

Research on the Tourism Development of Ancient Ruins Site Museum in the Context of Cultural and Tourism Integration

Taking the Yangguan Museum in Dunhuang as an Example

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ABSTRACT

Under the trend of integration of cultural and tourism development in China, how to integrate cultural and tourism in the western region with rich cultural resources is the top priority of current cultural development. Among them, the effectiveness of Dunhuang Yangguan Museum in the integration and development of cultural and tourism has established a new school. This article takes the Dunhuang Yangguan Museum as the research object. Based on the overview of the construction of the Yangguan Museum and the layout of cultural tourism, it deeply thinks about the effectiveness in the development of cultural and tourism integration, and then explores the technological development path in the context of cultural and tourism integration. The operating philosophy and cultural tourism development experience of Yangguan Museum can be called "Yangguan experience", which can provide reference for the harmonious development of culture and tourism in the western region.

Keywords: Yangguan Museum, cultural and tourism integration, Yangguan experience

I. INTRODUCTION

Before the establishment of the Ministry of Culture and Tourism, the management mechanism of culture and tourism belonged to two different departments. There were serious management barriers and administrative barriers. Only when the two were integrated can the interests and goals of culture and tourism converge, which is more conducive to overall consideration and collaborative operation. From the perspective of cultural and tourism integration, culture is the core and tourism is the platform. With the help of the development trend of cultural and tourism integration, the joint development of the museum's display function and tourist destinations needs to be embedded with more quality cultural elements. By restoring excellent traditional culture, with the help of the cultural carrier of tourism, it is necessary to make culture come up from the underground and go out of the museum, creating a perfect combination of "poetry and distance".

II. OVERVIEW OF YANGGUAN MUSEUM CONSTRUCTION

Yangguan has a very high reputation and has long been a tourist destination for the Silk Road Tour,

Dunhuang Tour, and tourists' psychological expectations. However, Yangguan is remote and economically backward, coupled with scattered cultural relics, cultural relics have undergone thousands of years of natural weathering and man-made destruction, and the cultural symbols they represent make it impossible for tourists to interpret. Interpreting and studying Yangguan has become a top priority, and displaying and inheriting Yangguan culture has become an inescapable responsibility for contemporary people. Against the background of this era, the Yangguan Museum came into being.

Yangguan Museum is located at the foot of Ancient Yangguan, 70 kilometers southwest of Dunhuang City. It is a new type of heritage museum that relies on historical relics and a combination of museums and gardens. It is a new type of private museum with multiple functions such as cultural museums, protection, research, and tourism. The cultural and museum undertakings and the tourism economy are organically combined to promote each other and develop together to serve Dunhuang's economic construction and social development.

III. ARCHITECTURAL LAYOUT OF YANGGUAN MUSEUM

The Yangguan Museum area covers an area of 100,000 square meters, with a construction area of 16,000 square meters and an interior area of 78,000 square meters. With Yangguan Scenic Area as the core, the building complex is full of the characteristics of Han and Tang Dynasties.

The overall architectural layout is solid in the north and vacant in the south, surrounded by the north and the south, and the garden is borrowed from the scenery. The primary and the secondary are distinguished. The west, north, and east sides are built with city walls, which are surrounded by the Fengsui site on the south side, echoing each other in a distance, forming an arching defense circumstance.¹

Relying on the rich historical and cultural heritage resources of Yangguan Scenic Area, Yangguan Museum insists on protection first, scientific planning, in-depth excavation of the local remained characteristics of Han and Tang Dynasties, using sculptures, murals, architecture, exhibitions, landscapes and other comprehensive artistic techniques to highlight the diverse connotations of the Silk Road culture with Dunhuang Yangguan as the main body.

