

Research on the Innovative Path of Sports Museum in Sports Culture Publicity: A Case Study of Shaanxi Province Sports Museum

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Abstract: As a vital institution for disseminating sports culture, the sports museum bears the responsibility of promoting physical well-being, cultivating spirit, and preserving athletic heritage. In recent years, the number of sports museums in China has increased from 105 to 184. In 2011, Shaanxi Province Sports Museum opened and is the first general history of sports museum at provincial (district) level in China. This study describes the present situation of Shaanxi Province Sports Museum in sports culture publicity from the aspects of its development, publicity and promotion status, and mass satisfaction. Through the methods of literature research, questionnaire survey and field research, this paper points out the existing problems in the progress of Shaanxi Province Sports Museum from the audience's indirect experience, direct experience and participation in sports culture practice. Exploring new ideas and implementing additional measures at the Shaanxi Province Sports Museum to preserve sports culture and promote the spirit of sports in the context of the modern era. By highlighting the interactive dynamics between the venue, adjacent structures, and personnel, we aim to deepen the connotations of sports culture, revitalize sports cultural relics, enrich media communication methods, enhance engagement, and fully leverage the role of social education. Improve its capacity to promote sports culture, contribute to the realization of high-quality sports development in Shaanxi, and advance the publicity of sports culture while promoting the development of sports initiatives.

Keywords: Sports Museum; Cultural Propaganda; Innovation Path; Shaanxi

Sports Museum

1. Introduction

Sports is a universal language, an important symbol of social development and progress of human civilization, as well as an essential carrier to spread culture and show images. Sports museum is a sports culture and education venue centering on the collection and display of sports cultural relics and other museum-related activities.^[1] It is a non-profit permanent institution open to the public for the promotion of sports cultural knowledge and the promotion of sports cultural spirit. It collects, protects, researches, disseminates and exhibits the material and intangible cultural heritage related to sports for the purposes of education, research and appreciation.^[2] Sports museum bears the dual attributes of "sports" and "museum".^[3] According to statistics, in the past 10 years, the number of sports museums in China has increased from 105 to 184, showing a good trend of increasing quantity and improving quality. Due to its abundant resources in sports culture, the sports museum encapsulates the essence of this domain. It has evolved and refined itself in direct response to the developmental needs of human sports culture, thereby establishing itself as a vital link and bridge that connects the past, present, and future while playing a crucial role as a custodian of cultural heritage in sports.^[4]

Shaanxi is an important birthplace of the Chinese nation and Chinese civilization. Sports in Shaanxi have a long history and occupy an important position in the history of Chinese sports development. Shaanxi Province Sports Museum is a sports public welfare industry museum, opened on December 24, 2011, is the primary provincial (district) level of the general history of sports museum, under the Shaanxi Provincial Sports Bureau, is a gymnasium in Shaanxi province. Shaanxi

Province Sports Museum covers an area of 1148 square meters, a construction area of 3067 square meters, a total exhibition area of 1987 square meters, and a collection of 1939 pieces. Shaanxi Province Sports Museum is not only a collection and display center of sports cultural relics, but also a center for sports academic exchanges and sports culture development at home and abroad, and a carrier for spreading sports knowledge and inheriting modern civilization.

2. Development Status of Shaanxi Province Sports Museum

Shaanxi Province Sports Museum is located in Shaanxi Sports Training Center Park. The museum is divided into three floors. The first floor is the basic exhibition hall, which mainly displays the development of ancient, modern and contemporary sports in Shaanxi (e.g., Figure 1). The exhibition area is 826 square meters. On the second floor, there is a sports boutique exhibition hall and a multi-function hall. The sports boutique exhibition hall mainly displays Shaanxi sports stars and medals, trophies and certificates won by Shaanxi athletes in major events at home and abroad, covering an area of 325 square meters. The multi-function hall covers an area of 500 square meters, can accommodate 200 people, and integrates the functions of film and television broadcasting and academic report exchange. The third floor is a multi-functional sports interactive experience area, which uses modern technology to arrange ancient sports, modern sports and sports science popularization experience projects. A total of 26 experience projects are arranged, covering an area of 836 square meters.



