

# *Historical and Cultural Relics Tourism Development of Bohai in Tang Dynasty*

—A Case Study of Dunhua Six Mountain Ancient Tomb Group

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**Abstract**—Tourism resources of historical and cultural relics can make tourists sense the evolution of history, which is an important characteristic of tourism resource in China. It is also the cornerstone of the tourism industry development in China. Dunhua City is represented by the Six Mountain Ancient Tomb Group, which has distinctive tourism resources of historical and cultural relics in the Bohai in Tang Dynasty. However, in the process of its development, the problems of insufficient propaganda, weakening of industrial chain and lack of tourism attraction have not been effectively solved. In view of these problems, this work made a systematic analysis of the tourism development on historical and cultural relics of Bohai in Dunhua City by means of the SWOT analysis method.

**Keywords**—Balhae in Tang Dynasty; Historical and Cultural relics; Tourism Development; Six Mountain Ancient Tomb

## I. INTRODUCTION

China has a rich history and culture, leaving valuable cultural wealth for mankind. Historical and cultural relics are not only the product of historical development, but also the witnesses of history. It represents the achievements of human beings in understanding nature, adapting to nature and transforming nature in a historical period. On the one hand, visitors can understand the development process of today's human beings and provide historical wisdom for solving practical problems. On the other hand, they can also improve their confidence in Chinese culture and enhance tourists' sense of cultural belonging.

The Bohai State in Tang Dynasty was founded by Sumomohe leader Da Zuerong in 698 AD, and was destroyed by Qidan in 926 AD. Its regime lasted for more than 200 years. It is an important minority regime of Northeast China in Tang

Dynasty. The Bohai has a prosperous economy and a vast territory, historically known as the prosperous country of the eastern Bohai. Dunhua City, Jilin Province, is an important administrative scope of Bohai State in Tang Dynasty, which is the established place for Balhae. Especially, the Six Mountain Ancient Tomb Group, which is located in Dunhua City, is the mausoleum of the early royal and noble of Balhae. It is one of the important cultural relics in the ancient Bohai period. Among them, Princess Zhenghui's tomb unearthed a large number of typical Bohai period cultural relics, which provided important physical data for the archaeology of the Bohai and important proof for the clarification of the related problems in the study of the Bohai history. Therefore, it has a high reputation in the world. Due to its strong scientific research and tour value, it attracts a large number of tourists every year.

With the gradual embodiment of the development value on historical and cultural relics in Bohai, many scholars began to study the tourism development of historical and cultural relics in Bohai. By discussing that Dunhua City can make use of the historical and cultural advantages of cultural relics and monuments in Balhae, Yin Xuanzhe can effectively develop and utilize Dunhua City under the premise of protecting resources, thus becoming a tourist bright spot in Dunhua City [1]. Based on the analysis on the present situation of tourism development about Upper Capital site in Bohai, Zhao Zhiqing and Li Tianyang excavated and combed the local characteristic culture, put forward the theme orientation of tourism development in Upper Capital Site of Bohai, constructed the tourism product system and planned the concrete tourism product, in order to provide the reference direction for the research of tourism development strategy of Upper Capital Site in Bohai [2]. According to the current situation of the site in Balhae, Yu Hongyan proposed the construction of cultural tourism projects such as site park, religious temple, historical and cultural industrial park and theme park, according to the development of core layer, transition layer and outer layer [3]. Han Fei and Zhang Lisa believed that the development and construction of Balhae tourism brand is conducive to promoting the construction process of boutique scenic spot cluster and improving the formation of tourism entertainment vacation series products. Therefore, it is necessary to speed up

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the brand construction of Balhae tourism, improve the cultural level and attraction, explore the unique cultural charm of the existing landscape and significantly enhance the brand competitiveness [4]. Some scholars discuss the historical relics of Bohai from the viewpoint of scenic spot development [5], and some scholars discuss the construction ideas of historical and cultural relics in Bohai from the viewpoint of cultural site protection [6]. However, few scholars use the method of SWOT analysis to analyze the development of historical and cultural relics in Bohai, and put forward specific development suggestions from the viewpoint of product innovation. Taking the Six Mountain Ancient Ancient Tomb Group in Dunhua City as an example, this work analyzed the problems encountered in the tourism development and further discussed the systematic development and product innovation of historical and cultural relics in Bohai.

