

# Exploration of New Models for the Development of Ancient Capital Culture in Shenyang Historical and Cultural Blocks

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**Abstract:** Shenyang, as an important city in Northeast China, has rich historical and cultural resources and a unique ancient capital culture. In recent years, the protection and development of historical and cultural districts in Shenyang have faced challenges in the inheritance of traditional culture in the process of urban modernization. This article aims to explore the new model of Shenyang's historical and cultural blocks in the development of ancient capital culture, and analyze their practical experience in cultural protection, community participation, modern technology application, and cultural activity richness. Through the study of case studies, this article reveals how historical and cultural districts can achieve dual goals of economic and social development while protecting cultural heritage. The research results indicate that the sustainable development of historical and cultural districts relies on the improvement of laws and regulations, innovation in cultural activities, and the application of modern communication methods, which provide useful references for other historical and cultural cities.

**Keywords:** Shenyang, historical and cultural districts, ancient capital culture, community participation, sustainable development

## 1. Introduction

Shenyang, as an important city in Northeast China, has rich historical and cultural heritage and unique regional characteristics. Since ancient times, Shenyang has been renowned for its long history and splendid culture. It was once the birthplace of the Qing Dynasty and the capital of the Qing Dynasty, carrying important historical memories and cultural symbols. However, with the acceleration of urbanization, the historical and cultural districts in Shenyang are facing many challenges in terms of protection and utilization. Many historical relics and traditional culture are gradually disappearing, and the trend of commercialization is becoming increasingly evident. How to protect and inherit these precious cultural resources in urban development has become an important issue for the development of Shenyang today.

Currently, there is an increasing amount of research and practice on historical and cultural districts both domestically and internationally, and various regions have achieved certain results in exploring the balance between cultural inheritance and economic development. These successful cases provide valuable reference experience for Shenyang. How to combine its own historical and cultural background to innovatively develop the ancient capital culture has become the key to promoting the dual development of Shenyang's economy and culture.

This paper aims to explore a new model for the development of ancient capital culture in Shenyang's historical and cultural districts, analyze the current status of protection and utilization of existing districts, and propose construction plans for new models such as multi subject participation, integration of culture and economy, and integration of technology and culture. By comparing successful cases in Shenyang and other cities, explore sustainable development paths suitable for historical and cultural districts in Shenyang, and provide theoretical basis and practical guidance for promoting the protection and inheritance of Shenyang's ancient capital culture. We hope that through this study, new vitality can be injected into the historical and cultural districts of Shenyang, achieving an organic combination of historical culture and modern urban life.

## **2. Overview of Shenyang historical and cultural blocks**

### **2.1 Historical evolution**

Shenyang, as an important city in Northeast China, has a long history and profound cultural heritage. As early as over 5000 years ago, humans have been reproducing and thriving in the Shenyang area. Over time, Shenyang gradually developed into the birthplace of the Manchu people and the capital of the Qing Dynasty, becoming an important passage connecting the north and south. The history and culture of Shenyang can be traced back to the Jin Dynasty, and a large number of historical relics and cultural heritage are still preserved today. Shenyang's cultural heritage is rich and diverse, including religious culture, folk culture, architectural culture, etc. For example, the Shenyang Palace Museum is the first palace of the Qing Dynasty, and its architectural style combines the characteristics of Manchu and Han cultures, with important historical and artistic value. In addition, historical sites such as Zhang's Mansion, Dongling, and Xiling, as well as the surrounding folk culture, showcase the unique regional culture of Shenyang. Shenyang's traditional arts and crafts, such as Manchu embroidery, Paper Cuttings, and folk art, are still inherited today, forming the city's rich cultural heritage. The historical and cultural districts in Shenyang are mainly concentrated in the old city area, with the most representative ones being Zhongjie, Wuai Market, and North Market. These neighborhoods have historically been centers of commercial and cultural activities, carrying the commercial prosperity and humanistic spirit of Shenyang. As the oldest commercial street in Shenyang, Zhongjie's history can be traced back to the Ming and Qing dynasties. Here, a large number of shops and snacks gather, becoming an important place for citizens' daily life and cultural exchange. In recent years, Zhongjie has injected modern elements while preserving its traditional style, attracting a large number of tourists. Wuai Market is renowned for its rich variety of products and unique shopping experience, and is an indispensable part of Shenyang people's lives. The stalls and shops in the market showcase the combination of traditional culture and modern commerce in Shenyang, reflecting regional characteristics. As a traditional market for agricultural products and handicrafts, the North Market retains a large number of local characteristics, showcases Shenyang's folk art and traditional handicrafts, and attracts many tourists who love traditional culture.

