

Cultural Development Issues and Countermeasures of Xinle Site Museum

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Abstract

The problems encountered in the Xinle Site Museum of prehistoric archaeology include the lack of development and utilization of tourism resources in the prehistoric archaeological site, the lack of effective protection of cultural relics, the lack of tourism market analysis, the insufficient research on tourists, the inadequate landscaping of the exhibition area, the outdated exhibition methods, and the lack of cooperation with the tourism department. Museums and sites should effectively use the available resources to meet market demand and make efforts to publicize the exhibition. The objectives of this research are to study 1) to study the historical background of Xinle Site. 2) to study the development status of Xinle Site 3) to study the development strategies of Xinle Site. This research used qualitative research methods by studying documents and collecting field data through surveys, interviews, observations, group discussions, and workshops. From a group of 36 people providing information, the analysis was based on the objectives, and the results were presented in a descriptive-analytical manner. The research results found that: 1) The Xinle Site Museum is in the city of Shenyang, located in the southern northeastern part of China. The museum was built in July 1986. And these relics include pottery, pottery, animal bones, coal products, graphite, bloodstone, charred seeds, charred sea shells, Rare wood carvings, etc. 2) The Xinle culture has been included in the "14th Five Year Plan for Shenyang's National Economic and Social Development and the 2035 Long Range Goal Outline". In the historical context research action, the study of the three layers of Xinle Site is included. The report of the 14th Party Congress of the city also explicitly proposed the construction of comprehensive venues such as Xinle Site Park. With the deep excavation of major historical and cultural heritage, and the increasing efforts in the protection and development of cultural sites, it is believed that in the near future, Xinle Site Park will meet people. 3) Museums are important halls for education and tourism. The development of museums to continue is to manage, protect and inherit ancient artifacts that are the civilization of mankind. They act as a bridge between the past, present and future, promote exchanges and mutual learning among world civilizations, and important development must be fully committed to promoting the development of museum tourism industry so that outsiders can learn about the history of local people and can generate income for the community.

Keywords: Cultural Development; Countermeasures; Xinle Site Museum

Introduction

The Xinle archaeological site is the first Neolithic settlement discovered in China and has a significant influence in northern China. It is located on the Les Plateau on the north bank of the Guhun River in Shenyang City, Liaoning Province, west of the intersection of North Huanghe Road and Longshan Road in Huanggu District, east of Kongchehe Road. The site also contains relics belonging to the Xinle low-level culture, Bianbaozhi culture, Xinle high-level culture, and eras such as the Liao Dynasty. The discovery of the site provides archaeological value for

archaeological and historical studies in the northeastern region, and has important historical, artistic, scientific, and social values. The site was designated as a national key relic's protection unit on June 25, 2001, and is now a museum dedicated to archaeological sites. (Wang and Mei, 2023) This heritage museum is different from other museums in that its main content is to protect, exhibit and utilize cultural heritage. To preserve the cultural heritage of the nation, which is one of the most diverse in the world culture, the curator mainly uses the concept of exhibiting cultural heritage that is internationally recognized, examining the current situation and existing problems, and making appropriate and effective improvements.

China is one of the countries with the most abundant cultural and tourism resources. Institutions that display and preserve cultural tourism resources, prehistoric archaeological sites museums have become important and indispensable places for people to engage in cultural tourism. Cultural tourism is based on museums, which brings vitality to museums. Museums provide visitors with a place to visit, relax and learn through exhibitions. Prehistoric archaeological sites museums are increasingly limited, which limits the realization of economic and social benefits, which promotes the tourism system. (Zhao and Duan, 2023). Tourism resources refer to various things and factors that attract tourists in nature and human society, can be developed and utilized for the tourism industry, and can generate economic, social, and environmental benefits. The tourism resources of prehistoric site museums can be divided into three categories based on the environmental conditions they preserve: cultural relics in their collections, outdoor cultural relics, and underground cultural relics.

