

Study on the Revitalization and Utilization of Cultural Relics in Dongqian Lake Southern Song Rock Carving Park

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Abstract: In the context of the new era the utilization and revitalization of the value of cultural relics is becoming more and more the focus of scenic area development. Dongqian Lake Southern Song stone carving group has the important value of filling the gap of stone carvings in the mausoleum of the Southern Song period, but the development of scenic spots and the revitalization and utilization of cultural relics have certain shortcomings. In this paper, the historical and cultural value, artistic value and economic value of the stone carving group are explored in detail, and the current situation of the revitalization and utilization of the stone carving group is analyzed and the path of the revitalization and utilization of the stone carving group is explored through field survey and expert interview.

Keywords: Southern Song Dynasty Stone Inscriptions, Heritage Value, Revitalization and Utilization

1. Introduction

The Southern Song Dynasty Stone Carvings Group is located on the shore of Dongqian Lake in Ningbo City, of which nearly 200 pieces belong to the Southern Song Dynasty and more than 40 pieces belong to the Yuan and Ming Dynasty, making a total of 400 pieces of various types of stone carvings. In June 2001, Dongqian Lake Southern Song stone carving group was listed as the fifth batch of national key cultural relics protection units by the State Council[1]. The group was listed as the fifth national key cultural relics protection unit by the State Council in June 2001.



Figure 1: Stone Carving Park



Figure 2: The Way of Admiration

As shown in Figure 1, 2. Along with the fall of the Southern Song Dynasty, most of the marks belonging to the Southern Song Dynasty in the capital city of Lin'an were also erased. Unusually, none of the emperors of the Southern Song dynasty built grand mausoleum stone carvings for themselves, so the Southern Song period is thought to have seen a break in the era of mausoleum stone carvings. The discovery of the Southern Song stone carving group in Dongqian Lake has filled the gap of the stone carving of the Southern Song mausoleum, becoming the largest, most numerous and most skillful stone carving remains of the tomb path in China in this period, and at the same time filling the gap in the history of art, cultural relics, archaeology and carving art, which has far-reaching significance [2].

2. Status of the Southern Song Rock Carving Park

When the Southern Song Dynasty stone carving group was discovered, most of them were located in the mountain wilderness or near the villages, and most of them were severely damaged with some missing and fractured diseases[3]. Before the completion of the stone carving park, the protection of the Southern Song stone carving group mainly relied on the spontaneous protection of local residents and the support of private cultural relics preservationists[4]. One of the important purposes of the park is to preserve the stone carvings. An important purpose of the park construction is to relocate and concentrate the stone relics scattered in various places, so as to change the fragmented and scattered distribution characteristics of the Southern Song rock carvings group and facilitate the centralized protection of cultural relics.

Some of the attractions in the park using "stone statues + landscaping", or on the basis of the original site using "antique buildings + landscaping" way, the combination of culture and landscaping, creating a rich cultural atmosphere. Stone carving park in the original site to build additional antique buildings and landscaping is not a universal heritage conservation ideas, at the time it was a "last resort" salvage heritage conservation practices[4]. However, in today's view, this innovative approach has a positive effect on the conservation and utilization of the Southern Song Dynasty rock carvings in Dongqian Lake, and it also serves as a reference for the conservation and utilization of other similar stone cultural relics[5]. It also serves as a reference for the conservation and utilization of other similar stone relics.

3. Analysis of the Value of the Southern Song Stone Carving Group in Dongqian Lake

3.1 Historical and Cultural Value

In the history of Chinese sculpture, there is almost a blank in the art of stone carving of tomb paths during the Southern Song Dynasty, and the emergence of the Southern Song Dynasty stone carving group in Dongqian Lake has filled the gap in the history of archaeology, sculpture and art in China, and has become a cultural vein that follows the Han and Tang Dynasties, the Northern Song Dynasty, and opens the art of stone carving of tombs in the Ming and Qing Dynasties[6]. It has become a cultural lineage that follows the Han and Tang dynasties, the Northern Song dynasties and the Ming and Qing dynasties.

Compared with the stone carvings of military generals in the Northern Song Imperial Tombs in Gong County, Henan Province, the military generals in the stone carving garden are taller and more slender, with mild and calm expressions, showing the poise of Confucian generals. In addition, the time span of the stone statues in the stone carving group is wide, covering many important historical periods since the establishment of the Southern Song Dynasty, which is crucial to the study of the historical development, social and cultural development and economic development of the Southern Song Dynasty[7].

In the context of the new era, the value of traditional culture is constantly being developed and utilized, and Zhejiang Province is making efforts to build the Song Dynasty culture. The Southern Song Dynasty Stone Carving Garden itself is a typical representative of the history and culture of the Southern Song Dynasty, which has a high historical and cultural value and has unique advantages for the development of Song Dynasty culture.

