



Perpetuating Guan Gong Culture: A Design of Bilingual Wechat Service Platform for Jingzhou Guan Gong Yi Yuan

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Received 21 April 2021; accepted 11 June 2021

Published online 26 June 2021

Abstract

Jingzhou Guan Gong Yi Yuan, as a landmark of local tourism culture, built in 2016, is located in Jingzhou, Hubei, with a total area of about 152,000 square meters. It opens a window to local traditional culture. In recent years, Guan Gong culture has enjoyed scholars' great concern, but most studies merely related Guan Gong's life story to its cultural images as the God of Wealth, Martial Arts, etc. few research suggest to facilitate and accelerate bilingual travel service of Guan Gong culture. In light of its urgent need for the public transmission, this article aims to make a creative design of a Chinese-English bilingual Wechat platform for the promotion of Guan Gong Culture. **Results show** that the layout of Guan Gong Yi Yuan sightseeing service platform can be divided into four sections: **the first one** is booking tickets by which visitors can directly consult and book tickets on the official account instead of sparing time on queuing and fetching tickets at the ticket window; **the second menu** is a map guided navigation by which visitors can follow the route guide and make a free choice of their favorite scenic spots; **the third function** is to involve Guan's spirit and culture in the reality show; **the fourth** is a bilingual explanation of Guan Gong's life and deeds together with his loyalty, folk images, etc.. By means of this Wechat platform, visitors may have a bird view and comprehensive and profound understanding of Guan Gong Culture. It is contributed to spread and internalize the essence of Guan Gong culture.

Key words: Jing Zhou Guan Gong Culture; Design of WeChat Service Platform; bilingual introduction

Xu, J., & Lei, M. (2021). Perpetuating Guan Gong Culture: A Design of Bilingual Wechat Service Platform for Jingzhou Guan Gong Yi Yuan. *Cross-Cultural Communication*, 17(2), 41-49. Available from: <http://www.cscanada.net/index.php/ccc/article/view/12191>
 DOI: <http://dx.doi.org/10.3968/12191>

1. INTRODUCTION

Jingzhou Guan Gong Yi Yuan, as one of the local landmark of Jingzhou, was finished in 2016, covering an area of about 152,000 square meters. Since then, it becomes the icon to promote traditional local culture spirit of "braveness and righteousness". In recent years, the study of Guan Gong culture in China has increasingly attracted more and more scholars' attention. Historical figure Guan Yu, as the embodiment of "loyalty, bravery and benevolence", has been popularly worshiping by Chinese people from ancient time up to now. In recent years, the fast development of mobile Internet and social media speed up the update and reformation of cultural transmission where WeChat transmission increasingly becomes the prevalent platform in purpose of local cultural communication. Guan Gong Yi Yuan, as one of the windows for spreading classic Chu culture, is composed of Guan Gong's life stories exhibition halls, including God of Wealth, Wu sheng, and opera. **By far it has not involved its detailed and systematic introduction to Guan Gong culture, less been put on the net-media platform.** This article is to explore and bring systematic and whole Guan Gong culture to visitors all around the world, aiming to facilitate global travellers' well-known of Guan Gong culture. The highly informationized age offers us good opportunity to drive and perpetuate traditional Chu Guan gong culture on the net-information highway. By means of literature analysis, text analysis, and field investigation, this article aims to design the WeChat platform for Guan Gong Yi Yuan in terms of Wechat platform design of column and content

of introducing the Loyalty Temple, Wu Sheng Temple, Wealth Temple, and the Ancient Stage.

2. LITERATURE REVIEW

2.1 Review of Wechat Serving platform of Tourist Attractions

Since 2011 when WeChat was launched as a new media platform, it has undergone ten years' development from simple micro portal to micro community and then micro interaction (WEN, 2018). It integrates several basic functions and adjusts the menu structure to provide rich front-end applications and convenient back-end operation pages. At the same time, electronic maps and guides are added, Online e-commerce and other functional module interfaces contributed to improving WeChat platform as an emerging media transmission (Lin, 2019).

Foreign research traces the development of WeChat as a social media application in China, and analyzes its small-group application in changing China's social relationships due to its increasingly credible personal connections and opportunities for the larger online community (Eric, 2017). Although WeChat has a huge number of users in Asia, it is still not well known in Western countries (Montag, et., 2018).

In summary, in the past ten years or so, the introduction of attractions has had a big progress in terms of function module construction. It not only contains the most original attractions and introductions, but also includes multimedia presentations such as graphic pushes and 720 ° panoramas. Audio and video electronic guides explaining the human history of attractions can provide tourists with a more convenient travel experience for inquiries and tours.

2.2 Review of Guan Gong Culture

2.2.1 Review of Guan Gong as a Loyal God

For thousands of years, as the embodiment of "loyalty, righteousness, benevolence and courage", Guan Yu, a historical figure, has been widely recognized among Chinese at home and abroad. The spirit of loyalty and righteousness is the basis of the emergence and development of Guan Gong's culture. Guan Gong's loyalty and righteousness conform to the traditional virtues of China. Historically, Guan Gong is regarded as a typical example of loyalty (BI, 2017)

Therefore, Guan Gong's loyalty, righteousness, benevolence and courage become the core spirit of Guan Gong Culture. It can be briefly interpreted as being loyal to the country, being righteous to friends, being benevolent to the world, and being brave to challenges and adventures (WANG, 1996). While foreign research concerned was mostly limited to legends and stories about Guan Yu.

