



FACULTAD DE TURISMO Y FINANZAS

GRADO EN TURISMO

**HERITAGE TOURISM IN XI'AN, CHINA: A PROPOSAL OF A
BILINGUAL ENGLISH-SPANISH TOURISTIC GUIDE**

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Sevilla. Octubre de 2022



**GRADO EN TURISMO
FACULTAD DE TURISMO Y FINANZAS**

**TRABAJO FIN DE GRADO
CURSO ACADÉMICO [2022-2023]**

TÍTULO:

HERITAGE TOURISM IN XI'AN, CHINA: A PROPOSAL OF A BILINGUAL ENGLISH-SPANISH TOURISTIC GUIDE

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RESUMEN:

With the global boom in inbound tourism to China, the choice of tourist destinations in China has diversified. This project analyses the historical evolution of inbound tourism in Xi'an, one of the most popular tourist cities in China, and the tourism resources it has to offer, and proposes a bilingual English-Spanish touristic guide with a focus on World Heritage Sites.

KEYWORDS:

China, Xi'an, itinerary, touristic guide, World Heritage Site.

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CHAPTER 1: INTRODUCTION

1.1 JUSTIFICATION

The project analyses the current status of heritage tourism in Xi'an, China, and proposes a bilingual (English-Spanish) touristic guide and itinerary intended for international visitors, with a focus on the city's World Heritage sites as the leading destination.

The city of Xi'an is one of the most famous historical cities in China. It has been the capital of thirteen dynasties, which shows the depth of its history and culture. The city was chosen for this project because Xi'an is not yet well understood and explored by international tourists in China's inbound tourism market, and there are no heritage tourism guides or itineraries specifically for international tourists. Therefore, it is hoped that this study will fill this gap.

As China's international influence has increased, Chinese tourism has emerged on the international stage. Chinese tourism was developed with culture as the initial resource, and now the trend of integrating culture and tourism has made experiencing Chinese culture a consensus among international tourists.

Figure 1.1. shows that as of August 2021, China has successfully nominated 56 World Heritage sites, and China ranks second in the world after Italy in terms of the number of World Heritage sites.



Figure 1.1. The country with the highest number of UNESCO World Heritage Sites, 2021

Source: Statista (Katharina Buchholz, 2021)

Figure 1.2. shows that in research on Chinese inbound tourists in 2018, it was revealed that the most popular program among many tourism programs was sightseeing, accounting for 62.07%. All these show that tourism is gradually transformed from the

initial act of traveling to becoming a part of the culture, and the deep integration of tourism and culture is an important opportunity to expand the form of tourism.

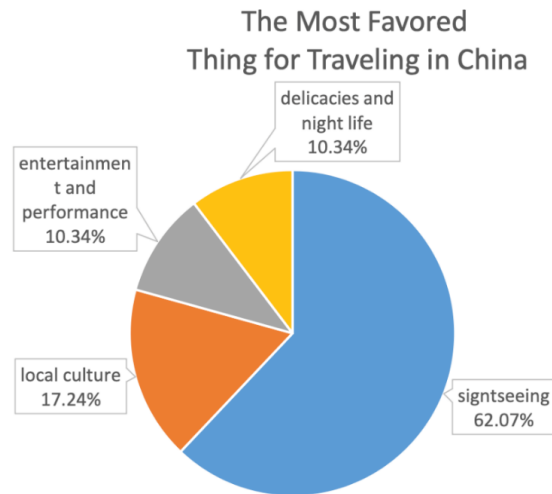


Figure 1.2. The most popular tourist programs for Chinese inbound tourists, 2018

Source: World Tourism Alliance [WTA]

World Heritage sites are geographically or historically identifiable and special places or monuments. The combination of China's geographic characteristics makes the distribution of China's World Heritage sites span a wide geographic area, making it common for tourism to be divided by province or city. It is especially important to develop an adequate heritage tourism itinerary within a certain geographical area, which directly affects the tourists' experience of the city, their feeling of the country, and their understanding of the local culture.

1.2 OBJECTIVES

The project has the following main objectives:

- To analyse the history and current status of inbound tourism in China as well as in Xi'an.
- Get to know the role played by Xi'an in China's tourism industry.
- Get to know the concept and content of World Heritage.
- Get to know the distribution of World Heritage Sites in China and the city of Xi'an.
- To analyse the background and specific contents of each World Heritage Site in Xi'an.
- Create a tour route connecting all of Xi'an's World Heritage sites and refine any other information needed for the route, resulting in a heritage tourism guide for the city of Xi'an.

1.3 METHODOLOGY

In this project, the research method of qualitative analysis is adopted to achieve the objectives described in Section 1.2 above. A large amount of information was collected from official government and other public websites, documents and reports published by tourism and related sectors, and articles published in academic journals.

To examine research on the history of China's inbound tourism development, data from the National Bureau of Statistics of the People's Republic of China and other public government websites are collected and made into graphs to visualize and analyse the historical development of China's inbound tourism.

To analyse Xi'an heritage tourism resources, information from the official website of World Heritage Centre and the official website of Intangible Cultural Heritage of China was collected. The publications from the official website of World Heritage Centre as well as other periodicals and literature were also consulted to realize the classification and introduction of Xi'an heritage resources.

To prepare the English-Spanish bilingual heritage touristic guide, firstly, Google Maps was used to show the overall route of the heritage tourism guide. Secondly, for each heritage site in the guide, we collected information from its official website or other secondary information websites, and translated a large amount of information in Chinese, and finally integrated it to create the whole bilingual heritage tourism guide.

To complete this English-Spanish bilingual heritage touristic guide, it was first created in English and then translated into a Spanish version. Different types of translation tools were used in this process, they are Google Translate (<https://translate.google.com/>), DeepL translation application (<https://www.deepl.com/translator>), Eshelper application (<https://www.esdict.cn/>), and Grammarly (<https://www.grammarly.com/>) to correct wording and grammatical aspects.

CHAPTER 2: BACKGROUND

Tourism is an economic and social phenomenon (World Trade Organization, [WTO]), whose development often represents a microcosm of a country or region as a whole over a certain period of time. Beginning in the mid to late 1970s, and with the more than 40 years since China's reform and opening-up, China's tourism industry has made breakthroughs along the way to become one of the most talked about tourism markets in the world.

2.1 THE DEVELOPMENT PROCESS OF INBOUND TOURISM IN CHINA

Prior to the reform and opening-up, Chinese inbound tourism was more of a politically oriented activity to enhance mutual understanding with people around the world, and in December 1978, the Communist Party of China held the third plenary session of the 11th Party Central Committee, which held to make economic construction the focus of the country's work, thus starting the reform and opening-up of China. At the same time, China's tourism industry began a new era of economic orientation.

The geographical pattern of China's tourism development since the reform and opening-up in 1978 (Zhang et al., 2019) proposes to divide China's tourism development since the reform and opening-up into four stages: the initial stage of modern tourism, the cultivation stage of domestic tourism, the stage of great tourism development and the stage of new tourism normal. Based on this idea, this project divides China's inbound tourism into four stages based on the number of inbound tourists and foreign exchange earnings as well as the different development directions presented in each decade: the initial stage, the goal achievement stage, the stabilization stage, and the strategic stage. In the positioning of tourism in each of these decades, a historical snapshot of China's inbound tourism is also shown.

2.1.1. 1978-1987 The initial stage

The first decade was the initial stage of China's tourism industry, which at the beginning of the reform and opening-up was one of the three pillars of national foreign exchange generation and was therefore mainly economically oriented at that time. 1981's Decision of the State Council on Strengthening Tourism Work clearly stated, "In recent years, there has been great development in domestic tourism in China. Due to the current poor conditions of transportation, accommodation, and tourist spots, it is not appropriate to promote the development of domestic tourism for the time being." (The State Council of the People's Republic of China, 1981) Since domestic tourism is not advocated at the national level, the entire tourism industry is largely configured around inbound tourism. The positioning of China's tourism industry began to shift from a diplomatic business to an economic industry, and inbound tourism became synonymous with Chinese tourism. Figure 2.1. shows the trend of inbound tourism in China from 1978 to 1987, where the number of inbound tourists showed a stormy growth, eventually reaching a gap of almost 15 times during this decade, while the performance of foreign exchange earnings from international tourism illustrates China's determination to transform tourism into an economic industry.

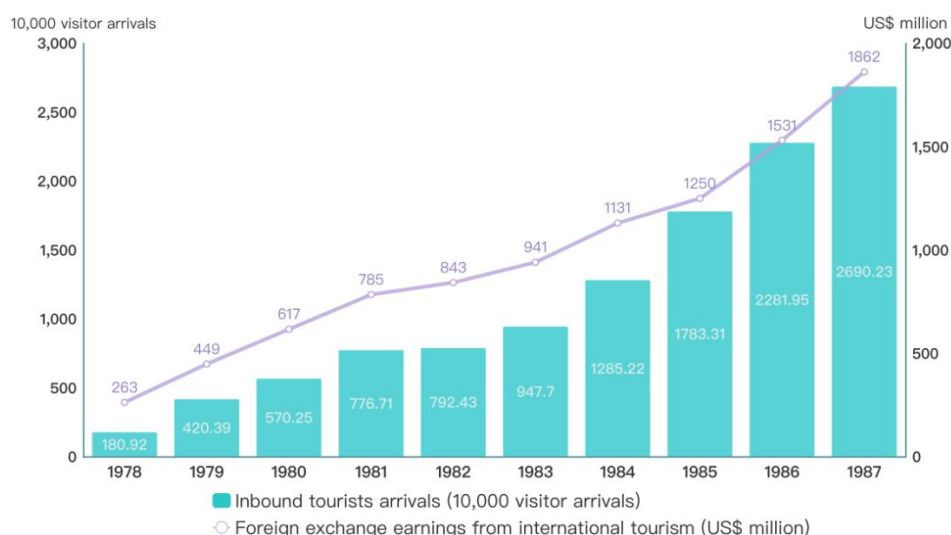


Figure 2.1. China's inbound tourism trends, 1978-1987

Source: Own elaboration based on data from the NBS (National Bureau of Statistics of China)

2.1.2. 1988-1997 Goal achievement stage

Five years after the first tourism development plan, tourism was incorporated into the country's seventh national economic development plan, and the basic policy framework and guarantees for tourism as an integral part of the national economy were finally established. Figure 2.2. shows the trend of China's inbound tourism from 1988 to 1997, with steady growth in the number of tourists received as well as international tourism revenue. At the same time in 1996, the goal of "generating US\$10 billion in foreign exchange by the end of this century" as proposed by Comrade Deng Xiaoping in 1979, was achieved earlier than expected.

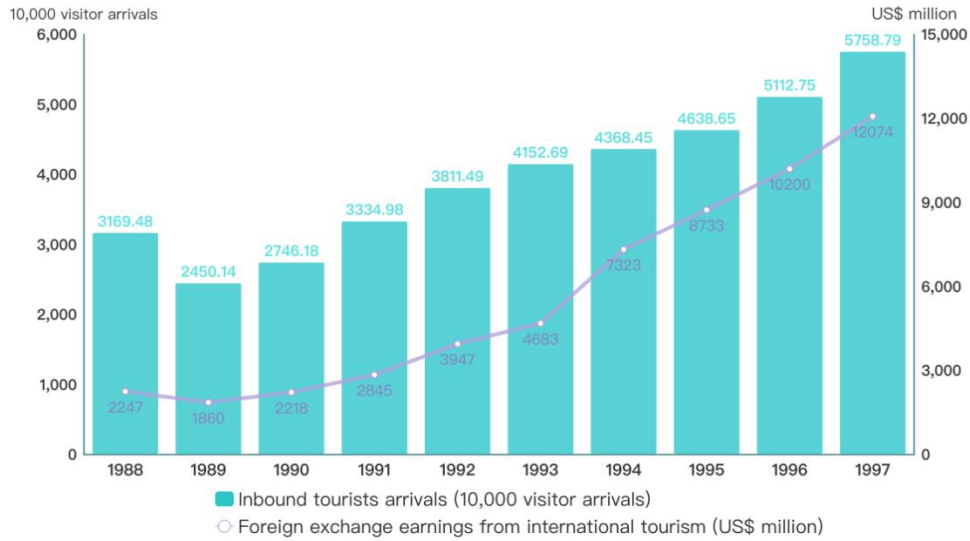


Figure 2.2. China's inbound tourism trends, 1988-1997

Source: Own elaboration based on data from the NBS

2.1.3. 1998-2007 The stabilization stage

During this decade, mass tourism has emerged, and the tourism market has flourished. Against the backdrop of deepening economic structural transformation, the market growth of inbound tourism showed a significant gap compared to the other two markets but overall showed steady and slow growth. Figure 2.3. shows the trend of China's inbound tourism from 1998 to 2007, during this period, except for 2003 when the number of tourists and foreign exchange fell slightly due to the impact of SARS, the rest of the time was kind of maintained steady growth.

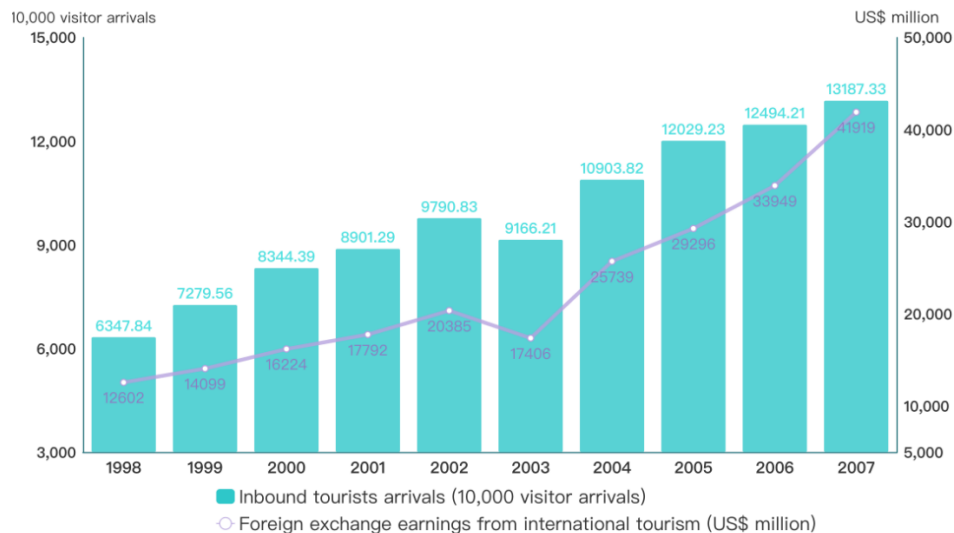


Figure 2.3. China's inbound tourism trends, 1998-2007

Source: Own elaboration based on data from the NBS

2.1.4. Since 2008 The strategic stage

This is the decade of comprehensive integration into the national strategy. In 2009, the "Opinions of the State Council on Accelerating the Development of Tourism" clearly proposed "to make tourism a strategic backbone industry of the national economy and a modern service industry that the people are more satisfied with" (The State Council of the People's Republic of China, 2009). Since then, almost all provinces and regions have positioned tourism as a strategic pillar industry, and the development of all-area tourism has become an important carrier to promoting economic and social advancement and development. Figure 2.4. shows the trend of inbound tourism in China from 2008 to 2019. After SARS in 2003 and the global financial crisis in 2008, international tourism revenue began to recover significantly, but the number of tourists received grew more slowly until 2019 when it recovered to a growth level of 2.9% and has now reached 145.31 million visitors.

