

# Reflections on the Protection of Cultural Heritage Tourism of The Three Kingdoms from The Perspective of Cultural Routes

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**Abstract:** The cultural route is undoubtedly an important stage in the history of world heritage development. It enriches the connotation of world heritage and has trans-epochal significance. With the help of the dynamic and open perspective of the cultural route, the article sorts out the protection principles of the cultural heritage of the Three Kingdoms from the perspective of the cultural route, and analyzes the significance of the integrity and cross-regional protection. It also proposes the establishment of protected area protection mechanisms and community participation issues. As a new concept and new method in the international heritage protection circle, cultural routes provide new thinking and improved enlightenment for the overall protection of cross-regional and comprehensive cultural heritage in the three countries.

**Keywords:** Cultural route, Cultural heritage of the Three Kingdoms, Protection.

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## 1. Introduction

"Cultural route" is a highly innovative concept and method of cultural heritage protection, which is of great significance to the promotion of cultural heritage protection and brings unprecedented opportunities for cultural heritage protection. There are many problems in the protection and development of cultural tourism resources in the Three Kingdoms: First, there are not enough scenic spots with national and international popularity, and the degree of resource integration is not high enough. The second is that the construction and development of some relics and scenic spots has not undergone strict research and demonstration, and has been launched rashly. The awareness of protection is not strong, the cultural connotation is insufficient, the commercial color is too heavy, and some even cause "constructive damage." In addition, there are still a few relics and scenic spots, which are not well protected and have not yet received due attention from local leading departments and competent units, let alone effective construction and development. As a new concept and method in the international heritage protection field, the cultural route provides new thinking and enlightenment for the overall protection and specific protection strategic measures for the cross-regional and comprehensive cultural heritage resources of the three countries.

## 2. Principles of Protection of Cultural Heritage of The Three Kingdoms from The Perspective of Cultural Routes

According to several international authoritative documents on the protection of cultural heritage, combined with the principles of cultural routes of authenticity, identifiability, cross-regional protection, dynamic restoration, holistic protection, and comprehensive utilization, these provide a basis for the principles of protecting the cultural heritage of the Three Kingdoms, and according to the specific

circumstances of its route characteristics, dual culture interpenetration, etc., the following principles are formulated:

The first is the principle of integrity. The cultural heritage of the Three Kingdoms is an overall system. Any damage to its components will reduce its value as a whole. Comprehensive consideration should be taken when formulating protection and reuse strategies. The protection of cultural heritage emphasizes factors such as space, time, and culture, emphasizing the cultural value and function of the various heritage nodes it contains, and its far-reaching impact on the sustainable development of human society, culture, and economy. Therefore, it is necessary to establish a regional overall protection strategy.

The second is the principle of cross-regional cooperation. Under the principle of fairness and mutual benefit, cross-regional cooperation is advocated, so as to realize the sharing of resources and technologies in different regions. The cultural heritage of the Three Kingdoms is different from the point features of traditional items of cultural heritage. Its protection depends on the understanding, communication and active cooperation between different provinces, cities and regions.

The third is the principle of authenticity. The principle of authenticity is an internationally recognized fundamental factor in the assessment, protection and monitoring of cultural heritage. The protection of the cultural heritage of the Three Kingdoms requires that the heritage site must not destroy its real historical and cultural information, and cannot carry out additions and reconstructions that affect its historical and cultural value at will. Therefore, the cultural heritage of the Three Kingdoms must pay attention to the repair, reconstruction and new antique buildings of its relics. protection of its authenticity.

The fourth is the principle of dynamics. The protection of the cultural heritage of the Three Kingdoms needs to leave some leeway in terms of methods, content, and depth, maintain the flexibility of protection work, and flexibly formulate and implement protection requirements to ensure

that various new Concepts and situations can be integrated into protection work, keeping pace with social and economic development. At the same time, we should also respect the different local cultural traditions and existing heritage protection systems along the route, deeply understand the significance of material heritage that has survived to the present, and the new meaning of communication and interaction between historical context and reality, and attach importance to historical context (diachronism) and communication with reality Likelihood of interaction (consensus).

Fifth, in terms of the principle of comprehensive utilization, the value of the cultural heritage of the three countries in different regions is different, and the cities and external environments are different. Therefore, the protection work needs to take different measures according to the value of the heritage and the urgency of protection. We should Protect the cultural heritage of the Three Kingdoms on the basis of resources and funds. Its protection should be comprehensively utilized by multiple means, including renovation, construction, conservation, restoration, change, and reuse.

