A Comprehensive Study on the Development of Folk Music Tourism Culture in Jiangxi

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Abstract

With the development of the times and the progress of the society, people's concept of tourism is constantly changing, and tourism is no longer staying on purely sightseeing tours. To enhance the cultural quality of tourism and satisfy the people's increasing spiritual needs, it is necessary to infuse rich cultural factors into the tourism industry. Jiangxi folk music shows great potential in the tourism industry, which shows that it plays an important role in Shanxi tourism. Folk music is a true portrayal of the national culture, folk culture Chinese in the history of the development of Jiangxi folk music, full of strong folk flavor, the accumulation of the Jiangxi people's art wisdom and creativity, reflect the splendid Chinese civilization, with distinctive characteristics of art. Under the background of pluralistic culture, this paper explores the content and artistic characteristics of contemporary folk music culture in Jiangxi, and hopes to explore the oasis of Jiangxi folk music in the vast sea of music research.

Keywords: Jiangxi, folk music, tourism culture, development, comprehensive research

Introduction

Jiangxi is one of the cradles of Chinese music culture. Jiangxi folk music culture has a long history, known as "folk songs of the ocean", "opera cradle" laudatory title. The unique natural landscape pattern and the long history of human culture in Jiangxi province determine the status of Jiangxi's tourism resources. Since the reform and opening to the outside world, the tourism industry in Shanxi has developed very rapidly. But in comparison, the breadth and depth of the development of Jiangxi's tourism industry cannot meet the needs of economic development and the people's living standard. How to make use of the unique charm of Shanxi folk music to enrich the connotation of tourism activities in Jiangxi and promote the development of Jiangxi's tourism industry can be discussed from the following aspects. The potential of Jiangxi tourism market is so great that it cannot meet the market demand. To bring folk music into the basic education of schools is a way to solve the demand for tourist talents in the tourist market.

With the progress of the humanities, most of the music scientists have returned to the scientific starting point of human music, that is, music is a culture first. That is to say, music is a kind of artistic form that reflects the cultural value and cultural characteristics of different individuals and groups created by human beings and human beings. Examining music from a cultural perspective, we can realize the importance of folk music as a cultural resource, and we can really attach importance to the importance of folk music culture as a heritage of Chinese civilization. As a China traditional music culture, Jiangxi contemporary folk music style, it is not only a musical phenomenon, and is a reflection of the contemporary Jiangxi politics and economy, folk custom, dialect and local cultural characteristics of the mirror. In the context of

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our efforts to build a socialist advanced culture, it is of great significance to study and discuss the contemporary folk music culture in Jiangxi for inheriting and carrying forward the excellent culture of Jiangxi.

The art of music is an important form of human culture, the development of music cannot do without a certain cultural background, especially folk music, are produced in the specific national culture, reflects the ethnic culture, some scholars believe that art is a heavy cultural phenomenon to a familiar, is written note, color, lines, and other cultural image markers in the esthetic level performance there is a generalized culture of human culture. Folk music is closely related to culture. Folk music originates from culture, and human culture is the source of folk music. Without the nourishment of human culture, it cannot produce beautiful folk music. Folk music is the national language and the perfect combination of music text form, it is to reflect people's love of life, for the vision of a better life, which is dominated by national culture, covering the basic characteristics of the national culture. At the same time, the development of culture enriches the content, form and means of expression of folk music. The development of folk music also pushes forward the progress of human culture, and the two are dialectical unity. Therefore, when we study contemporary folk music, we should stand in the background of contemporary folk culture, and strive to find its cultural characteristics.