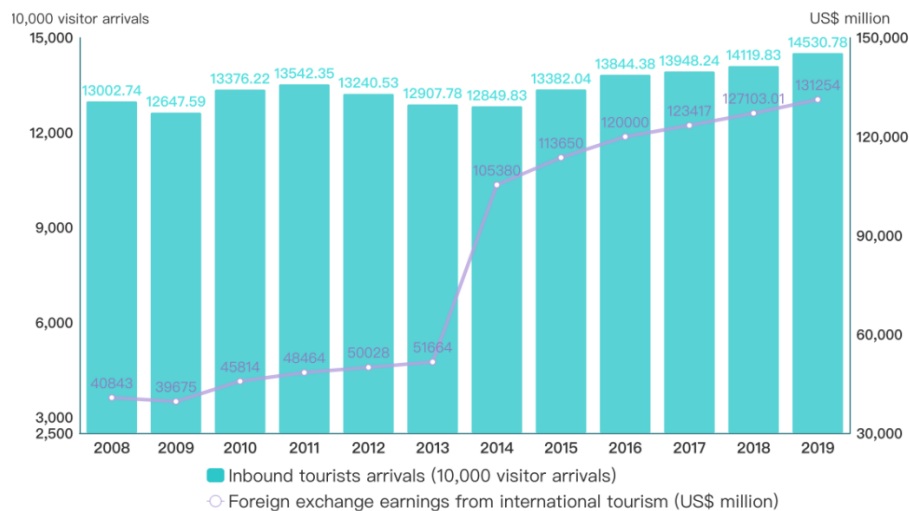


Figure 2.4. China's inbound tourism trends, 2008-2019

Source: Own elaboration based on data from the NBS

After this time span of more than 40 years, with the continuous improvement of China's tourism positioning, China's competitiveness in the field of tourism has also improved, of which the contribution of the inbound tourism market to China's tourism industry is certainly indispensable. According to *The Travel & Tourism Competitiveness Report 2019* published by the World Economic Forum, China's tourism industry ranked 13th in 2019 among 140 economies worldwide in terms of competitiveness. Compared to 2013 when China's tourism ranked 45th in terms of global competitiveness, this is very significant progress (World Economic Forum [WEF], 2019).

Tourism, as a comprehensive industry, is an important area that drives the overall development of a country or place. As China's tourism industry has grown, provinces and cities have participated in this historical wave with equal effort, forming the country with the most abundant tourism resources today.

2.2 ANALYSIS OF THE CURRENT STATUS OF INBOUND TOURISM IN XI'AN

Xi'an is the capital city of Shaanxi Province, located in the western part of China. Shaanxi Province established its own tourism bureau in 1978 and can be considered one of the first wave of cities to respond to China's tourism policy, responsible for receiving the first visitors to China after the reform and opening-up (Niu, 2008).

In 1980, the traditional Chinese tourism routes combining Beijing, Xi'an, Shanghai, Guilin, and Guangzhou became the classic Chinese tourism routes promoted by the National Tourism Administration for the inbound market, representing the political, historical, economic, and mountainous features of China respectively. Although from the starting point, Xi'an's inbound tourism is a bit earlier than other Chinese provinces and cities, the tourism development of a city is not only measured by time but needs to be taken as a reference from more dimensions and perspectives.

According to the data provided by the government Figure 2.5. shows that from 1980 to 2013, the trend in international tourist arrivals in Xi'an was generally consistent with the trend in Chinese tourist arrivals, with an overall positive growth trend except for a slight decline around 2003 and 2008 due to SARS and the global financial crisis.

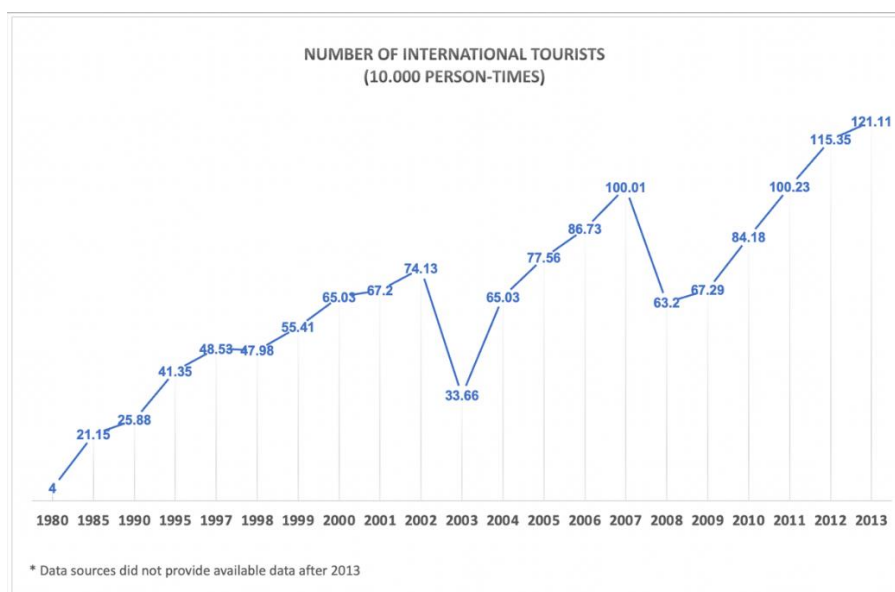


Figure 2.5. Xi'an's number of international tourists, 1980-2013

Source: Own elaboration based on data from the Xi'an Statistical Yearbook 2020

As of 2019, Xi'an has received a total of 301,104,300 tourist arrivals, an increase of nearly 753 times over the 40,000 arrivals in 1980. It has also brought a huge change to Xi'an's economic income, which has grown from total tourism earnings of 17.57 million yuan in 1980 to 3146.05 million yuan in 2019 (China Statistics Press, 2020).

In 2005, the number of A-class attractions in Xi'an was only 18; by 2019, the number of A-class attractions in Xi'an was 77 (China Statistics Press, 2020). Tourist attractions in China are classified into 5 grades according to their quality, from high to low AAAAA, AAAA, AAA, AA, and A-grade tourist attractions. But in the presence of such rich tourism resources, Xi'an does not occupy a high ranking in the ranking of inbound tourism. Figure 2.6. shows ranking only sixth in the list of most popular cities for inbound tourists in 2018, and the gap with the first and second places is very wide.

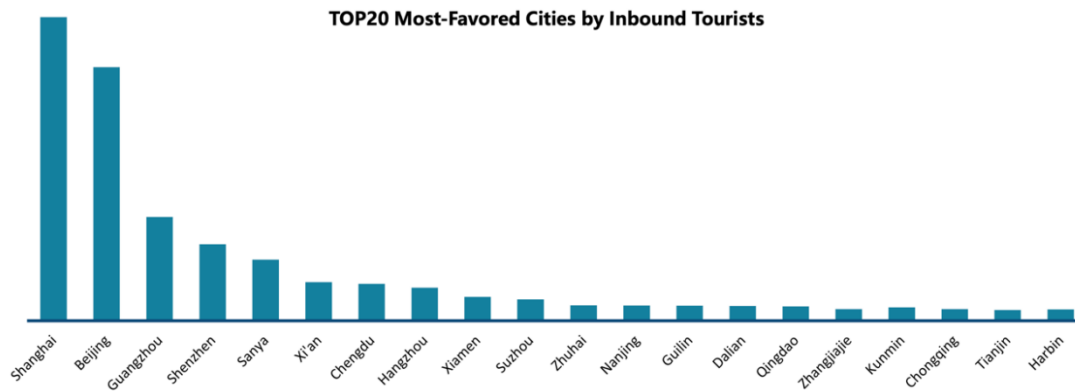


Figure 2.6. TOP20 most-favored cities by Inbound tourists, 2018

Source: World Tourism Alliance

The development of inbound tourism in Chinese provinces and cities has been showing a polarized distribution of high in the east and low in the west, and high in the south and low in the north (Zhang et al., 2019). Although Xi'an is relatively well developed as a provincial capital city in the western region to which it belongs, there is a significant gap compared to the eastern and southern provincial capitals. This is related to many factors such as the level of economic development, geographical location, transportation conditions, and infrastructure of each region.

2.3 XI'AN'S ROLE IN CHINA'S INBOUND TOURISM MARKET

As travel becomes a tool and a means for the public to learn about different cultures, the choice of destination represents, to some extent, the country or national culture that will be exposed and understood.

Figure 2.7. shows that through the search behavior of Chinese inbound tourists, it is found that tourists pay most attention to the destination city before travel, accounting for 50.94%, followed by hotels accounting for 16.8%. The attention to the destination city is much higher than the second-ranked hotel, which shows that the overall image of the city has an important influence on tourists' choices. Facing the diversity presented by Chinese cities, different choices will experience different regional landscapes and history, and cultures during the trip.

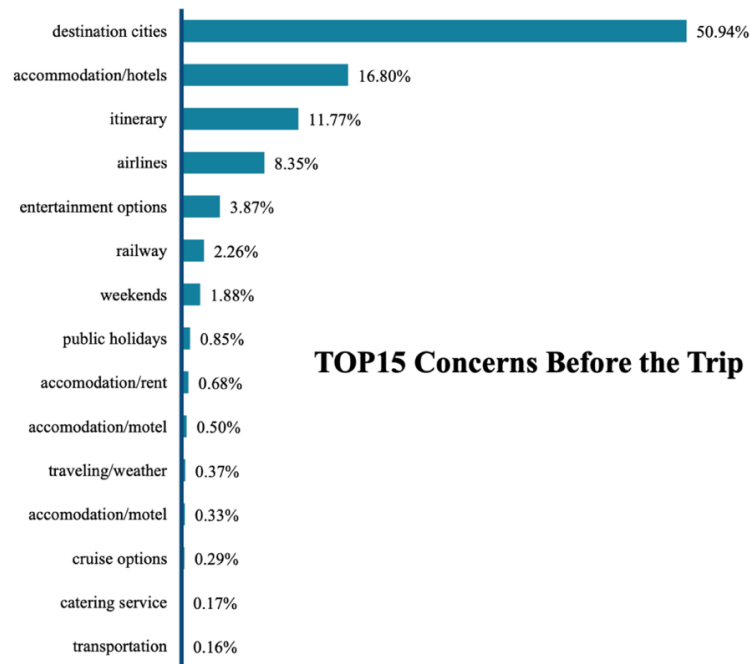


Figure 2.7. Top 15 concerns of inbound tourists before the trip

Source: World Tourism Alliance

Figure 2.8. shows that in the 2019 World Tourism Alliance [WTA] Data Analysis Report of Chinas Inbound Tourism, according to the analysis of both air flight and hotel booking of inbound tourists in 2018 found that the Northwest region, to which Xi'an belongs, had the lowest share of 2.3%, nearly 20 times lower than the highest share of 45.5% in East China.

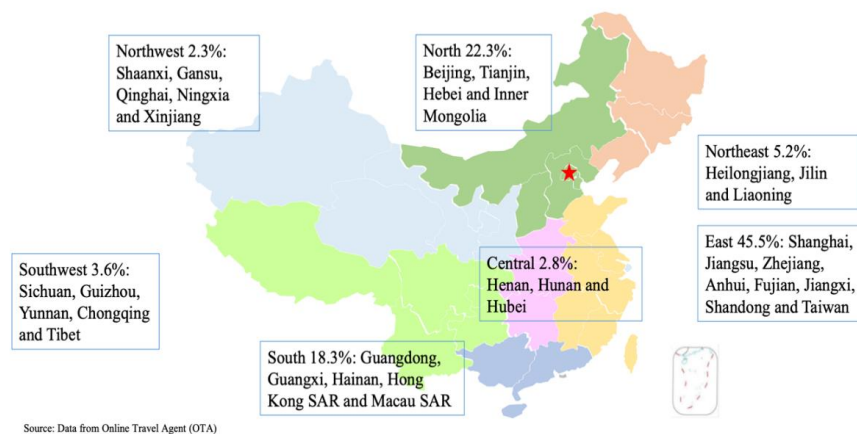


Figure 2.8. Regional choices of inbound tourists in China 2018

Source: World Tourism Alliance

Faced with the polarization of the regional distribution of inbound tourism in China and the differences between provinces and cities in the region, Xi'an's role lies in its ability to drive the overall tourism development in the western region and help narrow the polarized distribution of inbound tourism in China from a development perspective. In the following, we analyse three roles of Xi'an for Chinese inbound tourism from two perspectives to confirm its importance.

2.3.1. Hub role of geographic location

Western China includes 12 provinces, cities, and autonomous regions, Shaanxi Province is the provincial administrative unit of Northwest China, and Xi'an is its capital. Most of the provinces and cities in western China are slow to develop tourism, Xi'an is the largest city at the center of western development and is an important hub connecting other western provinces and cities, both geographically and economically, politically, and culturally.

In terms of transportation, Xi'an Xianyang International Airport is one of the top 10 airports in China and is a 4F class airport, which represents the highest class among airports, with 47.221 million passengers in 2019, Xi'an Xianyang Airport ranked seventh out of 239 airports in China (Civil Aviation Administration of China [CAAC], 2020). Connected to 36 countries and 74 major hubs and tourist cities worldwide (Xi'an Xianyang Airport official website) Xi'an is one of the eight major railroad hubs in China and the largest high-speed railway hub in the western region, and one of the six major railroad hubs in China, with an annual passenger volume of 23.6 million, ranking fourth in China (Xi'an High-Speed Railway official website). Xi'an is an important hub for other provinces and cities in the western region to connect or cross, and its status is undeniable. In 2021, the government of Xi'an, Shaanxi Province, issued the Xi'an Comprehensive Transportation Development Plan for the 14th Five-Year Plan, specifying that by 2025, Xi'an will be built into a model city with strong transportation and an integrated transportation network.

In 2015, the "Silk Road Economic Belt and the 21st-century Maritime Silk Road" is referred to as "The Belt and Road [B&R], which was initiated and led by China, was officially promoted and implemented. The intention is to develop economic partnerships with countries along the routes in Asia and Europe and to jointly build a community of interests, destiny, and responsibility. Further deepen the cooperation between China and ASEAN. "The Belt", refers to the land-based Silk Road, which runs from the provinces and cities in the western region along the Silk Road to Europe as the endpoint, driving the development of the western region. "The Road", refers to the Maritime Silk Road, from the coastal ports of southeastern Chinese provinces and cities to Europe or the South Pacific (The State Council of the People's Republic of China, 2015).

In the Belt and Road, "The Belt" focuses on the development of western China, while "The Road" focuses on the development of southern China. The initiative itself will help bridge the gap between the North and South. Shaanxi Province is positioned as a gateway to Central Asia, South Asia, and West Asia, a hub for trade and logistics, and an important base for industrial and humanistic exchanges. In the development of the western region, Xi'an, as the historical starting point of the Silk Road and the current key node city in the central line of the Silk Road Economic Belt, has always played the role of the western center of radiation.