On the east-west axis, there are bronze statues of Zhang Qian, Hanque archway and Yangguan Duwei Mansion from west to east. The core facilities of the main building — Yangguan Hansai Hall and Silk Road Hall are separated on the north and south sides of the west of Hanque. The southwest corner is the handicraft exhibition and sales center, with pottery workshop, silk carpet workshop, silk craft hall, exhibition hall and VIP reception room. The area is opened to the east as an antique barracks, equipped with various entertainment projects; in the southeast corner, there is Guan City, the imitation of Han Yangguan, which is a brick-concrete structure, and artistically designed broken walls and simple and strong towers complement each other.

IV. REFLECTIONS ON THE DEVELOPMENT AND CONSTRUCTION OF CULTURAL AND TOURISM INTEGRATION IN YANGGUAN MUSEUM

According to the cultural connotation and value of Yangguan, the service objects of the museum and the new concept of building museums in China and foreign countries, the Yangguan Museum uses the means and art forms of editing and publishing Yangguan documents, cultural relics exhibitions, sculpture murals, and art forms to display figures and historical events. It uses architectural art, environmental art and other

comprehensive materialized architectural methods and historical and humanistic activities to display frontier fortress culture and interpret Yangguan.

A. *Adhering to academic research as the core and building a solid foundation for museum construction*

The Yangguan Museum keeps up with the academic frontiers, ensuring the accuracy and authority of academic research, scientific research results, exhibitions and exhibitions. The academic center is the main place for the Yangguan Museum to conduct academic research and organize related activities. There is a Yangguan Research Institute and dozens of Dunhuang experts from China and foreign countries are hired to study Dunhuang historical sites such as Yangguan, Yumenguan, and the Great Wall of Hexi Han Dynasty. Editing and publishing the literature and materials of Yangguan is the foundation and core part of the construction of Yangguan Museum, which means collecting the research results of Yangguan of years, collecting, organizing and collating the lost data, and organizing experts to study and write new papers to lay a good foundation for the protection, research, excavation and inheritance of Yangguan.

B. *Insisting on the original heart and mission of the museum and inheriting Yangguan culture*

Although the Yangguan Museum is a non-state-owned museum, it has always adhered to the original intention of the museum, especially with the essence of museum construction — cultural relics exhibition as the entry point, closely focusing on the basic principles and mission of the museum of education, research and service. The Yangguan Hansai Hall and the Silk Road Hall accurately convey the Yangguan frontier fortress culture and Dunhuang Silk Road culture, and the display design adopts new comprehensive display methods. It abandons the abuse of auxiliary exhibition methods such as sound and light, and adopts natural light design and artistic display of cultural relics exhibits, highlighting the charm of cultural relics exhibits themselves. The museum upholds the original intention of the museum to use cultural relics as a medium to communicate with the audience, which can showcase the Yangguan Great Wall culture to experts, scholars and tourists, and interpret the cultural connotation of the Silk Road.

When the war comes, the Yangguan will stand there still because there are excellent soldiers defending the invaders. The Yangguan Hansai Hall mainly displays the culture of the Great Wall frontier fortress in the Han Dynasties. Taking Yangguan in the Han Dynasty as the entry point for explaining historical civilization, it tells the visitors the historical evolution of the Hexi Great Wall frontier fortress culture during the Han Dynasties and the great historical significance of Yangguan in

¹ Zhao Jinming, Cui Renyuan, Discussion on construct characteristics of Yangguan Museum in Dunhuang [J]. China Ancient City, 2012(07), p70.

guarding the border and protecting the smooth safety of the Silk Road.

The camel bell sounded, carrying the thinking for thousands of years. The Silk Road Hall uses artistic techniques to statically handle the cultural relics on display related to the Silk Road, allowing the visitors to quietly stand before the showcase and have a dialogue with the history of a thousand years ago, making each of the cultural relics tell the visitors the story of the Silk Road and the wonders of the Silk Road, to make them feel the mystery of the Silk Road, and to let them appreciate the profoundness of the Chinese civilization

There is a tourist service center in the museum for tourists to visit, consult, rest, and shop. There are VIP reception rooms, tourist lounges, handicraft shopping malls, silk carpet workshops, etc. to provide tourists with tourist commemorative crafts with artistic and cultural characteristics.