### **2.2 Current situation analysis**

In recent years, Shenyang has gradually attached importance to the protection and utilization of historical and cultural blocks, and has taken multiple measures to maintain their historical style and cultural connotations. At the policy level, the Shenyang Municipal Government has issued a series of documents clarifying the protection planning and management requirements for historical and cultural districts. At the same time, many historical buildings have been restored and the neighborhood environment has been improved, providing citizens and tourists with a better cultural experience. In terms of utilization, the historical and cultural districts in Shenyang have gradually developed into important areas for tourism and commerce, attracting a large number of tourists. Various cultural activities and festivals are held in these neighborhoods, which not only enhances the local cultural atmosphere but also promotes economic development. Merchants have further enhanced the attractiveness of the neighborhood through cultural themed activities and promotion of specialty products. Although the development of historical and cultural districts in Shenyang has achieved certain results, it still faces many problems and challenges.

Firstly, the issue of commercialization. With the development of tourism, some historical and cultural districts are facing pressure from excessive commercialization, and many businesses are more concerned about short-term economic benefits, leading to the gradual marginalization of traditional culture. In some neighborhoods, the uniqueness of historical culture has been diluted by various commercial activities, losing its original cultural value.

Secondly, cultural loss. In the process of rapid development, the inheritance of some traditional handicrafts and folk culture is facing challenges, and the younger generation's sense of identity with traditional culture is gradually weakening. Many traditional skills and folk activities are on the brink of extinction due to a lack of sufficient inheritors.

Thirdly, there are insufficient protective measures. Although the Shenyang government has planned the protection of historical and cultural districts, there are still problems such as insufficient resources and poor management in the implementation process. The inadequate protection measures for some historical sites and the lack of scientific and professional restoration work may lead to further damage

to cultural heritage.

In summary, the historical and cultural districts in Shenyang have achieved certain results in protection and utilization, but further exploration of effective protection and development models is still needed to achieve a win-win situation between cultural inheritance and economic development.

### **3. New model for the development of ancient capital culture**

In the context of rapid development in modern society, the protection and inheritance of ancient capital culture face many challenges. In order to better adapt to the development of the times and effectively protect and utilize cultural heritage, the development of ancient capital culture urgently needs to explore new development models. These new models should not only be based on a solid theoretical foundation, but also combine multi-party participation, integration of economy and culture, and innovative application of technology to promote the sustainable development of ancient capital culture.

#### **3.1 Theoretical basis**

The theory of cultural heritage protection provides important theoretical support for the development of ancient capital culture. This theory emphasizes that cultural heritage is not only a carrier of history, but also an important component of cultural identity and local characteristics[1]. Effective protection measures should take into account historical value, artistic value, and social value to achieve comprehensive protection of cultural heritage. This includes the protection of ancient architecture, cultural relics, intangible cultural heritage, etc., to ensure their inheritance and development in modern society. In theory, the goal of protection is not only the preservation of material culture, but also the continuation of cultural memory and local identity.

The theory of cultural tourism development emphasizes the combination of culture and tourism, attracting tourists through the uniqueness of culture, and achieving the dual goals of economic benefits and cultural dissemination. This theory holds that cultural tourism can not only promote local economic development, but also enhance tourists' understanding and identification with local culture [2]. In the context of ancient capital culture, the development of cultural tourism should focus on experiential and participatory approaches, promoting tourists to gain a deeper understanding of local history, customs, and cultural characteristics, thereby enhancing the overall quality and efficiency of cultural tourism.

#### **3.2 Construction of new models**

##### **3.2.1 Multi stakeholder participation**

The new model of cultural development in ancient capitals requires active participation from multiple stakeholders. The collaboration of various roles such as government, community, enterprises, and non-governmental organizations (NGOs) can form a joint force to promote the protection and inheritance of ancient capital culture.

Governments, communities, businesses, and non-governmental organizations each play important roles in the protection of cultural heritage and the development of cultural tourism. As the main responsible party, the government should formulate and implement effective policies and regulations, provide necessary financial support and technical guidance to strengthen the management and protection of cultural heritage, and create a favorable development environment. Community is an important carrier of cultural heritage. Through participation, it enhances residents' recognition and protection awareness of local culture, promotes cultural activities, and enhances community cohesion. By investing in cultural projects, developing cultural products and tourism services, enterprises not only gain economic benefits, but also promote the dissemination and innovation of culture. Non-governmental organizations, with their flexibility and professionalism, provide strong support for the protection of cultural heritage through organizing cultural activities, conducting research, and promoting education. The collaborative cooperation of these four has formed a benign ecology for the protection and development of cultural heritage.

##### **3.2.2 Integration of culture and economy**

In the new development model, the integration of culture and economy is crucial. The combination of cultural and creative industries with traditional culture can effectively enhance the value and

attractiveness of ancient capital culture.

