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Research on the Development Path of Archaeological Product Lines in Henan Province under Integrated Publishing: A Postprint Based on Digital Technology-Enabled Resource Transformation Models

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Abstract

Objective: This paper takes the archaeological resource endowment of Henan Province as its research foundation to explore the construction of integrated publishing for Henan Province's archaeological product lines under digital technology empowerment. **Methods:** By analyzing the advantages, disadvantages, and existing achievements of archaeological resource development in Henan Province, and drawing upon innovative cases of archaeological integrated publishing from provinces such as Zhejiang's Liangzhu and Sichuan's Sanxingdui. **Results:** It is proposed that Henan Province should establish a "large-site publishing ecosystem" and construct an integrated publishing value chain of "archaeological digital assets → integrated publishing products → cultural consumption scenarios". **Conclusion:** Digital empowerment of archaeological publishing constructs a new ecology for the dissemination of Henan's distinctive culture.

Full Text

Research on the Development Path of Henan's Archaeological Product Lines in the Context of Integrated Publishing: A Resource Transformation Model Based on Digital Technology Empowerment

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Abstract

Purpose: This study examines the development of integrated publishing for Henan’s archaeological product lines under digital technology empowerment, using the province’s archaeological resource endowment as its foundation. **Method:** Through analyzing the strengths and weaknesses of Henan’s archaeological resource development and existing achievements, while drawing lessons from innovative integrated publishing cases such as Zhejiang’s Liangzhu and Sichuan’s Sanxingdui. **Results:** This paper proposes that Henan should establish a “Grand Site Publishing Ecosystem” and construct an integrated publishing value chain of “archaeological digital assets → integrated publishing products → cultural consumption scenarios.” **Conclusion:** Digital empowerment of archaeological publishing will foster a new ecosystem for Henan-characteristic cultural dissemination.

Keywords: archaeological product lines; technology empowerment; integrated publishing; digital assets; cultural dissemination

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1. Research Background on Digital Technology Empowering Publishing Model Transformation

1.1 Policy Orientation of National Cultural-Tourism Integration Strategy for Archaeological Resource Transformation

In the “Henan Province 14th Five-Year Plan for Cultural-Tourism Integration Development” issued by the Henan Provincial People’s Government in 2021, the “14th Five-Year” period is identified as a crucial strategic opportunity for the province’s cultural and tourism development, with the integration of culture and tourism already possessing the advantages and conditions for overtaking competitors. During the “14th Five-Year” period and beyond, excellent traditional Chinese culture will usher in a renaissance, the “cultural turn” will become a hallmark feature of post-industrial society, and “cultural leapfrogging” will become an inevitable phenomenon in the consumption upgrade sector. The cultural-tourism and cultural-creative integration strategy has been elevated to one of the “Top Ten Strategies,” bringing significant strategic opportunities for the integrated development of culture and tourism in our province [1]. In this report, the term “archaeology” is mentioned 19 times, focusing on three aspects: first, vigorously developing archaeological heritage tourism, such

as building the Huaxia History Civilization Inheritance and Innovation Zone by relying on cultural heritage sites like Dengfeng' s "Center of Heaven and Earth" historic architectural complex and Shuanghuaishu. Second, constructing international archaeology schools, archaeological cabins, and other projects at important archaeological sites such as Zhenghan Ancient City and Anyang Yin Ruins, introducing international scientific teams to collaborate on scientific archaeology and public archaeology, and creating simulated archaeological experience tourism products. Third, promoting the construction of integrated media disciplines that combine cultural relics archaeology, cultural creativity, and cultural tourism, implementing the cultural-tourism and cultural-creative integration strategy.

1.2 Transformation Needs from Traditional to Integrated Publishing

The transition from traditional to integrated publishing represents an inevitable requirement under the new development model of the new era and a necessary step for upgrading traditional business formats. In the future, a linkage mechanism of "archaeology + publishing + cultural tourism" will gradually take shape, driving the transformation of resources toward cultural IPs, educational products, and international communication, thereby achieving the leap from an "archaeological powerhouse" to a "culturally strong province."

As the core of Central Plains culture, Henan Province possesses 170,000 collection artifacts and six major site corridors including Erlitou, leading the nation not only in the total quantity and quality of cultural resources but also occupying a core position in research on the origins of Chinese civilization. This paper primarily explores how to utilize technology empowerment to develop Henan' s archaeological product lines and achieve integrated publishing, while drawing on mature cases from Zhejiang' s Liangzhu and Sichuan' s Sanxingdui to identify their key success factors and propose localized strategies for Henan.

