

The enlightenment of cultural routes to the study of cultural heritage tourism of the Three Kingdoms

Qinqin Sui

Zibo Vocational Institute, Shandong, China
357241467@qq.com

Abstract: Looking at the Three Kingdoms cultural heritage from the perspective of cultural routes breaks through the traditional research approach. This article compares the Three Kingdoms cultural heritage with cultural routes using a dynamic and open perspective and presents creative insights. Finally, the article proposes insights from cultural routes for the study of Three Kingdoms cultural heritage tourism, such as cross-border and cross-regional cooperation for joint development and protection of Three Kingdoms cultural heritage, establishing new, strongly interconnected concepts for the development and protection of Three Kingdoms cultural heritage from a holistic and multidimensional perspective.

Keywords: Cultural Routes; Three Kingdoms Cultural Heritage; Insights.

1. Comparative Analysis

There are certain similarities between Three Kingdoms cultural heritage and cultural routes, but there are also significant differences. Both belong to the category of cultural heritage and share the attribute of "culture," with specific historical functions as features. In contrast, the most tangible characteristic of cultural routes is their linear shape.

Regardless of the rich cultural content they carry, they are inevitably linear spaces with a beginning and an end. The Three Kingdoms cultural heritage is not a continuous linear segment. Unlike the Grand Canal and the Silk Road, it is not a migration route and lacks temporal and spatial continuity. In addition, there are similarities and differences between the two in terms of heritage forms, heritage features, value evaluation, and tourism development.

Table 1. Comparison between cultural heritage and cultural route theory of the Three Kingdoms

Comparative content	Cultural heritage of The Three Kingdoms	Cultural route
Physical form	In the form of heritage groups or heritage points	There are communication or migration routes as the main form, around which are distributed heritage points, heritage groups and towns
Cultural form	It is dominated by a single, scattered thematic culture that exists everywhere	It is characterized by cultural diversity
Heritage characteristic	Large - scale and regional	Large scale, dynamic, complex, cross-domain
Value evaluation	Total value is the sum of the individual values that make up it	It is emphasized that the line is a whole whose value is greater than the sum of the values of the parts that make it up and give it cultural significance
Tourism development	It is mainly monomer and regional development	On the basis of clarifying the intangible cultural significance contained in the line, the survival context of a series of tangible heritage of the line is restored, including all the cultural and natural elements of the line
Understanding and utilization	The former is mainly through explore the historical and cultural connotation of the literary heritage of <i>The Three Kingdoms</i> and <i>Romance of The Three Kingdoms</i> ;	We can analyze itself through the material and cultural relics left behind. It is also possible to confirm the material existence of the "cultural route" by examining the continuity of intangible heritage and its scope of influence when the material remains are difficult to observe

The comparative analysis of national cultural heritage and cultural routes is shown in: In terms of material form, the former is mainly in the form of heritage groups or heritage sites, while the latter is mainly in the form of communication or migration routes, with heritage sites, heritage groups, and towns scattered around the route. In terms of cultural form, the former is mainly characterized by single and scattered thematic cultures that exist in various places, while the latter is characterized by cultural diversity. In terms of heritage characteristics, the former is relatively large-scale and regional, while the latter is complex, dynamic, cross-domain,

and large-scale. In terms of value evaluation, the former's overall value is the sum of various single-item values that make it up, while the latter emphasizes that the route is a whole, and its value is greater than the sum of the individual values of the various parts that make it up and give it cultural significance. In terms of tourism development, the former is mainly focused on the development of individual and regional sites, while the latter mainly restores the living context of a series of tangible heritage sites on the route based on the intangible cultural significance contained in the route, including all natural and cultural elements of the route. In terms of understanding and utilization, the former mainly

explores the historical and cultural connotations of the literary heritage of "The Records of Three Kingdoms" and "Romance of the Three Kingdoms", while the latter can confirm the past material existence of "cultural routes" through the continuity of intangible heritage and its range of influence, even in situations where material heritage is difficult to observe.

