Conservation Strategies of Rural Cultural Landscape in Dong People Village from the Perspective of Cultural Gene

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Abstract
Taking Sanjiang Dong people as an example, this paper analyzes the problems existing in the local cultural landscape of the traditional villages in Dong people by means of field investigation, literature analysis and induction. Using the method of cultural gene analysis, this paper analyzes the specific contents of Guangxi Dong people cultural gene systematically and structurally, taking into account the principles of Ecology, nationality and times, this paper tries to explore the way of the comprehensive integration of the protection of the local culture landscape in Dong people traditional villages, and finally puts forward four strategies for the protection of the local culture landscape in Dong people traditional villages, which provides a new thinking way for the scholars who explore the local culture landscape.

Keywords
Cultural gene; Dong nationality in Guangxi; Traditional village; Local cultural landscape

Introduction

In the report of the 19th National Congress of the Communist Party of China, we put forward the strategy of rural revitalization, vigorously implement rural culture revitalization, rural ecological revitalization and so on (Guo, Fu & Li, 2021). Innovating the rural governance system, taking the road of good governance in rural areas, promoting the construction of rural ecological civilization, combining rural culture with rural ecology, national culture with rural tourism.Cultural Gene is an important part of cultural inheritance, which determines the inheritance effect of culture.Therefore,

taking Dong people as an example, this paper analyzes the protection strategies of the rural cultural landscape in Dong people from the perspective of cultural gene, so as to promote the better development of the rural cultural landscape in Dong people, and to make the rural cultural landscape not only define a certain place, but it has more potential meanings and characteristics, and it also provides a new way of thinking for the scholars who explore the local cultural landscape.

Cultural Gene and Local Cultural Landscape

An Overview of Meme of Culture

Cultural gene is a kind of non-biological gene, which is mainly embodied in the smallest information unit acquired by nature and nurture.The term memes originated in the 1970s, when zoologist Richard Dawkins, in his book the selfish gene, argued that memes are genetically equivalent to biological genes, as a basic unit in the process of cultural transmission (Huo, Cao & Yang, 2017). In terms of the meaning of "Cultural gene", the views of Chinese scholars present a scene of a hundred schools of thought contending, the basic cultural idea and spirit that can inherit and develop in time and space, and the basic unit that can reflect the form and style of the cultural subject (Bi, 2001). Other scholars interpret "Wild culture"as human "Cultural genes"from the point of view of human nature. Because cultural genes can not be directly tested, there are some scholars who confuse cultural traditions with cultural genes, the cultural phenomenon which subjectively exists in the society is the cultural gene (Wu, 2009).

An Overview of Local Cultural Landscape

The rural cultural landscape refers to the landscape formed by the transformation of the rural natural environment in accordance with the development needs. It embodies the cultural content of the countryside, and may include aspects such as rural traditional architecture, national customs, national beliefs, national skills, etc. , it is not only the witness of the development of the local rural history, but also the heritage of the local rural context.But the concept of early local culture landscape and local landscape is still vague, there is no clear definition.In the 1940s, the United Kingdom, the United States and other Western countries first study the rural landscape, 90 J. B. Jackson, in his book "The discovery of vernacular landscapes,"links the two concepts of vernacular and landscape.Subsequently, after continuous development, Schulpcje and others began to study the rural cultural landscape in the European Union area and concluded that the development of rural cultural landscape is facing great problems (Tian & Qian, 2018) he study of rural cultural landscape in our country is later, in the 1980s, the agricultural landscape was studied.Up to now, there have been research results of various local cultural landscapes in China. Zhao Wei, Chen Yiyun, Guo Keyi and others have made research on local cultural landscapes from different perspectives, for the

follow-up study of rural cultural landscape provides a good way of thinking.

