

SHENYANG LEVERAGES BOUNTIFUL HISTORY TO BOOST FUTURE

INVESTMENT IN UNIQUE CULTURAL RESOURCES HIGHLIGHTS CITY'S GREAT POTENTIAL

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The city of Shenyang, capital of Northeast China's Liaoning province, is a prime destination for domestic and international tourists who seek to explore the culture and scenery of Northeast China. In recent years, it has implemented various measures to conserve its rich historical, revolutionary, industrial and ethnic heritage, leveraging its cultural advantages to attract travelers from around the world.

Shenyang welcomed 94.13 million domestic tourist visits in 2022. In the first quarter of 2023, the city recorded 26.61 million domestic tourist arrivals with tourism revenue reaching 26.49 billion yuan (\$3.82 billion), a year-on-year increase of 61.6 percent in

terms of tourist arrivals and 99.09 percent in terms of revenue. In recent years, Shenyang has been placing great emphasis on integrating culture and tourism, tapping into the natural and cultural resources of the "Three Mountains, Three Rivers and Six Areas" to create unique cultural attractions. The Three Mountains refer to Miao Mountain, Qipan Mountain and Shengzi Mountain, while the Three Rivers are the Hunhe River, Laohu River and Puhe River. The Six Areas are comprised of Shenyang's historical, Northern Marketplaces, Zhongshan Road, Weigong Street, Dadong Road and Huanbell.

Shenyang's goal is to boost its soft power and become a regional hub for cultural and creative industries, a domestic destination for ecological leisure tourism, a prime destination in Northeast Asia and an international city for cultural tourism.

The first investment promotion event for key cul-

tural tourism projects in Shenyang held in Beijing on Feb 17 drew representatives from 120 key domestic enterprises. The event saw the launch of 21 investment projects, out of which 10 projects worth 12.29 billion yuan were signed.

On April 13, Shenyang hosted a cultural tourism investment promotion event in Shanghai, unveiling 100 cultural tourism scenes categorized into 10 groups, plus 33 spring travel routes and 30 year-round travel routes for visitors to enjoy in Shenyang.

A representative of a Shanghai travel agency commended the travel routes for being expertly designed. They feature food, culture, history and creativity, integrating the premium tourism resources in Shenyang. Shenyang's archaeology and cultural relics work has been the first evidence of the Shenyang culture. Built in 1925 under the order of Nurhachi (1586-1626), founder of the kingdom of Great Jin which preceded the Qing Dynasty (1644-1911), Shenyang is the first investment promotion event for key cul-

The city intends to utilize 10 major cultural venues, including the September 18 Incident History Museum and the China Industrial Museum, to lead the way in creating a series of first-class cultural landmarks.

Shenyang boasts a rich history spanning 160,000 years of human activity, 2,200 years of human tribal history, 2,300 years of city building and was once the national capital. The mention of these achievements always sparks a sense of pride among the people of Shenyang.

The Shenyang region gave birth to the early culture of the Liaohu River basin. Excavations at the Xinle site revealed human activity in the area dating back 7,000 years, which marks the first evidence of the Shenyang culture. Built in 1925 under the order of Nurhachi (1586-1626), founder of the kingdom of Great Jin which preceded the Qing Dynasty (1644-1911), Shenyang is the first investment promotion event for key cul-

Palace Museum is one of the only two remaining intact imperial palace complexes in China today. The palace features a fusion of the architectural principles of the Han palace system and the political structure, customs, religious beliefs and architectural styles of the Manchurian people.

In recent years, Shenyang has taken steps to protect its historical and cultural heritage. In March, Shenyang announced that it will conduct an archaeological investigation of the Hongshan Culture archaeological site along the Liaohu River basin. Furthermore, the city will be hosting the 9th Shenyang Intangible Cultural Heritage Expo.

On March 25, the first lecture in a series on Shenyang's archaeology and cultural relics was launched. Professor Zhao Bin, the dean of the School of Archaeology at Jilin University, gave a lecture on Chinese archaeology.

During the May Day holiday from April 29 to May 3, the Shenyang Museum hosted daily cultural activities under the theme of "Revealing the Legacies of our hometown and uncovering the stories behind relics", providing visitors with an opportunity to learn more about the city's illustrious history.

The Shenyang Museum is a modern and comprehensive museum that showcases the history and culture of the Shenyang region. According to a staff member of the museum who spoke to Shenyang Daily, the museum proved to be highly popular during the May Day holiday, with record-breaking daily visits.

