

Research on the Application of Background Music in a Grade Tourist Attractions of Chengdu from the Perspective of Modern Aesthetics

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Abstract. This paper summarizes the significance of background music participating in the cultural and tourism space production of tourist attractions being the representation of auditory symbols from the perspective of modern aesthetics. Background music is the most explicit information sources of tourist attractions except landscape. Appropriate background music can not only set off the theme of tourism products, but also make tourists fully integrated into the cultural and tourism space of tourist attractions and finally get a full range of aesthetic enjoyment. Therefore, the application of background music in Chengdu A grade tourist's attractions should reflect the local culture, and meet the development objectives of the tourist attraction. Taking Spring reflecting pear blossom tourist attraction in Xindu District as a case study, the paper constructs the application scheme of background music of A grade tourist attractions in Chengdu.

Keywords: Background music; A grade; Tourist attraction; Modern aesthetics; Chengdu.

1. Introduction

A grade tourist attractions are the core element of tourism industry and the attraction center of tourism consumption. The development of A grade tourist attractions in Chengdu continues to be optimistic stimulated by the acceleration of the construction of "world famous tourism city". According to statistics of Chengdu Tourism Bureau, there are 90 A grade tourist attractions in Chengdu. There are 1 5A-grade tourist attraction, 44 4A-grade tourist attractions, 29 3A-grade tourist attractions and 16 2A-grade and below tourist attractions. The 77 tourist attractions included in the collection and report statistics system achieved the main business income of 15.792 billion yuan in 2018. Among them, ticket revenue was 1.334 billion yuan, up 3.36% year on year. In addition to their high-quality reception ability, service level and other factors, the characteristic brand image is particularly important.

Reasonable selection and scientific use of background music directly affect the formation of characteristic brand image of A grade tourist attractions. Background music is the most explicit information sources of tourist attractions except landscape because more than 70% of the information people get comes from vision, 20% from hearing, and some from other aspects. Appropriate background music can not only set off the theme of tourism products, but also make tourists fully integrated into the cultural and tourism space of tourist attractions. On the contrary, the repetitive and meaningless background music will hinder the expression of the theme image of tourist attractions and affect the mood and feeling of tourists, at last affects the brand perception of tourist attractions.

2. Literature Review

2.1 Research on Environmental Music

From the function and purpose of music, background music is equivalent to "environmental music" or "production music". The concept of environmental music was put forward in 1960s. Foreign scholars mainly study the function and effect of environmental music (Hattori, 1991), the industrial field of music application, etc. The research of environmental music in China can be divided into two aspects. First, based on acoustics, music theory and music psychology, starting from the function of accompaniment or soundtrack, some scholars discussion music used in games,

restaurants, cafes, films, stage plays, etc., to create an atmosphere for the audience and guests to reach a certain emotional resonance, and put themselves in a position to have their own opinions and feelings (Li, 2006). The second is to study the effect of applied environmental music in hotels, hotels, shopping malls, office buildings, etc., pay attention to the functions of background music, such as psychological masking of environmental noise, and creating an atmosphere suitable for the indoor environment.

2.2 Research on Background Music Applied in Tourists Attractions

With the continuous expansion and rapid development of tourism in the world, since the 1960s, the research on tourists attractions has become one of the hot issues in tourism research. The research on tourist attractions in western includes tourist attractions' planning, product development, social and economic impact of tourist attractions, and radiation driving effect of tourist attractions. However, there is no research on the background music of tourist attractions. Domestic relevant research mainly includes tourism music products, tourism destination background music selection and application. In the tourism music products, scholars (Liu and Cao, 2006; Xiong, 2009) studied the coupling relationship between music and tourism, and made a qualitative discussion on the development of music tourism products. At present, there are few researches on the background music of A grade tourist attractions, only on the background music applied in rural tourism (Zhang, 2015) and the songs in cultural scenic spots (Jiang, 2013). In terms of background music selection and application, the main research objects include hotels (Liu and Mao, 2006) and teahouses (Wang and Hou, 2018).

