

The Development Strategy of Local Ethnic Museum

Taking the China Qiang Museum of Maoxian as an Example

Lijuan Xiong
School of Fine Arts and Design
Chengdu University
Chengdu, China

Abstract—Against today’s multicultural background, the national cultural characteristics fade gradually with the impact of mainstream culture and foreign culture. In order to maintain the uniqueness of national culture, the development and construction of local museums seem more important. This paper, taking the Qiang Museum in Maoxian County, China as an example, analyzes the current situation and characteristics of Qiang Museum in the aspects of service object, service form and service function, explores the development and promotion strategies of local ethnic museum from the breadth and depth, and puts forward the breadth strategy of the promotion of the audience and cooperative objects, the expansion of the business mode and the diversification of the exhibition form, as well as the depth strategy of digging into national culture and strengthening integration with partners.

Keywords: *Qiang nationality, museum, development strategy, research*

I. INTRODUCTION

The China Qiang Museum is located in the Maoxian County, Sichuan Province and is the landmark buildings in Maoxian, with distinctive architectural features of Qiang people. There are nearly ten thousand cultural relics in the museum, mainly involving costumes, silver ornaments, religious supplies, daily necessities, production tools and historical relics of Qiang people. It covers an area of 60 mu, with building area of 10,653 square meters and exhibition area of 4,229 square meters. [1] It was rebuilt in 2009 and was officially completed in June 2012. The China Qiang Museum was included in the “tourism destination of Qiang culture” and “Tourism Distribution Center in the northwest of Sichuan” by the government. The main visiting area of the China Qiang Museum is divided into two districts and eight halls, including, the first district: main hall, natural earthquake hall, Qiang source hall, and AD cinema in the first floor; Faith art hall in the second floor; the second district: small hall, Maowen treasure hall, Yingpan Mountain hall in the first floor; folk hall in the second hall; Red Army hall in the third floor. They mainly show the historical and cultural development of the Qiang people, including the geography, history, folk custom, archaeological research and red culture of Qiang people. The China Qiang Museum is a service platform integrating collection, protection, display

and research and also the “national education base for national unity and progress”.

II. MAIN WORK STATUS OF THE CHINA QIANG MUSEUM

The China Qiang Museum mainly bear three tasks of patriotism education, Qiang culture research, management, collection and display of national cultural relics. The museum also has three functions of service object, service form and service function. In this chapter, the main work of the China Qiang Museum is analyzed according to the three functions.

In the light of service object, the main work of the museum is divided into staff training and customer service. On the one hand, staff training shall be actively carried out in the museum. The Qiang Museum of Maoxian organizes announcers to go out to visit and study. During July 27-29, 2016, the announcers of the Qiang Museum of Maoxian went to Jinsha Site Museum of Chengdu and Chengdu Museum to visit and study in the aspects of knowledge, skills, etiquette and professional ethics. [2] On the other hand, social education shall be done. The China Qiang Museum develops a series of social education work and promotes Qiang culture through receiving summer camp, and entering the community, campus and Expo. The museum organized the staff to go to middle schools in Maoxian county to promote Qiang culture. [3] On May 18, 2019, the 43th Museum Day, the museum developed the theme “the museum as cultural center: traditional future” in the Maoxian Middle School. At the event site, this exhibition brought a vivid and interesting cultural experience to teachers and students by means of explanation, observation, hand drawing, etc. The museum actively organizes collections to participate in influential exhibitions. During 2018-2019, the three exquisite bronzes, like bronze dagger with cicada pattern, bronze bird, and bronze plate decoration with animal pattern, etc. in the Warring States Period from the Qiang Museum of Maoxian took part in the World of God and Man — Sichuan Ancient Civilization Exhibition held by the Naples National Archaeology Museum of Italy, Trajan's Market of Rome and Empire Square Museum. [4]

