

# A Strategic Study on the Effective Communication of Zhaoming Academy Culture from the Perspective of Cultural and Tourism Integration

-- Centering on Stele Materials

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**Abstract:** As China's cultural and tourism industry enters a critical historical period of comprehensive improvement, the role of cultural and tourism in cultural dissemination and integration has attracted social attention. In the context of the continuous deepening of cultural and tourism integration, accelerating the orderly dissemination of culture and promoting the leapfrog development of the cultural and tourism industry is of great significance for enhancing the influence of traditional Chinese culture. Academies are an important base for contemporary people to experience traditional culture and a space for inheriting the excellent traditional culture of the Chinese nation. Spreading the culture of academies helps to make them an effective space for civilization preservation, cultural innovation, and cultural value dissemination in the new era, enriching people's thinking and culture, inspiring people to think, and achieving spiritual enlightenment. The article takes the integration of culture and tourism as the starting point, taking the iconic representative of Wuzhen culture - Zhaoming Academy as an example, to clarify the historical development and cultural connotations of Zhaoming Academy's inscriptions, explain the era value and advantages of the dissemination of academy's inscriptions, and propose strategies for the effective dissemination of Zhaoming Academy's culture from the perspective of cultural and tourism integration.

**Keywords:** Integration of culture and tourism, Cultural dissemination, Zhaoming Academy, Stele Culture.

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## 1. Preface

Academies of classical learning are a unique educational institution in ancient China, which originated in the Tang Dynasty. With thousands of years of historical inheritance, academies of classical learning have left rich cultural connotation and cultural resources, and are a brilliant chapter in China's education and cultural history. Academy culture is a valuable resource for studying traditional culture in China. In recent years, the country has issued a series of policy documents related to traditional culture. We need to stand in the new era and promote the inheritance and development of excellent traditional Chinese culture to enter a new stage. The integration and development of culture and tourism is an innovative perspective for studying and disseminating the culture of academy inscriptions in the new era.

The Zhaoming Academy has a strong historical heritage, and there are still many valuable stele resources that are worth studying today. This article reviews the historical development of the Zhaoming Academy, analyzes the cultural connotations of the inscriptions embedded in the academy, explores the cultural dissemination value in the perspective of cultural tourism integration, and proposes feasible suggestions for achieving the extension of the physical space of academy culture and the value radiation of academy culture.

## 2. The Historical Development of Zhaoming Academy

### 2.1. The Zhaoming Library during the Northern and Southern Dynasties: Achievements in Sharing Good Stories with Teachers and Students

Zhaoming Academy, also known as Zhaoming Library, is located in Wuzhen, named after Xiao Tong, the crown prince of Liang Zhaoming in the Southern Dynasty, who once built a library in Wuzhen. According to the "Wuqing Town Annals" of Emperor Qianlong of the Qing Dynasty, in the second year of Liang Tianjian (503 AD), Xiao Tong came to Wuzhen with his teacher Shen Yue to study and built a library. Later, the library collapsed and the remains remained. Shen Yue was from Wukang in Deqing, and his father's tomb was located near Shijingtang in the west of Wuzhen River. Every year during the Qingming Festival, Shen Yue would return to his hometown to visit the tomb and guard it for several months. Emperor Wu of Liang was worried that his son would neglect his studies, but he could not stop Shen Yue's filial piety. So, within a few months, a library was established on the wing of Wuzhen, with a literary platform for writing and editing. People call it the Zhaoming Reading Office or the Zhaoming Library. Therefore, the Zhaoming Academy left behind a beautiful story that both teachers and students read together. Xiao Tong studied hard and later became a literary master. His collection of poems and essays, "Selected Works of Zhaoming", was as influential as "Ancient Literature Observation" and "Copy of the Eight Great Writers of Tang

and Song Dynasties".