3. Concept Definition and Theoretical Framework

3.1 Definition of Research Object

Environmental music is a kind of non appreciative music used for subject consciousness which is functional in a broad sense. It's narrow sense refers to the idea of music creation based on subjective and objective environment, which is ideological (Zhang, 2010). The background music of A grade tourist attractions discussed in this paper is functional, it is a kind of music that can make tourists relaxed and happy. It is a kind of music that plays the role of foiling the theme and adjusting the object psychology in the tourist activities in order to create a certain environment atmosphere. The background music studied in this paper does not include performance music in some festival activities or song and dance performances of tourist attractions. From the literal point of view, the reason why background music is named "background" means that it is positioned behind the scenes and is a kind of background rendering. In the festival activities or song and dance performances of tourist attractions, music is a component plays an economic value. When tourists watch performance programs, music, dance and light are often the core attractions of tourists, which enjoy and pay to watch.

3.2 A Theoretical Analysis of Background Music Participating in the Cultural and Tourism Space Production

3.2.1 Consistency of Aesthetic Objectives

The aesthetic function of art activities mainly refers to that people can adjust their body and mind and get pleasure in their spirit in the aesthetic activities of art (Wang, 2010). Both music and tourism are aesthetic activities that produce perception and cognition to beautiful things, which can meet people's spiritual needs. They have both artistic commonness and complementary function to artistic conception. Of course, background music is an assistant of tourism activities, and its existence is based on the visual experience of landscape. Background music can use its pitch, rhythm change, rhythm speed, etc. to achieve the best effect of tourism aesthetics. Reasonable application of background music into tourist attractions, create and render the atmosphere, can make the emotion of tourists sublimated and imagination inspired.

3.2.2 Background Music is the Representation of Auditory Symbols

The aesthetic activities of tourist attractions are the process that tourists get aesthetic enjoyment and spiritual pleasure through tourism activities in the space of tourist attractions. Its essence is the production of cultural tourism space. *The Production of Space* mentions that the spatial production consists of spatial practice, spatial representation, and space of representation (Henri, 1991). The space practice mainly refers to the park construction around the landscape and the improvement of recreational facilities. Both the space representation and the representation of space are related to the perception image of tourist attractions in the mind of tourists. People are symbolic animals, and the cultural forms created by people are all symbolic forms (Cassirer, 2013). From the perspective of cultural semiotic philosophy, all cultural phenomena in tourist attractions are the result of human semiotic activities. The space of representation and representation of tourist attractions is an organic unity of language, art, religion and science, including visual, auditory, tactile and other sensory experience as well as emotional and other psychological activities, in which auditory symbols are background music. Spatial representation is the process of music application, focusing on creating the atmosphere of tourist attractions; the representation of space includes auditory symbols, focusing on the interpretation of the theme of tourist attractions.

3.2.3 The Application Scheme of Background Music

Background music plays a role of performing theme and creating atmosphere in A grade tourist attraction, which should comply with the following principles. Firstly, we should pay attention to the coordination of the use area, the scene and the music. Secondly, according to the different functions, different emphasis should be placed on the intensifying theme and rendering the atmosphere. The background music should be applied differently to meet the aesthetic needs of tourists in the different area.

In order to find out the tourists' perception of the background music in different areas of the tourist attractions, a field survey was carried out in June to September 2018, in which 3A, 4A and 5A-grade tourist attractions were selected respectively. The results show that 74.2% of the tourists think that the music at the entrance mainly plays a role in rendering the atmosphere, which can arouse the excitement of tourists entering the tourist attraction and leave a deep first impression on them. 67.5% of the tourists said that background music can complement tourism activities when they visit scenic spots, play entertainment and participate in experience projects. 44.6% of the tourists also said that the monotonous repetition and loud volume are annoying. 82% of the tourists said that when they consume in restaurants and shopping spots, they are not impressed by the background music, but feel that the music atmosphere will improve the pleasure level of catering and shopping. Based on this, the proposed background music application system is shown in the table 1.