2.3.2. International-level role in the positioning of tourism in Xi'an

In February 1982, Xi'an became one of the first 24 national famous historical and cultural cities announced by the state and became one of the first popular cities for inbound tourism in China. As one of the four ancient capitals, Xi'an has gradually become a representative city for ancient capital tourism, recognized by international tourists for its humanistic and historical features.

Xi'an has long been known for its long history and deep cultural heritage as tourism resources, and from itself, these resources are also the tourism product itself. However, with the development of all-area tourism and fierce competition, it is necessary to revisit the positioning from time to time to supplement or update it in order to always remain

competitive and to enhance the imagination of the destination in the minds of the audience. In addition to starting from its own resources, the state or government also invariably adds different labels to tourism destinations and enriches their positioning in the release and implementation of numerous policies.

In February 2018, the city of Xi'an was listed as a national central city in the released Guanzhong Plain City Cluster Development Plan. Among the many cities in China, only 9 cities have this label as of 2021. In terms of tourism positioning, this is a tourism resource that can be exploited.

In 2015, the "Belt and Road" city tourism alliance was announced and it is a world-class tourism positioning, and after three years of promoting the "Silk Road Tourism Year", the scale of two-way tourism exchange between China and the "Belt and Road" countries exceeds 25 million passengers by 2018. The total number of alliance cities, including Xi'an, reached 43, including 8 foreign cities (Wu and Nan, 2018).

In July 2018, the Global press conference for the establishment of Beijing, Shanghai and Shaanxi China Inbound Tourism Hubs was held, which is the first inter-provincial cooperation mechanism in China with inbound tourism as the main theme. This is the first inter-provincial cooperation mechanism for inbound tourism in China. This is a national recognition of Shaanxi Province, including Xi'an, in the inbound tourism market.

The city is an important dimension of the region, making it an important spatial dimension in which tourists usually perceive and choose their destinations, and inbound tourism is an important part of city tourism (Wan et al., 2016). From popular inbound tourism cities in China to inbound hubs, in this positioning after positioning, Xi'an's position, as well as its role in China's inbound tourism market, has been continuously strengthened. With the rapid development of urban tourism, competition among cities has become more intense. The exploration and development of the city's tourism characteristics and how to translate them into tourism competitiveness has become a very important strategic decision. In the next sections, we will specifically analyse the competitiveness of inbound tourism in Xi'an and how to improve its non-substitutability while maintaining its competitiveness.

CHAPTER 3: HERITAGE TOURISM

The cultural tourism industry is gradually becoming a pillar industry with core competitiveness in Xi'an. The tourism development strategy of a historic city such as this one cannot be separated from its historical heritage, as it is one of valuable tourism resources. In this chapter, we will discuss heritage tourism in Xi'an and, especially, its World Heritage Sites.

3.1 HERITAGE TOURISM AND HERITAGE CATEGORIES

Heritage tourism is essentially an outing for tourists who use heritage sites as destinations. It is defined by the World Tourism Organization (UNWTO) as "tourism that provides in-depth exposure to the natural landscapes, human heritage, art, philosophy, and customs of other countries or regions". Heritage is our legacy from the past, what we live with today, and what we pass on to future generations (UNESCO). Heritage tourism is a product of both tradition and modernity. The essence of heritage lies in its traditional nature, which is transformed into a tourism product in the modern context (Peng & Zheng, 2008).

According to the 1972 UNESCO convention concerning the protection of the world cultural and natural heritage and the 2003 Convention for the Safeguarding of Intangible

Cultural Heritage, World Heritage can be divided into three main categories: natural heritage, tangible cultural heritage, and intangible cultural heritage. Table 3.1. shows the classification of these three categories of World Heritage sites and their specific contents.

World Heritage Categories	Content and sub-categories
Cultural Heritage	<ul style="list-style-type: none"> - monuments: architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value. - groups of buildings: groups of separate or connected buildings which, because of their architecture, their homogeneity, or their place in the landscape, are of outstanding universal value. - sites: works of man or the combined works of nature and man, and areas including archaeological sites which are of outstanding universal value.
Natural Heritage	<ul style="list-style-type: none"> - natural features consisting of physical and biological formations or groups of such formations, which are of outstanding universal value. - geological and physiographical formations and precisely delineated areas which constitute the habitat of threatened species of animals and plants of outstanding universal value. - natural sites or precisely delineated natural areas of outstanding universal value.
Intangible Cultural Heritage	<p>the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage.</p> <p>It is mainly reflected in the following aspects:</p> <ul style="list-style-type: none"> - oral traditions and expressions, including language as a vehicle of the intangible cultural heritage; performing arts. - social practices, rituals and festive events.

	<ul style="list-style-type: none"> - knowledge and practices concerning nature and the universe. - traditional craftsmanship.
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Table 1.1. World Heritage Categories and Contents

Source: Own elaboration based on information provided by UNESCO

<https://whc.unesco.org/archive/convention-en.pdf>

As of 2021, UNESCO has a total of 1154 World Heritage sites, including 897 cultural, 218 natural, and 39 mixed sites. China has 56 World Heritage sites, including 48 cultural, 14 natural, and 4 mixed sites. And two of the World Cultural Heritage sites are in Xi'an.

3.2 XI'AN AND ITS HERITAGE RESOURCES

Geographically located in the center of mainland China, Xi'an is one of China's national central cities and, as the capital of several dynasties throughout history, is rich in historical resources. As of 2021, Xi'an has two cultural heritages inscribed on the UNESCO World Heritage List and one item on the Intangible Cultural Heritage List (World Class). Furthermore, Xi'an has seven national intangible cultural heritage sites certified by the State Council of the People's Republic of China. Visiting or touring cultural heritages sites is a way to experience a country or local culture from a historical perspective. The intangible cultural heritage experience is more oriented towards an artistic and folklore perspective, through these different multi-dimensional perceptions, visitors can gain a richer as well as deeper understanding of the national or local culture.

3.2.1. Xi'an's two World Heritage Sites

3.2.1.1. Mausoleum of the First Qin Emperor

The Mausoleum of the First Qin Emperor was one of the first six projects inscribed on the World Heritage List by China in 1987. No doubt thousands of statues still remain to be unearthed at this archaeological site, which was not discovered until 1974. Qin (d. 210 B.C.), the first unifier of China, is buried, surrounded by the famous terracotta warriors, at the centre of a complex designed to mirror the urban plan of the capital, Xianyan. The small figures are all different; with their horses, chariots and weapons, they are masterpieces of realism and also of great historical interest. (UNESCO). Figure 3.1. shows a part of the terracotta warriors statue in the mausoleum of the First Qin Emperor.



Figure 3.1. The terracotta warriors statue in the mausoleum of the First Qin Emperor

Source: Ko Hon Chiu Vincent (2013)
<https://whc.unesco.org/en/documents/127046>

In December 1980, two sets of large painted bronze carriages were unearthed on the west side of the sealing earth of the Tomb of the First Emperor of Qin, which are the earliest, largest, most complex and most exquisite bronze carriages ever found in China. Figure 3.2. shows the painted bronze carriages from the tomb of First Qin Emperor. It adds a new luster to the tomb of Qin Shi Huang and provides physical information for the study of Qin dynasty history, copper smelting and casting technology, and the ancient carriage system (China Government Network).



Figure 3.2. Painted bronze carriage of the mausoleum of the first Qin emperor

Source: Ko Hon Chiu Vincent (2013)
<https://whc.unesco.org/en/documents/127052>

In the *WTA Data Analysis Report of China's Inbound Tourism 2019*, it was found that the Mausoleum of the First Qin Emperor ranked fourth in the Top 20 overall index of all Chinese attractions in 2018 with a positive rating of 81.1% (China Tourism Alliance,

2019). It has also become the top of the classic items that are almost mandatory for inbound tourists to Xi'an. The discovery of the Terracotta Warriors and Horses Pit is itself the most spectacular archaeological achievement of the 20th century in China, and a common cultural heritage for the people of the world.

3.2.1.2. Silk Roads: the Routes Network of Chang'an-Tianshan Corridor

In 2014, Silk Roads: the Routes Network of Chang'an-Tianshan Corridor, with the participation of China, Kazakhstan and Kyrgyzstan, was inscribed on the World Heritage List. It is also the first successful example of cross-border nomination of a World Heritage Site in the Asia-Pacific region. The Silk Road is a long-distance commercial trade and cultural exchange artery between Asia and Europe from the 2nd century B.C. to the 16th century A.D., extending about 7,500 kilometers from east to west. It is the common heritage of mankind across three continents, Asia, Europe and Africa, linking multiple civilizations and facilitating far-reaching exchanges of activities in trade, religious beliefs, scientific knowledge, technological innovation, cultural practices and the arts. It also serves as a bridge of communication and transmission between Eastern and Western civilizations (World Heritage Centre, 2019).

The Chang'an-Tianshan corridor is the starting section of the Silk Road and can be considered as one of all the corridor sections of the entire Silk Road. This heritage site is a 5,000 km section of the extensive Silk Roads network, stretching from Chang'an (now Xi'an)/Luoyang, the central capital of China in the Han and Tang dynasties, to the Zhetysay region of Central Asia. The route network includes 33 components, which are included in the routes network include capital cities and palace complexes of various empires and Khan kingdoms, trading settlements, Buddhist cave temples, ancient paths, posthouses, passes, beacon towers, sections of The Great Wall, fortifications, tombs and religious buildings (World Heritage Centre, 2019). Figure 3.3. shows the map of the route network of the Chang'an-Tianshan corridor.

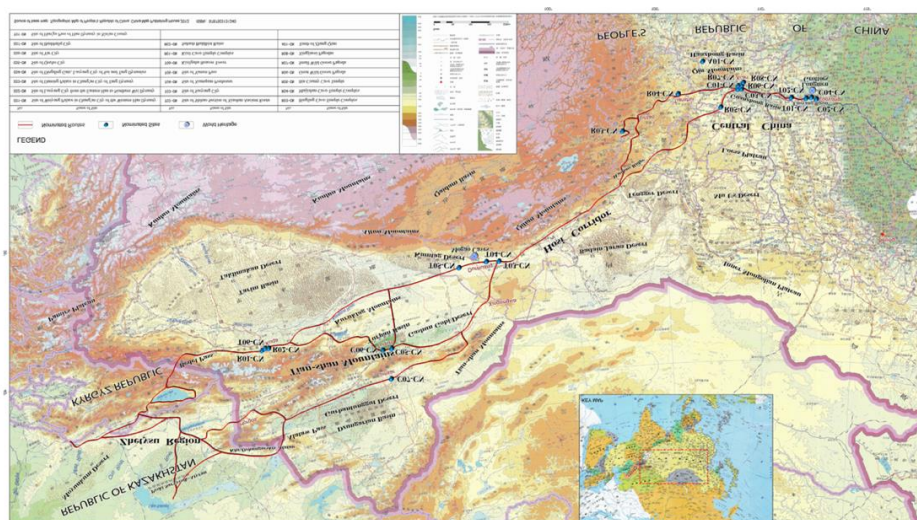


Figure 3.3. Silk Roads: Initial Section of the Silk Roads, the Routes Network of Tian-shan Corridor”: China Section

Source: UNESCO (2014)

https://whc.unesco.org/en/list/1442/multiple=1&unique_number=1985

The Chang'an-Tianshan corridor covers 33 monuments, 22 of which are in China, 8 in Kazakhstan and 3 in Kyrgyzstan (World Heritage Centre, 2019). Among the 22 monuments in China, Xi'an, the starting city of this corridor, has 5 monuments: Great Wild Goose Pagoda, Small Wild Goose Pagoda, Xingjiaosi Pagoda, Site of Weiyang Palace in Chang'an City of the Western Han Dynasty, Site of Daming Palace in Chang'an City of Tang Dynasty. In Figure 3.4. we can see the map of the site locations and geographical distribution of the Chang'an-Tianshan corridor.

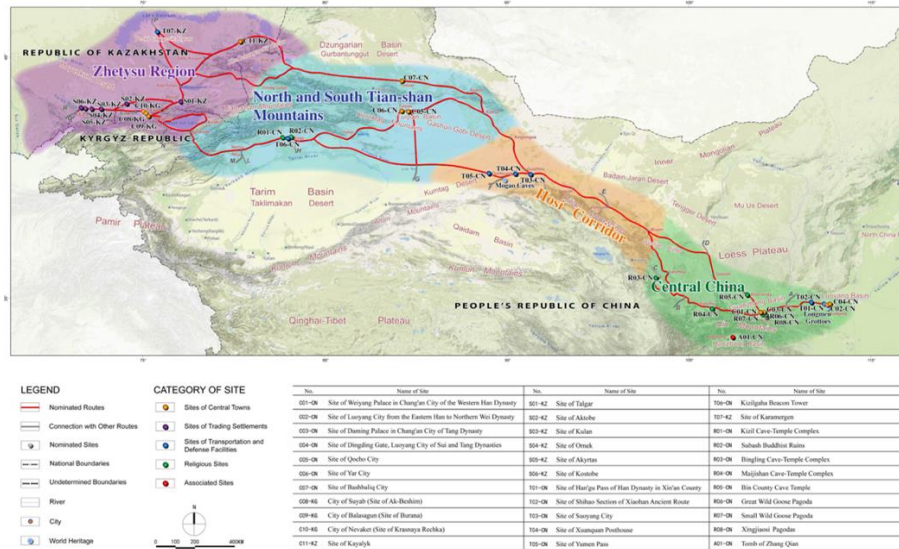


Figure 3.4. Map of geographical distribution and categories of nominated sites of "Initial section of the Silk Road, route network of the Tianshan Corridor"

Source: UNESCO (2014)

https://whc.unesco.org/en/list/1442/multiple=1&unique_number=1985

3.2.2. Xi'an Intangible Cultural Heritage (World Class)

In 2009, UNESCO inscribed 25 projects in China on the Intangible Cultural Heritage List, and the Xi'an wind and percussion ensemble was one of them. It has been played for over a thousand years and is a type of music integrating drums and wind instruments, sometimes with a male chorus. The content of the verses is mostly related to local life and religious belief and the music is mainly played on religious occasions such as temple fairs or funerals.

Xi'an wind and percussion ensemble is divided into two types of music: sitting music and walking music. Sitting music is chamber music and is divided into two types: urban sitting music with about a dozen players and rural sitting music with dozens of players, which is a very impressive scene. Sitting music has a strict fixed structure, and is played with both hands, and the technique is more complicated. The walking music is played in the march, which is simpler than the sitting music, with the main tune, accompanied by colorful flags and chess during the march.

Figure 3.5. shows a country sitting music, Figure 3.6. shows a city sitting music performance and Figure 3.7. shows a walking music.



Figure 3.5. Country Sitting music of Xi'an wind and percussion ensemble

Source: Shaanxi Art Research Institute, (2008)



Figure 3.6. City sitting music performance of Xi'an wind and percussion ensemble

Source: <https://new.qq.com/omn/20200831/20200831A0MFZF00.html>



Figure 3.7. walking music of Xi'an wind and percussion ensemble

Source: <https://new.qq.com/omn/20200831/20200831A0MFZF00.html>

Xi'an wind and percussion ensemble is an important remnant of ancient Chinese music, and its unique complexity, richness, and configuration of instruments are valuable evidence for solving the mysteries of ancient Chinese music and art; it preserves the most traditional performance forms, structures, instruments, tunes, and scores. The music scores used today are still ancient half-word scores, all hand-copied and transmitted. It has preserved a large number of handwritten scores and plays an important role in the further development of Chinese folk music culture and can be called an "Ancient Chinese Music Living Fossils" and "Ancient Chinese Symphony".

