

The Strategy of the Revitalization of Shandong Rural Culture by the Agricultural Cultural Heritage

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Abstract

The agricultural cultural heritage is helpful to promote the inheritance and development of outstanding agricultural culture, promoting the construction of ecological civilization and the revitalization of rural culture. The cultural value of Shandong agricultural cultural heritage lies in excavating and inheriting Qilu culture. To protect and inherit the agricultural cultural heritage of Shandong can effectively stimulate the power of rural culture revitalization. The agricultural cultural heritage expresses the rural people's love for the countryside, their high sense of identity and strong sense of belonging to the rural culture. It has become one of the important carriers of carrying forward and inheriting Chinese traditional culture and planting the foundation of cultural self-confidence. Taking the cultural value of agricultural cultural heritage as the starting point, building the brand of Shandong rural culture to promote the prosperity and development of Shandong rural culture and to explore the strategies and ways of revitalizing the rural culture with Shandong characteristics.

Keywords: agricultural cultural heritage, the revitalization of rural culture, strategy

1. Introduction

“Strengthen the protection and utilization of important agricultural cultural heritage” was written into the document of the Central Committee. Mining, protecting and inheriting “agricultural cultural heritage” have become an important measure to strengthen the construction of rural spiritual civilization and enable the revitalization of rural culture. The agricultural cultural heritage has ecological, social and cultural values. Its cultural value provides a good condition for promoting the revival of rural culture. The agricultural cultural heritage is an important carrier to witness and inherit and develop Chinese excellent agricultural culture. Exploring the cultural value of agricultural cultural heritage is one of the ways to inherit excellent traditional culture and promote the revitalization of rural culture.

The Central Conference on rural work stresses that the implementation of rural revitalization strategy must take the road to the prosperity of rural culture. “Agricultural cultural heritage” expresses the rural people's love of the local, the high degree of recognition and strong sense of belonging to the rural culture. It has become one of the important carriers to carry forward and inherit the Chinese fine traditional culture and plant the foundation of cultural self-confidence. By taking the cultural value of agricultural cultural heritage as the grasp, it can build the brand of Shandong rural culture, promote the prosperity and development of Shandong rural culture. Based on the agricultural cultural heritage, it can actively explore the strategies and ways of revitalizing rural culture with Shandong characteristics.

2. The Agricultural Cultural Heritage and the Revitalization of Rural Culture

2.1 The Agricultural Cultural Heritage

The agricultural cultural heritage is an outstanding agricultural landscape. It reflects the long-term production of human life and nature reached a harmony and balance. It plays an important role in maintaining recoverable ecosystems and in passing on high-value traditional knowledge and cultural activities.

Shandong agricultural cultural heritage is an important part of Qilu culture. It is incumbent upon us to protect and pass on these marks and symbols of Qilu's farming civilization. Rich historical culture, unique regional culture and distinctive local characteristics are integrated into one, forming a unique Shandong "Agricultural cultural heritage" of cultural value.

2.2 The Revitalization of Rural Culture

The agricultural cultural heritage helps to promote the inheritance and development of outstanding agricultural culture, promoting the construction of ecological civilization and the revitalization of rural culture. The cultural value of Shandong agricultural cultural heritage lies in excavating and inheriting Qilu culture. Protecting and inheriting the agricultural cultural heritage of Shandong can make the agricultural culture bloom out the vigor of the times again and can effectively stimulate the impetus of rural culture revitalization.

The Central Committee of the Communist Party of China (CPC) and the Central Committee of the People's Republic of China and the State Council made it clear that projects to protect the cultural heritage of farming should be carried out in depth. We will strengthen the protection and utilization of important agricultural cultural heritage. Through the integration of cultural activities, it can benefit the people resources and explore various ways to carry out "agricultural cultural heritage". This cultural activity, which reflects the interest of farmers in farming, can better help the revitalization of the countryside. Through the agricultural cultural heritage, it enable the revitalization of Shandong rural culture strategy to build a rural culture brand. It can fully display the cultural self-confidence of the countryside under the background of rural revitalization in the new era. This is of practical significance to the revitalization of rural culture in Shandong province.

