

Investigation and Analysis of Tourism Resources of Chinese Urban Temples—Taking Wenshu Monastery and Huacheng Temple as examples

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Abstract: *Urban temple tourism is an optional development direction of urban temples. This paper selected two temples, established the evaluation model of tourism resources, evaluated, and summarized the status of tourism resources of each temple and put forward two kinds of urban temple tourism resources development mode planning suggestions.*

Keywords: *Urban temples, Tourism resource evaluation, Analytic hierarchy proces, Post occupancy evaluation*

1. Introduction

Ancient Chinese temples were the birthplace of citizen culture and public space of citizen life (Duan, 2010). The functional scope of modern Chinese temples has been narrowed (Tang Zhongmao, 2010). The transformation of Chinese urban temples has become a question worthy of discussion. The rise of urban tourism provides opportunities for urban temples. Exploring the development of urban temple tourism is of significance for promoting the modern development of Chinese urban temples.

2. Literature Review

2.1 Urban Temples

Urban temples are temples carrying the Buddhist monk groups living and practicing in cities, which are usually located in or around the city (Zou, 2006). Modern Chinese urban temples no longer bear the political function but as a platform for the general public religious activities (Tang, 2010).

2.2 Buddhist Tourism

Religious tourism is a special tourism activity taking religious buildings, religious culture and religious art activities as attractions to meet the needs of religious believers' special pilgrimage and ordinary tourists to visit religious scenic spots (Liu, Fang, 2009). Buddhist tourism is a branch of religious tourism.

2.3 Buddhist Tourism Resources

All Buddhist attractions that exist around temples or in temples can be called Buddhist tourism resources (Zou, 2006). Chinese scholars divide Buddhist tourism resources into three categories: natural landscape, cultural landscape and characteristic culture (Yuan, 2004). The natural landscape includes the landscape surrounding and in the temples. The cultural landscape includes Buddhist artworks, scenic spots and historic sites. The characteristic culture is the unique customs and activities of the temples (Tang, 2010).

2.4 Post Occupancy Evaluation & Analytic Hierarchy Process

Post occupancy evaluation (POE) is a method for feedback of built environment evaluation. It not only provides experience and feedback, but also improves user participation (Zheng, 2014). The research using POE is divided into information collection stage and information analysis stage. The commonly

used methods in the information analysis stage include analytic hierarchy process (AHP), which is a statistical analysis method of multi-objective decision making and uses multi-factor hierarchical processing to determine the weights of factors (Yin, Gong, 2018).

3. Research Methods

3.1 Purpose of the Survey

This study is to obtain the development status of Buddhist tourism resources by investigating two urban temples in China and put forward corresponding suggestions.

3.2 Research Information

3.2.1 Location 1: Wenshu Monastery

Chengdu, Sichuan Province, has been rated as the national historical and cultural city in China. Wenshu Monastery is in Qingyang District, Chengdu. It is a Buddhist sacred site integrating sacred temples, ancient gardens, worship and sightseeing, and religious studies. Wenshufang is a leisure and cultural block next to the Monastery.

3.2.2 Location 2: Huacheng Zen Temple

Yichun, Jiangxi Province, is the three ancestral homes of Chinese Buddhist Zen culture. Huacheng Zen Temple is in the Huachengyan Forest Park on the north bank of Xiujiang River. It has been more than 1200 years old. Various activities are held in the temple.

3.3 Research Methods

This research adopts the POE method combining quantitative and qualitative research to study the evaluation of tourism resources of the temples. In the preparation stage and research stage, the author adopted literature research, field research, interview and questionnaire survey. In the data collection and analysis phase, the author adopted POE and AHP methods.

3.4 Investigation Process

3.4.1 Field Investigation

On-the-spot investigation: temple layout, surroundings, activities, temple culture, tourism resources and development.

3.4.2 Interview with Monks inside the Temples

Semi-structured interviews collected useful information, including the tourism development, the existing problems, and the existing tourism resources of temples.

3.4.3 Questionnaire Survey

The author randomly distributed the questionnaire to the visitors in temples. 201 people participated in Wenshu Monastery, 200 valid. Huacheng Zen Temple involved 51 people, 50 valid. The questionnaire mainly investigated three aspects: the basic situation of users; purpose of visiting; quantitative evaluation of the temple's resource.

3.5 Analysis

3.5.1 Basic Situation of Tourists

Most of the tourists in Wenshu Monastery are elderly. The source of tourists is distributed both at home and abroad. The frequency of visits is relatively even, with slightly more than once a year and multiple times a week. The purpose is mainly to visit the beautiful environment, admire religious buildings and learn religious culture.