3.2 Artistic Value

The stone carvings of the Southern Song Dynasty at Dongqian Lake are relatively uniform in overall shape, with civil and military officials in upright postures, and stone horses, stone tigers and stone sheep in standing, crouching and kneeling postures respectively. Professor Lv Bin summarized the artistic characteristics of the stone carvings in "Analysis of the artistic characteristics of the Southern Song stone carvings in Dongqian Lake" as the following five aspects: First, realistic modeling, with the characteristics of the times; second, delicate knife skills, carving as plastic; third, moderate, and avoiding the flare; fourth, style staging is obvious, each presenting the characteristics of the times; fifth, the tendency of folkization is obvious[8]. Fifth, the tendency of folkization is obvious.

Although the stone carvings of the Southern Song Dynasty at Dongqian Lake are somewhat different from those of the imperial tombs of other eras in terms of scale and grandeur, the rigorousness

of their structural proportions and the meticulousness of the carvings of the faces and costumes of the figures surpass those of the imperial tombs of Gongxian in the Northern Song Dynasty, showing the highest level of stone carvings of the tombs of the Southern Song Dynasty, which have their important artistic value.

3.3 Economic Value

Cultural relics not only have historical, cultural, scientific and artistic values, but also their economic value is increasingly valued in today's world, which attaches importance to the revitalization and utilization of cultural relics. For example, the Palace Museum in Beijing, the Terracotta Warriors Museum in Xi'an, and the ancient city of Pingyao in Shanxi, they are both cultural relics protection units and well-known tourism brands. With the unique historical, cultural and artistic value of its stone carvings, the Southern Song Rock Carving Park not only has the potential to promote the development of local tourism and create a well-known tourism brand, but also has the potential to activate the overall development of local commerce, catering, transportation, education and other industries, and promote the overall coordinated development of the place while improving economic income. Therefore, the Southern Song Dynasty Rock Carving Park has great economic value.

4. Stone Carving Garden Heritage Revitalization and use of the Problem Analysis

The analysis of the problems in the revitalization and utilization of cultural relics in the stone carving garden was mainly carried out through field surveys, expert interviews and questionnaires, trying to find out the key problems in the development of the scenic spot to analyze and hopefully open up the situation. The questionnaire was completed online and 292 valid questionnaires were returned, of which 87.39% of the respondents lived in Ningbo and the age group was concentrated in 18-50 years old, accounting for 83.7% of the total number of respondents.

4.1 Insufficient Publicity

The publicity of the Southern Song Rock Carving Park is seriously insufficient, which makes it less well-known in the local area than cultural monuments such as Tianyi Pavilion, Baoguo Temple and Hemudu Site. 86.96% of the respondents of the questionnaire survey live in Ningbo, but only 58.66% of them have heard of the Southern Song Rock Carving Park, and 65.77% of them have not seen the advertisements of the park. As shown in Figure 3, 4.

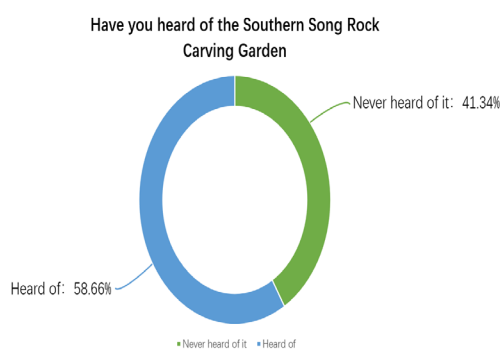


Figure 3: Park Visibility Survey

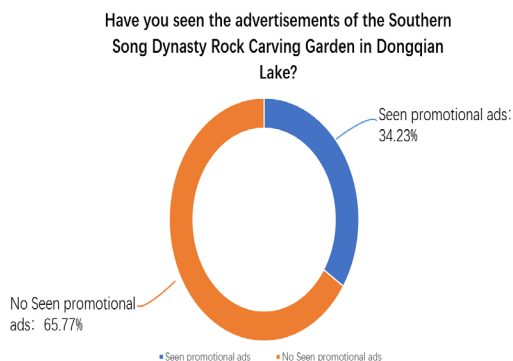


Figure 4: Publicity Survey

After investigation, we learned that the park did not set up official accounts in WeChat, ShakeYin, Racer, Xiaohongshu and other platforms for special promotion and publicity, and the latest news of its official Weibo account was updated in May 2015 and has not been continuously operated since then. This shows that the park is not in place in terms of publicity. The lack of publicity work is an important reason for the low visibility of the park and the lack of visitors.

