

Research on Promoting the Development of Innovative Food Culture Museums—Take Tangshan Feast Food Culture Museum as an Example

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Abstract: The "Guiding Opinions on Promoting the Reform and Development of Museums" and other documents issued in 2021 clearly propose to stimulate the innovative vitality of museums, implement the "museum+" strategy, accelerate the digitization of collections, and optimize communication services, pointing out the direction for the activation and utilization of museum cultural relics. In order to solve the problems of traditional museums being detached from the development of the times, low innovation in their models, and difficulty in driving the improvement of regional soft power, Tangshan City took the lead in putting it into practice: creating the first museum in Hebei Province that can be "eaten" - Tangshan Banquet. By innovating the existing mechanisms of museums and integrating them with food, culture, and tourism, a new consumption model can be formed. By leveraging the unique advantages and economic value of innovative museums, regional economic development can be driven, and industrial content can be diversified. At the same time, Hebei will be promoted to build an innovative province and promote its multifaceted development.

1. Introduction

Economy is the foundation, culture is the soul of a country or a nation, and is a powerful driving force for economic development. The two complement each other.

The relevant requirements of the 14th Five Year Plan for National Economic and Social Development of the People's Republic of China and the Outline of Long Range Goals for 2035 clearly indicate the implementation of innovative cultural consumption models; The Guiding Opinions on Promoting the Reform and Development of Museums and the "14th Five Year Plan for Cultural Relics Protection and Technological Innovation" issued in 2021 clearly propose to stimulate the innovative vitality of museums, implement the "museum+" strategy, accelerate the digitization of collections, strengthen technological support, and optimize broadcasting services, pointing out the direction for the activation and utilization of museum cultural relics. The activation and utilization of museum cultural relics should be led by innovation, starting from cultural creativity, digital development, lifestyle and fashion utilization, to achieve effective protection of cultural relics, sustainable utilization of cultural heritage, and widespread dissemination of excellent

culture. In accordance with this requirement and the clear indication of the implementation of innovative cultural consumption models, the General Office of the Hebei Provincial Government has issued the "Implementation Opinions on Further Expanding Consumption in the Fields of Tourism, Culture, Sports, Health, Elderly Care Education and Training", making key arrangements and deployments to promote the innovative development of cultural consumption, including planning and guidance for the creative development project of the Hebei Cultural Relics Museum.

2. Research necessity analysis

2.1 Practical significance

2.1.1 Enhance the attractiveness of museums to the public and promote economic development

By innovating the existing mechanisms of museums, we aim to increase public benefits, enjoyment, and interest, thereby increasing public enthusiasm for entering museums for viewing, learning, and playing, in order to promote economic development.

Taking Tangshan Banquet as an example, it explores the modernity of traditional culture with great care, and through innovation and immersive experience, cultural innovation drives economic development to radiate new vitality. In the "Tehao Market" named after Tangshan dialect, the creative products of Nanhu series, city series, intangible cultural heritage series, Tangshan dialect series, and ceramic series are loved by tourists. These cultural and creative products with Tangshan's "label" combine appreciation with practicality, transforming "fingertip craftsmanship" into "fingertip economy". Under the premise of respecting culture, allowing tourists to come into contact with culture in a more novel way has increased their enthusiasm for participation, enriched their participation experience, and enhanced their enjoyment. At the same time, it has successfully promoted culture and driven economic development.

2.1.2 Provided new ideas for the reform and innovation of other types of museums

In the 21st century, with the rapid development of technology, culture, and ideology in society, traditional museums that are old-fashioned and outdated are stagnant, far from the development of the times. The idea that people are willing to enter gradually weakens, and the price paid is that some good cultural relics and some good cultures are locked in. The reform and innovation of museums are urgent.

The success of this new model of Tangshan Banquet provides a good template for industries that want to reform and promote cultural relics and drive cultural development in new ways. In order to adapt to the development of the times, more and more museums and related excellent traditional culture will inevitably be opened to the public in new forms and through various channels in the future.

2.1.3 Assist in the innovation construction of Hebei Province and promote the diversified development of Hebei culture

Give new connotations to traditional culture, enabling it to achieve a balance between social value and economic benefits under a unique operating model, and achieve a win-win situation.

