

On the Economic Sustainable Development Approaches and Prospects of Cultural Heritage—"Cultural Heritage Mogao Grottoes for Economic Development of Dunhuang through Cultural Tourism Cooperation" as an Example

Wenjing Yang¹ & Yuqi Sun¹

¹ School of Economics, Qingdao University, Qingdao, China

Correspondence: Wenjing Yang, Finance, School of Economics, Qingdao University, Qingdao, 266061, China.
E-mail: 2869704295@qq.com

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Abstract

With the development of the times, China's cultural heritage continues to innovate and develop in the process of protection and inheritance; at the same time, the inherited value of cultural heritage itself and the tourism benefits it brings have an indelible impact on economic development. How to achieve sustainable development of cultural heritage is one of the important issues facing cultural heritage. This paper takes Dunhuang Mogao Grottoes cultural tourism cooperation for economic development as an example, studies the current situation of cultural tourism cooperation of cultural heritage and the cultural tourism cooperation policy programme implemented by Dunhuang Mogao Grottoes, and describes the sustainable development of cultural heritage and its economic development and prospects in the light of the digital development of cultural heritage in the process of cultural tourism cooperation at present.

Keywords: Mogao Grottoes, economy, cultural and tourism cooperation, digitalization

1. Introduction

The city of Dunhuang, located at the western end of the Hexi Corridor, and the Dunhuang Mogao Grottoes, the most famous of China's many cultural heritages and world heritage sites, is not only a splendid treasure trove of art, but also a witness to the dialogue and exchanges between civilisations and the development of an important historical pathway along the ancient Silk Road. The Mogao Grottoes are unique in the history of China's grottoes, having been excavated over a period of 1,000 years from the Sixteen Kingdoms period to the Yuan Dynasty. There are 735 caves in Mogao Grottoes, preserving more than 45,000 square meters of mural paintings, more than 2,400 pieces of colourful sculptures, and 5 wooden eaves of the Tang and Song Dynasties, epitomizing the evolution of China's grotto art, which is of high historical status. The caves are full of paintings, carved statues and Buddhism, etc. They are the place where Buddhism in China conducts its practice, watches the heavenly signs and worships the gods. The Dunhuang Caves are a three-dimensional art that combines architecture, sculpture and murals. The caves are divided into 2 directions, north and south: the south direction has 492 caves, which served as a place for people to perform Buddhist rituals; the north direction has 243 caves, which were mainly used as residences for monks and craftsmen. In 1987, the Dunhuang Mogao Grottoes inscribed names on the list of World Heritage Sites as a cultural heritage (Jinshi, 2000). Through the conservation of previous generations, the Mogao Caves have become an integral part of the world's cultural heritage. Through the protection and development of later generations, the Mogao Grottoes in Dunhuang have become an important tourist attraction, and nowadays, people combine realistic art and digital technology in the Mogao Grottoes, and vigorously promote the economic development of the Mogao Grottoes while protecting and inheriting the spirit of the Silk Road, in order to maintain the economic sources and sustainable development of the Mogao Grottoes. This paper will take the development of cultural tourism co-operation in Dunhuang Mogao Grottoes as a starting point to comprehensively explore the sustainable economic development path and prospects of Dunhuang Mogao Grottoes as a cultural heritage.

2. Cultural and Tourism Co-Operation

2.1 Status of Development of Cultural Tourism

With the increasing development of transport and the steady growth of national income, China's tourism industry is rapidly improving. At present, two years have passed since the lifting of the prevention and control of the Xin Guan epidemic, and more and more people are choosing to go out for travelling after the lifting of the prevention and control of the epidemic. Through market research and analysis, it can be found that the current situation of the cultural industry is developing well, the proportion of the income of cultural enterprises is growing year by year, and the market prospect of the combined development of culture and tourism is broad.

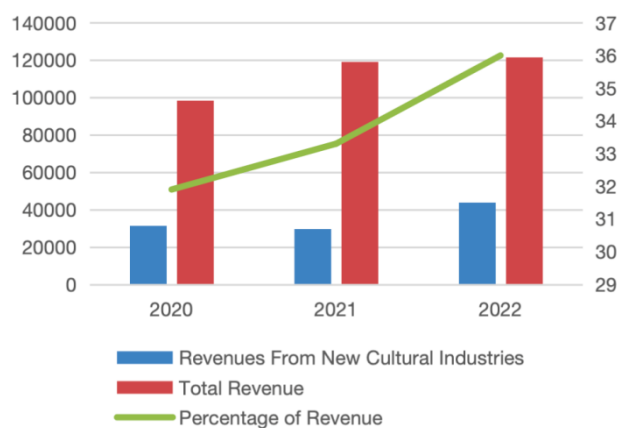


Figure 1. Revenue of companies in the culture new business category, 2019-2022

Source: (China) National Bureau of Statistics (NBS).

