

Study on the Background Music of a Grade Tourist Attractions in Chengdu

Ping Zhao

Yinxing Hospitality Management College of CUIT, Chengdu 611743, China

zhaoping@yxhmc.edu.cn

Abstract. This paper studies how to make the background music to enrich the cultural connotation and the brand image of A grade tourist attractions in Chengdu, so as to attract more consumers and create more profits. The application system of background music of A grade tourist attractions in Chengdu is put forward based on the investigation and analysis of the current situation and existing problems. It is found that the blind use and imitation of background music in most A grade tourist attractions in Chengdu results in the lack of their own characteristics, which restricts the improvement of the overall image and service quality. The premise of selecting appropriate background music is to understand the sensory mechanism and path dependence of background music on cultural and tourism space production of tourist attractions. Planning the application system of background music can help A grade tourist attractions in Chengdu to achieve image establishment, brand promotion and marketing, ultimately achieve the sustainable and optimized development of tourism destination.

Keywords: A grade, background music, Chengdu, tourist attractions.

1. Introduction

A grade tourist attractions are the core element of tourism industry, the main component of tourism products and the attraction of tourism consumption. In the tourism development plan of Sichuan Province, it is clearly proposed that the high-quality tourist attractions should be developed through the centralized investment and constant construction. The cultivation of tourist attractions is a practical method to promote the tourism economic development of the whole destination. Chengdu is the leader of tourism industry in Sichuan Province. 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”. As of December 29, 2018, there are 90 A grade tourist attractions in Chengdu. Among them, 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.

Nowadays, background music has almost become an essential element in high star hotels, but there is no relevant clause in the grading of tourist attractions, which to some extent causes A grade tourist attractions to ignore the needs of tourists’ hearing. The national standard “Classification and Evaluation of Star Rating of Tourist Hotels” (GB/T14308-2010) regards background music as a necessary condition for four-star and five-star hotels, and stipulates that “there should be a public audio broadcasting system, with appropriate background music, volume and sound quality”. However, there is no relevant clause encouraging the use of background music to set off the theme of the tourist attraction in the assessment content of national standard “Classification and Evaluation of A grade Tourist Attractions” (GB/T17775-2017). One of the reasons is that we have ignored the feeling experience except for landscape vision. For example, the evaluation of landscape resource value in detailed rules for tourist attraction evaluation mainly focuses on the form and color of landscape, but almost none of the auditory and tactile feelings other than vision.

In the current era of experience economy, tourist attractions are no longer passive landscape for tourists to watch but actively applying various marketing means to create experience atmosphere and products. Especially, the open tourist attractions are encouraged to transform from a static landscape into a cultural experience space of dynamic and static combination, with particular emphasis on background music, lighting, etc. Therefore, this study can enrich the theoretical system of cultural and tourism space production in tourist attractions, expand the ideas and methods of upgrading A grade tourist attractions in Chengdu. At the same time, it also lays a theoretical

foundation for the sustainable development of A grade tourist attractions in Chengdu through the promotion of cultural taste. The study could be conducive to the supplement and improvement of the management and service theory of tourist attractions.

2. Literature Review

There is little research on the background music of tourist attractions in western countries. The relevant research involves the effect of background music application in hotels, restaurants, shopping malls, office buildings, etc. The study focuses on the functions of background music, such as psychological masking of environmental noise, and creating an atmosphere suitable for the indoor environment. The purpose is to guide people's better life, production and commercial consumption through background music.

Domestic research on background music of tourist attractions includes two aspects: selection of background music and application of background music of tourist reception facilities. In terms of the selection of background music in tourist attractions, there are few research results at present, all of which are the application level of background music playing, without involving the mechanism of background music in tourist attractions. Jiang He (2013) studied the application of red songs in Shaoshan, and pointed out the significance of red songs to the construction of cultural tourism industry. Zhang Jinwei (2015) studied the function and playing form of background music in rural tourism, as well as the selection of songs. In terms of the application of background music in tourist reception facilities, the research results are mainly focused on the background music of hotels and tea performances. Liu Zhongyan and Mao Xiangxiu (2006), Zhuang Lizhen (2014) studied the selection of hotel background music and the measures to improve the music cultural taste. The research of background music of tea performance are mostly case studies, involving tea clubs or tea performance in different regions. Scholars pointed out that the background music of tea art performance should be selected according to the type of tea, national traditional culture and tea drinking environment (Wang, 2017; Lu, 2017; Chi, 2018).

