

Research on the Development and Utilization of Anyang's "Cao Wei" Historical Archives

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Abstract

Original Research Article

Exploring and developing local characteristic archival resources with Chinese characteristics will not only help activate the potential value of archival resources, but also help highlight the unique charm of China's excellent traditional culture, and contribute to enhancing the self-confidence of Chinese national culture. Taking culture as the cornerstone, vigorously developing tourism is a new task for the integration and development of cultural industry and tourism at present, and it is also a great driving force for the transformation of local cities and stimulating the potential of developing cultural tourism industry in the future. As the local characteristic archives resources in Anyang, "Cao Wei" historical archive resources are unique, innovative and driving. We discuss the value of local characteristic archives resources from the perspective of cultural tourism. Then, we sort out the present situation of the archives resources of Cao Wei in Anyang City, and put forward some promotion strategies for the development and utilization of "Cao Wei" historical archive resources in Anyang City, so that the construction of local characteristic archives resources can better serve the regional cultural construction.

Keywords: Local characteristic archival resources, "Cao Wei" historical archive, integration of literature and tourism.

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1. INTRODUCTION

The integration of cultural industry and tourism industry is the general trend at present, and it is an important way to adjust the structure, transfer mode and industrial upgrading of the national economy (Li H. 2016). The integration of the two industries not only expands their respective development space, but also helps to enhance cultural soft power and cultural influence. To develop cultural tourism, we must rely on distinctive cultural tourism resources, and archives, as a kind of cultural tourism resources, are the source of power to promote the development of cultural tourism. The best entry point for archival departments to participate in the construction of national cultural soft power is to do a good job in local archives and fully tap the cultural value of local archives resources. As one of the extension concepts of archives, local characteristic archives are a special product left in the historical development of a region, which is nourished by various cultural forms such as local culture, customs, economy and religion. Local characteristic archives record the unique culture of a region and have unique cultural and historical attributes, which are

embodied in the uniqueness, scarcity and local regionality of resources in content and form (Lu D., Nie Y. 2020). It can be said that the local characteristic archives resources have become the most cultural archives in the archives resources system, and some even represent the local symbolic history and culture. Therefore, local characteristic archives resources are an important part of regional culture and an important resource to enhance the soft power of regional culture.

Although many cities have realized the relationship between archival work and the construction of cultural soft power, they have not systematically and hierarchically utilized the archival resources with local characteristics. How to develop and use the cultural heritage with regional historical characteristics to build the brand of cultural tourism and explore the effective path of cultural tourism integration is an extremely important topic of common concern for academic circles and the government. Under the background that cultural tourism has become a trend and fashion, the development and utilization of "Cao Wei" historical archives resources as Anyang local characteristic archives resources can

solve some problems in the upgrading of Anyang tourism industry, enhance the competitive advantage of Anyang tourism brand, attract more investment and tourists, and provide material basis for the transformation and upgrading of Anyang cultural tourism. Therefore, this paper focuses on the development and utilization of the historical and cultural archives of "Cao Wei", and gives the corresponding strategies for Anyang to do a good job of integrating cultural tourism around "Cao Wei" culture from the aspects of government policy support, cooperation between schools and universities to dig deep into historical culture, building a new media matrix for cultural communication, developing cultural and creative products, and building a tourism circle integrating cultural tourism.

2. Anyang City's Local Characteristic Archives Resources — "Cao Wei" Historical Archives

2.1 The Value of Developing Local Characteristic Archives Resources

The local characteristic archives resources are an important part of China's cultural heritage resource pool, and it is of great significance to develop the local characteristic archives resources (Gui J., Zhang H. Yue Z. 2020). First of all, attaching importance to the development of local archives resources is conducive to the construction of social memory integrity. The archives resources with local characteristics are the distinctive signs of this area, with the color of the times and historical traces, which can reproduce the local history and help build a complete social memory of mankind. Secondly, the development of local characteristic archives resources is conducive to promoting local economic development. As a unique economic resource, local characteristic archives have local economic characteristics, so it is a new value orientation to combine local characteristic archives resources with local tourism economy. Finally, the development of local characteristic archives resources are conducive to promoting the construction of regional humanistic spirit. From the local characteristic archives resources, we can spy out the historical origin of this area and understand the story and wisdom of a city.

