

Аймгийн төв, орон нутгийн төв хаалганы дэргэд нутгийн музей, байгаль, түүх, соёлын цогцолборуудын маршрут, жуулчдад зориулсан бүтээгдэхүүн, үйлчилгээний жагсаалт, лавлагаа мэдээлэл бусад сурталчилгаатай зэрэгцэн тавигдсан байвал таатай байна. Засгийн газрын “Шинэ суурин” хөтөлбөрт танилцуулга, сурталчилгаа нь тодорхой байр суурь эзлэх билээ.

Дүгнэлт:

Улс төр, түүхэн тодорхой нөхцөлд түүх соёлын цогцолбор, байгууламжууд аяндаа бүтээгдэж, музейн шинэ бүрдүүлбэр хөгжсөн нь аялал жуулчлалыг гадны нөлөөнөөс хамгаалсан юм.

Цаашид Монголын аялал жуулчлалын мастер төлөвлөгөө, зураглалд орон нутгийн бүтээгдэхүүн, брэндүүдийн эдийн засгийн үнэлгээг тооцож, нутгийн иргэд, төр захиргааны ажилтануудад аялал жуулчлалын боловсрол сургалтыг олгох, мэргэжилтний чадварыг интеграцичлах зорилтуудыг авч үзэх шаардлагатай.

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Kuo-Ning Chen

**CULTURE TOURISM AND THE PRESERVATION,
UTILIZATION OF CULTURE HERITAGE-EXPERIENCES ON CULTURAL
TOWNS CREATING IN TAIWAN**

Culture tourism (cultural tourism) is the subset of tourism concerned with a region's culture, specifically the architecture, lifestyle of the people in those geographical areas, the tradition customs, the history of those people, their art, festivals, religion, rituals and other elements that helped shape their way of life. Normally cultural tourism includes tourism in urban areas, particularly historic cities, towns and their cultural facilities such as churches, temples, monuments, museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities, and their values and lifestyle. It is generally agreed that cultural tourists spend substantially more than regular tourists do.

In order to enhance economic development many governments have use cultural heritage to develop their tourism. Cultural tourism can also play in regional development; this form of tourism is also becoming generally more popular throughout the world.

When cultural activities and economic benefits linked together then it is not a simple thing, which issues need to be addressed included: contradiction of marketing adaptation and preservation of cultural heritage, popular culture and traditional cultural values of identity choice, appealing to the old for the new creation and design, cultural learning and recreation parallel, equilibrium value of consumer experience and cultural memory etc.

Here are examples in Taiwan choosing for a discussion.

The Southern Branch of National Palace Museum

National Palace Museum (NPM) at Taipei is an internationally famous major museum, its collection of exquisite ancient Chinese artifacts, includes Song, Yuan, Ming, and Ching dynasties emperors'

collection of handicrafts (such as porcelain, jade, bronze, lacquer, bamboo, wood, ivory carvings, embroidery, jewelry etc.) and the most famous scholars' painting and calligraphy from history.

Almost every foreign tourist will come to visit NPM, daily visitors of nearly over ten thousands people, approximately nine thousands of them were from Mainland China. Taiwan has opened up tourism to Mainland China six years ago and the visitors to NPM have increased dramatically. NPM's exhibition halls designed for daily 2000-3000 visitors in 1963. The numbers of visitors had grown from 2.5 million in year 2009 to 4.3 million in 2012, and the visitor number is still growing up. So, the space for exhibition and public area is not able to handle such amount of visitors and had made many of the local visitors unsatisfied.

Besides the tourists from Mainland China, NPM has brought in an increased amount of local visitors as well from the following changes: creation of commercial products from traditional cultural elements, multi-media utilization at exhibit areas. Computer technology and popularity of internet have made the museums a lot more accessible to the general publics.

In 2006, NPM started the theme of "New Fashion NPM" based from the "Old is New" idea. NPM issued authority of developing products with international companies from Japan, Italy and local companies to broaden the selectivity of items in its gift shop. It was a huge success and the revenue had increased significantly.

By 2008, NPM brought in the idea of "Display innovation, create new NPM value" by pushing the tourism business, developing cultural creativity centers next to NPM, activities attracts not only to the typical culture interested population but also the young generation. Renovate its exhibition area and combines marketing strategies with other business from all resources to make NPM a more diversified cultural space.

To balance the cultural resource between southern and northern Taiwan, The Cultural Ministry had decided in year 2005 that to build a southern branch NPM in Chia-Yi. The final project started in 2010 to build an Asian arts museum on a lot of 700,000 m² with an indoor floor plan of 38,407 m². This museum will be another part of NPM with a special southern Taiwan cultural center incorporated with it. It will adapt many new high tech display technics, one of a kind architect design, and outdoor garden to full fill its function. This project is expected to complete in year 2015. Southern NPM is expected to be the largest center for cultural activity in south area and to combine with nearby touristy points like Ali-mountain, Dongshi fishing village, and wet lands. The ultimate goal is to link with the local cultural and business to lead the cultural tourism and bring a positive impact on the local economy.