## **2.2. The Zhaoming Academy during the Ming Dynasty - After reconstruction, there was an endless stream of admirers**

During the Wanli period of the Ming Dynasty (1573~1619), out of admiration for Xiao Tong's talent, Huzhou Tongzhi Quan Tingxun built a stone memorial archway in front of the gate of the original Secret Seal Temple and the collapsed site of the Zhaoming Library. In the 32nd year of the Wanli period, Shen Shimao, a scholar of Jiachen Academy and a scholar of Li Ren, wrote the banners of "Six Dynasties Heritage" and "The Reading Place of Prince Zhaoming of Liang and Shen Shangshu" [3]. Due to his outstanding achievements, Xiao Tong was highly respected by later generations. As a result, there was an endless stream of people who went to the Zhaoming Academy to pay tribute to him until the Ming Dynasty, some of whom wrote poems and lyrics to express their admiration. After paying tribute, Qian Yu of the Ming Dynasty wrote a poem and said, "There is a remnant platform in the Zhaoming Library, and I have traveled a thousand miles with my master riding a crane. I advise on the sparse water of the Three Wu Lakes, and the literature selects the talent of the Two Han Mountains. The Five Qiao Immortals have left traces, but the Han Martial Arts have not returned. There are endless tears in the rise and fall of ancient times, and the empty door is still open to the stream." (Ming) Chen Guanyou wrote a poem, "The former stars shine, and the latter is the Zhulin. The library has been turned into ashes for a long time, and it is not the ink of Donggao that remains. Who knows the heart of reading to this day.

## **2.3. The Zhaoming Academy during the Qing Dynasty - Continuation of Academy Culture**

Until the Qing Dynasty, local literati also attached great importance to the ancient site of the Zhaoming Library and made it the pride of Wuzhen. According to the local chronicle of the Qing Dynasty, "Wuqing Town Annals", the book can be called Prince Zhaoming's Reading Office, which is "the beginning of the two towns' literary movement", which gives high praise.

## **2.4. The Zhaoming Academy in Modern Times - Cultural Inheritance is on the verge of collapse**

On the eve of the Anti Japanese War, the walls of Zhaoming's study collapsed, and the stone memorial archway was also precarious. After the establishment of the People's Republic of China, due to the temporary busy rebuilding of homes and resuming production, this small historical site naturally did not pay attention to protection and repair. During the "Cultural Revolution", the people of Wuzhen could not bear the annihilation of the culture of Zhaoming Academy. The vast majority of people wanted to preserve the culture, and plastered the stone tablets and banners on the memorial archway with lime, so that the historic site passed through a great disaster. After overcoming the disaster, the people wiped away the lime on the plaques, and many stone tablets were able to "see the light again". In 1977, Mao Dun was delighted to hear that this ancient site in his hometown had survived and wrote a beautiful sentence in a poem to his hometown, "Tang Dynasty ginkgo trees are everywhere, and

the Zhaoming study is faint.

## **2.5. Modern Zhaoming Academy - Library in Wuzhen**

In 1981, after repairs by the People's Government of Tongxiang County, Zhaoming Academy was listed as a cultural relic protection unit in Tongxiang County. Zhaoming Academy is now located in the West Gate Scenic Area, Wuzhen Town, Tongxiang City, Jiaxing City, Zhejiang Province. The Academy faces south and is a two-story flush gable roof style ancient building complex with half cloister. The main building is the library, which houses books and magazines related to literature, art, leisure tourism, etc. for residents and tourists to read for free. It also has an electronic reading room, lecture hall, calligraphy and painting classroom, etc. In the front courtyard, there are four pools of water, with ancient trees towering over the sky and thick shade covering the ground. At the entrance of the main gate is a stone memorial archway built during the Wanli period of the Ming Dynasty, with the title "Relics of the Six Dynasties" and "The Reading Place of Prince Liang Zhaoming and Shen Shangshu".

Some people refer to the Zhaoming Academy as the "library hidden in Wuzhen". The Zhaoming Academy now presents a partial and overall relationship with the tourism landscape of Wuzhen, and is integrated with the tourism culture of Wuzhen.

## **3. The Cultural Connotation of Stele Inscriptions in Zhaoming Academy**

Although the existing stone tablets and plaques of Zhaoming Academy are somewhat outdated, through these inscriptions, one can still vaguely glimpse the historical and cultural hidden behind them. These inscriptions are valuable resources for understanding the cultural development of Zhaoming Academy, and they are a "key" to revealing the trajectory of civilization. In the long river of history, Zhaoming Academy has experienced ups and downs, both during the period of cultural prosperity and during the period of cultural decline. Fortunately, with the protection of the people and the government, and after on-site investigation and research, Zhaoming Academy still retains several plaques and stone tablets.

