

Research on the Strategy of Intangible Cultural Heritage Collection Activation

-- Taking Bengbu Ancient Residence Expo Park as an Example

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Abstract: Bengbu Ancient Residence Expo Park is named after the collection of ancient buildings in Fujian, Zhejiang, southern Anhui and the Three Gorges reservoir area, and is called the "open-air museum" of Chinese ancient dwellings. From "collection" to "activation", in order to further promote the visual and living inheritance of the park's intangible cultural heritage art, especially to deeply explore the way of the intangible cultural heritage culture of ancient dwellings developing in the same frequency with the new era society, this paper uses a variety of narrative strategies such as serial narration of thematic stories, visual communication, and "ancient dwellings+" tourism culture IP, aiming at activating the charm of ancient dwellings. The "collection and activation" of Chinese ancient dwellings has polished the local characteristic cultural business cards and promoted the ecological development of regional economy.

Keywords: Intangible Cultural Heritage, Bengbu Ancient Residence Expo Park, Open-air museum, Collection activation, Visualization.

1. Introduction

Bengbu Ancient Residence Expo Park is located on the south bank of Huaihe River, on the shore of Longzi Lake in Bengbu City, Anhui Province. In the park, ancient folk houses and buildings scattered all over are collected together. It has been carefully restored by folk artisans to become a material and spiritual carrier for visitors from all over the world to see, experience and pass on the art of non-traditional heritage. The Ancient Dwellings Expo Park is a collection of ancient dwellings from Fujian, Zhejiang, Southern Anhui and the Three Gorges Reservoir area, and the ancient dwellings collected in the park are irreproducible. It is also known as the first "open-air museum" of ancient houses in China because of the open-air museum form of conservation.

2. SWOT Analysis and Strategy of "Collection"

"Collection" is for better preservation, "activation" is for further transmission. The core value of intangible cultural heritage "collection" is to explore and inherit the intrinsic cultural and aesthetic values of the collection, so as to promote changes in the way the collection is used and to enable the collection to survive. [1]Based on this, this paper firstly conducts the SWOT analysis of the "collection activation" of the intangible cultural heritage art of ancient houses, and then constructs a feasible path for "collection activation".

2.1. SWOT Analysis of "Collection Activation"

2.1.1. Advantages

Resource endowment: Bengbu Ancient Residence Expo Park has rich intangible cultural heritage resources such as intangible cultural heritage buildings, Yu meeting the lords, the Battle of Gaixia, Oriental Ballet - Flower Drum Lantern, Si Zhou Opera, etc. In 2021, the park was identified as the permanent venue for the annual meeting of Taihu World

Culture Forum. Geographical transportation: Bengbu connects north and south, communicates east and west, and is a transportation hub city of the Yangtze River Delta and even the whole country. Policy support: The first is to allocate special land for the construction of the Ancient Houses Expo; the second is to raise funds to organize experts and folk craftsmen to rescue and restore the cultural heritage of ancient houses.

2.1.2. Disadvantages

In 2021, Bengbu, an old industrial city, shows negative economic growth, and the general social environment brings a big impact on the small environment of the park. Construction of basic facilities in the park is to be completed. The construction of supporting guest houses and commercial facilities in the park needs to be improved. The Ancient House Expo needs to do online and offline content import work. The opening conditions have not yet been met and the opening of the park has been delayed.

2.1.3. Opportunities

Local governments have increased their support in terms of people, money and materials, and are committed to building cultural tourism business cards in the Yangtze River Delta and nationwide. "Internet+" online live broadcast, short video, film, television, virtual reality, etc. are conducive to promoting the Ancient Residence Expo and deepening the "impression of Bengbu". The Ancient House Expo has become an effective carrier for inheriting traditional national culture, enhancing cultural confidence and strengthening patriotic education.

