

Protection and development of historical and cultural resources in Shanxi Province ——Take Huozhou Bureau as an example

Yuanyuan Liu^{1, a, *}, Xiaoyu Li^{2, b}, Yunzhen Feng^{3, c}

¹School of Culture and Tourism, Shanxi University of Finance and Economics, Taiyuan 030006, China

²School of economics, Shanxi University of Finance and Economics, Taiyuan 030006, China

³School of Accounting, Shanxi University of Finance and Economics, Taiyuan 030006, China

^aKrystal7407826313@163.com, ^b1458779899@qq.com, ^c15235856791@163.com

*Corresponding author

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Abstract: Huozhou city is subordinate to Linfen City, Shanxi Province. It has a splendid culture and a long history, and some cultural relics and historic sites have been preserved. Huozhou administration is one of the representatives. The official buildings in the Qing Dynasty, represented by the official offices in Huozhou, reflect the successive changes of officials, the continuity of ancient city culture, the folk wisdom of skilled craftsmen and the renovation and transformation of each period, which have left more or less marks on the official offices in Huozhou, making it play an important role in supplementing the cultural connotation of Huozhou. The government office and its ancient official system have far-reaching influence on today's political system and legal system. However, its protection and development are still in the development stage. How to continue its cultural and historical value, promote cultural heritage and innovation, and how to expand its influence in the whole province and even the whole country are still problems to be solved. In recent years, there are many problems in its protection and development, so we do research.

1. Introduction

Huozhou, the ancient capital of Yao, the ancient land of Huo. It is located in the north of Linfen City, Shanxi Province, the Yin of Huoshan and the shore of Fenshui. Known as the hometown of Chinese culture, it is the hometown of gongs and drums, dough sculptures, martial arts and door gods. Huozhou administration is located in the north of East Street of Huozhou City, covering an area of 38500 square meters. It is said that the Prefecture Office is the shogunate of song Laosheng, the general of Zhonglang in Sui Dynasty, the leader of weichigong in Tang Dynasty, and the emperor in Yuan Dynasty. It has a history of more than 1300 years. According to the records of Huozhou in Zhili, Huozhou was hit by a strong earthquake in the 7th year of Dade in the Yuan Dynasty (1303), and all the buildings of the State Administration collapsed. In the 8th year of Dade, Li Boyuan, the governor of Zhili, was informed and presided over the reconstruction. After the Ming and Qing Dynasties, it was expanded and renovated many times, and gradually improved. [1] The existing buildings are ancient cultural heritages of yuan, Ming and Qing Dynasties, which have rich historical and cultural connotations and enjoy a high reputation in the land of Shanxi Province. They are the only ancient state-level official yam with relatively complete preservation in China at present. Together with the Imperial Palace in Beijing, the governor of Zhili in Baoding, Hebei and the county yam in Neixiang, Henan, they constitute the four level official yam system in ancient China.

The main building structure of Huozhou administration is ingenious, magnificent and tall; the affiliated buildings are solid inside and beautiful outside, and the layout is proper, which is the crystallization of the wisdom of the ancient working people. From the late Qing Dynasty to the Republic of China, in addition to the central axis building, the East-West auxiliary lines and external buildings were destroyed or changed for other purposes. Until before and after the liberation of the

people's Republic of China, the government office building of Huozhou office was improved day by day.

2. Organization of the Text

2.1 Protection and development status

Huozhou municipal government started reconstruction and repair work in early 2011. The first phase of the project is to restore all buildings on the central axis of Huozhou administration and some buildings around jingyixuan on the East axis and Mawang temple on the West axis. The first phase of the project is scheduled to be completed on October 1, 2011 and open to the outside world. It is expected that in 2020, the original appearance of Huozhou administration will reappear and be displayed in front of everyone. The project is said to cost about 200 million yuan. The restored Huozhou administration will become the largest film and television shooting base of Ancient State Administration in China, the official said.