Under the guidance of the heritage concept of cultural routes, scholars have begun to focus on cross-regional and cross-border heritage groups, such as the famous Silk Road and the Camino de Santiago, etc. Although cultural routes contain different types of heritage, currently only commercial, transportation, and religious heritage routes are recognized. There is a lack of research that values cultural inheritance and exchange and highlights the overall regional value for tourism development of the Three Kingdoms cultural heritage. Therefore, the introduction of cultural routes is of great significance for the development of tourism for the Three Kingdoms cultural heritage.

2. Creative Understanding

From the above comparative analysis, it can be seen that the heritage composition of cultural routes can include various types of heritage, including heritage sites, heritage groups, or ancient towns related to the Three Kingdoms culture. Due to the material form of some cultural elements formed by the Three Kingdoms history, such as Zhaoqing ancient city, Jianzhou ancient city, Dianjiangtai, Wuhou Temple, Jianmen Pass, Jiang Wei Tomb, Prime Minister's Mansion, Mingyue Gorge ancient plank road, Baishuiguan Pass, Kongming Tablet, grinding stone, Luyi Gou, and Military Adviser Temple, and non-material forms such as the Three Kingdoms opera and folk art, they may become the main factors that constitute the cultural route.

There are more than 350 large and small Three Kingdoms cultural attractions distributed in more than 15 provinces across the country. These Three Kingdoms relics have the same historical and cultural background and are strongly related. If only the development, protection, promotion, and utilization of Three Kingdoms cultural heritage are studied, the linkage, integrity, and cross-domain characteristics of the Three Kingdoms cultural heritage cannot be highlighted. From the perspective of cultural routes, Three Kingdoms cultural heritage can be elevated in terms of overall, dynamic, and framework sharing, and in the research of the value system, both the tangible and intangible heritage should be valued. This will not only enable the cultural heritage of the Three Kingdoms to be more fully utilized, but also contribute to the promotion of

There are more than 350 cultural scenic spots of the Three Kingdoms, large and small, distributed in more than 15 provinces across the country. These Three Kingdoms relics have the same historical and cultural background, and their cultures are highly related. If we simply study the development, protection, publicity and utilization of the cultural heritage of the Three Kingdoms, it will not be able to highlight the characteristics of linkage, integrity and cross-domain. Viewing the cultural heritage of the Three Kingdoms from the perspective of cultural routes can enhance the significance of the cultural heritage of the Three Kingdoms from the aspects of overall, dynamic and framework sharing. In terms of value system research, it not only retains the original value composition of the cultural heritage, but also increases the overall cultural value and the ecological value of the natural land carrying the route itself as an ecological

system. When the cultural information carried by the regional cultural heritage of the Three Kingdoms is disseminated and exchanged within a certain time and space, and has an impact on social economy and urban development within a certain range, the cultural heritage of the Three Kingdoms has value integrity and cultural cross-domain communication, then it also possesses some of the basic characteristics of the cultural route. Based on the integrity, dynamics, and continuity of the cultural route, it can integrate the information of the cultural heritage of the Three Kingdoms, further explore the overall value and cultural significance of the cultural heritage of the Three Kingdoms in each region, and reproduce the unique cultural routes of the Three Kingdoms, and formulate appropriate protection implementation strategies.

This provides a new way of thinking for expanding the field of vision to study the cultural heritage and cultural routes of the Three Kingdoms, and also explains the reason and basis for proposing the "Three Kingdoms Cultural Route". In this thesis, the cultural route of the Three Kingdoms is not a theoretical concept, but a specific theoretical medium and material carrier for the study of the cultural heritage of the Three Kingdoms. To provide a platform for trans-regional and integrated development, protection and utilization of the cultural heritage tourism of the Three Kingdoms.

3. The inspiration of cultural routes to the study of cultural heritage tourism of The Three Kingdoms

"Whether as a new perspective and way of thinking to re-examine human heritage, a new concept and method of cultural heritage development, or just a new type of heritage protection, cultural routes have significant implications for the research on the development and protection of China's Three Kingdoms cultural heritage tourism.