1.3 Research Significance of Digital Technology Empowering Publishing Model Transformation

1.3.1 Resolving the "High Value, Low Conversion" Dilemma of Archaeological Resources in Publishing The essence of "high value, low conversion" in archaeological resources is the failure of connection between cultural heritage and modern society. Through technology empowerment such as VR restoration and cultural-creative products to promote publishing model transformation, cultural relics can be brought to life, reconstructing the "historical memory of people and objects," strengthening the bond of national spirit, enhancing the function of cultural heritage in "educating people through history," and achieving the integration of social value and public interest. Escaping this dilemma is not only crucial for the survival of civilization' s memory but also represents the necessary path toward realizing cultural confidence, economic transformation, and modernization of national governance capabilities. It is a feasible route for China to gain greater academic discourse power in the interna-

tional community and construct a narrative system with Chinese characteristics [2].

1.3.2 Exploring the Regeneration Mechanism of Digital Technology Empowering Integrated Publishing Exploring technology empowerment for the creative transformation and innovative development of Henan’s excellent traditional culture holds great significance. As General Secretary Xi Jinping pointed out, cultural relics and heritage carry the genes and bloodline of the Chinese nation and represent non-renewable, irreplaceable resources of excellent Chinese civilization. Bringing more cultural relics and heritage to life creates a strong social atmosphere for inheriting Chinese civilization. Therefore, continuously stimulating new vitality and momentum in excellent traditional Chinese culture through technology empowerment and exploring more digital cultural products that carry Chinese culture and spirit constitute an important means of innovating the regeneration mechanism of traditional cultural publishing.

2. Analysis of the Current Development Status of Archaeological Resources in Henan’s Publishing Sector

As a major province of Chinese civilization’s origin and rich in archaeological resources, Henan has achieved numerous accomplishments in archaeology. However, to become a culturally strong province and enhance its cultural value, there remain many deficiencies. A comprehensive understanding of the province’s archaeological resource advantages and dilemmas provides crucial guidance for technology-empowered integrated publishing product line development.

2.1 Core Advantages of Henan’s Archaeological Resources for Integrated Publishing

2.1.1 Leading Quantity and Quality of Cultural Resources Nationwide First, Henan possesses a vast quantity of immovable cultural relics. The province currently has 65,519 immovable cultural relics, including 5 World Heritage sites such as the Longmen Grottoes and Yin Ruins. Second, the ancient capital cluster effect is prominent. Among China’s eight great ancient capitals, Henan claims four—Zhengzhou, Kaifeng, Luoyang, and Anyang—forming the nation’s only dense concentration of ancient capitals that collectively display the capital city cultural lineage from the Xia-Shang to Song dynasties.

2.1.2 Leading the Nation in Top Ten Archaeological Discoveries Since the inception of the selection in 1990, Henan has had 53 archaeological discoveries selected as “China’s Top Ten Archaeological New Discoveries,” leading the nation in both quantity and quality. Examples include the Huaiyang Shizhuang site (storage remains) and Pingliangtai ancient city (an early case of urban planning). The large-scale archaeological excavation report “Huaiyang Pingliangtai,” published by Elephant Publishing House as the first archaeological excavation

report of this site, comprehensively reflects 40 years of important achievements in field archaeology and research work.

2.1.3 Core Position in Chinese Civilization Origin Research Henan not only covers critical stages in the origin of Chinese civilization but also serves as a core participant in national major projects. In the “Chinese Civilization Origin Project,” Henan was responsible for 5 of the 6 key sites in the first phase, including Wangchenggang and Wadian, and undertook 13 sub-project studies. After 2019, it led two major “Archaeology China” projects— “Research on the Civilization Process in the Central Plains Region” and “Xia Culture Research”—continuously advancing research on civilization origins.

2.2 Excellent Cases of Integrated Publishing of Henan’s Archaeological Resources

Zhongyuan Publishing Media Group has achieved multi-dimensional breakthroughs in integrated publishing innovation. By building platforms, establishing think tanks, and promoting integration, the group focuses on constructing a “four horizontal, seven vertical, multi-ecology” industrial development new pattern. Centering on premium IPs, it combines high-quality content with digital technology and immersive scenarios to promote deep resource development and create new integrated publishing models. The group has led dozens of publishing houses to make many innovative interpretations of archaeological resource integration publishing.

