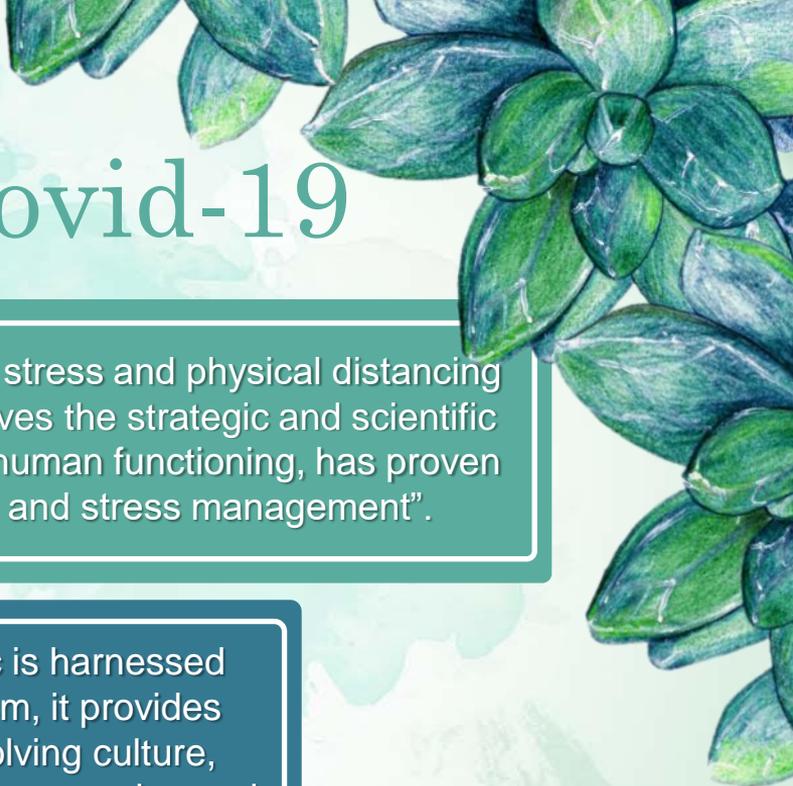




# Music Therapy in the Context of Experiential Tourism

Dr. Indra Selvarajah  
University Putra Malaysia  
World Federation of Music Therapy  
International Association of Music & Medicine

# In the midst of Covid-19



“People have instinctively reached for music, to cope with stress and physical distancing during this ongoing pandemic. Music Therapy which involves the strategic and scientific application of music to stimulate, support and strengthen human functioning, has proven to be efficacious in promoting mental health, self-care and stress management”.

When the therapeutic potential of music is harnessed within the context of Experiential Tourism, it provides tourists with immersive encounters involving culture, heritage and community that are enriching, engaging and personally transformative, while preserving and protecting their mental health and well-being.



# Covid-19 Known Effects on Mental Health

## Will it affect tourism?

Received: 30 April 2020 | Revised: 3 May 2020 | Accepted: 22 May 2020  
DOI: 10.1002/hpm.3008

PERSPECTIVE

WILEY

### The coronavirus (COVID-19) pandemic's impact on mental health

Bilal Javed<sup>1,2</sup> | Abdullah Sarwer<sup>3,4</sup> | Erik B. Soto<sup>5</sup> | Zia-ur-Rehman Mashwani<sup>1</sup>

<sup>1</sup>Faculty of Sciences, PMAS Arid Agriculture University, Rawalpindi, Pakistan

<sup>2</sup>Ray & Diana Vagelos Laboratories, Department of Chemistry, University of Pennsylvania, Philadelphia, Pennsylvania, USA

<sup>3</sup>Nawaz Sharif Medical College, University of Gujrat, Gujrat, Pakistan

<sup>4</sup>Department of General Medicine, Allama Iqbal Memorial Teaching Hospital, Sukkot, Pakistan

<sup>5</sup>Graduate School of Public Health, University of Pittsburgh, Pittsburgh, Pennsylvania, USA

Correspondence

Bilal Javed, Faculty of Sciences, PMAS Arid Agriculture University, Rawalpindi 46300, Pakistan.