Due to the erosion of modern culture, folk architecture such as temples, which are the living soil of Xi'an wind and percussion ensemble, is gradually disappearing, and coupled with the difficulties in inheritance, Xi'an drumming is on the verge of extinction. As a heritage resource, it should be publicized so that inbound tourists are able to find out more about it, and together they can provide a strong guarantee for the preservation and transmission.

3.2.3. Xi'an Intangible Cultural Heritage (National Class)

The UNESCO Convention for the Safeguarding of Intangible Cultural Heritage requires each State Party to establish a national class of intangible cultural heritage according to its own national conditions. The national class intangible cultural heritage certified by the State Council of China is the basis for future applications to UNESCO's world class intangible cultural heritage. Until they become world-class intangible cultural heritage, there are not many opportunities and ways to learn about and experience these national-level programs as inbound tourists, but they deserve to be noticed, and these programs can enrich the integrity of tourism by providing a deeper sense of local culture at a level closer to local customs.

The State Council of China focuses on the protection of intangible cultural heritage items with historical, literary, artistic and scientific values, which is one of the important basic tasks of intangible cultural heritage protection. In addition to Xi'an Drumming, Xi'an has many national-level intangible cultural heritages. The national-level list divides intangible cultural heritage into ten categories: folk literature, traditional music, traditional dance, traditional drama, opera, traditional sports, amusement and acrobatics, traditional arts, traditional skills, traditional medicine, and folklore. As of 2021, Shaanxi Province, to which Xi'an belongs, has 91 national intangible cultural heritage items, covering as many

as a dozen items within the city of Xi'an (China Intangible Cultural Heritage Network, 2008).

Due to the nature of intangible cultural heritage, not all of them can be experienced by tourists as tourism resources. In this project, for inbound tourism in Xi'an, if the convenience of experience is the primary condition, then among these six national intangible cultural heritages in Xi'an, there are few left so far that can be experienced as heritage tourism resources, and the most convenient should be the local specialties of food.

Overall, Xi'an's heritage tourism resources are still relatively abundant. In the next chapter, I will propose a bilingual touristic guide for the inbound tourism market of Xi'an based on these heritage tourism resources, which will make more international tourists interested in Xi'an and visiting the city.

CHAPTER 4: A BILINGUAL ENGLISH-SPANISH TOURISTIC GUIDE FOR HERITAGE TRAVEL IN XI'AN.

This chapter will offer a bilingual (English-Spanish) touristic guide of Xi'an. This guide will focus on heritage tourism in Xi'an and will therefore examine heritage sites or heritage-related projects. It will also integrate information from several areas of the city to make the entire guide more complete.

For space reasons, the Spanish version of this touristic guide is detailed in the Appendix.

4.1. GEOGRAPHICAL LOCATION AND CLIMATIC CHARACTERISTICS

Xi'an, the capital of Shaanxi Province, is geographically located in the center of mainland China, north of the north-south divide, and belongs to the northwest region in terms of administrative division, with the longest east-west distance of 204 km and the widest north-south distance of 116 km. Xi'an is in the transition zone between the temperate monsoon climate zone and the subtropical monsoon climate zone. The four seasons are distinct but uneven, with winter and summer being longer than spring and autumn, and moderate rainfall throughout the year. Winters are relatively mild in coldness, while summers are warmer and longer due to the topography. To sum up, the best time to visit Xi'an is spring as well as autumn, as you can avoid the summer temperatures and the Chinese New Year in winter.

4.2. PUBLIC TRANSPORT AND TOURISTIC ROUTES IN THE CITY

Xi'an has a very convenient transport system and offers a wide variety of transport options, including airplane, railroad, metro, bus, bicycle-sharing, car-sharing, etc.

Xi'an Xianyang International Airport is about 35 km - 37 km from the city center of Xi'an, and there are two ways to get there, airport bus or metro line 14.

This guide will focus on the six World Heritage Sites and their tourist information. They are Mausoleum of the First Qin Emperor, Site of Weiyang Palace in Chang'an City of the Western Han Dynasty, Site of Daming Palace in Chang'an City of Tang Dynasty, Small Wild Goose Pagoda, Great Wild Goose Pagoda, and Xingjiaosi Pagodas.

Figure 4.1. shows the six heritage sites from 4.3.1. to 4.3.6. in this tourist guide. The total distance of this route is approximate 91 km.

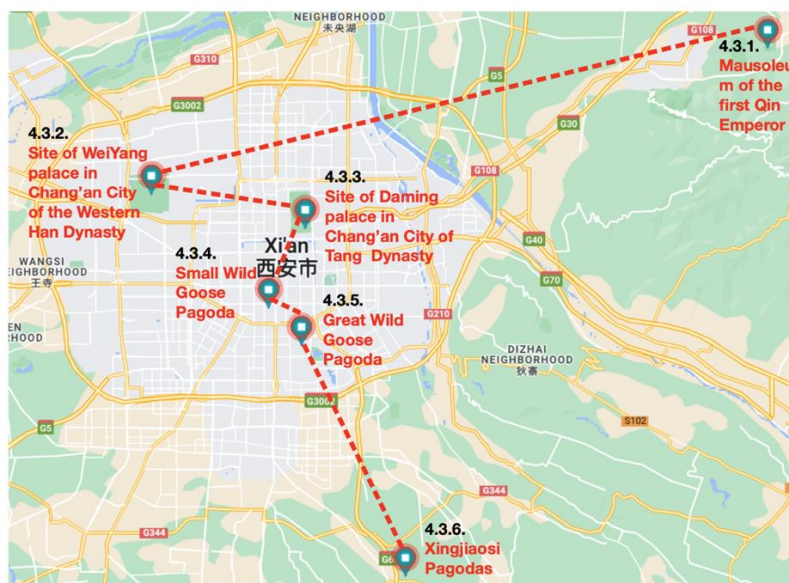


Figure 4.1. Map of this touristic guide route

Source: Own elaboration based on Google Map

4.3. A VISIT TO SIX HERITAGE SITES IN XI'AN

Out of the six heritage sites described in this guide, two have been declared World Heritage Sites. Section 4.3.1 describes the Mausoleum of the First Qin Emperor, and Sections 4.3.2.- 4.3.6. the Silk Roads: the Routes Network of Chang'an-Tianshan Corridor.

4.3.1. Mausoleum of the First Qin Emperor

The Mausoleum of the First Qin Emperor is located at the northern foot of Mount Li, 5 kilometers east of the city of Lintong in Xi'an. It was built over a period of 39 years from 246 to 208 B.C. It was the first large-scale and well-designed imperial tomb in Chinese history and was actually a luxurious underground palace. The tomb of Qin Shi Huang was built with two rammed earth walls, the inner and outer walls, symbolizing the imperial city and the palace city of the capital. The tomb mound is located in the southern part of the inner city, in the shape of an overhanging bucket, now 51 meters high, with a circumference of more than 1,700 meters at the bottom. Around the tomb are a large number of burial pits and tombs of different shapes and connotations, of which more than 400 have been identified.

The Terracotta Warriors Pit is the burial pit of the tomb of Qin Shi Huang, located 1,500 meters east of the Qin Mausoleum. Three of them have been discovered, and a total of about 7,000 terracotta figurines and a large number of war horses, chariots and weapons have been unearthed, representing the highest achievement of Qin Dynasty sculpture art. The three pits accompanying the terracotta warriors are all crypt-like pit structures of mixed civil and wooden structures, resembling a group of simulated military formations. Judging from the structure of each pit and the equipment of the terracotta warriors, Pit No.1 symbolizes the main force composed of infantry and chariots, Pit No.2 is a mixed force composed of infantry, cavalry and chariots interspersed, and Pit No.3 is the military command post leading Pit No.1 and Pit No.2.



Figure 4.2. Pit No.1 of the Mausoleum of the First Qin Emperor
Source: *Emperor Qinshihuang's Mausoleum Site Museum website*



Figure 4.3. Pit No.2 of the the Mausoleum of the First Qin Emperor
Source: *Emperor Qinshihuang's Mausoleum Site Museum website*



Figure 4.4. Pit No.3 of the the Mausoleum of the First Qin Emperor
Source: *Emperor Qinshihuang's Mausoleum Site Museum website*

To visit The Mausoleum of the First Qin Emperor, you need to enter from Emperor Qinshihuang's Mausoleum Site Museum. Important information for the visitor is summarized in the table below.

Address	No.8 East Yuechun Road, Lintong District, Xi'an, Shaanxi Province, China.
Opening hours	- March 1st – November 30th, 8:30-17:00 - December 1st - February 28th, 8:30-16:30
Ticket price	120 Yuan ≈ 17 Euros per person
Transportation	From Xi'an Railway Station walk to the east side to take the bus. - Bus No.306, Time 7:00 – 19:00 - Bus No.914, Time 6:30 – 19:30 - Bus No.915, Time 6:30 – 19:30
Recommended tour guide	- One-hour tour: Pit 1 → Bronze Chariots Exhibition Hall - Two-hour tour: Pit 1 → Pit 3 → Pit 2 → Bronze Chariots Exhibition Hall
Other information	See appendices: - Map of Emperor Qin Shihuang's Mausoleum Site Museum - Emperor Qinshihuang's Mausoleum site Museum Tour Guide Line Customization
Official Website	http://www.bmy.com.cn

Table 4.1. Tourist Information of The Mausoleum of the First Qin Emperor

Source: Own elaboration based on the official website

4.3.2. Site of Weiyang Palace in Chang'an City of the Western Han Dynasty

The Site of Weiyang Palace in Chang'an City of the Western Han Dynasty is the capital palace site of the Western Han Empire (2nd century B.C.-1st century A.D.), located in the Weiyang District of Xi'an, the site is nearly square in plan and covers 4.8 square kilometers.

As the most important palace in the capital of the Western Han Dynasty, the Weiyang Palace was the center of power of the Han Empire, the core component of the Han Chang'an City, and the decision-making and direction center of the Han Dynasty's access to the West. Most importantly, it witnessed the important historical achievement of the Han Empire in opening the Silk Road.

The Weiyang Palace was the eastern starting point of the Silk Road, and since its construction, the Western Han emperor lived here and became the political center of the Han Empire for over 200 years. It was also the governing and forbidden palace of eleven

dynasties and has survived for 1,041 years, making it the palace with the most used dynasties and the longest existence in Chinese history.

The overall layout of the Weiyang Palace site is rectangular, with walls on all sides. There are three main roads inside the palace, a north-south main road running through the middle of the palace, and two east-west main roads dividing Weiyang Palace into three areas. There are more than 40 major buildings in Weiyang Palace. The front hall is the most important main building of Weiyang Palace. It is in the center of the entire palace, and other important buildings surround it.



Figure 4.5. The Site of Weiyang Palace in Chang'an City of the Western Han Dynasty

Source: <http://wwj.shaanxi.gov.cn/>

To visit the Site of Weiyang Palace in Chang'an City of the Western Han Dynasty, important information for the visitor is summarized in the table below.

Address	Weiyang District, Xi'an City, Shaanxi Province, China.
Opening hours	All day
Ticket price	Free
Transportation	Bus: Take No. 234 to East Yanquemen Village station, then walk 345 meters. Take No. 901 to Dengjia Village station, then walk 631 meters.
Recommended tour duration	1 – 2 hours

Table 4.2. Tourist Information of The Site of Weiyang Palace in Chang'an City of the Western Han Dynasty

Source: Own elaboration based on Baidu and amap

<https://baike.baidu.com/item/%E6%B1%89%E9%95%BF%E5%AE%89%E5%9F%8E%E6%9C%AA%E5%A4%AE%E5%AE%AB%E9%81%97%E5%9D%80/6105255#6>

<https://www.amap.com/>

4.3.3. Site of Daming Palace in Chang'an City of Tang Dynasty

The Site of Daming Palace in Chang'an City of Tang Dynasty is located in the Weiyang District of Xi'an, and it was the site of the palace of the Tang imperial capital on the Silk Road from the 7th to the 10th centuries. The Daming Palace was the political center and national symbol of the Tang Dynasty. With a total area of 3.2 square kilometers. The layout of the palace complex pioneered by the Tang Daming Palace established the ancient Chinese palace system and became a model for Chinese palace architecture after the Tang Dynasty.

The Daming Palace was the main palace where the Tang emperors lived for a long time and was the main power and decision-making center of the Tang Dynasty, and it bears witness to the unremitting efforts made by the Tang Dynasty for the Silk Road and the important role of the powerful imperial power in promoting the Silk Road.

The Daming Palace is a trapezoidal palace with an area of 3.5 square kilometers. The layout of the Daming Palace is the front of the palace is used for government offices and the back is used for accommodation. with the central axis extending from the Danfeng Gate at the southern end to the Daye Pond. The southern part of the palace is centered on the Hall of Han Yuan, the Hall of Xuan Zang and the Purple Palace of the inner court, which runs from south to north. The Hall of Han Yuan is the main hall of the Daming Palace, where major celebrations and dynastic meetings were held, in addition to more than 20 other buildings such as different halls, pavilions and observation decks.



Figure 4.6. A miniature landscape of Daming Palace in Chang'an City of Tang Dynasty

Source: *Daming Palace National Heritage Park Official Website*

To visit the Site of Daming Palace in Chang'an City of Tang Dynasty, you need to enter from the Daming Palace National Heritage Park. Important information for the visitor is summarized in the table below.