Huacheng Temple is popular among people aged 35-60. Some elderly people who pray for blessings in the temple come here several times a week, and take the initiative to guide the guests. Most people visit once a year. Almost all of visitors come from the province. 90.2% are from the city. The main

purpose is to visit the Buddha statues in the temple and to participate in religious activities. Most of the people come to ask the gods and Buddhas because they heard that the gods and Buddhas here are effective.

3.5.2 Poe Model Construction

This paper put forward the evaluation model of the utilization of urban temple tourism resources (see Fig. 1). The model observed the gap between the intention of urban temple operators and users' needs, and evaluated the use of tourism resources.

13 indicators were selected from three aspects to construct the model of the urban temple tourism resource evaluation system: target layer (layer A), the quantitative evaluation of urban temple tourism resources; the criterion layer (layer B) included resource conditions (B1), environmental conditions (B2) and tourism conditions (B3); the third layer factor layer (layer C) selected 13 factors (C1-C13) as a evaluation index. The evaluation index structure (see Table 1) is shown.

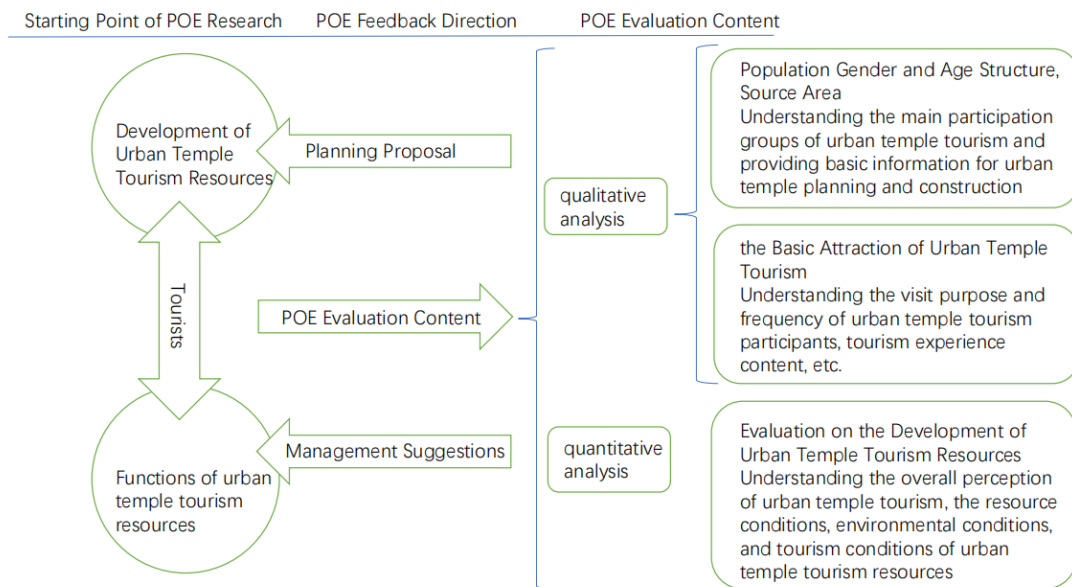


Fig.1 Evaluation Model

Table 1. Hierarchical Structure Table of Quantitative Evaluation of Urban Temple Tourism Resources

Target Layer	The Criterion Layer	Factor Layer	Weight to the Overall Goal
Quantitative Evaluation of Urban Temple Tourism Resources	resource conditions (B1)	Cultural value (C1)	33.1%
		Scientific value(C2)	11.5%
		Famousness(C3)	6.6%
		Ornamental value(C4)	3.8%
	environmental conditions (B2)	Environmental capacity(C5)	7.4%
		Ecological environment conditions(C6)	6.2%
		Resource richness(C7)	5.3%
		Landscape combination status(C8)	2.1%
	tourism conditions (B3)	Infrastructure (C9)	8.5%
		Best time to travel(C10)	3.8%
		Temple Service(C11)	3.1%
		Management level(C12)	3.9%
		Traffic location(C13)	4.7%

The AHP was used to assign weights to 13 factors. The index weight was mainly determined by Delphi method. Data analysis software was used to perform weighted analytic calculations and check the consistency. In the end, the weight of each element was obtained.

3.5.3 Poe Analysis Results

Based on the Likert scale of the questionnaire, the scores of each temple are as follows:

Table 2. Poe Score Calculation Table of Tourism Resources of Wenshu Monastery

Factor Layer	Weight	Questionnaire Score (five points system)	Final Score
Cultural value (C1)	33.1%	4.07	26.94
Scientific value(C2)	11.5%	4	9.2
Famousness(C3)	6.6%	3.8	5.02
Ornamental value(C4)	3.8%	4.16	3.16
Environmental capacity(C5)	7.4%	3.76	5.56
Ecological environment conditions(C6)	6.2%	4.06	5.03
Resource richness(C7)	5.3%	3.89	4.12
Landscape combination status(C8)	2.1%	4.01	1.68
Infrastructure (C9)	8.5%	3.98	6.77
Best time to travel(C10)	3.8%	3.94	2.99
Temple Service(C11)	3.1%	3.87	2.4
Management level(C12)	3.9%	3.97	3.1
Traffic location(C13)	4.7%	4.1	3.85
Total score of quantitative evaluation of tourism resources			79.82

