment, financing, and policy support system is essential to promoting the reconstruction of the value chain within the rural music industry. Financial institutions should be encouraged and guided to innovate financial products, introduce suitable services such as loans, investment funds, and insurance, lower financing thresholds, and expand financing channels. This approach ensures that music producers and enterprises receive the necessary financial support while encouraging social capital to participate in the development of rural music. By leveraging venture capital and equity investment, market entities can be empowered to unleash their enthusiasm and creativity, fostering the rapid growth of the industry.

Simultaneously, local governments should establish a comprehensive policy support system, allocate dedicated funds, and provide tax incentives to stimulate innovation and development in the rural music industry [5]. Flexible and diverse financial support should be tailored to projects at different stages of development and with varying needs, ensuring that music initiatives of all sizes receive appropriate assistance. By constructing a robust investment and financing system alongside a supportive policy framework, effective collaboration among government, market, and society can be achieved. This will provide the necessary financial guarantees and policy environment for the sustainable development of the rural music industry, unlocking the potential of regional economies and fostering the shared prosperity of local culture and economic growth.

4.3.2. Innovate the Interest Linkage Mechanism and Community Participation Mode

Innovating the interest linkage mechanism and community participation mode is a key pathway to achieving the sustainable development of the rural music industry. Establishing a multi-stakeholder linkage mechanism can effectively ensure benefit-sharing among creators, practitioners, and communities, while promoting cooperation in music creation and promotion. In practice, it is essential to formulate a fair and transparent income distribution agreement to ensure that the economic benefits generated by music works are reasonably distributed among stakeholders, including creators and communities. This approach encourages broader participation in music activities and fosters active community involvement in initiatives related to the rural music industry. By providing creative spaces, performance venues, and related resources, community members' sense of belonging and participation can be enhanced [3]. Additionally, organizing regular music activities, cultural festivals, and training courses can strengthen residents' identification with local culture and boost their enthusiasm for participation. These measures collectively contribute to the development of the rural music industry, enhance community cohesion, and build cultural confidence, ultimately driving the prosperity of both culture and the economy. In summary, establishing a robust interest linkage mechanism and community participation model will inject new vitality into the rural music industry and promote high-quality regional economic growth.

5. Conclusion

As a vital carrier of local culture, the rural music industry plays a significant role in driving regional economic transformation and advancement. By fostering content creation, supporting intellectual property incubation, and integrating music with various industries, the industry enhances its market competitiveness and capacity for innovation. This study highlights that a comprehensive policy support system and diversified investment and financing mechanisms are essential for ensuring sustainable development. Furthermore, innovative interest linkage mechanisms and community participation models strengthen the interaction between the industry and local communities, fostering mutually beneficial outcomes. Achieving deeper integration between the rural music industry and the regional economy requires continuous optimization of the industrial structure, promotion of talent development and recruitment, improvement of infrastructure, and cultivation of a robust industrial ecosystem. Collaboration and innovation among stakeholders are crucial for harmonizing cultural and economic

development. By implementing these strategies, the rural music industry can flourish, invigorate the regional economy, support rural revitalization efforts, and contribute to both cultural and economic progress.

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