Figure 1. The Corner of the Basic Exhibition Hall Located on the First Floor
Shaanxi Province Sports Museum records the development of Shaanxi sports and displays

the historical picture of Shaanxi sports culture from ancient times to modern times. There are also some precious sports relics on display, such as three bronze mirrors and the high-relief picture of "He Long Bombardier", which vividly introduce the development process of sports in China (e.g., Figure 2). In recent years, Shaanxi Province Sports Museum has given full play to the social education function of educating people by strengthening the research and interpretation of cultural relics collections, improving the quality and efficiency of museum's explanation and reception, improving the quality of museum's characteristic courses, expanding the museum's outreach and publicity, and carrying out characteristic museum research activities.



Figure 2. A High-relief Picture of Three Bronze Mirrors and "He Long Bombardier" from Shaanxi Province Sports Museum

3. Present Situation of Publicity and Promotion of Shaanxi Province Sports Museum

At present, the official publicity of Shaanxi Province Sports Museum mainly relies on the official website and WeChat public account. The official website of the Shaanxi Province Sports Museum is a part of the official website of the Shaanxi Provincial Sports Bureau. The platform is used to publish the museum's venue display, latest news, activity information, collection and some scientific information.

The WeChat authoritative account of Shaanxi Province Sports Museum provides services such as "Instructions for visitors", "Introduction to the Museum", "Appointment for visits" and "voice explanation" for different exhibition halls. In addition to the release of the recent related activities of "Museum Highlights", the news has set up columns such as "Tell good sports stories", "sports riddles", "Academic columns" and "Sports cultural relics Talk about Solar Terms". Among them,

"Tell Good Sports Stories" mainly focuses on Shaanxi's sports history and culture, including ancient, modern and contemporary sports stories. The column has received close to 30,000 cumulative views. The museum also carries out special educational activities through its WeChat account, such as museum research activities in cooperation with primary and secondary schools and youth clubs. But for now, only one article is marked for original content.

4. Mass Satisfaction Survey of Shaanxi Province Sports Museum

The author designed the "Shaanxi Province Sports Museum service satisfaction questionnaire". A total of 119 questionnaires were issued this time, including 14 invalid questionnaires. Among the remaining 105 questionnaires, 6 were in the question "Have you ever visited Shaanxi Province Sports Museum?" A "No" was chosen for the question. In order to ensure the reliability of subsequent questions, the remaining 99 questionnaires were used as samples for statistical analysis.

Among the basic information of the interviewees, 60.61% were female and 39.39% were male. The majority of respondents were aged 26-35, accounting for 60.61%, which may indicate that people in this age group have a higher interest in sports culture, or that they have more time and resources to visit. Of course, the limitation of sample selection cannot be ruled out: the interviewees are mainly young people with easy access to the Internet. In terms of education, the most students are undergraduates, accounting for 83.84%, followed by graduate students and above, accounting for 7.07%. This indicates that visitors to Shaanxi Province Sports Museum generally have a high level of education. This may mean that the exhibition content of the museum is more in-depth or has a certain educational nature, which can attract a well-educated audience. The occupation of enterprise/company staff is the most, accounting for 86.87%. This may suggest that a large proportion of the visitors to Shaanxi Province Sports Museum on weekdays come during work breaks or on rest days. It may also mean that the museum's opening hours coincide with the free time of this professional group. As for the collection of basic information, it can be seen that the publicity of

Shaanxi Province Sports Museum should be in line with the audience positioning of this age group, and the content setting can dig more diversified and in-depth stories in addition to basic science.

In terms of visits, 66.67% of the respondents said they learned about Shaanxi Province Sports Museum through the Internet. This shows that the publicity work of Shaanxi Province Sports Museum on the Internet is generally good and can attract tourists to visit, but it is still at the basic stage. As for the duration of stay in Shaanxi Province Sports Museum, 78.79% of the respondents said it was between 1 and 3 hours. This reflects that the exhibition content and form of Shaanxi Province Sports Museum can attract tourists to stay for a period of time, but it is not enough to make tourists stay longer at present. This means that Shaanxi Province Sports Museum can add more interactive experiences, activity forms or temporary exhibition areas in the future to attract tourists to visit for a longer period of time. To sum up, the online awareness of Shaanxi Province Sports Museum is still relatively high, but there is room for improvement in terms of appeal and influence.