Email: javedbilal7@gmail.com

#### Abstract

Throughout the world, the public is being informed about the physical effects of SARS-CoV-2 infection and steps to take to prevent exposure to the coronavirus and manage symptoms of COVID-19 if they appear. However, the effects of this pandemic on one's mental health have not been studied at length and are still not known. As all efforts are focused on understanding the epidemiology, clinical features, transmission patterns, and management of the COVID-19 outbreak, there has been very little concern expressed over the effects on one's mental health and on strategies to prevent stigmatization. People's behavior may greatly affect the pandemic's dynamic by altering the severity, transmission, disease flow, and repercussions. The re-



The American Journal of Emergency Medicine

Volume 38, Issue 7, July 2020, Pages 1530-1531

### Preserving mental health and resilience in frontline healthcare workers during COVID-19

Kristen Santarone<sup>a</sup>, Mark McKenney MD, MBA<sup>a,b</sup>, Adel Elkbuli MD, MPH<sup>a, A, B</sup>

<sup>a</sup> Department of Surgery, Division of Trauma and Surgical Critical Care, Kendall Regional Medical Center, Miami, FL, USA

<sup>b</sup> University of South Florida, Tampa, FL, USA

Received 11 April 2020, Accepted 11 April 2020, Available online 15 April 2020.

### COVID-19 effects on mental health will be felt for years to come, warn researchers

By Giedre Peseckyte | EURACTIV.com

May 17, 2021 (updated: May 25, 2021)

Advertisement



Senior, Elderly, Sad, Woman, At Home, Looking Through The Window, coronavirus [SHUTTERSTOCK]

Languages: Deutsch

Comments Print Email Facebook Twitter LinkedIn

COVID-19 has created a "parallel pandemic" of mental health issues that will be felt long after tackling coronavirus, new research warns, with younger people bearing the brunt across the EU.

Every day

Learn more

Google Account

Password Checkup

Complete password

### EURACTIV Members

- Acumen public affairs
- Association of European Cancer Leagues (ECL)
- BSEF - The International Bromine Council
- Cosmetics Europe - The Personal Care Association
- ECPC - European Cancer Patient Coalition
- EHFG - European Health Forum Gastein
- EHPM - The European Federation of Associations...
- ESA - European Sunlight Association
- Medical Association International Industry associat

# What is Music Therapy?

## Evidence-based

Techniques developed emphasize research rigour/ Different degrees of standards and protocols  
Multidisciplinary in Nature

## Immersive & Relational

Therapeutic Alliance built between Therapist & Client(s).

## Multisensory

Engages all senses & Caters to all 5 levels of Human Functioning

## Adaptive & Malleable

Designed to fit a Variety of Settings & Circumstances, Severity Levels from General Well-being to Clinical Contexts

## Inclusive

Caters to All including Special Needs Individuals & Families, Diverse Backgrounds, Culturally Sensitive Framework

## Strategic & Scientific Uses of Music to

Stimulate

1

Support

2

Strengthen

3

- Human Functioning
- Shapes our Ability to Respond to Others/The Environment

## Salutogenic Approach

Incorporates Proactive Approaches to Health & Well-being



# Health & Well-being Areas: Music Therapy

## Environment & Sustainability

How do we value our natural environment and built heritage? What can be done to conserve, protect and restore these? How can we interact with the environment in a sustainable way, and hand it on to the next generation in a better state?

## Values, Culture & Meaning

What is needed to ensure that everyone feels, and actually is, included and valued, and that our different values and cultures are respected and nurtured? What are the important parts of our culture that we want to hand on to future generations?



## Health (physical & mental)

How can all members of our community enjoy the best possible physical and mental health? What about people with special needs, older people, and carers?