## II. PRESENT DEVELOPMENT SITUATION OF SIX MOUNTAIN ANCIENT TOMB GROUP IN DUNHUA CITY

### A. A brief introduction to the Six Mountain Ancient Tomb Group

Six Mountain Ancient Tombs Group, located 4 kilometers south of Dunhua City, is a national key cultural relics protection unit. The ancient tombs are in the trough to the north of the mountain. The surrounding environment is charming, which makes the buildings appear particularly solemn. Mountain Ancient Tomb Group is the mausoleum of the early royal and noble of the Balhae. It is one of the important cultural relics in the Balhae. There are two tombs group and more than 100 tombs in the graveyard. The first tomb group is on the west side, mainly Princess Zhenghui Tomb. The second tomb group, on the east side, is a very regular chair-shaped depression.

Six Mountain Ancient Tombs Group involve two tombs group and more than 100 tombs. Among these tombs, Princess Zhenghui is the most famous. Princess Zhenghui was the second daughter of the third generation of Kingdom Dachimao in Balhae. She was born in 377 AD and died in 777 AD at the age of 40. After her death, she was officially buried in the royal and aristocratic graveyard of Bohai on Six Mountain of Dunhua City in 780. Princess Zhenghui's mausoleum is a large stone chamber to seal the earth tomb, with an existing residual height of 1.5 meters. From the tomb, archaeologists excavated a precious tombstone, a couple of stone lions and other precious cultural relics. Princess Zhenghui's tomb read: "She is Da Qinmao's second daughter. She was born in court with excellent temperament and good tutoring." From the inscription of the princess, "buried here with someone in 779 AD", it can be seen that there should be a tomb of Da Qinmao nearby. Whether this is the case still has to wait for underground archaeological excavations.

### B. Tourism development of Six Mountain Ancient Tomb Group

The city of Dunhua relies on the prestige of the Six Mountain Ancient Tomb Group in the research field and has developed two tourism scenic spots of the Bohai, one of which is the Bohai Cultural Park. Bohai Cultural Park, with a planned area of 7.7 square kilometers, includes Six Mountain

Ancient Tombs Group in the Bohai. Six Mountain Ancient Tombs Group involve two tombs group and more than 100 tombs. Among these tombs, Princess Zhenghui is the most famous. Princess Zhenghui was the second daughter of the third generation of Kingdom Dachimao in Balhae. From the tomb, archaeologists excavated a precious tombstone, a couple of stone lions and other precious cultural relics. These are indispensable empirical evidence for the history and culture of Balhae. In addition to the ruins of Six Mountain Ancient Tomb Group, the Bohai Cultural Park has also built a statue of Dachimao, the Bohai exhibition hall and so on. It shows the glorious history created by Balhae and tells people about the splendid Bohai civilization.

Another important cultural attraction in Dunhua is Bohai Square, which represents the image of Dunhua city and carries a heavy history. Bohai Square, named after Balhae in Tang Dynasty, is one of the largest iconic brand squares in Dunhua. Bohai Square is like a historical picture, 15 pairs of huge relief paintings of county kings, documenting the Balhae period. In the process of development for more than 200 years, it gave birth to the developed national economy and brilliant Bohai culture as well as created the brilliance of "prosperous country in eastern Bohai". At present, the Bohai Plaza has been equipped with the function of collecting and distributing the tourism, and has become a truly historical and cultural tourism reception center of the Bohai.

## III. THE PROBLEMS FACING IN HISTORICAL AND CULTURAL RELICS DEVELOPMENT OF BOHAI IN DUNHUA TANG DYNASTY

Although the historical and cultural sites of Bohai in Dunhua area are very rich, there are still a lot of problems in the brand formation of tourism products and the scale of tourism reception. These problems lead to the tourism value of historical and cultural relics in Bohai has not been brought into full play.

### A. Insufficient publicity

Although the tourism industry in the city of Dunhua has already had a relatively complete industrial system and industrial scale, the development of the historical relics tourism resources in the city is not as fast as the other tourism resources. Due to the development of historical relics tourism resources is not enough, the popularity is still very low, though the resources are rich. For the historical relics of Dunhua City, people only know that city is an important city in Balhae. However, they know little knowledge about the history of Balhae, and even less about the historical value of the Six Mountain Ancient Tombs Group. The propaganda of historical relics tourism resources in Dunhua City is insufficient, which can not make the regional tourism resources give full play to its advantages and highlights.