From the point of view of satisfaction, 81.82% of the respondents liked the form of exhibits displayed in Shaanxi Province Sports Museum (multiple choices), and the physical exhibits, which indicates that most visitors have a high interest in the form of exhibitions in which they can see and touch real historical objects. Physical exhibits are usually able to provide intuitive and authentic historical experience, which is very effective in conveying educational significance and historical value. The preference degree of phantom imaging, graphic materials, silicone image scene restoration, simulation experience project, half scene painting, electronic book flipping and other forms decreases in turn. This shows that visitors' demand for exhibition forms is diversified, and museums need to consider the preferences of different audience groups when planning exhibitions. At the same time, different exhibition forms can complement each other to provide a more comprehensive exhibition experience. According to the field research of the members of this subject, the other possible reasons are insufficient introduction to the display forms of some

exhibits and low utilization rate of the exhibition area. For instance, on August 20, 2024, the exhibition area located on the third floor of the Shaanxi Province Sports Museum will be closed, while all multimedia display formats on the first floor will be in use. According to the staff, only the first floor is open on that day, and the third floor is usually used for placing equipment. Respondents were highly satisfied with the exhibition hall, but some were dissatisfied with the publicity and interactive experience.

In addition, the ancient sports exhibition area was the favorite among the respondents. 39 respondents believed that some exhibition areas lacked explanations and services were not in place; 21 respondents thought that the outdoor design features of the pavilion were insufficient, 18 respondents thought that the facilities were incomplete and some exhibition areas were not open, 14 respondents thought the interactive experience was poor and detached from the sports theme.

Through the analysis of the satisfaction status of Shaanxi Province Sports Museum, it can be seen that the structural characteristics of tourists in Shaanxi Sports Museum show the trend of young people, high education, middle and low income level. After the tour, the degree of satisfaction is high, and the average degree of satisfaction in descending order is as follows: exhibition content, exhibition hall lighting, floor plan, exhibition form, interactive experience and publicity intensity. As for the suggestions on how to improve the service satisfaction of Shaanxi Province Sports Museum, it can be seen from the word cloud map that the interviewees should focus on improving service, expanding publicity, improving explanation and increasing facilities.

5. There are Currently Problems in Shaanxi Province Sports Museum

Since the Shaanxi Province Sports Museum opened in 2011, it has taken high grade and high-quality as the standard, compatible with ancient and modern, and comprehensively presented the history and current situation of Shaanxi sports through three-dimensional display. It is a youth education base, a sports science popularization knowledge propaganda base, a base to carry forward sports culture and inherit sports spirit, and a window for

domestic and foreign audiences to understand the glory of Shaanxi's ancient and modern sports. However, there are still the following problems:

From the perspective of the audience's indirect experience, the outdoor space design of Shaanxi Province Sports Museum needs to be improved, the service capacity of the museum area needs to be improved, the collection value is insufficient, and the publicity form is single. First, the historical, cultural, artistic, scientific, and other intrinsic values of the museum's collections remain under explored. For instance, the museum merely presents the exhibits and titles of painted pottery pots featuring equestrian figures, lacking a comprehensive analysis of their historical context, cultural significance, and artistic merit. Second, the form of publicity is single, the official publicity of Shaanxi Province Sports Museum mainly relies on the official website and WeChat public number of these two platforms. The official website and WeChat public account provide the public with a window to deeply understand the history and culture of sports, but they are mostly used to publish basic science information. At present, the content and form of publicity are more traditional, and the original information is lower.

From the perspective of direct audience experience, Shaanxi Province Sports Training Center, No. 303 Zhangba East Road, Xi'an, Shaanxi Province. There are track and field, football field, Olympic Sports Center gymnasium, swimming and diving hall, tennis hall and national fitness center in the park. The overall sports atmosphere is strong, but the indicator of Shaanxi Province Sports Museum is not obvious. Secondly, the opening hours of the museum area are short, the interaction with visitors is insufficient, and the service capacity needs to be improved. The current visit policy is free of charge, groups with a letter of introduction or valid ID card tickets, individuals with ID card or valid ID card, one person is limited to one ticket. It is open to the public all year round (except Spring Festival holidays), from Monday to Friday, from 9:30 to 16:40, and from 9:30 to 15:30 on weekends and holidays. Free bag storage service, parking; Finally, the utilization rate of the venues of Shaanxi Province Sports Museum is low, and the three-storey interactive experience hall is

basically used for placing equipment, which also reflects the problem of low visitor flow. From the perspective of audience participation in sports culture practice, Shaanxi Province Sports Museum has less interaction with the audience, and the social education function is insufficient. There are more interactive scientific research activities with colleges and universities, provincial social science and provincial sports bureau, and some characteristic educational activities have been carried out, such as museum research activities in cooperation with primary and secondary schools and youth clubs. However, there are few activities, and its extensive social education function has not been fully played.