2.1.4. Challenges

It is to fully explore the intangible cultural heritage resources of the park, spread the "old stories of the silent years" and the "new stories of cultural confidence". Static is transformed into dynamic, silent into audible, and the folklore story of the "unity of heaven and man" and "ecological livability" of Chinese ancient houses is told through visual communication. Through the strategy of "collection

activation", we continue the local cultural lineage and make it a spiritual treasure that can be seen, tasted and experienced.

2.2. Analysis of "Collection" Strategy

The ancient residential buildings in the Bengbu Ancient Residence Expo Park are in a state of disrepair, and some of the buildings that are too old are severely damaged. In order to better collect these ancient residential buildings, the specific collection strategies are as follows.

Firstly, repair the old and make a new home. On the whole, the open-air museum model is adopted, drawing on the "old-as-usual" restoration process used in Italy to preserve the original appearance of the ruins, the Austrian method of renovating and preserving the old city, and the "old exterior and renovated interior" approach used in the development of Greek ancient buildings, to continue the main structure and construction method of traditional Chinese residential buildings, so that the interior living and livable functions are in line with modern and future development trends.[2] In terms of protection, the principles of holistic protection, originality protection, public participation and social reconstruction are observed.[3] Rescuing and preserving 450 (sets of) ancient residential buildings from under bulldozers intact. The restoration of these ancient buildings was carried out by dismantling, collecting, organizing, and restoring them off-site, and using traditional Chinese wood construction techniques to number the round and square shaped woods, and by indicating the location and orientation of each wood and taking photos to record the details of the construction of the ancient dwelling buildings so that the demolition and restoration work could be completed successfully in the future, and each ancient dwelling building had to be built three times under the manual adjustment of carpenters to ensure its safety.

Secondly, the cluster effect is formed outside the ancient residential buildings group. On the one hand, Bengbu Ancient Residence Expo Park is a large-scale cultural tourism area built with the Ancient Residence Complex as the core, which is diversified with the Ancient Residence Museum, Jackie Chan Environmental Art Exhibition Hall, Yang Liping Art Island, Buddha Sculpture Art Museum, film and television shooting base, and cultural entertainment center. On the other hand, the 450 ancient buildings contained in the ancient residence complex are distributed on six lake-centered islands. Each island has its own different theme. The islands are connected to form "pearls", and the overall layout presents a "Qingming Shanghetu"-style realistic landscape scenery.

Thirdly, the information dissemination of the internal collection of the "open-air museum" of ancient houses. As the first "open-air museum" of ancient houses in China, the Bengbu Ancient House Expo allows cultural relics to be displayed directly in space, choosing to disseminate information about the collection in physical form as the main information dissemination method, and showing visitors the power of information from authenticity through the ancient house architecture and internal collections that exist in the field.[4]

3. The "Activation" of Ancient Houses Path Construction

Practicing the spirit of General Secretary Xi Jinping's important speech on bringing collections to life, the Bengbu Ancient Residence Expo Park can adopt strategies such as thematic storytelling, visualization, and creating "Ancient

Residence +" cultural tourism IP.

3.1. Theme Story Tandem Narrative Strategy

Bengbu Ancient Residence Expo Park can use the theme story tandem narrative method to cleverly link the six ancient residential lake-centered islands into a complete tourism line.