3. The Agricultural Cultural Heritage Powers the Ways of Revitalizing Shandong Rural Culture

Many scholars discuss the cultural characteristics and values of agricultural cultural heritage, by exploring the inheritance, development and practical significance of it. These studies have made great progress and breakthroughs in the composition of researchers, related to history, local records, anthropology, folklore, sociology and other fields. However, there are relatively few in-depth and systematic studies on the strategies of revitalizing rural culture in Shandong province, which are endowed with agricultural cultural heritage.

3.1 Explore Effective Strategies

Based on the above, this paper attempts to explore the agricultural cultural heritage-based cultural values to enable the revitalization of rural culture in Shandong effective strategies. Through the analysis of the information on agricultural cultural heritage in Shandong, we can understand the cultural value of Shandong agricultural cultural heritage and research status. Through the collection of investigation, this helps to analyze the content and path it contains.

Through empirical research, this paper seeks a theoretical framework to analyze the cultural value in Shandong agricultural cultural heritage. Combining theoretical research with empirical research, this paper describes and analyzes the appeal point of agricultural cultural heritage enabling the revitalization of rural culture in Shandong province.

Combining the Qilu culture from the aspects of material culture, behavior culture and mentality culture of agricultural cultural heritage, the "Agricultural cultural heritage" enable rural revitalization of Shandong strategies and promote the implementation of rural cultural self-confidence.

The cultural value of agricultural cultural heritage lies in displaying the local flavor, folk customs and cultural details of the vast rural areas. The agricultural cultural heritage of Shandong province has great potential in brand building of agricultural products, leisure agriculture and rural tourism. It transforms the agricultural cultural heritage resources into the essential factors of social and economic development. The protection of agricultural culture contributes to the revitalization of rural culture. By actively exploring the agricultural cultural heritage, it enables the revitalization of rural culture in various ways.

3.2 Explore Multiple Paths

We will improve the protection system for agricultural cultural heritage. For example, Shandong province has launched "Village memory project" to protect the cultural heritage of the Qilu traditional cultural heritage, building eco-folk museums and village museums in accordance with local conditions. It also collects and exhibit the cultural heritage rich in regional characteristics, living cultural characteristics and collective memory.

Internet and digitization become the development direction of the agricultural cultural heritage. For example,

digital and intelligent construction of the agricultural cultural heritage is promoted through local public cultural cloud construction projects. The wonderful content of the agricultural cultural heritage can be presented through webcasts, short videos, documentaries and other ways.

The cultural value and landscape of the agricultural cultural heritage can develop leisure tourism. Through the emotional communication between people and plants and the realization of the true meaning of life in creative work, traditional agricultural culture has been more effective dissemination. Through this way, we can further promote the formation of civilized rural customs and help the revitalization of rural culture.

The combination of research and practice of agricultural cultural heritage can plant the seeds of identity, cognition and protection of the agricultural cultural heritage in the minds of young people. For example, the study tour of the northern China Deciduous Fruit Tree Museum of the old mulberry tree group on the Yellow River in Xiajin which is a global and National Agricultural Heritage Site and the study tour of The Onion Culture Museum of the Zhangqiu Onion Cultivation System which is selected as a national agricultural heritage site.

4. Conclusion

“The country will flourish if the culture flourishes, and the country will flourish if the countryside flourishes.” The strategy of rural revitalization is an important strategy. According to the agricultural cultural heritage, we can deeply excavate, inherit and innovate the excellent traditional local culture. Promoting the revitalization of rural culture is an inevitable requirement for rebuilding the confidence of rural culture. It also helps to promote the protection and utilization of rural intangible cultural heritage. Based on the cultural value of the agricultural cultural heritage, this paper discusses the effective strategies to promote the revitalization of rural culture in Shandong province.

The agricultural cultural heritage has the important value of inheriting and developing excellent agricultural culture. It also has the tradition of local culture based on agriculture and agricultural ecological landscape. The agricultural cultural heritage contains rich ideas, humanistic spirit and moral norms, which embodies the traditional wisdom of harmonious development between man and nature. Therefore, its cultural heritage value is high. The agricultural cultural heritage is rich in the spirit and the firm. By discussing the strategy of the agricultural cultural heritage, we can build the brand of rural culture and promote the revival of rural culture with Shandong characteristics in the new era by building the foundation of cultural self-confidence.

Fund Project

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