The report of the National Bureau of Statistics of China points out that it “insists on shaping tourism with culture and highlighting culture with tourism, and promotes the in-depth integration and development of culture and tourism”. This is not only a high degree of affirmation of the exploration and practice of the integration of culture and tourism in China in recent years, but also an important guideline for guiding the high-quality development of culture and tourism in the new era (Zhou, 2023). Currently, China's economy is in a phase of transition from a phase of rapid growth to a phase of rapid development. The cultural tourism industry has entered a new period in which the quality, efficiency and core competitiveness of the industry need to be improved. The scale of the industry will move from quantitative high-speed development to qualitative medium-speed development.

From various perspectives, including policy, social and economic, the combination of culture and tourism is the main driving force and direction for the future development of the tourism industry. Cultural tourism is developing steadily and the market is promising.

2.2 Cultural and Tourism Co-Operation at Dunhuang Mogao Grottoes

In recent years, Dunhuang City, focusing on creating the “Silk Road International Tourism Important Hub” and “Great Dunhuang Cultural Tourism Economic Circle”, in-depth promotion of culture and city, business and tourism to live the city's strategy, accelerate the city of culture, the city of art, the exhibition capital, the city of culture and innovation, “two cities and two” construction, the implementation of the “four major projects”, do a good job of integration of the culture and tourism industry articles, and continue to promote the high-quality development of culture and tourism industry.

2.2.1 Implementing the “Cultural Promotion” Project, Which Provides A Direction for the Transmission and Innovation of Cultural Heritage

With the principle of “protection-oriented, inheritance and development”, the construction of the second phase of the Mogao Grottoes Visitor Service Centre project, and vigorously give play to the world cultural heritage in the development of the tourism economy to drive the role. At the same time, Gansu Province built the only national intangible cultural heritage “digital protection” pilot project, to promote Dunhuang colourful sculpture, stone powder painting, Dunhuang dance, Hanjian production and other non-heritage resources to achieve regional overall protection, to carry out the “loss of overseas Dunhuang artefacts digital recovery The “digital restoration of lost overseas Dunhuang artefacts” and “digitisation of Dunhuang literature” projects have been carried out to achieve the digital sharing of Dunhuang cultural and artistic resources on a global scale.

2.2.2 Implementation of the “Platform Enhancement” Project to Promote the Deep Integration of Culture and Tourism

Relying on national cultural industry demonstration parks and other “national” platforms, the park’s clustering effect, radiation-driven effect is increasing year by year. The Silk Road (Dunhuang) International Cultural Expo, the only one with the theme of “Belt and Road” international cultural exchanges, is permanently located in Dunhuang, and has been successfully held for six sessions, becoming an important platform for promoting dialogue and cultural exchanges among civilizations. Dunhuang has also been successfully elected as the 2021 East Asian Capital of Culture, and has entered into friendship with 19 cities at home and abroad, including Namhae County in South Korea, Ormol City in Sweden, Novogrudsk District in Belarus, Dehua County in Fujian Province, Jiange County in Sichuan Province, etc., and has innovatively carried out “Dunhuang Culture Global Connections” activities, strengthening friendly exchanges with cities in Armenia, Germany and Russia. The first of its kind, the Dunhuang International Chinese Medicine Development Forum, Dunhuang International Fashion Week and other large-scale forums and activities are carried out in turn, a good show, the annual introduction of more than 340 meetings, forums, exhibitions and so on. Conference forums and exhibitions, such as more than 340, Dunhuang City won the “2022 China’s outstanding exhibition city award”.

2.2.3 Implementation of the “Business Enrichment” Project, Injecting Market Consumption Power

Based on the advantages of brand resources, the successful introduction of “Music Dunhuang” “Thousand Hands, Thousand Eyes” staged in Dunhuang, and “Dunhuang Ceremony” “see Dunhuang” together to form a visual feast for tourists to provide the Dunhuang culture of the four major repertoire, the annual reception of tourists more than 1.1 million people, the number of performances ranked at the forefront of the national county-level cities. Vigorously develop study travel, set up the Dunhuang Cultural Study Season Alliance, Dunhuang Research Institute Mogao Academy was awarded the World Study Tourism Organisation cooperation certification base, was named by UNESCO as the Asia-Pacific Region World Heritage Youth Education Outstanding Cases, study tourism team, the number of people accounted for more than 20% of the total number of winter and spring tourism. Mogoli Artisan Village, Dunhuang Bookstore and other new cultural and tourism landmarks have been built and put into operation, cultivating strong cultural symbols such as “Dunhuang Cultural Creations”, “Silk Road Handicrafts” and “Nine-coloured Deer Songs” and other IPs, developing more than 100 themes and more than 1,000 cultural and creative products. Theme, more than a thousand cultural and creative products into the market, to create Shazhou food stage and other consumer scenarios, Dunhuang night market was awarded the first batch of national night culture and tourism consumption cluster.