To sum up, the culture of Guan Gong has experienced

a long evolution in history. Loyalty has become the most prominent symbol in the image of Guan Gong and the most typical feature of Guan Gong culture.

2.2.2 Review of Guan Gong as a Wu Sheng

In recent years, more and more scholars have paid close attention to the study of Guan Gong culture. However, the research on Guan Gong's "Wu Sheng" culture is relatively insufficient. Guan Yu's bravery as Kungfu Saint has won a great reputation in the folk.

Guan Gong's cultural identity of "Wu" is mainly reflected in three aspects of national identity, historical identity, and cultural identity. The national political guidance is the dominant factor in the formation of Guan Gong's "Wu" culture (NIU, 2017).

In 2017, foreign heavyweights and other heavyweights actively participated in the first "Wu Sheng Cup" Championship. This type of competition not only helps the establishment of martial arts martial arts ethics, but also promotes the transmission of Guan Gong culture and enhances its influence on Wushu Festival, which is conducive to the permanent inheritance of Guan Gong's culture (MA, 2019).

In summary, although the study of Guan Gong's "Wu Sheng" culture is relatively in shortage, but the connotation of Guan Gong culture is constantly updated, and there will be an increasingly good development trend.

2.2.3 Review of Guan Gong as The God of Wealth

The phenomenon that Guan Yu was worshipped as the God of Wealth showed its independent significance and value as a cultural existence in terms of local cultural composition, connotation and contemporary significance. People's worship of Guan Gong has fired a long history of incense, especially on grand and important occasions. Today, the Guan Gong Temple has been widely set down throughout the world, thus this cultural mark is of great significance for spreading the national excellent culture, weaving traditional spiritual bonds, realizing the functions of folk customs and customs, and even the development of cultural industries (PANG, 2012).

To sum up, Guan Gong culture has already formed in many fields where a unique and vivid picture of the mass worship of God of Wealth buries its own connotation and value.

2.2.4 Review of Guan Gong in Folk Drama

Existing domestic data show that Guan Gong opera started on the theater stage in the Song Dynasty. The famous dramatist Guan Hanqing's *Single Sword Go to the Meeting* opened the prelude to the series of Guan Gong, which gradually enriched and developed into a complete system of Guan Gong drama, involving the plays, performances, music, makeup, and etc. There are complete and standardized Guanxi-specific systems (NIU, 2017). Guan Gong opera originates from historical facts, its theme mainly comes from the life stories of Guan Yu, the general of Shu state in the Three Kingdoms period,

and it is inseparable from the deification of Guan Yu in later generations (HUA, 2017)

In summary, in the context of traditional Chinese culture and in the many narrative interactions with Guan Gong's literature, Guan Gong's drama has become a distinguished detached faction with its increasingly perfect aesthetic creation and extensive aesthetic acceptance. The history of traditional Chinese drama has added a strong stroke.

2.2.5 Review of the Inheritance and Innovation of Guan Gong Culture

More and more people in China began to worship Guan Gong culture, so the buildings related to Guan Gong have also developed one after another. Guan Gong statues, Guan Gong temples, and Guan Gong's former residences abound. These buildings carries on Guan Gong's spirit of being loyal, righteous, faithful, brave and benevolent mostly in text and books rather than on internet.

Jin Mingzi (2005) revealed the social trends through the An dong guan Temple Koo Enya (2012) associated Seoul Guan Gong Temple with Guan Di Faith. Both of them introduced the impact of Seoul and the local Guan Yu Temple on the surrounding areas which indicates that Guan Gong's image has come to their minds. It becomes a promising trend to perpetuate Guan Gong culture in global area.

To sum up, the development of Guan Gong culture is becoming more and more vigorous, but its corresponding propaganda lag behind. Only through the joint development, widespread propaganda and effective utilization of various resources, can Guan Gong culture develop in a long-term and in-depth way.

According to previous studies, Guan Gong culture has its own independent meaning and value. Today, the flourishing and springing up of the tourism industry and emerging online media appeal to the online transmission of Guan Gong Culture.

3. COLUMN DESIGN OF WECHAT SERVICE PLATFORM FOR GUAN GONG YI YUAN

WeChat is the mobile communication app catering to popular consumers. The WeChat public account is an interface provided by Tencent third-party developers. It can interact with multimedia information such as text, pictures, and voice, and can customize functions and redirect web pages .The WeChat platform will be divided such four columns as ticket booking consultation, map navigation, bilingual introduction and drama show (Figure 1), this Wechat platform will be designed as a menu chart bilingually. Once click the button, can visitors get the information concerned both in English and Chinese.