C. Deeply digging into Yangguan culture and enhancing the visitors' in-depth experience

The Yangguan Museum is a heritage museum. The plants and trees it exhibits are cultural symbols. The building is not only the hardware framework of Yangguan Museum, but also an important means to show the style of Han and Tang frontiers with the help of architectural art language, and to create Yangguan military and folk cultural atmosphere.

In order to break through the limitations of traditional museums and rebuild the interactive experience of cultural highlights, the museum can integrate knowledge, appreciation, participation, and entertainment by holding the cultural activities such as customs exit ceremonies, traveling in ancient chariots, watching ancient military training, and ancient war alarms to show tourists the military and Silk Road culture of ancient border customs in an all-round and multi-level manner, so that tourists can learn more about history and Yangguan.

Yangguan Duwei's Mansion has built-in scenes of Yangguan Duwei's office, banquets, customs clearance documents and other scenes. Visitors can hold Yangguan Pass, leaving and entering the customs to feel the majestic pass two thousand years ago, the caravans lined up, and the envoys encountered with each other. This interactive experience is well received by visitors in China and foreign countries, which not only promotes the history and culture, satisfies the tourists' ancient psychology, but also obtains good economic benefits.

In the exhibition hall of the museum, the visitors are edified and baptized by Yangguan culture and receive the customs clearance certificate. Later, they go to the ancient city of imitated Yangguan to experience the interactive experience activities with a sense of ritual,

such as the inspection of the border fortress in the Han Dynasty two thousand years ago, and farewell drinking. It can let the visitors immerse themselves in the situation of "Western Out of Yangguan with no acquaintance", so as to pay tribute to Yangguan, cherish the memory of the sages, and entrust their sentiments. At the same time, the imitation Han barracks consist of multiple groups of armed buildings, and visitors can participate in military activities and experience military life in the ancient frontier fortress.²

Yangguan Pottery Workshop is built on the red-base gravel rock wall. The pottery development overview of Yangguan and Silk Road, the description of the firing process, the production process and the physical display are displayed in the workshop. The local clay is used and fired by folk artists on site into three series of tourist crafts: Silk Road Culture, Dunhuang Art, and Western Regions. Tourists can participate in pottery activities and make pottery products that reflect their personal interests and personal information symbols.³

D. Adhering to the principle of giving priority to cultural museums and appropriately supplementing with culture and tourism

The exhibition of cultural relics in the visit area of the museum uses artistic techniques to immerse the visitors in the state of selflessness of communicating with cultural relics and dialogue with the sages. In the quiet viewing, the visitors' thoughts are connected for thousands of years, and the visitors' emotions are resonated to the earth of Yangguan. When they walk out of the exhibition hall, their feeling will suddenly become clear. Then the visitors can pass through Guancheng, or walk, or take the antique chariot, go up the gentle slope, enter the tourist area, be on the top of Dundun Mountain, look at the surrounding fields, appreciate the landscape, and admire Dundun Mountain's beacon, antique beach, Hanwo Lake, Tang Shouchang City (Han Longle City), South Silk Road and other historical sites.

V. THE TECHNOLOGICAL DEVELOPMENT PATH OF YANGGUAN MUSEUM AGAINST THE BACKGROUND OF CULTURAL AND TOURISM INTEGRATION

In the context of the integration of culture and tourism, creating a development path of "promoting tourism with culture and exchanging culture by tourism" is a powerful measure to activate museum

² Ji Yongyuan, Chu Shibin, Yangguan: Catalogue of Cultural Relics of Yangguan Museum [M]. Lanzhou: Gansu People's Fine Arts Publishing House, 2013.