### **3.1. Eternal spiritual culture**

In the Zhaoming Academy, there are two stone squares and steles engraved with the words "Six Dynasties Heritage Victory". The stone archway was inscribed with "Six Dynasties Heritage", and the next batch was "the reading place of Prince Shen Shangshu of Liang Zhaoming". The stone archway is a granite stone gatehouse with a height of about 5 meters and a width of about 3.8 meters. On the right side of the stone tablet is inscribed "Tongxiang County Key Cultural Relics Protection Unit", in the middle is inscribed "Six Dynasties Heritage Site", and on the left is inscribed "Tongxiang County People's Government announced in November 1981".

During the Ming Dynasty, Shen Shimao, a Jinshi from Wuzhen, inscribed on the stone workshop of Zhaoming Academy. Several hundred years later, the Tongxiang County government listed the Zhaoming Academy as a county-level cultural relic protection unit to protect its culture. Zhaoming Academy has influenced generations of Wuzhen people with

its unique spiritual culture. Wuzhen has bred many historical scholars, which can be said to be brilliant. Some people say that this is inseparable from the first seed of reading sown by Prince Zhaoming for Wuzhen. The materialized Zhaoming Academy is an intangible carrier for the inheritance of academy culture, representing an immortal spiritual culture. From the Ming Dynasty stone quarries to modern stone tablets, it carries the cherish of Wuzhen people for this cultural relic.

### **3.2. Undertake the mission of educating people**

Academies used to be a special educational institution that also took on the responsibility of cultivating talents, effectively promoting the development of education in feudal society. Since its establishment, the Zhaoming Academy has also undertaken the mission of educating people as an educational institution during the feudal period in China. There is a mottled wooden plaque in the Zhaoming Academy, inscribed with the four big characters "Famous for Chinese Studies". Looking at the annotations next to the plaque, it can be seen that this wooden plaque was erected during the Guangxu period of the Qing Dynasty. The meaning of "fame" is "famous", which comes from Li Zhi of the Ming Dynasty's "Visiting the Sanyi Temple in Taoyuan": "Taoyuan Taoyuan is famous alone, who has been a true brother for a thousand years." In the Zhaoming Academy, there are also many imperial examination plaques, such as Wenyuan, Jingyuan, Jianyuan, Wenkui, Gongyuan, and Jinshi. The mottled paint on the plaques makes people feel the infinite charm of time flowing, and it also shows that Zhaoming Academy, as an educational institution, is outstanding. It has nurtured many outstanding talents and has always undertaken the mission of educating people throughout history.

### **3.3. Wuzhen Cultural Tourism Resort**

Academies mainly serve ancient literati and have cultural traditions built around scenic spots. The scenery of Zhaoming Academy is beautiful, with many lakes, and the lake surface is shrouded in mist. As people walked inside the academy, a faint mist drifted by the railing and swayed at the feet of visitors. Just like the cultural heritage that has been passed down for thousands of years, it has been flowing slowly in the past and present of Wuzhen. Many buildings in Zhaoming Academy are now combined with tourism and commerce. For example, on the west side of Zhaoming Academy, there is a bright plaque titled "Fufeng Pavilion", which is a place for people to drink tea, read books, and communicate. When Tongxiang County Government renovated Zhaoming Academy, it took full account of the natural landscape and cultural environment, so it paid more attention to the construction of scenic environment in addition to the academy site selection and architectural layout. Nowadays, Zhaoming Academy has become a cultural and tourist destination in Wuzhen, quietly located in a corner of Wuzhen.

## **4. The Era Value and Era Advantage of the Cultural Transmission of Stele Inscriptions in Zhaoming Academy from the Perspective of Cultural and Tourism Integration**

At present, China's cultural and tourism industry is developing towards the direction of "culture,+" and "tourism,+" in the overall tourism layout of cultural theme

scenic spots, cultural and artistic performances, and cultural creativity. The dissemination of Wuzhen culture in the new era should stand at the height of promoting the prosperity of socialist culture and the high-quality development of the cultural industry, attach importance to the protection, development, and utilization of traditional culture in academies, and better meet the new expectations of the people for a better life. In this context, the dissemination of the inscription culture of the Zhaoming Academy has full historical value and advantages.

