

Research on the Construction of China's Archaeological Site Museum—Talking from the Haihunhou Historic Site Museum

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Abstract: The archaeological site museum is a unique type of museum and plays a significant role in the protection of cultural heritage. With the enhancement of archaeological excavation protection and display concepts, more and more archaeological site museums have been established. In recent years, the major discoveries of the Hai Hunhou Historic Site ruins have also made the construction of the site museum imperative. This article starts from the development process of the Chinese Archaeological Site Museum, and briefly analyzes the archaeological excavation of the HaiHunhou historic site and the construction of the site museum and the relationship between the Archaeological Park and explores the function of the Archaeological Site Museum the archaeological point of view.

1. Discovery of the Haihunhou Historic Site

The Haihunhou historic site is located in Datangping Township, Xinjian District, Nanchang City. The tomb of Haihunhou is located in the site. Since 2011, it has repeatedly shocked the world with the remarkable state of preservation of the Han dynasty high-grade tomb, its coverage area, clear layout and rich content. The Haihunhou historic site includes the main tomb, the cemetery and the ruins of Haihunhou's capital, which is the most complete Han dynasty tomb in China, and the unearthed cultural relics are of great quantity and value. The tomb owner is the first generation of Western Han Dynasty Haihunhou, Han Emperor Liu He. Because of the importance of the Haihunhou historic site, the Haihunhou tomb was amongst the Top Ten New Archeological Discoveries in 2015. Based on the integrity of the Haihunhou historic site, its excavation is of great significance to the study of the history and archaeology of the Han dynasty. The establishment of the archaeological site museum will preserve and display the relics of Haihunhou ruins and Haihunhou tomb to the greatest extent. The entire excavation of Haihunhou Tomb has been scientifically predicted and planned in advance. [1]. The application of these means and technologies provided support for the establishment of the Haihunhou historic site museum to keep the authenticity of the sites and relics, and the planned excavation also enhanced the enjoyment of the museum after the completion of the archaeological sites. The establishment of Haihunhou historic site museum, through the visit to the museum, so that visitors can feel the Han dynasty Liehou' tombs and the thickest burial of the shortest reigning emperor in the Western Han Dynasty.

It is reported that in June 2016, the Haihunhou historic site administration bureau was inaugurated and at the same time the Haihunhou historic site museum (Nanchang Cultural Relics and Archaeological Institute) was established. This means that the Haihunhou historic site museum has multiple identities including excavation, display, preservation and restoration. The Haihunhou historic site park and museum are currently under construction and planned to be opened in 2019. At present, there is a digital museum of "Han dynasty Haihunhou historic site museum in Nanchang". One You can get a preview of Haihunhou historic site and unearthed cultural relics by visiting the digital museum, while the exhibition of Han dynasty Haihunhou archaeological achievements in Nanchang is exhibited in Jiangxi provincial museum.

Museum of archaeological sites is an important part of Chinese cultural heritage. More and more museums of archaeological sites have become the representatives of museums of certain regions

and provinces, such as the Emperor Qinshihuang's Mausoleum Site Park in Shaanxi province and the Jinsha Site Museum in Chengdu, Sichuan province. If Haihunhou historic site museum is completed, it will become another cultural highlight after Jingdezhen in Jiangxi province, and become the new representative of the province and the cultural representative of Nanchang city.

2. Analysis of the Development History of Archaeological Sites Museums in China

2.1 Development and Naming of Archeological Sites Museum

The site museum started from the open-air museum and developed from the roadside museum. In 1955, the term "site museum" officially appeared in the International Museum Magazine.[2] During the same period, China re-excavated the Zhoukoudian site in Beijing and made significant discoveries. In 1951, Zhu kezhen, a meteorologist and vice President of the Chinese Academy of Social Sciences, proposed the construction of an official exhibition hall. In 1953, the "exhibition hall of the Peking Man" was officially opened, but it was not a museum of archaeological sites in the traditional sense. Instead, it was only a display exhibition of excavated cultural relics, not an open exhibition of excavated sites. Xi'an Banpo museum, which was officially opened to the public in 1958, is the first museum of archaeological sites established on the site of archaeological excavations, which is of landmark significance in the history of the museum of archaeological sites in China. In December 1962, UNESCO, through its recommendations for the Protection of the Appearance and Character of Landscapes and Sites in Paris, began to propose the establishment of museums dedicated to them. At that time, China already had Banpo museum and Zhoukoudian Peking man site museum. China is the leading country in the world in the establishment of archaeological sites museums, which is also related to the numerous archaeological sites in China.