Sixth, in terms of the principle of of integrity of style and appearance, for the protection of the cultural heritage of the Three Kingdoms, it must be ensured that the overall appearance of the heritage site will not be damaged, and the interior can be treated differently according to the level of protection. In addition, the protection also includes the protection of the environment of the heritage site, the overall features of heritage site gathering areas and ancient town relics.

### **3. The Significance of Protecting the Cultural Heritage of The Three Kingdoms from The Perspective of Cultural Routes**

First of all, in order to effectively realize the overall protection of the cultural heritage of the Three Kingdoms, it is necessary to combine the cultural route with the practice of the protection of the cultural heritage of the Three Kingdoms. The original protection system focuses on the "point" static protection along the route with the cultural relics protection units as the key objects, while the cultural route pays more attention to the connection of the protected objects and the influence of each element composition on the overall value and the overall route , more objectively and truly reflect the cultural connotation of the cultural line and the significance of cultural exchange, which emphasizes that the protected object is a "line" display of human activities. The protection concept of the cultural line will expand the scope of protection of the cultural heritage resources of the Three Kingdoms, including cultural resources and natural resources, tangible cultural heritage, intangible cultural heritage, etc., and implement the overall protection of the cultural heritage of the Three Kingdoms like a linear heritage resource.

Secondly, learning from the method of cultural routes to protect the cultural heritage of the Three Kingdoms is conducive to promoting the construction of trans-regional cooperation and protection mechanism of the cultural heritage of the Three Kingdoms. The essence of cultural route protection lies in the regionalization of heritage protection. It advocates that the protection of heritage resources should go

beyond administrative boundaries, geographical boundaries and cultural boundaries, and provides protection ideas and collaborative protection platforms for linear heritage resources across ethnic, regional, national and continental boundaries.

Thirdly, the protection of the cultural heritage of the Three Kingdoms is conducive to the achievement of the win-win goal system of its development and utilization. The multiple historical functions of the cultural heritage of the Three Kingdoms determine the multiple goals of its current development and utilization, from cultural exchanges, national progress, economic development to ecological education functions, historical and cultural heritage functions, and heritage tourism. In addition to effectively protecting the historical and cultural heritage resources of the Three Kingdoms culture to inherit national traditional culture and historical memory, the functions of ecological environment protection, business exchanges, historical and cultural education and leisure tourism of the Three Kingdoms cultural resources are fully utilized to carry out multi-cultural activities in the Three Kingdoms cultural areas. In terms of cooperation and development, give full play to the advantages of resources, take the cultural route as an opportunity, scientifically and rationally develop and utilize the cultural heritage of the three countries to achieve a win-win situation.

## **4. Establishment of the Protection Mechanism of The Reserve**

From the analysis of the actual situation of my country's tourism development, "In recent years, the government (in terms of tourism planning and opening up) has emphasized scientific decision-making, and the investment subject has changed from the former state-owned capital investors to private capital investors. The risk awareness of the government and investors both have been greatly strengthened". Under the current government-led and multi-departmental heritage management system implemented in my country, it may be difficult to introduce foreign methods such as the establishment of the National Heritage Administration. In such a form, building a regional protection mechanism for heritage sites, especially cultural route heritage sites, has become one of the effective and feasible ways. These include the following two aspects:

### **4.1. Community Participation Mechanism of the Three Kingdoms Cultural Heritage**

Because the cultural heritage of the Three Kingdoms has a wide range and involves many communities, it is very limited to rely solely on the cultural department and the tourism department to take protection measures. It requires the participation of the public to arouse community citizens' interest in heritage, raise their awareness of protection and participate in protection. To train them to look at cultural heritage conservation with a scientific attitude.

There is no doubt that the community is the main body of cultural heritage protection in the Three Kingdoms. Community includes three meanings in the English context: a group of people living in the same area and under the management of the same government; a group of people with common interests; the public. Usually, in research, community participation pays more attention to the first meaning of the community, that is, it pays attention to the participation of the local community and the acquisition of

benefits, while ignoring the subject participation under the second and third meanings of the community, so it is incomplete.

The community referred to in this article includes all groups that have interests in the cultural heritage of the Three Kingdoms (the interests include: social interests, economic interests, personal interests and ecological interests). Because groups with different backgrounds have huge differences in cognition of the cultural heritage of the Three Kingdoms, only by recognizing this difference can we take all parties into account in the formulation of protection and utilization measures, and then maximize the enthusiasm and initiative of various communities to participate in protection and utilization.

