Research on the integration strategy of the protection and utilization of Qingzhou Ancient City from the perspective of cultural capital

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Abstract. With the acceleration of urban modernization, the protection and utilization of historical and cultural heritage is facing unprecedented challenges. How to realize the integrated development of the protection and utilization of the ancient city has become a key issue for the sustainable development of a city. As a famous historical and cultural city in China, Qingzhou ancient City bears rich historical information, accumulates profound cultural deposits, and presents distinct regional cultural characteristics. This paper expounds the general situation of cultural resources of Qingzhou ancient city, analyzes the basic problems in the process of protection and utilization of Qingzhou ancient city, and puts forward the ideas, strategies and specific measures of the integration of protection and utilization of the ancient city from the perspective of cultural capital. It provides a new concept, correct thinking and scientific technical method for the protection and utilization of Qingzhou ancient city, and has important guiding significance for promoting the sustainable development of Qingzhou famous historical and cultural city.

1. Introduction

The protection and utilization of ancient cities refers to the rational utilization and development of ancient cities on the basis of protecting their history, culture and style, so as to realize the organic combination of economic development and historical and cultural inheritance. In the practice of the protection and utilization of the ancient city, there are often problems such as the loss, waste and destruction of cultural capital, which lead to the damage and loss of the cultural value and function of the ancient city\(^1\). Qingzhou ancient city of a famous historical and cultural city, how to realize the heritage protection and the harmonious development of economic and social development is an important problem to be solved. This paper studies the integration strategies and measures of the ancient city protection and utilization from the perspective of cultural capital, which has important practical guiding significance for fully excavating the historical and cultural value of Qingzhou ancient city and promoting the healthy and sustainable development of urban economy.

2. Overview of Qingzhou Ancient City

Qingzhou belongs to Weifang in Shandong province, has more than 7000 years of development history, after a long time, Qingzhou city accumulated profound cultural background, presents a unique regional cultural characteristics, is the oldest, the richest connotation, the largest and most complete traditional state city, in 2013 by the State Council as Chinese historical and cultural city, as shown in figure 1.

Fig. 1. Overview of the ancient city of Qingzhou.

Since the early years of the Western Han Dynasty, Qingzhou has had six ancient cities, including Guangzhou County, Guanggu City, Dongyang City, Nanyang City, Dongguan polder City, and Manchuria Resident Flag City. As the political, economic, military and cultural center in Shandong, Qingzhou has lasted for more than 1,400 years. Qingzhou ancient city covers an area of 10 square kilometers, with numerous historical sites and diverse cultural heritages, including city walls, ancient streets, ancient alleys, ancient temples, ancient pavilions, ancient buildings, ancient towers, etc., among which Longxing Temple ruins, Heng Wangfu Stone Square and Zhenjiao Temple are the national key cultural relics protection units.
The urban construction pattern of Qingzhou ancient city is complete, and the traditional pattern and historical features of mountains, water and city are still intact. The streets and alleys in the ancient city are intact, and ancient shops and houses are row upon row of ancient houses, among which more than 20,000 original residents completely continue the traditional culture of ancient Qingzhou area. Figure 2 is a typical representative of the street scene of the ancient city, and Figure 3 is a typical representative of the ancient city dwellings.

3. Analysis of cultural resources of Qingzhou Ancient City

The cultural resources of Qingzhou ancient city include material cultural heritage and intangible cultural heritage, which are as follows.

3.1. Material and cultural heritage of Qingzhou Ancient City

According to the latest announcement by the National Cultural Relics Bureau, Qingzhou has excavated ancient sites, ancient tombs, ancient buildings and ancient stone statues and other material cultural heritage more than 600, including the national key cultural relics protection units 3,10 provincial key cultural relics protection units 10, Weifang municipal key cultural relics protection units 69, Qingzhou municipal key cultural relics protection units 484. In addition, there are more than 40,000 precious movable cultural relics in the Qingzhou Museum. Among them, Xiaojiazhuang site, Fenghuangtaiqi site and other ancient sites reveal the civilization evolution of Qingzhou city from the prehistoric period to the Warring States, Qin and Han, Tang, Song, Yuan, Ming and Qing and other historical periods. Ancient tombs such as the tombs of Tianqi and Subutun tombs show the glory and sorrow of the rulers and celebrities of Qingzhou city, as well as the funeral customs and religious beliefs at that time. The ancient buildings cover temples, dwellings, official offices, gardens and other types, reflecting the unique style of Qingzhou city in urban planning, architectural skills, decorative arts and other aspects. Tuo Mountain Grottoes and Yumnen Mountain Grottoes have unique style and exquisite techniques, showing the spread and development of Buddhism in Qingzhou and providing precious material materials for the study of ancient Buddhist culture.