According to the statistics of national museums released by the National Culture Heritage Administration in 2017, as of 2016, there were about 4,300 museums in China, including about 100 archaeological sites, 90 percent of which belonged to the cultural heritage system. Among them, there were 9 first-level museums, 15 second-level museums and 17 third-level museums. Among the total number of museums in China, archaeological site museums account for a small proportion, but nearly half of them are national level museums. With the increase of people's awareness of the protection of archaeological sites, more and more museums of archaeological sites are being established or at the stage of preparation. At present, in addition to the small number of existing archaeological sites in China, there are still unclear naming problems. Many of them are classified in the national museum statistics by the National Cultural Heritage Administration but not named after archaeological sites, such as the Chariots Pit of Fengxi exhibition hall in Shaanxi province. Museums of archaeological sites, generally named as exhibition halls, existed earlier. After reconstruction and renovation, the name of some archaeological sites' showrooms and galleries was changed from "showroom" to "museum". For example, Beishouling site of Baoji, listed as a provincial cultural preservation unit in Shaanxi province in 1957, was renamed as exhibition hall after Beishouling cultural heritage management institute was established in 1986, and became a national key cultural heritage protection unit in 2006. Then built in the original site of Beishouling archaeological site museum, officially known as "Beishouling museum". At present, among all the museums in China, there are about 50 directly named "site museums", which are generally newly constructed or newly established site museums. However, most of the site museums are named after the "XX museum", which cannot be seen from the name as the museum of archaeological sites or the museum of cultural heritage. Tourists are likely to miss out on wonderful archaeological sites because they do not know the contents and cultural values of these museums, and only because of the generality of their names.

2.2 Construction and Existing Problems of Museums of Archaeological Sites

There are many types of archaeological sites museums in China. According to the location and construction mode of museum buildings, they can be divided into four categories:

- a. A site museum built on top of an archaeological site;
- b. Site museum built within protecting archeological sites;
- c. Construction of a site museum within the control of archeological site construction;
- d. Construction of a site museum near the archeological site.[3]

We can divide the display of archaeological sites into in situ display, migration display, indoor display and outdoor display. No matter what kind of display method, we should try our best to extend the display time of the site and enrich the display content.

However, there are still various problems in the construction of museums of archaeological sites. For example, the randomness of museum construction, whether a site can be built into a museum of archaeological sites, often has a lot to do with the views of site excavators. When there is the idea of building a museum, we cannot separate the success of the project from the support of the local government. If the museum has been built without the completion of the archaeological excavation, the grounds will continue to be excavated and often opened to volunteers group and tourists. Will the visitors disturb the archaeologists? This is an opportunity to reflect the complex daily process and work of archaeological excavation to the public, but there is uncertainty. The biggest bottleneck in the development of museums of archaeological sites is the continuity of archaeological excavation. Each archaeological site museum is built on the basis of archaeological work and related research to a certain extent, that is, after the establishment of the museum, excavation work is often stopped or temporarily postponed for various reasons. Therefore, the phenomenon that the display of the site cannot be changed for many years and the lack of new exhibits for the display of relics has formed for many years.[4] There are also concerns over safety on the site caused by uncivilized behaviour within the construction site of the museum, such as jumping into the pit or throwing coins in to the archeological pits. After the museum was built, the management of archaeological sites and museums faced different problems due to the ownership, such as positioning, funding sources, and tasks assigned to the museum itself. In the construction of museums, local governments tend to focus on image engineering and construction of heavy venues, while ignoring their functional positioning. They pay attention to exhibition arrangement while ignoring internal and external management, which makes it difficult to improve the service level. The evaluation criteria employed during the assessment of the quality of museums must not just stop at the exhibition being well-managed, but also take care of the “feelings” of visitors. Visitors with different levels of knowledge and ages have different needs that museums can fulfil.