³ Ji Yongyuan, Chu Shibin, Yangguan: Catalogue of Cultural Relics of Yangguan Museum [M]. Lanzhou: Gansu People's Fine Arts Publishing House, 2013.

resources. According to the needs of the protection, research, display and inheritance of Yangguan history and culture, and the positioning and purpose of the museum, the Yangguan Museum can start its work from the following technological development paths.

A. Scientific planning and protection first

Museum development and scenic spot construction must resolutely implement the cultural relics work policy of "protection first, rational use", and strict scientific planning must be made. In cooperation with the local cultural administration department, they can conduct on-site inspections of cultural relics in the area, and hire relevant experts to prepare Yangguan cultural relics protection plans and tourism development plans.

B. Research and study exchanges and culture inheritance

It is important to establish the museum and establish the Yangguan Research Institute, invite relevant experts from inside and outside the province to serve as guest researchers, carry out research on frontier fortress culture and the Silk Road in the museum, publish academic papers, collect and publish related research works, and provide academic research support for the protection of cultural relics and cultural relics exhibition in Yangguan to make contribution to the inheritance of the frontier culture and Silk Road culture in Yangguan.

C. Giving full play to advantages and serving tourism

Yangguan Museum plays the role of cultural support. It combines the museum's display and education functions, and develops tourism projects and tourist crafts. With the theme of Yangguan history and culture, it can arrange and upgrade the performance of the exit ceremony. A number of tourist participation and entertainment projects have been developed to allow tourists to experience the pleasure of traveling. It is necessary to insist on developing some crafts with Dunhuang regional cultural characteristics on the basis of more than 80 kinds of products of souvenirs in the six series of self-developed Silk Road style series, Dunhuang art series, Han and Tang style series, Yangguan pottery series, antique series, and Jianshu series, allowing visitors to Yangguan to buy commemorative handicrafts and bring home the beautiful Yangguan.

D. Improving management and training team

It is of great significance for the museum staff to strengthen team building, select business backbones, participate in high-end training in museum management, and invite experts to give lectures in the museum to extensively absorb and train talents. It is also necessary to continuously improve the working and living

environment of employees, promote employees to establish a sense of dedicated service, and sincerely serve every tourist.

E. Accumulating achievements and serving the society

The successful establishment and operation of Yangguan Museum has been highly recognized and praised by all sectors of society. Yangguan Museum adheres to the cultural development strategy of "going out", actively participates in the development and construction of the western cultural industry and cultural exhibition halls, and promotes the continuous expansion of cultural industries and cultural and artistic undertakings to a higher level and wider fields.

VI. CONCLUSION

Under the new trend of cultural and tourism integration, Yangguan Museum has always adhered to the original aspiration and mission of the museum, and upholds the basic attributes of museum education, research and collection. On the premise of insisting that cultural relics exhibition is just needed by the museum, it appropriately develops tourism in the museum area and revitalizes the Yangguan tourism resources. Under the premise of rationally expressing the cultural theme of the museum, through interactive experience tours to deepen the audience's sense of cultural experience, it inherits the traditional Yangguan history and culture through entertaining and entertaining. Yangguan Museum's achievements in cultural relics exhibitions and cultural tourism are a model of non-state-owned museums in the western region. The operation and management of its "Museum+" has been successfully verified after more than ten years of development. This development paradigm can be tentatively set as "Yangguan mode". The cultural and cultural exhibitions, cultural and tourism integration, and cultural industry layout in the rich museums are clearly distinguished. The cultural and tourism development in the museum has the most practical experience after more than ten years of accumulation. This experience can be tentatively designated as "Yangguan experience". The exploration and development of the Yangguan Museum for more than a decade has been tortuous, but the prospects are bright. The "Yangguan mode" and "Yangguan experience" of the museum created by them provide important reference for the activation and utilization of cultural heritage and the development of cultural and tourism integration in areas with rich tourism resources in western China.

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