



# Construction of the Great Wall Cultural Park from the Perspective of Great Sites

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**Abstract.** The construction of the Great Wall National Cultural Park is mainly aimed at strengthening the protection of the cultural heritage of the Great Wall, as well as demonstrating its historical heritage and spreading cultural values. For the people of China, the culture of the Great Wall condenses the labor wisdom of the Chinese people in guarding peace, demonstrates the characteristics of human vitality, and exists in the form of cultural symbols in the historical cognition and historical memory of our people. In the new period, the Great Wall culture has embodied the new value of the red spirit and its own history and culture, and needs to build cultural space and carry out tourism dissemination. On the basis of elaborating the cultural value of the Great Wall, this paper discusses the conventional composition of the Great Wall cultural landscape in the new period, designs a model of the Great Wall cultural park construction project, and puts forward the design path of the Great Wall cultural park under the perspective of the Great Heritage Site in order to promote and develop the dissemination of the Great Wall culture.

**Keywords:** Great Wall Site; Park Construction; Design; Sustainability.

## 1 Introduction

With the change of time, the Great Wall has been stripped from the historical environment of the primitive society and become a "non-activated military project", which has long lost its original application value and lacks the necessary social connection with the present time and space world, which is completely different from the traditional canal and architectural heritage. Therefore, in the new period, it is more important to re-explore the traditional Chinese cultural value of the Great Wall, constantly elaborate the ship, and build a new common value of the Great Wall under the contemporary country and nation, which is also the new connotation of cultural development [1].

Culture is an important driving force for the development of a country and the core of a nation's spiritual inheritance, and reasonable ways of cultural dissemination should be developed and constructed at any time. The cultural park is an important means of cultural excavation and dissemination, but also an effective way to promote national culture. "The Great Wall is one of the representative symbols of our civilization and represents the indomitable national spirit of our people. The development and construction of the Great Wall Cultural Park will not only protect and pass on China's high-

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quality traditional culture, but also gather strong cultural and spiritual power. As early as 2019, the Ministry of Culture and the State Administration of Cultural Relics jointly issued the Great Wall Protection Master Plan Book. The book clearly states that "the Great Wall carries the national spirit of our nation's perseverance and has excellent Chinese cultural value as well as the landscape value of the interconnection between human beings and nature".

In early October 2022, General Secretary Xi Jinping explicitly requested that all regional departments need to take into account the actual situation, conscientiously implement and realize the requirements for the development of the Great Wall culture, and complete the construction of the Great Wall Cultural Park as well as the subsequent cultural protection and construction work in the stipulated time. From the practical point of view, at the present stage, the research on the construction of the Great Wall Cultural Park in China is mainly reflected in the value of cultural characteristics, the grading of the protection work and the operation related to cultural tourism, while there is still a lack of micro-areas such as the construction of the landscape, the park's urban planning and the development of cultural products [2]. In this regard, the article summarizes a series of Great Wall cultural park construction strategies from the perspective of large sites, combining the existing problems of Great Wall cultural park construction and regional cultural characteristics, and expects to provide a little idea for the Great Wall cultural park construction [3-4].

## **2 Conventional Composition of the Great Wall Cultural Landscape System**

As an important form of Great Wall site protection, the construction of the Great Wall cultural park needs to comprehensively consider the regional environmental factors, humanistic factors and cultural strategic development factors. Usually, it is necessary to construct two major parts, the natural landscape platform and the cultural platform [5]. On the basis of protecting the cultural heritage sites, it tries to shorten the distance between the cultural heritage and the public, and play its functions of history inheritance, education and teaching, cultural tourism and so on.

### **2.1 Great Wall Sites**

The Great Wall ruins can be divided into three different types: lines, settlements and key points. Settlements mainly include castles and some towers used for guarding the Great Wall; lines are divided according to the ancient military value of the Great Wall, including border walls, beacon towers, post stations, etc.; and points are divided into the most representative areas of the Great Wall, which generally belong to the main body of the buildings.