2.2 Anyang-the Discovery Site of Cao Cao Gaoling

Cao Cao (155-220), whose name was Meng De, was an outstanding politician, strategist, writer, calligrapher and poet in ancient China, and was the founder of Cao Wei (Shu Q. 2022). According to historical records such as the history of the Three Kingdoms, Cao Cao died in Luoyang in 220, and the coffin was buried in Yecheng. On December 27th, 2009, it was unanimously confirmed by the archaeological circles in China that the tomb of Gaoling, located in the south of Xigaoxue Village, Anfeng Township, Anyang City, Henan Province, was the final destination tomb of Cao Cao, namely Cao Cao Gaoling.

Anyang, a prefecture-level city in Henan, is one of the eight ancient capitals in China and one of the ten oldest cities in China, which was called Yecheng in ancient times, and is known as "seven dynasties". Anyang and Yecheng, two appellations of Anyang in different periods, actually refer to the same place. In Shang Dynasty, Pan Geng moved the capital to Beimeng, which opened the prelude of Anyang as an ancient capital. As a continuation of Beimeng, Yecheng is said to have been built by Qi Huangong. In 439 BC, Wei Wenhou regarded Yecheng as the capital of Wei. During the period of Cao Wei, Cao Cao built Yebei City and started Jian'an literature in Yecheng. In 535 AD, Gao Huan built another new city in the south of Yecheng, called Yanan City. In 580 AD, Emperor Wen of Sui pacified Wei Chijiong, who rebelled in Yecheng, and then moved the residents of the whole city 40 miles south, taking Anyang as the governing place, which was still Yexian. Since then, Anyang has ceased to be the capital, but Anyang has continued the historical afterglow of Yecheng. Therefore, from the perspective of historical geography, Yecheng and Anyang are inseparable. Yecheng inherited the historical and geographical location of Yin Ruins, while Anyang continued the history of Yecheng (Yang F., Liu Y., Li G. 2004).

At the end of the Eastern Han Dynasty, Yuan Shao was a herdsman in Jizhou, and Yecheng was its ruling center. In 200 AD, Cao Cao defeated Yuan Shao in the battle of Guandu, and captured Yecheng in 204 AD. He found that Yecheng was adjacent to Taihang Mountain in the west, Zhanghe River in the north, Yellow River in the south and Qilu in the east. Therefore, Cao Cao set up the Prime Minister's Office in Yecheng, and took Yecheng as the political center. After the Battle of Guandu, Cao Cao took Yecheng as the base, vigorously managed and tried his best to attract talents. His most important engineering measures were to build water conservancy, improve the traffic connection between Yecheng and the outside world, and open up the Baigou Canal, a water transport road leading to Baigou in Yecheng. Since then, Cao Cao has successively built water conservancy projects such as Licao Canal and Pinglu Canal around Yecheng, and built a canal system centered on Yecheng, thus making Yecheng's strategic position more prominent (Kou L. 2021). With the help of the powerful Yecheng Canal system, Cao Cao unified the northern China and laid the foundation for going south the following year. Cao Cao made too many enemies in his life. After the reunification of the North, Yecheng became his strategic rear area. Therefore, from the perspective of safety, Cao Cao chose Yecheng as the cemetery when he died.

2.3 The Status of "Cao Wei" Historical Archives Resources in Anyang City

Located in Anyang City, Cao Cao Gaoling, full name is Anyang Cao Cao Gaoling Site Museum, is the only large-scale physical relic of Cao Cao found in the world. The tomb in the Gaoling of Cao Cao in Anyang is nearly 60 meters long and is a double-chamber brick tomb with a sloped burial path, which is mainly composed of a tomb road, front and back chambers and four side chambers. Although the tomb has been excavated many times, more than 970 artifacts have been unearthed. The most important burial items are extremely precious, a total of 8 pieces, which provide an important historical basis for research to determine the identity of the tomb owner (Ming C., Zhou L. 2022).

