

《故宫博物院上天猫平台英文报道》

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故宫博物院，中国最受游客欢迎的旅游景之一，就要上线啦！故宫博物院于周三和阿里巴巴签署了合作协议。故宫博物院，又称紫禁城，已经在阿里巴巴天猫平台开设了网上旗舰店。

One of China's most visited tourist sites is going online! Beijing's Palace Museum signed a cooperation agreement with Alibaba Group on Wednesday. Also known as the Forbidden City, the museum has launched its official online flagship store on Alibaba's Tmall platform.

The store will offer an e-ticketing service, cultural and creative products, and publishing services.

The move is aimed at making the museum more accessible and attractive to the general public, said Shan Jixiang, curator of the Palace Museum.

"Today, people need a more user friendly way to freely browse and select items for purchase. Now the Palace Museum has teamed up with Alibaba to help with that," Shan said.



Also known as the Forbidden City, the museum has launched its official online flagship store on Alibaba's Tmall platform.

The store uses an e-ticket booking system that allows visitors to check into the museum via QR codes or with an ID, without the need for a printed ticket.

"Last year, tickets booked online accounted for over 60 percent of the total amount of tickets sold. Now we are raising the bar, because tourists can buy tickets easily and choose a convenient time for themselves to enter the Palace Museum," Shan said.

This represents a major portion of the cooperation deal with Alitrip, the travel site owned by Alibaba. Powered by Internet plus technology, the Palace Museum hopes that going online will provide convenience to visitors and help improve visitor management, as well as ensure better protection of cultural relics at the museum.

The store's cultural and creative section will serve as a display platform for products including gifts, articles for daily use, and specially designed items that embody the "everyday aesthetics of the Forbidden City".