### B. No industrial chain has been formed

The historical sites in Dunhua City have no clear market position, so it has not formed the industrial chain of this product. Although the products about Bohai historical relics on Dunhua City in Tang Dynasty have rich cultural connotation and artistic characteristics, the upstream and downstream industrial chain around historical relics has not

really formed. The upstream industries of historical heritage tourism include: the production of related tourism souvenirs, the excavation of historical and cultural resources, the image shaping of historical and cultural sites. The downstream industries of historical heritage tourism include film and television culture, variety performances and game industry. The upstream industry of historical and cultural relics is more dependent on the research of history. The downstream industries of historical and cultural relics rely more on the ability of multi-cultural innovation.

#### C. Lack of attractiveness of tourism

The overall development level of the tourism resources about historical sites in the Dunhua city is not high. Although there are many historical relics in Dunhua City, there are some defects such as small scale and scattered resources. At the same time, Dunhua City regards historical relics and tourism as the same value. Due to this, the government did not pay much attention to its tourism. In addition, the historical relics of Dunhua City have not been developed and no large-scale high-quality projects have not been formed, thus it is difficult to launch outward.

### IV. SWOT ANALYSIS ON THE TOURISM DEVELOPMENT OF BOHAI HISTORICAL RELICS IN DUNHUA TANG DYNASTY

#### A. Advantages

The Yanbian area where Dunhua is located is bordered by North Korea and Russia. To the east, it is adjacent to the Russian coastal border area, and to the south is across the Tumen River from the North Xianjing Road and the Two Rivers Road of the Democratic people's Republic of Korea. Although the area is small, the Yanbian has a rich historical site. Yanbian has left many Bohai historical relics in the long historical development, which has created the guarantee of resources as a brand of Bohai history and culture in the whole region. These rich and unique historical relics have a special attraction to tourists, attract tourists' attention and stimulate tourists' interest in Dunhua city history. With the attention of local governments to regional history, the historical resources of various places have been paid more and more attention. Through the visit to the historical sites of the Bohai, tourists can explore the history of the development and evolution of Dunhua City. According to the appreciation of these mysterious historical sites, tourists can have a fuller understanding of Dunhua history. In addition, the Tang Dynasty Bohai historical relics in Dunhua City also contain scientific value. From these historical relics, we can have an understanding of the living conditions of people at that time and the way of life about ancient people.

#### B. Disadvantages

Although there are abundant historical sites in the Dunhua area, the historical relics tourism has not been paid much attention. Because of the unique geographical location of the city, eco-tourism, rural tourism and ice tourism are the key development projects of tourism in the city of Dunhua. Due to the historical heritage tourism has not been fully promoted, developed and publicized, most tourists do not know about this program. So most tourists seldom choose Dunhua Bohai historical heritage tourism. The cultural relics and monuments

of Bohai contain the information of politics, economy, science, technology, culture, religion and custom at that time, which is a special valuable spiritual and cultural wealth of Dunhua City. However, Dunhua City has not yet constructed a set of perfect development system of historical heritage tourism resources, so that the historical relics of Dunhua City have not been fully developed and utilized.

#### C. Opportunities

In the *opinion of the State Council on Accelerating the Development of Tourism*, issued in 2016, it is pointed out that according to the requirements of the scientific concept of development, a new orientation of tourism has been put forward. It clearly proposes to cultivate tourism into a strategic pillar industry of the national economy and a more satisfactory modern service industry. This initiative has helped to accelerate the development of tourism. In the document, it is proposed that the urban public transport service network should be gradually extended to some rural tourist spots around it, and the related tourism service functions should be added to the highway service area. Through this construction, the openness and convenience of tourism traffic are improved, and more self-help tourists can be attracted. This policy and regulation is a great encouragement and incentive for the tourism industry in China. Cultural tourism will become a new trend in tourism development in the future. Dunhua City's historical heritage tourism will also usher in space opportunities for development.

#### D. Threats

The threat of tourism demand diversity. With the rapid development of modern economy, people's living standard is increasing gradually, so people's demand for tourism also changes. With the opening of ideas, more and more modern people have rich tourism experience, their demand has changed from single sightseeing tourism to a strong entertainment, interest, as well as unique charm of tourism products. For the historical sites of Dunhua city, this is a great threat to tourism products. This forces the historical sites of Dunhua to carry out product innovation and develop products that meet the needs of the tourists' diversity.