3.2. The intangible cultural capital of Qingzhou Ancient City

According to the list of intangible cultural heritage protection in Qingzhou City, there are a total of 2001 intangible cultural heritage clues in Qingzhou ancient city, including 1 national project, 9 Shandong provincial projects, 29 Weifang municipal projects and 159 Qingzhou municipal projects. These precious intangible cultural heritage projects cover culture, folk culture and other fields. For example, the qin, an ancient folk musical instrument, shows the wisdom and artistic creativity of the people of Qingzhou. In addition, the red silk inkstone production skills, bonsai root carving art, paper workshop mulberry paper production technology, Guangrao China Qi pen and other cultural projects, all reflect the superb attainments of the people in Qingzhou area in art, culture and craftsmanship. Qingzhou also has a rich and colorful folk culture, such as blue calico, lace sets and sticks, door notes, New Year wood-block prints, kites and other folk projects, presenting the unique folk culture of Qingzhou. Qingzhou is also one of the earliest areas where Buddhism was introduced into the Han Dynasty. It has a development history of more than 1700 years. It has become the Buddhist cultural center in Qilu. It has a variety of Buddhist sects such as Pure Land Sect, Zen and tantra, leaving a large number of precious relics.

4. Basic problems existing in the protection and utilization of Qingzhou Ancient city

Based on research surveys, questionnaire interviews, and case comparisons across multiple disciplines, it has been found that the main challenges facing the protection and utilization of Qingzhou Ancient City are as follows.

First, the policy, regulations and standard system still needs to be further improved. The formulation of scientific and reasonable policies and regulations and standard system is the basic work to be solved urgently for the protection and utilization of the ancient city.

Second, we cannot correctly understand the relationship between the protection and utilization of the
ancient city. It is generally believed that the protection and utilization of the ancient city are a contradiction, and the protection of the ancient city restricts the economic development of the city, which is not correct. There is a benign interaction between the integration and complementary symbiosis of the protection and utilization of ancient cities.

Third, the contradiction between heritage protection and old city reconstruction has not been properly handled. With the acceleration of urbanization, the ancient city style of Qingzhou has been missing to a certain extent, and some buildings with historical value have been demolished, leading to the gradual weakening of the original historical style and cultural heritage of the ancient city[3].

Fourth, the contradiction between heritage protection and development has not been properly handled. Qingzhou ancient City has a large number of cultural relics and historic sites. In the process of protecting and restoring these cultural relics, how to ensure their authenticity, integrity and appreciation, and giving consideration to the balance between cultural relics protection and tourism development is also a big problem for us.

Fifth, the public awareness of heritage protection is weak, and the degree of participation is not high. The protection and utilization of Qingzhou ancient City needs the extensive participation of local residents. Local residents do not understand the importance of the protection of the ancient city, and the degree of participation is not high.

5. Integration strategy of ancient city protection and utilization from the perspective of cultural capital

From the perspective of cultural capital, it is of great strategic significance to transform the cultural resource advantages of Qingzhou ancient City into the new driving force of the transformation and development of local economy, and realize the coordinated development of the protection and the economy of the city to enhance the popularity of Qingzhou ancient City and promote the economic and social transformation and development of Qingzhou.

5.1. Evaluation and excavation of the cultural capital in the ancient city

First of the ancient city protection and utilization of the ancient city of cultural capital evaluation and mining, through the history of qingzhou culture, traditional architecture, folk customs to conduct a comprehensive system investigation and study, using the appropriate method, objectively evaluate the cultural capital value of the ancient city of qingzhou, mining the characteristics of the ancient city of qingzhou resources, formed with the characteristics of qingzhou cultural capital protection scheme.

5.2. Inheritance and innovation of cultural capital in the ancient city

In the process of the protection and utilization of ancient cities, the inheritance and innovation of cultural capital is very important. On the one hand, we should respect history, protect traditional architecture and intangible cultural heritage, so that the historical and cultural heritage of the ancient city can be inherited; on the other hand, we should pay attention to the application and innovation, and integrate modern elements with traditional culture, so as to make the ancient city with new vitality.