Present Situation of Local Cultural Landscape in Traditional Villages of Dong Nationality in Guangxi

The Dong nationality in Guangxi is roughly distributed in Sanjiang, Longsheng and Rongshui, among which Sanjiang Dong nationality is the most famous. Its geographical location (see Figure 1).Sanjiang Dong Autonomous County is subordinate to Liuzhou City of Guangxi Zhuang Autonomous Region, adjacent to Guizhou and Hunan provinces, with Longsheng County in the east and Rongshui and Rongan counties in the south. The county covers an area of 2,54km ², accounting for 1.2% of the area of Guangxi Zhuang Autonomous Region. At present, there are 16 administrative townships, 7 of which are populated by dong people.It has 3 "4A" scenic spots, the first batch of landscape villages, 4 national key cultural relics protection units, etc. Meanwhile, many ethnic cultures of dong people have been listed as national intangible cultural heritage.A large number of data show that dong traditional villages in Guangxi have huge local cultural resources, but through field investigation, it is found that there are problems in the local cultural landscape of dong traditional villages, which have caused serious damage to the natural environment, local culture, historical features and other aspects of dong villages.Specifically reflected in the following points:

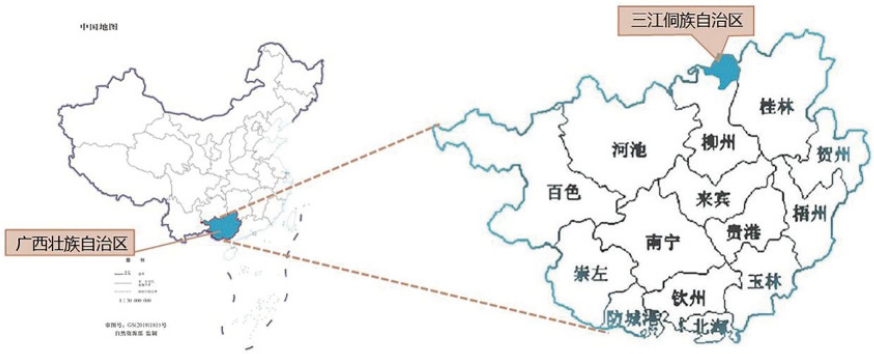


Figure 1. Geographical location map of Sanjiang Dong Autonomous County

(Source: from network)

Business Homogenization is Serious

With the rapid development of urbanization and tourism, traditional villages of Dong nationality have become famous national tourist attractions. An endless stream of tourists come here to experience the Customs of Dong nationality, followed by the rapid development of commerce.In order to cater to tourists' consumption aesthetics, everything develops towards urbanization and creates lively commercial and cultural streets. The protection of local cultural landscape of Dong people and

the planning and design of new buildings are ignored, which leads to the destruction of traditional village culture texture and the loss of cultural landscape heritage. As a result, the rural construction becomes mediocre and tasteless. The blind pursuit of promoting commercial development destroys the original historical features of Dong villages, and also causes the local cultural landscape of Dong villages to lose its national characteristics (Shi, 2018).

The Lack of Ethnic Historical Features

Town into a traditional country provides convenient transportation, at the same time, the culture has a bigger impact on dong people's thoughts, compared with the existing living conditions of dong people chose to go to the city development limited, this has led to the original farming mode replaced by migrant workers, under the long tended to cause the loss of farming culture of dong ethnic group. At the same time, due to the rapid economic accumulation, Dong people are no longer satisfied with the original rail-style dwellings and the surrounding local cultural landscape. They demolish the original dwellings with great ethnic characteristics and rebuild them into more comfortable modern houses (Cai, Deng & Jiang, 2012). In the aspect of landscape construction around the building, the modern landscape construction was chosen to match with the modern residence, and the consideration and application of the transformation design of the national historical style and features were lacking, the long-term development of Dong people has resulted in the lack of traditional rural ethnic historical features.

The Contrast between the Old and New Vernacular Cultural Landscape

In order to cater to the aesthetic needs of tourists and promote the development of the traditional rural economy in Dong people, the overall construction of the villages is mostly planned by planners, but the overall construction lacks the humanistic and artistic consideration of the local cultural landscape, it has destroyed the native culture landscape which was formed by nature and remained by man unconsciously.Not only that, in order to rapidly build the villages and use them to gain profits, most villages shorten the overall planning and design cycle, which also causes the designers to have no time to fully excavate and innovate the local dialect, most of them are copies of existing success stories.Similar problems exist in the traditional villages of Dong people, which results in a strong conflict between the newly-built rural cultural landscape and the original rural cultural landscape, both in terms of design techniques and cultural connotation.