## Participation, Democracy & Good Governance

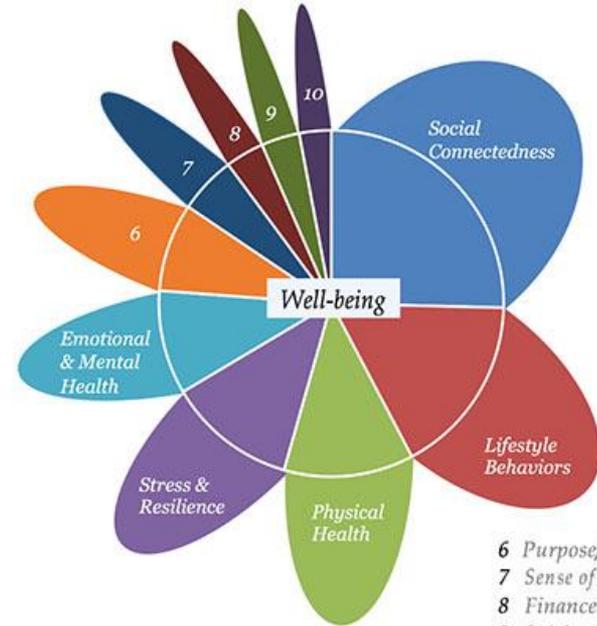
What is necessary to ensure that our local authority structures support the wellbeing of our community for this and future generations? What is necessary to ensure that we have a voice in the decisions that affect us, and that all voices are being heard?

## Work, Economy & Resources

How can our communities thrive economically, with good jobs, and supports for enterprise, business, and for people not in work? What resources do we have and are they used effectively without causing harm to social and environmental sustainability?

## Social & Community Development

How can we be an inclusive community where we support each other and ensure no one is left out? What are the important social services and facilities we need to live well from childhood to old age?



- 6 Purpose/Meaning
- 7 Sense of Self
- 8 Finance
- 9 Spirituality/Religiosity
- 10 Creativity

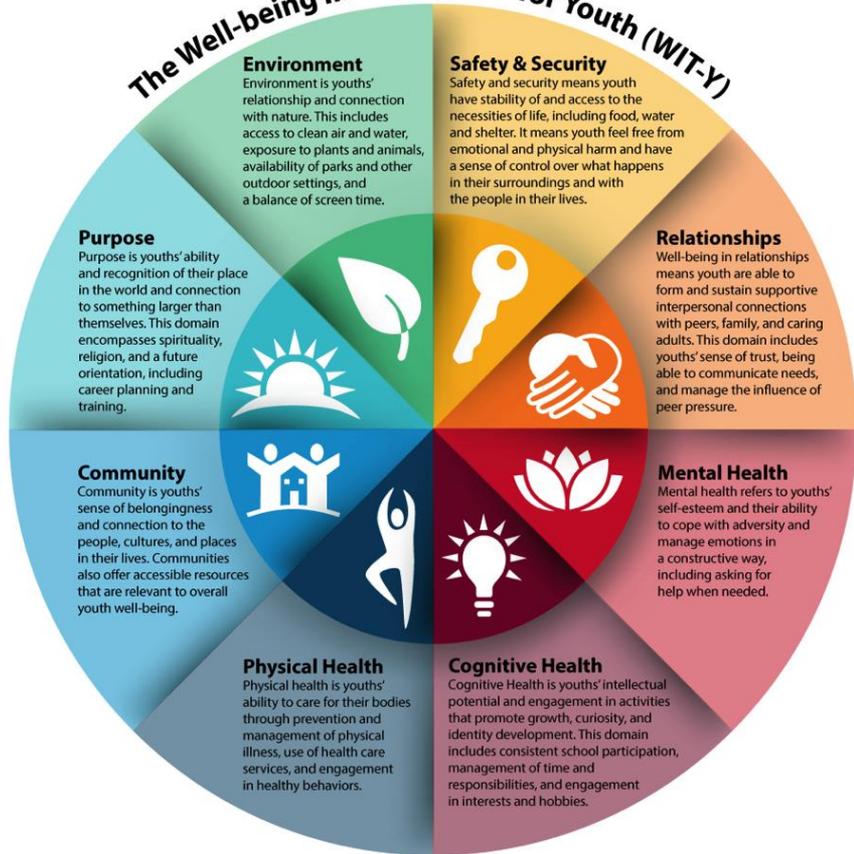
# Music, Health & Well-Being

What are the ways music therapy approaches the relationship between **Music, Health & Well-Being**?

