

The Bottleneck of Jiuhuashan Buddhist Music Culture Tourism Development and Countermeasure Analysis

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Abstract: There Are Many Types of Religious Beliefs in Our Country, and There Are Many Religious Tourism Resources, among Which Buddhist Cultural Resources Are the Most Significant. Survey Data Show That Buddhist Cultural Tourism Can Develop for a Long Time. However, Great Attention Should Be Paid to the Bottleneck Problems Existing in the Tourism Development Process. on This Basis, This Article Will Show the Meaning of Buddhist Tourism Culture and Highlight the Buddhist Connotation That Should Be Further Explored. At the Same Time, Jiuhuashan is Taken as an Example to Make an Empirical Study, Hoping to Bring Help to the Development of Buddhist Tourism Culture in China. Jiuhuashan Buddhist Music Has Exerted a Great Influence on Buddhist Believers and Local Music in the Vicinity of Jiuhuashan, But There Are Some Bottleneck Problems in Its Development Today. with the Rapid Development of Society Today, Some Other Types of Music Are Better Understood. Solving the Problems Encountered in Jiuhuashan's Buddhist Music Development Can Help Him to Enhance His Influence. the Research on This Topic Can Provide Basis for the Development of Religious Music in Other Regions in the Future.

1. Introduction

JiuHuaShan Scenic Area, located in the southwest of Anhui Province, belongs to one of the three mountain systems in southern Anhui, with a total area of 120 square kilometers. JiuHuaShan's geology is made up of folds and faults. Granite is made up of its mountain. The landscape features of the scenic spot are mountain peaks and basins, forming numerous landscapes.

This scenic spot belongs to subtropical monsoon climate, because the altitude of this area is relatively high, thus a regional microclimate type appears. The mountains in this area are covered with more vegetation, so it has an excellent ecological environment.

JiuHuaShan is located in the middle and lower reaches of the Yangtze River, close to Nanjing, Shanghai, Wuhan and other cities, and has good location characteristics. The transportation in this area is convenient, including roads, railways, aviation, etc.

In the early days, JiuHuaShan's name was "Jiuzishan". Li Bai wrote poems when visiting the area. According to the contents of the poems, the area was renamed JiuHuaShan as it is now used. JiuHuaShan became the center of ksitigarbha bodhisattva at the end of the Tang dynasty. through the development from the Tang dynasty to the yuan dynasty, JiuHuaShan's culture developed well in the Ming dynasty. By the Qing Dynasty, JiuHuaShan Buddhism was flourishing and had the title of "the first mountain in the south of the Yangtze River".

In the 1990s, Anhui Province set up JiuHuaShan Administrative Committee to promote the development of JiuHuaShan Buddhist cultural tourism. In order to have a pulling effect on the local economic income.

Since the Ming Dynasty, the characteristics of JiuHuaShan Buddhism have gradually become prominent, but it can become one of the famous Buddhist mountains, which is related to its worship of ksitigarbha bodhisattva and historical factors in the Ming Dynasty. JiuHuaShan is one of the two heritage reserve lists published by the Ministry of Construction in 2006. After that, JiuHuaShan was gradually awarded 4A-class tourist area, national civilized scenic spots and so on. But JiuHuaShan is far less well known than Mount Wutai and Mount Emei. According to the investigation, JiuHuaShan's tourism development and popularity are at a disadvantage, which is inconsistent with its cultural characteristics.

Through the collection and analysis of JiuHuaShan tourism data in 2017, it is found that 10.1 million domestic and foreign tourists were received in 2017, up 2% year on year, with foreign tourists increasing by more than 10%. In 2017, tourism revenue will total 12 billion yuan. Compared with the growth rate of more than 5% in 2016, the above data show that the number of tourists from JiuHuaShan is increasing year by year, showing a steady growth, and there are a large number of overseas tourists visiting here. An analysis of its tourism revenue shows that tourism facilities in the region account for a large proportion of the revenue, and the revenue is increasing rapidly, while entertainment accounts for a small proportion of the revenue. It can be concluded that JiuHuaShan's income mainly comes from tourists.