Address	No. 585, Ziqiang East Road, Xincheng District, Xi'an City, Shaanxi Province, China.
Opening hours	<ul style="list-style-type: none"> - Spring and Summer: April 15th – October 15th, 8:30-19:00 - Autumn and Winter: October 16th – April 14th, 8:30-18:00
Ticket price	<ul style="list-style-type: none"> - Full-price ticket: 60Yuan ≈ 8.5 Euros per person - Half-price ticket: 30Yuan ≈ 4.5 Euros per person (7 years old - 18 years old) - Free ticket: children under 6 years old or under 1.2 meters in height.
Transportation	<ul style="list-style-type: none"> - Bus Daming Palace Danfengmen Station (recommended): 2, 262, 528, 717. Dahua 1935 Station: 2, 16, 17, 22, 38, 46, 104, 200, 209, 216, 263, 287, 289, 309, 528, 703. Daming Palace National Heritage Park Station: 2, 17, 22, 38, 104, 200, 209, 216, 263, 289, 309, 703. Daming Palace National Heritage Park Hanyuan Temple Station: 2, 17, 22, 38, 104, 200, 209, 216, 263, 289, 309, 703. - Subway Xi'an Metro Line 4 to Hanyuandian Station or Daming Palace Station. Xi'an Metro Line 2 to Anyuanmen Station, then take a bus from Beiguan Station to Daming Palace Danfengmen Station. - Self-driving There are multiple parking lots along Taihua Road and Xuanwu Gate in the north gate of the park, which are convenient for self-driving tourists.
Tour route	<ul style="list-style-type: none"> - All park tour route (Estimated 3-4 hours): Tourist Service Center - Yudao Square - Jinshui Bridge - Jinshui Bridge Entrance - Hanyuan Palace Site Area - Site Museum - Miniature Landscape - Xuanzheng Hall Site - Wangxiantai Site - Zichen Temple Site - Qingsi Entrance and exit of the hall - Chongxuan Gate, Xuanwu Gate Site - Sanqing Temple Site - Archaeological Exploration Center - Danfengmen Museum

	<ul style="list-style-type: none"> - Site protection display area tour route (Estimated 2 hours): <p>Tourist Service Center - Yudao Square - Jinshui Bridge - Jinshui Bridge Entrance and Exit - Hanyuan Palace Site Area - Site Museum - Miniature Landscape - Xuanzheng Hall Site - Wangxiantai Sit - Zichen Temple Site - Liyuan - South Bank of Taiye Pool - Archaeological Exploration Center - Danfengmen Museum</p>
Tour guide service	<ul style="list-style-type: none"> - Foreign language interpretation: 300 yuan ≈ 43 Euros per time Maximum 10 people per time - Audioguide: Price per person 30 yuan ≈ 4.5 Euros
Other information	To experience watching Tang Opera, you need to check in advance on the official website as the performance time and repertoire vary from season to season.
Official Website	https://en.dmgpark.com/

Table 4.3. Tourist Information of The Site of Daming Palace in Chang'an City of Tang Dynasty

Source: Own elaboration based on the official website

<https://en.dmgpark.com>

4.3.4. Small Wild Goose Pagoda

The Small Wild Goose Pagoda, also known as the "Jianfu Temple Pagoda", is located in the Jianfu Temple in the Yanta District of Xi'an City, Shaanxi Province, and was built in the Jinglong Period of the Tang Dynasty. The Small Wild Goose Pagoda and the ancient bell in the bell tower of Jianfu Temple are together called the "Morning Bell of the Wild Goose Pagoda", one of the "Eight Views of Guanzhong", and are part of the Xi'an Museum, which is a national AAAA tourist attraction.



Figure 4.7. The ancient bell of the Morning Bell of the Wild Goose Pagoda

Source:

https://baike.baidu.com/pic/%E5%B0%8F%E9%9B%81%E5%A1%94/319464/0/2e2eb9389b504fc2ea11c4e0e0dde71191ef6d8c?fr=lemma&fromModule=lemma_content-image&ct=single#aid=0&pic=2e2eb9389b504fc2ea11c4e0e0dde71191ef6d8c

The Small Wild Goose Pagoda was built in 707 to preserve the Buddhist sutra images brought back by the Tang Dynasty monk Yijing. It was initially a 15-story brick pagoda with dense eaves, then damaged by several earthquakes and renovated several times, and now has 13 floors and is 43.38 meters high. The Small Wild Goose Pagoda is directly related to a major event in the history of the spread of Buddhism along the Silk Road, the westward journey of the Tang Dynasty monk Yijing along the road to seek Dharma. The Jianfu Temple, where the Small Wild Goose Pagoda is located, was one of the three major scripture translation sites in Chang'an during the Tang Dynasty, confirming the prevalence of Buddhism in Chang'an during the Tang Dynasty. The Small Wild Goose Pagoda is the earliest preserved example of a similar type of close-gabled brick pagoda in the Tang Dynasty and is a precious example of the early introduction of Buddhist architecture to the Central Plains.



Figure 4.8. Xi'an Small Wild Goose Pagoda

Source:

https://baike.baidu.com/pic/%E5%B0%8F%E9%9B%81%E5%A1%94/319464/1/0823dd54564e92585a10a00e9a82d158ccbf4e2d?fr=lemma&fromModule=lemma_top-image&ct=single#aid=1&pic=0823dd54564e92585a10a00e9a82d158ccbf4e2d

To visit the Small Wild Goose Pagoda, you need to enter from the Xi'an Museum. Important information for the visitor is summarized in the table below.

Address	No. 72 Friendship Road West, Xi'an, Shaanxi Province, China.
Opening hours	<ul style="list-style-type: none"> - March 15th to October 31th: 9:00 to 18:00, last admission at 17:00. - November 1st to March 14th: 9:00 to 17:30, last admission at 16:30. - Closed on Tuesdays and New Year's Eve (except national holidays).
Ticket price	<p>Free.</p> <p>Foreign visitors with passports will be admitted at the ticket counter of the Xi'an Museum.</p>
Transportation	<ul style="list-style-type: none"> - Bus <p>Xiaoyanta Station (near the north gate): 18, 21, 29, 32, 40, 46, 203, 204, 218, 224, 229, 258, 407, 410, 521, 618, 700, 713, Tour 7, Tour 8 (610)</p> <p>Xiajiazhuang Station (near the west gate): 18, 203, 204, 218, 229, 258, 407, 410, 713, Tour 7</p>

	<ul style="list-style-type: none"> - Subway <p>Nanshaomen Station (near the north gate): Line 2, Line 5</p> <ul style="list-style-type: none"> - Self-driving <p>Xi'an Museum West Gate Parking</p>
Other information	<p>See appendices:</p> <ul style="list-style-type: none"> - Map of Xi'an Museum and Small Wild Goose Pagoda
Official Website	<p>https://www.xabwy.com/english/content.html</p>

Table 4.4. Tourist Information of The Small Wild Goose Pagoda

Source: Own elaboration based on the official website

<https://www.xabwy.com/english/content.html>

4.3.5. Great Wild Goose Pagoda

The Great Wild Goose Pagoda is located in the Daci'en Temple in the Yanta District of Xi'an, also known as the "Ci'en Temple Pagoda". The Great Wild Goose Pagoda was built in the 8th century to preserve the sutra scrolls brought back to Chang'an by Venerable Xuanzang via the Silk Road. The Great Wild Goose Pagoda was built on top of a square brick tower base with seven layers of four square brick towers, initially five layers, later covered to nine layers, and finally fixed to the seven-story tower body seen today, with a total height of 64.1 meters.

As the earliest and largest surviving brick pagoda of the Tang Dynasty, the Great Wild Goose Pagoda is typical physical evidence of the spread of Buddhism from India to the Central Plains and its Chineseness, and one of the three major translation sites in Chang'an during the Tang Dynasty. The description of the inscription under the tower confirms the history of the Great Wild Goose Pagoda and the spread of Buddhism along the Silk Road. The Great Wild Goose Pagoda has gradually evolved from the original Indian rustling slope form to a brick and wood structure with Chinese architectural characteristics, vividly reflecting the historical witness of the Chinesization of Buddhist architecture. The Great Wild Goose Pagoda is also an AAAA-class tourist attraction, a landmark and a famous monument in Xi'an, and a symbol of the ancient city of Xi'an.



Figure 4.9. Xi'an city Great Wild Goose Pagoda

Source: <http://wwj.shaanxi.gov.cn/>

To visit the Great Wild Goose Pagoda, important information for the visitor is summarized in the table below.

Address	No.3 East Square Road, Dayanta Street, Yanta District, Xi'an City, Shaanxi Province, China.
Opening hours	09:00 - 17:00 (Everyday)
Ticket price	30 Yuan \approx 4.5 Euros per person
Transportation	<ul style="list-style-type: none"> - Bus No. 5, 19, 21, 22, 23, 24, 30, 34, 41, 237, 400, 401, 408, 500, etc., to "Dayanta South Square" station. - Subway Line 3, Line 4 to Dayanta station.
Recommended tour duration	2 – 3 hours

Table 4.5. Tourist Information of The Mausoleum of the Great Wild Goose Pagoda

Source: Own elaboration based on the Baidu

https://baike.baidu.com/item/%E5%A4%A7%E9%9B%81%E5%A1%94/29143?fromtitle=%E8%A5%BF%E5%AE%89%E5%A4%A7%E9%9B%81%E5%A1%94&fromid=8753317&fr=aladdin#8_4

4.3.6. Xingjiaosi Pagodas

The Xingjiaosi Pagodas, located in Xingjiaosi in Duqu Street, Chang'an District, Xi'an, is the tomb pagoda of Venerable Xuan Zang, a famous figure in the history of Buddhist propagation, and his two disciples in the Tang Dynasty.

Among the three pagodas of Xingjiaosi, the tomb pagoda of Xuanzang and the tomb pagoda of kuiji, as the only remaining tomb pagoda of the four-sided pavilion style of the Tang Dynasty, is a typical physical evidence of the Chinesization of Indian Buddhist tomb architecture. One of Xuanzang's disciples, Woncheuk, was the grandson of the King of Silla in the Korean peninsula and a senior monk of the Vaisnava sect. Its tomb pagoda and inscriptions reveal the development of Buddhism in the Middle Kingdom and its influence on the Korean Peninsula.

As the tomb pagoda of Venerable Xuanzang and his disciples, Xingjiaosi Pagodas is closely related to this important historical event in the history of the spread of Buddhism and the history of East-West transportation, which he traveled west along the Silk Road to India to seek Buddhist scriptures, and also supports the history of Xuanzang and his disciples' joint translation and interpretation of Buddhist scriptures and the development of Buddhism in East Asia.

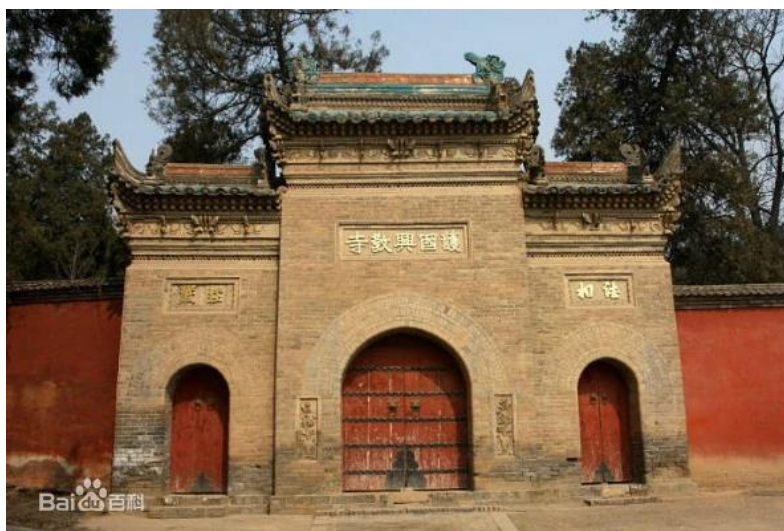


Figure 4.10. Gate of Xi'an Xingjiaosi Pagodas

Source:

https://baike.baidu.com/pic/%E5%85%B4%E6%95%99%E5%AF%BA%E5%A1%94/7609231/0/77c6a7efce1b9d169bf88cb3f6deb48f8c546420?fr=lemma&fromModule=lemma_content_image&ct=single#aid=0&pic=77c6a7efce1b9d169bf88cb3f6deb48f8c546420

The three relics tomb Xingjiaosi Pagodas, the center of which is the tomb pagoda of Xuanzang, were built in 669, with five floors and a height of about 21 meters. The tomb pagoda of kuiji was built in 682 and is a square three-story pagoda of brick with a height of 6.76 meters. The tomb pagoda of Woncheuk was built in 1115, with the same shape as the tomb pagoda of Peepei, with a height of 7.10 meters.



Figure 4.11. The three tomb pagodas of Xingjiaosi

Source:

https://baike.baidu.com/pic/%E5%85%B4%E6%95%99%E5%AF%BA%E5%A1%94/7609231/0/03087bf40ad162d9fb8340ce14dfa9ec8b13cdf6?fr=lemma&fromModule=lemma_content_image&ct=single#aid=0&pic=03087bf40ad162d9fb8340ce14dfa9ec8b13cdf6

To visit the Xingjiaosi Pagodas, important information for the visitor is summarized in the table below.

Address	Shaoling Yuan, Duqu Town, Chang'an District, Xi'an City, Shaanxi Province, China. about 20 kilometers from Xi'an City.
Opening hours	08:00 - 17:00
Ticket Price	Free
Transportation	Take bus No.917 from Xi'an TV Tower to Xingjiaosi station.
Recommended tour duration	1 – 2 hours

Table 4.6. Tourist Information of The Xingjiaosi Pagodas

Source: Own elaboration based on the Baidu

https://baike.baidu.com/item/%E5%85%B4%E6%95%99%E5%AF%BA/3524815?fromModule=search-result_lemma

4.4. RECOMMENDED ATTRACTIONS AROUND THE HERITAGE SITES

4.4.1. Huaqing Palace

Huaqing Palace is 8 km away from the Mausoleum of the First Qin Emperor and is also in the Lintong District of Xi'an, therefore most tourists will choose to visit both attractions on the same day.

Huaqing Palace was built in the early Tang Dynasty and was once called "thermal Palace". After the reign of Emperor Xuanzong of Tang Dynasty, it was renamed "Huaqing Palace" and became a royal vacation villa. It was approved as a national key cultural relic protection unit in 1996.



Figure 4.12. Aerial photo of Huaqing Palace

Source: Photo by 幻想家 japaul (2019)

http://k.sina.com.cn/article_1651665455_p62726a2f02700ki1o.html#/

The southern half of the Huaqing Palace is a thermal pool for the royal staff to bathe in. Therefore, unlike the Mausoleum of the First Qin Emperor, Huaqing Palace is more of an experience than just a visit, and in addition to relaxing in the thermal springs, you can also watch a large-scale live-action historical stage show.



Figure 4.13. Huaqing Palace Large-scale live-action historical stage show picture

Source: <https://www.mafengwo.cn/sales/8981358.html>

4.4.2. The Great Wild Goose Pagoda Square

Entering and leaving the Great Wild Goose Pagoda will definitely pass through the Great Wild Goose Pagoda Square, which is divided into two areas, north and south.

In early 2001, the South Square of the Great Wild Goose Pagoda was officially completed in front of the Daci'en Temple. It covers an area of about 21,733 square meters and contains facilities such as Xuanzang sculpture, garden green, granite pavement and water crossing bridge, etc. The North Square of the Great Wild Goose Pagoda was officially completed in December 2003, with a length of 346 meters from north to south and a width of 218 meters from east to west, and a construction area of about 110,000 square meters, mainly consisting of a central water feature area, a Tang culture theme square, an open garden, an art gallery, commercial supporting facilities, etc.

The North Square of Big Wild Goose Pagoda has set many new records: the largest fountain square and the largest water square in Asia, with a water surface area of 20,000 square meters; the largest sculpture square in Asia, with two 100-meter-long group sculptures, eight groups of large character sculptures, 40 pieces of landscape bas-relief, the longest light belt in the world, the first square in the world with direct water diversion and many other records.



Figure 4.14. Night view of the Great Wild Goose Pagoda musical fountain

Source: Video Screenshot (2020)

<https://www.bilibili.com/video/av927118619/>

4.4.3. Recommended attractions within Xi'an

There are many other famous attractions in Xi'an city area, but we recommend tourists to visit in particular the following two attractions: Xi'an City Wall and the Tower Bell of Xi'an. First, they are both ancient buildings. Second, they are both national key cultural relic protection units. Third and most important, these two monuments are some of the best preserved buildings of their type in China.

4.4.3.1. Xi'an City Wall

The Xi'an City Wall was listed as one of the first national key cultural relic protection units in 1961, and it is the largest and best-preserved ancient city wall in China.