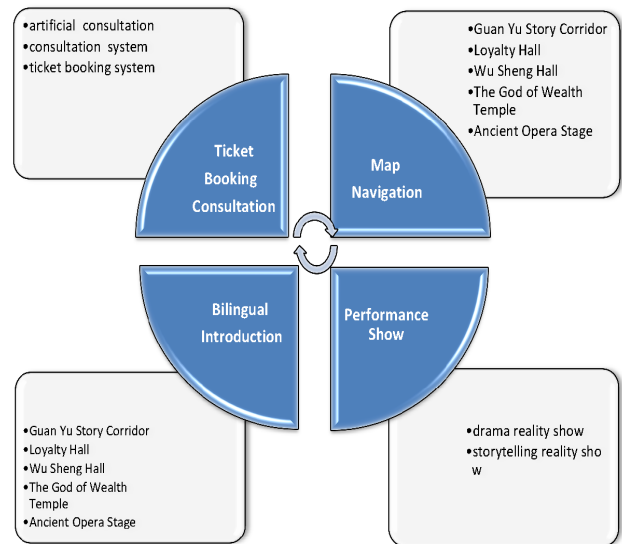


Figure 1
Column Design of Wechat Platform of Guan Gong Yi Yuan

3.1 Ticket Booking Consultation

The first column is ticket booking consultation, including artificial consultation, consultation system and ticket booking system. Artificial consultation refers to the telephone number of our official account, which calls the artificial customer service for consultation. System consultation refers to the online platform that gives instant answer to some common problems questioned in the booking process, by which we can get an immediate feedback to any confusion or find the answer intuitively instead of queuing for a long time. **System booking** means that tourists can directly book tickets on the official account of WeChat to obtain an electronic ticket, and tourists can enter the Guan Gong Yi Yuan by electronic tickets.

3.2 Map Navigation

The second column is map navigation. The map will show the route of the whole Guan Gong Yi Yuan, including Guan Yu Story Corridor, Loyalty Hall, Wu Sheng Hall, The God of Wealth Temple and Ancient Opera Stage.

Map navigation can take tourists to any scenic spot, which is very convenient for tourists and saves tourists' time. The map also has a 720° panoramic photo. Tourists can see the panoramic photo of the park. Tourists can also enlarge or reduce the photo by themselves to see the whole orientation and all directions of the park.

3.3 Performance Show

The third column is performance show. It contains the ancient stage, the drama reality show and the storytelling reality show.

Drama, as the intangible cultural heritage of our country, has a history of many years, but the development

prospect of drama is not optimistic now, and few people can listen to it now. In order to promote opera culture and Guangong culture, this column will invite some opera actors to perform Guan Gong opera, including some representative operas such as Ancient city meeting, Scraping bone and treating poison, Kill Hua Xiong, and so on.

The storytelling reality show mainly comments on the stories of Guan Yu in the Three Kingdoms. At present, Yi Zhongtian, a well-known commenter, specialized in critical storytelling of the story about the three kingdoms. Our column will also invite Yi Zhongtian to make a critical storytelling for us. He's language is very humorous and funny. His storytelling is very wonderful, which just makes up for the dull reading. His explanation is also very personal, and will attract many people to pay attention to the Guan Gong culture, so that Guan Gong's culture might be spread world-widely. The storytelling can also be audio recorded in advance. We will invite some voice controlled live broadcast to record the audio related to Guan Gong culture. Tourists can enjoy the audio anytime and anywhere, just click the audio button. In today's society, people's life style is more and more fast, and few people are inclined to read books quietly.

3.4 Bilingual Introduction in Brief

The fourth column is bilingual introduction, including the explanation of Guan Yu's life story in the Guan Gong story corridor, the explanation of Guan Gong's loyalty story in the Loyalty Hall, the explanation of Guan Gong Wu Sheng's story in the Wu Sheng Hall, the explanation of Guan Yu's God of Wealth story in the god of Wealth Temple and the ancient stage Explanation of Guan Gong Opera in China. Relevant stories of Guan Gong are bilingual. You can hear the bilingual story by clicking the corresponding menu column in Wechat platform or scanning the QR code in the corresponding scenic spot. Chinese story introduction is shown in the attachment. The content design mainly shows a design of the bilingual introduction section, including the exhibition of Guan Gong's Lifelong Deeds Exhibition where Guan Yu is known as the Loyal, Wu Sheng, 'The God of Wealth' in Folk Drama.

3.4.1 Guan Yu's Lifelong Deeds Exhibition

Guan Yu, was a famous general in the late Eastern Han Dynasty. He followed Liu Bei in 184 and won his deep trust. He defeated Yan Liang and served Cao Cao In 200 AD. In 208 AD, he defeated the North Road and guarded Jingzhou. The Seven Army was flooded in 218 AD, thus deterred other invaders. In 219 AD, the hero ended his path and lost Maicheng. After his death, he was highly revered.