## **2.2 Landscape Resources in the Area Around the Great Wall**

Generally speaking, the Great Wall Park cannot simply establish the heritage itself, but needs to be paired with the surrounding natural landscape resources including the humanistic landscape resources extended by the Great Wall culture. Among them, the natural landscape resources are mainly the natural reserve of the Great Wall Cultural Park, including the scenic spots, tourist resorts, and learning and exchange areas, etc. [6]. These resources can effectively enhance the sustainable development of the Great Wall ecological zone. The humanistic landscape resources are mainly the Great Wall site itself, as well as the associated traditional architectural settlements, including cultural units or villages near the Great Wall.

## **2.3 Cultural Value Resources of the Great Wall Symbol**

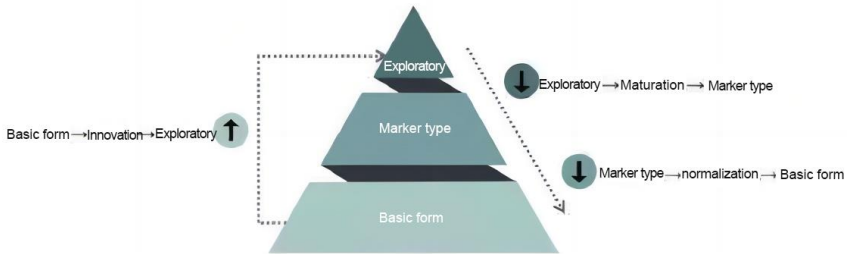
According to the definition of cultural heritage in Chinese Dictionary, it can be affirmed that cultural heritage has abstract emotional meaning symbols. The Great Wall is a bi-phasic memorial of the cultural identity and spirit of the motherland for the Chinese nation, as well as a cultural emotion that has been continuously endowed by the people of the country in the long historical development, and it can be said that the Great Wall contains the unique cultural value concepts and national cultural symbols of the Chinese nation, and has rich cultural value resources [7]. In the cultural connotation of China's historical development, the Great Wall contains cultural value resources that originate more from the internal identity of the Chinese nation, and at the same time, it is also a way for foreign countries to distinguish the external identity of our people. This also explains why the Great Wall was displayed as a label of Chinese cultural imagery in the 2008 Beijing Olympic Games and the 22nd Winter Olympic Games.

# **3 The Great Wall Cultural Park Construction and Protection Program System Design**

The construction and protection of the Great Wall National Cultural Park is a very complex and comprehensive systematic project, and the planning of its implementation program requires comprehensive consideration of various factors. According to the situation of the Great Wall site, the protection and construction projects can be divided into five major categories of basic engineering categories. According to the level of the project itself, it can be divided into national level, municipal level, district level and so on. In addition, according to the project channel, the whole project can also be divided into the implementation of the main body, management, operation and supervision of the main body. Between the various subjects including different related departments as well as management units, so the Great Wall Cultural Park construction and protection project work not only exists in multiple types of hierarchical attributes, there are also different units of responsibility, and its project planning and organization of the project in the early stage of the project may face a more complex challenge, once the project to

the mid-term decision-making node, will inevitably require a more profound analysis of the discussion [8-9].

In terms of the overall protection work formulation, on the one hand, it needs to cover all the construction and protection projects of the park, relying on the traction problem and providing decision-making support; on the other hand, it needs to construct the desired goals of park protection, and develop specific projects and construct protection work under the public value orientation. Generally speaking, the project park protection work task needs to protect the site park as the core spindle, and the project typology structure can be exploratory, basic and iconic, see Fig. 1.



**Fig. 1.** Schematic diagram of the vertical development of the project system

Exploratory project work is mainly to analyze the existing linear cases of park protection, need to break the traditional project type protection, under the premise of the basic management system, to pilot projects or demonstration projects, etc., to build innovative project analysis path.

When the exploratory project matures, it can be transitioned to the basic project. The basic project needs to excavate the highlight cases of traditional Great Wall heritage parks, focus the protection work on the long-term protection and utilization of the Great Wall ruins, and at the same time objectively analyze and explore how the construction and protection of the park can promote the cultural and tourism life of the people in the communities near the Great Wall Heritage Park, so as to further bring into full play the positive role of the Great Wall culture in enhancing people's livelihood. The relevant departments need to combine the construction of the Great Wall Cultural Park with cultural dissemination and transmission of the spirit of the Great Wall, and if necessary, they can build programs such as "Great Wall Study", "Great Wall Villages", "Great Wall Cultural Belt", etc., to record and explain the history of the Great Wall and the significance of the park's construction [8-11].