The existing Xi'an City Wall was built during the Ming Dynasty, from 1370 to 1378. It is based on a strategic defense system, and the wall thick, tall and very strong. In addition to the original four main gates in the southeast and northwest of the city, there are also another 18 gates. These 18 gates also serve as a geographical link between the four regions of Xi'an's southeast and northwest, which is why the Xi'an underground uses the city walls as its image symbol.

There are eight entrances to the Xi'an City Wall, and an antique opening ceremony as well as a samurai military formation show is held regularly every day at the South Gate. After buying a ticket to climb the wall, you can rent bicycles and ride around the wall.



Figure 4.15. Xi'an City Wall

Source: <http://www.chinaxiancitywall.com/inc/uploads/picture/201608/6.jpg>

4.4.3.2. Bell Tower of Xi'an

The Bell Tower of Xi'an is a landmark building in Xi'an, located at the intersection of four main streets in the city center, east, west, north, and south, and it is the largest, oldest, and best preserved of all the existing bell towers in China.

The Bell Tower of Xi'an built in 1384, consists of three parts: the base, the body, and the roof. The square base is in the masonry structure, the building body is in the brick and wood structure, and the roof is in the save spire structure. The overall height from the ground to the top of the building is 36 meters. It covers an area of 1,377 square meters. The four main streets radiating from the bell tower are connected to the four gates of the Xi'an city wall, east, west, north, and south, and a circular passage for pedestrian traffic is opened underground.

The Bell Tower of Xi'an was named after the large bell that hangs in the northwest corner of the building, which is no longer used to tell the time but is still rung to pray for good fortune and peace on New Years' festivals. This bell, named Jing Yun Bell, is a national cultural relic and was moved to the Xi'an Beilin Museum in 1953. The bell now hangs in a 1:1 scale made by Xi'an City.

After buying a ticket to climb the tower, you can watch the performance of chimes imitating the Qin music house and the imitation of the ancient "morning bell" performance.



Figure 4.16. Night view of Bell Tower in Xi'an

Source:

https://baike.baidu.com/pic/%E8%A5%BF%E5%AE%89%E9%92%9F%E6%A5%BC/798834/0/a686c9177f3e6709c93d9620858f883df8dcd000ff91?fr=lemma&fromModule=lemma_content_image&ct=single

CHAPTER 5: CONCLUSION

The reason for writing this project is to hope that Xi'an, as one of the destination cities for Chinese inbound tourism, can be more well-known by English and Spanish tourists.

In this project, we review the historical development of China's inbound tourism. Prior research shows that Xi'an began to receive foreign tourists very early and was one of the first few cities in China to develop inbound tourism. However, over time and with the development of tourism in other cities in China, Xi'an did not have the same high inbound tourism volume as other cities that developed tourism at the same time.

In this paper we also examine the touristic resources that Xi'an can offer to the visitor. As an ancient capital with a rich history, Xi'an has abundant heritage tourism resources. However, it is worth considering that among the many heritage resources, only the Mausoleum of the First Qin Emperor is well-known by inbound tourists, and not many tourists visit other attractions and buildings that are also World Heritage Sites.

Therefore, in the final part of the project, a bilingual English-Spanish touristic guide for heritage travel in Xi'an is presented. This touristic guide contains basic information of Xi'an, a description of all the current World Heritage sites in Xi'an and their tourist information, attractions around the heritage sites, and other recommendations.

To conclude, we hope to have contributed towards the potential of Xi'an as a touristic destination by offering resources for speakers of English and Spanish who visit the city.

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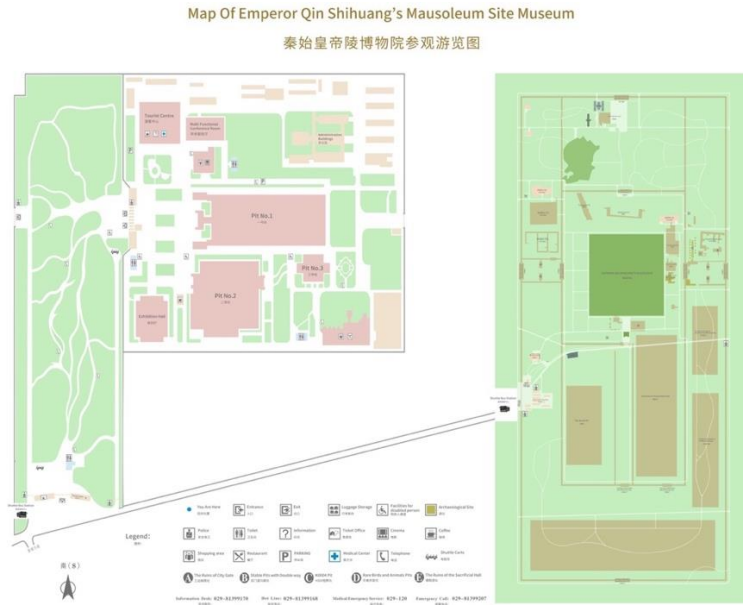
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APPENDICES

Appendix 1:

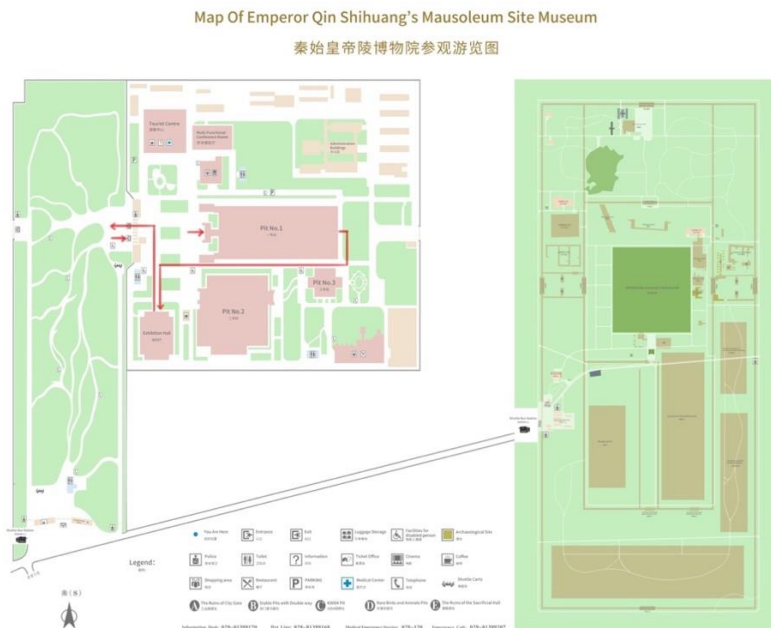
Map of Emperor Qin Shihuang's Mausoleum Site Museum from the official website



Appendix 2: 2.1

Map of Emperor Qin Shihuang's Mausoleum Site Museum

One-hour tour: Pit 1 → Bronze Chariots Exhibition Hall



Appendix 2: 2.2

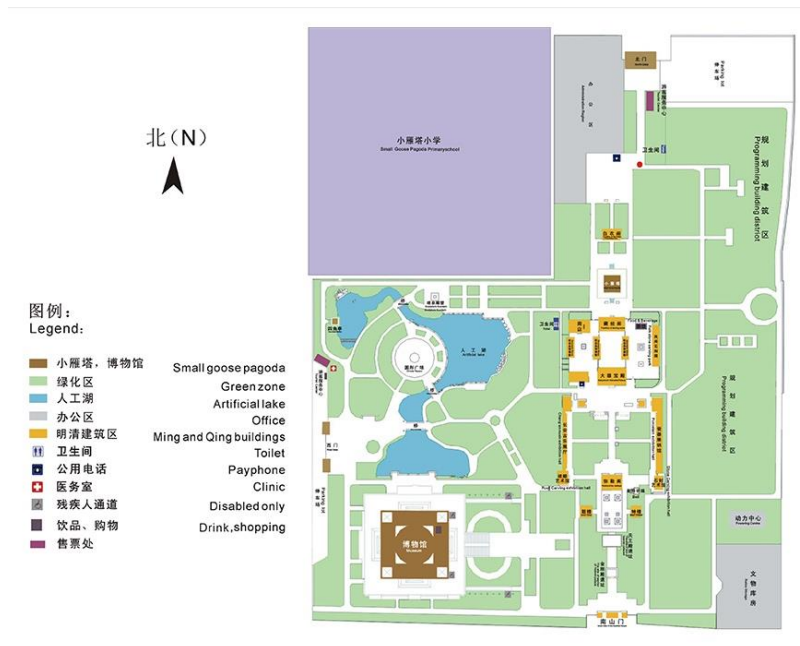
Map of Emperor Qin Shihuang's Mausoleum Site Museum

Two-hour tour: Pit 1 → Pit 3 → Pit 2 → Bronze Chariots Exhibition Hall



Appendix 3:

Map of Xi'an Museum and Small Wild Goose Pagoda from the official website



Appendix 4:

A bilingual English-Spanish touristic guide for heritage travel in Xi'an (Spanish version)

UNA GUÍA TURÍSTICA BILINGÜE INGLÉS-ESPAÑOL PARA VIAJAR POR EL PATRIMONIO DE XI'AN

1. UBICACIÓN GEOGRÁFICA Y CARACTERÍSTICAS CLIMÁTICAS

Xi'an, la capital de la provincia de Shaanxi, está situada geográficamente en el centro de China continental, al norte de la división norte-sur, y pertenece a la región noroeste en términos de división administrativa, con la mayor distancia este-oeste de 204 km y la mayor distancia norte-sur de 116 km. Xi'an se encuentra en la zona de transición entre la zona climática monzónica templada y la zona climática monzónica subtropical. Las cuatro estaciones son distintas pero desiguales, siendo el invierno y el verano más largos que la primavera y el otoño, y con precipitaciones moderadas durante todo el año. Los inviernos son relativamente suaves en cuanto a frío, mientras que los veranos son más cálidos y largos debido a la topografía. En resumen, la mejor época para visitar Xi'an es la primavera y el otoño, ya que se pueden evitar las temperaturas del verano y el Año Nuevo chino en invierno.

2. TRANSPORTE PÚBLICO Y RUTAS DE GUÍAS TURÍSTICAS EN LA CIUDAD

Xi'an cuenta con un sistema de transporte muy cómodo y ofrece una gran variedad de opciones de transporte, como el avión, el ferrocarril, el metro, el autobús, la bicicleta compartida, el coche compartido, etc.

El Aeropuerto Internacional de Xi'an Xianyang está a unos 35 km - 37 km del centro de la ciudad de Xi'an, y hay dos formas de llegar, el autobús del aeropuerto o la línea 14 del metro.

Esta guía se centrará en los seis sitios del Patrimonio Mundial y su información turística. Se trata del Mausoleo del Primer Emperador Qin, el Sitio del Palacio Weiyang en la ciudad de Chang'an de la Dinastía Han Occidental, el Sitio del Palacio Daming en la ciudad de Chang'an de la Dinastía Tang, la Pequeña Pagoda del Ganso Salvaje, la Gran Pagoda del Ganso Salvaje y las Pagodas de Xingjiaosi.

La figura 4.1. muestra los seis lugares patrimoniales de 4.3.1. a 4.3.6. en esta guía turística. La distancia total de esta ruta es de aproximadamente 91 km.

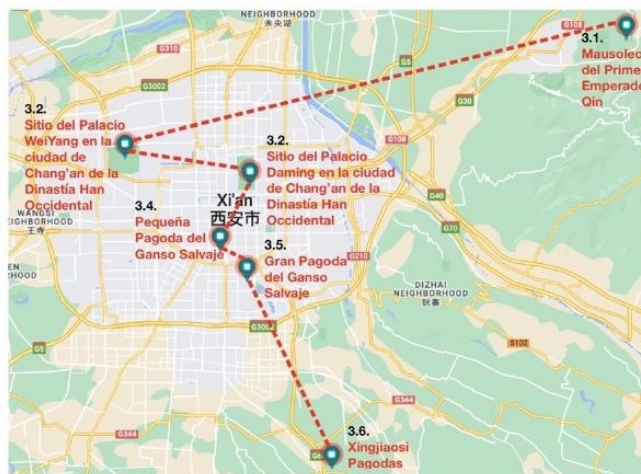


Figura 2.1. Mapa de esta ruta de guía turística

Fuente: Elaboración propia en base a Google Maps

3. UNA VISITA A SEIS MONUMENTOS PATRIMONIO DE LA HUMANIDAD EN XI'AN

De los seis monumentos de esta guía, dos han sido declarados Patrimonio de la Humanidad. En la sección 3.1 se describe el Mausoleo del Primer Emperador Qin, y en las secciones 3.2. - 3.6. las Rutas de la Seda: la Red de Rutas del Corredor Chang'an-Tianshan.

3.1. Mausoleo del Primer Emperador Qin

El Mausoleo del Primer Emperador Qin está situado en la falda norte del monte Li, a 5 kilómetros al este de la ciudad de Lintong, en Xi'an. Se construyó a lo largo de 39 años, entre el 246 y el 208 a.C. Fue la primera tumba imperial a gran escala y bien diseñada de la historia de China, y era en realidad un lujoso palacio subterráneo. La tumba de Qin Shi Huang se construyó con dos muros de tierra apisonada, el interior y el exterior, que simbolizan la ciudad imperial y la ciudad palacio de la capital. El túmulo de la tumba está situado en la parte sur de la ciudad interior, en forma de cubo saliente, ahora de 51 metros de altura, con una circunferencia de más de 1.700 metros en la parte inferior. Alrededor de la tumba hay un gran número de fosas y tumbas de diferentes formas y connotaciones, de las que se han identificado más de 400.

La Fosa de los Guerreros de Terracota es la fosa funeraria de la tumba de Qin Shi Huang, situada a 1.500 metros al este del Mausoleo de Qin. Se han descubierto tres de ellas, y en total se han desenterrado unas 7.000 figuras de terracota y un gran número de caballos de guerra, carros y armas, lo que representa el mayor logro del arte escultórico de la dinastía Qin. Las tres fosas que acompañan a los guerreros de terracota son todas estructuras de fosa en forma de cripta con estructuras civiles y de

madera mezcladas, que se asemejan a un grupo de formaciones militares simuladas. A juzgar por la estructura de cada fosa y el equipamiento de los guerreros de terracota, la fosa nº 1 simboliza la fuerza principal compuesta por infantería y carros, la fosa nº 2 es una fuerza mixta compuesta por infantería, caballería y carros intercalados, y la fosa nº 3 es el puesto de mando militar que dirige las fosas nº 1 y nº 2.



Figura 3.1. Fosa No.1 del Mausoleo del Primer Emperador Qin

Fuente: Sitio web del Museo del Mausoleo del Emperador Qinshihuang



Figura 3.2. Fosa No.2 del Mausoleo del Primer Emperador Qin

Fuente: Sitio web del Museo del Mausoleo del Emperador Qinshihuang



Figura 3.3. Fosa No.3 del Mausoleo del Primer Emperador Qin

Fuente: Sitio web del Museo del Mausoleo del Emperador Qinshihuang

Para visitar el Mausoleo del Primer Emperador Qin, hay que entrar desde el Museo de Sitio del Mausoleo del Emperador Qinshihuang. La información importante para el visitante se resume en la siguiente tabla.