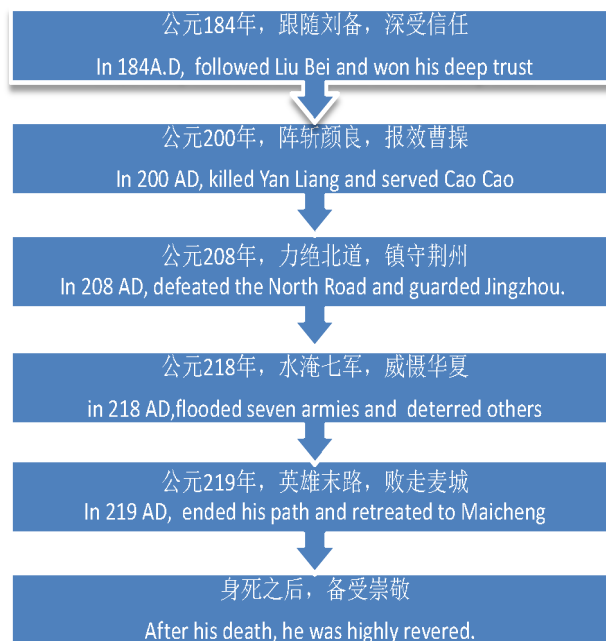


Figure 2
Outline of Guan Yu's Lifelong Deeds

3.4.2 Knowing Guan Yu as a Loyal

The spirit of loyalty is the essence of Guan Gong culture. Guan Gong's "loyalty" is in line with China's traditional virtues. Guan Gong has been regarded as a model of "loyalty" in history. He was loyal to his predecessor, Liu Bei, and "went with his predecessors to avoid difficulties and dangers" throughout his life. After Guan Yu was captured by Cao Cao, "he was in Cao Ying and his heart in Han" and did not take any interest in Cao Cao's rewards. What he said to Zhang Liao, "I know that Cao Gong is kind to me, but I have the generosity of General Liu, and I swear to die together, I can't blame it." It is a vivid summary of his life's loyalty. The meaning of Guan Yu is of "loyalty," "faithfulness," "chivalry," "benignity," and "justice." It is a basic quality, but also a pursuit.

3.4.3 Knowing Guan Yu as a Wu Sheng

Guan Gong's "Wu" culture refers to the sum of ideology, material carrier. It is endowed with martial arts spirit with the essence of "loyalty and benevolence", in light of the influence of Guan Gong belief, Guan Gong worship.

3.4.4 Knowing Guan Yu as the God of Wealth

Folks' deification to worship Guan Yu as "the God of Wealth" partly contributed to the diverse connotation for "Guan Gong Culture". Guan Yu, hanging a seal of gold, has become the god of wealth, namely a rare cultural wonder. People's regarding Guan Yu as an icon of the God of Wealth, shows its independent significance and value as a cultural heritage composed of its numerous beliefs, areas of involvement, profound cultural connotation, and lasting significance.

3.4.5 Knowing Guan Yu in Folk Drama

Guan Gong drama originates from historical facts of life stories of Guan Yu, a general in the Three Kingdoms period, and is inseparable from the deification of Guan Yu in later generations. The blend image of “Guan Yu” and “Guan Gong ‘ life”, interfaced his heroic image with its folk worship as a deity. Guan Gong opera is the artistic presentation of this cultural image. In the context of traditional Chinese culture, and in the many narrative interactions with Guan Gong literature, Guan Gong’s drama, has enjoyed its increasingly aesthetic creation and extensive aesthetic acceptance. It becomes a distinguished detached school, adding to the history of traditional Chinese drama a thick stroke.

4. CHINESE-ENGLISH INTRODUCTION OF GUAN GONG YI YUAN

Guan Yu’s notable heroic stories are brought into the column of bilingual introduction about Guan Gong culture, even though the enjoyable well-known stories about Guan Yu will be depicted only in English as follows, while Guan Yu’s multidimensional heroic images as the god of wealth, martial and etc. are to spring into the global audience’s recognition.

4.1 Bilingual Introduction to the Loyalty Hall

Guan Yu is the embodiment of loyalty. In history, Guan Gong was called the typical example of loyalty which is the most prominent symbol of Guan Gong’s spirit.

4.1.1 Architectural Layout

The whole building of Loyalty Hall is magnificent, its layout is rigorous, and bilateral symmetry. The roof is becoming more and more diverse, the ridges of the roof are tough, the corners of the roof are already upturned, the blue tiled, white walls, and the 32 sets of tables and chairs are arranged in an orderly manner in the hall, giving people a solemn feeling.

4.1.2 History Story of Guan Yu as a Loyal

In history, Guan Gong’s loyalty has been praised by many people, the most representative stories lie in Killing Yan Liang, Following Liu Bei etc.

Killing Yan Liang (200A.D): Although the record of “the Three Kingdoms” about “Killing Yan Liang” is only nineteen words, it is one of the few clearest records in the history of ancient warriors to single out the text. On the plains of the Hebei Army that started Yan Liang, regardless of the geographical advantage of Cao Cao’s troops under Gao Ling, it is estimated that his troops were too strong. When Guan rushed towards the enemy array alone, the enemy could not guess his true intentions, so he would not treat him as an assault. In the face of Guan’s charge, Yan Liang kept sitting at first. Guan Yuma was really fast. When Yan Liang found out that he was coming to himself, it was too late to make a correct response. In addition, at the last moment, Yan Liang could not

determine what Guan Yu was going to do. Guan Yu was also very special with his knife. The first one was not a large slash but a stab, so the action was fast, and Yan Liang was finally chopped (Luo,2019).

Following Liu Bei (184A.D): Guan Yu, Zhang Fei, and Liu Bei organized an armed force and participated in the offensive of the peasant uprising. Guan Yu also began his career in horse racing. From the first year of Zhongping (184) to his death, Guan Yu faithfully followed Liu Bei, “following his work, avoiding difficulties and dangers”. Liu Bei joined the army to suppress Huang Jin Uprising. Guan Yu and Zhang Fei served as his guards. In the first year of Zhongping (185 years), Liu, Guan, and Zhang took the soldiers and horses first went to Zou Jing, the captain of Yun County. When the Huang Jin Army hit Ye County, they cooperated with the officers and men to fight against them. They won the first battle and made great achievements (Luo, 2019).