3. Investigation on the Application of Background Music in a Grade Tourist Attractions in Chengdu

In order to fully understand the current situation and existing problems of background music of A grade tourist attractions in Chengdu, the field investigation is divided into two stages. The first stage is to collect tourists' perception of background music of A grade tourist attractions in Chengdu. The second stage is to find out the effect of background music played in different areas of the tourist attraction.

3.1 Investigation and Analysis in the First Stage

Among the A grade tourist attractions in Chengdu, 4A-grade and 3A-grade tourist attractions account for a relatively high proportion. Therefore, in the first stage of the investigation, six 4A-grade tourist attractions and six 3A-grade tourist attractions were selected, totaling 12, including four newly assessed tourist attractions in 2018. The types of tourist attractions include: theme amusement (2), history and culture (2), rural tourism (4), natural landscape (2), vacation and leisure (2). During the May Day holiday in 2018, a total of 300 questionnaires were sent out and 248 valid questionnaires were recovered, with an effective rate of 82.7%.

In the investigation of music types and repertoires, different types of tourist attractions showed serious two-level differentiation. Some 84% of respondents believed that the tourist attraction of theme amusement had a complete range of music, kept up with the trend, kept updating its repertoire and had a variety of music styles. In other types of tourist attractions, some 78% of the respondents thought that the background music was single and pure music accounts for a large proportion. According to the managers of the tourist attractions, it is easy to choose popular music,

especially classical music and light music with certain popularity due to the large flow and the complexity of the composition of tourists.

In the investigation on the effect of background music, 62% of the respondents did not notice that there was background music, and the feeling of background music was poor. The tourists were generally dissatisfied with the volume, rhythm and circulation of background music. The main reason is that the environment of the tourist attractions is relatively complex, especially the rural tourism scenic area has a long tour line, and the background music playing system is lagging behind, the playing volume and decibel measurement are unstable.

While inquiry the role of background music in tourist attractions, only 45% of respondents agreed with the background music was coordinate with the theme image of scenic spots. Some 43% of respondents said that background music improved the landscape effect and enhanced the sense of cultural experience, mainly in historical and cultural tourist attractions. 38% of the respondents said that background music could set off the atmosphere of tourism projects, stimulate tourists' emotions and guide consumption. 12% of the respondents were disgusted with the background music. They believed that the matching degree between the background music and the tourism environment was low, which even affected the tourism activities, mainly due to improper music selection and repeated playing.

3.2 Investigation and Analysis in the Second Stage

From June to September 2018, three tourist attractions from 3A-grade, 4A and 5A-grade were selected for investigation, the main purpose was to find out the effectiveness of background music played in different regions of the tourist attraction. According to the results, 74.2% of the respondents said that the music at the entrance of the scenic spot could arouse the excitement of tourists entering the scenic spot, leave a deep first impression on the tourists, and play a better role in rendering the atmosphere. 67.5% of respondents said that background music could complement tourism activities when they visit scenic spots, play entertainment and participate in experience projects, and 44.6% of them also said that background music damaged the effect of tourism or entertainment. 82% of the respondents said that they were not impressed by the background music, but felt that the music atmosphere would improve the pleasure level when they were catering, consuming or shopping.

4. Significance of Background Music Application in Tourist Attractions

4.1 Path of Cultural and Tourism Space Production

With the development of world economy and the improvement of living standards, many tourists are not satisfied with sightseeing more and more. They hope that they can combine their own interests and hobbies in tourism to actively explore, participate and rest. People will pay more attention to the elimination of mental fatigue. According to the characteristics of the development of international tourism, the major change in the trend of international tourism is that consumption changes from purpose to means, and traditional tourism methods such as sightseeing and entertainment can no longer meet the needs of tourists. With the development of personalized, diversified and culturalized tourism methods, various kinds of new and unique tourism methods and products will emerge as the times require. It puts forward the overall requirements for the cultural and tourism space production of tourist attractions.

The Production of Space mentions that the spatial production consists of spatial practice, spatial representation, and space of representation(Henri, 1991). In the cultural and tourism space production of tourist attractions, 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 of tourist attractions in the mind of tourists, the most important source of perception is vision and hearing.