Dirección	Calle Este Yuechun No.8, distrito de Lintong, Xi'an, provincia de Shaanxi, China.
Horario	<ul style="list-style-type: none"> - Del 1 de marzo al 30 de noviembre, de 8:30 a 17:00 - 1 de diciembre - 28 de febrero, 8:30-16:30
Precio de la entrada	120 Yuan ≈ 17 Euros por persona
Transporte	<p>Desde la estación de ferrocarril de Xi'an, camine hacia el lado este para tomar el autobús.</p> <ul style="list-style-type: none"> - Autobús nº 306, horario de 7:00 a 19:00 - Autobús nº 914, horario de 6:30 a 19:30 - Autobús nº 915, horario de 6:30 a 19:30
Guía turística recomendada	<ul style="list-style-type: none"> - Visita de 1 hora: - Fosa1→ Sala de Exposición de Carros de Bronce - Visita de 2 horas: - Fosa 1→Fosa 3 →Fosa 2 → Sala de exposición de carros de bronce

Otra información	Ver apéndices: - Mapa del Museo del Mausoleo del Emperador Qin Shihuang - Museo del Sitio del Mausoleo del Emperador Qin Shihuang Personalización de la línea de la guía turística
Página web oficial	http://www.bmy.com.cn/2015new/bmyweb/

Tabla 3.1. Información turística del Mausoleo del Primer Emperador Qin

Fuente: Elaboración propia basada en la página web oficial

3.2. El Palacio Weiyang en la ciudad de Chang'an de la Dinastía Han Occidental

El Palacio Weiyang en la ciudad de Chang'an de la Dinastía Han Occidental es el palacio de la capital del Imperio Han Occidental (siglo II a.C.-siglo I d.C.), situado en el distrito de Weiyang de Xi'an, el palacio es casi cuadrado en planta y cubre 4,8 kilómetros cuadrados.

Como palacio más importante de la capital de la Dinastía Han Occidental, el Palacio Weiyang fue el centro de poder del Imperio Han, el componente principal de la ciudad Han Chang'an y el centro de decisión y dirección del acceso de la Dinastía Han a Occidente. Sobre todo, fue testigo del importante logro histórico del Imperio Han en la apertura de la Ruta de la Seda.

El Palacio de Weiyang fue el punto de partida oriental de la Ruta de la Seda y, desde su construcción, el emperador Han Occidental vivió aquí y se convirtió en el centro político del Imperio Han durante más de 200 años. También fue el palacio gobernante y prohibido de once dinastías y ha sobrevivido durante 1.041 años, lo que lo convierte en el palacio con más dinastías y de más larga existencia en la historia de China.

La disposición general del recinto del palacio de Weiyang es rectangular, con murallas en todos sus lados. Hay tres vías principales en el interior del palacio, una vía principal norte-sur que atraviesa el centro del palacio y dos vías principales este-oeste que dividen el palacio de Weiyang en tres zonas. El Palacio de Weiyang tiene más de 40 edificios. El salón delantero es el edificio principal más importante del palacio de Weiyang. Está en el centro de todo el palacio, y otros edificios importantes lo rodean.



Figura 3.4. El emplazamiento del palacio Weiyang en la ciudad de Chang'an de la dinastía Han occidental

Fuente: <http://wwj.shaanxi.gov.cn/>

Para visitar el Sitio del Palacio Weiyang en la ciudad de Chang'an de la Dinastía Han Occidental, la información importante para el visitante se resume en la siguiente tabla.

Dirección	Distrito de Weiyang, Xi'an, provincia de Shaanxi, China.
Horario	Todo el día
Precio de la entrada	Gratis
Transporte	Autobús: Coja la línea 234 hasta la estación de East Yanquemen Village y camine 345 metros. Tome la línea 901 hasta la estación de Dengjia Village y camine 631 metros.
Duración recomendada de la visita	1 – 2 horas

Tabla 3.2. Información turística del Palacio Weiyang en la ciudad de Chang'an de la Dinastía Han Occidental

Fuente: *Elaboración propia basada en Baidu y amap*

<https://baike.baidu.com/item/%E6%B1%89%E9%95%BF%E5%AE%89%E5%9F%8E%E6%9C%AA%E5%A4%AE%E5%AE%AB%E9%81%97%E5%9D%80/6105255#6>

<https://www.amap.com/>

3.3. El Palacio Daming en la ciudad de Chang'an de la dinastía Tang

El Palacio Daming en la ciudad de Chang'an de la dinastía Tang se encuentra en el distrito de Weiyang de Xi'an, y fue el palacio de la capital imperial Tang en la Ruta de la Seda desde el siglo VII al X. El Palacio Daming fue el centro político y el símbolo nacional de la dinastía Tang. Tiene una superficie total de 3,2 kilómetros cuadrados. La disposición del complejo palaciego, pionera en el Palacio Tang Daming, estableció el antiguo sistema de palacios chino y se convirtió en un modelo para la arquitectura palaciega china después de la Dinastía Tang.

El Palacio Daming fue el principal palacio donde vivieron durante mucho tiempo los emperadores Tang y fue el principal centro de poder y toma de decisiones de la dinastía Tang. También es testigo de los incansables esfuerzos realizados por la dinastía Tang en favor de la Ruta de la Seda y del importante papel del poderoso imperio en la promoción de la misma.

El Palacio Daming es un palacio trapezoidal con una superficie de 3,5 kilómetros cuadrados. La parte delantera del palacio se utiliza para las oficinas del gobierno y la parte trasera se utiliza para el alojamiento, con el eje central que se extiende desde la Puerta Danfeng en el extremo sur hasta el Estanque Daye. La parte sur del palacio se centra en la Sala de Han Yuan, la Sala de Xuan Zang y el Palacio Púrpura del patio interior, que va de sur a norte. El Salón de Han Yuan es la sala principal del Palacio Daming, donde se celebraban las principales celebraciones y reuniones dinásticas, además posee otros más de 20 edificios como diferentes salones, pabellones y plataformas de observación.



Figura 3.5. Un paisaje en miniatura del Palacio Daming en la ciudad de Chang'an de la dinastía Tang

Fuente: Sitio web oficial del Parque del Patrimonio Nacional del Palacio Daminge

Para visitar el sitio del Palacio Daming en la ciudad de Chang'an de la dinastía Tang, es necesario entrar desde el Parque del Patrimonio Nacional del Palacio Daming. La información importante para el visitante se resume en la siguiente tabla.

Dirección	Calle Este Ziqiang No.585, distrito de Xincheng, Xi'an, provincia de Shaanxi, China.
Horario	<ul style="list-style-type: none"> - Primavera y verano: - 15 de abril - 15 de octubre, 8:30-19:00 - Otoño e invierno: - Del 16 de octubre al 14 de abril, de 8:30 a 18:00
Precio de la entrada	<ul style="list-style-type: none"> - Entrada completa: 60Yuan ≈ 8,5 euros por persona - Entrada reducida: 30Yuan ≈ 4,5 Euros por persona (7 años - 18 años) - Entrada gratuita: niños menores de 6 años o de menos de 1,2 metros de altura.
Transporte	<ul style="list-style-type: none"> - Autobús <p>Estación Daming Palace Danfengmen (recomendada): 2, 262, 528, 717. Estación Dahua 1935: 2, 16, 17, 22, 38, 46, 104, 200, 209, 216, 263, 287, 289, 309, 528, 703. Estación del Parque del Patrimonio Nacional del Palacio Daming: 2, 17, 22, 38, 104, 200, 209, 216, 263, 289, 309, 703. Estación del Parque del Patrimonio Nacional del Palacio Daming Templo Hanyuan: 2, 17, 22, 38, 104, 200, 209, 216, 263, 289, 309, 703.</p> <ul style="list-style-type: none"> - Metro <p>Línea 4 del metro de Xi'an hasta la estación Hanyuandian o la estación Daming Palace.</p>

	<p>Línea 2 del metro de Xi'an hasta la estación de Anyuanmen, luego tomar un autobús en la estación de Beiguan hasta la estación de Daming Palace Danfengmen.</p> <ul style="list-style-type: none"> - Conducción autónoma <p>Hay varios aparcamientos a lo largo de la carretera Taihua y la puerta Xuanwu en la puerta norte del parque, que son convenientes para los turistas que se desplazan en coche.</p>
Ruta de la excursión	<ul style="list-style-type: none"> - La ruta para visitar todo el parque (estimación de 3-4 horas): <p>Centro de Servicios Turísticos - Plaza Yudao - Puente Jinshui - Entrada del Puente Jinshui - Zona del Palacio Hanyuan - Museo - Paisaje en miniatura - Sala Xuanzheng - Templo Zichen - Entrada y salida de la sala Qingsi - Puerta Chongxuan, Puerta Xuanwu - Templo Sanqing - Centro de Exploración Arqueológica - Museo Danfengmen</p> <ul style="list-style-type: none"> - La ruta para visitar la zona de visualización de la conservación del monumento (estimación de 2 horas): <p>Centro de Servicios Turísticos - Plaza Yudao - Puente Jinshui - Entrada y Salida del Puente Jinshui - Zona del Palacio Hanyuan - Museo - Paisaje en miniatura - Sala Xuanzheng - Templo Zichen - Liyuan - Orilla Sur del Estanque Taiye - Centro de Exploración Arqueológica - Museo Danfengmen</p>
Servicio de guía turística	<ul style="list-style-type: none"> - Interpretación en lengua extranjera: 300 yuan ≈ 43 Euros Máximo 10 personas por visita - Audioguía: Precio por persona 30 yuanes ≈ 4,5 euros
Otra información	<p>Para ver la Ópera de Tang, hay que consultar con antelación en el sitio web oficial, ya que el horario de las</p>

	representaciones y el repertorio varían de una temporada a otra.
Página web oficial	https://en.dmgpark.com

Tabla 3.3. Información turística del sitio del Palacio Daming en la ciudad de Chang'an de Tang

Fuente: Elaboración propia basada en la web oficial

3.4. Pequeña Pagoda del Ganso Salvaje

La Pequeña Pagoda del Ganso Salvaje, también conocida como la "Pagoda del Templo de Jianfu", se encuentra en el Templo de Jianfu, en el distrito de Yanta de la ciudad de Xi'an, provincia de Shaanxi, y fue construida en el periodo Jinglong de la dinastía Tang. La Pequeña Pagoda del Ganso Salvaje y la antigua campana del campanario del Templo de Jianfu se denominan conjuntamente la "Campana Matutina de la Pagoda del Ganso Salvaje", una de las "Ocho Vistas de Guanzhong", y forman parte del Museo de Xi'an, que es una atracción turística nacional de categoría AAAA.



Figura 3.6. La antigua campana de la mañana de la Pagoda del Ganso Salvaje

Fuente:

https://baike.baidu.com/pic/%E5%B0%8F%E9%9B%81%E5%A1%94/319464/0/2e2eb9389b504fc2ea11c4e0e0dde71191ef6d8c?fr=lemma&fromModule=lemma_content-image&ct=single#aid=0&pic=2e2eb9389b504fc2ea11c4e0e0dde71191ef6d8c

La Pequeña Pagoda del Ganso Salvaje se construyó en el año 707 para conservar las imágenes de los sutra budistas que trajo el monje Yijing de la dinastía Tang. Inicialmente era una pagoda de ladrillos de 15 pisos con densos aleros, luego fue

dañada por varios terremotos y renovada varias veces, y ahora tiene 13 pisos y 43,38 metros de altura. La Pequeña Pagoda del Ganso Salvaje está directamente relacionada con un acontecimiento importante en la historia de la difusión del budismo a lo largo de la Ruta de la Seda, el viaje hacia el oeste del monje Yijing de la dinastía Tang por el camino de la búsqueda del Dharma. El templo de Jianfu, donde se encuentra la Pequeña Pagoda del Ganso Salvaje, fue uno de los tres principales lugares de traducción de las escrituras en Chang'an durante la dinastía Tang, lo que confirma la prevalencia del budismo en Chang'an durante la dinastía Tang. La Pequeña Pagoda del Ganso Salvaje es el primer ejemplo conservado de un tipo similar de pagoda de ladrillo de dos aguas de la dinastía Tang y es un precioso ejemplo de la temprana introducción de la arquitectura budista en las Llanuras Centrales.



Figura 3.7. Pequeña Pagoda del Ganso Salvaje de Xi'an

Fuente:

https://baike.baidu.com/pic/%E5%B0%8F%E9%9B%81%E5%A1%94/319464/1/0823dd54564e92585a10a00e9a82d158ccbf4e2d?fr=lemma&fromModule=lemma_top-image&ct=single#aid=1&pic=0823dd54564e92585a10a00e9a82d158ccbf4e2d

Para visitar la Pequeña Pagoda del Ganso Salvaje, hay que entrar desde el Museo de Xi'an. La información importante para el visitante se resume en la siguiente tabla.

Dirección	Calle Oeste Youyi No.72, Xi'an, provincia de Shaanxi, China.
Horario	- Del 15 de marzo al 31 de octubre: - 9:00 a 18:00, última entrada a las 17:00.

	<ul style="list-style-type: none"> - Del 1 de noviembre al 14 de marzo: - De 9:00 a 17:30, última entrada a las 16:30. - Cerrado los martes y la víspera de Año Nuevo (excepto las fiestas nacionales).
Precio de la entrada	<p>Gratis.</p> <p>Los visitantes extranjeros con pasaporte serán admitidos en la taquilla del Museo de Xi'an.</p>
Transporte	<ul style="list-style-type: none"> - Autobús <p>Estación de Xiaoyanta (cerca de la puerta norte): 18, 21, 29, 32, 40, 46, 203, 204, 218, 224, 229, 258, 407, 410, 521, 618, 700, 713, Tour 7, Tour 8 (610)</p> <p>Estación de Xijiazhuang (cerca de la puerta oeste): 18, 203, 204, 218, 229, 258, 407, 410, 713, Tour 7</p> <ul style="list-style-type: none"> - Metro <p>Estación de Nanshaomen (cerca de la puerta norte): línea 2, línea 5</p> <ul style="list-style-type: none"> - Autoconducción <p>Aparcamiento de la Puerta Oeste del Museo de Xi'an</p>
Otra información	<p>Ver los apéndices:</p> <ul style="list-style-type: none"> - Mapa del Museo de Xi'an y de la Pequeña Pagoda del Ganso Salvaje
Página web oficial	https://www.xabwy.com/english/content.html

Tabla 3.4. Información turística de la Pequeña Pagoda del Ganso Salvaje

Fuente: Elaboración propia basada en la página web oficial

<https://www.xabwy.com/english/content.html>

3.5. Gran Pagoda del Ganso Salvaje

La Gran Pagoda del Ganso Salvaje se encuentra en el Templo Daci'en, en el distrito de Yanta de Xi'an, también conocido como la "Pagoda del Templo Ci'en". La Gran Pagoda del Ganso Salvaje se construyó en el siglo VIII para preservar los pergaminos de sutra traídos a Chang'an por el venerable Xuanzang a través de la Ruta de la Seda. La Gran Pagoda del Ganso Salvaje se construyó sobre una base de torre de ladrillo cuadrada con siete capas de cuatro torres de ladrillo cuadradas, inicialmente de cinco capas, más tarde cubiertas a nueve capas, y finalmente fijadas al cuerpo de la torre de siete pisos que se ve hoy, con una altura total de 64,1 metros.