Up to now, Tangshan Banquet has created more than 20 intangible cultural heritage sites integrating characteristic experience with tourism and culture. Many intangible cultural heritage projects, such as Laofo Ye Ge, sugar painting, chess piece Shaobing (Baked cake in griddle), have achieved industrialization, developed and produced more than 30 kinds of tourism goods and

intangible cultural heritage related goods, provided hundreds of jobs, and directly and indirectly led to more than 600 jobs; The annual reception of over 3 million domestic and foreign tourists, with an average daily reception of about 10000 people, has established the golden signboard of Tangshan as a "intangible cultural heritage experience place". By innovating its own cultural consumption mode, it has provided valuable experience for Hebei to build an innovative province.

2.2 Realistic significance

2.2.1 Build a platform for communication between the government and the public

In 2021, the government issued the "Guiding Opinions on Promoting the Reform and Development of Museums" and the "14th Five Year Plan for Cultural Relics Protection and Technological Innovation", which clearly provided the development direction of museums. While actively responding to the government's call, this survey not only conducted surveys and information collection on innovative museums, but also conducted in-depth communication with the public within the museum to understand people's true thoughts and accept two-way feedback between the government and public platforms, making the innovative development of museums more popular.

2.2.2 Provide reference materials for the development planning of traditional museums

This research takes Tangshan Banquet, an innovative food culture museum in Hebei Province, as an example. Through in-depth and detailed research records, field survey and data collection, it compares it with traditional museums, and obtains the development advantages of innovative museums; By analyzing the data results obtained from the questionnaire survey, we can understand the factors that hinder the development of innovative museums.

2.2.3 Improvement of one's own abilities

Research based social practice cultivates college students' initiative, enhances their understanding of modern society, improves their professional literacy and practical abilities, breaks through the constraints of theoretical knowledge in textbooks and classrooms, delves into society, and engages with various social classes in person. Through communication, research, and visits, they receive scientific education and practical training.

2.3 Theoretical significance

This study can provide more comprehensive and specific basic data for the theoretical research on the transition from traditional museums to innovative museums. Across the country, museums are mostly state-owned. According to data, since 2018, many museums have been financially spending more than they earn, making it difficult for them to further develop. Therefore, innovative museums have naturally become the path of transformation that many museums want to develop. However, innovative museums are still in their early stages in China.

Although there are also cases of innovative food culture museums such as Tangshan Banquet in Hebei Province, there is a lack of systematic and in-depth theoretical collation and comparison. This survey can effectively fill the gap in the section and provide detailed and systematic theoretical research on the transformation and regional linkage development of traditional museums in China with more scientific and specific information.

3. Survey results and analysis

Through the investigation mode of "online+offline", we investigated the new consumption mode of Tangshan Banquet, the first innovative food culture museum in Tangshan, and the possible problems in the development of traditional museums.

This survey aims to achieve the following objectives:

- 1) Deeply understand the business and consumption models of Tangshan Banquet.
- 2) Deeply explore the impact of Tangshan Banquet on the local economy.
- 3) Through field investigation and research, we should have a deep understanding of the role of Tangshan Banquet as an innovative food culture museum in promoting innovative Hebei. At the same time, we should also have a deep understanding of its current development, so that the team members can enhance their social practice ability and improve their team spirit and awareness of teamwork in the process of practice.

For clarifying the advantages of innovative food culture museums over traditional museums and the possible problems in the promotion of innovative museums, the team members focus on the development status of traditional museums; Is innovative museums worth promoting; The current development status of Tangshan Banquet; The public's understanding of the development of Tangshan banquets; Ask whether the innovative food culture museum can replace the dominant position of traditional museums. This section roughly follows the difficulty level of the problem. Ask questions from simple to difficult, and from parts to the whole.

Question 1: How do you think traditional museums are developing now?

Attitude towards the current development situation Proportion

Positive Opinion 40%

Neutral 42%

Negative Opinion 18%

According to the analysis of question 1 in the questionnaire (see attachment 1 for details), 40% of respondents believe that traditional museums are currently developing "very well" or "getting better"; 18% of respondents believe that their current development is not good, while the rest are in a neutral state. It indicates that most people currently do not have the correct understanding of the development of traditional museums.

