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Exploring Cultural Landscape Genes: Inheritance and Innovation from a Cross-Cultural Perspective

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Abstract

This article explores the concept of cultural landscape genes, analyzing their inheritance and innovation from a cross-cultural perspective within the context of globalization. It begins by defining cultural landscape genes as the core elements that constitute the uniqueness and continuity of specific cultural landscapes, analogous to genes in biology. The theoretical foundations are established through cultural geography and heritage conservation theories.

The study compares Eastern and Western interpretations of cultural landscapes. Eastern perspectives emphasize harmony between humans and nature, as seen in traditional Chinese, while Western perspectives focus on human dominance over nature, evident in European formal gardens and urban planning. The impact of globalization is examined, highlighting challenges such as cultural homogenization and the preservation of cultural diversity.

The article addresses the balance between inheritance and innovation, acknowledging challenges like over-commercialization and cultural alienation. To mitigate these issues, it proposes solutions such as formulating reasonable policies and regulations to protect cultural heritage, strengthening community participation to ensure local engagement and authenticity, and enhancing education and public awareness to foster appreciation and support for cultural landscapes.

In conclusion, the article emphasizes that achieving a harmonious balance between inheritance and innovation is crucial for the sustainable development of cultural landscapes. By respecting and preserving core cultural values while embracing thoughtful innovation, societies can maintain

cultural diversity, strengthen social cohesion, and enrich human civilization in an increasingly interconnected world.

Keywords: Cultural landscape gene; Inheritance and innovation; Cross-cultural perspective; Globalize; Cultural diversity

1. Introduction

Research background

With the acceleration of globalization, cultural exchanges and integration around the world are becoming increasingly frequent. As the material carrier and spiritual symbol of human civilization, cultural landscape is increasingly prominent importance in the context of globalization [1]. It not only reflects the interaction between the natural environment and human activities in a specific region, but also is a witness to the development of human history, society, economy and culture [2]. However, the trend of cultural homogenization brought about by globalization poses a challenge to the uniqueness and diversity of traditional cultural landscapes [3].

The importance of the cultural landscape in the context of globalization

Globalization has promoted the rapid spread of economy, technology and information, narrowing the distance between regions. However, this rapid change may also lead to the loss of cultural heritage and the destruction of

the traditional cultural landscape [4]. As an important part of cultural diversity, the cultural landscape has a functional [5] for maintaining cultural identity, promoting social cohesion and supporting sustainable development.

The protection and inheritance of cultural landscape is of great significance for the maintenance of human cultural heritage, promoting cultural diversity and realizing sustainable development [6]. By protecting the cultural landscape, it can promote the mutual understanding and respect between different cultures, and enhance peoples sense of identity to their own culture [7].

Concept introduction of cultural landscape genes

The introduction of the concept of "cultural landscape gene" provides a new perspective for understanding and analyzing the inheritance and innovation of cultural landscape [8]. Drawing on the concept of genes in biology, cultural landscape genes refer to the core elements [9] formed in the course of long historical development and constitute the uniqueness of a specific cultural landscape. These core elements include [10] including natural environmental characteristics, social and cultural customs, traditional knowledge and technology.

Cultural landscape genes have inheritance and adaptability. On the one hand, they remain relatively stable in intergenerational transmission, maintaining cultural continuity [11]; on the other hand, they also evolve and innovate with the social environment to adapt to new demand [12].

purpose of research

This study aims to explore the inheritance and innovation of cultural landscape genes, analyze the development path of cultural landscape from a cross-cultural perspective, and provide theoretical and practical guidance for the protection and sustainable utilization of cultural landscape [13].

Specifically, the study objectives include:

Discuss the inheritance and innovation of cultural landscape gene: deeply analyze the connotation, characteristics and action mechanism of cultural landscape gene, and explore its inheritance and innovation ways in modern society [14].