With the increase in the number of tourists in JiuHuaShan, the local tourism economy has been promoted rapidly. The scenic area needs to develop new tourism projects to increase the tourist carrying capacity of the area. Therefore, the management organization of the scenic spot adopts the way of attracting investment to attract external investment to develop the place. And through careful planning, combined with local history, customs, etc., to optimize the structure of the tour to enhance passenger capacity. This has advantages for JiuHuaShan's stable and rapid economic growth, but the planning of some projects lacks favorable market conditions and the investment needs to face greater risks.

2. The Form and Value of Jiuhuashan Buddhist Music

2.1 The Buddhist Music Types of Jiuhuashan

With the development of JiuHuaShan Buddhism, JiuHuaShan's Buddhist music has been widely used, and Buddhist music is widely used in various Buddhist activities.

(1) Traditional legal music

This music is mainly used in formal anti-Buddhist activities, usually the monks chant directly on the spot, and Buddhist instruments accompany it. Song of Morning and Evening, the music used in this activity is relatively simple, solemn and peaceful. This activity is a compulsory item for monks to perform both early and late. The procedure is roughly the same, but if they catch up with important festivals, they need to sing more.

(2) Popular Buddhist Music

Buddhist music, which is now popular, is equivalent to the songs that are now popular, with simple lyrics and melodies. These music generally exist in the form of recording. This Buddhist music is different from the previous musical instrument accompaniment, and its singing style has also changed greatly. Today's Buddhist pop music combines more original Buddhist music. This type of music also combines more elements of music that are popular today. At the same time, it is more consistent with the appreciation habits of many followers. It not only spreads the connotation of Buddhism, but also enables the majority of followers to sing.

2.2 The Buddhist Music Form of Jiuhuashan

(1) The Buddhist Music Form of JiuHuaShan

In JiuHuaShan's Buddhist music, its vocal music mainly includes Zhuyan, Zhou, Buddha's name and other forms.

Zhu Yan, that is, music whose lyrics are a kind of blessing to prolong one's life. Buddhist music includes four Zhuyan songs. This type of songs has the characteristic of gentle melody, which is seldom used in normal times.

Incantation, or mantra, is roughly divided into two types: non-rhyming and rhyming. Norheme Incubation, its form is lively and accompanied by wooden fish.

Among the musical forms used in his music, his musical forms are mainly divided into four types: single sentence pattern, neat sentence pattern, long and short sentence pattern, and loop pattern. Single sentence pattern, for example, when praising the Buddha's name and reciting mantras with a short phrase, is repeated in a chain. Qi sentence pattern is composed of four sentences and seven-character phrases, which are neatly integrated. Long and short sentence

patterns rely on long and short poems to express the cadence of voice through the length of words and songs. The divertimento pattern is that the whole music has unique musical accompaniment, and the voice moves with the accompaniment sound and is coordinated and unified.

(2) The Performance Characteristics of JiuHuaShan Buddhist Music

In JiuHuaShan's Buddhist music, the singing of vocal music can be divided into two types, with and without accompaniment. For example, Zan and so on some chants have drums, wooden fish and so on to accompany them; The mantra and other chants are usually cantata, accompanied by no musical instruments.

In JiuHuaShan's Buddhist music, the instruments used are usually percussion instruments, i.e. Buddhist instruments such as drums, bells, thunk, wooden fish, etc. When performing, the musical instrument used is sometimes one or a mixture of multiple instruments. When performing ensemble, the rhythm of the musical instrument is changed according to the difference of tunes. In formal Buddhist activities, Buddhist instruments are usually used to perform. In order to achieve the same level of appreciation with the public, the selected musical instruments are usually flutes, suona and so on, which are widely used by the public. The use of folk musical instruments not only increases the attraction of activities, but also integrates folk and Buddhist music.

JiuHuaShan Buddhist music can be divided into solo, chorus and other types according to different singing methods, but the sound should be integrated and strong. Because JiuHuaShan's Buddhist culture incorporates local folk customs, it is strongly influenced by local music such as "Huangmei Opera" and has more opera characteristics. JiuHuaShan music interacts with Buddhist music in different regions in the development process, learning its advantages in various ways and inheriting its music. In addition, some excellent folk music is also adopted by Buddhist music.