Nowadays, the development of traditional museums is hindered and stagnant, requiring innovation. According to data, from 2013 to 2018, the operating expenses of Chinese museums were basically balanced and showed some growth. Specifically, from 2013 to 2016, the revenue of Chinese museums exceeded expenditure, with a slight surplus. However, starting from 2017, this situation was broken, with expenditure exceeding income. Due to the fact that nearly 70% of museums in China are state-owned, the financial pressure of museums has always been a factor hindering their development. With the growth of museum project and basic expenses, the financial pressure of museums is increasing, which forces museums to strive to improve their competitiveness through innovative museum management methods and more effective development of museum resources.

Question 2: After visiting the museum, how much do you experience the emotions and culture expressed behind the cultural relics?

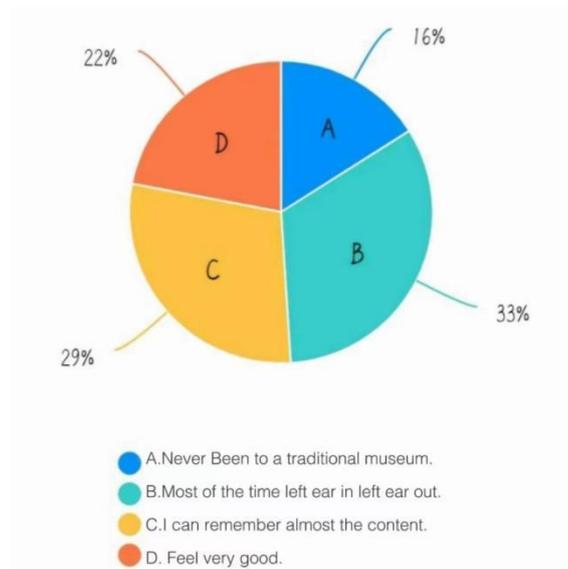


Figure 1: Survey of Visiting Experience

From Figure 1, it can be seen that 49% of people choose "never been to a traditional museum" and "mostly in one ear and out the other", almost half of them. This indicates that the current development of traditional museums is not optimistic, and people's understanding of cultural relics is slightly lacking after visiting museums. The situation reflected in this issue lays the foundation for providing suggestions for the development of traditional museums and encouraging them to innovate in cultural expression.

At the same time, 65% of the respondents who have visited traditional museums have a good feeling for the emotions and culture expressed behind cultural relics, indicating that the majority of people can experience the culture reflected by the emotions expressed behind cultural relics, indicating the charm of traditional Chinese culture.

Question 3: What do you know about innovative museums?

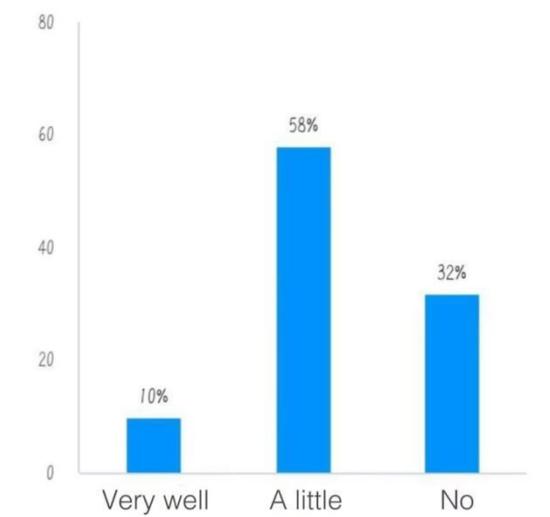


Figure 2: Public understanding of innovative museums

It can be clearly seen in Figure 2 that 68% of the respondents have knowledge about innovative museums, indicating that innovative museums are in line with the development of the times and are becoming well-known to the public. At the same time, combined with the financial pressure of

museums, it indicates that innovative development in museums is an inevitable trend.

Question 4: Do you think innovative museums will bring about a change in traditional cultural consumption patterns?



Figure 3: Whether the innovative museum will bring about the change of traditional cultural consumption pattern

From the proportion of result data, 91% of respondents believe that innovative museums can bring changes to traditional cultural consumption patterns, as shown in Figure 3.

From this survey, taking Tangshan Banquet as an example, as an innovative food culture museum, it can make contributions to the economic development of Tangshan City, Hebei Province. If this model is promoted, it can change the traditional cultural consumption model, promote consumption, stimulate consumption level, and promote the innovative construction of Hebei Province.

Question 5: What do you think or feel about the innovative food culture museum?

attitudes towards innovative museums Proportion

positive 96%

Not very familiar 3%

Will increase one's own consumption 1%

By analyzing the results of question 5 (see Annex I for details) in the questionnaire, it is concluded that 96% of the respondents have positive views and encouraging attitudes towards the innovative food culture museum, 3% do not know much about it, and 1% feel that they will increase their own consumption.