The final score of Wenshu Monastery is 79.82 (percentage system). The famousness factor of Wenshu Monastery is obviously lower in resource factors, indicating that the Zen culture have not yet been realized by the public. Environmental capacity and resource richness are lower scores. The nature of the temple makes it difficult to carry too many tourists. There is no action to limit visitor flow. Temple operators should pay attention to restrictions on the number of tourists and take protection measures for cultural relics. Factors of tourism conditions except traffic location still need to be improved, such as using the best period of tourism to promote “staggered peaks”. Wenshu Monastery has carried out certain tourism development with the support of government. Properly improving tourism conditions can better meet tourism needs.

Table 3. Poe Score Calculation Table of Tourism Resources of Huacheng Temple

Factor Layer	Weight	Questionnaire Score (five points system)	Final Score
Cultural value (C1)	33.1%	3.43	22.71
Scientific value(C2)	11.5%	3.51	8.07
Famousness(C3)	6.6%	3.61	4.77
Ornamental value(C4)	3.8%	3.88	2.95
Environmental capacity(C5)	7.4%	3.51	5.19
Ecological environment conditions(C6)	6.2%	3.9	4.84
Resource richness(C7)	5.3%	3.41	3.61
Landscape combination status(C8)	2.1%	3.43	1.44
Infrastructure (C9)	8.5%	3.43	5.83
Best time to travel(C10)	3.8%	3.65	2.77
Temple Service(C11)	3.1%	3.12	1.93
Management level(C12)	3.9%	3.27	2.55
Traffic location(C13)	4.7%	3.71	3.49
Total score of quantitative evaluation of tourism resources			70.15

The final score of Huacheng Temple is 70.15 (percentage system). The most prominent resource advantage of Huacheng Temple is natural conditions of being surrounded by mountains and rivers. There are rich historical sites in Huacheng Temple, but they have not been well protected and developed. Combined with the information from the interviews, it can also be inferred that the tourists enjoy mainly the natural resources. The ecological environment conditions score high but the resource richness is not high. In the tourism conditions, infrastructure, temple services and management levels are the

shortcomings in the development of Huacheng Temple. The main advantage of Huacheng Temple lies in its extensive citizenship and natural conditions. However, its management is chaotic. The focus of the tourism development of Huacheng Temple should be on the rectification of the operation and management.

4. Suggestions

This paper drew the following suggestions for the development mode of Buddhist tourism resources.

4.1 Wenshu Monastery: “Cultural Leisure Block” Mode

The future development of Wenshu Monastery can take the construction of urban cultural and leisure blocks as the overall goal. Chengdu, as a well-known tourist city, can attract multi-level tourists. Wenshufang has rich folk cultural resources, including traditional residential buildings and folk activities, mainly attracting public tourists to experience cultural leisure. The Monastery can highlight its unique image as a Zen culture in Chengdu culture. On the one hand, it can meet the spiritual needs of public tourists to comfort their souls by Zen culture. On the other hand, it can create a higher level of cultural tourism services and attract high-level tourists. Through this way to jointly create urban cultural leisure blocks, the tourism resources of Wenshufang and Wenshu Monastery can be fully developed, and more accurately meet the demand of tourism market.

4.2 Huacheng Zen Temple: “Citizen Cultural Park” Model

The future development of Huacheng Temple can take the construction of citizen cultural park as the goal. The main visitors in Yichun are residents, and the surrounding areas of Huacheng Temple are schools and residential areas. The temple has a broad civic foundation. The visits and the recreation of middle-aged and elderly residents can be transformed into parent-child tours and weekend tours. The historical relics in the temple can be fully developed for students' spring tourism destination to obtain stable and long-term tourists. The Zen culture can be expressed in specific ways such as painting exhibitions in the citizen cultural park. On the one hand, it can popularize the knowledge of Zen culture and eliminate superstition. On the other hand, it increases the content of tourism services. The construction of Zen Temple into the public cultural park can not only properly develop its rich tourism resources, but also arouse the public's interest and attention to the tourism resources in the temple.

5. Conclusions

This study adopted a variety of data collection methods, constructed a POE model to analyze the tourism resources of two typical urban temples, and accordingly put forward the corresponding planning suggestions of two models. This study has certain reference value for the development of Buddhist tourism resources in China.

It is worth noting that the temple operators seem to exist as an independent role, which has affected the development of urban temple tourism resources to a certain extent, because monk groups do not have professional tourism development teams like tourism enterprises, and lack the support and supervision of the government.

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