

Intangible Cultural Landscape in Chinese Agricultural Cultural Heritage Concept, Progress and Value Analysis

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Abstract

In order to sort out various research perspectives in the present intangible cultural landscape situation, this paper comprehensively analyzes the systematic landscape composition of non-material cultural forms in Chinese agricultural cultural heritage, and tries to find new characteristics and value references from the old things. Then the factors affecting the formation and evolution of agricultural cultural heritage are explored and explained. In addition, by exploring and interpreting the development of various aspects of the local environment and the idea of the emergence from the perspective of humanistic agricultural thinking, the industrial forms of intangible cultural landscape elements related to them are observed. And then form the relevant academic and contemporary value of the research work data.

Keywords

Chinese agricultural cultural heritage; Intangible cultural landscape; Value research.

1. Introduction

The landscape research of material culture in China has been paid more attention by domestic scholars, and it is relatively late to explore the intangible culture in the landscape. The emergence of Chinese intangible cultural landscape phenomenon is rooted in agricultural cultural heritage. At present, exploring the landscape of Chinese agricultural cultural heritage from the perspective of cross-research is a good development of the concept of agriculture, rural areas and farmers by means of cultural multiple research mechanism, and a scientific and reasonable form of agricultural cultural reconstruction in urban and rural areas. The study of excavating agricultural cultural heritage in China from the perspective of intangible cultural landscape is to protect rural ecology, expand immersive humanistic industry, inherit farming civilization, expand agricultural function and improve farmers' livelihood. Good agricultural history and the realization of beautiful rural channels. It is also to further dig into the blending relationship between the local traditional landscape art thought and the agricultural immaterial civilization, which has the ecological practicality of urbanization construction in all directions. Is to the local has the important historical and cultural value humanities practice to do the fuller excavation and the propaganda.

2. Exploration Perspective of Non-material Cultural Landscape in Agricultural Cultural Heritage

In order to understand the dual landscape structure of Chinese agricultural cultural heritage and construct the concept of intangible cultural landscape outside the material and cultural level, we should first take the concept of agricultural cultural heritage as the premise of cultural development, and expound the folk customs, folk customs and traditional skills in dress, utensils, architecture and farming. Non-material culture has an important influence on the development of agricultural activities from quality to form. It is necessary to try to find out the unique landscape design and artistry of the non-material cultural landscape itself, combine with

the investigation and study of many historical and cultural regional folklore cases, explain the non-material cultural connotation of agricultural cultural thinking and its local or surrounding time and space, and analyze the cultural relationship with the local agricultural form environment, society, economy, science and technology, culture, education, characters and politics. It is affirmed that intangible culture releases the specific existence of individual unit energy in the construction of agricultural cultural heritage.

Second, it is necessary to make a thorough analysis of the influence of agricultural cultural heritage on the spatial planning and decoration of local intangible cultural landscape. The immaterial humanistic landscape form of agricultural culture is explained from the temple fairs or annual customs cases of various regional folk deities worship and clan sacrifices. From the analysis of the case of deity worship and clan sacrifice, this paper finds out that the design thought of agricultural cultural landscape environment with Chinese characteristics is found in the humanistic form of local landscape. Deconstructing the agricultural ideological system that constitutes this special nature of intangible cultural landscape.

Third, it is necessary to use the functional environmental design principles of sound, light, electricity and graphics to explain the relevant contents of the intangible cultural landscape case, from the psychological perception, style and functional application of the content, specifically analyze the intangible cultural landscape environment design on the role of sound, light, electricity and image environmental elements in the content of agricultural cultural heritage, in addition, think about how Chinese cities need to actively carry out beautiful rural construction, regain the idea of agricultural landscape design under intangible cultural form, consider how the local landscape in the integration of urban and rural development in addition to the construction of material form of the environment, How to actively maintain and inherit the Chinese traditional high-quality agricultural cultural heritage under the form of non-legacy landscape. To design excellent landscape design works in line with the local culture, we need to look back and learn what role the connotation of agricultural cultural heritage and intangible cultural heritage should play in the spiritual and cultural supplement of human society. Correctly understand the role and significance of landscape design to human life needs.