- How can music contribute towards better health and wellness?
- Is there more than one way for music to be used to improve and support human health?
- Is music more useful (effective) as a rehabilitation tool or as a preventative tool? Or both?
- What types of music might be more effective for specific communities and health situations?
- How do we define health & well-being according to individual(s) & communities needs?



# The Well-being Indicator Tool for Youth (WIT-Y)



© 2015 The University of Minnesota

How can Music be used to Increase Health & Well-being in Youth?

How do youth in different countries/cultures use music in their daily lives?  
What are their music preferences?

How can we harness that knowledge to help them cope with their ongoing struggles & challenges?

What types of music are used to accompany different functions for youth and how might those functions be mobilized to increase health & well-being?

What are the music preferences of traveling populations according to the different ages and stages?

COVID-19

# Music Therapy's Leverage on Mental Health



Non—Invasive  
Bypasses Mental Health Stigma



Caters to all Ages & Stages can be  
personalized and tailored according to  
different needs, ages & stages  
Family friendly, Executive Friendly



More acceptable to folks who might be  
otherwise reluctant to get mental support



Go beyond general R & R to REST & RESTORE  
Indirect & effective way of providing much needed  
Mental Health Support in the era of Covid-19,



Mild to moderate (non-clinical to clinical)  
Mindfulness & Meditation  
Yoga, Pilates & Breathwork, Tai Chi etc.

# Music for self-care needs

- Covid-19 offers us important opportunities for self-reflection, reconnecting with our cultural roots and strengthening self-identity while catering to self-care (drawing inward instead of being externally focused, to be more quiet and reflective)
- Improvement of personal environment to make it more conducive for self-care, include music – create our own safe space @ “personal sanctuaries” to therapeutically explore/process our covid-related responses for own mental health
- Exploration of therapeutic uses of *Sape* for self and community reinforcement, family bonding and positive experiences through music
- Create interactive opportunities within family and community to increase trust, bonding and positive relationships



# How can MT combine with ET to support Responsible Tourism & Sustainable Cultural Heritage?



Merriam (1964) Functions 8-10

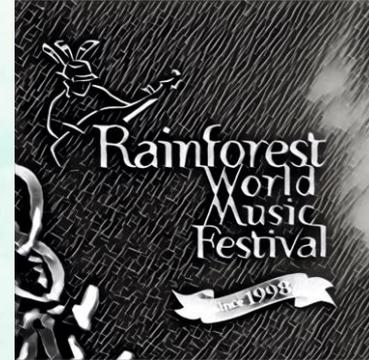
- (8) Validates Social Institutions & Religious Rituals
- (9) Contributes to Continuity and Stability of Culture
- (10) Contributes to the Integration of Society



Music has the potential to

- Bring People Together
- Facilitate Various Forms of Social Action
- Increase Opportunities for Social Engagement/ Social Interaction incl Problem Solving within the Community through peaceful action
- Increase Cultural Appreciation through Music Appreciation, Ethnomusicology

2020 has been an unanticipated time for technology upskilling, new ventures into telehealth, and online music. We have witnessed an abundance of virtual ensembles and live streamed music.



Ruby Solly, holding a pūkatea



# MT during Covid 19 in New Zealand

**Goals: Cultural Strengthening**

**Reinforcement of Self-Identity through incorporation of traditional instruments**

**Deeper exploration of musical traditions and cultural connections\***

**Celebration of NZ's cultural diversity, promotion of interracial understanding through music, Inclusive practices.**

Cici Kong, playing the pipa



**We too need to record and reflect on our stories** and experiences during this pandemic in order to make sense and grow through it, emerging stronger/better.

**Our experiences resonate with four musical approaches to trauma recovery, identified by McFerran et al. (2020): stabilising, entrainment, expressive, and performative.** We may feel hopeful while also worrying about physical, psychosocial, spiritual and economic wellbeing for ourselves, our people, and communities here and overseas. As therapists, our voices will resonate with our clients. Music therapy has developed strategies to help them feel encouraged to reflect on and share their own experiences, challenges, resourcefulness, and guiding values as we continue to build individual and collective resilience as a community.



worldfederationmusictherapy

...