In both stories, Guan Yu’s loyalty is sprung up. In the first story, in order to repay Cao Cao’s kindness, Guan Yu volunteered and rode to kill Yan Liang as a repay for Cao’s trust. When Guan Yu raised his sword and killed Yan Liang, it reflected his loyalty. In the second story, Guan Yu followed Liu Bei all his life. His faith to Cao and Liu both depicts his spirit of loyalty, which has been worshiped by folks from generation to generation.

4.1.3 Folk Story of Guan Yu as a Loyal

In the folk, Guan Yu’s loyalty has always been praised widely. There are several representative folk stories.

Holding a candle and waiting for dawn (200AD):

In the year of 200 AD, Cao Cao led his class to return to Xuchang. In order to break the relationship between Guan Gong and Liu Bei, Cao Cao gave Guan Yu precious goods in order to win over him, but Guan Yu refuses to accept them; Guan Yu never ate or drank at Cao’s banquet; Cao sent Guan Yu a big mansion, Guan Gong gave the inner mansion to the veterans, and settled himself in the outer room; Even when Cao Cao arranged beauties for him, Guan Gong did not change his mind but sat outside the door and engaged in reading *the spring and Autumn Annals* under the candlelight till dawn(Luo, 2019).

Furthermore, Guan Yu’s loyalty is also handed down among people, and recorded as literary stories.

4.1.4 Literary Story of Guan Yu as a Loyal

In literary works, such as *Fighting alone for thousands of miles*, *Resigning without accepting treasures* and so on, Guan Yu is commonly portrayed as a hero

Fighting alone for thousands of miles (200AD):When Guan Yu learned that Liu Bei was in Yuan Shao’s mansion, he took his wife Gan and Mi to find Liu Bei. Without official document of Cao Cao, all the guards did not let them free to journey. But Guan Yu insisted guarding liu’s wives, riding along for thousands of miles, eventually he bravely entered five gates, like Dongling and Luoyang. Then, he cut off Kong Xiu, Han Fu, Wang

Zhi and other six guard generals, and also took the ferry, crossed the Yellow River, and followed Liu Bei all the way (Luo, 2019).

Resigning without accepting treasures (194AD): After being defeated by Cao Cao in Xuzhou, Liu Bei was separated from Guan Yu and Zhang Fei, he went to Yuan Shao alone. Cao Cao seized xiapi in Xuzhou by means of tactics, surrounded Guan Yu on a mountain, and sent Zhang Liao, a friend of Guan Yu to persuade him to surrender.

Later, Cao Cao fought with Yuan Shao. When Cao Cao was seriously frustrated, Guan Yu asked for a fight. However, Cao Cao didn't want to use Guan Yu, because he was afraid that Guan Yu would leave later. However, he had no choice but to let Guan Yu fight. Guan Yu chased another general Wen Chou of Yuan Shao, thus Liu Bei knew that Guan Yu was under Cao Cao's control. After Guan Yu informed something about Liu Bei to Liu's wives, Cao Cao hung a sign on the gate to avoid Guan Yu. Knowing their intention, Guan Yu wrote a letter and sent back all the gold and silver they had received from Cao Cao, and then took his army marched ahead to seek for Liu Bei (Luo, 2019).

Killing Cai Yang (200AD): When Guan Yunchang was trapped in the Tushan mountain. He took his two royal sisters to seek for his brother Liu Bei. At this time, Cai Yang, Cao Cao's general, in order to avenge his nephew who was killed by Guan Gong, Cai chased him to the ancient city, which caught Zhang Fei's suspicious. He immediately closed the gate and didn't let Guan Gong go into the city. He told Guan Gong that if he could not kill Cai Yang, he would turn back to him. Guan Gong had no choice but to fight Cai Yang who is a famous general with good martial arts and great strength in Cao Army. Although Guan Gong is powerful, due to his tired and thirsty, he found it difficult to won Cai. Since Guan Gong is a man of benevolence and righteousness, Zhang Fei's beating drums boosted his morale to kill Cai Yang at one hit. Guan Gong came to Cai Yang and said, "why do we need help when we fight alone?" Cai Yang said, "I never fight with help." Guan Gong said to Cai Yang, "who is that behind you?" When Cai Yang just looked back, Guan Gong took advantage of his unpreparedness, raised his horse and waved a knife, and immediately beheaded Cai Yang. Cai Yang's horse is a loyal warrior. It is sensible and sympathy with Cai. When Cai fell down, it kept wailing and surrounding his master's body, and later went to a big pool and drowned itself, which evoked Guan Yu's guilty for Cai. After meeting with Zhang Fei and Liu Bei, he sincerely buried Cai Yang and his white horse with ceremony (Luo, 2019).

In these three stories, Guan Yu protected the two ladies, went through all kinds of hardships, and followed Liu Bei all the way. On the way, he was tempted by money but didn't change his mind. He never took things that don't

belong to him. He is loyal to her master and friends all his life, which also be praised in martial arts.

4.2 Bilingual Introduction to the Wu Sheng Hall

Besides the reputation as the representative of loyalty, Guan Yu's good at martial arts attributed him to serve the motherland and protect civilians.