For the representation of space in tourist attractions, background music is the auditory symbol, reflecting the cultural taste of tourist attractions. In the space production of representation, tourism

service environment and products are indispensable. While developing new products, it is very important to pay attention to the construction of tourism service environment, including decoration, temperature, light, sound and other elements. Among them, background music plays a very important role. Especially for the current popular immersive and scene type experience projects, the style of background music represents the temperament of tourism projects. Consumers will unconsciously combine the auditory feeling brought by background music with the overall taste of tourism situations.

4.2 Sensory Mechanism

First of all, hearing stimulates vision to make the landscape more attractive. 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. The auditory receives part of the sound signal through the non special projection system of the brain, which can improve the visual sensitivity. Listening to different frequencies of sound stimulation will have different effects on vision(Hattori, 1991). For example, in Huangguoshu tourist attractions, the first batch of 5A-grade tourist attractions in China, the landscape music of waterfall combines the natural sound of water with percussion and fluctuating trill to make the water flow more dynamic and the landscape more charming.

Secondly, hearing and vision work together to achieve emotional resonance. The influence of environmental music on modern life, including giving people new productivity and quality of life(Navarro and Pimentel, 2007). Culture is the soul of tourism, which is the consensus of the industry. The core business of tourist attractions can be summarized as making tourists get cultural experience on the basis of landscape aesthetics. Background music is a kind of cultural information flow, It brings tourists sensory, behavioral, thinking and emotional experience. For example, in beautiful China, a national 4A-grade tourist attraction, there are happy and warm folk music played in Dai, Gaoshan, Uygur and other residential areas, so that the static folk houses have a dynamic vitality in the music sound and the tourists can feel the folk customs deeply.

5. Application of Background Music of a Grade Tourist Attractions in Chengdu

5.1 Systematic Design

First, planning and design of background music system is the basic work. The background music system shall be incorporated into the public service supporting system of the tourist attraction. In addition to the tourist center and scenic spot, the road, parking lot, tourist toilet, guide system, etc. shall have background music. Especially in the electronic tour guide system, the selection of background music and tour guide words should complement each other, so that the scenic spots show a stronger cultural meaning in the background of music.

Second, we should design and use background music reasonably. The background music in the tourist attraction is a cultural symbol if the music was suitable, otherwise it will become noise. Some 44.6% of the tourists said that background music affected the tour or entertainment activities, among which monotony and loud music were the main problems. Therefore, it is necessary to plan the background music playing system and select music tracks reasonably according to different types and different functional zoning of tourist attractions. For places that need to stimulate consumption, such as tourist shopping spots, restaurants, etc., the rhythm of background music should be stable and slow, the tone should be bright, the melody should be full of life style, and at the same time, the melody should be as popular as possible.

Third, It is necessary to care for the tourists with visual impairment. At present, the accessibility design of disabled tourists in the tourist attractions mainly considers disabled people who have no visual barriers, such as special ramps and toilets designed for wheelchair users. But other types of disabilities are seldom considered, such as the tourism needs of visually impaired people. The visually impaired are also an important group of tourists in the tourist attraction. The blind road and

the blind logo should be equipped with corresponding background music, so that the blind can fully experience the pleasure of the tour.

5.2 Form the Cultural Symbol of Marketing

In the field of service, atmosphere is an important marketing factor, including background music, lighting, color, smell, and visual effect, which all have a certain impact on consumers' emotions and behaviors. Background music is different from other types of music. It unconsciously stimulates tourists' senses, extends to the auditory, wakes up feelings, perceptions and appearances, produces corresponding emotions, and has a strong influence on tourists' thoughts and feelings. The place where the tourist attraction provides tourism services is a tourism space complex composed of landscapes, gardens and buildings, in which background music is a very active and vitality factor. It can make tourists feel happy and enjoy the tourism services in the alternation of landscape movement and static. A grade tourist attractions in Chengdu should learn from Shanghai Disneyland regarding background music as an important marketing symbol. Background music has become one of the cultural symbols of the park in Shanghai Disney with forming the organic connection of opening music, theme music and scene music. The music of Shanghai Disney and A Whole New World of Aladdin theme song describe the image of the scenic spot in the mind of tourists, which makes them excited as soon as they enter the park. Tourists are always in a cheerful space, so the tourism consumption has been effectively stimulated unconsciously.