Como la pagoda de ladrillos más antigua y más grande que se conserva de la dinastía Tang, la Gran Pagoda del Ganso Salvaje es una prueba física típica de la propagación del budismo desde la India hasta las Llanuras Centrales y su carácter chino, y uno de los tres principales lugares de traducción en Chang'an durante la dinastía Tang. La descripción de la inscripción bajo la torre confirma la historia de la Gran Pagoda del Ganso Salvaje y la difusión del budismo a lo largo de la Ruta de la Seda. La Gran Pagoda del Ganso Salvaje ha evolucionado gradualmente desde la forma original de ladera india hasta una estructura de ladrillo y madera con características arquitectónicas chinas, reflejando vívidamente el testimonio histórico de la chinesización de la arquitectura budista. La Gran Pagoda del Ganso Salvaje es también una atracción turística de clase AAAA, un punto de referencia y un monumento famoso en Xi'an, y un símbolo de la antigua ciudad de Xi'an.

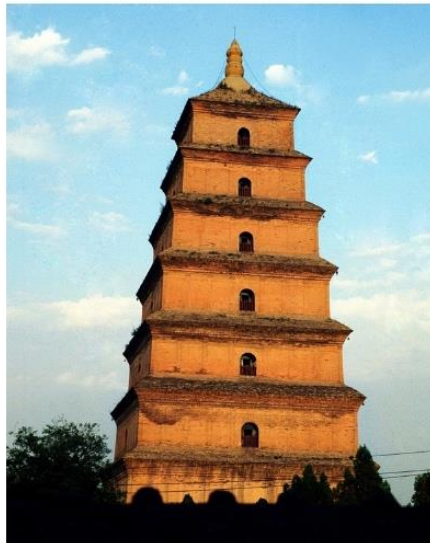


Figura 3.8. Pagoda del Gran Ganso Salvaje de la ciudad de Xi'an

Fuente: <http://www.shaanxi.gov.cn/>

Para visitar la Gran Pagoda del Ganso Salvaje, la información importante para el visitante se resume en la siguiente tabla.

Dirección	Calle Dayanta Donfangxiang No.3, Distrito de Yanta, Xi'an, Provincia de Shaanxi, China.
Horario	09:00 - 17:00 (Todos los días)
Precio de la entrada	30 yuan ≈ 4,5 euros por persona
Transporte	<ul style="list-style-type: none"> - Autobús - Nº 5, 19, 21, 22, 23, 24, 30, 34, 41, 237, 400, 401, 408, 500, etc., hasta la estación "Dayanta South Square". - Metro - Línea 3, Línea 4 hasta la estación Dayanta.
Duración recomendada de la visita	2 – 3 horas

Tabla 3.5. Información turística del Mausoleo de la Gran Pagoda del Ganso Salvaje

Fuente: Elaboración propia basada en Baidu

https://baike.baidu.com/item/%E5%A4%A7%E9%9B%81%E5%A1%94/29143?fromtitle=%E8%A5%BF%E5%AE%89%E5%A4%A7%E9%9B%81%E5%A1%94&fromid=8753317&fr=aladin#8_4

3.6. Xingjiaosi Pagodas

La pagoda Xingjiaosi, situada en Xingjiaosi, en la calle Duqu, distrito de Chang'an, Xi'an, es la pagoda de la tumba del venerable Xuan Zang, una figura famosa en la historia de la propagación del budismo, y de sus dos discípulos en la dinastía Tang.

Entre las tres pagodas de Xingjiaosi, la pagoda de la tumba de Xuanzang y la pagoda de la tumba de kuiji, como la única pagoda de la tumba que queda del estilo de pabellón de cuatro lados de la dinastía Tang, es una evidencia física típica de la chinezación de la arquitectura de tumbas budistas indias. Uno de los discípulos de Xuanzang, Woncheuk, era el nieto del rey de Silla en la península de Corea y un monje de alto rango de la secta Vaisnava. La pagoda de su tumba y sus inscripciones revelan el desarrollo del budismo en el Reino Medio y su influencia en la península de Corea.

Como pagoda de la tumba del Venerable Xuanzang y sus discípulos, la Pagoda de Xingjiaosi está estrechamente relacionada con este importante acontecimiento histórico en la historia de la propagación del budismo y la historia del transporte Este-Oeste, que viajó hacia el oeste a lo largo de la Ruta de la Seda hasta la India para buscar las escrituras budistas, y también apoya la historia de la traducción e interpretación conjunta de Xuanzang y sus discípulos de las escrituras budistas y el desarrollo del budismo en Asia Oriental.

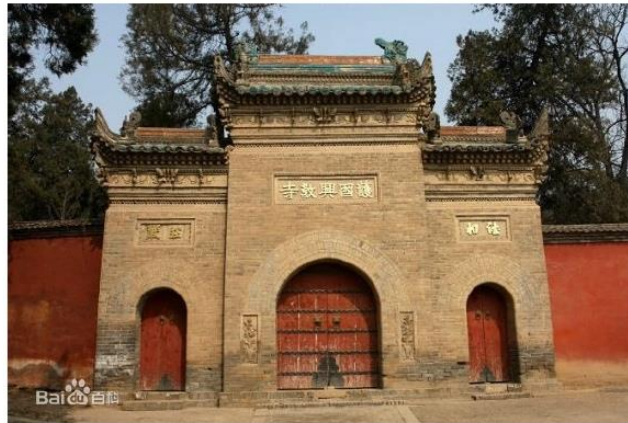


Figura 3.9. Puerta de Xingjiaosi Pagodas

Fuente:

https://baike.baidu.com/pic/%E5%85%B4%E6%95%99%E5%AF%BA%E5%A1%94/7609231/0/77c6a7efce1b9d169bf88cb3f6deb48f8c546420?fr=lemma&fromModule=lemma_content_image&ct=single#aid=0&pic=77c6a7efce1b9d169bf88cb3f6deb48f8c546420

Las tres pagodas de la tumba de Xingjiaosi, cuyo centro es la pagoda de la tumba de Xuanzang, se construyeron en el año 669, con cinco pisos y una altura de unos 21 metros. La pagoda tumba de kuiji se construyó en 682 y es una pagoda cuadrada de tres pisos de ladrillo con una altura de 6,76 metros. La pagoda de la tumba de Woncheuk se construyó en 1115, con la misma forma que la pagoda de la tumba de Peepei, con una altura de 7,10 metros.



Figura 3.10. Las tres pagodas de la tumba de Xingjiaosi en Xi'an

Fuente:

https://baike.baidu.com/pic/%E5%85%B4%E6%95%99%E5%AF%BA%E5%A1%94/7609231/0/03087bf40ad162d9fb8340ce14dfa9ec8b13cdf6?fr=lemma&fromModule=lemma_content-image&ct=single#aid=0&pic=03087bf40ad162d9fb8340ce14dfa9ec8b13cdf6

Para visitar las pagodas de Xingjiaosi, la información importante para el visitante se resume en la siguiente tabla.

Dirección	Shaoling Yuan, ciudad de Duqu, distrito de Chang'an, Xi'an, provincia de Shaanxi, China. A unos 20 kilómetros de la ciudad de Xi'an.
Horario	08:00 - 17:00
Precio de la entrada	Gratis
Transporte	Coja el autobús nº 917 desde la Torre de Televisión de Xi'an hasta la estación de Xingjiaosi.
Duración recomendada de la visita	1 – 2 horas

Tabla 3.6. Información turística de Xingjiaosi Pagodas

Fuente: Elaboración propia basada en Baidu

<https://baike.baidu.com/item/%E5%85%B4%E6%95%99%E5%AF%BA/3524815?fromModule=search-result lemma>

4. ATRACCIONES RECOMENDADAS EN TORNADO A LOS MONUMENTOS PATRIMONIO DE LA HUMANIDAD

4.1. Palacio Huaqing

El Palacio de Huaqing está a 8 km del Mausoleo del Primer Emperador Qin y también se encuentra en el distrito de Lintong de Xi'an, por lo que la mayoría de los turistas optan por visitar ambas atracciones en el mismo día.

El Palacio de Huaqing se construyó a principios de la dinastía Tang y en su día se denominó "Palacio termal". Tras el reinado del emperador Xuanzong de la dinastía Tang, se rebautizó como "Palacio de Huaqing" y se convirtió en una villa real de vacaciones. Fue nombrado lugar clave de protección de reliquias culturales a nivel nacional en 1996.

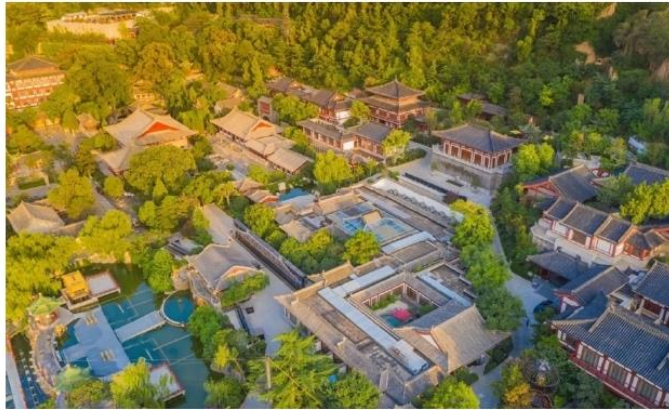


Figura 4.1. Foto aérea del Palacio de Huaqing

Fuente: Foto de 幻想家 japaul (2019)

http://k.sina.com.cn/article_1651665455_p62726a2f02700ki1o.html#/

La mitad sur del Palacio de Huaqing es una piscina termal para que se bañe el personal real. Por lo tanto, a diferencia del Mausoleo del Primer Emperador Qin, el Palacio Huaqing es más una experiencia que una simple visita, y además de relajarse en las aguas termales, también se puede ver un espectáculo escénico histórico a gran escala.



Figura 4.2. Imagen del espectáculo histórico a gran escala del Palacio Huaqing

Fuente: <https://www.mafengwo.cn/sales/8981358.html>

4.2. La Plaza de la Gran Pagoda del Ganso Salvaje

Para entrar y salir de la Gran Pagoda del Ganso Salvaje hay que pasar por la Plaza de la Gran Pagoda del Ganso Salvaje, que está dividida en dos zonas, norte y sur.

A principios de 2001, se completó oficialmente la Plaza Sur de la Gran Pagoda del Ganso Salvaje, frente al Templo Daci'en. Tiene una superficie de 21.733 metros cuadrados y contiene instalaciones como la escultura de Xuanzang, el jardín verde, el pavimento de granito y el puente para cruzar el agua, entre otros. La Plaza Norte de la Gran Pagoda del Ganso Salvaje se completó oficialmente en diciembre de 2003, con una longitud de 346 metros de norte a sur y una anchura de 218 metros de este a oeste, y una superficie de construcción de unos 110.000 metros cuadrados, compuesta principalmente por una zona central de agua, una plaza temática de la cultura Tang, un jardín abierto, una galería de arte, instalaciones comerciales de apoyo, etc.

La Plaza Norte de la Gran Pagoda del Ganso Salvaje ha batido muchos récords: es la mayor plaza con una fuente y la mayor plaza del agua de Asia, con una superficie de agua de 20.000 metros cuadrados; es la mayor plaza de esculturas de Asia, con dos grupos escultóricos de 100 metros de longitud, ocho grupos de esculturas de grandes personajes y 40 piezas de bajorrelieve paisajístico; es el cinturón de luz más largo del mundo, es la primera plaza del mundo con desviación directa del agua y muchos otros récords.



Figura 4.3. Vista nocturna de la fuente musical de la Gran Pagoda del Ganso Salvaje

Fuente: Captura de pantalla de vídeo (2020)

<https://www.bilibili.com/video/av927118619/>

4.3. Atracciones recomendadas dentro de Xi'an

Hay muchas otras atracciones famosas en la zona de la ciudad de Xi'an, pero recomendamos a los turistas que visiten en particular las dos atracciones siguientes: La Muralla de la Ciudad de Xi'an y la Torre de la Campana de Xi'an. En primer lugar, ambos son edificios antiguos. En segundo lugar, ambos son lugares de protección de reliquias culturales clave a nivel nacional. En tercer lugar, y lo más importante, estos dos monumentos son algunos de los edificios mejor conservados de su tipo en China.

4.3.1. La Muralla de Xi'an

La muralla de la ciudad de Xi'an fue catalogada como una de las primeras unidades de protección de reliquias culturales clave a nivel nacional en 1961, y es la muralla antigua más grande y mejor conservada de China.

La actual muralla de la ciudad de Xi'an se construyó durante la dinastía Ming, de 1370 a 1378. Se basa en un sistema estratégico de defensa. La muralla es gruesa, alta y muy fuerte. Además de las cuatro puertas principales originales en el sureste y noroeste de la ciudad, hay otras 18 puertas. Estas 18 puertas también sirven de enlace geográfico entre las cuatro regiones del sureste y noroeste de Xi'an, por lo que el metro de Xi'an utiliza las murallas como símbolo de su imagen.

Hay ocho entradas a la muralla de Xi'an, y todos los días se celebra en la Puerta Sur una antigua ceremonia de apertura y un espectáculo de formación militar de samuráis. Después de comprar una entrada para subir a la muralla, se pueden alquilar bicicletas y recorrerla.



Figura 4.4. Muralla de la ciudad de Xi'an

Fuente: <http://www.chinaxiancitywall.com/inc/uploads/picture/201608/6.jpg>

4.3.2. El Campanario de Xi'an

El Campanario de Xi'an es un edificio emblemático de Xi'an, situado en la intersección de cuatro calles principales del centro de la ciudad, al este, al oeste, al norte y al sur, y es el mayor, más antiguo y mejor conservado de todos los campanarios existentes en China.

El Campanario de Xi'an, construido en 1384, consta de tres partes: la base, el cuerpo y el techo. La base cuadrada es de estructura de mampostería, el cuerpo del edificio es de estructura de ladrillo y madera, y el tejado es de estructura de aguja salva. La altura total desde el suelo hasta la cima del edificio es de 36 metros. Tiene una superficie de 1.377 metros cuadrados. Las cuatro calles principales que parten del campanario están conectadas con las cuatro puertas de la muralla de Xi'an, este, oeste, norte y sur, y en el subsuelo se abre un pasaje circular para el tráfico peatonal.

El Campanario de Xi'an recibió su nombre de la gran campana que cuelga en la esquina noroeste del edificio, que ya no se usa para dar la hora, pero todavía se toca para rezar por la buena fortuna y la paz en las fiestas de Año Nuevo. Esta campana, llamada Jing Yun Bell, es una reliquia cultural nacional y fue trasladada al Museo Xi'an Beilin en 1953. La campana ahora cuelga en una escala 1:1 fabricada por la ciudad de Xi'an.

Después de comprar una entrada para subir a la torre, se puede ver la actuación de campanas imitando la casa de música Qin y la imitación de la antigua actuación de la "campana de la mañana".



Figura 4.5. Vista nocturna del campanario de Xi'an

Fuente:

https://baike.baidu.com/pic/%E8%A5%BF%E5%AE%89%E9%92%9F%E6%A5%BC/798834/0/a686c9177f3e6709c93d9620858f883df8dc000ff91?fr=lemma&fromModule=lemma_content-image&ct=single