3. Current Situation of Domestic Studies on Non-material Cultural Landscape in Agricultural Cultural Heritage

In the current research related to the intangible cultural landscape in the agricultural cultural heritage, the existing research problems in China have some state characteristics. The first is the lack of art and culture communication theory. Through the search, the domestic book circulation market can follow the "agricultural culture "," agricultural thought "," agricultural heritage "," agricultural landscape" title of theoretical monographs, the content of more pure agricultural history, agricultural technology science or geographical perspective, multi-station in the traditional field of agronomy one-way perspective, systematic use of resources and environment development and utilization, eco-agriculture, ecosystem evaluation, ecosystem services, eco-economy, natural conservation land management framework research, environmental resources evaluation and ecological service direction of data analysis and evaluation statistics and other explicit argumentation. Compared with the lack of in-depth analysis and deconstruction of the landscape industry of agricultural cultural heritage, the research degree on the connotation and value of its industrial expansion is low. Lack of agricultural culture and art and related industry market expansion research chapter, related knowledge and information is too scattered, and design related series, but also rarely on the new rural construction planning methodology, lack of rural agricultural cultural heritage landscape and its role in the promotion of art and culture theory reference. Through the cross reference in the field of local landscape design, we can make some research connection and fill

in the non-material cultural landscape of agricultural cultural heritage. From the perspective of "local architecture" and "local cultural landscape", this kind of local landscape design systematically expounds the relationship between the local environment and the non-material agricultural culture. [1] analysis of the agricultural cultural characteristics of the local national architecture through the traditional material and cultural heritage skills in various regions to produce unique morphology and technology of the internal relationship. At the same time, [2] also includes folk customs such as etiquette and festivals circulating in the countryside. The external forms of these folklore, like the objects created by these techniques, and the mountains, water, plants and buildings in the traditional agricultural environment, are also an important part of the non-material cultural landscape environment of the rural agricultural cultural heritage. In addition, it is necessary to analyze the traditional skills of these agricultural cultural heritage buildings, costumes, utensils and farming labor, as well as the changes of the organizers of rural public welfare activities such as etiquette festivals and other folklore corresponding to these contents. Because more and more expensive organizers in the Ming and Qing dynasties no longer rely on the upper gentleman alone, more middle and lower Confucian students are increasingly active in water conservancy, charity, relief and other aspects to participate in social affairs, So to some extent affected the urban and rural society in the systematic structure of agricultural cultural heritage content base.[3]

The second is the narrow coverage of location advantage swap. Many researchers now study the contents of agricultural cultural heritage category as analysis and special protection suggestions, and form a systematic and in-depth academic results. Some researchers also have related studies on the landscape industry of agricultural cultural heritage and its development layout, but not on the protection of a landscape derivative industry itself, or on the lack of market analysis. There are few suggestions on the overall planning and association of cultural industries within less developed regions, as well as the market demand and supply mode of agricultural cultural heritage landscape in developed regions. The regional urban-rural joint development view of agricultural cultural heritage landscape industry lacks the overall and comprehensive research pattern.

The third is the related status of industrialization inheritance of scarce agricultural intangible cultural landscape. The art and technology of agricultural intangible cultural landscape originates from the original inheritance of folk farmers' craftsmen and village people in cultural behavior. Its landscape characteristics are very consistent with the industrial transfer and industrial traction to the surrounding areas, and have the advantages of propaganda and promotion. However, the argument of its industrial characteristics and development advantages lacks the expansion of in-depth arguments, and then the value of agricultural cultural heritage landscape industry can not be concretely reflected.

The fourth is the lack of traditional agricultural cultural heritage in the context of industrial series. Agricultural cultural heritage has regional characteristics, but also has the development modality of agricultural cultural heritage dissemination and evolution. The cultural connection between different regions needs to be more suitable for industrial connection and integration by exploring this deep inheritance of agricultural cultural heritage. This is also the lack of long-term extension and sustainable development of rural industry.