4.2.1 Architectural Layout

The green tiles, white walls and red doors of the main hall make people feel solemn. The palace is resplendent, and the statue of Guan Yu, the golden martial saint, is lifelike in its center. The inner pillars of the main hall are supported by many red giant pillars, which are spectacular.

4.2.2 Historic Story of Guan Yu as a Wu Sheng

In history, Guan Yu won many victories in the war with his superb martial arts

Going meeting alone with a broadsword (215AD):

Lu Su entertains Guan Yu at the riverside Pavilion in Lukou and asks for Jingzhou. If he doesn't, he wants to kill him. Guan Yu knew it was a plan, but he drove a boat alone. He only went to the meeting with more than ten relatives. During the dinner, Guan Yu refused Lu Su's request. At last, he pretended to be drunk, holding the dagger in his right hand and held Lu Su in his left hand until he marched the riverbank and left away. Lu Su was scared out of his wits, and the soldiers in the eastern Wu were afraid to move.

Flooding seven armies (219AD): Guan Yu led the army to attack Fancheng where Cao Cao sent two generals, Yu jin and Pang De, to lead seven troops of elite soldiers to reinforce. Thanks to a heavy rain pouring down Fan Cheng, the camps of seven troops were flooded at the lower place. When Yu Jin and his soldiers headed to higher land to survive the heavy rain, Guan Yu led the navy followed up, and trapped them in. Yu was forced to surrender, but Pang was beheaded for his refused to surrender. Since then Guan Yu became famous in the Central Plains.

In these stories, Guan Yu, fearing no difficulties and dangerous, bravely went to the meeting with one knife, by means of his excellent martial arts, he won many times. Following are legends about Guan Yu (Luo, 2019).

4.2.3 Folk Story of Guan Yu as a Wu Sheng

In the folk, people deify Guan Yu as their God of protection to help the common people eradicate the bullies.

Wipe out bullies: When Guan Yu was 19 years old, Xiong Xiang, the son of Xiong Hu, the prince of Puzhou, conspired with Miao Xin, the county magistrate, to seize Luan Jiao, Zhang Jichang's daughter. When Guan Yu heard the news, he went to the court, in a rage, he killed Xiong Xiang, burned the government office, smashed the prison door, rescued Luan Jiao, and fled to the temple of Notre Dame. Xiong Hu came after them. Guan Yu set fire to Notre Dame temple. After Killed Ciong hu, he run

to Fan Yang for refuge. After that, he went to Zhuoxian, Hebei Province, and made friends with Liu Bei and Zhang Fei in Taoyuan.

Guan Yu is known as the God of protection in the world because of his superb martial arts. He helped people out of bulling and maintained civil justice. So in literature, there are many stories about Guan Yu (Luo, 2019).

4.2.4 Literary Story of Guan Yu as a Wu Sheng

In literary works, such as Fight against Lv Bu, Capturing PangDe and so on, Guan Yu is commonly portrayed as a hero skilled in Wushu.

Fight against Lv Bu (The end of the Eastern Han Dynasty): Lv Bu fought with Gongsun Zan and Zhang Fei in the tiger prison. Guan Yu saw that they were invincible. With the help of a green dragon sword, he drove horse to attack Lv Bu and split him in half. The eight Zhang snake spear just opened in Lvbu's chamber. That is, the inverted drawing halberd swings out Guan Yu's knife and stab. Zhang Fei stabbed Lv Bu with a spear, trying to cool his heart. Lv Bu has taken Guan Yu's parry, leaping out of the circle, turning back and hitting Zhang Fei. The swords of Guan and Zhang were raised together and attacked back and forth. Zhang Fei's eight Zhang snake spear, like ten thousand snakes, came out of the cave, and ten thousand cold lights were sprinkled on Lv Bu. Guan Yu's knife, like a glacier, poured down, and pieces of silver waves rushed to Lv Bu (Luo, 2019).

Capturing Pang De (219A.D): In the war of Xiang Fan, Pang De just abandoned Ma Chao and joined the Cao Cao camp. In order to win his prestige in Cao Wei camp. Pang De stood up to fight Guan Yu whom just got in Cao's trouble. In order to express his determination, Pang De took the coffin to the battlefield and rushed to Fan cheng. He vowed: if he fails to hack off Guan Yu, it will be used to house his own head. Guan Gong was invincible when Pond was carrying the coffin and launched an attack. After fighting with Guan Ping, Guan Yu went out to persuade him to surrender, but Pang De rejected it. The next day, the two sides fought again. Pang De tricked Guan Yu with a dragline and shot him in the left arm. When he was about to capture Guan Yu, Yu Jin retreated case of that Pang De would win the first prize. After suffered injury, Guan Yu closed his door and did not fight. He secretly carried out the plan of drowning out the seven armies. Cao Jun was defeated and Pang De and Yu were caught in the water. Later, Pang De was killed because of his refused to surrender (Luo, 2019).

Got cross five passes and slay six captains (200A.D): After leaving Cao Cao, Guan Yu went to meet Liu Bei, his elder brother. However, when he passed the pass, he encountered various obstacles. When he passed Dongling pass, he killed Kong Xiu; when he passed Luoyang City, he killed Han Fu and Meng Tan; when he passed Sishui pass, he killed Bian Xi; when he passed Xingyang, he killed Wang Zhi, the chief officer; when he passed the Yellow River crossing, he killed Qin Qi.