Table 1. Application scheme of background music

Category	Effect	Application area	Application purpose
Opening music	Make a deep first impression on tourists	Entrance service area (tourist center, parking lot, etc.)	Rendering atmosphere
Theme music	Blend of feelings and scenery, enrich tourists' perception	Tourism functional area (scenic spot, amusement park, cultural experience, etc.)	Intensifying theme
Scene music	Stimulating consumption	Tourist service area (restaurant, shopping, etc.)	Rendering atmosphere & Intensifying theme

4. The Application of Background Music for Case

4.1 Reasons for Case Selection

In recent years, most of the new A grade tourist attractions in Chengdu are enrolled in rural tourism. For example, there were 5 3A-grade tourist attractions assessed by Chengdu Tourism Bureau in 2017, all of which were known as rural tourism destination. Since the period of

construction and review of A-grade tourist attraction is generally 2-3 years, the design case selected in this paper is Spring reflecting pear blossom tourist attraction, which was developed since 2017, located in Xindu District in the northern area of Chengdu. Compared with the eastern and western areas with better tourism development foundation, more attention has been paid to the creation of personalized brand in tourist attractions in Xindu District.

4.2 General Idea of Background Music Application

4.2.1 Reflect the Local Culture of the Tourist Attraction

The tourist attraction of Spring reflecting pear blossom has unique ground spring resources in Chengdu, such as Wumu spring, Tangjia spring and Shuangchefang spring, as well as the former residence of Aiwu, a literary giant, with a high recognition of local cultural brands. The tourist attraction is located in the core area of the land of abundance. Therefore, Sichuan native music is the first choice, and traditional musical instruments are used for performance. Sichuan ballad-singing, dulcimer, bamboo organ, Money board, Pipa playing and other music tracks with strong Sichuan traditional cultural characteristics are very suitable for selection. With the theme of local cultural elements, Chengdu tourists can enhance their sense of pride, which will also generate attraction and curiosity for overseas visitors.

4.2.2 Meet the Development Objectives of the Tourist Attraction

Around the three cultural tourism resources of Ai Wu culture, spring water and pear blossom, the tourist attraction has determined the development target as the spring themed leisure tourism industry. Spring is the core element and landscape element of rural tourism and leisure vacation in the scenic area, so the physical cultural and tourism space of the scenic area is built with spring vein. The pure music of traditional Chinese national instrumental music consist of Chinese zither, cucurbit flute, pipa, bamboo flute, etc. is suitable for the key area, such as Wumu spring, Tangjia spring and Shuangchefang spring. We can choose folk pure music with Western Sichuan characteristics, such as Wang Junxiong's "summer rain wind Lotus", "Pinghu autumn moon", "Embroidered lotus bags", "Flower fair", etc. to foil the rural cultural atmosphere.

4.3 Application of Background Music for Different Regions

4.3.1 Scenic Spot: AI Wu's Former Residence

AI Wu's former residence receives more than 40000 visitors from home and abroad every year, which covers an area of 459.16 square meters with a building area of 238.15 square meters. AI Wu's former residence contains rich cultural information, and its regional cultural characteristics are prominent. Therefore, the use of background music should reflect the national characteristics of Chinese tradition, and do not choose western music which is different from Chinese traditional culture. Background music is mainly used in two areas. First, some solo music such as Chinese Guqin is used in grass pavilion, landscape sketch and square area and the soothing sense of hearing makes the mood and body of tourists blend with the beautiful natural landscape. Guqin solo music, such as "High mountains and flowing water", "Yangguan triple", "Pingsha falling wild goose", etc. are recommended. Second, because the spring area is a natural landscape, We can use some pure music with natural water sound and animal sound such as bird call, to reflect the mysterious and primitive color of the scenic spot. "Birds in the morning", "Nature's voice" and "Blue sky" are recommended.

4.3.2 Theme Amusement: Spring Water Amusement Park

Spring recreation is the core element of the tourist attraction, which attracts a large number of tourists. It is planned to build a large-scale spring amusement park around Shuangchefang spring. In the long term, an indoor spring park will be built to provide tourists with winter hydrophilic entertainment needs. Playing background music adapted to the environment in spring amusement park can not only improve and activate the environment atmosphere, but also increase the interest of tourists. With the improvement of the interest of tourists, it can effectively stimulate the

consumption of tourists. The background music of spring amusement park reflects a kind of dynamic and static contrast. Some types of science fiction and modern music, for example, electronic music, can be used in the central area of amusement facilities, which gives tourists a strong impulse to try it. “China-x” and “Fade” by Xu Mengyuan, “Fade” by Alan walker are recommended. Home hydrophilic Park, where we can use the most fashionable and familiar, light and lively music types. Kelly's “children's song of water park” is recommended. The rest area around the amusement park is mainly quiet, which gives tourists a relaxed and comfortable feeling. We can use soothing, quiet and relaxing music, for example, “Rain and dew in spring morning”.