Movable relics, small in shape and light in weight. Underground relics refer to those that have not yet been discovered or have been discovered but cannot be excavated due to regulatory reasons. The main functions of most museums are to protect, research and display relics and sites. Museums develop activities to present modern tourism. The traditional tourism product model is no longer suitable for the needs of the times, and the status and attractiveness of museums are declining. According to tourist surveys, museum exhibitions, venues are static, facilities are old and lack novelty, so tourists are not interested. Most tourists choose tourism projects with high sightseeing potential, which also reduces the attractiveness of sightseeing. (Duan, 2022). From the perspective of the macro development direction of tourism, the doubling of the number of tourists indicates a strong momentum of tourism economic development. At the same time, numerous policies have been introduced by both the central and local governments to develop the tourism industry. As a part of the tourism economy, the development and utilization of tourism resources in prehistoric site museums is also urgent.

The development and utilization of tourism resources in prehistoric archaeological sites that lack development and utilization based on the principles of effective protection, rational utilization and sound management" should make full use of the efforts of the public and the elderly to develop themselves and the cultural meaning they have inherited and received. In terms of service concept, operation and management, it should go beyond the traditional museum concept and achieve good interaction and integration with the tourism industry, construction or inclusion in the plan, as an important resource for cultural tourism. The main problems revealed in the development and utilization of tourism resources in prehistoric archaeological sites established museums include the lack of tourism market analysis, insufficient research on tourists, insufficient landscaping of exhibition areas, outdated exhibition methods, and lack of cooperation with tourism departments. Museums and sites should make effective use of available resources to meet market demand, and make efforts to popularize the exhibition of prehistoric sites, parking lots and experiential design.

Objectives

1. To study the historical background of Xinle Site.
2. To study the development status of Xinle Site.
3. To study the development strategies of Xinle Site.

Research Methodology

The research methodology of “Research on the Cultural Development Issues and Countermeasures of Xinle Site Museum” is a qualitative research. The research methodology can be divided as follows:

Step 1: Investigated the related documents and contents of Xinle Site Museum important performing knowledge, theoretical concepts, and research as a guideline for study and analysis.

Step 2: Explored the research area and selected the main study areas, consisting of Shenyang City, Liaoning Province, and related areas. The methods of operation were: 1) providing a platform to clarify the project; 2) providing a workshop; 3) collecting field data; and 4) arranging the data system and selecting works for a role model in teaching transfer activities to youth and interested people.

Step 3: Involved studying important information from key informants, consisting of 1 Key Informants, about 6 person, mainly for museum management personnel; Shenyang Archaeological Team consists of 3 people of each type, aged 25-50, with years of experience in cultural relics related work 2 Casual Informants, about 15 person Mainly divided into museum staff; Staff engaged in cultural heritage research; As well as highly educated social personnel interested in cultural relics, with 5 people of each type, aged between 20 and 40 years old, who have a certain sensitivity to cultural relic protection and museum promotion. 3 General Informants, about 15 persons, mainly staff of the Xinle Site Museum; Residents living in Shenyang, Liaoning Province for years; Designers with cultural and creative work experience, with over 3 years of work experience and a certain level of consumption, with 5 people for each type. The selection method The informants were people who were knowledgeable and related to the museums and relics of the study area.

Step 4: Creating the research tools and methods for this study used a participatory process to analyze and present the results through qualitative research that requires in-depth explanations. The research tools consisted of a survey, an interview form, an observation form, a group discussion guideline, and a workshop for gathering comprehensive information.

Step 5: Collect information by dividing it into documents and fieldwork Collect information about antiques. A museum where academics in the research area along with scheduling a date, time, and place to proceed in the area Triangulation of data according to the issues specified in the research objectives.

Step 6: Analyze the data according to the research issues set forth in the objectives. In terms of the Cultural Development Issues and Countermeasures of Xinle Site Museum. Synthesis of content from the data obtained from the interview: the data are categorized, linked, and defined as a conceptual framework for analysis and presented according to a conceptual framework. Information obtained from group discussions must be summarized into the main ideas presented to the group to check its accuracy again according to the research issues.

Step 7: Summarized the research findings and analyzed documents based on the issues assigned. The content was synthesized, and descriptive reports were written.

Research Results

The results of collecting knowledge and synthesizing the Cultural Development Issues and Countermeasures of Xinle Site Museum

Objective 1 the historical background of Xinle Site.