Visitors' different ages, education levels, and interest in museum exhibitions all affect their visits to museums. According to the speed and duration of the visitors to visit the museum, the visitors can be roughly divided into three different types: fast scanning type, sightseeing type and stop type. Fast-scanning visitors visit the museum faster, and pay more attention to the more prominent items such as independent showcases and large-scale publicity boards during the visit, and only scan the entire exhibition quickly. Sightseeing visitors are more thoughtful about visiting the museum than fast-scanning visitors, and they will choose the exhibits they are interested in to focus on. Stopped visitors are often very interested in a museum or an exhibition. When visiting a museum, they often carefully observe and stay in front of an exhibit. In the case of a large number of visitors to the museum, this often causes obstacles to the flow of people before an exhibit. Therefore, stop-type visitors are characterized by “stay”.[5]Therefore, a good archaeological site museum should design different visitor guides for these three different types of visitors, so as to meet the needs of different visitors and not cause blockage of the visit paths and exhibition halls. It is also beneficial for visitors to make their own arrangements Visit time. In addition, visitors should consider to obtain from visiting the museum for a long time, the brain constantly receiving a large amount of information, only using the eyes to see and not using the sense of touch, long-term attention to similar things causing visual fatigue. Unsuitable temperatures, the visiting place crowded with people, and unclear visit directions often cause fatigue and confusion in visitors. [6]

The museum as a place of education is trustworthy. The physical evidence of the knowledge learned in history textbooks can be found in the museum and it is objective and true. The survey showed that when choosing the way to receive knowledge in the museum, nearly 90% of the minors

chose to be explained by a lecturer or by a machine. Among surveys participating in museum activities, activities that can be personally participated, such as “Simulated Archaeological Excavations”, are the most popular. [7]

Compared with other museums, archaeological sites are the main exhibits in the museum. In order to increase the attraction for visitors to visit the museum again, a variety of activities, lectures and exhibitions are needed. With the improvement of the national economic level and the city’s basic transportation facilities, the influence of ticket price on the number of visitors to the museum will become less and less and the distance will not be the main factor affecting the the number of repeated visitors. The museum’s display, the content of the exhibition, and the number of visitors have become the main reasons affecting the number of museum’s second visit.

2.3 The Relationship between Archaeological Sites Museums and Archaeological Sites Parks and Scenic Spots

Archaeological site park refers to the specific public space with important archaeological sites and their background environment as the main body, which has the functions of scientific research, education, recreation and other functions and has demonstrative significance in the protection and display of archaeological sites. With the construction of the national archaeological park, its supporting museum is also an important part of the archaeological park. According to the 13th five-year plan of the national archaeological sites park, it is estimated that 20 ~ 30 sites museums will be built, so that each national archaeological sites park will have a site museum or exhibition service center. The museum of archaeological sites is usually built in the park of archaeological sites with Archaeological sites and museums as the main body. The museum of archaeological sites may only display a part of the sites and unearthed cultural relics. The archaeological site museum enriches the content of the archaeological site park and adds cultural value to the park [8, 9].

The set up of archaeological sites Parks in China has started relatively recently. Referring to the model of National Park in the United States, the “China archaeological sites Parks alliance” was established in 2011. The aim is to explore the development path of China's site protection, promote China’s site protection, share the innovative achievements of the national archaeological park, and build a platform for the protection and development of the site. At present, there is no “alliance of archaeological sites and museums” in China, but in 2009, the “professional committee of Archaeology and sites Museum of China Museum Society” prompted the exchange and cooperation between Archaeology and sites museums, and promote the development of Archaeology and sites Museums in China. The alliance of Archaeological sites Parks can give full play to the advantages of the cluster, and the members of the alliance can complement each other in information resources, marketing resources and education resources.

At the same time, the establishment of archaeological sites Park and museum is a powerful protection of the authenticity of the site, and is conducive to the sustainable development of the site. In order to make the archaeological site museum have a sustainable development, we should achieve the sustainable protection of cultural relics and sites, the sustainable management of the exhibition halls and the sustainable value of museum interpretation to visitors.

In 2016, there were 212 5A scenic spots which includes 5 ancient sites and museums, and 1,284 4A scenic spots which includes 15 archaeological sites and museums. Only when the archaeological site museum meets the principles of culture, comfort and humanization can it meet the requirements of A-level scenic spot. 5A scenic spot is the highest class in the classification of tourist attractions in China, representing the highest level of world-class boutique tourist scenic spot in China.