![Tourist culture in Jiangxi](image1.jpg)

**Figure 1. Tourist culture in Jiangxi.**

**The Proposed Methodology**

**Folk songs.** The contemporary folk music in Jiangxi is rich in content and diversified in form. It not only inherits the essence of Chinese traditional culture, but also absorbs other places, even foreign culture, and reflects the wisdom of the people of Jiangxi. Jiangxi folk song culture is very rich, there are folk songs, dance songs, minor etc.. The characteristics of folk songs is the main melody creation form simple, freedom, and rhyme, the people of Jiangxi is in the process of labor improvisation, embodies the collective wisdom of the working people, the people of Jiangxi expressed sincere emotion. Such as Ganxian Tian Village "love song", "Ruijin folk songs" and so on. Chant music creation style mainly originates from the Jiangxi people in the workplace, reflects the people of Jiangxi love labor field, love life, such as Yongxin's "a mountain and a heavy day", "together" Wanan rapids. The artistic characteristics of the minor is mainly random, improvisation, the general form does not rigidly adhere to the music, is a reflection of the people in the daily life of entertainment, such as Jingdezhen's "abstract".
"Camellia road who came home guest" etc.. Song dance style is a reflection of the people of Jiangxi in the special day of the strong now singing, now dancing music, with emotion, such as the Nanfeng Nuo dance etc.. Folk songs are songs that reflect the characteristics of folk customs in Jiangxi, such as "new houses in Jingdezhen" and "song of the year" by dayu.

Jiangxi folk music is also very rich, and it has important influence in the history of Chinese music culture. Rap is distinctive features of Jiangxi folk music, folk songs in Jiangxi, have to say, there are mainly to sing, classical music class a drum rhythm is useful, is also useful for stringed accompaniment on voiceless burning type curve, and using a drum song accompaniment class music, as well as four types of single-sided or bamboo percussion accompaniment number class music and folk singing style. The local folk music in Jiangxi mainly talks about history, legends, stories and literary works by rap, and it is the art form of combining music with language and literature. Its narrative function mainly music, both lyrical function. As the Yichun Pinghua one corner of the way of acting, in talking and singing story, characters, narrative and endorsement combination. Actors are sometimes characters in the book, sometimes storytellers, and imitate the tone and tone of characters and characters. In rap music, singing and singing are organically combined. There are singing and singing, half singing and half singing.

Analysis of the artistic characteristics of folk music. The folk music in Jiangxi is rich in variety and has a long history. It is created by the people of Jiangxi from generation to generation, living and working. It embodies the sincere feelings of the people of Jiangxi who love life. The folk music in Jiangxi has been greatly influenced by Chinese traditional culture since its emergence and development. After years of development, it has finally formed a unique folk music art. With the development of social culture, multi-cultural exchanges and integration have created the colorful features of local folk music in Jiangxi. The musical thinking and local dialect of all ethnic groups in Jiangxi have been blended together to form the folk music which has a great cultural background in Jiangxi, and at the same time, it has created the unique music style of the national vocal music culture in Jiangxi.

Generally speaking, singing style refers to the special vocal skills and performances expressed by singers in the process of singing according to the content of their works and the emotional demands they should express. Folk songs in Jiangxi are very distinctive. For example, Xingguo folk songs have Hakka regional customs with Jiangxi characteristics, and their singing styles are branded with the folk customs of Jiangxi. Secondly, the creative style under the influence of Hakka culture in Jiangxi.

Folk music promotes the development of tourism. The potential of tourism market is enormous, and it is a prominent problem that tourist talents cannot meet the market demand. To bring folk music into the basic education of schools is a way to solve the demand for tourist talents in the tourist market. The establishment of a reasonable curriculum system is an important guarantee for the training of qualified personnel in Jiangxi. The future of the tourism market demand is the basic quality of talent quality, not only to have a glib, but also have the ability to sing, play, performing skill.

Music textbooks should increase the proportion of folk music content in Jiangxi. Basic education focuses on training students' interest in folk music and the consciousness of folk music transmission. In the classroom, we should pay attention to the infiltration of local folk music and cultural elements, and carry out teaching as far as possible. We should integrate the folk music culture of Jiangxi into the practical teaching.

Folk artists and their own folk music culture content, itself is a bright and realistic supplementary materials. Please folk artists and folk music and cultural heritage into the classroom, the teaching mode of this novel will break the traditional teaching mode, change the
old teaching methods, but also can promote the music teachers for the folk music of Jiangxi and improve the knowledge and supplement of the Jiangxi music culture connotation.