Analyze the influence of cross-cultural perspective on cultural landscape: study the influence of globalization and cross-cultural communication on the inheritance and evolution of cultural landscape genes, and explore how to realize the protection and development of cultural landscape under cross-cultural background [15].

research technique

To achieve the purpose of the above study, the present study uses the following methods:

literature review

By systematically searching and analyzing relevant academic literature at home and abroad, the research status, theoretical framework and practical experience of cultural landscape genes [16]. Focus on the inheritance and innovation of the cultural landscape, the influence of cross-cultural communication on the cultural landscape, and cite the real English literature to provide a solid theoretical foundation for the research.

case analysis

Representative cultural landscape cases are selected to deeply analyze the composition, inheritance mode and innovative practice of the cultural landscape genes [17]. By comparing different cases, the form and development path of cultural landscape genes in different cultural backgrounds and social environment.

comparative studies

From the cross-cultural perspective, the cultural landscape protection and development model of different countries and regions [18]. To explore the

common characteristics and differences of cultural landscape genes in the background of globalization and provide reference for developing effective protection and development strategies.

literature review

In recent years, the research of cultural landscape has attracted increasing attention from scholars. Rossler (2006) pointed out that the cultural landscape, as the flagship program of world Heritage projects, emphasizes the interactive [2] between human beings and the natural environment. Smith (2006) discusses the role and significance of heritage in modern society in the Use of Heritage, and emphasizes the diversified interpretation of cultural heritage [4].

Lowenthal (1998) discusses the influence of globalization on cultural heritage in the holy war of Heritage and the booty of history, and points out the importance of protecting traditional culture [5]. Taylor and Lennon (2011) believe that the cultural landscape is a bridge between culture and nature, emphasizing the importance of integrated conservation [6].

In terms of the study of cultural landscape genes, Antrop (2005) emphasized the importance of historical landscape for the future, and pointed out the inheritance [8] of cultural landscape genes. Plieninger and Bieling (2012)

explored the resilience and adaptability of cultural landscapes, providing a reference for understanding the evolution of cultural landscape genes [11].

From a cross-cultural perspective, Burgi et al. (2017) studied the changing process and driving force of the cultural landscape in Europe, emphasizing the influence of socioeconomic factors on the cultural landscape [13]. Jones and Stenseke (2011) discussed the importance of public participation in the protection of cultural landscapes, [18].

Through the review of the above literature, we can see that the inheritance and innovation of cultural landscape genes have important theoretical and practical significance in the context of globalization. However, the existing studies still need to further explore how to realize the effective inheritance and innovation of cultural landscape genes from a cross-cultural perspective.

2. The concept and theoretical basis of the cultural landscape gene

(1) Definition of cultural landscape genes

Cultural landscape gene refers to the core elements and characteristics that constitute the uniqueness and continuity of a specific cultural landscape. These elements are inherited and evolved in the process of historical development, reflecting the cultural identity and values of people in a specific region. Drawing on the concept of "genes" in biology, cultural

landscape genes can be regarded as the "genetic information" of cultural landscape, which determines the form, function and significance of cultural landscape.

In biology, genes are carriers of genetic information that determine the characteristics of an organism. Similarly, the cultural landscape genes are the key and representative elements in the cultural landscape, which determine the uniqueness and inheritance of the cultural landscape. These genes can be physical, such as architectural style, spatial layout, natural environment; or intangible, such as social customs, religious beliefs, traditional knowledge, and techniques.

(2) The application of the gene concept in the cultural landscape

The introduction of genetic concepts into cultural landscape research provides a new perspective for understanding the formation, inheritance and evolution of cultural landscapes. Genes have properties of inheritance, variation and selection in biology, which are also reflected in cultural landscapes.

Genetics: Cultural landscape genes maintain the continuity of the cultural landscape through the transmission between generations. For example, traditional architectural techniques, crafts and styles are passed down from generation to generation

within the community, maintaining consistent features of the architectural landscape.

Variability: Cultural landscape genes may change and evolve in different historical periods and environmental conditions. This variability enables the cultural landscape to adapt to new social needs and environmental changes. For example, traditional crafts may incorporate modern design elements to form a new artistic style.

