

The expression and inheritance of song dynasty culture in song cheng

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Abstract

Hangzhou Song Cheng, as the nation's first comprehensive shows the song dynasty culture theme park, through into the local traditional culture resources and unique mode of "acting theme park + culture", the organic combination of traditional and modern to reveal culture theme, nation and the world community to carry forward the cultural essence, in the plight of tour development beckoning. It has become a successful model of cultural inheritance and commercial operation in China. This paper will start with the representative cultural industry project of "Eternal Love" in Song Cheng, provide reference for the transformation and upgrading of other theme parks featuring history and culture in China, in response to the difficulties faced by historical and cultural experience.

Keywords: *Song Dynasty culture, History, Theme parks, Wen brigade*

1. Introduction

With the rapid development of China's national economy, people's demand for spiritual culture is increasing day by day, and cultural tourism has gradually become a popular choice for

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the public at present. On the other hand, under the background of the national policy of vigorously promoting cultural cause, the implementation of relevant major strategies has accelerated the integrated development of culture and tourism industry, and the integration of culture and tourism has become a strategic thinking at the national level. In this era, all kinds of domestic cultural travel products emerge one after another.

Most of which are characterized by cultural theme park in the development of this wave under the transformation and upgrading in a timely manner, under the inherent mode of operation, a visit at the same time the lack of experience, the main problems in history and culture cannot establish emotional resonance, and eventually formed the spirit connotation of history and culture carries cannot achieve the purpose and significance of inheriting the dilemma.

Different from traditional operation model and the research direction of the theme park, Hangzhou Song Cheng as “culture shock troopers” through into the local traditional culture resources and unique mode of “acting theme park +culture”, the “eternal love” project in our country, more broadly, acclaimed, become China’s cultural heritage and examples of successful business operations.

Based on the uniqueness and innovation of Song Cheng, this paper makes an in-depth study of the contents of this project, summarizes the characteristics, advantages and possible risks of this project, and provides a meaningful reference for the transformation and upgrading of the other theme parks featuring history and culture in China.

2. Analysis on the characteristics of Song Cheng “Eternal Love” project

2.1 Take 《Riverside scene at Qingming Festival》 as the background

《Riverside scene at Qingming Festival》 is one of the ten most famous paintings in China. It is a true depiction of the social life in Bian River during Qingming Festival by Zhang Zeduan, a

painter in the Northern Song Dynasty. This painting is 24.8cm high and 528m long(Figure 1). The picture is long but not excessive, complicated but not scattered, tight and compact, and at one go: the scenery captured in the painting is as big as the tranquil plain, the trickle river, the stately buildings, and the small as the goods display on the vendors, the people in the boats and wagons, and the words on the signboard. It is vivid and not at all chaotic. The composition of the picture adopts the panoramic method of bird's-eye view, which truly summarizes the bustling urban living space at that time.

Song Cheng, as the first theme park in China to fully display the Culture of the Song Dynasty, takes “architecture as the shape, culture as the soul”as the business philosophy, and imitated the style of the Song Dynasty. The buildings in the theme park is built according to the long scroll 《Riverside scene at Qingming Festival》 , which restored the market culture and folk customs of the Song Dynasty. By creating a cultural landscape space with strong participation, tourists can place themselves in a rich atmosphere full of Song Dynasty culture, and fully mobilize their senses to fell Song Dynasty culture and understand the true meaning of Song Dynasty culture.



Figure 1. A part of Riverside scene at Qingming Festival

2.2 Song Dynasty culture runs through the main line

Passing through the tall gate, you can see there is a river running from north to south, in which ships shuttled back and forth, with pavilions standing on both sides and willows hanging low. Dressed in Song Dynasty costumes, traders and operators of iron shops, oil presses, wine shops, ship building and other work shops. In these old workshops, you can also experience intangible cultural heritage projects such as shadow puppetry, striking iron, oil pressing, rice cake beating, movable type printing and pepper cutting.

The film studio makes the painting “alive” by means of science and technology, with busy grain transport, noisy markets and peaceful houses alternating between day and night. Throughout the park there are actors performing folk dance, acrobatics, the market street constantly staged “Guillotine case”, “Yan Qing beat”, “Throw hydrangea” and other performances out of the song Dynasty traditional story, the Prosperous Song Dynasty, can be seen everywhere.

The Song rhyme culture flows in the Song Cheng, blurring the concept of time and space, shortening the distance of time and space, and the song rhyme of thousand of years “flows” in the new era.

2.3 Immersive stage productions

Traditional tourism performance can be summarized into three aspects: first of all, its purpose is to attract tourists to watch and participate in the performance process, forming an immersive tourism experience; Secondly, in theme park and tourist attractions, various performances, programs, ceremonies and dynamic activities are adopted to undertake culture and content with diversified cultural carries. Specifically, performing arts are allowed to appear in various places of theme parks to set off the atmosphere created as a whole. Thirdly, the performance integrates the unique advantages of tourism, and the stage

performance has the characteristics of current popular culture, festival activities and local folk culture.