3.1.1. "Tourism" and Thematic Storytelling Tandem Narrative

Narrative is a basic way for human beings to understand the outside and express themselves.[5] The "tourism" and thematic storytelling is a combination of the intangible cultural heritage contained in the ancient houses and the collection of cultural relics in the park, which is brought together in the same thematic story, allowing visitors to be part of the story and to participate as readers of the story as the storyline develops. The concept of film and stage sets is applied to the design of Bengbu Ancient House Expo to create an immersive experience of traditional life in ancient houses for visitors, in which the main feature is the experience space linked by contextual sequences, putting the stage and even the film into the tourist attractions. Specific strategies are as follows: Story script of scenario sequence: Bengbu Ancient House Expo should be created in advance on the basis of the "script", and the independent situations constituted by one sub-shot should be linked, so as to construct a flowing and complete story of intangible cultural heritage. Streamline design of the park experience: Bengbu Ancient House Expo Park can draw on the principles of Disneyland in the space sequence layout to design the established script route, the script route, the script story of the rise and fall and the six ancient houses of the lake island features geographic location and other factors for unified design considerations, visitors are the actors in the stage and film, in the design of the park designers to guide visitors to complete the complete experience of the park route. Crossed traffic flow layout: Bengbu Ancient Residence Expo Park in a reasonable measurement and control of the flow of tourists at the same time can be mixed cross, through the "disorderly" flow design, tourists from point A to point B, will be through C, D, E and other attractions, so that each single attraction can ensure sufficient flow of people, in conjunction with the sale of IP tourism products of ancient houses to maximize the marketing benefits.[6]

3.1.2. "Story" Revitalizes the Inheritance Of Intangible Cultural Heritage.

In terms of the protection and inheritance of ICH in the park, ICH is not only the material cultural heritage of ancient houses, but also the spiritual connotation carried by ICH, such as a large number of folk stories closely related to ancient houses and stories about the hardships and difficulties encountered when protecting and saving ancient houses. In this way, we will analyze the similarities and differences of the intangible cultural heritage in the park in terms of regional customs, historical information, traditional culture, lifestyles, humanistic stories, folk crafts, celebrity stories and so on, and open up a story that has been sealed up by means of thematic stories in series to revitalize the intangible cultural heritage inheritance and broaden the intangible cultural heritage export channels.[2]

3.2. Visualization Method Communication Strategy

Aesthetics and science and technology are inseparable.[7]

Although Bengbu's ancient houses are "unrecognized by people in the dark", they are "naturally beautiful and difficult to abandon". Therefore, through visual communication, more people can enter the art world of ancient houses.

3.2.1. Visual Way of Communication

"Visualization is the process of converting raw data, information, and knowledge into a graphical representation and delivering it to the user through visual information, as

well as the process of materializing virtual images and reorganizing information and knowledge. "[8]Based on this, the visualization of traditional culture combined with new media communication methods such as variety shows, evening performances, movies and TV, animation, micro-video, virtual reality, AR and VR technology, and digital media interactive technology has become an important channel for traditional culture communication and output. Film and television publicity channels are as follows.

Table 1. Image Representation of Northern Anhui Region Intangible Cultural Heritage IP Resources Promotion