In the light of service form, the main work of the museum is divided into cooperation between the museum and schools as well as research of staff in the museum. On

the one hand, the museum actively cooperates with the colleges and universities and applies for national projects. In 2019, the Qiang Museum of Maoxian and Sichuan Normal University completed the national subject of Research and Digital Protection of Qiang Embroidery Image together and explored the new educational function of the museum of the new era through museum-school cooperation model. [5] On the other hand, the staff in the museum also actively publishes their own research results. Through CNKI, we can search more than 30 of researches independently written or participated by museum staff. More than 20 of them were published in the core journals, and 22 of them are related to archaeological discoveries. There are 5 verifiable works, namely: eolithic site of *Yingpanshan, Maoxian County Volume I, Volume II, Volume III* published in 2006, which records 5 times of excavation by the Sichuan Provincial Cultural Relics and Archeology Research Institute, Aba Tibetan Autonomous Prefecture Cultural Relics Management Office and Qiang Museum of Maoxian together in 2000, 2002, 2003, 2004 and 2006; *Tomb of Stone Coffin No.1, Mouto, Maoxian County* published in 2012; *Yingpanshan Stone Coffin Burial Cemetery in Maoxian County* published in 2013; *Jiang Yuan Collections • Essence of Qiang Museum of Maoxian* published in 2017; *Prehistoric Archaeological Discovery and Research in the Northwest Plateau of Sichuan Province* published in 2019.

In the light of role of local services, the China Qiang Museum and the Intangible Cultural Heritage Center, Qiang Culture Square, Qiang Wang Guan Zhai, theme hotel, performance center, Salang square and other scenic spots constitute the only Qiang cultural core exhibition area in China — Qiang City. The China Qiang Museum not only plays the role of publicity and display of Qiang culture, but also becomes an important core scenic spot of the whole Qiang City, bearing the task of welcoming guests from all directions.

III. DEVELOPMENT PROPOSALS OF THE CHINA QIANG MUSEUM

Relying on the status and characteristics of the China Qiang Museum, this paper tries to put forward the development strategies from the breadth and depth.

A. The promotion strategies in breadth

1) Promotion of the audience

At present, the audience of the Qiang Museum is mainly from visitors inside and outside the museum. There are limited work personnel in the museum and also limited reception capacity. It is suggested that according to the difficulty of cultural knowledge contained in the content of the collections in the museum, the project of recruiting "little commentators" of different ages in the primary and middle schools shall be promoted. On the one hand, it can absorb a part of young people willing to learn about Qiang culture into the museum to relieve the tension of reception capacity of the museum; On the other hand, it can let young Qiang people learn and use, which can really make Qiang culture

penetrate into the hearts of young people by the Qiang people talking about the history of the Qiang's. This part of young people will become the loyal audience of the museum. They will affect people around them so as to drive more Qiang people to understand Qiang culture.

2) Promotion of partners

The cooperation partners of the Qiang Museum are schools and museums. It is suggested that the partners shall be extended to governments and enterprises. The cooperation means between the government and the museum mainly refers to that due to limited staff in the museum, and as the propaganda window of Qiang culture, the museum shall actively consult with propaganda department of the government and use the information platform built by the government to publish the latest news inside and outside the museum; publicize research results of the museum. The cooperation means between enterprises and the museum mainly refers to that the museum can cooperate with the local enterprises by relying on windows and channels so as to hold some competitions beneficial to the promotion of Qiang culture and the enterprises also can shape better images through the window of the museum.

3) The expansion of business mode

At present, the Qiang Museum is mainly engaged in excavation, preservation, management, research and social education of cultural relics. The finance of the museum is affected by four kinds of trends and conditions: reduction of public funds; reduction of private donations; increase of operating costs; pressure of other subsidies. [6] Affected by these factors, the museum is urgent to expand its operation mode. It is suggested that the museum shall develop commercial activities. For example, part of empty sites shall be set as temporary exhibition areas for renting so as to accept and operate high-quality shops or restaurants in an updated manner. The museum shall properly expand the operation modes while developing its own advantages.

4) Diversity of exhibition forms

The present display forms focus on the display of cultural relics and research results. First, the cultural relics in the museum are mainly displayed in static state. The dynamic display or performance shall be properly applied. On the one hand, the dynamic display is better for modern young people to accept; on the other hand, the dynamic display content combined with the website display will be able to achieve in-depth understanding around cultural relics. Second, proper dynamic display, such as, inviting inheritors of intangible cultural heritage to teach in the museum in the holidays, can not only increase the display education means, but also constantly strengthen the communication between the museum and inheritors of intangible cultural heritage. At the same time, the inheritors of intangible cultural heritage also obtain bigger display platform, which is conducive to the spread of intangible cultural heritage culture. Third, the research results can be displayed as temporary exhibition. The display of research results includes the research results of the staff as well as the cooperative research exhibition and project achievement exhibition between museum and universities. Moreover, the museum can regularly use the

characteristic culture of Qiang culture to set up temporary exhibition, such as, wedding ceremony and rites of passage of Qiang people, which can reflect local characteristic, so as to enrich the forms of exhibition.