Since 1986, the municipal Party committee and the municipal government of Huozhou have been actively preparing for the establishment of "Museum of State Administration of Huozhou city". After unremitting efforts, most of the main maintenance of the former compound has been completed, and the "Museum of State Administration of Huozhou city" has been opened to the public. Huozhou office, the Palace Museum, the governor's office of Zhili in Baoding, Hebei Province, and the county government in Neixiang, Henan Province constitute the four level ancient official culture series from the central to the local in China, which has high research, appreciation and protection value. In November 1996, the State Council announced it as a national key cultural relics protection unit.

Since 2009, the state and the local government have invested more than 30 million yuan in the protective renovation of Huozhou government office. The project includes the renovation of the central axis cultural relics, the tourist reception center on both sides of qiaolou, fire control, technical defense and greening of the lobby courtyard, etc. Around the protection and utilization of Huozhou office, the construction of Huozhou office's Cultural Industry Development Zone will be in strict accordance with relevant laws and regulations, with Huozhou office as the core area for cultural relics protection, comprehensively restore the scale and historical original appearance of ancient buildings in the heyday of Huozhou office, expand the experience Hall of official system of previous dynasties in China, the official uniform of previous dynasties in China, the official seal cultural exhibition center, the meditation hall - the official monitor Hall of China, China The exhibition hall and education base of incorruptible government and the teaching base of Huozhou, the national mayor's Research Institute, have built the only official cultural theme park in China, built the global Chinese ancestral hall of Huo and Hall of fame, restored the East and west auxiliary lines, with a total area of more than 58500 square meters, fully displayed the historical and cultural features of Huozhou, and promoted the cultural tourism industry of Huozhou to At a higher level, it will form a greater popularity, reputation and influence in the whole country. The project has been listed in the top ten key projects of Huozhou city in 2013. On April 6, 2013, the main body of the government office was repaired.[3]

2.2 Value research

If a region wants to truly integrate culture and tourism, it must fully study its value and carry out valuable and meaningful protection and development according to local conditions.

2.2.1 The value of Architectural Science

Huozhou bureau not only reflects the basic layout of the official buildings from Yuan Dynasty to Qing Dynasty, but also has its own characteristics. It is the treasure of the land of Shanxi.

The hall built in the eighth year of Dade (1304) in the Yuan Dynasty is known as "the hall for the people", which is the most core and worth seeing building in the Guanya building complex. In August 1934, Liang Sicheng, the master of architecture, and his wife went to Huozhou office for investigation. In the collection of Liang Sicheng's works, a brief survey of ancient buildings in Jinfen,

they once described as follows: "in the structure of the government hall in Huoxian County, we have to see the unique example of funny architecture." Because of the rough style of the Yuan Dynasty and the lack of deliberate carving, Mr. Liang Sicheng's documentary and humorous writing method breaks through the hall and its unique and precious place in the history of Chinese architecture. If tourists are interested in architecture, they can find a lot of fun here.[2]

Huozhou government office is not only the only building in China, but also the furniture display. Different from the traditional style of left-right symmetry of general Chinese ancient furniture, they are made of strong and thick materials, elaborately carved, and unsymmetrical left-right. After hundreds of years, they still open and close smoothly without abnormal sound, showing the superb skills and design talents of ancient Chinese craftsmen.

2.2.2 The value of Academic research

In recent years, with the development of cultural tourism, experts of cultural relics protection have made many researches on Huozhou office, and found that Huozhou office, as an ancient official building, has preserved a large number of official culture, providing material objects for the study of official culture, and its integrity is rare in China. With the support of tourism development in China, relevant government departments attach great importance to the protection and development of Huozhou administration. Experts and tourists at home and abroad also come here to watch for more understanding and mastering the government culture.

2.2.3 The value of incorruptible Education

In ancient Chinese society, the cultivation of official morality is closely related to the rise and fall of state power, social and folk customs. In today's society, this is still the case, so the culture and education of clean government is particularly important.