The Shenyang Museum and Creative Park was built upon the renovated workshops of Shenyang Heavy Machinery Group. Notably, the steel beams and other original parts have been preserved intact. Today, the renovated park has become a base for young people to engage in cultural and creative entrepreneurship. It features cafes, bars, restaurants and numerous cultural and creative stores that appeal to young people.

To enhance the tourist experience, the Septem-

ber 18 Incident History Museum showcases over 30 3D-scanned artifacts, carefully selected from over 100, on a touch-screen interactive display, according to Xinhua News Agency. Visitors can use the device to explore the artifacts from both broad and intricate perspectives.

Shenyang is also home to a rich industrial culture. Many tourists have come to view the tourism destinations and creative products that evoke the city's industrial past.

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Local resident Zhang Liyuan frequently takes part

in hands-on activities in the park to create cultural and creative products with distinctive Shenyang features, China Tourism News reported.

The culture of various ethnic groups are a crucial part of Shenyang's cultural heritage. Over the years, people within these communities have developed a diverse range of intangible cultural treasures, protecting, promoting and maximizing the utility of these valuable assets is a practical approach toward promoting the city's ethnic culture and building a shared spiritual home for all ethnic groups.

According to China's seventh census, conducted in 2020, 501,781 individuals from 55 ethnic groups other than Han were living in Shenyang, making up 10.27 percent of the city's population.

The Manchu ethnic group was the largest, with 289,453 individuals, followed by the Mongolian with 135,265 people and the Korean with 88,676 people.

To better preserve and promote the cultural heritage of ethnic groups and boost tourism, Shenyang has taken several measures. These include organizing exhibitions and performances to showcase the cultures of these ethnic groups. Additionally, booths and interactive zones have been set up during traditional festivals and other citywide events to raise public awareness and understanding of the cultural heritage of these ethnic groups.

Shenyang's rich historical, revolutionary, industrial and ethnic cultures are not only a source of pride for its people, but also a major draw for domestic and foreign tourists. By incorporating its natural and cultural resources to create unique cultural attractions, Shenyang has achieved notable progress in developing its tourism industry. The city's dedication to preserving and showcasing its diverse culture will continue to fuel its ascent as a premier destination for travelers.

Four pagodas in four temples

Northern Pagoda in Falun Temple, Southern Pagoda in Guangji Temple, Western Pagoda in Yanshou Temple and Eastern Pagoda in Yonggong Temple surround Shenyang's imperial palace.

Shenyang Museum

The Shenyang Museum is a comprehensive local museum showcasing the city's history and culture across the board.

Shenyang Palace Museum

The Shenyang Palace Museum is one of the largest remaining ancient wooden building complexes in the history of Chinese architecture.

Shengjing Grand Theater

Covering a total building area of approximately 85,000 square meters, the Shengjing Grand Theater resembles a diamond.

September 18 Incident History Museum

The September 18 Incident History Museum was built in memory of the September 18 Incident, which marked the outbreak of Japan's large-scale invasion of China.

Industrial Museum of China

The Industrial Museum of China is located in Shenyang, a traditional industrial hub in Northeast China.

Northeastern University

Northeastern University, founded in 1923, is among China's top-notch higher education institutions and has made marked achievements in technological research.

Urban reading space

Shenyang has completed the construction of 24 "City's Studies". Three more "City's Studies" and 68 book rooms are under construction.

Former site of the CPC Manchurian Provincial Committee

The former site of the Manchurian provincial committee of the Communist Party of China, which was the highest CPC leadership in Northeast China from October 1927 to January 1936, nowadays serves as a memorial hall.

Lily Tower

One of the four main landmark buildings in the Shenyang Expo Garden, the Lily-shaped tower stands 125 meters high, overlooking the entire garden.

Xinle Archaeological Site

The discovery of the Xinle site traces human activity in Shenyang back more than 7,000 years.

Northern Royal Tomb

The Northern Royal Tomb in Shenyang, also known as Zhaojing Tomb, is where the second Qing Dynasty (1644-1911) emperor was buried. The complex is a UNESCO Heritage Site.

Shisheng Temple

Shisheng imperial temple features a 500-kilogram iron bell that monks ring on schedule every day. Its deep, melodious sound can be heard throughout the city.

Northern Marketplace

Northern Marketplace is a typical historical and cultural street in Shenyang where visitors can savor the flavors of local culture.

Puhe River

Yong'an Bridge

The Yong'an Stone Bridge, lastly built in 1641, is the first preserved ancient stone arch bridge in Shenyang. It was listed among the eighth batch of national heritage sites in 2013.

Hunhe River