

Research on Tourism Experience Enhancement Strategies for the Daming Palace Site

SHI Xiaowen, SONG Jingyi
Northwest University, Xi'an, China

The Daming Palace site has an important status and far-reaching influence as a national critical cultural relics protection unit and world cultural heritage. Likewise, as a 5A tourist attraction, it has a unique tourist attraction. By studying the strategy of improving the tourism experience of the Daming Palace ruins, analyzing the current situation of the utilization of cultural tourism resources and the existing problems, and proposing corresponding solutions, we can contribute to the improvement and enhancement of the tourism experience of the Daming Palace ruins in the future .

Keywords: the Daming Palace site, cultural tourism resources, strategy research

The magnificence of the Daming Palace site rivals that of several superb palaces worldwide, such as Versailles, the Forbidden City, the Kremlin, and Buckingham Palace. Known as the Palace of a Thousand Palaces, its majestic complex has been hailed as an oriental shrine on the Silk Road, perfectly presenting the unparalleled Tang Dynasty. In 2010, the Daming Palace National Heritage Park was officially completed on the Daming Palace site. On June 22, 2014, the Daming Palace site was inscribed as a World Heritage Site as part of the “Silk Road: Route Network of the Chang'an-Tianshan Corridor”. At the end of 2020, Daminggong was awarded the highest level of tourist attractions in China-AAAAA, which means that the Daming Palace National Heritage Park has become a world-class scenic spot in China. This paper compares the current situation of the management and utilization of cultural tourism resources at the Daming Palace site from the perspective of the tourism experience and attempts to propose corresponding countermeasures.

Analysis of the Current Situation of Cultural Resources Utilization at the Daming Palace Site

Utilization of cultural resources of the Daming Palace site: Currently, the use of cultural tourism resources in the park consists mainly of conserving the site itself and using cultural elements. The Daming Palace National Heritage Park has become a scenic area that combines cultural heritage conservation and cultural tourism, attracting visitors from all over the world through landscapes, films, and a museum based on the site's preservation. It showcases the culture and scenery of the Great Tang Dynasty through cultural tourism experiences.

National conservation requirements prohibit the construction of large buildings on the relics. As a result, the Daming Palace National Heritage Park uses steel-framed structures to outline the appearance of the original and

repositioned palace walls with artistic and visual impact. Much of the park is presented as open green space, with buildings, statues, and vignettes scattered. The square between the Danfeng Gate and the Hanyuan Palace is kept open, creating a very historical landscape atmosphere. The main plantings are mainly tall acacia trees and French sycamores. The ground is hard paving of wooden latticework inlaid with gravel, without shrubs and groundcovers, to indicate the central axis of the whole garden. In addition to the central axis, different areas on either side have been laid with excellent season turf and planted with trees and shrubs to create a showpiece landscape. The area around the Taiye pond and the palace courtyard is more affluent in plant layers. It is divided into large rooms with different garden plants such as peonies, chrysanthemums, plum blossoms, and pear trees. The greenery planting throughout the Daming Palace National Heritage Park is mainly based on archaeological and historical research to maximize the restoration of the landscape of the time, with the preservation of the site as a prerequisite, and by inheriting the tree species used by the palace during the Tang Dynasty to form the present landscape display.

On 9 September 2009, the epic documentary *Daming Palace* premiered at the United Nations Headquarters, the first screening of a Chinese film at the UN. The documentary was produced by Xi'an Qujiang Film and Television Investment Group Ltd. and directed by director Jin Tiemu, who spent three years working on the project. The producer was Duan Xiannian, Director of the Protection and Restoration Office of the Daming Palace Site District in Xi'an. The filming took place in the Daming Palace National Heritage Park. The State Council Information Office praised the screening of "The Daming Palace" at the United Nations as an important initiative to introduce Chinese history and culture to the world and to promote the Daming Palace National Heritage Park and the city of Xi'an as a whole. In addition to this, the Daming Palace National Heritage Park has also built the Daming Palace IMAX Multimedia Centre, the first IMAX cinema in Northwest China, which uses the most advanced IMAX digital projection system and sound system in China to screen Asia's first IMAX 3D film, *The Legend of Daming Palace*, produced by the Daming Palace National Heritage Park and directed by famous director Jin Tiemu. At the same time, the Daming Palace IMAX Theatre keeps up with cinema developments when screening new blockbuster movies.