When archaeological sites museums become tourist attractions, even famous tourist attractions (4A, 5A), the museum buildings become very important, if the landscape built in front of the site looks unmatched, the archaeological site museum would become a leisure and entertainment area, and the cultural heritage will be lost. For the purpose of stimulating the economy, restoring the cultural landscape near the real site will mislead people about the historical remains. No matter how well the archaeological sites are protected, if the surrounding environment is not harmonious, it will also cause the sites cultural value reduced. some archaeological sites museums that have become

scenic spots even ignore the cultural and educational attributes of museums by taking "traveling, tasting, living, purchasing and entertaining" as gimmicks. Some tour groups regard these museums as a tourist attraction. Although they bring a large number of visitors to the museum, in some cases, the large flow of visitors in the museum may lead to a decrease in the quality of service. When an archaeological site museum is in an archaeological site park or becomes a famous tourist attraction, it will increase the number of visitors to the archaeological site museum, which breaks the barrier in the public's mind that the museum of archaeological sites belongs to professionals and is not suitable for ordinary visitors, so that the public can understand the museum of archaeological sites and have a deeper understanding of the connotation of the park, so as to popularize public archaeology. The large number of visitors will play a supervising role of the service quality of archaeological site Museums[10, 11].

2.4 The Construction of Haihunhou Kingdom Site and New Archaeological Site Museum

At present, Haihunhou archaeological site park of the Han Dynasty has been listed in the third batch of national archaeological site Parks. The construction of Haihunhou site Museum is also in progress. Its construction was carried out along with its archaeological excavation. The whole Haihunhou kingdom site is well preserved, with great historical significance, have numerous cultural relics and strong ornamental value. Since the Haihunhou tomb is huge, the best way to protect such important tombs that have been excavated is to build a museum on the site and protect them on the spot. Haihunhou tomb has been excavated and protected at the same time. Under the condition of clearly establishing a museum, the archaeological excavation work is guided. The Museum of Haihunhou site is also the Research Institute of cultural relics and Archaeology of Jiangxi Province, therefore, besides to the "office work" of the general Museum, it also has the task of archaeological excavation, including the archaeological excavation inside the museum and the excavation of outdoor sites, and it also need to sort out the excavation materials and compile the excavation reports. The archaeological work can be divided into three stages: before, during and after the construction of the museum.

After the completion of Haihunhou archaeological site museum, visitors can experience the ancient Han Dynasty time frame, and feel that history in an all-round, multi-angle and in-depth way. Building the brand value of the site of the faint principality and setting up the good image of Nanchang museum would bring huge social benefits for Nanchang. After the news of the excavation of the Haihunhou site is released to the public, the excavation were constantly yielding new surprising results. For the excavation exhibition, visitors were queuing up in long lines and had a hard time getting one ticket.

According to the survey conducted by the project team of Beijing Museum Zhizhi Institute of digital information technology (exhibition) on the second quarter of 2016, which shows that "Haihunhou exhibition" had 166,320 searches on the Internet, ranking No.9 among seasonal museums (exhibitions). In the last quarter, the exhibition of archaeological achievements of Haihunhou state in Nanchang Han Dynasty was held in Beijing Capital Museum, the event ranked 11th on the list of most watched museums (exhibitions) in the first quarter of 2016. In the second quarter of 2016, the number of online topics related to Haihunhou continued to increase, and there is a total of 157,000 pieces Han dynasty Haihunhou site museum online officially launched". It reflects that the Haihunhou site has received extensive attention from the public and the media from the excavation to the exhibition of exhibits, the network's popularity laid a good publicity foundation for the later construction of Haihunhou Heritage Park and Museum. A survey of the visitors to the exhibition of archaeological achievements of Haihunhou state, which is being displayed in Jiangxi Provincial Museum, shows that the visitors generally think the exhibition is very wonderful. Many of the visitors came to see the exhibition and clearly expressed their willings to buy tickets to visit after the completion of the

Haihunhou site park and museum.

