A Study on the Interpretation and Communication of Agricultural Landscape Culture of Longji Terrace in Guilin

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Abstract: *Among many types of agricultural cultural landscape, terrace landscape is the most attractive. Longji terrace scenic spot has a long history of culture and attracts worldwide attention. This paper interprets the internal causes and cultural changes of the agricultural landscape of the terraced fields, so as to protect and develop agricultural ecological resources, at the same time, improve the promotion of agricultural landscape culture, let more people consciously join in the research of agricultural landscape culture development team, and provide reference for the revitalization of Guangxi ethnic minority areas.*

Key words: *Longji terrace scenic spot; Agricultural landscape; Communication*

Introduction

China has more than 5000 years of civilization, diverse geographical environment, rich agricultural landscape, and the research on terrace agriculture is also increasing, among which the most famous one is Longji terrace scenic area. Since the rice based terraces in the south of China were listed in the global agricultural cultural heritage project in 2017, Longji terraces scenic spot and the agricultural culture it contains have attracted worldwide attention. FAO launched the initiative of "global important agricultural heritage system protection" in 2002. As the only existing ancient civilization and agricultural power, China has the responsibility to contribute to global agricultural heritage protection. Up to now, the total number of Agricultural Cultural Heritages in the world has exceeded 50, and there are 17 in China, among which Longji terrace is one.

Longji terrace scenic spot is located in Longsheng Autonomous County, Guilin City, Guangxi Province. The karst landforms and the natural environment of Nanling mountains lay a natural foundation for the reclamation of the terraces in Longji. The area is composed of many villages of Zhuang and Yao ethnic groups. The combination of strong ethnic customs and terraces undoubtedly makes the attraction of Longji terraces more outstanding. However, since China's reform and opening up, the industrialized mode of production has resulted in the reduction of the area and type of traditional agricultural landscape, which has also led to the sharp decline of China's agricultural landscape culture. In addition, with the rapid development of modern society, based on the background of globalization, the loss of rural population, the reduction of rural land, and the mechanized production mode have a great impact on the traditional agricultural and rural landscape in China, which is devastating only from the perspective of landscape culture.

In order to better protect and develop such important agricultural cultural resources as Longji terraces, we

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need to understand the formation, development and change of agricultural landscape culture, and also use a variety of digital means to strengthen the communication effect.

Summary of the Research on Agricultural Landscape and Terrace Landscape

Agricultural landscape

Agricultural landscape is a special type of landscape. Generally speaking, it should have a certain development history, not only limited to the agricultural landscape itself, but also the agricultural production mode, including agricultural production sites, agricultural production tools, agricultural production mode, fields, nurseries, orchards, etc. Agricultural landscape is everything that human beings create in agricultural production activities. Western countries attach importance to agricultural landscape earlier. In the nineties of last century, western scholars defined and studied agricultural landscape. The research started late in China, but in recent years, there are more and more research papers on the content of agricultural landscape, most of which are from the perspective of traditional agriculture, economics, ecology and tourism, and less from the perspective of cultural communication.

Terrace landscape

Terraced field is one of the farming patterns. The countries with agriculture as the main part will have terraces as a special agricultural place. The terraced field culture gradually comes into being with the age of terraced fields. The earliest description of terraces in China can be seen in the "Book of Songs". At present, the research focus is mostly on Hani terraces in Yunnan, while the research on Longji terraces in Guilin is less, and the overall research perspective is macro, that is to say, it pays attention to the overall protection and development. From the micro perspective, such as cultural communication, the research is almost blank.

Present Situation of Cultural Communication of Agricultural Landscape in Terrace of Longji

Formation of agricultural landscape and change of culture

Longji terrace is located in the Longji mountains of Longsheng Autonomous County, Guilin City, and in the north of Guilin city. It is about 70 kilometers away from Guilin station, but the roads between the two places are mostly mountain roads, with relatively poor road conditions. Most people think that the place where Longji terraces are located is the first place in the world for artificial cultivation of rice. According to research, Longji terrace was built after the Zhuang nationality moved to this place, which is the crystallization of the wisdom of ethnic minorities. According to the records of the investigation of the social and historical situation of Zhuang Nationality in Longji Township, Yao people came here later than Zhuang people. Both Zhuang and Yao people have cultivated terraces in the mountains. They pay great attention to the use of water resources, and use the water resources at the top of the mountain to irrigate the farmland at the hillside and the foot of the mountain. With the development of the nation, they built paths and houses between terraces, among which the roads were made of bluestone, and the houses were mostly representative buildings of the

Zhuang and Yao nationality—dry barred wooden house. In the past, many villages in the terraced fields have been dominated by autonomy, and the representatives of each village will meet together to discuss some major issues.

As a whole, terraces are a relatively closed environment, with almost no external cultural communication. With the reform and opening up, the local government began to pay attention to the tourism development and traffic layout of the Longji terraces, but the damage of tourists and developers to the agricultural landscape can also be seen everywhere. Some of the local traditional agricultural production is no longer traditional due to the increase of tourists. On April 19, 2018, Longji terraced agricultural cultural heritage received the official license of the world's important agricultural cultural heritage, and its popularity was enhanced.