2.3 The Potential Value of Jiuhuashan Buddhist Music

JiuHuaShan Buddhist music has local characteristics, absorbs the cultural advantages of Anhui Province, highlights the rich diversity of our culture, and is a key component of our culture. JiuHuaShan Buddhist music has existed for many years and has a long cultural history. It is a music composed of religion, folk custom and court music. It has some characteristics such as mystery, vulgarity and dignity. In ancient Chinese music, JiuHuaShan Buddhist music belongs to its branch. It bears witness to the history through long-term inheritance and also carries on the inheritance to the long-term excellent culture of our country. It has two values of history and art and has the advantage of spreading.

JiuHuaShan Buddhist culture, with its unique artistic features, contains aesthetic values like other musical forms. JiuHuaShan's Buddhist music is soothing and solemn. This type of music can not only make people respect, but also purify people's hearts. In people's heart of hearts, JiuHuaShan Buddhist music, a kind of music, is needed. It has a certain degree of serenity and can highlight Zen sounds. On the basis of this kind of Buddhist music, as an artistic carrier, it needs to make itself more aesthetically valuable through the improvement of its own aesthetic feeling, so as to comfort the feelings of the believers.

JiuHuaShan's Buddhist culture is unique and of high religious significance. Therefore, based on this, Buddhist music has become similar to Sanskrit and has become a key auxiliary means to explain teaching principles and doctrines. Its Buddhist music contains the effect of purifying people's hearts and makes people's hearts calm.

With the rapid development of commerce, JiuHuaShan culture has gradually entered the market with cultural characteristics, and Buddhist music has gradually appeared in front of people. JiuHuaShan's Buddhist music culture has its own unique cultural characteristics and a long history. It has its own unique artistic characteristics and has a good market prospect. JiuHuaShan Buddhist music has gradually become more folk and popular, which is also the influence of Buddhism on music. With the rapid development of modern electroacoustic methods, when Buddhist music is transformed by it, we should not only consider its economic tourism significance, but also pay attention to its own protection and development, reasonably and effectively develop Buddhist music, and promote the rise of its tourism industry.

3. The Bottleneck of Jiuhuashan Buddhist Music Culture Tourism Development

3.1 Lack of in-Depth Connotation Mining

JiuHuaShan's Buddhist culture has a history of more than 1,000 years. Through long-term development, it has its own characteristics different from other Buddhist cultures, but lacks in-depth development. Under the background of the current tourism boom, although the number of tourists in JiuHuaShan Buddhist cultural tourism is increasing year by year, the consumption target of having classes to JiuHuaShan is sightseeing tourism, not Buddhism cultural tourism. At present, the main part of JiuHuaShan's tourism is still natural tourism. Buddhist culture is only one component of many tourism elements of JiuHuaShan, not the connotation of JiuHuaShan's tourism. At present, the development process of JiuHuaShan Buddhist tourism lacks in-depth development of Buddhist culture and does not take Buddhist culture as the focus of JiuHuaShan cultural tourism development.

3.2 Over Commercialized Operation

A large number of residents in JiuHuaShan area in the scenic area independently set up various shops and souvenir shops, some of which are even set up near famous scenic spots, greatly affecting the cultural flavor of the scenic spots. In addition, due to the lack of standardization of such shops, the lack of guarantee in terms of commodity pricing and commodity quality, disputes between merchants and teachers often occur. The unordered local commercial development has greatly affected JiuHuaShan's normal cultural tourism industry.

3.3 Unbalanced Development of Scenic Spots

At present, the development of JiuHuaShan scenic spot takes the unique natural landscape and the long-standing Buddhist culture as the core of tourism construction in the scenic spot construction. Although a mature tourism system has been formed, in the actual operation process, the development is unbalanced. Although its scenic spot construction is mature, the related supporting facilities, such as catering, accommodation, transportation and other related supporting facilities, are not perfect. In addition, there is also a lack of innovative and characteristic cultural construction in the development of related tourism content. It is only to carry forward the traditional Buddhist culture, which makes the growth of JiuHuaShan tourism limited even in the current hot tourism situation.