Unreasonable Exploitation of Resources

In order to accelerate the implementation of rural revitalization strategy, rapid economic construction, over-exploitation of rural natural resources, resulting in the deterioration of the rural ecolog-

ical environment.The over-exploitation of natural resources not only destroys the traditional rural cultural landscape, but also brings some problems of natural disasters.At the same time, the lack of systematic consideration on the use of rural resources leads to the waste of resources, which also leads to the lack of effective combination of rural resources and local culture to form a local cultural landscape with national characteristics.

The Role of Dong Culture Gene and Dong Culture Gene in Guangxi

Composition of Cultural Gene of Dong Nationality in Guangxi

Culture gene in dong customs, religion, life, art and so on in the process of the spread of culture and biological genes play a role in the process of evolution is similar, so far, so cultural gene research is mainly to use biological gene analogy method to explore, from the material cultural genes and classify the perspective of non-material cultural gene (Xie & Xu, 2021). As a well-known area for several Dong settlements, The Dong cultural heritage resources in Guangxi are extremely rich. Therefore, the dong cultural genes are systematically analyzed and integrated from the perspective of material cultural heritage and intangible cultural heritage (see Figure 2).

(1) Composition of Material Culture Gene of Dong Nationality in Guangxi

Material cultural genes are also known as "tangible cultural genes". Material cultural genes of Dong people in Guangxi are mainly presented and disseminated through actual material materials, which are displayed in the form of solid materials.The material cultural heritage of Dong nationality in Guangxi can be summarized into four aspects: clothing, food, building and entertainment equipment (see Table 1).Among them, clothing includes clothing and accessories, including dong cloth, Dong brocade and silver ornaments.Food includes eating and drinking, mainly oil tea, grass fish, acid food and so on. Buildings include private and public places, mainly including drum Tower and Wind and rain Bridge. For example, chengyang Wind and rain Bridge in Chengyang Village of Dong nationality in Sanjiang has become a national key cultural relic protection unit. Entertainment instruments include Musical Instruments used in opera and vocal music, including lusheng, Dong di and niu Leg qin, which are still in use today.

Material cultural heritage	
National costumes	Brocade, dong cloth, silver ornaments, etc.

Material cultural heritage	
National diet	Oil tea, grass fish, acid food, flat rice and so on
National construction	Drum Tower, wind and rain bridge, pavilion, zhai Gate, stage, dry rail-type residential houses, well pavilion, etc
Ethnic Musical Instruments	Dong People Lusheng, Dong flute, Dong People Rotunda, Dong People Pipa, Dong people cymbals, Dong people bongos, etc.

Table 1 Material cultural heritage of Dong nationality in Guangxi

The Formation of The Non-material Cultural Genes in Dong People of Guangxi

Intangible cultural genes, also known as “Intangible cultural genes”, mainly in the form of ideology, Performing Arts, festivals and other manifestations.The intangible cultural heritage of Dong people can be summarized as three aspects: Traditional Arts, national customs and Folk Art (See Table 2) .Among the traditional techniques, Dong people wood construction construction has been listed as a national intangible cultural heritage, acid food, clothing, brocade and other production techniques are listed as the intangible cultural heritage. Folk Customs such as the Moon Festival, the Big Song Festival and the Baijiayan have all been listed as intangible cultural heritage. In National Folk Art, the Dong People Grand Song and Dong Opera have been classified as national intangible cultural heritage, while the Pipa Song and the herringbone dragon dance have all been classified as regional intangible cultural heritage.

Table 2 intangible cultural heritage table of Dong people

Intangible Cultural Heritage	
Traditional skills	Wood construction technology, silver forging technology, brocade and brocade technology, acid food production technology, clothing production technology, grass products technology
National Custom	Dong festival, Dong year, play oil tea, banquets, fireworks festival and so on
Folk Art	Dong People Cantata, Dong Opera, Herringbone Dragon Dance, Harpsichord Song, etc.

Therefore, the cultural gene resources in Dong people are very rich, which can provide various ways of thinking for the protection and construction of the traditional rural cultural landscape in Dong people.