Finally, there is the work of landmark projects. Take Beijing Great Wall cultural resources protection and Great Wall cultural park project as an example, the park in the protection and construction, the relevant departments in-depth analysis of the park construction and protection needs, and transformed into an extension of the basic project, and constantly promote the practice as well as the implementation of the relevant scientific research projects declared, which is the most effective technical support for the construction of the Great Wall Cultural Park in Beijing. Standardized project work can improve the accuracy of resource assessment of park projects, incubate the technical soil of park protection, and improve the comprehensive quality of the project as well as

its efficiency. Fig. 2 shows the percentage of applications for the construction of the Great Wall Cultural Park in Beijing.

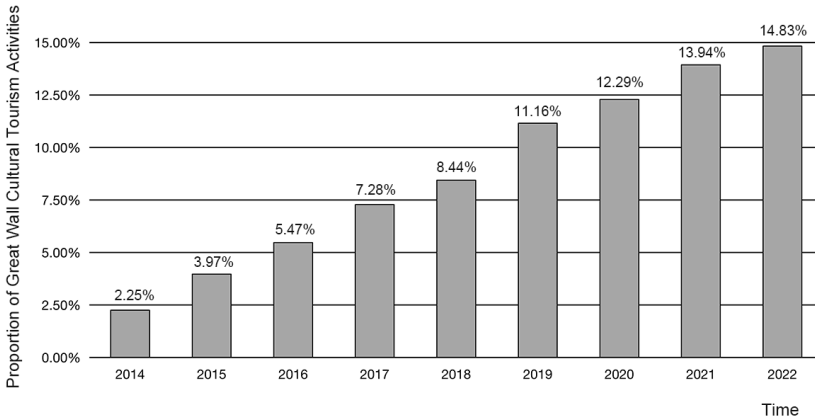


Fig. 2. Great Wall Cultural Park Construction Application Ratio

## 4 Analysis of Landscape Construction Strategy of the Great Wall Cultural Park

### 4.1 Build a Range of Ecological Protection System with the Site as the Core

According to the data research statistics, more than 80% of the Great Wall will have erosion problems due to the influence of natural forces, and part of the location may produce the risk of stepping on the Great Wall when it is open for tourism, so it is necessary to keep the Great Wall's maintenance and repair at all times. Only by building a safe and reasonable ecological protection program around the Great Wall can we protect the landscape of the Great Wall Park more effectively.

On the one hand, it is the protection of the Great Wall itself. The ontological protection of the Great Wall can be integrated into the intelligent inspection system, which can always monitor the ontological situation of the Great Wall online, and if necessary, it can adopt the combination of online inspection and offline repair to protect the ontology of the Great Wall in a timely manner. In addition to timeliness, the most important advantage of online inspection is that it can always save the construction data, and take the historical construction data as the basic guideline for the later repair work, so as to timely and effectively improve the level of the Great Wall's main body reinforcement, and also to entrust the professional team with real-time construction.

On the other hand, it is the protection of the area around the Great Wall. In the construction of the Great Wall Cultural Park, not only the protection of the Great Wall itself should be considered, but also the protection of the surrounding area should be emphasized at all times. When designing the surrounding landscape area, it is necessary to combine with the future development direction of the city, clarify the protection objectives, and formulate effective and reasonable protection directions and measures. For

example, the protection of cultural relics of the Great Wall site can not be limited to the relics themselves, but need to strengthen the protection of the surrounding natural landscape and architecture, respect the local natural vegetation and landscape conditions, combined with the laws of nature, a more scientific delineation of the restricted protection zone.

#### **4.2 Building a Composite Great Wall Landscape Oriented to Regional Development**

First, it is necessary to grasp the speed of development and build an ecological development strategy. Unified management is needed. In the Great Wall Cultural Park, the relevant scenery, ruins and artificial landscape are all divided into fixed protected areas, and professional management personnel are arranged to build a code of conduct for protection and strengthen daily management. In order to make the subsequent tourism and viewing activities orderly, it is necessary to continuously strengthen the Great Wall landscape itself, and if necessary, it can be entrusted to a third-party organization, adopt a hierarchical control method for sightseeing control, and formulate a reasonable treaty on the management of tourists in the Great Wall Park. The park will then be gradually opened. Taking into account the current situation of the Great Wall site, the park management needs to set up a planning program for the near, medium and long term. Ensure the smooth and orderly opening of the landscape park. For example, the recent work can be put on the key tourist land, constantly integrate the Great Wall tourism resources, optimize the tourism environment, ensure the safety of tourists in the peak section, and do a good job of planning the flow of work; while the medium-term construction needs to be based on the landscape around the regional resources, to build a long-term development plan, to achieve sustainable development; the long-term plan needs to be combined with the local government's urban and rural development planning, and to strengthen the main body of the Great Wall protection and restoration work.