The fifth is the joint creation of green homes under the form of agricultural planting landscape. The ecological creation of existing cities and villages and towns is often the landscape of garden seedlings and forest land planting in independent areas. The concept of joint agricultural crop planting and construction of landscape areas between regions and villages is still vague.

Sixth, the implementation of industry-driven rural construction. The research on the strategy of urban-rural joint revitalization in the construction of agricultural cultural heritage landscape industry depends on the development concept of "Green Water Castle Peak is the mountain of gold and the mountain of silver", while the green ecology and humanistic industry created by

rural agricultural cultural heritage landscape give farmers better space for ecological development and cultural soft power.

The seventh is the lack of pictures and graphics of agricultural cultural heritage landscape. Most documents have only written content, a few documents and pictures are rare. In recent years, the related monographs published in addition to the disadvantages of the former, but only limited to a certain category of agricultural science or technology, few pictures and texts, form and list rich literature. In view of the construction of agricultural cultural heritage landscape industry drawings and with the construction of regional features of the book is scarce, so that the relevant art has made a lot of discounts, but also for readers to read the content of related industries caused difficulties in understanding the situation.

Through the above analysis and thinking, aiming at the current domestic research arrangement of the non-material cultural landscape hindrance in the agricultural cultural heritage, it can be more used to explore the phenomenon of agricultural cultural activities in the non-material cultural landscape environment on the role of sound, light, electricity and image environmental elements. As for the exploration of the intangible cultural landscape environment of the regional agricultural cultural heritage, the academic resources in various places are relatively scarce, so it is necessary to collect a large number of local records and documents, photocopy, purchase and so on. Need to seek local government technical and cultural support, with the help of local guides to guide and interview the way of field visits to Aboriginal people. Especially in view of the scarcity of related works on this topic, the theoretical basis for reference is limited and most of them need to be extracted from relevant specialties and disciplines (such as folklore, sociology, agricultural culture history, design history, art history, arts and crafts history, philosophy, human geography, landscape design, architectural design), but at the same time, it also provides a large observation space for the research of direction.

4. An Empirical Study on Non-material Cultural Landscape in Agricultural Cultural Heritage

At present, there are some related types of achievements in the study of intangible cultural landscape in agricultural cultural heritage, first of all, the research on tourism and tourism landscape development in modern agricultural production. And urban and rural planning application perspective of intangible cultural heritage protection and construction research. Its research also has the same lack of art and culture theory research and so on. The research on the protection and construction of intangible cultural heritage from the perspective of urban and rural planning is from the perspective of urban and rural planning, hoping to combine the protection of intangible cultural heritage with the development of urban landscape. For the protection of intangible cultural heritage and urban and rural renewal have opened up a new research field. At present, the research perspective of this kind of direction achievement has studied the protection and utilization of intangible cultural heritage from the angle of urban landscape characteristics, so as to explore the spatial characteristics of intangible cultural heritage and the strategic mode of protection. There is a case study on the application of intangible cultural heritage with the transformation of foreign industrial plants and domestic scenic spots. There is a case study of intangible cultural heritage theme park as a case study of park landscape construction model. There are ecological planning studies on the reconstruction of abandoned environment in mountainous landscape areas. And the local and traditional agricultural culture related to the national regional traditional cultural site landscape protection planning. In addition, through the analysis and comparison of the East and West traditional handicraft heritage environment carrier construction case study, and the development of tourism to discuss the protection of intangible cultural heritage resources related to agricultural life empirical research. In order to improve the construction of modern

agricultural tourism park, the study focuses on the reference and application of service agriculture, including facility environment, soilless cultivation, cultivation facilities, horticultural plants and park maintenance, and integrates the theories and methods of various related disciplines into modern agriculture to build agricultural characteristic tourism landscape.