Selectivity: In the inheritance process of cultural landscape, which genes are retained and which are eliminated are influenced by social, economic, political and other factors. This selectivity determines the future direction of the cultural landscape.

Through the application of gene concept, the elements of cultural landscape can be more systematically and deeply analyzed, understand its inheritance mechanism and development law, and provide theoretical support for the protection and innovation of cultural landscape.

(3) Theoretical basis

1. Theory of cultural geography

Cultural geography focuses on the spatial distribution and regional differences of human cultural phenomena, and studies the interaction between human activities and geographical environment. According to this theory, the cultural landscape is the result of the long-term activities of human society in a specific natural environment, which reflects the human understanding, utilization and transformation of the natural environment.

Cultural geography provides an important theoretical basis for the study of cultural landscape genes:

Spatiality: Cultural landscape genes have specific distribution and expression forms in geographical space, and cultural landscape genes in different regions reflect the unique natural and cultural environment.

Regional: The characteristics of cultural landscape gene are closely related to the history, culture and economic development of a specific region, forming the regional cultural landscape characteristics.

Interactivity: The interaction between human activities and the natural environment forms the cultural landscape, and the cultural landscape genes reflect the results and process of this interaction.

1. Heritage protection theory

Heritage protection theory mainly studies how to protect and inherit the cultural heritage with historical, cultural, artistic and scientific value, including material cultural heritage and intangible cultural heritage. This theory emphasizes the non-renewable and uniqueness of heritage, and advocates the effective protection of cultural heritage by means of law, policy and social participation.

Heritage protection theory plays an important guiding role in the study of cultural landscape genes:

Value identification: identifying and confirming the value of cultural landscape genes is the premise of heritage protection.

Protection method: to protect and inherit the cultural landscape gene through legal protection, planning and management, community participation and other ways.

Sustainable development: while protecting, promote the activation and utilization of cultural landscape genes to realize the sustainable development of cultural heritage.

(4) Characteristics of cultural landscape genes

1. Inheritance

The inheritance of cultural landscape genes is reflected in its continuity and stability in the long history. Through intergenerational transmission, cultural landscape genes are retained and continued. This inheritance makes the cultural landscape become a witness of history and records the development trajectory of human society.

intergenerational transmission: Cultural landscape genes are passed on across generations through families, communities and social organizations. For example, traditional handicraft techniques are passed down from generation to generation through mentoring relationships.

Cultural identity: The cultural landscape gene of inheritance enhances peoples sense of identity and belonging to their own culture, and maintains the cohesion of the society.

1. uniqueness

The uniqueness of cultural landscape genes reflects the core features distinguishing specific cultural landscapes from other cultural landscapes. This uniqueness stems from the specific natural environment, historical background, social structure, and cultural values.

Regional characteristics: the unique natural geographical conditions and ecological environment shape the unique

cultural landscape gene. For example, the terraced landscape reflects the unique farming practices of mountain agriculture.

Cultural characteristics: specific religious beliefs, social systems and customs form a unique cultural landscape gene. For example, the temple complex embodies the influence of a particular religious culture.

1. adaptability

The adaptability of cultural landscape genes reflects their ability to respond to environmental changes and social needs. Adaptability enables cultural landscape genes to adapt and innovate to new conditions while maintaining core features.

Environmental adaptation: In the face of changes in the natural environment, such as climate change and natural disasters, cultural landscape genes may adapt to the new environments through technological improvement and adjustment of resource utilization methods.

Social adaptation: With the development of social economy and the change of peoples needs, cultural landscape genes may integrate new elements to meet the needs of modern society.

For example, traditional buildings add modern facilities to improve the comfort of living.

In general, cultural landscape genes have inheritance, uniqueness and adaptability, which make them maintain continuity in the process of historical development and adapt to the changes of the environment and society. Understanding the concept and characteristics of cultural landscape genes will help us to better protect and inherit the cultural landscape, and promote the diversity and sustainable development of culture.