First, in Elephant Publishing House’s archaeological product line construction, multiple books have been included in the group’s “Chinese Cultural Context: From Central Plains to China” series. The “Chinese Cultural Context” series is a major publishing project launched by Henan Province in 2020, presenting Central Plains culture, Yellow River culture, and Chinese culture as the main subjects. The project simultaneously publishes in at least six formats: paper books, e-books (including online versions), audiobooks, video books (including short videos), integrated media digital libraries, and databases [4]. Elephant Publishing House’s “Heluo Ancient Kingdom: The Civilization Landscape of Primitive China,” “In Search of Xia: Erlitou Archaeology Reveals the Earliest China,” “The Xia Dynasty: The Original Image of Chinese Civilization,” and “National Treasures in the Yellow River Civilization” have been selected for this project. After publication, the books have invited authors and archaeologists to conduct in-depth sharing sessions around the content multiple times, with extensive promotion across various media, particularly using new media forms such as short videos and live streaming to expand the audience and bring academic works from the temple to the people.

Second, Henan Electronic Audio-Visual Publishing House’s “标识河南”(Identifying Henan) series is an integrated publishing project funded by the Henan Provincial Publishing Fund. The project includes multi-form presentations and multimedia dissemination of books, courses, cultural creativity, micro-dramas, and study-

tourism programs. Positioned as “Henan identification, mass communication, diversified presentation, and international expression,” it aims to interpret the meaning and form of “Walking Through Henan, Understanding China” through publishing innovation, exploring new forms of publishing and cultural tourism interaction, and creating publishing excellence that reaches the aesthetic and reading trends of the mass audience in the new media era. The series selects 30 of Henan’s most representative cultural identifiers, published in three volumes of ten books each. The first volume, including Shaolin Kung Fu, Longmen Grottoes, Qingming Riverside Garden, Oracle Bone Script (Yin Ruins), Tai Chi, Yangshao Site, Laozi’s Hometown, Henan Opera, the Yellow River in Henan, and Jun Porcelain, was published in January 2025, with the second and third volumes to be published before the end of 2025 [5].

Third, Zhongzhou Ancient Books Publishing House launched “Classic of Mountains and Seas: A Guide to China’s Mythical Beasts,” employing AR technology to create and tell stories of mythical beasts from the perspectives of “biology” and “natural history,” using technology to empower “Shanghai culture” and bring ancient books to life. In March 2024, the English version debuted at the London International Book Fair. Through innovative integration with new technology, it blends the virtual Shanghai world with real people and scenes, breaking the “dimensional wall” and creating an immersive visual feast of interactive reading for readers. In 2024, “Classic of Mountains and Seas: A Guide to China’s Mythical Beasts” has achieved copyright exports in English, Arabic, Thai, and Turkish, demonstrating broad prospects for IP incubation of the Shanghai IP and mythological chronicle series under the digital wave [6].

2.3 Current Dilemmas in the Development of Henan’s Archaeological Resource Integration Publishing

2.3.1 Insufficient Publishing Resource Integration and Content Excavation Depth First, lagging systematic management and organization of archaeological resources creates numerous barriers during integration, preventing the formation of a comprehensive, in-depth, and unified project system. Second, precious cultural relics and archaeological materials face high thresholds for resource openness and utilization due to strict protection requirements; the Dunhuang model should be emulated to open digital resource databases and stimulate co-creation models [7].

2.3.2 Serious Topic Homogenization and Insufficient Market Segmentation First, Henan’s publishing topics overly focus on “hot IPs,” repeatedly presenting the grand narrative of “dynasty origins” around core sites such as Yin Ruins and Erlitou, resulting in serious topic homogenization. Second, archaeological publications concentrate primarily in academic fields with low matching between market segmentation and audience needs, lacking differentiated products for youth, international readers, and other groups, which causes archaeological resources to remain at the academic level of interpretation with

low audience alignment.

2.3.3 Talent and Institutional Constraints First, the current archaeology and museum field faces significant structural talent shortages, particularly lacking interdisciplinary talents with backgrounds in biology, chemistry, and other cross-disciplinary fields, which constrains the deep interpretation and publishing transformation of archaeological research. Second, rigid systems and mechanisms exist. While the “archaeology before transfer” policy protects sites, standardized processes lead to homogenized exploration reports that weaken the identification of local cultural characteristics. Additionally, incomplete income distribution and incentive mechanisms constrain cultural-creative development vitality [8].