2.2.4 Implementation of the “Brand Publicity” Project and Enhancement of External Exchanges and Cooperation

We have polished the favored name card of “Dunhuang for Humanity”, successfully held the global opening of the Dunhuang Culture International Communication Centre and the Dunhuang city brand logo release ceremony, and created an international communication matrix of “Dunhuang for Humanity”. “Dunhuang culture on campus” into the Central South University, Wuhan University, Nanjing University and other colleges and universities, set off a round of “Dunhuang fever”. This year, has held the second Northwest cultural tourism suppliers Dunhuang Fair, “Gan Xin Meng Qing” four provinces and twelve cities Cultural Tourism Alliance General Assembly, the province’s study travel conference and other large-scale cultural and tourism promotional activities, inviting national experts and scholars in the field of culture and tourism, business representatives and neutrons, lyricists and writers to Dunhuang stepped on the line of the picking, Dunhuang culture jitterbug contest volume of playback The Dunhuang Culture Jitterbug Contest was broadcast 1.1 billion times, and the Dunhuang Network Song Collection Activity collected more than 400 pieces of lyrics. Actively seize the Mingsha Mountain Crescent Spring scenic camel traffic light, blocking the camel and other hot spots on the network, the timely launch of the 10,000 star concert, attracting tourists to come. Since 2013, the number of Dunhuang’s tourism reception has grown by one million per year, and has reached 16.57 million from January to October 2023, which has significantly exceeded the annual reception in 2019, with the tourism-based tertiary industry accounting for more than 70% of the national economy.

3. “Digitising” Culture and Tourism for Economic Growth

In order to strengthen the effect of cultural tourism cooperation, enhance the experience of tourist groups, Dunhuang Mogao Grottoes online “cloud tourism Dunhuang” small projects, the launch of the “flight” virtual tour line, released the “cloud to appreciate the Dunhuang “A series of short films, with the help of scientific and technological means, the activation of the use of a large number of digital resources, efforts to create “Internet +” Mogao Caves, so that the cloud visitors to touch the Mogao Caves, personal experience of the charm of the millennium art treasure (Xiao, 2023).

3.1 Digital Media Communication

With the popularisation of new media, cultural heritage communication channels have become increasingly diversified, gradually penetrating into all aspects of people's lives. Through digital communication, we can better promote the tourism of cultural heritage, for example, through the "Tiktok" platform for Dunhuang Mogao Grottoes cultural tourism publicity, can effectively attract the majority of users to pay attention to the relevant tourism products and travel tips, drive the consumer masses for tourism consumption.

According to the results of the survey, the order of influence of the various communication channels is as follows: live broadcasts, short films, e-commerce platforms, cultural museum tours, television communication, news media communication, and non-heritage activities. The dissemination of cultural heritage through the Internet is mainly based on the current trends of the "information" society - social media platforms are booming and the number of registered accounts for all types of media is well over 100 million. In the face of a large number of registered users on various platforms, the dissemination of content related to cultural heritage can be more effective in enhancing the attractiveness of users, increasing the number of potential consumers, raising the visibility of cultural heritage, and laying the groundwork for the realisation of cultural and tourism co-operation among tourists.

Under the conditions of digital communication, cultural heritage media should not only raise the awareness of the majority of Internet users, but also play a unique publicity effect if they want to expand their scale and show their cultural charm. On the one hand, cultural heritage-related media industries should increase the frequency and number of new media accounts and new media appearances, so as to drive the increase in consumer quantification through the increase in the number of videos; on the other hand, they should improve the publicity quality of short films, micro-videos and other forms of propaganda in new media communication, so as to improve the publicity quality of cultural heritage while breaking down the cognitive barriers, so that the groups of all age levels and different living classes can understand the cultural heritage, so that cultural heritage can penetrate into the life of consumer groups, in order to achieve the purpose of promoting cultural heritage and attracting financial users at the same time.

Digital media communication cannot be separated from the current news hotspots, and linking with relevant hotspots and topics can better promote the topics to become "hot topics", thus obtaining the media's traffic support. For example, the popularity of the "Only this Green" dance programme has prompted more viewers to pay attention to the relevant cultural background and cultural development, which has greatly facilitated the dissemination and promotion of the relevant artistic heritage, and allowed more people to pay attention to the cultural activities launched by the relevant cultural and tourism co-operation, which has led to the development of a party's economy. Dunhuang and CCTV have collaborated on a programme that shows a more colourful side of the Mogao Grottoes, allowing more people to learn about them and break the stereotype that they are just "ordinary" caves.