This phenomenon indicates that innovative museums have good development prospects, receive public support, and have promotion value. The problem reflected is the higher requirements for museum investors and operators in terms of promotion and consumption level.

Question 6: Do you think the innovative food culture museum can replace the dominant position of traditional museums? Why?

Is there the ability to replace the traditional museums Proportion

No 68%

Yes 9%

Neutral attitude 23%

According to the analysis (see Annex I for details), less than 10% of people believe that innovative museums are capable of replacing traditional museums. The vast majority of people believe that the central position of traditional museums cannot be replaced. Half of people believe

that traditional museums have a deep foundation. A few people believe that innovative food culture museums have a narrow development area. This indicates that there are not many innovative museums in China, and the public's understanding is not deep enough to play a guiding role in the current development. At the same time, it can also reflect that although people have encouraged innovative museums, they still have doubts about their development prospects.

Question 7: Have you ever been to Tangshan Banquet, the first innovative food culture museum in Hebei Province? If so, how do you feel?

| Have you ever been to a banquet in Tangshan | Proportion |
|---|------------|
| No | 85% |
| Yes | 15% |

By analyzing Question 7 of the questionnaire (see Attachment 1 for details), it was found that only 15% of the respondents have been to the Tangshan banquet, which reflects the low level of people's awareness and understanding of innovative museums; Among those who have visited, they have expressed excellent feelings and a refreshing feeling, which reflects that innovative museums can indeed bring people a better consumption experience and provide new directions for the future development of traditional museums , as shown in Table 1, Table 2, Table 3 and Table 4.

4. The Development Advantages of Innovative Museums

4.1 The model is novel, has strong appeal, and has a strong sense of public experience

The main reason for restricting the effective release of residents' cultural consumption is the insufficient supply of cultural products, especially high-quality cultural products, which are difficult to fully meet the diverse cultural consumption needs of the people[1].

Compared with the traditional museum, the innovative food culture museum has a new development mode, which makes full use of cultural relics. It not only makes the culture better inherited, but also promotes the economic development, so it can better meet the social requirements for the inheritance of Chinese excellent traditional culture and the needs of the audience. Moreover, innovative museums are not limited to traditional viewing forms such as "watching, speaking, and listening", allowing tourists to experience and learn through "eating" and "playing". This enriches the existing exhibition and visiting methods, and is innovative, increasing public interest in historical experiences, cultural relics viewing, and cultural learning. Tourists have a high level of participation and strong experiential experience, and there is a significant increase in the entertainment of activities.

4.2 The products in the museum have distinct characteristics, and the pricing is more close to the public level

Since entering the new century, the cultural and creative industry has become increasingly important to the global economy. Museums have begun to explore and develop creative and unique cultural products, with the intention of stimulating tourists to make purchases[2].

Traditional museums usually have a moderate amount of storefronts selling goods related to the museum's corresponding historical events. Among them, more exquisite cultural goods are often very expensive, which makes ordinary consumers hesitant; Most products with relatively low prices are poorly crafted, with a level of craftsmanship that contradicts the historical introduction and lacks originality. Innovative museums do not charge admission fees, and the public is more willing to enter; Increase the proportion of sales stores, divide regions and categories, and organically combine historical culture, advanced ideas, traditional cuisine, and modern technology to make

cultural products creative and unique, stimulating tourists' willingness to purchase and experience.

Reasonable price arrangements not only provide consumers with a good consumption experience, but also enable visitors to learn history correctly and fully.

4.3 The interior design of the museum conforms to modern aesthetics and enhances public viewing

Innovative museums have mostly been built in recent years. Although most of the cultural relics included have a long history and wandering experiences, necessary maintenance and renovation have been carried out during the process of innovation and integration, ensuring a longer lifespan; And the design of the museum conforms to modern aesthetics, adding luster to the exciting historical content and enhancing its appeal to the public.