#### 4.2. Incentive measures of the main body

Tourism resources protection researchers believe that residents in tourist attractions are also one of the important subjects of tourism resources, and the behavior of residents in scenic spots is closely related to the results of resource protection. To increase the enthusiasm of residents to protect tourism resources, the most important thing is to establish a reasonable benefit distribution mechanism, so that residents in the scenic area can obtain corresponding economic income from the development of the scenic spot, and effectively improve the living welfare of local residents, so that residents will actively protect the local tourism resources.

One is the local community. The establishment of an

incentive mechanism for local communities should ensure that the development of cultural heritage tourism in the Three Kingdoms will bring benefits to the local area, that is, let the community realize that the development of heritage tourism has indeed improved the original way of life and the original quality of life. For example, government departments forecast funds for infrastructure construction aimed at promoting the production and living standards of local communities, etc.

The second is the tourist community. In view of the specific system of heritage resources management in my country and the property rights characteristics of quasi-public goods of heritage resources, tourist communities play an important role in providing funds for the sustainable development of heritage tourism resources. Therefore, improving the tourism reception facilities, improving the safety of road traffic, improving and perfecting the interpretation system and other functions that can effectively protect the interests of tourists should be advocated.

The third is the public. For the public, the social welfare of the heritage should be highlighted, and a mechanism should be formed to allow more citizens to visit the cultural heritage related to the Three Kingdoms, thereby generating a sense of national pride. At the same time, it is necessary to effectively maintain the cultural heritage of the Three Kingdoms and form a sustainable use of relevant cultural heritage, so that citizens from generation to generation can enter the heritage scenic spot and enjoy the heritage resources that are legally owned by them.

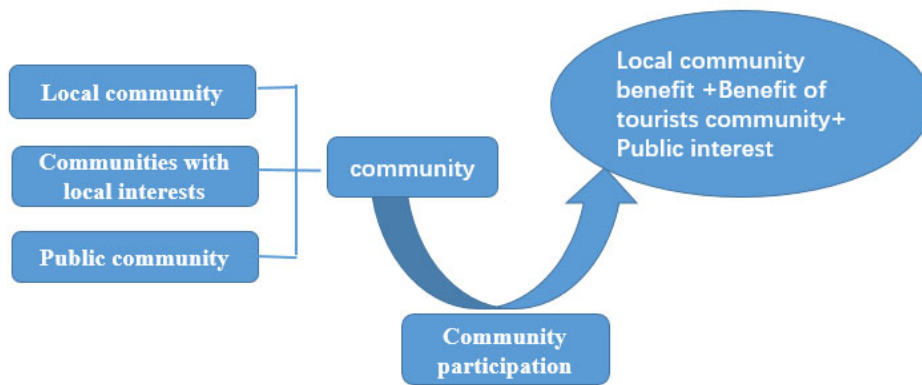


Figure 1. Schematic diagram of community subject

### 5. Community Participation Issues in Three Kingdoms Cultural Heritage

Local cultural traditions and conservation methods should be respected and strengthened. Tourism activities should aim to provide equitable economic, social and cultural benefits to all levels of communities in the in Three Kingdoms cultural heritage through education, training, human resource development and the creation of economic opportunities. To this end, the hiring of tourism workers and attraction interpreters from the local community should be encouraged. According to the research of Yang Zhenzhi and other scholars, tourist destinations should be composed of "foreground", "curtain" and "background", and the three need to be developed in combination according to certain rules in order to meet the needs of tourists , the development of local

communities and effective protection of tourism resources. As far as the cultural heritage of the Three Kingdoms is concerned, communities related to local interests may appear in three positions at the same time: "foreground" (ordinary tourists), "curtain" (local community and government) and "background" (in-depth tourists) . Therefore, it is necessary to provide appropriate and accurate tourism consultation and information, and to stimulate the enthusiasm of relevant communities in management and tourism, and to restrain their negativity in resource protection and cultural appreciation. Relatively speaking, the public community pays more attention to the effective management of World Heritage and the accessibility of World Heritage. Therefore, we should increase the publicity of heritage throughout the country, give regular notice of the protection and administration of the estate and control the cost of viewing heritage sites, etc.



**Figure 2.** Community Engagement Diagram

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