2.3.4 Lagging Digitalization and Technology Application First, technology empowerment remains insufficient. Digital presentations mostly stay at the visual level of VR restoration and metaverse applications, with few attempts at diversified publishing formats such as interactive e-books, still primarily relying on paper books. Second, interdisciplinary collaboration is weak. Archaeological research depends on traditional typological analysis, with limited application of scientific methods such as molecular archaeology and isotope tracing, resulting in insufficient academic depth in publications.

3. Provincial Models: Case Studies of Liangzhu and Sanxingdui

3.1 Zhejiang Model: Liangzhu Cultural IP Matrix Development

3.1.1 Establishing Liangzhu Civilization Archaeological Digital Resource Database to Support Integrated Publishing Interpreting Liangzhu civilization is a popular topic. For instance, Zhejiang University Press’ s “Liangzhu Civilization Series” first volume (2019) and second volume (2022) have been officially published, demonstrating significant scale effects. The series conducts deep excavation and detailed interpretation of Liangzhu Ancient City site’ s 5,000+ archaeological resources, forming systematic and continuous development that achieves a book scale matrix. Superimposed with digital technology empowerment, it builds a digital resource database to support integrated publishing.

3.1.2 Characteristic Study Tours + Children’ s Popular Science Picture Books to Comprehensively Support K-12 Curriculum The Liangzhu Museum’ s characteristic workshops provide children with experiences in jade artifact making, lacquerware making, cultural relic restoration, and jade rubbing. In 2021, the museum launched the education IP brand “Liangliang,” developing the “Liangliang’ s World” children’ s popular science picture book series, including “Liangliang’ s Ancient City World” and “Liangliang’ s Jade World,” along with related audio-video content, travelogues, and children’ s

drama both online and offline. Ultimately, Liangzhu Ancient City Site' s “picture book +” comprehensive heritage education concept was selected as a global world heritage education innovation case [9].

3.1.3 Extending the Cultural Creative Industry Chain to Build a Cultural-Tourism Integration Ecosystem Developing the “Liangzhu 5000+” IP system covering deer, dragon-head patterns, and other elements, the Liangzhu Management Committee has launched over 600 products including osmanthus rice wine gift boxes and Liangzhu tribute rice. The committee also promotes Liangzhu Ancient City Site at key locations such as airports and subway stations, holds three major world heritage themed cultural-creative markets, and strengthens the “cultural empowerment” form. Collaborating with brand enterprises like Wahaha, Zhiweiguan, and Zhang Xiaoquan, it has launched series of cultural-creative products, developing more than 110 cultural-creative items. Currently, Liangzhu cultural-creative products have entered Tmall' s flagship store, with a diversified cultural industry matrix gradually taking shape and demonstrating exemplary effects of cultural-tourism integration [10].

3.2 Sichuan Model: Sanxingdui Integrated Publishing Case Analysis

3.2.1 Technology-Driven Integration of Traditional and Digital Publishing As important evidence of the pluralistic unity of Chinese civilization, Sanxingdui culture has, in recent years, formed a multi-dimensional and innovative communication model in the publishing field through the deep integration of “culture + technology + industry,” constructing a three-dimensional publishing ecosystem covering academic research, popular science, digital experience, and cross-border co-branding [11]. Anhui Children' s Publishing House' s original full-length fairy tale “A Thousand Years of Artifacts” combines Sanxingdui culture with fairy tales, using “mud becoming vessels” as a metaphor for growth themes while incorporating real scenes of artifact restoration and archaeological sites, with academic support from the Sichuan Provincial Institute of Cultural Relics and Archaeology. Through supporting digital resources such as animated short films and online interactive courses, it achieves two-way empowerment of “artifact activation” and youth education.

3.2.2 User Co-Creation: Integration of Digital Technology and Immersive Experience First, using CCTV' s “12K Close-Up View of National Treasures” as source material, the “Touching Dreams of Sanxingdui” 12K digital exhibition employs 12K close-up photography and 3D modeling to restore artifact details. Ten Sanxingdui artifacts covering gold, bronze, jade, and pottery—including gold masks, kneeling bronze figures with twisted heads, jade congs, and pottery pigs—are integrated into the exhibition' s overall artistic creation through various artistic means such as technology, music, and painting, allowing audiences to experience immersion from multiple perspectives of sight, sound, and sensation [12]. Second, Sanxingdui Museum collaborates with Tencent' s

“Tanyuan Platform” to open its digital resource database, supporting scholars and creators in secondary development and promoting cultural co-creation. Simultaneously, it cooperates with cultural education courses to develop online courses covering rural schools, breaking geographical constraints in disseminating Sanxingdui culture [13].