6. New Ideas and Measures of Shaanxi Province Sports Museum in the Promotion of Sports Culture

The completion of Shaanxi Province Sports Museum is not only a great event in the field of Shaanxi Museum, but also marks the organic combination of China's long history and culture and brilliant sports culture in Xi'an, the ancient capital of the thirteen dynasties. By strengthening its role in the promotion of sports culture, it can better contribute to the realization of high-quality development of sports in Shaanxi, promote the promotion of sports culture and promote the development of sports cause in China.

6.1 Emphasize the Significance of the Interactive Relationship between the Museum and Its Surrounding Architecture and Community

First of all, Shaanxi Province Sports Museum is adjacent to Zhangba Road in the south and Tangyan Road in the east. It is located in the park of Shaanxi Sports Training Center and adjacent to Shaanxi Tennis Center and Shaanxi Natatorium. The park also includes outdoor track and field, football training field, Olympic Sports Center gymnasium, swimming and diving hall, tennis hall and national fitness activity center and other sports venues, forming a strong sports atmosphere. The sports venues and facilities in the park provide visitors with a rich visual experience, and Shaanxi Province Sports Museum can plan visit activities closely combined with sports to enhance the fun and interaction of the visit. At the same time, the combination with the

surrounding sports venues can share the audience flow, venue facilities and other resources, so as to improve the overall operation efficiency.

Secondly, there are more than 50 schools in the high-tech zone within 3 kilometers of the Shaanxi Province Sports Museum in a straight line, so that the students in these schools can make full use of this advantage to form a stable crowd of visitors to the Shaanxi Province Sports Museum. Between the museum and primary and secondary schools, through the construction of the "second classroom", fully mobilize the enthusiasm of primary and secondary school students.^[5] It provides a place for students to learn and experience sports culture, which helps to promote young people's interest in sports and better cultivate their sportsmanship and health awareness.

Finally, there are centralized office areas such as Huixin Center, City Gate and Greenland Center near Shaanxi Province Sports Museum, which means that there are a large number of employees of enterprises and companies nearby on weekdays. Make full use of the advantages of this geographical location, and use the rest time of the employees of enterprises to organize corresponding activities to improve the number of visitors and influence of the museum. For example, cooperate with surrounding enterprises and companies to provide staff visiting concessions or organize team activities for employees to encourage them to visit the museum after work. Provide customized training courses or team building activities, such as lectures on sports history, sports fun activities, etc., to enhance their understanding of sports culture. Provide interactive experience projects, such as opening the interactive experience area on the third floor to attract the interest of young professionals. By strengthening the interactive relationship with the surrounding buildings and personnel, the "sports ecosystem" of Shaanxi Province Sports Museum should be constructed to increase the flow of visitors, give play to the social education function of sports museum, improve the utilization rate of venues, and enhance the interaction with the public.

6.2 Enhance the Richness of Sports Culture and Revitalize Sports Cultural Heritage

With more and more honors and achievements of sports and events in China, the exhibits of sports museum are constantly updated and changed, and the "flowing history" of sports is recorded through static exhibition space. Sports museum is also a living place for cultural inheritance and education. Cultural relics "alive" can stimulate the Chinese people to deeply understand, identify and love the enthusiasm of the excellent traditional Chinese culture, so as to enhance the self-confidence of national culture and gather the driving force for development.^[6]

The Shaanxi Province Sports Museum is leveraging provincial resources and utilizing its own platform to showcase the rich history of sports in Shaanxi, promote the contemporary Chinese sports spirit, and further deepen the connotations of sports culture. It aims to conduct an in-depth exploration of collection values, activate sports cultural relics, and employ technological "wisdom" to create cultural derivatives. For example, Chengdu Sports University Museum displays the overall appearance and unique charm of ancient Chinese sports through a variety of technical means, including the experience activities of ancient sports events such as wood shooting and Cuju, as well as the exhibition of cultural relics such as the sports picture tiles of the Eastern Han Dynasty, the equestrian terracotta warriors of the Ming Dynasty and the horse racing drawings of the Qing Dynasty. These activities not only allow the audience to experience and understand the ancient sports culture more directly, but also make the cultural relics themselves "come alive" and give new meaning. For another example, in the development of China Sports Museum, it has actively introduced the oral historiography sports collection with The Times, enriching the types of sports collection in the museum, which has an important breakthrough significance in the development history of China's sports museums.^[7] Oral historiography is a kind of material which is preserved by the meeting of historical parties through the technical means of voice and video, and forms text, sound recording or video after mutual verification and sorting with documents.^[8] Oral historiography is not only an effective way to inherit sports culture, but also contains the oral's own values and concepts. Narrating extraordinary sports spirit from an ordinary

perspective can better resonate with the audience and imperceptible transfer of sports culture and spirit.