5.3 Highlight the Regional Cultural Characteristics

Among A grade tourist attractions in Chengdu, history and culture, rural tourism are the popular tourist attractions. Historical and cultural scenic spots, such as Wuhou Temple, Du Fu Cottage, etc., should study tourists' perception and experience of historical and cultural connotation, and form sound memory through music repertoire and performance techniques from the perspective of aesthetics and humanity. The repertoire is mainly classical music with slow, bright, smooth and rhythmic rhythm.

Chengdu is the birthplace of Chinese farmhouse resorts. The rural tourism has developed rapidly in recent years. The core of the rural tourism is Tianfu farming culture. Therefore, Sichuan native music is the first choice for background music in the tourist attraction, 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 identity and pride, which will also generate attraction and curiosity for overseas visitors. The combination of music elements and guide's interpretation not only embodies the characteristics of the scenic spot, but also conveys feelings and rhymes with sound, so that tourists can experience the long-standing farming culture of Tianfu.

5.4 Apply Technology to Improve Sound Effect

With the construction of intelligent tourist attractions, it is the general trend that the modulation signal system consist of fire control, anti-theft alarm system and cable TV, will turn to digital system. Due to the lack of independent program source, the traditional analog background music broadcasting system in tourist attractions can not meet the needs of personalized background music in different functional areas. A grade tourist attractions in Chengdu should apply the newest technology in the facilities, equipment and sound effect management of background music, such as the background music system based on IP network. The background music system based on IP network has its own independent sound source and intelligent programming mode. It can solve the problems of short transmission distance, poor sound quality, complex maintenance and management, poor interactive performance and so on.

6. Conclusion

The scientific and reasonable selection of background music can greatly improve the effect of cultural and tourism space production and make tourists enjoy all-round culture. Playing background music in tourist attractions can achieve a kind of audio-visual complementation and emotional blending. The application of background music can make tourists integrate into the cultural and tourism space, such as the scene, story, story line, etc. of the scenic spot, and obtain sensory, behavioral, thinking and emotional experience. At present, most A grade tourist attractions in Chengdu only use background music in general. The change and influence of background music on the cultural image, consumption environment, marketing strategy and service quality of tourist attractions have not really aroused the recognition and attention of managers. we can improve the design, management and apply system of background music system on the existing basis through understanding the mechanism of background music and paying attention to the path and function of background music in the cultural tourism space production of A grade tourist attractions. Then, according to the existing problems, the corresponding countermeasures are adopted to help A grade tourist attractions in Chengdu to the personalized and brand-name sustainable development.

Acknowledgments

This project is supported by Research Center for Aesthetics and Aesthetic Education of Sichuan key research base of social sciences (18Y010), Southwest Music Research Center of Sichuan key research base of social sciences expansion (xnyy2018013) and the National Social Science Fund of China (19BJY210).

References

- [1]. Chi Shuijing. Promotion of background music on theme content and accumulation of music materials in innovative tea performance. *Voice of the Yellow River*. Vol. 520 (2018) No. 19, p. 121+129.
- [2]. Hattori Tadashi. *Environmental music aesthetics*. Translated by Si Youlun, Wang Fengqi, Zhang Fan, etc. China Renmin University Press, 1991, p. 37-38.
- [3]. Henri Lefebvre. *The production of space*. Translated by Donald Nicholson-Smith. Blackwell Publishing, Ltd., 1991, p. 58.
- [4]. Jiang He. Application of red songs in Shaoshan scenic spot. *Gehai*. (2013) No. 02, p. 66-67+70.
- [5]. Liu Zhongyan, Mao Xiangxiu. Creating background music of modern tourist hotel. *Journal of Huangshan University*. (2006) No. 02, p. 58-60.
- [6]. Lu Jiandong. Research on background music in Chengdu tea performance. *Fujian tea*. (2017) No. 11, p. 87-88.
- [7]. Navarro, M. P. and Pimentel, R. L. Speech interference in food courts of shopping centers. *Applied Acoustics*. (2007) No. 68, p. 364-375.
- [8]. Wang Liu. Selection and application of classical music in tea performance. *Fujian tea*. (2017) No. 2, p. 102-103.
- [9]. Zhang Jinwei. Ingenious use of background music to show the characteristics of rural tourist attractions. *Jilin agriculture*. (2015) No. 11, p. 131-132.
- [10]. Zhuang Lizhen. The use of background music in high star hotels and countermeasures. *China staff education*. (2014) No. 22, p. 134.