4.2 Lack of Marketing Tools

The marketing means of stone carving park is not rich. Although the park has extracted the meaning of "courage, loyalty, righteousness, festivity and filial piety" from the martial general, civil minister,

standing horse, squatting tiger and kneeling sheep, and clarified the unique value of the stone carvings of the Southern Song Dynasty in Dongqian Lake in terms of history, culture and art, it is not prominent enough in the marketing and promotion of the scenic spot[9]. In addition, the park is not strong enough in festival marketing, and although it is geographically close to other attractions and commercial streets in the surrounding area, it does not form a close connection, and of course the lack of publicity also leads to difficulties in marketing.

4.3 Insufficient Development Efforts

Currently, there is a lot of room for development in the park. There is no place to sell food, cultural and creative products or other commodities in the park, and all the stores are concentrated outside the park; in addition, the cultural and creative products in the park are relatively simple, similar to those in other scenic spots and lacking novelty, which makes it difficult to attract visitors to buy them is shown in Table 1.

Table 1: Visitor satisfaction survey form for the infrastructure of the stone carving park

Projects	Number of people	Percentage
Dissatisfaction	57	19.82%
There are certain shortcomings that do not meet my needs	69	23.42%
Relatively satisfied, can meet my basic needs	147	50.45%
Very satisfied	19	6.31%

4.4 Lack of Visitor Experience

The lack of visitor experience is also one of the problems in the revitalization and utilization of cultural relics in the Stone Carving Park, and the lack of interaction between visitors and the scenic area during the tour directly affects the visitor experience. The park covers a large area and has a complex internal structure. Although the park gives a recommended route in the online guide program, it does not give clear guidelines in the field, resulting in a significant number of visitors leaving the park after visiting only one third of the scenic area. In addition, the park has more solemn elements and lacks warm elements to neutralize them, resulting in a lack of affinity for the scenic spot, and some visitors are even left with an eerie feeling after visiting the park.

5. Stone Carving Garden Heritage Revitalization Measures and Suggestions

5.1 Dissemination Path

Publicity and marketing are crucial for scenic spots. The premise of scenic development is to have a large number of tourists arrive, only the right choice of publicity and marketing methods to attract tourists at minimal cost, to achieve maximum economic and social benefits.

5.1.1 Expand Publicity Methods and Increase Publicity Efforts

After investigation, it was found that the publicity of the stone carving park was seriously insufficient, resulting in its popularity not being equal to the value of the scenic spot. Stone carving park should increase the publicity, expand the publicity methods to enhance the visibility of the scenic spot. Stone carving park should expand the scope of publicity, in the use of local television and newspaper publicity at the same time should also be placed in the subway stations, bus stations, commercial plazas and other places with a high flow of people advertising. Travel agencies are generally the main channel for tourists to get information, stone carving garden can cooperate with the main travel agencies inside and outside the city, the Dongqian Lake Southern Song Dynasty stone carving garden as a focus of their route organization recommended to tourists, improve the market awareness of the stone carving garden[10].

At the same time, the stone carving park can make use of short video platforms such as ShakeYin and Racer. Short video "short and quick" broadcast characteristics and low cost, large number of users, rich content advantages are conducive to the scenic spot to improve their own visibility.

5.1.2 Rational Marketing to Expand the Market

The stone carving park can establish its position in the market through a certain intensity of

marketing and make a good foundation for opening the market. The marketing must highlight the historical value of the stone carving group that fills the gap of stone carving in the Southern Song Dynasty mausoleum in China and the artistic value that shows the social style of the Southern Song Dynasty, showing the uniqueness of the stone carving group. In addition to advertising and marketing, it can also cooperate with famous scenic spots such as Tianyi Pavilion, Baoguo Temple, Hanling Old Street, etc. to attract tourists visiting in other scenic spots and increase the number of visitors to the stone carving garden while increasing the depth of tourism for tourists. The use of various festivals marketing is also very important, the park before the festival can prepare the relevant activities and do a good job of publicity, the day of the event appropriate to reduce the park ticket prices, and even with the surrounding scenic spots to create a linkage to attract tourists to experience.

5.2 Revitalization Path of Cultural Heritage Resources in Southern Song Rock Carving Park

In the following, we will try to propose a path that is conducive to the revitalization of cultural heritage resources in the Southern Song Rock Carving Park in two aspects: "the revitalization and utilization of stone carvings in the park" and "the expansion of stone carving culture outside the park", respectively.

5.2.1 Revitalization and Utilization of Stone Carving Park

(1) Deepen the protection of cultural relics, and consolidate the basis for revitalization

Effective and reasonable protection is the premise of the revitalization of cultural relics, if the cultural relics themselves do not exist, it is impossible to talk about the revitalization of the use of [11]. Most of the stone carving relics in the stone carving park are stored in the open air for a long time, and the disease is obvious. In addition, due to the lack of statue archives during the construction of the park and the protection of the stone carving group, the relevant rituals of some of the tomb paths, statue placement and display specifications have not been authentically preserved or recorded, which brings certain difficulties to the subsequent revitalization and utilization [4]. Dongqian Lake stone carving park should comply with the principles of heritage conservation, according to local conditions, according to the museum, to explore a set of suitable for the stone carving park own heritage conservation methods.