The second is to explain the landscape design art theory of modern countryside from the cultural, artistic connotation and environmental art relationship of intangible heritage. This kind of research mainly explains the internal relationship and finds a good combination form for the combination of Chinese intangible cultural heritage and modern environmental art. It puts forward that the human environment should gradually get rid of the dependence on material tradition, transfer the main view to the traditional spirit of science, and solve many contradictions between Chinese traditional form and modern design, so as to find a new combination point for intangible culture, agricultural activities and modern art. For example, its theoretical research on the perspective of agricultural rural environment is based on the important period in which rural areas face the transition from traditional rural landscape to modern rural landscape. Correctly guide the development of rural construction and put forward reasonable suggestions. It emphasizes that the art of modern new rural landscape design lies in the enlightenment of aesthetic education, evokes people's understanding of the beauty of natural simplicity, and expounds the basic theory of new rural cultural landscape design from the aesthetic point of view.

The third is a long-term study in the perspective of the history of Chinese traditional agricultural culture and civilization. This research is relatively divorced from the way of doing agricultural history research with scientific history and technical history theory, and examines the cultural implication and civilization value in the process of agricultural culture development from the perspective of culture and civilization development. For example, Chen Wenhua's *History of Ancient Chinese Agricultural Civilization* comprehensively grasps the materialized civilization of labor relations, cultivated land, farm tools, crops, livestock and poultry, water conservancy design and so on. It also systematically explains the non-material cultural attributes of land relations, production organization system, rural etiquette and customs, agricultural festivals, land worship, agricultural god sacrifice, agricultural literature and art, peasant values, aesthetics, thinking and character. [4] has the important function of revealing the related essence of agricultural cultural heritage. In 2005, multi-disciplinary research combined with information technology began to activate the basis of agricultural cultural heritage, and then with the static and unchanged agricultural heritage data research to live, original agricultural heritage protection, its landscape social and cultural cognition view with the Chinese agricultural heritage research gradually towards society. In the early stage, the scientific use of ecological agricultural technology to participate in part of the social deconstruction, through multi-disciplinary parallel, and then comprehensive research around the connotation, characteristics and value of agricultural cultural heritage, the side of the concept of agricultural heritage, classification, data collection and collation, heritage management and other local content. [5] but with the traditional agricultural history, technical research, agricultural history synthesis and ecological environment history to form a long start period. In this field, the description of social agricultural cultural landscape is vague, the results are widely intersected but the contents are not consistent, and the nature and characteristics of the heritage are still not related to the study of non-material cultural landscape in agricultural cultural heritage. And its current industrial integration and development content.

