

Interpretation and commercialization strategies of Dunhuang cultural relics: from grottoes and scriptures cave documents to modern commercial exploration of Dunhuang culture

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Abstract: As a treasure of ancient Chinese civilization, the inheritance and development of Dunhuang culture are influenced by both historical culture and contemporary commercial challenges. As two major representatives of Dunhuang culture, the Dunhuang Grottoes and the Sutra Caves documents carry rich historical information and cultural connotations, and are important ways to understand and inherit Dunhuang culture. This paper adopts the research methods of literature research, case study and comparative study, aiming to explore the inheritance model and business strategy of Dunhuang culture through the study of Dunhuang Grottoes and Sutra Caves documents, combined with the analysis of modern cases.

Keywords: Dunhuang culture; cultural relics interpretation; cultural heritage; business strategy

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1. Explanation of Dunhuang culture and related concepts

Chinese civilization is extensive and profound, with a long history, and has important characteristics such as continuity, innovation, inclusiveness, unity, and peace. In the course of China's historical development, different regions have formed different cultural development trajectories due to their unique customs and regional characteristics, jointly constructed the brilliance of Chinese civilization, and formed many regional cultural chains with regional characteristics. Dunhuang culture is one of the important representatives of Chinese culture. It is located at the throat of the Silk Road. Under the promotion of the economy, ethnic integration and cultural integration have formed a unique cultural image. Therefore, this article uses the physical remains of Dunhuang culture to analyze the Chinese culture behind it, and think about the economic value of Dunhuang culture in modern society.

Culture is the sum of material and spiritual wealth created by human beings in social practice. Dunhuang culture is the concrete embodiment of Chinese culture in the northwest region. In 1930, Mr. Chen Yinke said in the "Preface to Dunhuang Jieyulu": "The academic research of an era must have new materials and new problems. Using these materials to study problems is the new trend of academic research in this era. ... Dunhuang scholars are the new trend of academic research in the world today." The development of Dunhuang studies is inseparable from the discovery and interpretation of physical materials. In the process of interpreting the appearance of a certain culture, the interpretation of culture is mainly carried out through historical materials and physical remains left by the society at that time. This section mainly uses the physical remains unearthed in Dunhuang culture to explain the author's understanding of the development of Dunhuang culture, and specifically explains it through the representative Dunhuang Mogao Grottoes statues and Dunhuang Sutra Cave documents.

2. Interpretation of Dunhuang Cultural Relics

2.1 The outstanding characteristics of Dunhuang culture reflected in the statues in the Dunhuang Grottoes

The Dunhuang Grottoes include the Dunhuang Mogao Grottoes, the Western Thousand Buddha Caves, the Guazhou Yulin Grottoes, the Eastern Thousand Buddha Caves, and the Subei Grottoes. Among them, the Mogao Grottoes are the largest, with 735 existing caves, of which 492 have murals and colored sculptures. More than 2,000 colored sculptures from the 4th to 14th centuries AD are preserved. In the second year of the Jianyuan period of the Former Qin Dynasty (366), the monk Le Zun and the subsequent Zen Master Faliang created the first batch of caves

in the Mogao Grottoes. Since the Mogao Grottoes were excavated, they have been built for nearly a thousand years from the Northern Liang Dynasty to the Yuan Dynasty, forming a huge grotto group with a magnificent scale, rich content and diverse forms. The Dunhuang Grottoes, after more than a thousand years of construction and repair, were introduced to China against the background of the construction of the Silk Road and the eastward spread of Buddhism. After the establishment of Dunhuang, different styles of grottoes and Buddhist statues were formed in different eras and economic development conditions in different dynasties, reflecting China's ideological understanding and social life in different periods.

The statues in the Dunhuang Grottoes were built under the influence of Buddhism. Buddhism was introduced into China from Central Asia, West Asia and other regions, and combined with the humanistic consciousness of the society at that time to form a cultural image with local characteristics. The statues in the Dunhuang Grottoes are an important physical manifestation of cultural images in the cultural exchange of the Silk Road. They are based on the Central Plains culture, and combined with Indian culture, Greek culture, Gandhara culture and other factors to form a statue group with local characteristics. The statues built in each era have different styles, showing the evolution of the development of the Dunhuang Grottoes statues over the past thousand years, and through them, the social and economic relations and ideological and cultural cognition of society at different stages can be inferred.

3.Current status and future prospects of Dunhuang culture commercialization

There have been some exploratory cases of Dunhuang culture in modern inheritance. In order to have a more professional market analysis of Dunhuang culture, we will use the PESTLE model to analyze the situation of Dunhuang culture and related industries in the Chinese and world markets .