Guan Yu is brave and invincible. He has excellent martial arts and savvy. He has great courage and excellent physical talent. He is an incomparable God of war. He is also the God of wealth in the folk (Luo, 2019).

4.3 English-Chinese Introductions to the Wealth Temple

Apart from being well known as a hero skilled in Wushu, Guan Yu is also the representative of the culture of the god of wealth.

4.3.1 Architectural Layout

The golden statue in the palace is Guan Yu, the God of wealth. He holds the treasure in his hand. The image is lifelike and his bearing is extraordinary. There are merit boxes and censers in the palace for people to worship the God of wealth. The hall of the God of wealth is square and wide. The ground is paved with stone bricks. The whole hall of the God of wealth is spectacular and awe inspiring.

4.3.2 Folk Story of Guan Yu as the God of Wealth

Guan Gong was not only regarded as the most powerful one to expel evil, but also regarded as the God of wealth and martial arts especially by businessmen. At the end of the Eastern Han Dynasty, Guan Yu joined forces with Liu Bei and Zhang Fei to fight for supremacy. After the defeat and Liu Bei's separation, Guan Yu was not tempted by Cao Cao's money beauty. Once he knew Liu Bei's whereabouts, he would go to find Liu Bei after five passes and six cuts, which made great contributions to the establishment of Shu Han. Later, when he was guarding Jing Zhou, he was captured and put to shame because of his failure and arrogance. Heaven and earth feel their loyalty and become the God of wealth.

According to the romance of the *Three Kingdoms*, Guan Yu killed the villain and went to the Jianghu. In fact, the victim was the tax collector of Jiezhou salt lake, where Guan Yu hid the smuggled salt in the bamboo bars. When he found that the tax collector used the opportunity to extort money, he didn't follow, but accidentally killed the tax collector in the fight. Since then, Chinese people have come to call it "extortion". "Romance of the Three Kingdoms" later said: after Guan Yu's death, he was haunted and wandering for a long time until he shouted over Yuquan mountain in Dangyang County, Jingzhou: "return my head!" The old monk on the mountain, Pu Jingwen, said: "the general was hurt by Lv Meng and shouted "return my head". However, Yan Liang and Wen Chou also asked for their head back. Therefore, Guan Yu suddenly realized that there was no peace if last for the war, he made up his mind to convert to Buddhism. Guan Yu was loyal, loyal, brave and unyielding. He was not moved by gold and silver, but adhered to Buddhism, Taoism and Confucianism. In the Ming and Qing Dynasties, Guan Yu was very prominent. He had the honor of "King Wu" and "sage Wu". He not only served as the director of the Security Bureau in the Buddhist circle, but also the leader of the Jialan hall. The merchants admired

Guan Gong's loyalty and faithfulness. Guan Gong was regarded as the patron saint of their wealth and the God of wealth (Luo, 2019).

In the folk, people regard Guan Yu as the God of wealth. They admire Guan Yu's loyalty and faithfulness, and deify Guan Gong as their God of wealth. People also made up the stories of Guan Yu into operas to sing the spirit of Guan Yu.

4.4 English and Chinese Introduction to the Ancient Stage

Guan Yu is not only the representative of the culture of the God of wealth, but also the origin of opera. People develop his life experience into opera, which is praised by later generations

4.4.1 Architectural Layout

At the ancient stage, you can watch the opera. Looking up, you can see a plaque with four big characters written on it. It's a person for thousands of years. On the stage, there's a big drum with a row of flags. The green tiles on the roof are as thick as fish scales. There are two small doors on the side of the stage. The antique vermilion red wooden railings and eaves are full of artistic sense.

4.4.2 Folk Story of Guan Yu in Folk Drama

Guan Gong's role is called "Hong Sheng", which is a special case in Chinese opera. Chinese drama actors are generally divided into four categories: Sheng, Dan, Jing and Mo (ugly). There are four kinds of students: Lao Sheng, Xiao Sheng, Wen Sheng and Wu Sheng. Only the actor who plays Guan Gong is called Hong Sheng. He has the brave and powerful manner of Wu Sheng, the steady and dignified demeanor of Lao Sheng, and the vigorous skill frame of Hua Lian. Secondly, there are rules about actors' appearance. The actor must be nine feet and three inches long, wearing a green Python robe, riding a red rabbit horse, two feet long beard, face like a heavy jujube, lips like grease, red phoenix eyes, lying silkworm eyebrows. In particular, Guan Gong's red face is unique. According to the records of the capital Ji Sheng by Nathan in the Southern Song Dynasty, "the loyal carve the true appearance, and the wicked carve the ugly appearance. Cover also contains praise and criticism in the city's popular performance Therefore, Guan Gong's face must be painted red to show his loyalty. There are many kinds of operas with Guan Gong as the main character in China. According to incomplete collection, there are *Peach garden friendship, killing Hua Xiong, beheading Yan Liang, White Ape teaching Dao, Baqiao picking robe, beheading six generals after five passes, ancient city meeting, Hua Rong Dao, single Dao meeting, submerged seven armies, scraping bone and treating poison, walking wheat city* and so on. Among them, the representative operas are *Ancient city meeting, scraping bone and treating poison, and Killing Hua Xiong*.