Serial number	Intangible Cultural Heritage IP	Intangible Cultural Heritage Features	Film and television promotion channels	Other channels to promote
1	Yu the Great	More than 4,000 years ago, the hero of water management, Dayu in Bengbu City, splitting mountains and guiding Huai, married and had children, called the meeting of the lords, leaving a good story of "three times through the door but did not enter".	CCTV-1, CCTV Children's Channel, and Zhejiang TV broadcast "The Great Yu's Water Treatment " cartoon;CCTV-4 airs "In Search of the Great Yu;CCTV shows documentary on "Dayu's Water Treatment";CCTV Variety broadcasts "China in the Canon" - Dayu's treatment of water defines Kyushu;Luoyang Radio and Television Broadcast "Poetry in Mid-Autumn" - Special Program "Dayu Heals Water; CCTV Children's Channel and 4k Ultra HD Channel broadcast the first installment of "The Wonderful World of Teenagers", "Dayu Rules Water;CCTV-4 Asia airs "Going Around China" - King Dayu.	Original large-scale folk dance drama "Dayu" in Bengbu, Anhui Province; TV series "Da Shun"; folk dance drama "Dayu" at the National Grand Theatre.
2	Xiang Yu	More than 2200 years ago, the Chu-Han rivalry was performed in Bengbu City, such as "Song of Chu on All Sides", "Farewell My Concubine", "Kill Yourself on the Wu River" and "Ambush on Ten Sides".	CCTV-11 broadcast "Kyushu Grand Opera" - Beijing Opera "Farewell My Concubine"; Henan TV broadcast "Farewell My Concubine" opera; CCTV network broadcast "Hundreds of Lectures" of the Han dynasty wind and cloud characters of Xiang Yu;CCTV-7 "Military Record" of Farewell My Concubine.	TV series "Farewell My Concubine";The game characters Xiang Yu and Yu Ji in the handheld game King of Glory in the design of the skin of the king; Song "Farewell My Concubine";The movie "Farewell My Concubine";TV series "Legend of Chu Han".
3	Flower Drum Lantern	Traditional dance of Fengtai County, Anhui Province, one of the national intangible cultural heritage, is a folk dance of the Han nationality, a collection of dances, lantern songs and gong and drum music, episodic double (three) dances and emotional collective dances.	CCTV Variety Channel broadcasted "2022 East, West, North, South, Celebrating Chinese New Year" variety show; Anhui TV aired the "2015 Anhui TV Spring Festival Gala of the Year of the Sheep" which included six flower and drum lantern programs;CCTV-4 broadcast "A Home Far Away - River Miles" focusing on the art of Ying Shang Flower Drum Lantern;CCTV "Folk Song - China" - Huaihe Rhythm Flower Drum Lantern.	The Fourth CCTV Dance Competition "Anhui Flower Drum Lantern";TV series "Flower Drum Lantern";TV feature film "Anhui Flower Drum Lantern.
4	Surabaya Opera	It is one of the four major operas in Anhui Province, formerly known as La Soul Cavity, and has been popular on both sides of the Huai River in Anhui Province for more than 200 years. It has a history of more than 200 years. Its chanting and recitation is a fusion of northern and southern operas, both impassioned and gentle, and it has flower cadences, flower tongues and folk music books.	CCTV-1 Variety Show "Avenue of Stars" - Si Zhou Opera "Returning to My Mother's Home" and "The Golden Turtle";Anhui TV "Meet the Flower Opera House" - Sizhou Opera "Zhong Kui Marries His Sister;Anhui Radio and Television "On the Field of Hope - 2022 Anhui Farmers Spring Festival Gala";CCTV-11 "One Hit Wonder"-Si Zhou Opera "Lazy Sister-in-law Catching a Meeting"; 2017 CCTV Opera Spring Festival Gala Program - Modern Surabaya Opera "Green Train"; CCTV-11 "Opera Style" - Si Zhou Opera "Faith" and "Poor Girl's Tears"; CCTV-10 "Exploration and Discovery" - Stormy Si Zhou City (4) The vicissitudes of the great river Si Zhou opera, one of the four major Anhui operas; CCTV-Theater "Window of Local Opera"--Si Zhou Opera "Autumn Moon Brilliant".	Nanjing Cultural Center Grand Theatre performed Siju Opera "Faith"; Anhui Art Theatre performed Siju Opera musical "Green Train"; Suqian Theatre performed modern Siju Opera "He Lao Tai".
5	Wuhe Folk Song	Popular in the lower part of the middle reaches of the Huai River in northeastern Anhui Province, China, it was centered on Wuhe and spread to a dozen different counties and cities in Anhui and Suzhou provinces and parts of Shandong. It has a long history and flourished in the Ming Dynasty. It is mainly composed of three major categories: ditties, labor trumpets, and rice-songs (field songs).	CCTV-4 "Home from Afar" - listening to Wuhe folk song on Huaihe River Tuohu; CCTV-3 "Everyday Singing" - Wuhe folk song "Pick Pomegranate"; CCTV "China Folk Song Conference" - Wuhe folk song "Pick Pomegranate"; Anhui TV "2022 Anhui Spring Festival Gala" - Wuhe folk song "How not the should"; CCTV music channel "Folk Song China" -Wuhe folk song "picking pomegranate"; Anhui TV "2022 Anhui Spring Festival Gala" -Wuhe folk song "how is not the that"; CCTV music channel "Folk Song China" section.	2017 Anhui Province, seven cities in northern Anhui Province (intangible cultural heritage) art exhibition - Wuhe folk song "picking pomegranate"; Bengbu City, Wuhe County, "2015 to welcome the New Year Wuhe folk song everyone sing"; CCTV Folk Song Museum included Wuhe folk song representative repertoire "picking pomegranate", "five small boats", "playing vegetable moss" and other records.