### **4.1. The Time Value of Cultural Dissemination of Stele Inscriptions in Academies**

The architecture, humanistic spirit, and folk culture contained in the inscription culture of the Zhaoming Academy require certain modern forms of communication to activate its vitality in the new era. The inscription culture of Zhaoming Academy is the most distinctive local culture in Wuzhen and the crystallization of local ethnic wisdom. In the tide of changes in times and environmental changes, it is necessary to highly display its cultural symbols and interpret and disseminate them in a modern aesthetic way. Integrating the cultural spirit of the Zhaoming Academy's inscriptions into people's daily lives helps to enhance the aesthetic spiritual realm of contemporary people and strengthen their spiritual strength. By spreading across historical spaces, it helps to guide the development of local tourism in Wuzhen with cultural connotations, allowing the inscription culture of Zhaoming Academy to be accepted and loved by more people, and promoting the inheritance, prosperity, and innovation of excellent traditional culture.

### **4.2. The Era Advantages of the Spread of the Culture of Stele Inscriptions in Academies**

Under the people-oriented concept of active cultural development, the integration of culture and tourism has provided new opportunities for opening up the dissemination space and channels of Zhaoming Academy's stele culture. Thanks to the support of computer technology, 5G, technology and other scientific and technological advancements, the integration of culture and tourism has entered the new media era, providing conditions for the comprehensive infiltration of Zhaoming Academy stele culture into people's public and private spaces. The use of new media technology to promote Luling culture can break through time and space limitations, not only stimulate a sense of belonging for specific groups, but also meet the cultural and psychological needs of different audiences, thus achieving borderless dissemination.

## **5. Cultural Communication Strategies of Zhaoming Academy from the Perspective of Cultural and Tourism Integration**

### **5.1. Deeply excavate the characteristics of the academy and create a "reception hall" for the inscription culture of the Zhaoming Academy**

By taking culture as the soul and tourism as the carrier, we can promote the deep integration of culture and tourism, thus excavating the connotation of the inscription culture of

Zhaoming Academy, deepening the cultural characteristics of Wuzhen region, and innovating the cultural elements of Zhaoming Academy's inscription in the concept of global tourism, maximizing the modernization transformation effect of using culture to shape tourism and using tourism to highlight culture. The trend of modern culture and tourism is undergoing a brand new integration, with the integration of IP and tourism. Zhaoming Academy should closely integrate with the high-quality development needs of the cultural and tourism industry, avoid the problem of homogenization of the image dissemination of the academy, and build its own unique brand image of Zhaoming Academy's stone inscription culture based on the goal of improving social civilization, improving people's quality of life, and enhancing aesthetic taste, becoming a cultural exchange platform for Zhaoming Academy's stone inscriptions <sup>A</sup> cultural "reception hall" for development and creation.

## **5.2. Innovate the presentation of academy culture and firmly adhere to the path of cultural and tourism integration**

With the progress of society and the improvement of living standards, people's demand for high-end cultural and tourism products and high-quality cultural and tourism services continues to increase, prompting the cultural and tourism industry to gradually enter a stage of high-quality development. In addition to agricultural economy, industrial economy, and service economy, experience economy has become a new economic form, and the cultural and tourism industry has also entered the era of experience economy. The demand for tourism experiences is increasing, and personalized, leisure, and highly participatory cultural and tourism activities are more attractive to people.

Therefore, in order to increase the public attention to the inscription culture of Zhaoming Academy, the integration of culture and tourism in Zhaoming Academy must innovate the presentation form of academy culture, improve one's own understanding and understanding of the dissemination of traditional culture, grasp the psychological needs and aesthetic pursuits of contemporary tourists, seriously consider the presentation methods of traditional culture in the modern field, in order to achieve the effective dissemination of Zhaoming Academy inscription culture among tourists,

Improve the service efficiency space of the academy tourism industry.

## **5.3. Leveraging the advantages of the all-media era to achieve three-dimensional cultural promotion**

In the era of new media, in addition to traditional media such as newspapers, radio, and television, the application methods and manifestations of new media communication methods based on the Internet, streaming technology, VR, etc. are very rich. Therefore, in order to achieve comprehensive dissemination and interaction of the culture of Zhaoming Academy in depth and breadth, Zhaoming Academy should actively explore and utilize rich new media technology means to expand its dissemination scope. For audiences of different age groups and psychological characteristics, it is necessary to pay attention to the focus of information presentation, meet their personalized needs, and enhance the effectiveness of cultural dissemination.

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