Ancient city meeting: After passing the five passes,

Guan Yu went to the ancient city to join Liu Bei. Meet Zhang Fei, Zhang Fei suspects that Guan Yu has joined Cao Cao. Cai Yang's nephew Qin Qi was killed by Guan Yu and led his troops to pursue Guan Yu to the ancient city (JIN, 2005). Guan Yu killed Cai Yang, which relieved the suspicion between the brothers. The three brothers Liu, Guan, Zhang met again in the ancient city.

Scraping bone and treating poison: When Guan Yu attacked Fancheng, he was shot in the right arm by a poisonous arrow. The soldiers took out the arrow and saw that the poison had penetrated into the bone. They advised Guan Yu to return to Jingzhou for treatment. Guan Yu is determined to conquer Fancheng and refused to retreat. Seeing that Guan Yu's arrow wound was getting worse, the soldiers sent people to inquire about famous doctors. One day, someone drove a boat from the river to the front of the stronghold. He reported his name as Hua Tuo and came to cure Guan Yu. Guan Yu asked Hua Tuo how to treat it. Hua Tuo said, "I'm afraid you're afraid. I'll set up a pillar, hang a ring on the pillar, put your arm in the ring, tie it with a rope, cover your eyes, and give you an operation." Guan Yu said with a smile, "no binding." Then he ordered a banquet to entertain Hua Tuo. After drinking a few glasses of wine, Guan Yu played chess with others. At the same time, he extended his right arm to Hua Tuo and said, "you can cure it. I'm not afraid." Hua Tuo cut the skin and scraped the bone with a knife. The people were so scared that they covered their eyes with their hands. Look at Guan Yu, drinking and playing chess. After a while, the blood flowed into a basin, and the poison on the bone was scraped. Guan Yu stood up with a smile and said to the generals, "my arm stretches freely as before. Mr. Hua Tuo, you are a miracle doctor Hua Tuo said, "I have never seen such a great man as you since I practiced medicine. The general is a god." (Luo, 2019)

Killing Hua Xiong: Cao Cao recruited soldiers and horses, and joined forces with Yuan Shao, Gongsun Zan, Sun Jian and other seventeen armies to attack Dong Zhuo, whose influential general Huaxiong defeated Sun Jian, the pioneer of the 18th Route Army, which got people panicked and helpless. Yuan Shao said, "it's a pity that my general Yan Liang and Wen Chou are not there, otherwise, they are not afraid of Hua Xiong." As soon as the voice came down, Guan Yu shouted loudly, "Hua Xiong's head off" Yuan Shao looked down Guan Yu just as a horse Bowman, so he said angrily, "we have hundreds of generals of the 18th route princes, why can we send a horse Bowman to fight Hua Xiong?" Guan Yu shouted, "if I can't bring Hua Xiong's head back, you may cut off my head." Cao Cao got across and enjoyed it very much. So he poured out a cup of hot wine and handed it to Guan Yu, "the general drank this glass of wine and went to kill the enemy." Guan Yu took the glass, put it on the table again and said, "I'll drink it after I took Hua Xiong's head back!" With that, he went to the horse with a broadsword. Guan Yu was good at martial arts. Soon after, he hacked off Hua Xiong's head (Coo, 2012). When he returned to the barracks, Cao Cao hurriedly picked up the wine cup on the table and handed it to him. At this time, the wine in the cup was not cool.... Before Guan Yu's success, all the heroes and princes failed to fight against Hua Xiong who killed Pan Feng and other

generals one after another. It was Guan Yu who volunteered and finally brought Hua Xiong's head back to Cao Army, which contributed to Guan Yu's fame in the folk (Luo, 2019).

Guan Yu's life experience has been compiled into representative Guan Gong opera. There are many reasons why Guan Gong culture has not declined for thousands of years, among which Guan Gong opera is an important one the three representative drama stories show the spirit of loyalty, bravery, righteousness and faithfulness of Guan Yu. Guan Yu is loyal, trustworthy, and fearless of pain, his excellent martial arts and human nature won great reputation in the folk. Guan Gong's spirits deeply rooted in the hearts of the mass. We should inherit Guan Gong's culture in diverse ways and hand down it forever.

CONCLUSION

This study had a global design of WeChat electronic service platform for Guan Gong Yi Yuan, and planed the platform reasonably. The Wechat platform has four main functions, the first one is ticket booking consultation, in which tourists can inquire about tourism related issues, including manual and system consultation, and then book tickets; the second one is map navigation, where tourists can use the map to directly and quickly reach the desired scenic spots; the third one is performance show, including drama reality show. The fourth column is bilingual explanation, including the life story exhibition, loyalty story, martial Saint story, God of wealth story, opera story. Each column contains bilingual Chinese and English menus. We can click the Chinese- English menu directly to get the corresponding menu.

Visitors can directly understand the culture of Guan Gong Yi Yuan by paying attention to the official account, and can listen to the relevant audio and sweep the culture of Guan Gong by the two-dimensional code. Visitors can understand Guan Gong culture conveniently. This WeChat platform design will make it easier for tourists to travel, and also enable tourists to have a deeper understanding of the culture of Guan Gong, so that the culture of Guan Gong can have a longer-term and in-depth development,

thereafter promote the vigorous development of Jing Zhou tourism industry.

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