The Xinle site is a village site from the prosperous period of matrilineal clan communes in primitive society. 44 ruins of Xinle's lower houses were discovered, and more than 3,000 relics of various types were unearthed. The Xinle site covers an area of 178,000 square meters, with a settlement area of about 25,000 square meters. The houses are densely packed, with one every 3 to 5 meters. The largest house site covers an area of about 100 square meters and is located among the houses. In the center of the site, its layout is very similar to that of the Banpo Culture. According to carbon 14 determination by the Institute of Archeology of the Chinese Academy of Social Sciences, the Xinle site is more than 7,200 years old. Small and medium-sized houses are inhabited by various families, and large houses may be a place for clan members to gather and conduct public activities or work. "The house sites are all semi-crypt type, with rounded square or rectangular planes. Some house sites have pillar holes, some with as many as three floors. Most of the pillar holes are lined with pottery pieces or gravel blocks. The doorway is located at The east wall or south wall is sloped, and no doorways have been found in some house sites. The upper culture of the Xinle site is mainly represented by polished stone tools, plain pottery, Ge, and pottery, dating back 3000 - 4000 years ago. The middle culture of the Xinle site, It is mainly represented by ground stone axes, fine stone tools, and pottery pots, pots, and bowls with additional pile patterns, dating back about 5,000 years. The connotation of the lower culture of the Xinle site is mainly represented by semi-burrow-style residential sites and the embossed character "Zhi" The Neolithic cultural accumulation layer with patterned pottery, microlithic tools, hammered stone tools, ground stone tools and refined coal products as the main relics is about 7200 years ago. The Xinle site is an important part of Shenyang's historical and cultural treasure house and is the earliest in Shenyang City. It is also the site of the earliest village in Shenyang. The discovery of the Xinle site dates back the history of human activities in Shenyang to more than 7,000 years ago. It also provides important scientific basis for the study of prehistoric culture in Northeast China and fills the gap. There is a gap in early human activities in the lower reaches of the Liaohe River. The lower culture of the Xinle site has rich cultural connotations and distinctive local characteristics, and is a typical representative of the Xinle culture.



Figure 1: Newly discovered stone tools

The collections of the Xinle Site Museum mainly come from archaeological excavations, archaeological surveys and private collections of the Xinle Site. As of December 2013, the Xinle Site Museum has a total of 2,177 collections of stone tools (beaten stone tools, ground stone tools, fine stone tools), pottery, jade, bone tools, carbonized grains and wood carvings, including 882 precious cultural relics. 1,295 pieces of cultural relics and archaeological materials. As of the end of 2019, the collection of Xinle Site Museum totaled 2,277 pieces/set, including 1,048 precious cultural relics/set.



Figure 2: Xinle Site Collection

Objective 2 the development status of Xinle Site.

2.1 The number of museums continues to grow Museums are a symbol of a country's civilization and social progress, and a reflection of the comprehensive strength of a city and the region it represents in terms of science and technology, humanities, and resources. With the development of the economy and the continuous improvement of people's living standards, people's cultural quality has gradually improved, and their spiritual and cultural needs have also grown day by day. Visiting museums has become an increasingly important part of people's lives.

2.2 According to the annual inspection and filing status of museums released by the State Administration of Cultural Heritage, the total number of museums nationwide reached 4,510 by the end of 2014, an increase of 345 compared with 2013. In terms of museum organizers, there are 3,528 state-owned museums (2,798 belonging to the cultural relics department and 730 belonging to other departments) and 982 non-state-owned museums. Among them, the growth rate of non-state-owned museums is particularly significant, with 171 new museums compared with 2013, and their proportion of museums increased from 19.5% in 2013 to 21.8%. In terms of museum classification, there are 1,743 comprehensive museums, 1,840 historical commemorative museums, 411 art museums, 196 natural science museums, and 320 thematic museums (including others). Although it is still mainly comprehensive and historical, the museum's system structure is gradually being adjusted and improved. The current stage is the fastest growing period for museums in my country. In the past 10 years after entering the new century, the number has increased by an average of more than 200 per year. Before my country's reform and opening up, there were less than 350 museums nationwide. The number of museums in my country has mushroomed in the past 30 years.