As shown in Table 1, the image representative intangible cultural heritage IP resources in northern Anhui area have been promoted through multiple communication media represented by CCTV and NCPA in multiple channels such as

animation, documentary, variety show, large-scale evening party, music and opera program, movie, TV series, game, musical, dance drama and record, providing a good learning case for Bengbu Ancient House Expo Park. Combined with

its own advantages and characteristics, Bengbu Ancient House Expo Park can promote film and television through variety shows, large landscape live performances, large parties, movies, TV series, cartoons, short videos and live broadcasts.

Variety show: Under the background of national policy guidance and transformation of the variety industry, Bengbu Ancient House Expo Park can cooperate with Bengbu TV, Anhui TV, CCTV and other media organizations to open a variety show with the traditional culture of ancient houses as the main character, help the traditional culture of ancient houses to inherit and develop, deepen the public's understanding of the traditional culture of ancient houses, and have both educational and entertainment functions, so as to effectively promote the socialization of traditional culture and provide new perspectives and ideas for the dissemination of traditional culture of ancient houses in China.[9]

Large-scale landscape live-action performance: the publicity of Bengbu Ancient Residence Expo Park can be carried out through the design and planning of a large-scale

landscape live-action performance, with the "Ancient Residence" as the carrier, the historical period as the structure to tell the story of China, through the "Ancient Residence" to say the meaning, rhyme, people and country, to show the Chinese national cultural confidence and Chinese craftsmanship. Through the "ancient dwellings", it will introduce the meaning, rhyme, people and country, showing the cultural confidence of Chinese nation and Chinese craftsmanship. It also combines the intangible cultural heritage of Anhui Province (flower drum lantern, Sizhou opera, etc.) and the local cultural characteristics of Bengbu (Dayu culture, etc.) to showcase the humanistic customs and beautiful scenery with local characteristics, further enhance the visibility of the park through performances and help the formation of a net-worthy destination, thus driving the development of the local tourism industry in Bengbu, while revitalizing the transmission of the intangible cultural heritage, and also reducing the economic pressure on the maintenance of the ancient houses through performance income. The performance income can also reduce the economic pressure on the maintenance of ancient houses.

Table 2. Film and television works set in Bengbu City, Anhui Province

Serial number	Film and television works	Film genre	Director
1	The Hedgehog	Movies	Gu Changwei
2	I'll See You in Heaven	Movies	Jiang Wenli
3	Life and Death Together	Movies	Chen Jian
4	The Fate of the Furious	Movies	Li Yadong
5	The Love of Pearl City	Movies	Han Xinjun
6	But on Earth 2	Movies	Zhao Erjun
7	The Creepy Tavern	Movies	Jiang Guoquan
8	The Daughter	Movies	Xue Chao
9	The Faithful	Movies	Xue Chao
10	The Third Person	Movies	Wu Yawen
11	Love - Don't You Go	Movies	Wang Jing'er
12	The Story of Prosecutor Wu Qun	Movies	Guo Zhi、 Yi Nan
13	The Dividing Line	TV series	Pan Jun
14	We Who Chased the Rainbow	TV series	Li Jie
15	Fugen in the City	TV series	Yao Yuan
16	My Mother Tian Xiaocao	TV series	Wang Zi
17	The Sun, the Moon, and a River	TV series	Zhang Huizhong
18	The Iron Youth	TV series	Liu Jiang
19	The Pomegranate is Red	TV series	Fu Bailiang
20	The Heaven and the Earth	TV series	Zhang Jinbiao
21	The Night Match	TV series	Li Hong