In May 2013, Cao Cao Gaoling became the seventh batch of national key cultural relics protection units. In order to better reflect the historical value and far-reaching social value of Anyang Cao Cao Gaoling, the Anyang Government invested a total of 1.02 billion yuan and 490 mu of land in the first phase of the Cao Cao Gaoling Construction Project. In August 2020, the protection and display project of Cao Cao Gaoling body has entered the stage of cultural relic's exhibition. The main part of the Cao Cao Tomb closely follows the design and positioning of the archaeological site park with the theme of Cao Cao, and sets up a series of themed exhibition areas to enable the public to interpret, remember and commemorate Cao Cao's life, cultural and martial arts, humanistic feelings, etc.

3. Analysis of "Cao Wei" Historical Archive Resources in Cultural Tourism

The cultural history of "Cao Wei" in Anyang City began when Cao Cao occupied Yecheng in 204 AD, and ended in 220 when Cao Cao's coffin was buried in Yecheng. During Cao Cao's 16 years in Yecheng, he destroyed Yuan Shang and Yuan Tan, unified the North, and formed a "three-legged" political pattern. This period is also the beginning and the most glorious period for Yecheng, as the "ancient capital of the Six Dynasties" in China, to be recorded in the annals of the Chinese nation. "Cao Wei" archives are important regional cultural resources in Anyang, which embodies the urban context and spiritual soul of Anyang as Yecheng. The discovery and excavation of Cao Cao Gaoling in Anyang set an accurate time scale for the archaeological research of Han Wei Dynasties, and provided valuable physical materials for the study of the imperial mausoleum system, funeral culture and even the history of Han Wei Dynasties.

The richer and more closely related the types of tourism resources in a region, the greater its attraction to tourists. The archival resources of Cao Wei are mainly historical originals and legends related to The Romance of the Three Kingdoms. The tourism resources of historical authentic works are of high value and strong credibility. Although there are such rich cultural tourism resources in Anyang, there are no other

cultural relics and historic sites in the same period except Gaoling, which reduces the tourist experience and thus reduces the attraction. The archaeological value of Cao Cao Gaoling is very high. Because Cao Cao advocates the thin burial system, the mausoleum has been robbed many times, so there are not many valuable funerary objects. Many stone tablets in Cao Cao Gaoling have been torn apart when unearthed, and the display of their restored products in museums can only cause visitors with profound historical knowledge to stop. Therefore, Cao Cao Gaoling Museum only displays a few representative funerary objects in the cemetery, and more shows Cao Cao's turbulent life to ordinary people in digital form.

4. Strategies for Promoting the Utilization of "Cao Wei" Historical Archive Resources

4.1. Promulgating Policies to Encourage the Innovative Development of Cao Wei Culture

At present, in order to encourage the spread and development of excellent traditional culture, the state has issued the Opinions on Implementing the Inheritance and Development Project of Chinese Excellent Traditional Culture. However, in order to publicize and develop the knowledge of Cao Wei archival resources more pertinently and effectively, we should work hard on the promotion methods and policies to promote the cultural activation and utilization. Local governments should actively respond to the call of the state, constantly improve the existing cultural development system and mechanism, and at the same time vigorously advocate cultural innovation. The municipal government and the tourism bureau should also promote the integration of surrounding resources and improve the infrastructure construction. We should make good preparations in infrastructure construction, smart transportation, promotion of cultural attractions; tourist accommodation and passenger flow in urban areas and scenic spots, and constantly promote the development of tourism in this city.

4.2. Deeply Digging the Connotation of "Cao Wei" Historical Archive Resources

College teachers and students, as a huge knowledge group in society, have a strong impetus to learn and publicize the knowledge about "Cao Wei" historical archive resources. Deepening the cooperation between local universities and colleges is the general requirement of implementing the "deepening the integration of production and education, school-enterprise cooperation and realizing the connotative development of higher education" put forward by the 19th National Congress. The close cooperation between the government and local universities can effectively play the role of think tanks of local universities on the one hand, and inject knowledge into cultural tourism by using the superior professional academic literacy of local universities on the other hand. All schools should integrate the advantages of multi-disciplinary resources, adhere to the general idea of "integrating with each

other, molding tourism with literature, and demonstrating literature with tourism", and carry out extensive cooperation in policy consultation, scientific research, education and training, and cultural and creative development, so as to provide strong talent support and intellectual support for the strong and high-quality development of the cultural and tourism industry, and promote the multi-faceted and deep integration development of the cultural and tourism industry (Xia X. 2017). The government should issue a tender topic, so as to integrate talents from more disciplines to engage in forward-looking research on the integration of literature and tourism, and focus on the innovative tourism development path of Anyang's "Cao Wei" historical archives resources.