2.3 The exhibition focuses on experience and interaction the earliest display methods that reflected participatory experience and interaction were various science and technology museums. This method not only closes the display content to the lives of visitors, but also displays various

latest science and technologies through multi-faceted communication with the audience. This type of display was later introduced to other types of museums. Nowadays, it has become the mainstream development trend of museum display techniques. In the work of the museum, the concept of interactivity is first implemented in the display design. By designing interactive projects in the display, the audience is no longer a mere "spectator", but is integrated into it. Many factors such as the audience, exhibits, exhibition lines, and exhibition environment are organically integrated and become an inseparable whole. Interactive content in displays is mainly divided into three forms. First, interactive projects and display content are closely integrated and become an important and inseparable part of the display content. Second, interactive projects are an extension of the display content and play a supplementary role to the display content. Third, open up an independent space to set up a full range of "interactive exhibitions", and use various new technologies to combine the display methods of museum collections to give visitors a new visiting experience.

2.4 The concept of leisure is gradually established as people's living standards continue to improve, audiences' requirements and expectations for museums are also getting higher and higher. Visitors to museums are no longer satisfied with the simple browsing in the past. They are eager to gain more experiences in museums. Especially the young and middle-aged audience groups, they not only come to see the precious collections in the museum exhibitions or go to the science popularization classroom to listen to a science popularization lecture, but they hope to relax and have a rest while visiting the museum and buy some things that reflect the museum. Souvenirs of culture and history. Some developed countries abroad have realized this demand of visitors and have carried out various service projects, thus achieving good results. Our country is still in its infancy in this regard, and some medium and large museums have also made effective attempts to expand leisure and entertainment.

2.5 Xinle Site Museum Economic Current Situation the purpose of museum marketing is to achieve the audience's awareness of the museum's collections, displays, and service functions through the cohesion of various activities that attract visitors, and to expand the museum's influence. The economic benefits obtained will make up for the museum's the lack of funds allows the museum to invest more funds in firmware upgrades and self-improvement, so that visitors can have a better visiting experience. With the continuous progress of social economy, the general environment for the development of cultural undertakings in Liaoning Province is becoming more and more suitable for the survival and development of various museums, including the Xinle Site Museum. This also means that the Xinle Site Museum will face more challenges from the same country. competitive pressure in the industry. Especially after the implementation of the free opening policy, as a heritage museum that continues to open for a fee, the economic growth is very slow. And without getting a lot of traffic, the museum's traffic continues to shrink. The missionary communication model is outdated. The Internet, multimedia, new media and other technical means are rarely used, let alone digital museums. In the traditional way, if you do not cooperate with the explanation and rely only on physical objects and text explanations, few viewers can understand it. Therefore, most people who go to museums still stay at the level of seeing something rare, and very few viewers can see the same display multiple times.

Objective 3 the development strategies of Xinle Site.

Museums are a treasure trove of cultural heritage and witnesses to human civilization. However, with the development of society, museums are facing many challenges, such as how to protect cultural relics, how to improve the experience of visitors, and how to achieve sustainable development.

3.1 Strengthen the protection of cultural relics. Museums should strengthen the protection of cultural relics and adopt scientific protection measures to prevent them from being damaged or stolen. At the same time, museums should strengthen the supervision of cultural relics to ensure their safety.

3.2 Improve the experience of visitors. Museums should enhance the experience of visitors and provide them with better services. For example, museums can provide multilingual guided services, providing visitors with a more convenient visiting experience.

3.3 Strengthen the management of museums. Museums should strengthen management, establish scientific management systems, and ensure the normal operation of museums. At the same time, museums should strengthen the training of employees to improve their quality and service level.

3.4 Promote cultural education. Museums should actively promote cultural education and provide the public with more cultural knowledge and educational resources. For example, museums can hold cultural lectures, exhibitions, and other activities to help the public better understand cultural knowledge.

3.5 Strengthen the social responsibility of museums. Museums should strengthen their social responsibility, actively participate in social welfare undertakings, and make more contributions to society. For example, museums can organize charitable activities, donate cultural relics, and so on.