Film, television and animation: Film and television productions attract audiences with their exciting storylines and compelling audiovisual enjoyment, while also stimulating their interest in traveling to locations and stories.[10] Bengbu Ancient House Expo can expand its diversified development path in film, TV series and animation, so that the "audience" becomes "tourists" and "film" drives "tourism". Collated through data collection (Table 2):Movies such as "The Hedgehog", "I'll See You in Heaven", "Life and Death Together" and TV series such as "The Dividing Line", "We Who Chased the Rainbow", "Fugen in the City" and "My Mother Tian Xiaocao" are all set in Bengbu City, Anhui Province. Bengbu City's rich location resources and Bengbu Ancient Houses Expo Park film and television shooting base together, for the future Bengbu City to become a major film and television drama shooting location and then drive the

development of tourism industry has laid the foundation. Through film and television tourism, more tourists know, understand and enter the Bengbu Ancient House Expo, driving local economic and social development.

3.2.2. Diversified Science and New Technology Applications

Short video, live streaming: The rapid development of modern information dissemination methods has emerged a number of short video APPs represented by Jieyin, Foton, and Hu Ya, and is widely loved by viewers because of its low entry barrier, fast flow realization, low production cost, fast dissemination speed and wide range of characteristics. Bengbu Ancient Houses Expo Park can borrow new communication modes such as "intangible cultural heritage + short video" and "intangible cultural heritage + live broadcast" to give full play to the role of "flow"

in modern communication by filming and producing short episodes related to ancient houses and creating live broadcast videos with the endorsement of Netflix ads, so as to increase public awareness and attention.

At the same time, with the spatial carrier of Bengbu Ancient Residence Expo, its information dissemination can be carried out through AR and VR technologies with the characteristics of virtual-real, real-time interaction and three-dimensional immersion, as well as interactive, cross-media and other visualization forms. On the basis of digital protection of intangible cultural heritage, a database of intangible heritage mainly including text, photos, audio, video and digital media can be built, and the dissemination of intangible heritage culture can be effectively promoted through innovative forms such as three-dimensional image presentation of historical stories, interactive VR experience activities of intangible heritage crafts and online network tours.

3.3. To Create Cultural Tourism IP

3.3.1. Fully Exploit Tourism and Cultural Resources to Create Special IP Brands

"to the city's architecture, take away the wilderness of the mountains and forests, in vain, the scenery is damaged, visitors spoiled", gardening, architecture can show the local scenery is extremely important.[12]The IP brand of Bengbu Ancient Houses Expo is unique in that on the basis of protecting and sorting out the historical and cultural heritage of Bengbu, and restoring the "important mark of Chinese culture" according to the actual situation, the tourism and cultural resources around Bengbu Ancient Houses Expo and Bengbu City are fully explored and refined into an IP brand with precise positioning and representativeness. First of all, for Bengbu Ancient Residence Expo Park, visiting the "ancient dwellings" are the main purpose of tourists, so the central idea of IP needs to focus on the folklore and intangible cultural heritage spirit of the ancient dwelling buildings as the material carrier. Of course, the traditional Chinese wooden building construction techniques used in the relocation of ancient dwellings will also be an important resource to be passed down. Secondly, with the deep cultivation of Bengbu's historical folklore and traditional cultural resources such as Dayu culture and the combined efforts of Bengbu Olympic Sports Center, Longji Ancient Pagoda, Governor's Residence, Jackie Chan Environmental Art Exhibition Hall, Yang Liping Art Island and other attractions, an important cultural tourism circle resource has been formed. Once again, "the highest level in art is the philosophical art work", [7] Bengbu Ancient House Expo is rooted in the fertile soil of China's excellent traditional culture, rich in philosophy. Confucius said: the benevolent man enjoys the mountains, the wise man enjoys the water. The benevolent man is still, the wise man is moving. Mountain and water together, a stillness and a movement, the real beauty. On the one hand, the tall ancient dwelling buildings in Bengbu Ancient Residence Expo Park represent the so-called "mountain" together with the artificial mountain, while the flowing lake in Longzi Lake 4A scenic area represents "water", which together constitute the harmony of "mountain and water"; on the other hand, the "stillness" of Bengbu Ancient Residence Expo Park and the "movement" of Bengbu Olympic Sports Center form the beauty of "combination of movement and stillness" of yin and yang.