4.3. Constructing a New Media Matrix for the Communication of the Cao Wei Culture

The spread of any history and culture should follow the trend of social development. Relevant staff should pay attention to the characteristics of fragmentation, convenience and interest in information dissemination in the new media era, and increase publicity on popular social platforms. Video creativity can solicit public opinions, so as to enhance the interest of video, improve video quality and creative efficiency. The level of introductory articles should be profound and shallow, with pictures and texts to meet the needs of different people. When publishing on various platforms, we should reasonably and correctly "rub hot search". In addition, WeChat official account hyperlink can be set on the website of professional knowledge to realize the communication matrix of new media. At the same time, the government and the media should shoot more short videos, cartoons, film and television works based on the historical archives of "Cao Wei", and publicize them through Internet platforms, digital TV, electronic magazines and other channels. Using high-tech channels such as 5G, AR, VR and AI, people can have a time-space dialogue with Cao Wei culture, have a situational interactive experience and feel the charm and vitality of Cao Wei culture.

4.4. Pay Attention to the Practicality and Aesthetics of Historical and Cultural Innovation Products

Cultural innovation products are a powerful way to expand the cultural influence of Cao Wei. Practicality and aesthetic feeling are the biggest motivation to attract people to buy cultural innovation products. Nowadays, many cultural and creative products are flashy, and they can only be placed in the corner after being bought. In view of this, it can enrich the use function of the product, develop the same product with multiple functions, and let consumers have more use possibilities. Youth groups are not only satisfied with the basic requirements of the practicality of cultural and creative products, but also strive for perfection in the packaging design of products. Therefore, when producing cultural and creative products, we should cater to their "aesthetic feeling"

and pay attention to the aesthetics of the products (Lv R. 2023). Under the condition of keeping their main functions unchanged, we should reshape the appearance of products and improve the aesthetics of cultural innovation products by using novel materials and new production processes.

4.5. Integrating the effects of historical and cultural resources to build Anyang tourism circle

Anyang is rich in historical tourism resources, and with the culture of "Cao Wei" as the center, it can create characteristic tourism routes. (1) Historical and cultural tourism line: Special historical and cultural tourism line: With the theme of segmented history, the tourist routes of prehistoric times, Shang and Zhou Dynasties, Qin and Han Dynasties, Wei, Jin, Sui and Tang Dynasties, Song and Jin Dynasties, Ming and Qing Dynasties and the Republic of China can be formulated in chronological order, which is mainly open to middle school students, enriching the content of history teaching in middle schools and developing the market for middle school students to study. (2) Sages' Cultural Tourism Line: Taking Anyang's historical celebrities as the theme, it is divided into politicians (Second Mausoleum, Shang Dynasty Mausoleum, Youli City, Cao Cao Gaoling, Zhao Kang Tomb, Lin Yuan), military strategists (Muhao Tomb, Yuefei Temple, Youli City) and literati (Zhoujintang, Renyi Lane) to show the magnificent life of ancient sages. (3) Cross-regional Cao Wei cultural tourism route: Taking Cao Cao Gaoling in Anyang as an opportunity, we can break administrative barriers and division, share resources with Yecheng in Linzhang and Cixian, Hebei Province, form a joint force, achieve a win-win situation, and create a Cao Wei cultural tourism route.

5. CONCLUSION

In view of the problems existing in the current development of local archives resources, this paper puts forward practical countermeasures and suggestions from the perspectives of strengthening the understanding of local archives, collecting local archives and using innovative means, so that the values and cultural connotations of local archives can subtly enhance the sense of identity and belonging of the region. By analyzing the achievements of the construction of local characteristic archives resources, it is shown that the construction of local characteristic archives resources has spread the local characteristic culture at the same time, gradually making archives departments and the public realize the importance of protecting local characteristic archives, popularizing advanced measures in the construction of local characteristic archives resources, making archives departments learn from each other and taking various measures to create a good atmosphere for the construction of archives culture.

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