Current situation of agricultural landscape resources

At present, Longji terrace scenic area in Guilin is mainly composed of Jinzhu Zhuang village, Huangluo Yao village, Longji ancient Zhuang village, Jinkeng area big and small villages and Ping'an Zhuang village, each of which covers a similar area. The local resident population is mainly middle-aged and old people, young people usually choose to go out to work, middle-aged and old people will be at home or work in farmland. According to the data, there are Baqian Pavilion, Moyi King Statue and so on. In addition to rice, there are also tea, pepper and related crop derivatives. For example, bamboo chicken and bamboo rice are representative delicacies for local tourists. The quality of local bamboo handicrafts is very good, and the raw materials are all local bamboo forests. The traditional tools used for farming mainly include water wheel, stone roller, etc. The characteristic agricultural production technology mainly includes tea picking, tea frying, etc. The special diet mainly includes camellia oleifera, glutinous rice wine and bamboo rice. The characteristic festivals are basically related to agricultural production, such as the February Sacrifice Festival, the Ploughing Festival, the Carding Seedling Festival, and the Harvest Festival. These festivals and the songs and dances that need to be performed during the festivals all set off the historical civilization and landscape culture of local agriculture.

Longji four treasures, a special agricultural product jointly created by villages in Longji terrace scenic area of Guilin, is a local agricultural product mainly sold to the outside world. "Four treasures of Longji" refer to pepper, tea, watery wine and glutinous rice, all of which are produced in villages in the scenic area. Villagers improve their economic income and promote economic development through self production and self-sale.

Current situation of cultural communication

Longji terrace scenic spot is located in Longji mountain with high altitude and complex topography. The overall environment is relatively closed, the transportation capacity is relatively weak, the roads are mostly mountain roads, and the road conditions are poor. Because most of the local residents are middle-aged or young children, they seldom go out of the mountain. At present, the communication of agricultural landscape culture in the scenic spot mainly depends on traditional media, some new media and tourists. Since 2018, the scenic spot has been awarded the world's important agricultural cultural heritage, people from other countries have a certain understanding of the scenic spot, but people in China, especially in the north, know little about Longji terrace and its excellent agricultural landscape culture.

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Cultural Communication Method of Agricultural Landscape in Longji Terraced

Dissemination principles of agricultural landscape culture

The dissemination of agricultural landscape culture in Longji terrace scenic spot of Guilin should follow the following principles: first, establish the overall concept and seek comprehensive development. Specifically speaking, the overall landscape of Longji scenic area, especially the agricultural landscape, needs to be "holistic", and the marginal areas of the scenic area can also be summarized into the unified publicity of the scenic area. Do not separate the agricultural landscape for publicity, so as to achieve the development effect of the whole Longsheng County driven by the core of the scenic area. Second, consideration of protection and development principles. The process of cultural transmission of agricultural landscape should be carried out on the basis of protection. The agricultural landscape is relatively primitive, but also very fragile, which is very vulnerable to damage. Once the damage occurs, it is irreversible. For example, modern equipment such as UAV shall be used for shooting as far as possible to prevent damage to farmland caused by personnel and machines. Third, adhere to the principle of dynamic and static combination. The agricultural landscape of the scenic spot is not only limited to terraces and farming scenes, but also should focus on the promotion of agriculture-related characteristic accommodation, characteristic diet, characteristic literary and artistic activities, handicraft products and surrounding products.

Communication methods of agricultural landscape culture

The following methods can be adopted to spread the agricultural landscape culture of Longji terrace scenic area in Guilin, specifically as follows: First, multi-mode and diversified communication. The home stay and tourist attractions with agricultural cultural characteristics can play a good role in spreading the enjoyment for tourists, thus enriching the popularity of the agricultural scenic spot and attracting more tourists and researchers' attention. Second, improve the participation of local residents from both quality and quantity. In terms of quality, we can improve residents' recognition of local agricultural landscape through training. In addition, the local government can encourage some young intellectuals to return to their hometown and use their knowledge to contribute to the cultural communication of agricultural landscape in their hometown. Third, the local government should implement a hierarchical management system for different types and regions of agricultural landscape, promote the protection of agricultural landscape as a whole, and formulate relevant protection policies. As the first level of agricultural landscape, terraced fields can be used as the second level of agricultural tools and other original ecological planting industries, and festivals, surrounding products, specialties, etc. can be used as the third level. Set up the development red line and protect the village boundary. At the same time, the government can formulate relevant cultural communication policies, increase publicity efforts and invest funds. Fourth, with the help of scientific research to promote communication, enhance brand awareness. As one of the key rice research bases in China, there will be many researchers here to conduct field research. The government can use the opportunity of people from all over the country to carry out cultural communication work, so as to achieve win-win results for both sides and create a real brand belonging to Longji Titian.

Conclusion

On the whole, the cultural communication of agricultural landscape in Longji terrace scenic spot of Guilin is at the initial stage. The scenic spot has a good ecological environment and rich agricultural landscape resources. With its popularity gradually increasing, it has a good prospect of publicity and development. This paper puts forward scientific solutions to the problems of unscientific development and unreasonable planning in the development process in recent years. The cultural communication of agricultural landscape in Longji terrace scenic spot can not only promote the local economic development, but also provide reference for the future agricultural heritage protection in China.

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