The second is to continuously tap into the region's distinctive culture and provide diversified landscape resources. In addition to the Great Wall culture itself, when constructing and designing the Great Wall Cultural Park, it is possible to constantly introduce local characteristics of regional culture, form diversified cultural clusters, fully demonstrate the charm of local characteristics of culture, and satisfy the needs of modern people's lives as well as the needs of tourists visiting the park. For example, you can divide the cultural area, set up an antique cultural interpretation theater, experience the legend of the Great Wall, and strengthen the sense of immersion of tourists. You can also set up a professional antiquity information inquiry place, to provide the necessary place for campus study and popular science education. In conclusion, the design of the Great Wall cultural landscape and regional landscape needs to continuously integrate the fun, memorability, sense of immersion, and situationalization, and build a tour content of military historical and cultural characteristics dominated by the Great Wall.

The third relies on the Great Wall site itself to build a composite landscape corridor. The so-called composite landscape corridor is mainly reflected in the comprehensive cognition of natural culture and historical education and cultural system. Through the

composite landscape corridor, it can effectively protect the ruins and remains of the Great Wall and related resources along the Great Wall, and activate the culture of the Great Wall on this basis, and drive the industrial and economic development of the Great Wall Park. Generally speaking, the design and planning of the composite landscape corridor of the Great Wall site can be divided into two major parts: the first one is to take the main body of the Great Wall as the root, integrate all the architectural clusters inside the Great Wall, construct special architectural and cultural areas, and form an architectural corridor; the second one is to rely on the urban and rural economy, string the resources along the Great Wall and integrate them into a multi-dimensional heritage area, and use the ecological environment as the bottom resource, and take the development of the Great Wall's historical and cultural industries, including the historical stories of the special culture, etc., as the main thinking, and develop the complete system of the industrial corridors.

In the restoration of the composite landscape corridor of the Great Wall resources, the physical appearance of the Great Wall site can be restored in an orderly manner, the composite landscape system can be used reasonably, the service settings can be reset, and the unique road system of the Great Wall can be constructed. The design of the composite landscape corridor needs to ensure the soil and water protection near the Great Wall resource area, and at the same time, establish a stable ecological area system according to the characteristics of the Great Wall site.

### **4.3 Constructing Landscape Heritage with the Great Wall Culture as the Basic Attribute**

First build multiple types of landscape nodes. In the design of the Great Wall Park, other natural and humanistic landscape resources along the Great Wall can be merged to form a huge cultural heritage resource cluster, and its tourism function can be brought into play to construct a new dynamic space of landscape resources. In this regard, it is necessary to continuously improve the overall work control ability of the relevant management departments, take the Great Wall protection as a priority premise, try to eliminate the differences in the resource structure, and excavate the ontological resources. The Hebei Great Wall Cultural Park, for one, integrates its nearby Panjiakou Reservoir into the resource group, transforming it into a new scenic area that builds natural wonders that are constantly and innovatively transformed to give visitors a rich sightseeing experience.

Then relies on digital technology to set up web-based narration. For historical cultural tourism parks, an organized and clear explanation not only allows visitors to understand history more clearly, but also effectively improves the tour efficiency and tourists' experience. If you want to build a modern Great Wall Heritage Park, you need to add culture, education, history popularization and other functions to the Great Wall Park, and make use of modern information technology to develop the content of the explanation. In different places to open information service area, according to the feedback of tourists' needs, and constantly improve the content of the explanation form. For example, the Great Wall scenery can be restored through VR technology, public welfare activities can be carried out, communication platforms can be popularized in the

form of electronic devices such as code scanning, and even modern short-video platforms can be relied on to improve the interactivity of explanations. In addition, the relevant departments can update outdoor activities to create activities such as the Great Wall Day and the Ancient Culture Festival. Assist tourists to constantly dig deeper into the historical and cultural value of the Great Wall, and build a diversified explanation system with both history, science and art.