This case shows how to utilize national cultural resources to build a large scaled museum to recreate an old town. It provides more opportunity for the southern Taiwan to access and share the same rich cultural resources as the northern Taiwan. By doing so, it also facilitate the tourism and bring up the local income.

However, it is a big and complex project and there are many obstacles in it. And it is a foreign culture heritage transplantation project, Tai-Bao city, a population of less than 100,000, most residents are farmers, is where the SNPM will be located. To build and operate a large international scaled museum will require a lot of professional personnel from outside. Job opportunities for the locals are limited mostly to laboring or low skilled positions. Most visitors to the museum are expected to be from other cities and towns. How to involve the locals to this museum and give them a feeling of ownership to this project is a great challenge. SNPM's exhibitions are focused to the Asian or international regions. How do we raise the local people's awareness to a higher international cultural perspective level? SNPM not only will bring in economic benefits to the local region but also introduce the value of international cultural to them.

In the past 20 years, there were more immigrants moved from Southeast Asia countries to Taiwan. Most of them are located in Mid-Southern Taiwan. They and their families are the minority to the society. Hopefully with SNPM coming to the region will bring more channels for interactions between the locals and the immigrants, thus diversify the culture and lead to a more harmonious society.

Case 2: Yingge Modern Ceramic Museum and the old town street renovation project.

In order to promote the dying ceramic cultural industry at Yingge town, Cultural Ministry and New Taipei City Government has initiated the Yingge Project on renew the old town street and build a new ceramics museum in 1990's.

Before 1970's, Yingge was a town with several hundreds of pottery kilns, they produced large amount of house hold use ceramics and porcelain for export. However after the 80's most of the pottery manufacturers moved to Mainland China for less labor cost and the local economy subside significantly. In the 1990's New Taipei city government and the Council for Cultural Affairs collaborated a project "Update the Old Streets" and this project helped the local pottery transformed from being a manufacturer to a new artistic pottery business. It has turned the once dying business to a successful new form of specialty tourism. Several local pottery business donated a building for the pottery museum with the help from the Council for Cultural . The New Taipei City Yingge Ceramics Museum has held many exhibitions and work shops. It also help the traditional ceramic industrial transformed to a pottery studio that offers class, DIY pottery projects, exhibitions and gift shops. Now a day Yingge is an internationally well known town for traditional ceramic preservation combined with new tourism.

Yingge Wares Branding Project" in 2008 to authorize the use of Yingge Wares trademark on ceramics products approved by Intellectual Property Office ,Ministry of Economic Affairs, R.O.C. they expect that consumers could appreciate the elegant Yingge ceramic products.

Yingge Wares Branding Project is expected to reach a new milestone in rebuilding and marketing co-branding names in Yingge. At first, it targeted the history of development behind Yingge ceramics and the symbolic elements behind it, including the most spectacular Carmine Glaze design in the 1950's, the imitation of traditional Blue and White porcelain that won popularity internationally in the 1960's, and the Crystal Glaze design that thrived in the 1980's. All of which have been imitated in mass production by ceramics industries from all over the country, and in turn boosted the incline of economy. Thus, a three-year plan is in motion to adopt the ceramics culture as the main theme and associate to a brand recognition, encourage local production of ceramics and establish a platform for outreach of Yingge ceramics. From 2011 on, the works made in Yingge area in the exhibition of Creative Living: A Selected Exhibition of New Ceramic Works are qualified. Qualifying products are based on their artistic, aesthetic, imagery, and marketing elements. The focus of this motion is to encourage retro- innovations and revive the glory of Yingge ceramics.

By reviewing this ongoing case for 15 years, we observed:

1. The preservation and renew of a dying traditional industrial is based on market mechanism. Old streets in Yingge was getting a face lift from the financial support of local government and that had boosted the local economics by attracting outside investors coming to Yingge, turning old factory to new tourist area. All these changes brought in more tourists to town and gave a new life to an old town.

2. New Taipei Yingge Ceramics Museum has led many activities and workshops involved with local ceramic factories and individual artists. It has gained a lot of recognition internationally and enriched the artistic level of Taiwan's ceramic industrial. It also actively promote branding recognition for local ceramic business to broaden its market.

3. Folks arts and crafts are always coexisting with people's daily needs. Tea drinking is a culture deeply grew in Taiwan and this has led to much new and well-designed innovation in ceramic tea utensils and related products.

Preservations of cultural heritage require public's attention and to fit into people's living. Museum is not just a place to collect and protect artifacts but to educate the publics and incorporate cultural heritage into people's living.

Culture is constantly moving, cultural heritage reflects the characteristics from the people who lived in that time period. Each period is unique and represents different phase of civilization of human being. Museum should play a role as a interpreter in a diversity culture.