3.1. Establishing a concept of "holistic" development and protection for Three Kingdoms cultural heritage tourism

This is one of the important insights brought by cultural routes. Cultural routes have multidimensional and large-scale characteristics, requiring us to re-examine the Three Kingdoms cultural heritage from a multidimensional perspective and fully understand the multi-value characteristics of cultural heritage. At the same time, the spiritual attribute and transmissibility of cultural routes require us to value the continuity and dynamism of the Three Kingdoms cultural heritage. Starting from a holistic and multidimensional perspective, we need to establish a new and strongly linked concept of development and protection for Three Kingdoms cultural heritage. Cultural routes promote "holistic" development and protection of heritage, using the route as a link to develop and protect the route and its constituent parts as a whole resource, which can effectively change a series of imbalances in heritage development and protection that have existed in China in the long term. At the same time, it brings some heritage resources that have been overlooked in the past into the development and protection system, which is conducive to the overall development of China's cultural heritage tourism.

3.2. Cross-border and cross-regional cooperation for joint development and protection of Three Kingdoms cultural heritage

Using the cultural route method to promote cross-border and cross-regional cooperation in the development and protection of Three Kingdoms cultural heritage, establish corresponding mechanisms, and promote the establishment of China's cultural heritage tourism network. Cultural routes have characteristics such as "large scope, large scale, multidimensionality, cross-cultural, and cross-border". It advocates "holistic" development and protection of cultural heritage that are interconnected in type dimensions as well as in time and space, emphasizing heritage continuity, linearity, and not limited by the administrative regions and geographical restrictions of heritage. It also advocates regional legislative cooperation and emphasizes public participation. At the same time, cultural routes, based on significant historical and cultural events, can construct a complete new cultural heritage tourism development and protection network, including regional, national, and global levels. We can use cultural routes to connect Three Kingdoms cultural heritage tourism resources throughout the country, fill the current lack of related tourism networks for Three Kingdoms cultural heritage, and form a national network for the development and protection of Three Kingdoms cultural heritage tourism.

3.3. Expanding the scope of development and protection of Three Kingdoms cultural heritage

By borrowing from the cultural route method, we can increase efforts to develop and protect China's Three Kingdoms cultural heritage. Using cultural routes, we can effectively expand the scope of development and protection of Three Kingdoms cultural heritage and strengthen regional heritage development and protection. For example, the "cultural route" development and protection implemented based on the Grand Canal effectively expands the scope of heritage development and protection. It not only develops and protects the material heritage along the canal but also develops and includes non-material heritage and ethnic customs generated by the natural environment and geographical conditions of the route. This can greatly promote the development and protection of heritage in the region. In addition, we can also learn from the international cultural route declaration, evaluation, monitoring, and management mechanisms, and establish a comprehensive and standardized management system for Three Kingdoms cultural heritage tourism."

3.4. Promote the development and utilization of the cultural heritage resources of the Three Kingdoms by utilizing the characteristics of the cultural routes

Using the characteristics of "cultural route" to promote the development and utilization of cultural heritage resources of the Three Kingdoms, especially the development of heritage tourism. "Cultural route" has brought great enlightenment to the development of cultural heritage tourism of the Three Kingdoms because of its unique resource characteristics and internal connection with the natural tourism. On the one hand, "cultural route" itself is a valuable tourism resource and a natural "tourism route". The route resources are not only rich in connotation, diverse in types, but also have distinct characteristics and versatility, and are often complementary and highly valuable for development. The linear characteristic of "cultural route" makes many "lines" themselves be classic tourism lines. For example, meeting the standard of potential "cultural route" in our country, the Silk Road, Tea and Horse Ancient Road are also famous tourism lines ; Although as far as the "cultural route" itself is concerned, its tourism function is not an essential attribute and a natural mission, but because of its purpose of heritage protection, tourism development based on it will focus on the sustainability of heritage , which will be conducive to the establishment of a harmonious symbiosis mechanism between cultural heritage protection and tourism development in the Three Kingdoms, and will benefit the win-win situation of cultural heritage protection and tourism development in the Three Kingdoms.

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