3.6 Improving the sustainability of museums. Museums should improve sustainability, adopt environmental measures, and reduce energy consumption and waste emissions. For example, museums can use renewable energy sources such as solar and wind energy to reduce their dependence on traditional energy.

3.7 Strengthen the digital construction of museums. Museums should strengthen digital construction, digitize cultural relics, establish digital databases, and provide the public with more convenient cultural resources. At the same time, digital construction can also reduce the damage and loss of cultural relics.

3.8 Strengthen international exchanges in museums. Museums should strengthen international exchanges, establish cooperative relationships with foreign museums, carry out cultural exchange activities, and promote cultural exchange and cooperation.

3.9 Enhance the brand value of museums. Museums should enhance their brand value, establish a good brand image, and attract more visitors and sponsors. At the same time, museums should also strengthen marketing to enhance their visibility and influence.

3.10 Strengthen the innovation capacity of museums. Museums should strengthen their innovation capabilities, launch more innovative projects and activities, and attract more visitors and sponsors. At the same time, museums should also strengthen research and development, and launch more cultural products and services.

Summarized up : The development strategies of Xinle Site Museum include protecting cultural relics, providing better services to tourists, training staff to improve service quality and level, strengthening the museum's social responsibility, improving the environment, digitalizing exhibitions, fostering international cooperation, and organizing activities for visitors.

Discussion

1. The prehistory of the Middle Stone Age or Eurasian people, historians tend to use the three-era system, while scholars of pre-humanity often use geological records and strata in the geological timeline. The three-era system is a determination of the prehistory of humans into three periods based on outstanding tool-making technology: the Stone Age, the Bronze Age, and the Iron Age. China has a long cultural development and has discovered a lot of archaeological evidence. Therefore, the government attaches importance to it, so it has built a museum to display art objects for the public to visit and be proud of. They can participate in expressing their opinions, which is consistent with the work of Kasetwatin (2016) the study found that, the Tha Nam Aoy Community had the potential operation management of community museum as was the center for social learning by three factors: 1) pride in their As a part of the national history 2) managed by the participation of the community and various organizations Both the government and localauthorities and learned together between the local people and outsiders 3) determination principle and practice were obvious.

2. Museums aim to preserve and care for important objects of history, science, culture and art for public display. Large museums are usually located in major cities of the world, and often exhibit a wide range of works. Xinle Site Museum is a non- profit, informal learning institution that collects, preserves, studies, researches and exhibits objects such as relics, artifacts and cultural evidence that are important to mankind and the environment. Its mission is to support and promote the conservation of artifacts with multi-faceted management in line with the study of Nadprasert et al. (2017) the management of local museums to promote life- long learning found that the four museums found that four- dimensional management approaches consisted of 18 elements, structural and project management. Element with 1. Purpose, Mission Objectives of Museum Operations 2. Management Structure 3. Plan for Yearly Activities, 2nd Dimension, Participatory Management Elements 1. The participation of people in the community. 2. Institutional involvement 3. Internal and external networks museums. 4. Local leaders. 3) Resource management. Element with 1. Personnel Management 2. Budget Management 3. Object Resource Management Archaeological Resources 4. Exhibitions 5. Places Museum Buildings 6. Media Materials Technology Dimension 4) Service Management Element with 1. Learning activities. 2. Permanent exhibition to promote learning. 3. Sightseeing services in the community. 4. Public Relations 5. Sale souvenirs, food and drink. The above issues are things that help support the interest of the museum, demonstrating the concept of museum management even better and also being consistent with Limsiri (2018). Along with globalization, the concept of exhibition and display in modern museums has changed. Museums are takinga more cultural approach to their displays and thePeople's Republic of China (China) in particularhas changed in accordance with this concept,especially the National Museum of China which is an important national museum. The Chinese government hasprovided a considerable budget forrestoringand renovatingmuseum buildings to modernize themwith technology andofferconveni.