3. Cultural landscape from a cross-cultural perspective

(1) Interpretation of the cultural landscape under different cultural backgrounds

1. Oriental cultural perspective

Oriental culture, especially represented by China, has a long history and profound cultural deposits. To a large extent, the Oriental cultural landscape reflects the harmonious coexistence between man and nature, as well as the respect and reverence for the natural environment. This idea is deeply rooted in Eastern philosophy and religion, such as Confucianism, Taoism, and Buddhism.

In traditional Chinese culture, the concept of the unity between man and nature emphasizes the unity between man and nature. Ancient Chinese gardens are the concrete embodiment of this idea. Famous classical gardens, such as Suzhou gardens and the Summer Palace, create both natural and artificial landscapes through the ingenious layout of landscape, plants and architecture. These gardens pay attention to the creation of artistic conception, and pursue the effect of "although made by people, wan opened from the sky".

In addition, feng shui theory is also an important part of the eastern cultural landscape. Feng shui emphasizes the influence of geographical environment on human habitation and life, and emphasizes factors such as site selection, layout and orientation. For example, traditional Chinese dwellings, such as siheyuan and tulou, are all built in accordance with the principles of feng shui, reflecting the coordination between people and the environment.

1. Western cultural perspective

Western culture, especially represented by Europe, its cultural landscape is deeply influenced by ancient Greek, Roman civilization and Christianity. Western cultural landscape emphasizes the transformation and control of human nature, which embodies the concept of anthropocentrism.

In Europe, the medieval castles, churches, and urban planning were the main representatives of the Western cultural landscape. For example, the

Palace of Versailles in France, with its magnificent architecture and symmetrical garden layout, embodies the Baroque magnificence and the symbol of power. The geometric pattern and axis design in the garden show the order of nature.

Renaissance urban planning, such as Florence in Italy, incorporates aesthetics, functions, and social needs. The layout of squares, churches and public buildings emphasizes the centrality of social life.

In North America, influenced by the influence of European colonial culture, urban planning and architecture also reflect the characteristics of Western culture. The street grid layout in cities like New York and Boston reflects the ideas of rationalism and pragmatism.

(2) Cross-cultural comparative analysis

1. Common points and difference points

common ground:

Cultural reflection: Whether eastern or western, cultural landscapes reflect the values, religious beliefs and philosophical thoughts of their respective societies. Cultural landscape is the material carrier of culture, reflecting human beings understanding and attitude towards the environment.

Functionality and aesthetic: the landscapes of both cultures are both functional and aesthetic, which meet people's life needs and aesthetic pursuit. Both the eastern gardens and the western city squares strike a balance between function and aesthetics.

disparate paintings:

The relationship between man and nature: Eastern culture emphasizes the harmonious coexistence between man and nature, pays attention to conforming to nature, and embodies the Taoist thought of "rule without action". Western culture tends to transform and control nature, embodies the anthropocentrism, and pursues the conquest and use of nature.

Design concept: Oriental landscape design pays attention to artistic conception and symbolism, and often creates a poetic space by borrowing scene and matching scene. Western landscape design emphasizes order and symmetry, focusing on geometric layout and proportion.

Religion and philosophy: Oriental landscape is deeply influenced by Confucianism, Buddhism and Taoism, and emphasizes inner cultivation and spiritual pursuit. The Western landscape is deeply influenced by Christianity and classical

philosophy, emphasizing the transformation of the real world and rational thinking.

1. The influence of cultural exchange on the landscape

With the development of history, the eastern and Western cultures continue to communicate and integrate, and the cultural landscape is also influenced by each other.

The influence of the East on the West: In the late 19th and early 20th centuries, the West began to develop a strong interest in eastern culture. Japanese Ukiyo-e and Chinese calligraphy and painting influenced western art and design styles. For example, the impressionist Van Gogh was inspired by Japanese Ukiyo-e. In terms of garden design, the West has also begun to integrate Oriental elements and pursue the integration of nature and art.

The influence of the West on the East: In the process of modernization, the eastern countries introduced the western concept of architecture and urban planning. For example, the Bund area of Shanghai concentrates a variety of European architectural styles, forming a unique urban landscape. Modern high-rise buildings, city squares and commercial blocks are all the result of western cultural influence.