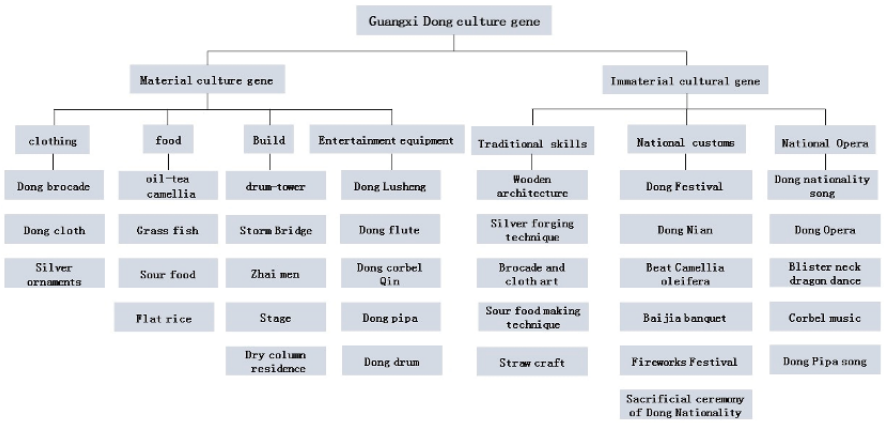


Figure 2. Systematic Analysis and integration of Dong people cultural genes

The Role of Cultural Genes in Dong People

The cultural gene has the biological gene attribute, has replicates, the reorganization, the dissemination and so on functions, enables the Guangxi Dong people culture to present, the dissemination and the inheritance with the different form (Xu, 2021). The cultural genes inherited from different eras have a direct impact on every generation of Dong People's people, as well as on the perception of Dong People's culture by other peoples. Since the opening of the traditional villages of Dong people to the outside world, the cultural heritage of Dong people has been listed as a national and regional intangible cultural heritage, which not only represents the wisdom and culture of the people of Dong people, it is also a symbol of China's strength to showcase its culture to the world. Especially in the context of the global economic integration and the rapid development of tourism, the cultural genes of Dong people have played a vital role in the construction of the local cultural landscape of the traditional villages in Dong people.

(1) Contribute to the Integration of Local Cultural Landscape Characteristics of the Times

In the course of inheritance and development, the cultural gene of Dong people is not invariable, and has the characteristics of the Times with the development of the Times. In the situation of Tourism Development, the rural cultural landscape of Dong people villages should explore the requirements and characteristics of the new era, and continue to create diversity. With the development of the Times, the Dong people cultural genes can not only promote the integration of new era characteristics of Dong people rural landscape, but also can contain rich Dong people culture.

(2) Contribute to the Innovative Construction of Local Cultural Landscape

Innovation is the most effective way for everything to be preserved for a long time. The innovative development of the rural cultural landscape of Dong people villages can effectively promote the sustainable development of Dong people villages and better implement the rural revitalization strategy. Because of the translatability and variability of cultural genes, Dong people cultural genes can not only contribute to the innovation of local cultural landscape in Dong people villages, but also promote the construction of cultural atmosphere in Dong people villages.

Conservation Strategies of Rural Cultural Landscape in Dong People Village from the Perspective of Cultural Gene

Principles for the Protection of Rural Cultural Landscape in Dong People

(1) Ecological Principle

Ecological problems have become the focus of traditional village landscape planning. To achieve the effective protection of rural cultural landscape in Dong people village, ecological environment is its fundamental. At present, the ecological problems caused by the depletion of natural resources and the destruction of rural ecology by the construction of rural cultural landscape are obvious. In order to create a kind of rural cultural landscape, the continuity of the natural context and the ecological water body is interrupted, this is detrimental to the sustainable development of the countryside (Che, & Tang, 2012). Therefore, in the protection of rural cultural landscape in Dong people villages, we should plan resources reasonably according to local conditions, and combine the ecological principle with the ecological environment of Dong people to create sustainable development of rural cultural landscape.

(2) Principle of National Character

National character includes national language, writing, development history, national belief, national custom and so on. National character has the characteristics of unity and uniqueness, which can be understood as national character in a broad sense and national area in a narrow sense (Che, Li, Liu, & Fang, 2018). For example, when we see Dong Jin, we can think of it as the national costume of Dong people, and when we see the wind and rain bridge, we can think of it as the traditional architecture of Dong people. It can be seen that there is a regional division of nationality, ethnic regions formed thousands of years of national culture accepted by the public, knowledge, spread, but also reflects the local people's living customs. Therefore, in order to better spread Dong people culture, we should follow the principle of nationality in the protection of rural culture landscape in Dong people villages.