5. The Dilemma of Innovative Food Museum in Development

5.1 Self factors

5.1.1 The promotion method is single and the promotion scope is not broad enough

The new model of the innovative food culture museum is still well known by the public. In addition, its own publicity efforts are insufficient, and the effectiveness and coverage of publicity are low. Propaganda is carried out through some cultural websites or variety show and other platforms. Without access to these websites, you can't receive information at all. The museum uses WeChat official account and Weibo official account for publicity, but the traffic is small, the promotion is small, and the audience is small, attracting some young people [3]. The elderly who cannot play with the Internet can hardly receive such messages. And the promotional copy is not eye-catching enough and has low appeal. Insufficient cooperation and promotion with other fields, resulting in monotonous promotion. Therefore, outdated promotion methods can also hinder the development of innovative museums.

Taking the innovative food culture museums such as Tangshan Banquet as an example, the analysis of the questionnaire shows that most of the people who know about them are local people or provincial people, who have a certain degree of understanding of the local food culture, but most of the visitors are based on the evaluation of other people on the website. They do not know about the local food culture and eating habits, and for non local people, they are just tourist attractions, It does not attract them to learn about innovative food museums.

5.1.2 Weakened the significance of traditional museums focusing on promoting culture

Currently, most traditional cultural museums prioritize the display of historical artifacts and artifacts, emphasizing the use of artifacts to showcase historical culture. Although the innovative food culture museum has a variety of characteristics, which can provide both entertainment and entertainment, it is easy to cause deviation in the focus, and there are problems in cultural learning and inheritance.

Taking Tangshan Banquet as an example, according to the analysis of comments from netizens on online comment platforms, most tourists who visit the museum focus on tasting the delicious and affordable food in the museum and entertainment projects that integrate culture and technology, resulting in the weakening of the basic function of promoting culture in the museum; At the same time, most of the time when the number of people in the museum is large is during the peak tourist season or legal holidays. A variety of objective factors, such as crowding, the number of infrastructure in the museum can not meet the needs of the excessive number of people, lead to the

unpleasant experience of tourists, which results in that most tourists do not really understand the cultural value expressed by the museum, making the innovative food culture museum lack the meaning that traditional museums want to convey.

5.1.3 In the early stages of development and lacking experience

Innovative changes are in line with the development of the times, enhancing one's attractiveness and competitiveness. However, the current development stage is far from mature as traditional museums, and innovative changes are still in the initial exploration stage, mainly relying on self exploration. There are few reference cases, but there is also the problem of immature cases. For example, order within the venue, personnel arrangement, exhibition display, etc., are all issues that need to be carefully considered.

Taking Tangshan Banquet as an example, during the peak tourist season with a large number of people, maintaining order in the museum has become a major problem, and the current number of infrastructure in the museum cannot meet the demand for an excessive number of people. In this situation, the role of personnel evacuation is weak, and better ways are needed to solve it.

5.2 External factors

Compared to innovative museums, the image recognition of traditional museums has long been deeply rooted in people's hearts. The public believes that museums should only visit exhibits in exhibition cabinets and should not become venues for exchange of interests, which is not conducive to the dissemination of traditional techniques. In fact, the innovative food culture museum is a space for concentrated display of food culture, dissemination of scientific catering concepts, and construction of correct catering values. More attention should be paid to the excavation, inheritance and dissemination of intangible cultural heritage (skills, rituals).

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Attachment 1: Statistics of Questionnaire Results

Question 1: How do you think traditional museums are developing now?

Table 1: Public Opinion on the Development of Traditional Museums (Excerpt)

(1) Negative development.

| | | |
|--|--|-------------------------------|
| Famous museums such as the Palace Museum and the Imperial Mausoleum Museum have been developing significantly and can occupy a dominant position for a long time; Museums with low reputation are difficult to operate in the era of fast food, so they tend to be complacent. | The overall development prospects are not very good. | Not receiving much attention. |
|--|--|-------------------------------|

| | | |
|--|--|----------------|
| Due to the pandemic, it is not possible to gather too many tourists, so traditional museums are slowly developing. | There are not many people going there. | Be declining. |
| Relatively low, development level needs to be improved. | Tourism promotion is not very good. | No innovation. |
| Relatively low, development level needs to be improved. | Average. | |

(2) Positive development.

| | | |
|---|---------------------------------------|-------------|
| Gradually getting better. | Fell good. | Good. |
| The facilities in the exhibition hall are advanced, but there are fewer people going there. | It should continue to be passed down. | Very well. |
| Developing in a positive direction. | Nice. | Quite good. |
| The development is quite good and has been taken seriously by people. | | |

Question 5: What do you think or feel about the innovative food culture museum?