#### **4.4 Building Synergistic Resources Based on Great Wall Site Resources**

First increase the park's economic implantation leads to the development of the surrounding economy. The Great Wall site and even the whole Great Wall cultural park is not an independent project, it is closely related to the surrounding economic resources, human resources and folk culture resources. Therefore, in the design of the Great Wall Heritage Park, it is necessary to consider other heritage resources along the route, effectively utilize all kinds of peripheral resources, stimulate the actual cultural value of the Great Wall, and in the process of protection, take into account the ecological, historical, cultural, cultural, social and other elements, and open value-added activities, so as to continuously drive the coordinated development of the regional economy.

The second recast management mechanism to create a sustainable line of cultural tourism revenue system. The management of the Great Wall Cultural Park and even the Great Wall Cultural Belt site needs to ensure that at least two levels of management mechanism in the city, the relevant managers of each unit need to be effectively involved in it, and constantly coordinated, to build a sustainable tourism revenue. The heritage management of the Great Wall Park should not be dedicated to the department of history and culture only, but also to other related management departments. Various departments coordinate and support each other to reduce unreasonable management policies and achieve a standardized tourism management system. On the other hand, the management policy should effectively reflect the management advantages of the cultural relics protection department, especially the need to protect the cultural relics signs and standardized place names. In the specific management, the awareness of historical protection and comprehensive management ability of the management personnel should be improved continuously, and the relevant management personnel can be trained if necessary.

## **5 Conclusion**

In the construction of the Great Wall National Cultural Park, first of all, it is necessary to realize the "unity of knowledge and action". The protection and inheritance of the Great Wall culture is the most important "knowledge" of the Great Wall Cultural Park. On this basis, it is necessary to take a series of measures to spread the culture of the Great Wall and serve the people of the motherland through the construction of the national cultural park. The Great Wall Cultural Park needs to always maintain a balance of knowledge and behavior, and to set behavior by knowledge; secondly, it needs to achieve the unity of heaven and mankind. Nature and mankind need to be in harmony



and perpetuity, and the construction and design of the Great Wall Cultural Park needs to respect the historical and cultural as well as protect the natural environment, avoiding cultural hollowing out and cultural faults caused by excessive commerce. It needs to constantly respect the environment and promote the development of urban and rural landscape.

Combining the above design concepts and the actual situation in China, the author believes that three major paths need to be opened up in order to promote the construction of the Great Wall Cultural Park in the future:

(1) Integrate the cultural and tourism resources of the Great Wall and create a special brand. The relevant units need to continuously strengthen the basic research work of the Great Wall tourism, search for the cultural connotation of the Great Wall in the new period, and continuously expand and extend it outward, not counting the construction of the Great Wall ecological and cultural collection from the national level, relying on science and art, and improving the historical and cultural flavor.

(2) Protect the Great Wall sites and take the road of refined development. According to the data of China Cultural Relics Bureau, the amount of well-preserved Great Wall buildings in China only accounts for 13% of the total number of Great Walls, and most of the Great Walls still exist in the form of "wild Great Walls". The construction of the Great Wall Cultural Park needs to put the protection work in the first place, build the corresponding development and management mechanism, at the same time in the design of the park needs to take the route of refinement, whether it is the park's top-level design or operation and management mechanism needs to be aligned with higher standards, the combination of culture and creativity, to build a perfect industrial goal with tourism as the carrier.

(3) Regional integrated development. The Great Wall Cultural Park is not a single project, more need to be combined with various departments, so the construction of the Great Wall Cultural Park needs to break the regional boundaries, integrated into a higher level of tourism management system, to ensure the integrated development of regional integration, to coordinate the overall development of the whole region with the top-level design, the need to do in the actual construction of the local conditions, respect for the regional differences, the construction of a perfect standard system, and provide consumers with perfect supporting services.

To summarize, the construction of the Great Wall Park needs to continuously explore its own advantages in competition and cooperation, establish the main body of investment and construction, the main body of operation, deeply excavate the Great Wall cultural and recreational products, and integrate the resources of all parties to create an integrated platform of tourism, culture, education, and economy, so as to ensure the sustainable development of the park.

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