Different from the operation mode and research direction of traditional theme parks, the tourism and cultural performance integrated into Song Cheng refers to the cultural creation and secondary development of local unique cultural stories, and the operation of various forms of performance as cultural carries to generate economic value. Rendering mainly cultural refinement, culture, cultural innovation and stage sound and light technology, through the virtual environment and real scene multiple performance, shape and landscape environment as a carrier to meet the curiosity of consumers for a story or cultural phenomena, then from the park to the theme plot throughout the ride.

In a word, the combined mode of “theme park+cultural performance” in Song Cheng is that in the process of tourism performance injecting traditional cultural attributes and theme park have a positive interaction: performance activities become an important part of the theme park play (Figure 2). At the same time, the overall architecture and atmosphere of the theme park can better carry out performing arts activities.



Figure 2. Song Cheng in China Photograph
(Source: <https://www.songcn.com/yanyi/?id=2>)

3. Analysis of the advantages of Song Cheng

3.1 On the rise and regional advantage

The development of Song Cheng has the advantage of favorable conditions. Firstly, Song Cheng seized the wind of The Times. With the continuous consolidation and expansion of the socialist cultural development road with Chinese characteristics, the country's cultural soft power is also constantly improving and strengthening. In addition, under the background of the national policy of vigorously promoting cultural undertakings, people's needs for a better life are also growing day by day, and the diversified and multi-level spiritual and cultural needs are more vigorous. In this era, the emergence of Song Cheng, which is "heaven".

Secondly, Song Cheng also has certain advantages in geographical location. Song Cheng is located in Hangzhou, Zhejiang province, adjacent to Shanghai and Jiangsu province, with convenient transportation and wide radiation area, large consumer population based and good tourist market conditions. Moreover, the cultural deposits of Hangzhou are very profound, and the works based on this basis also have a considerable cultural thickness.

3.2 Three-dimensional immersion atmosphere, covering a wide range of groups

In addition to "favorable location at the right time", Song Cheng also has the advantage of "harmony". At present, most of the theme parks in China have the same theme, single products, lack of characteristics and cultural connotation, and Song Cheng's golden signboard "Eternal Love" has great innovation.

The "Eternal Love" project gives full pay to its strong independent creation ability, and always adheres to the innovation principle of "a small change every day, a big change every year", and strives for perfection in detail processing and

stage presentation. In the artistic creation of performing arts history and culture, it always adheres to the individuality of national culture and restores the cultural emotion of Song Dynasty in a specific historical period.

Many years of popular performance practice has proved that Song Cheng “Eternal Love” is a popular and interesting, suitable for the old and the young, elegant and popular taste of the public art boutique, artistic techniques and plots close to the masses, not only has a profound national characteristics, but also reflects the advanced spirit of the times and international quality. As the current leader of the domestic tourism and performing arts industry, Song Cheng has a good grasp of the convergence of art and market, which provides a classic reference for the reform of China’s opera troupe and the development of tourism.

4. Song Cheng potential risk analysis

Song Cheng has made breakthroughs and innovations in many ways aspects, but it also inevitably faces certain risks and challenges. The author believe that the project has the following potential risks and challenges to be addressed:

First, it is well known in the industry that the traditional tourist flow of tourism performance is mainly group tourists, but the national tourism industry almost collapsed after the epidemic. In addition, there is a great risk of infection for indoor performing arts, which are packed with thousands of seats in a closed space. However, under the current normal environment of the epidemic, it is far from possible for the visitors flow to recover to the pre-epidemic level. During this period, the income of performing arts, including ticket revenue, will be significantly reduced.

In the post-epidemic era, operators need to seriously consider how to face the repeated attacks of the epidemic to ensure that the project is not hit hard, how to increase tourist stickiness and how to quickly resume operations after the epidemic.

Second, in Song Cheng scenic area, there will be a number of programs with traditional cultural characteristics staged regularly, but most of them are mainly performed by actors, tourists can only enjoy beside, it is difficult to participate in the activities. The low-frequency and long performance will wear down the patience of tourists to some extent, and only a small number of tourists can enjoy the performance, which reduces the transmission effect of the performance. In this respect, in-depth exploration and learning can be carried out like Disneyland to enhance the interaction between actors and tourists, so the actors can be everywhere and perform anytime and anywhere, so that the Song culture can be more perfect expression and inheritance.

5. Conclusion

This paper explores the characteristics of the project of Song Cheng, discusses the theme background of “Riverside Scene at Qingming Festival”, the continuous culture of the Song Dynasty and the immersive stage effect from 3 perspectives, and summarizes its unique advantages and potential risks. In general, from the per perspective of cultural communication, the prosperity and development of Song Cheng, so that tourists experience of Chinese culture; In terms if the impact of economic development, the characteristics, advantages and risks of Song Cheng will provide valuable experience for the subsequent integration and development of domestic theme parks and traditional culture, enlightening and guiding the new trend in the future.

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