On the two stone tablets of jieshiting, the eastern book "gongshengming" and the western book "Lian Shengwei". This proverb was used by the rulers as a ruler to admonish officials to be honest and upright, and became an important content of official morality. On the plaque on the front of the hall, there were three characters of "the hall for the people", which was put forward by Chu Xiang, the governor of Huozhou in the Ming Dynasty. This shows that officials themselves should be good officials who are close to the people and serve the people. At the same time, it also warns that there are people in the minds of officials, which reflects the people-oriented thought. In the lobby, there is "justice and brightness" in the middle of the book, on the left side of the plaque there is "serving the public with self-respect" and on the right side there is "enforcing the law like a mountain". These are all the requirements for the official to be in power, that is, to be aboveboard in the administration, not to use the public for private purposes, and to seek personal interests. Therefore, it is not hard to find out that low-cost self-discipline and strict adherence to their duties are the correct value orientation for officials, and we should inherit this excellent culture of clean government.

2.3 Problems in development

2.3.1 Lack of funds

The shortage of funds exists not only in Huozhou administration, but also in Shanxi Province. Shanxi, as a major province of domestic culture, has rich cultural resources, but unfortunately, the relevant funds for various regions are very limited. The financial resources are limited, while the capital demand for cultural relics in the whole province is large, and the funds invested by the government in infrastructure, cultural relics restoration and later development are few.

2.3.2 Insufficient publicity

Low popularity and slow development are the key factors restricting the development of Huozhou administration. In the course of the research, it is found that the online introduction of the government office is very simple and low-key. In today's competitive market, no matter how good the tourist attractions are, they can't do without effective media publicity.

2.3.3 Poor supporting infrastructure

The tourism industry in Huozhou started late. Although the comprehensive service facilities are constantly improving, there is still a certain gap between the current market demand and the lack of a comprehensive service cluster built around the industrial chain with tourists as the center. The construction of transportation, accommodation, catering, shopping, tourism and other tourism facilities and services is still lagging behind, and the level of facilities is difficult to cover the low-end, high-end and high-end, so as to meet the needs of all kinds of tourists.

During the field investigation, many deficiencies were found: most scenic spots were faced with parking problems every peak tourist season; the tourist service center was small, and the places for people to rest and play were small; the number of toilets and garbage cans was small; the service level of surrounding hotels needed to be improved.

2.3.4 Lack of compound talents and low quality of personnel

The lack of special management personnel and cultural relics restoration personnel in Huozhou city is also one of the reasons restricting its development. There is a serious shortage of full-time personnel engaged in the restoration of the government offices in Huozhou City, and a shortage of experts specialized in the identification of cultural relics of the government offices. It is far from enough to rely on the protection of some amateurs who love cultural relics. Professional managers play a great role in the protection of the government office and play an important role in the promotion of cultural relics protection.

2.3.5 Poor experience of tourists

Compared with the successful development model of the Forbidden City in Beijing, we can see that what Huozhou administration has done in this respect is far from enough. The real value of tourism development lies in how to use "smart tourism" to improve the tourists' experience, launch meaningful leisure experience activities, develop unique cultural and creative products, and make the tourists really like this trip

3. Total Solution

3.1 Increase investment and attract financing

The key to solve this problem is to act according to the law of market economy, implement the principle of "investment income is proportional", raise funds through multiple channels and forms, and change the situation of single investor in the past. On the one hand, the provincial and municipal governments should increase their investment; on the other hand, they should enliven the investment mechanism, broaden the channels of fund-raising, use the market to establish a financing platform, and solve the problem of insufficient funds for tourism development and construction; actively encouraging collective and individual investment is also a good financing channel

3.2 Strengthen publicity and strive to build a national brand of clean government culture

We should strengthen the development of publicity, borrow the power of various media, with the help of a variety of art forms, improve the taste of publicity, and make it become a famous honest education base in China. The following points can be drawn from the research on the publicity of Zhili governor's office in Baoding, Hebei Province:

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First, increase the publicity of online media. The honest government culture of Huozhou administration is repeatedly publicized by the influential and authoritative newspapers, TV and other media in China.