The Daming Palace National Heritage Park mainly consists of the Daming Palace Ruins Museum, the Archaeological Exploration Center, the Taiye Pool Ruins, the Sanqing Palace Ruins, the Linde Palace Ruins, the Hanyuan Palace Ruins, and the Danfeng Gate Ruins Museum, the Tang Capital New Monument Museum, the Calligraphy Art Museum, and the Ceramic Art Museum. Among them, the Daming Palace Ruins Museum is a semi-underground building pattern that comprehensively displays the history and culture of the Daming Palace in the Tang Dynasty. The museum exhibits a total of 267 pieces (groups) of cultural relics, including 59 national-level cultural relics, all of which are the best of the Tang Dynasty. After the author's field research, the Daming Palace Ruins Museum permanent exhibition hall four, the exhibition of the cultural relics covers the main types of cultural relics excavated during the Tang Dynasty. Danfeng Gate Ruins Museum is a modern building for the protection and display of the Danfeng Gate. This building project is designed by the famous academician Zhang Jinqiu, using a light steel structure. Specifications refer to the archaeological data of the Danfeng Gate Ruins, with a total area of about 10,000 square meters. Tang New Tablet Museum is a private museum with the theme of tablet art. The Calligraphy Art Museum is the first museum of calligraphy in China, approved by the Xi'an Municipal People's Government, and was relocated to the Daming Palace National Heritage Park in 2010 in response to the call for the construction of the "City of Museums" in Xi'an. The Ceramic Art Museum is a branch of the private Xi'an Jingwenniu Culture and Ceramic Art Museum in the Daming Palace, located in the south

palace wall east of the Danfeng Gate, which is called the “splendid corridor showing the charm of the Great Tang Dynasty”.

In recent years, the Daming Palace National Heritage Park has taken the history and culture of the Great Tang Dynasty as its backbone, making full use of the ecological environment, historical resources, and cultural characteristics of the Great Tang Dynasty to continuously optimize and improve the construction of tourism supporting services and facilities in the scenic area and comprehensively enhance the attractiveness of the tourism brand. It has also increased the construction of cultural tourism through scientific planning, expanded the structure of cultural tourism through scientific planning, and improved the level of facilities such as management services in the scenic area so that the management of the scenic spot is constantly moving towards standardization, planning, and institutionalization, further enhancing the attractiveness and competitiveness of the Daming Palace Scenic Area. Currently, the transportation facilities in Daming Palace National Heritage Park mainly include trains, electric cars, and bicycles, which can meet the transportation needs of visitors. However, due to the large scale of the park, supporting facilities such as rest facilities and catering is still relatively lacking. The tourist facilities in the Visitor Service Centre and Image Display Area in the Entrance Wide Area Service Area need to be improved, the tourist experience products in the core attractions such as the Danfeng Gate Ruins, the Daming Palace Ruins Museum, and the Royal Road Plaza in the Leisure and Entertainment Experience Area need to be enriched, and the related folklore entertainment experience projects also need to meet the public’s leisure and entertainment needs.

In 2018, the Daming Palace National Heritage Park created the “Flower-Filled Hall” series of cultural and creative works, the idea of which was taken from the classic poem “Clouds think of clothes and flowers, the spring breeze brushes the threshold and dew is thick”. As a thousand-year-old Tang Dynasty site, the Daming Palace needs to let tradition and fashion collide, and the historical culture comes back to life with the nourishment of ten thousand lights. The “Flower-Filled Great Tang” cultural and creative products are each exquisite and lifelike, showing a solid literary atmosphere and historical heritage and expressing the openness and tolerance of the Silk Road in the Tang Dynasty. Later, the Daming Palace also produced silk scarves, notebooks, glasses cases, mugs, and other cultural creations named “Palace Stuff”. On August 7, 2020 the flagship shop of Daming Palace’s artistic products opened, with a fully transparent glass building and a unique hollow design, showing an orderly spatial hierarchy. At the same time, the shop not only serves as a sales space but also as a coffee and tea room, a shared hall, and a unique event space, which is a different kind of tourism infrastructure and leisure service facility.