The cultural and creative industry injects new vitality into the ancient capital culture through innovative development of traditional culture. This includes the modernization of traditional handicrafts and folk culture, as well as the design and marketing of cultural products. For example, combining traditional craftsmanship with modern design to develop cultural products with local characteristics can not only meet market demand but also promote cultural dissemination. In addition, regular cultural festivals, art exhibitions and other activities are held to effectively attract tourists to participate and enhance cultural experiences. By combining themed activities with local characteristics, not only does it enhance tourism attractiveness, but it also promotes local economic development. In the process of promoting the integration of culture and economy, attention should be paid to protecting and promoting local characteristics, avoiding the phenomenon of cultural homogenization, and ensuring the uniqueness and diversity of cultural heritage.

### ***3.2.3 Integration of technology and culture***

The advancement of technology has provided new opportunities for the development of ancient capital culture. The use of digital technology to enhance the effectiveness of cultural dissemination is an important direction for the current new development model of ancient capital culture. Digital protection virtualizes and digitally preserves cultural heritage through digital technology, which not only extends its life span, but also enables more people to access cultural information through the Internet. This process is not limited to the recording of cultural relics and ancient architecture, but also includes the digital display of intangible cultural heritage, such as using video and virtual reality (VR) technology to showcase the production process of traditional handicrafts. At the same time, smart tourism leverages smartphone applications and IoT technology to enhance tourists' cultural experience. Through services such as intelligent navigation and augmented reality (AR) interaction, tourists can gain a deeper understanding of the history and value of cultural heritage. In addition, online communication utilizes social media and online platforms for cultural dissemination, expanding the audience and attracting more young people to pay attention to and participate in the protection and inheritance of ancient capital culture. By producing short videos and live streaming activities, the popularity and influence of ancient capital culture can be effectively enhanced.

The new model for the development of ancient capital culture emphasizes the solid theoretical foundation and active participation of diverse subjects, aiming to achieve sustainable development of ancient capital culture through the integration of culture and economy, and the combination of technology and culture. Faced with the challenges of modernization, these new models not only provide new ideas for the protection of ancient capital culture, but also open up vast space for its inheritance and development.

## **4. Case analysis**

### ***4.1 Successful cases at home and abroad***

In China, many historical and cultural districts in cities have successfully been protected and redeveloped, forming unique models that are worth learning from. For example, the Shichahai area in Beijing has successfully attracted a large number of tourists by combining traditional residential buildings with modern commerce, becoming a popular area for cultural experiences and leisure shopping [3]. While preserving the traditional architectural style, the region has introduced rich cultural activities such as traditional handicraft exhibitions and folk performances, enhancing tourists' sense of participation and experience. Similarly, the West Lake Cultural Scenic Area in Hangzhou actively develops tourism products that are integrated with local history and culture while protecting the natural landscape. Through intelligent navigation, cultural festivals and other forms, tourists' understanding and experience of local history have been enhanced, successfully achieving dual benefits of economy and culture. These successful cases demonstrate that through effective protection and innovative development of historical and cultural districts, a win-win situation can be achieved between cultural inheritance and economic development.

### ***4.2 Practical exploration in Shenyang***

Shenyang has also achieved significant results in the exploration of historical and cultural protection and urban development, especially in the renovation and development of the surrounding

areas of the Shenyang Imperial Palace. In this region, Shenyang actively promotes the improvement of the surrounding environment and the enrichment of cultural activities by implementing the development strategy of "culture+tourism". For example, near the Forbidden City, the government has invested in the renovation of several historical buildings and introduced cultural and commercial projects with local characteristics, such as traditional handicraft shops, local cuisine restaurants, etc., allowing tourists to enjoy rich local cultural experiences while appreciating cultural heritage. In addition, Shenyang has attracted a large number of tourists to visit and experience various forms of cultural activities, such as traditional festival celebrations, art exhibitions, etc. These activities not only enhance the cultural atmosphere around the Forbidden City, but also strengthen citizens' sense of identity and participation in cultural heritage. In terms of digitalization, Shenyang actively explores the use of AR, VR and other technologies to provide tourists with immersive cultural experiences, allowing them to gain a deeper understanding of Shenyang's history and culture during their travels.