3. A museum that uses modern creative media that is interesting and fun. A learning museum that focuses on creating a new experience in visiting a museum, which was established to be a model of a pleasant learning resource and help raise the standard of learning management in a new form for the public, especially Thai children and youth, about creating awareness of knowing oneself, knowing neighbors and knowing the world, including creating new concepts and images. Xinle Site Museum is a museum in a society of learning through modern technology and creative activities to make learning history and stories more fun. The results of the study are consistent with the research of Nadprasert et al. (2017). the results to showed that 1) Study the

elements of museum tourism destination results were the definition of a museum from the supply part focused on museums offering learning experiences, which included the conservation of cultural heritage. In tourists 'viewpoints, an additional definition was that a museum was a place of learning and recreation. The results from the analysis based on the framework of museum tourism found that there were eight components to enhance museum tourism. These comprised exhibitions organized at a museum, technological innovations, museum tourism activities, facilities and services provided by the museum. Logistics and transport system management, souvenir shops, guides or interpreters, and accommodation businesses around a museum as a part of the tourism promotion. 2) Study the roles and responsibilities of stakeholder's museum tourism destination results were interaction and collaborative work among the stakeholders of museums and tourism were essential to construct the network of museum tourism. and 3) Guidelines for promoting museum tourism in Thailand with the concept of museum destination results were presented five themes of guidelines for museum tourism promotion: 1) Designing activities at a museum by emphasizing fun, 2) Effective human resource management, 3) Designing the landscape on services and providing tourists with services at the museum, 4) Identifying the construction and cultural management for the museum, and 5) conveying learning experiences that could connect to the present lifestyle.

Archaeological sites are considered one of the important historical and cultural heritages, including cultural environments. In addition to being useful in academics, history, and archaeology, recent government policies have also emphasized the transformation of these cultural capitals into economic, social, and educational benefits, promoting learning for the benefit of people of all ages and professions. The content is like the study of Bannaruji et al. (2023). the results showed that as for the development of learning activities, the research team has developed learning activities by organizing a variety of learning activities to encourage participants to see the value of environmental plans and archaeological sites in the province. Nong Khai through activities such as Activities of youth tour guides training project for learning environmental planning and archeological sites in Nong Khai Province, copying and reading activities in the study area, activities to develop archaeological sites for the community To encourage participants and society to learn and create awareness of the conservation of the environment and archaeological sites in their communities.

New knowledge

Museums are another form of a place to provide knowledge in various fields. They are places that collect national knowledge, are places to record, present, and collect works in all fields. They have the duty of being a source of lifelong learning that is beneficial to citizens of all ages and genders, linking various knowledge to people's lives, playing a role in providing education to society, and playing a role as an institution with standards in displaying works and operating at the international level. This research has improved the presentation to be modern using digital technology to allow visitors to gain knowledge.

Conclusion

This mainly studies the current museums in the northeastern region of China - Shenyang. Museums have regional representativeness, and Shenyang has representative museums such as the Xinle Site Museum. The Xinle Site is a settlement site of the Neolithic Age that was discovered earlier in China and has significant influence in northern China. The Xinle Site Museum is a witness to human history and civilization, playing a crucial role in promoting and researching

ancient culture and civilization. Through the development suggestions of museums in the new media era, it aims to enhance the international visibility of Chinese stone culture, drive the cultural tourism industry in Northeast China, form targeted regional (ancient Chinese museums) protection policies, and enhance the cultural confidence of contemporary residents, this reflects the social value of developing the Xinle Site Museum.

Suggestions

From the results of this research, the research team has the following recommendations:

1. Suggestions for utilization according to the following issues:

1. 1 Academic content on the historical background of Xinle Site. can be used for this direction of museum culture dissemination in Shenyang.
1. 2 Xinle Site Museum, current problem situation, arts and culture administrators can set policies to preserve local arts.
1. 3 Xinle Site Museum is a heritage site that can be used to develop innovations for economic value in tourism.

2. Suggestions for future research

For the next research issue, research should be done on the following topics:

2. 1 There should be research on Xinle Site Museum in the local area because there are a few of them that have not yet been studied.
2. 2 The economy and society of China are changing rapidly and therefore Xinle Site Museum are affected. It is therefore appropriate to conduct research to preserve.
2. 3 Xinle Site Museum is a cultural heritage site and should be studied to see the usefulness of the local relics to promote cultural tourism.

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