Study of Current Problems in the Use of Cultural Resources Management

Problem overview: The Daming Palace National Heritage Park covers a vast area. The site has profound cultural connotations and typical and irreplaceable cultural elements, which should be given full attention and effectively utilized. However, in the actual management and utilization of cultural tourism resources, there are still problems such as poor utilization of resources, blurred artistic interpretation, and negligence of humanistic care, which make the audience feel tired and unaware in the process of visiting and appreciating the profound connotation of the Daming Palace site.

Most of the rest of the Daming Palace National Heritage Park is greenery, except for the rich vegetation around the Taiye Pool. The main tree species in the park are deciduous trees. In spring and summer, the landscape is generally effective, and the seasonal influence of the plants is not very obvious. There is insufficient greenery in late autumn and winter, and the landscape is ineffective, resulting in an overly monotonous view of the park

and a lack of distinction between areas. According to incomplete statistics, there are 13 essential tree species and 17 flowering shrubs in the park, and the ground cover plants are mainly cool-season lawns. Although a limited number of large trees have been planted to protect the site, the overall view appears inadequate and monochromatic, with the overall scene dominated by green after winter. It is impossible to achieve a point-of-view effect with plant communities or variations in foliage color. At the same time, due to the openness of the site and the low planting density, there is a lack of screening effect for the bare unfavorable landscape and the bare loess ground near the vignette. Some rest benches or seats are partially exposed on the edge of the lawn. The number of trees planted in the walkways and resting areas is insufficient. The canopy is not large, making it challenging to achieve shading effects in the hot summer months and not creating a comfortable resting environment for visitors.

One of the plans of Daming Palace National Heritage Park at the beginning of construction was to increase the visibility and attention of Daming Palace and attract tourists from all over the world through film presentations based on on-site protection. There are about seven images related to the Daming Palace, mainly documentaries and movies such as *Daming Palace* and *Palace of Desire*. The films and movies with high ratings were released 10 years ago, and those in the last 10 years have no ratings. The number of markers and viewers is minimal. While some of them have no ratings but reviews, most have less than three stars. Showing that in recent years, the work of Daming Palace National Heritage Park in film and television materials has been lacking, except for the documentary *Daming Palace*, which is produced by the relevant people of Daming Palace National Heritage Park, the rest of the film and television works are only authorized by the Daming Palace to grant the name, or this is the background, the cultural connotation is weak, and the release quality is uneven.

There are six museums in the Daming Palace National Heritage Park, except the Danfeng Gate Ruins Museum and the Daming Palace Ruins Museum, all of which are not directly established or under the direct jurisdiction of the Daming Palace National Heritage Park. The Museum of Calligraphy was formerly the Museum of the Hanguang Gate of the Imperial City of Xi'an. Still, it was later moved to the Daming Palace National Heritage Park in response to the call for Xi'an to become a "City of Museums", with the main focus of its displays being on precious remains of ancient calligraphy, famous calligraphic inscriptions and inscriptions, and modern calligraphic works. The exhibits relating to the Tang Dynasty are epitaphs, but the museum's showpiece is the Qin Dynasty seal clay, a significant discovery in the history of Qin culture. As a visitor, you will inevitably experience an overlap or crossover. For example, the Shengpu Museum of Art is an ample exhibition space focusing on traditional Chinese and Buddhist artworks. The museum is more likely to draw in the broader influence of the Daming Palace National Heritage Park to build momentum for its development. In the case of the Danfeng Gate Ruins Museum and the Daming Palace Heritage Museum, all aspects of the museum need to be further enhanced and improved.

Analysis of Countermeasures for Each Problem

Overview of countermeasures: Since the development and construction of Daming Palace National Heritage Park, it has improved the living environment of the surrounding residents, facilitated the visit of tourists and the leisure activities of citizens, and provided a rich and colorful cultural life such as the style of the Great Tang Dynasty and folk culture, which has benefited and improved all stakeholders and the surrounding regional environment. However, there is still a need to improve to satisfy the people and promote cultural confidence effectively.