(3) Zeitgeist Principle

The Concept of conservation of cultural relics and historic buildings in cities is changing constantly, from pure conservation of cultural relics and buildings to interdisciplinary research, but the way of conservation of rural cultural landscape is somewhat weak, neither the methods nor the ideas are up to date, and the public is reluctant to participate. Therefore, Dong people villages should continuously improve the environmental quality, strengthen the infrastructure construction of local cultural landscape, reasonably update the content so as to better match the requirements of the Times, and more suitable for tourism development needs.

Conservation Strategy of Rural Cultural Landscape in Dong People Village

(1) Creating the Characteristic Local Culture Landscape

The native culture landscape is not an old and unchanging landscape. The people of Dong people need to develop, the villages of Dong people need to develop, and the native culture landscape of Dong people also needs to develop. To adapt to the Times of the local cultural landscape can better cater to the public's aesthetic, and thus better spread of Dong people culture. Extracting and condensing Dong People's cultural genes can better capture Dong people's national characteristics, at the same time, using new materials and new methods to transform Dong people culture, gene content, combining the requirements of the times, creating local cultural landscape with Dong people characteristics is an effective way to reduce commercial homogenization and retro-culture, further protection of the vernacular cultural landscape of Dong people villages has evolved over time.

(2) Promoting the National Meaning of Local Cultural Landscape

Folk culture is the crystallization of a nation's wisdom, especially the folk culture listed as intangible cultural heritage, but also become a national brand and symbol. Dong people has a large number of non-relic folk culture, it is precisely because of this folk culture continues to attract tourists from home and abroad to visit the Dong village to play and study. Therefore, there are three advantages in the construction of rural cultural landscape in Dong people villages: Firstly, the integration of the folk cultural gene in Dong people can enlarge the Dong people regional representation of the rural cultural landscape; Second, it can enhance the national meaning of the local cultural landscape and strengthen the cultural identity and sense of belonging of the people of Dong People; Third, it can increase the interaction of rural cultural landscape in Dong people villages, attract tourists to experience Dong people folk culture, and better spread Dong people culture (Wu, & Li, 2020).

(3) Merge the Idea of Innovation and Eliminate the Opposition between the Old and the New

Preserving and renovating the existing rural cultural landscape is the primary issue in the construction of rural cultural landscape in Dong people villages. In order to speed up rural construction, the rural planning cycle has been shortened, thus, the local cultural landscape with Dong people characteristics and retaining value gradually disappeared, thus forming the opposition between the old and the new local culture, lack of innovative ideas and so on. Therefore, from the point of view of preservation and repair, we should preserve the typical local cultural landscape of the Dong nationality and repair the damaged local cultural landscape by using the new era design method, instead of simply demolishing it. At the same time, the preservation and renovation of the local cultural landscape mainly focus on two aspects: Nature and humanity, Dong people has unique natural and human resources, which is the historical context of the Dong people people for thousands of years, the protection and renovation of these two aspects can attract more people to pay attention to the local cultural landscape in Dong people, thus better reconstruction and construction.

(4) Integration and Optimization of Settlement Landscape, Land Source View and Local Resources

The order of settlement landscape is the premise of the whole order of local cultural landscape, and the integration of local resources is the basis of the construction of local cultural landscape. The requirements of the new era urge the local cultural landscape to deal with the traditional and modern landscape elements as well as the conflict between tourism development and resource protection, and the integration of settlement landscape and local resources, from whole to part, architectural space form to folk culture form, macro-orientation to micro-orientation, is a step-by-step protection means. This integration emphasizes organic integration with the natural environment. Therefore, the integration and optimization of settlement landscape and local resources can better sort out the advantages and problems of natural resources in Dong people, and help to find the optimal path of tourism development and protection of local cultural landscape, thus reducing the waste of resources and the destruction of regional context.

Conclusion

As an important carrier of Dong People's local culture, Dong People's traditional villages bear Dong People's material cultural form and intangible cultural spirit for thousands of years, and are characteristic symbols of the region. From the perspective of Cultural Genes, this paper discusses the protection of the traditional rural cultural landscape in Dong people, it will enable the local cultural landscape of Dong people villages to be fully integrated with their national cultures, create more forms of expression, and form a new mode of tourism and protection for Dong people villages, it is of great significance to the protection of rural cultural landscape in Dong people villages

and the promotion of innovative development in Dong people villages.

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