WFMT Council 2020 - 2023



**Dr. Anita Swanson**  
President



**Dr. Melissa Mercadal-Brotons**  
Past-President



**Ms. Aksana Kavallova-Moussi**  
Secretary



**Dr. Andrea Hunt**  
Treasurer



**Ms. Callin Schulze**  
Executive Assistant



**Dr. Satoko Mori-Inoue**  
Clinical Practice



**Ms. Vivian Chan**  
Education and Certification



**Dr. Indra Selvarajah**  
Global Crises Intervention



**Dr. Andeline Dos Santos**  
Publications



**Ms. Carol Lotter**  
Public Relations



**Dr. Amy Clements-Cortés**  
Research and Ethics



**Dr. Vicky Abad**  
2023 World Congress



**Mr. Nsamu Moonga**  
Africa



**Dr. Daphne Rickson**  
Australia & New Zealand



**Ms. Kristal Foster**  
Eastern Mediterranean



**Ms. Marinella Maggioro**  
Europe



**Ms. Camila Acosta Gonçalves**, Brazil  
Latin America & the Caribbean



**Ms. Bronwen Landless**  
North America



**Ms. Bhuvaneshwari Ramesh**  
Southeast Asia



**Dr. Jin Hyung Lee**  
Western Pacific

## What is the WFMT

- The World Federation of Music Therapy, Incorporated is a non-profit corporation organized under the laws of the state of North Carolina, USA. Its aim is to promote music therapy throughout the world.
- The WFMT also helps to oversee and regulate research, practice, education, and clinical training programmes in music therapy around the world based on professional standards and according to cultural, social, and political contexts (WFMT, 2021).



The International Association for Music & Medicine is a registered non-profit organisation formed in 2009 to encourage and support the use of music in medical contexts including research into the benefits of music, and its specialised applications in healthcare.



IAMM explores broader context of music therapy, music & medicine, music & the environment etc. Expertise includes eco-acoustics research e.g. multidisciplinary project *Fragments of Extinction*, the EcoAcoustic Theatre, music and sound-art installations. Work with nonprofit organizations, such as Greenpeace, the World Wildlife Foundation (WWF), and Ear to the Earth, to capture and preserve the unique sonic heritage of the world's rapidly vanishing, last remaining areas of undisturbed primary equatorial rainforest. This sound bank of these remote ecosystems has resulted in discourse on the biodiversity crisis through musical compositions and immersive sound installations.



The fundamental nature and meaning of music lie not in objects, not in musical works at all, *but in action, in what people do.*

(Christopher Small, 1927 – 2011)

2019 – Music Heals commissioned by the Malaysian Society for Music & Medicine (MSMM) and co-organized with UPM. Focused on 5 strands (on poster)

- (1) Music & Medicine
- (2) Creating Healing Environments through Music
- (3) Therapy & Care of Musicians
- (4) Traditions of Music & Culture in Healing
- (5) Music in Senior Care

2021-2022: Sequel being planned. Opportunities for collaborations. Please let me know if you are interested. Interested in exploring possibilities for further action.



Indra V. Selvarajah,  
Email: [indra@upm.edu.my](mailto:indra@upm.edu.my)  
[crises@wfmt.info](mailto:crises@wfmt.info)

*Thank You* for attending  
my session!



## Relevant Affiliations

Medical Music Therapist & Lecturer at UPM Department of Music, Faculty of Human Ecology  
Chair, Global Crises Intervention Commission, World Federation of Music Therapy (WFMT)  
Chair, Music Heals 2 Taskforce, International Association for Music & Medicine (IAMM)  
IAMM Committee, Strategic Development & Finance (IAMM)  
Editor, Approaches: An Interdisciplinary Journal of Music Therapy  
Committee, Malaysia Society for Music in Medicine (MSMM)  
Committee, Evaluation Panel for Music Therapists Applying to Work in Malaysia (MOH)