(2) Relying on local resources to create Song charm space

Song charm culture is one of the very representative cultural cards of Zhejiang and has become a hot spot for development in recent years. Especially during the Southern Song Dynasty, Mingzhou became a capital city, and the Southern Song Stone Carving Garden itself is a typical representative of the humanistic history of the Southern Song Dynasty, which has unique advantages for creating a Song rhythm space.

The stone carving park can join hands with the government, enterprises and universities to create a Song rhythm cultural space in the park: introduce games that reflect Song rhythm culture such as pot throwing, cuju, Song costume experience, etc. to enrich the activities in the park; introduce study courses related to Song costume, Song painting or Song crafts, and combine the study contents with the stone carving group to create a "stone carving heritage restoration study base" or "Ningbo Song rhythm study base" in the stone carving park " or "Ningbo Song Yun Research Base".

(3) Develop cultural and creative products to "bring home" the stone carvings

Dig deeper into the cultural resources of the Southern Song stone carving group in Dongqian Lake, refine the design elements of the stone carving group, and promote the development of cultural and creative products. In the process of developing products, the park can combine its own characteristics, take independent development, licensing or cooperation and other modes, and at the same time can carry out crowdfunding, design collection and other activities to increase product development, shape the cultural and creative IP, create a unique product belonging to the stone carving park and trademark registration [12]. The park should set up a special cultural and creative products section. The park should set up a special sales office and showcase for cultural and creative products, and set up online outlets. The types of cultural and creative products can go beyond the common types such as books, water pens, bookmarks, cell phone pendants, etc., and actively expand the types of cultural and creative products and cooperate with domestic and even international famous brands to launch jointly designed "co-branded" special goods.

(4) Optimize scenic design and increase tourism experience

Zhang Liangbin in "Survey and Research on Visitor Experience Based on ASEB Analysis" pointed

out that more than half of the visitors to the Southern Song Rock Carving Park came for leisure and entertainment purposes rather than for cultural experience, 89.2% of the visitors came to the Southern Song Rock Carving Park for the first time, and most of them said they would not revisit[13]. Most of the visitors said they would not revisit. The survey found that in some of the short video APP in the South Song Stone Carving Park was rated as the most "eerie" attractions in Ningbo. Scenic affinity is not enough in addition to the solemn elements of the stone carving group itself, but also with the design of the scenic spot itself. The park should reasonably add warm elements to neutralize the serious and gloomy feeling of the stone carving group; add visitor rest areas, shopping centers and other infrastructure in the park; introduce interactive platforms or performances with the Southern Song Dynasty, the Shi family or the Song rhythm culture to increase the affinity and revisitability of the scenic spot while enhancing the tourist experience of visitors[14].

5.2.2 Expansion of Stone Carving Culture in the Park's External Environment

Expansion outside the scenic area is crucial to the development of the scenic area. Ningbo is a tourist city, and the infrastructure and services related to tourism industry are relatively perfect. Relying on Ningbo's tourism resources, the stone carving park can post advertisements or set up the stone carving park creative products store in the high-speed railway station, airport, subway station, etc. to increase the park's popularity, and deeply integrate the stone carving park with Ningbo city culture, and use such representative slogans as "In the north there is the Terracotta Warriors and Horses, in the south there is the stone carving park in Qianhu" to promote the park. The park will be a golden business card for the city.

In the new situation, the national strategic level to promote the depth of integration of culture and tourism development, reflecting the future direction of the development of the tourism industry[15]. Combining the culture of the Southern Song Dynasty Stone Garden with the local culture of Ningbo, creating a stone garden with the local culture of Ningbo, is at the same time a complement to enrich the cultural connotation of Ningbo, activating historical culture with the spirit of the times, awakening the vitality of cultural relics, breaking through the shackles of tradition, and showing the most interesting and vivid side [16-17].

6. Summary

A considerable number of museums in China have high academic research value and market development value, and great development potential, but the development situation is not satisfactory, and the efforts to protect and revitalize the use of cultural relics are relatively insufficient.

At present, the development and utilization of Dongqian Lake Southern Song Stone Carving Park is still in the development stage. Because the stone inscription park has the public welfare nature of the museum, both many social welfare functions, in the increase of development efforts may encounter a certain resistance. In the development of the park should also take full account of the situation of the protection of cultural relics in the park, without destroying the cultural relics deep excavation of the stone carving park points of interest, the stone carving park into a distinctive personality, complete function, with a deep cultural and historical heritage of the theme park.

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