4.3.3 Agricultural Tourism: Pear Garden

Relying on Jiulong village, Huanglong village, Guangquan village and Cuiyun village, the tourist attraction is planned to build a pear garden with an area of 1500 mu, and carry out modern agricultural sightseeing, popular science education, picking, agricultural experience and other agricultural tourism projects. In the tourist attractions dominated by natural landscape, music is a very active and vital factor, which can make the space-time beauty of landscape dynamic and static alternation more prominent and harmonious. For agricultural tourism, background music makes the rural landscape style more distinctive and full of artistic interest. Therefore, in the pear garden, the application of background music should be combined with the natural landscape, and natural pure music should be selected to give tourists a feeling of bird singing and flower fragrance with a slow rhythm. It is recommended to use “Windy hill” by Yuzhong to increase the aesthetic feeling of tourists in the music, so as to enrich the imagination, comprehension and emotional experience of tourists.

4.3.4 Hotel: Spring Theme Country Hotel

The use of background music in hotels is nothing new, which uses pure music played by piano mostly. The Shihuiyan spring theme rural hotel planned in the scenic area adopts the architectural style of Western Sichuan, integrates the cultural modeling pattern of Shihuiyan spring in the decoration style of guest rooms, restaurants, lobbies and other areas, so as to build a spring culture hotel integrating cultural experience, accommodation, catering, leisure and entertainment functions. The most attractive for tourists is the Shihuiyan spring water and the superior natural ecological environment around the hotel. Tourists can watch the spring water gushing out. The spring feast includes spring rice, spring vegetables, spring wine, etc. Therefore, the background music played by national musical instruments with Chinese characteristics is preferred. Do not use western classical music or western modern music, because it will cause the feeling that the theme of the hotel does not match the background music. It is recommended that “Chaos red” by the legendary music club and “For frost” by Yuzhong.

4.3.5 Shopping: Folk Custom Experience Workshop

It is planned to build folk custom experience workshop including bamboo weaving , wood ware, straw weaving, ceramic art, etc. to provide tourists with the experience of folk handicraft production process. This area is to let tourists return to nature, putting aside the complexity and noise of modern cities. The rhythm of background music is required to be stable and soothing, the melody should be full of life sentiment, and at the same time, the melody should be as popular as possible. Background music and tourism shopping environment complement each other and influence each other to jointly stimulate customers' consumption, so as to improve the sales of tourism products and increase economic income. In the experience area, a little soothing music is used because the traditional handicrafts more reflect a kind of slow work and delicate scene. It is recommended that “Beautiful ditty” by Zhang Yuhua and “Windy hill” by Yu Zhong. The background music rhythm in the sales area can be a little lighter, so as to make up a lively atmosphere and arouse the tourists' desire to buy. The “Approving Nirvana-you” and “Dragon Ball GT animation” are recommended.

5. Conclusion

The major change of the current trend of tourism consumption is the change of consumption from “purpose” to “means”. The way of tourism is developing towards individuation, diversification and culture. More and more tourists are not satisfied with the traditional sightseeing tourism, but hope to combine their own interests in the tourism to actively explore, participate and rest. The tourists will pay more attention to the elimination of mental fatigue and the enjoyment of psychological aesthetics. The scientific and reasonable selection of background music in A grade tourist attractions can greatly improve the effect of cultural and tourism space production, so that tourists can get a full range of aesthetic enjoyment. The application of background music in Chengdu A grade tourists attractions should reflect the local culture of the tourist attraction, and meet the development objectives of the tourist attraction. We should make use of background music, which is the most attractive and infectious intangible value element, to enrich the cultural connotation of the scenic spot, form the "memory of sound", and then strengthen the brand personality of the tourist attractions.

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