3.1 Economic factors

With the rapid development of China's economy, people's demand for cultural tourism is increasing. As a tourist destination, Dunhuang's cultural industry has huge market potential. Global economic integration and the development of tourism have provided a broad international market for Dunhuang culture and related industries. Since the establishment of the Silk Road Fund in 2014 , Dunhuang culture has received more attention and promotion. According to the data released by the National Bureau of Statistics on December 29, 2023, the national cultural income in 2022 continued to grow after the epidemic and reached 537.82 billion yuan, of which the core cultural field accounted for 71.2 % . It can be seen that Dunhuang culture and cultural industries will continue to receive attention from investors.

3.2 Social factors

The profound heritage and unique charm of Dunhuang culture have been widely recognized in China, which provides a good social foundation for the development of Dunhuang culture and related industries. In 2022 alone , the Dunhuang Academy's integrated media platform had more than 200 million page views, with visitors from 120 countries and regions , and most of the main integrated media visitors were young people born after 2000. It can be seen that with the rise of the national trend of millennials , the status of Dunhuang culture has also been further improved and attracted more attention from the public.

3.3 Technological factors

The rapid development of digital technology has provided new means for the protection and dissemination of Dunhuang culture. Technologies such as virtual reality and augmented reality can help people gain a deeper understanding of Dunhuang culture. International technological exchanges and cooperation have brought more development opportunities to Dunhuang culture and related industries, but at the same time they are also facing the challenge of technological upgrading.

3.4 Environmental factors

As environmental awareness increases, Dunhuang culture and related industries need to pay more attention to

environmental protection and sustainable development in the process of development. Global climate change and environmental issues may have a certain impact on the protection and inheritance of Dunhuang culture, which needs to attract more international attention .

4.Modern commercialization cases of Dunhuang culture

4.1 Use the 4P model to analyze

Dunhuang culture and its related industries have great development space and potential in terms of price, product, channel and promotion. By continuously optimizing and improving these four aspects, Dunhuang culture and its related industries can better meet market demand, enhance brand influence and achieve sustainable development. Through the following 4P model analysis, we can have a clearer understanding of the development of Dunhuang culture and its related industries.

4.1.1 Price

Compared with other cultural products, Dunhuang products are currently priced in a non-standardized and market-based manner. Dunhuang cultural products, such as artworks, crafts, and books, usually have unique cultural value and historical significance, so their prices are often higher. This requires accurate market positioning, targeting consumer groups with a higher willingness to pay for cultural products. As a tourist destination, Dunhuang's tourism services, such as tickets, accommodation, and catering, also need to be reasonably priced to attract tourists and maintain a good profit level.

4.2 Promotion

In combination with the current successful cases, Dunhuang Culture and Tourism adopts a combination of traditional media and social media for publicity, using traditional media such as television, radio, and newspapers to promote and promote Dunhuang culture and increase public awareness of Dunhuang culture. At the same time, relevant media companies such as Da Dunhuang and Feitian will combine social media platforms such as Weibo and WeChat to promote Dunhuang culture online, interact with netizens, and enhance brand influence. Local travel agencies and cultural companies provide cultural activities and tourism services for tourists, and show tourists the unique cultural charm of Dunhuang through tourism brochures, tourism websites and other channels, attracting more tourists to experience it.

To sum up, Dunhuang culture not only has more forms of expression in the new era, but also has gained more attention from the public. It has also begun to emerge on the road to commercialization and has a relatively good development prospect.

5.Conclusion

Dunhuang culture has unique charm and profound heritage, and has a strong appeal to domestic and foreign tourists . The Chinese government's support for cultural industries and cultural heritage protection provides policy guarantees for the development of Dunhuang culture and related industries. At the same time, global economic integration and the development of tourism have provided a broad market for Dunhuang culture and related industries. However, the recognition and acceptance of Dunhuang culture in the international market need to be improved , and some traditional crafts and technologies may face challenges such as talent shortage and technological updates. However, the rapid development of digital technology has also provided new opportunities for the protection and dissemination of Dunhuang culture. It is worth mentioning that since 2018 , the country has implemented the "Belt and Road" initiative and has organized Dunhuang cultural experts to visit Afghanistan for exchanges. The international cooperation platform has provided more international cooperation opportunities for Dunhuang culture and related industries. However, Dunhuang culture is still facing challenges. Global economic fluctuations , international situations and trade protectionism may have an impact on the international market of Dunhuang culture and related industries.

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