Furthermore, from 2006 to 2014, the 'National Intangible Cultural Heritage List' has been released four times, which includes a category for 'traditional sports, entertainment, and acrobatics.' The list of 'traditional sports' comprises 76 items. This shows that the protection of sports intangible cultural heritage has become an important issue in China's sports field. In 2020, Tai chi, a traditional Chinese sport, was included in UNESCO's Representative List of the Intangible Cultural Heritage of Humanity, a sign that the protection and development of China's intangible cultural heritage of sports has received international recognition. Therefore, as the only permanent transmission carrier of sports culture, sports museums can start from the perspective of sports intangible cultural heritage protection, increase the collection scope and the exploration of the stories and cultural and historical values of the collections, and revitalize sports cultural relics and sports culture.

6.3 Diversify the Channels of Media Communication, Strengthen Interactive Engagement, and Maximize the Role of Social Education

With the rise of social media, online interactions have become an integral part of the audience's daily life. Sports museums can leverage the advantages of social media platforms to enhance their influence, broaden their audience base, increase audience engagement, and promote the dissemination of sports cultural values. The new communication channels can interact with the public more directly, share the recent trends of the sports museum and the sports cultural value of the collection at any time, and build a social education platform for the public to feel the sports atmosphere, exchange sports opinions and share sports culture. Through enhanced interaction, more users' attention and sharing can be attracted. For instance, 'Escape from the British Museum,' a short drama created by a Chinese blogger, narrates the tale of a 'Chinese thin jade pot adorned with twig patterns' in the British Museum that embarks on a journey to reunite with its hometown, and the theme of "cultural relics returning home"

has struck a great chord with Chinese audiences. For another example, Henan Museum makes full use of cultural relics in its collection, carries out in-depth cooperation with a number of foreign language enterprises and universities in the province, jointly develops cultural and creative products, selects high-quality partners in the cooperation to enter the "think tank platform", actively promotes brand authorization cooperation, integrates cultural and creative into life scenes, and reduces the distance between the audience and the museum.^[9]

Improve the service concept. Adhere to the "people-oriented" service value concept, improve the overall service level, consolidate the professional quality of the docent, attract more people to visit, so as to expand the social education group, enhance the effect of social education function. Finally, by strengthening the ties with other social organizations, building a social education practice base, carrying out a series of activities such as special exhibitions and lectures, providing the public with more abundant and systematic sports culture education, helping them to have a deep understanding of the history, culture, technology and spirit of sports. For example, on August 24, 2024, Guangzhou Sports Culture Museum will hold "The Moment of Glory -- Chen Chunming Olympic Champion Cartoon Exhibition", which will record the style of Chinese athletes in the new era with cartoons. It is not only a vivid display of sports culture and the Olympic spirit, but also a tribute to all the athletes who have won glory for the country. At that time, the Champion cartoon class will be held for young people under the age of 14 (learn to draw sports champion cartoons), and the research certificate will be awarded after the activity. Such activities are the transmission of sportsmanship and the inheritance of sports culture. Through the communication and exchange of culture, the national excellent sports culture and the essence of the world's ethnic sports culture will be integrated to multiply new cultural factors, produce a high-level culture beyond the national culture, and then gradually improve the affinity and influence of national sports culture, with a strong cultural communication color^[10].

7. Conclusion

Sports museum gathers sports heritage, elucidates sports culture tradition and promotes sports culture spirit. The overall development level of sports museum is an important portrayal of national sports culture "soft power". Shaanxi Province Sports Museum attaches great importance to the interactive relationship between its buildings and the surrounding buildings and personnel. Deepening the connotation of sports culture and activate sports cultural relics; Enriching the means of media communication, enhance interaction, and give full play to the function of social education. Continue to exert its sports culture publicity role, promote the high-quality development of sports museums in China, and then provide theoretical reference and experience guidance for the high-quality development of sports museums in China under the background of the new era.

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