China-Kaili Silver Embroidery Exhibition in Guizhou province.

Miao women show their embroidery expertise on the spot at the second China-Kaili Silver Embroidery Exhibition in Guizhou province.

By ZHAO KAI
in Guiyang, Guizhou
zhao.kai@chinadaily.com.cn

Ethnic culture is playing an increasingly important role in the development of tourism, where ethnic groups account for 30 percent of the total population in China.

The Qian-dong-nan Miao and Dong autonomous prefecture in the south of the province is one of the most important centers for Maio and Dong culture, with more than 4.19 million tourists visiting the area every year.

The prefecture is known for its beautiful mountains, traditional Miao embroidery, silver jewelry, and lush forests.

For showcasing ethnic culture, the plays are the thing.

By ZHAO KAI
in Guiyang, Guizhou
zhao.kai@chinadaily.com.cn

When famous Chinese singer Li Yiyang’s music, dance and light show “Silver Show” was staged in Guiyang in 2013, it was a hit with both local and national tourists, attracting more than 500,000 visitors.

The “Silver Show” is one of the most successful music, dance and light shows in China, combining local Miao culture, history, and music to attract more tourists.

“Silver Show” is based on the local Dong culture, with its colorful costumes, music, dance, and folk arts.

The show has been performed more than 500 times in various locations across China, attracting visitors from all over the world.

“Silver Show” has been selected as one of the top 10 cultural tourism products in China, and it has been featured in many international cultural events.

“A visit to the ‘Silver Show’ is a must for all tourists who want to experience the local Dong culture and history.”