5.3. Utilization and transformation of cultural capital in the ancient city

It is an important way to transform the cultural capital of the ancient city into the sustainable development of the ancient city. Through the development of cultural tourism, cultural and creative industries, cultural experience and other forms, the cultural capital of the ancient city will be transformed into real productive forces. At the same time, we should pay attention to the spillover effect of cultural capital to promote the economic development and social progress of the surrounding areas of the ancient city[4].

5.4. Supervision and evaluation of the cultural capital of the ancient city

According to the Regulations on the Protection of Weifang Qingzhou Ancient City, the Weifang Municipal People's Government is responsible for the supervision and guidance of the planning, protection, management and utilization of Qingzhou Ancient City. The People's Government of Qingzhou City is fully responsible for the planning, protection, management and utilization of the ancient city of Qingzhou. The relevant departments of the Qingzhou Municipal People's Government and the sub-district offices where the Qingzhou Ancient City is located shall, in accordance with their respective duties, jointly protect the ancient city. From the perspective of cultural capital, it is suggested to set up cultural capital supervision and evaluation institutions to form a scientific and reasonable mechanism for the protection and utilization of the ancient city, and realize the dynamic supervision and effective utilization of the cultural capital of the ancient city.

6. Safeguard measures for the integration of the protection and utilization of ancient cities

From the perspective of cultural capital, the following six safeguard measures are established and adopted to implement the integration strategy of the protection and utilization of ancient cities.
6.1. Establish a professional organization for the supervision and evaluation of cultural capital in the ancient city

The protection and utilization of the ancient city is a very complex and systematic engineering, and a lot of technical research work needs to be completed by professional institutions and personnel. From the perspective of cultural capital, it is suggested to set up a professional research institution to be specifically responsible for the systematic research and rational utilization of cultural capital in the ancient city.

6.2. Strengthen the basic work of the protection and utilization of ancient cities

First of all, a sound legal and standard system should be formulated, and the planning, regulations, methods and standards for the protection and utilization of the ancient city should be formulated to provide legal guarantee for the protection and utilization of the ancient city of Qingzhou. Second, follow the scientific planning, protection priority, strict management, rational utilization of principles, the ancient city of qingzhou cultural heritage of scientific classification, classification and evaluation, according to different types of cultural heritage make specific protection and utilization of planning, for the excavation of qingzhou cultural heritage characteristics and value to provide specific implementation plan.

6.3. Building a collaborative supervision platform for the protection and utilization of ancient cities

Since the protection and utilization of the ancient city involves different levels of management institutions and departments, the management technology is very difficult. Therefore, it is necessary to develop and build an intelligent supervision information platform to realize the coordination and dynamic supervision of the protection and utilization of the ancient city.

6.4. Set up special funds for the protection and utilization of ancient cities

The protection and utilization of the ancient city requires a lot of money. It is suggested that we should set up a special fund for the scientific management of funds from all sides to provide basic funds for the protection, development and utilization of the ancient city's cultural heritage.

6.5. Strengthen the training of professionals for the protection and utilization of ancient cities

The protection and utilization of the ancient city requires professional talents who have both professional knowledge and practical ability. Cultivating professionals of different levels through various ways is the talent guarantee for the protection and utilization of the ancient city. In addition, appropriate encouraging measures should be taken to attract experts and scholars in related fields to participate in the protection of cultural heritage and provide strong intellectual support for the protection of cultural heritage.

6.6. Innovate communication methods to improve the public’s awareness and participation in the protection of cultural heritage

Improving the public's awareness and participation in cultural heritage protection is an important way to protect cultural heritage. We need to innovate communication mode, the use of new media, network platform, increase the propaganda of cultural heritage protection, let the public understand the value of cultural heritage and the importance of the protection, encourage the public to participate in cultural heritage protection activities, form the whole society to participate in the cultural heritage protection and utilization of good atmosphere[5].

7. Summary

This paper expounds the general situation of the cultural resources of Qingzhou ancient city, analyzes the basic problems in the process of the protection and utilization of the ancient city, and puts forward the ideas, strategies and specific measures of the integration of the protection and utilization of the ancient city from the perspective of cultural capital. With the protection of the ancient city as the core, appropriately develop and utilize the resources of the ancient city, activate the historical blocks, highlight the ancient green characteristics, develop the characteristic functions, and glow the vitality of the ancient city of Qingzhou, so as to realize the strategic goal of harmonious coexistence of the protection and utilization of the ancient city.

References