3.3.2. Broaden the IP Publicity Channels, Online and Offline Joint Promotion

First, broaden the "ancient houses" IP publicity channels, and animation, novels, creative, film, television, games and derived from the "ancient houses +" IP of more new possibilities. Collect and organize traditional folk stories of ancient houses as a blueprint to write novels, essay collections and other literary works, and design animation characters that tourists love to visualize the stories; integrate the "ancient houses" IP design into animation, games, movies and TV series, and later provide domestic and foreign film and television productions through the ancient houses special film and television shooting base as cultural support and venue support. Second, the "ancient houses" IP can be promoted in two ways: online "casting a net" and offline "taking root". Online methods include through the Internet, big data, cloud computing and with the help of live short video, video players, search engines and other platforms to achieve a wide range of "ancient houses" IP promotion, to make up for the shortcomings of offline publicity in the limited opening hours of the park, the small scope of dissemination, the high cost of travel for tourists, the itinerary consumes the physical energy of tourists. In terms of offline methods, visitors can enjoy the ancient houses, landscape scenery and rich collections in the park, and make the "ancient houses" IP culture deeply rooted in the hearts of visitors by experiencing AR and VR virtual visualization, learning the techniques of traditional Chinese wooden architecture construction and selling the surrounding cultural and creative products. Third, brand endorsement. In order to promote the brand name of "Ancient House" IP, we need the image of a person with a good public appeal in line with its cultural connotation as the brand image spokesperson, so as to deepen the public's recognition and support of the brand.

3.3.3. The Development Body Makes Concerted Efforts, And the Government Plays A Leading Role

In order to successfully build the "ancient houses" tourism and cultural IP, it is difficult for a single individual to do it alone, and requires not only the joint efforts of the government, society, people, communities, schools and other parties, but also the concerted efforts of the development body. With the support of policies, the Bengbu government plays a leading role, and can appropriately increase the financial and technical investment in the Bengbu Ancient Residence Expo, expand the number of talents recruited, further explore the construction path of Bengbu Ancient Residence Expo's specialization, and construct the cultural exchange, exhibition and activation mechanism between regions and ethnic groups.

4. Meaning of "Collection activation"

The success of the "Collection activation" of Bengbu Ancient House Expo will play an important role in the transmission and dissemination of the intangible cultural heritage of ancient houses, as well as in the future development of Bengbu Ancient House Expo and Bengbu City, Anhui Province and even the whole country. First of all, the "Collection activation" of Bengbu Ancient Houses Expo Park can help the transmission and dissemination of intangible cultural heritage of ancient houses and the promotion of the national spirit of traditional ancient houses, and inject fresh blood into the renewal of traditional culture by removing the crude and extracting the essence. Secondly, for the future development of Bengbu Ancient Residence

Expo Park, the "Collection activation" is conducive to its main role in protecting the long-term survival of ancient residential buildings. Finally, as a special cultural card of the Yangtze River Delta and even the whole country, Bengbu Ancient House Expo has the functions of collection (architecture, folk culture, non-foreign heritage culture), activation (storytelling tandem narrative, visualization way of communication, tourism culture IP), cultural communication, cultural exchange and improving the city brand (Taihu World Culture Forum, "run a good meeting, revitalize a city"), all of which will make important contributions in increasing the visibility, enhancing tourism economic development and enriching the cultural connotation of the city.

Acknowledgment

Fund project: Anhui University of Finance and Economics Postgraduate Research Innovation Fund Project in 2021; Research on "Collection activation" Strategy of Bengbu Ancient Houses Expo Park based on the Perspective of Non-Foreign Heritage (ACYC2021566).

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