We will cultivate the music quality of tourist attractions, service personnel and tour guides in an all-round way and take them as an important part of business assessment. In particular, the quality of folk music should be included in the key training contents. To promote the tourism practitioners to take the initiative to learn folk music culture, and improve their overall quality and ability.

**Improving the quality of music.** Make full use of this modern network technology, optimize and integrate folk music resources, and offer opportunities for Jiangxi folk music by various means. The establishment of Jiangxi folk music website and resource library can not only increase the amount of information of folk music, but also can spread and spread the folk music of Jiangxi quickly with the help of the information platform of internet. In addition, media edition or professional channel has an absolute advantage of communication, consciously broadcast the Jiangxi folk music culture, Shanxi folk music audience, which is not only the object to explore some researchers, and become the common people loved the spirit of enjoyment, so that people can taste the Jiangxi tourism culture and reevaluation the real feel of tourist cultural glamour.

National and local policies should serve as the tenet of folk music development and expansion of tourism. While grasping national and local policies, everyone should strengthen the awareness of the development of folk music in Jiangxi, and consciously regard this consciousness as a kind of responsibility and obligation, and accomplish this arduous task together. In addition, the development of folk music culture should keep pace with the times. Jiangxi folk music should try to retain the original features as much as possible, and adapt to the times, constantly explore, keep pace with the times, and constantly innovate, can be developed. Folk music itself is a part of tourism culture. The innovation and reform of folk music is bound to promote and develop tourism culture and bring about unprecedented new situation in tourism.

In the context of global multi-cultural interaction, how to protect and carry forward the outstanding folk music culture in Jiangxi is a new topic for us to face. The author believes that only the excellent folk music in Jiangxi can be used as a special protection of intangible cultural heritage can better protect the folk music culture in Jiangxi. The combination of non-material culture and material culture is protected. Jiangxi folk music not only contains material culture factors, but also has the characteristics of intangible cultural heritage. It is a tangible and intangible combination. Therefore, we should consider the intangible and material combination of Jiangxi folk music culture, and form the protection between material culture and non-material culture. The intangible cultural heritage in the process of inheritance, often involve some material and cultural factors, or by material culture conditions to highlight their cultural characteristics, which makes the non-material culture promoted certain material culture, and material culture also include intangible cultural content, the formation of intangible cultural and material culture of interdependence. As a local music culture, Jiangxi folk music culture also has such interdependent features. The survival and development of folk music, not only need to have a material culture support, such as vocal music, music and music accompaniment of musical instruments and related literature and contemporary sound, audio and video products, and to form the intangible cultural heritage, such as folk music of the regional features and style of expression etc..

From the communication perspective, Jiangxi folk music culture because of its own characteristics, its transmission performance is often the place in Jiangxi and widely circulated, mostly rely on folk artists live performances and other communication means, which means
performing a single, narrow audience, not conducive to expanding the social impact of the
music culture in Jiangxi. Therefore, we should make full use of modern information media,
through various forms of publicity, expanding the influence of Jiangxi folk music, the impact on
the social and cultural environment, so as to form of social protection of folk culture in Jiangxi.

Conclusion

Jiangxi folk music culture is an important part of Chinese culture and is an important content of
advanced culture, in the new historical conditions, the research and analysis of contemporary
Jiangxi folk music culture, the Jiangxi folk music development has a positive role, but also has
important significance for Jiangxi in the rise of central china. In a word, with the progress of
society and the rapid development of economy, the status of folk music in Jiangxi is becoming
more and more important. As a high level of cultural tourism, it meets the tourists' novelty and
surprise, pleasure and knowledge of the psychological needs, will become one of the important
contents of tourism consumption and development. In the commercial operation mode, Jiangxi
excellent local music culture into people's daily life and culture, through the development of
commercial performances or folk music culture into the highly developed tourism industry, the
tourism resources to develop the local music in Jiangxi and the local tourism resources together,
so it can enrich the scenic resources, scenic spots and by spreading the protection, the Jiangxi
folk music cultural heritage to the whole society.

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