Fierce competition within the tourism industry. The tourism in Yanbian area is a tourism brand supplemented by Changbai Mountain, cross-border, ice and snow and so on. Under the strong tourism promotion, tourists only know the rural, ice and snow tourism products of Dunhua City, but do not know the historical relics tourism products of Dunhua City. This is a serious threat to the historical sites of the city. The government should make great efforts to publicize the cultural values of the historical sites in the city of Dunhua, so that all the visitors know about the historical sites Dunhua city.

### V. THE INNOVATION OF TOURISM PRODUCTS OF BOHAI HISTORICAL RELICS IN TANG DYNASTY

In order to attract the attention of tourists, we should not only adapt to the tourism needs of the public but also in line with today's tourism development. The historical relics tourism resources of Dunhua City should carry out product innovation. Historical relics contain the culture of the city, showing the cultural heritage of the city. In order to innovate

the tourism products of historical relics, it is necessary to excavate the cultural connotation from these products and show the cultural value of these tourism resources in order to meet the needs of tourists who want to understand the history of Dunhua City.

#### A. *Shaping thematic products*

For the tourism resources of historical relics, this kind of product theme is the static relics left behind. The key to shaping these historical heritage products is to deeply explore the link of history and the deep nature of the culture, and to add cultural details to these relics with some wars and historical stories. For instance, the relic of Six Mountain Ancient Tomb is a brilliant and prosperous period in Balhae, which can be accompanied by some historical events of Balhae in Tang Dynasty to add details to these relics. The historical remains are to shape the connotation of the subject product. The theme product of the historical site is not only the subject of the cultural connotation but also the essence of culture creation.

#### B. *Combining tourism products with film and games*

The modern film and game industry are more and more developed. Film and games are closely related to people. Innovative cultural products can combine products with games and film. Dunhua historical heritage tourism resources are cultural products, which can rely on film and games as the carrier for innovation. Games are especially popular Internet software in recent years. Such as the Honor of Kings, people indirectly understand some background and dynasties related to the characters due to the interests to the game, and then more interested in understanding more stories of these ancient characters. Film and television is an early product. However, at first, it is not for a scenic spot or local products, but in the invisible has become a unique film tourism products. Such as Langya list, not only let everyone know the clothing of the Southern and Northern dynasties but also know some historical stories that occurred in the Southern and Northern dynasties. People may also watch relevant historical relics because of their interest in the film. The city of Dunhua can create a related game with the background of Balhae, so that people are interested in and yearning for the historical sites of the Dunhua city.

#### C. *Bringing forth new ideas and creating supporting products*

The tourism resources of historical relics are based on the culture they contain, and what these products want to show is their core. The historical sites are static, so they bring to the tourists the static thinking and taste. This type of support product has two modes, one is the "Creative + resource integration" support mode and one is the "Theme culture + special activities" support mode. The mode of "creativity + resource integration" is on the premise of fully integrating all kinds of natural mountains, national customs and creative ideas, thus promoting the improvement of the function of individual tourism resources and expressing the cultural connotation of this product in this creative externalization way. For instance, Yunnan's impression products are a large-scale

collection of Yunnan's original local songs and dances. It integrates nationality and artistry, creates a new tourism product with Yunnan characteristics, makes tourists appreciate the national customs and feels the shock of the impression stage. The supporting mode of "theme culture + special activities" is accepted by most tourists. Shenzhen's Window of the World is a theme park that combines world wonders and historical sites to promote world culture. It makes tourists visit all kinds of wonder relics and be influenced by the cultural atmosphere at the same time.

### VI. CONCLUSION

(1) The Bohai historical and cultural relics resources in Dunhua Tang Dynasty have high quality and great development potential, but under the influence of publicity, products and marketing, Dunhua's high-quality historical and cultural resources have not been brought into full play. The problems include insufficient publicity, no industry chain and lack of tourism attraction.

(2) From the location of viewpoint, the tourism resources around Dunhua City are very rich, which is convenient for the integration and development of relic tourism resources in Bohai. From the viewpoint of national policy, historical and cultural tourism will become the hot spot of the tourism industry in the future. At the same time, it should also be noted that there is fierce competition between other types of tourism resources and historical relics tourism resources in the region. Therefore, the development of Bohai historical and cultural tourism in Dunhua City has both opportunities and challenges.

(3) Product innovation is the key to the development of tourism resources about historical relics in Bohai. Combined with the actual conditions of Dunhua City, firstly, we should focus on building thematic fine cultural tourism projects. Secondly, we should strengthen the combination of tourism products, film and games. Finally, we should innovate in cultural creativity and special activities.

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