Table 2: Public Thoughts or Feelings on Innovative Museums (Excerpt)

| | | | | |
|---|--|--|---|---|
| It's great. | It's great. | Actively innovate. | Need to continue working hard. | It's great |
| I am quite interested. | Development prospects. | It is worth promoting. | I hope it is cheaper. | Can be better. |
| In terms of innovation, it has been enhanced | I really want to experience it | It's great | Attractive | Very new |
| The price is closer to the people, there are more activities that can be experienced at a close distance, and it is easier to understand. | It is more conducive to the spread and development of traditional culture. | I think it is very good to visit after eating and playing. | I think it is a good idea to add food culture. | I think this innovative food culture should really face the public and enter everyone life. |
| Lowering prices. | Remains to be seen. | There is still room for improvement. | Innovation, and development. | It's great. |
| The innovative food culture museum focuses on innovation and the combination of diet and culture. How to balance all aspects is a process of continuous exploration and progress. | I think it is very good and worth advocating and it conforms to the thinking of contemporary people. | Brings people a feeling different from the traditional culture museum. | It has a great help to the development of future museums. | I think it is very good. The sense of experience should be very good. It is better than the current museum. |
| It's also a cultural inheritance. | Would be more attractive. | It's great. | It's great. | It is helpful to promote innovative development. |

Question 6: Do you think the innovative food culture museum has the ability to replace the dominant position of traditional museums? Why?

Table 3: Public opinion on whether the innovative food culture museum can replace the traditional museum (excerpt)

(1) Objection.

| | | | |
|---|--|---|---|
| It is impossible. Both of them have cultural heritage and origin, which is the record and preservation of the times. It is impossible to replace them, keep pace with each other, and promote together. | Although the innovative food culture museum has strong creativity, the position of the traditional museum still cannot surpass it. | Some people cannot accept too much innovation things | The traditional culture is broad and profound |
| No, traditional museums have an irreplaceable and important position, containing traces of history. | Traditional museums are the mainstream of history, and trends cannot shake the mainstream position. | Traditional museums can protect cultural relics more scientifically and | Need to develop in both directions |

| | | | |
|---|---|---|---|
| | | rigorously. | |
| No, after all, traditional museums are still dominated by historical relics. Compared with historical relics, food culture has shortcomings. Because food culture is different from person to person, it may not meet the public taste. | There is no ability. The innovative food culture museum is still immature and needs to be improved. | The traditional museum has a thick foundation | No, the new food culture museum involves too narrow a range |
| No, the form of cultural promotion such as museum exhibitions is originally a hundred flowers blooming, but the position of traditional museums is as firm as a rock and more authoritative. | Traditional museums have a certain position in history | Tradition has always been tradition, and people still have feelings for tradition | Need to be developed in both directions |
| No, although there are significant development trends, the two have different development directions. | Traditional museums are the mainstream of history, trends cannot promote the mainstream position. | Innovation is to consolidate the dominant position of traditional museums | Tradition cannot be replaced |
| No, traditional museums record many historical events or things. They showcase China's history, allowing people to learn more about China's excellent historical and cultural heritage. At the same time, they inherit China's excellent historical and cultural heritage | | | |

(2) Definitely.

| | | | |
|--|---|--|---|
| Capable, because diet is indispensable to everyone. | Perhaps capable, but there are great obstacles to overcome | Capable, because innovation is possible | Capable, because times are changing |
| I think it has the ability, but it is very difficult to replace the traditional museum at present. | The innovative food culture museum is more suitable for the development of the current era. | Capable, people can easily accept this way. At the same time of entertainment, people can accept the influence of culture. | Yes, because food is indispensable for everyone |
| Yes, it's ingenious | | | |

Question 7: Have you ever been to Tangshan Banquet, the first innovative food culture museum in Hebei Province? If so, how do you feel?

Table 4: Have the public been to Tangshan Banquet and their feelings (excerpt)

| | | |
|--|---|---|
| No, I haven't. | No | No, I will go in the future. |
| I have been there, it's very lively and unique, with a wide variety of snacks. As a storefront in Tangshan City, I have been there with unique characteristics and feel very good. | I still want to go there again, which is very different from the feeling of previous museums. | I have been there, and it feels very good. It's really much better than ordinary museums, and I want to go there again. The experience is really great. |
| No. | No, I haven't been there. | No. |