B. The promotion strategies in depth

1) Deep exploration of national culture

The audience who have a research need for the culture of Qiang can be subdivided from three aspects. For the professional researchers, we should invite experts on the culture of Qiang to hold thematic academic seminar, termly symposium and related lectures, which would form an academic highland for the study of Qiang culture, and attract more people to pay attention to it; For the depth of Qiang culture excavation, we should make full use of the advantages of the county, establish cultural contacts and explore rural characteristics by village, and develop "one village and one product" with village culture workstation. For the characteristic excavation of cultural relics in the museum, we should integrate the archaeological cultural relics into the folk cultural relics in the museum, excavate and sort out the characteristic cultural relics for publicity which people are happy to meet and accept. Just like the three treasures in the Taibei's imperial palace: hot pot, cabbage and Dongpo pork, "Dongpo pork" is a flesh-shaped stone looking like a fat meat, and though it is not a precious treasure of the museum, the popularization of such match makes it easier for ordinary people to accept.

2) Deep integration of partners

It is aimed to deepen the cultural promotion of museum. Relying on its own research strength, the museum carries out deep cooperation between schools and the museum. It should be not only limited to the level of research of universities and social teaching practice of primary and middle schools. but also shown in the following aspects: on the one hand, the museum researchers shall be launched to have their research results taught through lectures or courses to let students understand the thinking logic and research methods of scientific research; On the other hand, the museum shall participate in the editing of school-based textbooks, interactive platform joining online teaching, APP developing and other online and offline teaching methods. It can make the Qiang culture permeate the art, history, sports, music, language, plants, geography and other subjects, and reflect the editing features of local school-based textbooks which promotes the education at different ages from kindergarten to university, and further promotes cultural education of the Qiang by integrating oral culture, ethnic dances, ethnic sports, folk customs, folk songs. Finally, we will cooperate with local government and promote regional cultural construction. We will cooperate with local education bureau and integrate the learning of the Qiang culture into the examination system, so that the ethnic special students are truly capable of knowing the history, geography and humanity of the ethnic group.

It is aimed to accelerate the development of cultural and creative industries. The original cooperation between the museum and the school should be expanded into the

innovation and development of the traditional culture of Qiang so as to better apply the Qiang culture to the life of modern Qiang people. For example, the museum can develop the cultural and creative products of the Qiang museums or the small games of the Qiang culture in combination with the advantages of universities. The museum serves as a platform to bridge the resources of local enterprises, local government and universities, and vigorously develop the cultural design of the Qiang region. For example, for the development and research of Qiang special products, on the one hand, it can promote the local economic development; on the other hand, it can improve the design quality of the Qiang minority area in Maoxian. A closer mechanism of cooperation between the government and the museum shall be adopted. By taking advantage of the Singing Immortal festival held by the government or the activity of the Qiang people held on the first day of October each year, the museum can sort out and launch the corresponding temporary festival exhibition, and effectively integrate dynamic demonstration into static display. It is an opportunity for tourists and young people to have a comprehensive understanding of the Qiang culture, which can promote the Qiang culture in more vivid and three-dimensional way.

IV. CONCLUSION

In conclusion, based on the current situation and the trend of museum development, I boldly made a strategic exploration on the development of the China Qiang Museum in breadth and depth and put forward suggestions, including the strategies in breadth of the popularization of audiences and cooperative partners, the expansion of business methods and diversified exhibition forms, and the strategies in depth of digging deep into the national culture and strengthening the integration with the partners. The Qiang people shall become a group of people who know the Qiang culture best. The Qiang people are the living inheritance of the Qiang culture. I hope that the China Qiang Museum will become better and better, and truly integrate the Qiang culture into the life of Qiang people, and I believe that the old Qiang culture can show a new posture.

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