3.4 Destruction of Ecological Environment

With the continuous development of JiuHuaShan scenic spot, its environmental situation has been greatly affected. Beautiful landscapes and unique geological environment, coupled with a long-standing Buddhist culture, constitute the focus of JiuHuaShan's tourism. However, with the influx of classes and the over-exploitation of tourism, JiuHuaShan's natural environment has been seriously damaged. This also has an impact on the Buddhist culture in the deep quiet environment. The noisy tourists have also made the current development of JiuHuaShan Buddhism lose its initial heart and the connotation of Buddhist culture is missing.

4. Analysis on the Countermeasures of Jiuhuashan Buddhist Music Culture Tourism Development

Based on China's religious theory, develop Buddhist cultural tourism. Make it consistent with the needs of tourists today and distinguish it from superstition. At the same time, in the process of development, the cultural connotation of tourism products should be highlighted, the local actual situation should be understood, and then presented to tourists through appropriate methods. JiuHuaShan Buddhist music culture tourism development should take the following countermeasures:

4.1 Integrating Tourism Resources to Promote Each Other

Make full use of the problems between different tourism resources and give full play to the

advantages of natural tourism resources and cultural tourism resources within the limits of limited space. In the utilization of natural tourism resources, JiuHuaShan's unique geological features are utilized to the maximum extent, and historical stories with cultural background are given to the unique natural features, thus creating unique natural landscapes. In the use of cultural resources, referring to the principle of maintaining cultural routes, we need to integrate the development, management and protection of scenic spots in an all-round and large-scale way, and at the same time give full play to the unique position of JiuHuaShan Buddhist culture in Buddhism, especially to carry forward its unique Buddhist music culture. Buddhist music can be taken as the core to construct JiuHuaShan's tourism development outline and to adopt characteristic tourism construction methods. In the overall development process, joint development should be adopted to strengthen the cooperative development between JiuHuaShan and the nearby scenic spots and realize the integration and sharing of resources so as to enhance the tourism competitiveness of JiuHuaShan scenic spot.

4.2 Standardize Tourism Environment

On the one hand, the behavior of merchants in scenic spots should be standardized, and strict control should be exercised on the location of merchants, the selling price of commodities and the quality of commodities, so as to avoid excessive commercial development affecting the overall tourism and cultural environment of scenic spots. On the other hand, the development path of scenic spots should be standardized. In the process of expansion and development of scenic spots, the development idea of “not damaging the natural environment” and “not affecting the regional Buddhist culture” should be followed to ensure the original flavor of landscape and culture, thus providing tourists with high-quality tourism services and tourism experience.

4.3 Environmental Protection and Cultural Promotion

Through the strategy of sustainable development, the cultural relics and environment of JiuHuaShan scenic spot are emphatically protected from destruction. At the same time, we must follow a multi-dimensional target strategy, pay attention to various interests in the development process, and combine economic, social and ecological benefits to achieve sustainable development. In the aspect of cultural promotion, we can cooperate with major tourism websites such as Ctrip and where to go to launch special cultural tourism packages to give preferential treatment to users of the platform. At the same time, I hope that I can get the recommendation of the homepage of the website and other promotion methods in colleges and universities, so as to achieve the competitive victory from the source of the choice of the class tourism.

5. Conclusion

At present, people's awareness of tourism is getting higher and higher, and they are becoming more and more picky. Only places with high cultural taste can attract tourists more. Buddhist cultural tourism should seize the development opportunity, base itself on the charm of traditional Buddhist culture, carry forward the fine tradition of Buddhist culture, excavate the connotation of Buddhist culture, integrate cultural resources, and achieve better development in the new era. In this paper, taking JiuHuaShan as an example, the Buddhist culture is analyzed, the concept of Buddhist music culture tourism is clarified, and the bottleneck of tourism development in JiuHuaShan scenic area is found. At the same time, according to the nature of religion, cultural routes, sustainable development of this series of theories to make an analysis. I hope the Buddhist music culture can get long-term development, pay attention to the problems encountered in the development process and solve them. I also hope my hometown JiuHuaShan can develop better and better. Buddhist culture is extensive and profound. Due to the problems of time and my own ability, there are still many deficiencies in the research of this article, which still needs further research and improvement.

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