## **5. Policy recommendations**

### ***5.1 Improve laws and regulations***

Suggestions for the protection policies of historical and cultural districts should be based on the improvement of laws and regulations and the enhancement of enforcement efforts. Firstly, the national and local governments should formulate protection laws specifically targeting historical and cultural districts, clarifying the specific scope, standards, and responsible parties for protection, to ensure a balance between urban development and cultural protection. For example, it is possible to stipulate in the law the technical standards and cultural value assessment procedures that must be followed for the repair and renovation of buildings within historical and cultural districts, to ensure that any development activities do not damage the original cultural characteristics. Secondly, in response to illegal development and destruction of historical and cultural heritage, legal penalties should be increased, and accountability mechanisms should be clarified to effectively deter potential violations. Local governments should strengthen inspections and supervision of historical and cultural districts, establish a long-term mechanism, and ensure the implementation of laws and regulations. At the same time, it is recommended to establish a cultural heritage protection fund to support the protection and restoration of historical and cultural districts, in order to achieve long-term sustainable development.

### ***5.2 Promoting cultural activities***

Organizing diverse cultural activities is an important means to enhance the vitality of historical and cultural districts. It is recommended that local governments and relevant cultural institutions jointly plan and host cultural festivals, art exhibitions, folk performances, and other activities to attract the participation of tourists and citizens. By organizing events such as traditional craft exhibitions, local specialty food festivals, and intangible cultural heritage experiences, we can showcase the unique charm of historical and cultural districts while promoting local economic development. At the same time, local artists and cultural groups should be encouraged and supported to create and perform in the neighborhood, creating a good cultural atmosphere. Consider establishing a 'Block Culture and Art Award' to reward individuals and groups who engage in innovative cultural activities within the block, in order to encourage more creativity and participation. Through these activities, historical and cultural districts can not only enhance their attractiveness, but also become important platforms for cultural exchange and community interaction, enhancing citizens' cultural identity and sense of belonging.

### ***5.3 Increase publicity and promotion***

In the context of the high development of new media, cultural communication through the Internet and social media is an important way to enhance the popularity of historical and cultural blocks. It is suggested that governments at all levels and cultural departments strengthen the promotion and publicity of historical and cultural districts, and use forms such as short videos, live broadcasts, and social media platforms to produce vivid and interesting cultural propaganda content to attract the attention of young tourists. In addition, we can collaborate with tourism platforms and travel agencies to launch exclusive tourism routes and preferential policies for historical and cultural districts, enhancing tourists' willingness to participate. By regularly releasing cultural activity information, historical background introductions, and travel guides for the neighborhood, a comprehensive online promotion system is established to enhance the neighborhood's visibility and attractiveness. At the

same time, it is recommended to hold a "cultural tour" promotion activity, inviting media, tourism experts, and KOLs (key opinion leaders) to conduct on-site inspections and experiences, using their influence to expand the scope of dissemination, and attracting more tourists to personally experience the charm of historical and cultural blocks. Through multi-channel promotion, historical and cultural districts will better integrate into the public eye and become important destinations for cultural tourism.

## 6. Conclusion

As an important carrier of ancient capital culture, Shenyang's historical and cultural blocks face the contradiction between urban modernization and cultural protection. Through in-depth research on the historical and cultural districts of Shenyang, it has been found that in the exploration of new models for the development of ancient capital culture, the following practical aspects have provided us with valuable experience and inspiration. Firstly, the protection and development of historical and cultural districts must be closely integrated. By improving laws and regulations, establishing clear protection standards and responsibility mechanisms, the integrity and authenticity of cultural heritage can be effectively maintained. At the same time, incorporating historical and cultural districts into the overall development strategy in urban planning will enable them to play a greater role in modern urban life. Secondly, the richness and diversity of cultural activities are key to enhancing the vitality of historical and cultural districts. By organizing various cultural festivals and artistic activities, enhancing the attractiveness of the neighborhood can not only promote the arrival of tourists, but also stimulate the cultural participation of local residents and form a good community cultural atmosphere. This cultural participation not only contributes to the inheritance of traditional culture, but also promotes innovation and integration of modern culture. In addition, fully utilizing modern technological means for publicity and promotion has injected new vitality into the development of ancient capital culture. Through the widespread use of social media and digital platforms, the cultural value and historical stories of Shenyang's historical and cultural districts have been better disseminated, attracting more attention and participation from young people. This new mode of dissemination not only keeps historical culture in the past, but also closely connects it with contemporary life, forming a new cultural consumption pattern. Finally, the successful experience of Shenyang's historical and cultural districts provides reference for other historical and cultural cities. In the context of the interweaving of globalization and localization, how to maintain cultural uniqueness while adapting to the development of modern society is a challenge that every historical and cultural district needs to face. Shenyang has found a balance between cultural protection and economic development by exploring new development models, providing useful references for other cities.

In summary, the exploration of new models for the development of ancient capital culture in Shenyang's historical and cultural districts not only showcases rich historical and cultural heritage, but also provides us with important insights for future development directions. By strengthening protection, enriching cultural activities, and promoting modern dissemination, we have reason to believe that the historical and cultural districts in Shenyang will shine even more enchanting and become an important bridge connecting history and the future.

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