3.2 Digital Consumption

The economic source of cultural heritage is mainly cultural tourism cooperation and online consumption based on cultural tourism cooperation. At present, many cultural heritage-related industries have registered accounts on e-commerce platforms for marketing and selling, realising the dual service model of "online service + real service".

Take the intangible cultural heritage online shopping mall as an example: on 31 January, a data report on the "Tiktok Chinese New Year Shopping Campaign" was released online, showing the consumption trends and users' purchasing preferences in the Chinese New Year market. The report shows that from 13 to 28 January, the average daily increase in cultural heritage purchases was 98%, the cumulative shopping time reached 43.85 million hours, and the number of views on short videos associated with cultural products for sales promotion reached 143.6 billion times. Non-traditional and established products have become popular "New Year's commodities", with e-commerce sales of established brands up 604 per cent year-on-year, and hand-twisted flowers, Fuding white tea, purple sand teacups, anxious Tieguanyin, and ceramic gift packs being the non-traditional commodities that saw the largest year-on-year increase in sales (Xianzhen, 2023).

Digital consumption has become an important form of national consumption, and the promotion of cultural heritage products to digital sales can more effectively increase the choice of consumers, who are not only able to make purchases of relevant cultural products in the process of travelling, but also able to make purchases on the Internet, which greatly promotes the economic development of relevant cultural and creative products, and facilitates the profit gain of cultural and creative products.

In fact, digital consumption requires more cultural heritage industry forces to increase, to continue to innovate and

improve on the basis of the original extension of products, and to introduce more numbers and types of cultural and creative products and other consumer goods; it is also necessary to grasp the credibility of digital platforms and services, and merchants selling online should actively communicate with manufacturers to ensure that they are able to supply their customers with products in a timely manner, to provide the best possible service to their online customers, and to improve the reputation and prestige of cultural heritage goods.

3.3 Co-Branding with Trend Brands

With the development of China's national economy and the popularisation of traditional cultural education, people's artistic self-confidence has been increasing, and there has been a qualitative change in their consumer attitudes. At the same time, the quality of China's domestic products is also improving. Combining cultural heritage with modern life, modern aesthetics and modern fashion to create a new national fashion brand not only enhances the influence of the relevant cultural heritage, but also is of great significance in improving the impact of national brands.

The co-branding cooperation between cultural heritage and trendy brands, on the one hand, improves the visibility of cultural heritage, so that more consumers can pay attention to this kind of cultural heritage through the trendy brands, understand the value and significance of this kind of cultural heritage, and be interested in the tourism industry caused by this cultural heritage and spend money on it; on the other hand, the cultural propaganda through the trendy brands conforms to the development of the times, and carries out cultural inheritance in the form of uniqueness and innovation. Cultural heritage. The famous domestic trend brand "Li Ning" windbreaker CF series launched the "Dunhuang Museum co-branded Silk Road Exploration Exhibition" sports windbreaker, sales are booming, harvesting a large number of consumers love, once became a popular out-of-stock products.



Figure 2. LI-NING Trench Coat CF Series Dunhuang Museum co-branded name Silk Road Exploration Show Sports Trench Coat

Source: Taobao Marketplace, a Chinese website for online shopping.

3.4 Digital "e-Tourism" Services

At present, VR technology, 3D animation technology is developing rapidly, and the tourism industry can rely on various platforms, such as WeChat's "small programme" (a kind of micro-software function dependent on WeChat), APP, etc., and consumers can have close contact with the relevant cultural heritage in the process of travelling through these "digital" technologies. The tourism industry can rely on various platforms, such as WeChat "applets" (a kind of micro software function attached to WeChat) and APPs, etc., through which consumers can have a close contact with the relevant cultural heritage in the process of travelling, and realise the "0-distance" tourism experience.

As far as the Dunhuang Grottoes are concerned, the "Digital Cave" has been an active online service, using cutting-edge technologies such as high-definition digital photo scanning, physical rendering game engine, global dynamic lighting, and so on, to vividly reproduce in the digital world the real historical scenes of the caves a hundred years ago, and to display Dunhuang culture in a very innovative way, which has played a great role in promoting the Dunhuang culture and tourism economy. Greatly promote the role of the cultural tourism economy of Dunhuang.

4. Conclusion

Cultural heritage is not only a great product of China's history and cultural origins, but also a crystallisation of human wisdom. The inheritance and protection of cultural heritage is conducive to the development of traditional Chinese culture and to the enhancement of national cultural self-confidence. At the same time, the economic value of cultural heritage in the process of heritage inheritance and development is also of immense significance, and it is particularly important to realise the sustainable development of cultural heritage economy. Combining artistic heritage with tourism can more effectively promote the dissemination and development of cultural heritage, and is an effective way to realise the sustainable development of art heritage economy.

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