Second, use network marketing to promote Huozhou administration and its cultural tourism products. We should make full use of this modern technology in network, do well webpage design according to the characteristics of the government, and cooperate with the three party platforms like jitter and Iqiyi, and attract people in short form, so as to achieve the propaganda effect and further attract tourists to tiktok.

Third, actively make use of festivals and exhibition activities to create tourism momentum. People from all walks of life across the country can be invited to Shanxi through various large-scale exhibitions and special festivals. When they participate in exhibition festivals, they can also be introduced to the culture of honest government of Huozhou administration in detail.

Fourth, we need to build a national brand of clean government culture. Expand publicity, cooperate with local governments to make it gradually become a learning place for government officials, and really promote the culture of honest officials.

3.3 Accelerate the improvement of infrastructure

With the trend of tourism popularization, individuation and individuation, tourists put forward all-round requirements for the quantity and quality of public service facilities in scenic spots. First of all, to strengthen the information construction of the government, the government departments should strengthen the information collection, data processing and analysis, and make full use of big data, Internet and other tools and platforms to better serve tourists. Secondly, the relevant departments of Huozhou administration should regularly inspect, repair and replace the infrastructure, which should have high standards and strict requirements to meet the tourism needs of the public tourists.

3.4 Speed up personnel training and appoint cultural industry professionals

We need to improve the number and quality of cultural and Bo professionals, so as to increase the protection of Huozhou administration. Strengthen the training of tourism managers and practitioners, improve their humanistic quality, ensure to provide efficient and high-quality services for tourists, and enhance their competitiveness. To a large extent, it will play a complementary role in cultural tourism resources, and strengthen the humanistic charm from the side, which is more attractive for tourists.

3.5 Develop with new technology and create new brand

In the aspect of extending the industrial chain for development, the Forbidden City as a successful case can provide us with many references.

First, integrate and develop with other industries (such as film and television, tourism, performance industry). The official propaganda of the government is to build it into the largest ancient state film and television shooting base in China, so the cooperation and negotiation between the relevant sponsors and the crew will become a new field of development.

Second, develop new cultural experience activities. Relying on "honest brand" for product development, through VR, live performance, on-site experience activities to let tourists truly integrate, experience is the shortcut to improve public praise.

Third, use network database, network platform and resources to develop. For example, it is a new way to open a special website for online publicity, ticket sales, panoramic display with new technology, and to stimulate tourists' curiosity.

Fourth, the development of handicrafts, posters, photography, video works. Compared with the Forbidden City, the derivative products of Huozhou administration are dwarfed, and the lack of tourism souvenirs with their own characteristics is the bottleneck restricting the later development. We can cooperate with university talents and well-known designers to develop cultural and creative products to the greatest extent,

Fifthly, the adjacent hotels can also launch State Administration meals, which are mainly the former staple food of State Administration officials. In addition, the special products of huamo,

honey and special sauce in Huozhou attract tourists to stay more, and the economic effect can not be ignored.

4. Conclusion

History has left us rare treasures to study ancient government buildings and official culture. In view of the five thousand year civilization of Shanxi Province, Huozhou administration, a unique historical and cultural resource, should tap the potential of resources through rational development and utilization, so as to provide assistance for the further development of Shanxi's cultural tourism industry. Culture is the core of tourism, and tourism is the carrier of culture. In the process of development, we will concentrate limited funds to create high-quality products and featured products, and create the "national brand of clean government", which will create momentum, form brand attraction, and then follow up in a gradient.

With the development of the times, the history and culture of each region are accumulating more and more, and the valuable historical buildings and cultural relics are accumulating more and more. If you want to understand a city or a region, first appreciate the historical and cultural resources of the city, because it carries too much wisdom of the working people in history. Therefore, it is the unshirkable responsibility of our contemporary youth to protect the cultural relics with important historical, cultural and social values in the city. If we want to actively promote urban construction, we should start from protecting the historical and cultural resources of the city, because it is the real soul.

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