Compared with the heritage museums in other regions, the advantage of Haihunhou site Museum is that it is located in the provincial capital city. Although the Haihunhou site is far away from

Nanchang City the traffic factor cannot restrict the development of the new archaeological site museum, because the traffic is constantly developing and the preciousness of the site ensures the flow of visitors to the museum. In addition, the unearthed cultural relics of Haihunhou site are wonderful and the emergence of new research and discoveries has brought lasting and even sensational influences to the Haihunhou kingdom site. CCTV news channel has reported and broadcast the excavation of Haihunhou kingdom site for many times, and recorded the program of “discovery”. The publicity of these media will also attract many visitors.

Although Haihunhou kingdom site continues to attract clicks on the public platform, it also necessary to consider in advance the problems that may arise in its later operation and management. Haihunhou site is located in Nanchang city, Jiangxi province, it has a humid subtropical monsoon climate with heavy rainfall, which is often accompanied by strong winds. The annual precipitation is 1600-1700mm, and the number of rainy days is related to the annual precipitation amount and typically in the range from are 147 to 157 days. Both winter and summer are long with hot, dry summers and cold winters. Therefore, the weather will also be a factor affecting the visitor flow to Haihunhou kingdom site park and museum. Generally, people seldom choose to take part in outdoor activities under the severe cold, heat and rain and snow. However, the site park is restricted by its own conditions, in addition to the museum in the park, the outdoor environment which will face the problems of muddy roads in rainy days, adverse walking and other problems, while heavy rainfall will also cause a certain degree of damage to soil sites. According to the current situation, a large number of cultural relics have been excavated, among which there are many lacquerware and precious curries and silk fabrics, which need to be strictly protected and restored before they are ready for exhibition. It also takes time to protect and restore these cultural relics

At present, the lack of professionalism and appreciation of archaeological sites has become a factor restricting the visitors' coming and has become a common problem encountered by any archaeological site museum. The visitors cannot understand the site, and there is a sense of strangeness between the visitors and the site. The site can only be seen from a distance, but can't be seen clearly or understood. Besides, there are many archaeological discoveries in the excavation that cannot be explained by archaeologists. Therefore, the scientific interpretation of the site is particularly important for the Haihunhou archaeological site museum [12].

In order to attract visitors, there are other factors except the exhibits in the museum, such as the environment around the museum, the quality of marketing and public relations work, the public praise of visitors, the personal experience of being able to enjoy special care, the support for learning institutions, and a casual atmosphere etc.

Secondly, it should place the visitors in a venue environment “in line with their psychological conception”, then they will have interest in the exhibits and exhibitions. This should include the operation and service quality of the museum, so that the visitors will have a sense of welcome and acceptance.

In addition, it inspires people to enjoy the venues and exhibits, including the explanations, learning programs and the quality of the exhibits. At present, archaeological sites parks and museums with poor operation would have blind confidence in the prediction results of crowd size in the early stage. If the tourists can't meet the expectation, and the tourist group is an important factor to ensure the number of visitors to any scenic spot. Therefore, it is suggested that Haihunhou archaeological site park and museum can provide a more specific destination for one-day tourists, or provide them with more options, or provide an alternative and supplementary entertainment activities for those who are reluctant to travel on holiday.

Conclusion

It is necessary and of great significance to build Haihunhou kingdom site into a museum of archaeological sites integrating national archaeological park.

At present, Haihunhou kingdom site museum is under construction. If we want to build Haihunhou kingdom site museum into an attractive archaeological site museum, we need to improve the service of the museum, which is also the trend of museum development. Besides the

new archeological site museum should have high social and cultural value, including becoming a cultural center. The museum should cooperate with educational institutions to offer first-hand learning opportunities for students of different ages and organize cultural activities and also provide volunteer opportunities for the public to participate in social practice, etc.

The construction of the city needs the support of cultural connotation as the promotion of the city value, and the city needs the park with culture. When the site tourism has changed people's travel modes, visiting the site park and museum has become a part of vacation, travel and relaxation, which bring the site museum into life. When Haihunhou kingdom site museum became a tourist landmark of Nanchang, it will be as popular as the terracotta warriors in Xi'an.

Besides, when the Haihunhou kingdom site museum is world-famous and has large number of visitors, it will become a "superstar museum" in the eyes of economists and will bring huge social benefits to local communities.

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