5. Contemporary Value and Prospect of Non-material Cultural Landscape Construction in Agricultural Cultural Heritage

Nowadays, the construction of intangible cultural landscape environment has not been paid enough attention to in the protection of agricultural cultural heritage. The intangible cultural landscape elements of agricultural cultural heritage in various regions of China involve the protection of intangible cultural heritage from the perspectives of local architecture, agricultural literature and art, land worship of agricultural gods, modern rural landscape design art theory, urban and rural planning and application. Most of the contents have been paid close attention by many scholars in folklore, planning, landscape design and environmental art. However, the research on intangible cultural landscape in China is almost concentrated in China, Mainland the modern agricultural sightseeing landscape design and the new rural landscape design art, through the case analysis, the research method of macro technical expression has made a positive evaluation of cultural landscape design. Scholars at home and abroad have also carried out a comprehensive study and grasp of the history of agricultural civilization science and technology. However, there are many researches on the protection of intangible cultural heritage and agricultural themes based on agronomy, folklore, landscape planning and design, and lack of research on the phenomenon of digging up the elements and ideas of local agricultural cultural heritage and carrying out intangible cultural landscape directly related to its culture. At present, the non-material cultural landscape of agricultural cultural heritage has several aspects of work on the solution and expected application prospect of industrial development policy. The first is to continue to clarify the rational status of agricultural cultural heritage landscape and its industries. There are many documents on the main composition and inheritance concept of agricultural cultural heritage landscape in rural areas, as well as the compilation of its cultural value, but there are few concrete industrial development argumentation. Only by studying all its own industrial characteristics and values can we understand its reasonable position. The second is the influence and value of its industry on the future agricultural cultural heritage and science and technology. The value of agricultural cultural heritage landscape industry is mainly to see its impact on future agricultural development. The third is the practice of scientific urban and rural regional agricultural cultural heritage joint protection and industrial rational reconstruction. The establishment of the joint development model of agricultural cultural heritage landscape industry in different urban and rural areas is a link to the linkage operation of different cultural industries in the north and south of China. It is also to explore and study the profound agricultural cultural heritage in underdeveloped areas, to make up for the inherent economic disadvantages of all aspects of regional space by the corresponding leisure agricultural economy derived from the immersive cultural landscape industry, and to scientifically build local agricultural cultural tourism. Better achieve beautiful villages, small towns and rural cultural development strategic objectives. The fourth is to realize the material exchange effect of culture. The revitalization of rural agricultural cultural heritage landscape industry in underdeveloped regions needs the market support of developed regions, and the spiritual and cultural supply and consumption of traditional cultural heritage and its industries in economically developed regions. Through the input of agricultural cultural industries in various regions and the market supply in developed regions, the market supply and demand in different regions can be achieved, the priority development of agricultural rural areas can be realized, and the integration and development of rural primary, secondary and tertiary industries can be promoted. The fifth is the realization of the cultural industry to help the poor. The completion of the fight against poverty in 2020 is an iconic indicator of building a well-off society in an all-round way and achieving the goal of the first century. Through the mature implementation of precision poverty alleviation policies in rural areas and the study of regional agricultural cultural heritage landscape industries, we

should strengthen the poverty alleviation of cultural industries, and raise the awareness of farmers' traditional agricultural culture education popularization and rural cultural protection. To the rural traditional agricultural cultural heritage industrial protection. More accurate and effective to the rural elderly and disabled and other poor people without normal working ability to create their own industrial support countermeasures. The sixth is to further establish the concept of materialization and immateriality of agricultural cultural heritage landscape and its industry. Many literatures have discussed the concept of material landscape and intangible cultural landscape, and the concepts of material culture and intangible culture of rural agricultural cultural heritage landscape need to be further strengthened and supplemented. In particular, the two media culture corresponding immersive cultural industry research is rarely discussed in depth. Only by doing special research on the landscape of agricultural cultural heritage and the derivative form of industry, can we better carry out the deployment of urban and rural joint revitalization strategy.

In order to realize the effective development of agriculture, countryside and farmers, combining with the commodity agricultural ecology that has been spread to present in our country, it is the research work of protecting the agricultural cultural heritage of our country. It is conducive to the protection of rural ecology and the construction of beautiful villages. The production of commercial agriculture can provide more employment for the labor force population, receive higher economic benefits than traditional agriculture, and provide more vitality for the stressed plain redundant husband. [6] so its combination with the current research on the protection and development of Chinese agricultural cultural heritage is also conducive to inheriting agricultural civilization, expanding agricultural functions, and improving farmers' livelihood and realizing double income. In the history of the change of agricultural culture in China, the economic development and construction of the first-tier cities in China have been carried out earlier and faster since entering modern times. At the same time, some common context and agricultural cultural phenomena with the same traditional origin began to disappear. In some areas, villages and towns will be quickly removed, resulting in a large number of village farmers to the city and the suburbs, villages and towns around the agricultural cultural heritage of folk customs, relations of production and social networks are easily eradicated. However, the planning of demolition and construction within the city has formed an irreversible cultural separation between the production and work of urban people and the production of rural life, which makes the protection of agricultural cultural heritage more and more confined to museums and showrooms. Lost the function of living protection. These problems are related to the sustainable development of China's economy and ecological agriculture and the overall situation of building a good social stability in urban and rural China. Therefore, it needs to realize the care and inheritance of Chinese public demand and traditional humanistic connotation by such a good living mechanism as intangible cultural landscape. Especially the agricultural cultural heritage scattered in various regions of our country and the ancient agricultural history still need to be excavated.

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