3.2.3 International Expression: IP Licensing and Cross-Border Integration First, the “Blessing Official” blind box achieved annual sales exceeding ten million yuan, while food cultural-creative products such as bronze mask ice cream and gold mask chocolate have become check-in symbols at scenic spots. Collaborating with Tencent’s game “Let’s Catch Demons Together,” the bronze sacred tree transforms into game characters with over ten million downloads. Second, the animation “Sanxingdui: Glory Awakening” ranks at the top of national ratings, with over 68 million views, dynamically presenting artifacts such as the bronze sacred tree and gold staff through 3D technology.

4. Constructing a Technology-Empowered Integrated Publishing Model for Henan’s Archaeological Product Lines

Henan is a major province of archaeological resources and the birthplace of Chinese civilization. To promote Henan’s transformation from an archaeological resource powerhouse to an archaeological strong province and achieve integrated publishing of Henan’s archaeological product lines, it is necessary to construct a value chain of “archaeological digital assets → integrated publishing products → cultural consumption scenarios.” The author tentatively discusses the development and implementation path from the following aspects.

4.1 Building Resource Integration Platforms to Promote Cross-Institutional Collaboration

To achieve integrated utilization of archaeological resources, the first step is to establish a Central Plains archaeological digital resource database. Operationally, a tripartite collaboration mechanism of “publishing + archaeology + technology” should be established, emulating the Dunhuang Academy’s open digital resource database to create an archaeological content co-creation platform that promotes secondary development with proportional revenue sharing. Additionally, an archaeological IP authorization system can be built based on existing archaeological resources [14].

4.2 Segmenting Audience Needs to Establish a Differentiated Product Matrix

4.2.1 Creating an Academic Publishing + Popular Reading + Educational Product Matrix Develop the “Henan Archaeological Report Digital Yearbook” annually with blockchain authentication. Conduct encyclopedia-style categorization to create a digital resource database for Henan’s archaeological

book product line construction. Simultaneously, based on this digital resource database, develop the “Archaeology Henan” AR book series superimposed with AR and AI technologies to achieve scenario-based interaction. Drawing on successful cases from Zhejiang and Sichuan, develop localized K-12 archaeological study tour curriculum packages for Henan.

4.2.2 Creating Cultural-Tourism Derivatives and Digital Cultural-Creative Products Develop immersive experience products through “plot-driven + technology empowerment + diversified business formats.” Visitors can reconstruct exhibition logic through puzzle-solving tasks, abandoning the passive reception model for active exploration of new knowledge. For in-depth publishing product lines, develop interactive e-books embedded with 3D artifact models, superimposed with sound and animation technologies to achieve unrestricted dissemination across time and space [15].

4.3 Expanding Staff Size and Introducing Technology and International Talent

Based on the characteristics of Henan’s archaeological resources, cultivate professional technical talents suitable for the province who possess both archaeological expertise and regional distinctiveness. Simultaneously introduce international talent, emphasize technology empowerment, and establish a digital talent team with regional characteristics to systematically construct Henan’s grand site ecosystem on a century-long scale, providing talent reserves for integrated publishing [16].

4.4 Optimizing Revenue Distribution and Encouraging Social Capital Participation

Due to the special nature of archaeological sites, many overlap significantly with land resources. The current situation of “emphasizing excavation over utilization” in archaeological resources leads to an investment-output imbalance. Only by constructing a benign mechanism of “protection—utilization—recycling” through value transformation can intergenerational equity be achieved [17].

Conclusion

In the context of the digital China strategy, Henan’s archaeological publishing should break through the traditional linear development model by constructing the value chain of “archaeological digital assets → integrated publishing products → cultural consumption scenarios” to achieve transformation and upgrading from a resource powerhouse to a publishing powerhouse. It is recommended to pilot in Zhengzhou and Luoyang, creating 3-5 nationally influential archaeological publishing brands within three years. Through systematic reform, Henan’s archaeological resource publishing can shift from “homogeneous involution”

to “differentiated innovation,” supporting the goal of becoming a “culturally strong province.”

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