In terms of landscape design, the future of Daming Palace National Heritage Park should optimize the landscaping and enrich the traditional elements of the garden. The garden composition of Daming Palace today seems to have fewer tree species and a more homogeneous color palette. Therefore, species can be added to the park according to the characteristics of the four seasons and species to achieve the effect of adding color and pleasant vision, such as spring and summer flowers and plants, autumn ginkgo and red maple, winter plum to welcome the wind and snow, etc. All kinds of plants decorate each other to create a natural and harmonious ecological environment for the park. To emphasize the architectural site's spatial vision, tall trees can be used as the main dense forest area on the outside and create a forest clearing on the inside. Different elements, such as water bodies, roads, squares, service facilities, and ruins, are integrated through planting to form a continuous landscape picture. The vegetation system, spatial vision, and spatial distribution in the landscape influence the overall spatial quality, through the sense of sight, sound, touch, etc., to change the outdoor environment so that the environment brings more pleasant feelings to visitors.

The documentary *Daming Palace* is not only highly rated but also the first domestic documentary to be screened at the United Nations. It is still on the recommended list of various historical documentaries and has a good reputation. The documentary is produced by Xi'an Qujiang Film & TV Investment (Group) Co., Ltd, which has a well-known domestic film industry operation team and rich film industry resources. The Daming Palace can make full use of this advantage to deeply explore the cultural connotations of the Daming Palace site that can be further promoted and carried forward and can learn from the cooperation between the Palace Museum and Tencent Video, Beijing TV and other media companies and local TV stations to create high-quality variety shows and documentaries to create a super "IP" belonging to the Daming Palace. At the same time, it is not only limited to video and audio but can also be published in related books and writings. The former has a rating of 8.7 in the book category and is priced at 63 yuan, while the latter has no rating and is priced at 217 yuan. All the people who have read the book have commented negatively on the price that does not match the content, the outrageous pricing, and the fact that the only helpful thing is the color map in the book. Therefore, publishing a book is one of the ways to revitalize and display the Daming Palace effectively. However, there is still a need to regulate its pricing and content review so that the revitalization measures can be truly effective.

The national archaeological site park, with important archaeological sites and their background environment as the main body, has the functions of scientific research, education, and recreation. Among these three functions, education is the unique feature of the national park, and the main body of education is the museum. Therefore, Daming Palace can be planned and built as a "Daming Palace Heritage Museum Group" to systematically display the spatial development sequence of the ancient Chinese capital, especially highlighting the critical position and role of the Tang Daming Palace in the spatial structure of Chang'an City in the Tang Dynasty. At the same time, the Daming Palace can make full use of the Archaeological Exploration Center to carry out various cultural activities based on cultural heritage protection, archaeological simulation, and introduction of museum collections, making it a helpful supplement and an essential functional carrier of the Daming Palace National Archaeological Heritage Park in addition to site visits and traditional museum exhibitions, and becoming an important place for visitors to learn about archaeology, raise awareness of cultural relics and site protection, and experience the fun of knowledge. The National Archaeological Heritage Park museums are also important places for visitors to learn about archaeology, raise awareness of cultural relics and site conservation, and experience the joy of knowledge. Other less relevant museums, while building their positioning and characteristics with the fame of the Daming Palace, should have at least part of the cultural content related to the profound connotation

of the Daming Palace site. So it will not distract the focus of the Daming Palace while building the Daming Palace museum complex but will make its cultural series richer and its artistic atmosphere stronger, better reflecting and promoting the excellent Chinese traditional culture.

Summary

As the most wholly preserved royal palace site in China, the Daming Palace site symbolizes the glorious history of the Tang Dynasty. At the same time, as a model of Chinese palace architecture after the Tang Dynasty, the Daming Palace site also has crucial architectural art value. It has essential academic research value for studying China's ancient palace system's development and evolution. So far, the archaeological work of the Daming Palace is still in progress. It is believed that with the proposal of building archaeology of Chinese style, Chinese characteristics, and Chinese style, the connotation of the Daming Palace site will be dug deeper and deeper in the future. The cultural tourism resources will become more prosperous, and it will also become a pioneer in the construction of national cultural confidence.

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