Example of intercultural integration: As a multicultural country, Singapore combines its urban landscape with eastern and Western elements. The traditional Chinese temples and Hindu temples and the modern skyscrapers coexist, reflecting the achievements of cultural exchange.

(3) The influence of globalization on the cultural landscape

1. Homogenization trend

Globalization has brought about global flows of economy, culture and information, and promoted exchanges and cooperation among countries. However, globalization also leads to the trend of homogenization of cultural landscapes.

Standardized architectural style: The global popularity of modern building materials and technologies has made urban buildings more and more similar. High-rise glass curtain wall buildings can be seen everywhere in the major cities in the world, and lack of regional characteristics and cultural connotation.

The expansion of chain commercial brands: global commercial brands, such as McDonalds, Starbucks, etc., appear in a unified

image in various places, leading to the consistent landscape of commercial blocks and weakening the local characteristics.

The similarity of urban planning: Many cities use western models in their planning, adopting similar street layout and functional zoning, and ignoring the local cultural and natural conditions.

1. Challenges of diversity conservation

In the context of globalization, protecting the diversity of cultural landscapes faces many challenges.

Economy-driven development: The pressure of economic development has left many transformed or demolished landscapes, and traditional communities replaced by tall buildings. Economic benefits are often placed above cultural preservation.

Weakening of cultural identity: Under the influence of globalization, the younger generation may lack a sense of identity with the local culture, and the traditional cultural landscape is gradually forgotten or ignored.

Lack of policies and regulations: some countries and regions in the laws and regulations of cultural landscape protection are not

perfect, the lack of effective supervision and implementation mechanism.

coping strategy:

Strengthen legal protection: improve the laws and regulations on cultural landscape protection, clarify the object and scope of protection, and strengthen the punishment of illegal acts.

Community participation: Encourage local communities to participate in the protection and management of cultural landscapes, and enhance residents cultural identity and sense of responsibility.

Education and publicity: through education and publicity, improve the public's understanding of the value of cultural landscape, and cultivate the awareness of protection.

International cooperation: to strengthen international cooperation and exchanges, learn from the successful experience of other countries, and jointly tackle the challenges brought about by globalization.

sum up:

The study of cultural landscape from a cross-cultural perspective reveals the diversity and commonness of landscapes in different cultural backgrounds. The Eastern and Western cultures have both different and mutual influences in the understanding and practice of the landscape. Globalization brings both opportunities and challenges. In order to protect the diversity of cultural landscapes, it is necessary to promote cultural exchanges, strengthen conservation measures and realize the sustainable development of cultural landscapes on the basis of respecting cultural differences.

4. Inheritance of the cultural landscape genes

(1) the meaning of inheritance

1. The maintenance of cultural identity

The inheritance of cultural landscape genes plays a crucial role in maintaining cultural identity. Cultural identity is the cognition and sense of belonging of a nation or group to its own culture, and it is the basis of social cohesion and stability. By inheriting the cultural landscape genes, people can continuously have access to and experience the cultural heritage left by their ancestors, thus enhancing their sense of identity and pride in their own culture.

As the material and non-material carrier of culture, the cultural landscape gene carries the historical memory, values and life style of specific groups.

For example, the Great Wall of China is not only a great construction project, but also a symbol of the perseverance of the Chinese nation. Through the protection and inheritance of the Great Wall, the modern Chinese people can feel the wisdom and courage of their ancestors, thus inspiring patriotism and national pride.

In the context of globalization, various cultures blend and collide, and the traditional culture is facing the risk of being assimilated or dissolved. By inheriting the cultural landscape genes, it can effectively resist the trend of cultural homogenization, maintain the uniqueness and diversity of culture, and ensure the continuity of cultural inheritance.

1. Preservation of the historical value

The inheritance of cultural landscape genes is also the preservation of historical value. Cultural landscape is the result of long-term human activities in a specific natural environment, which records the development course of human society and the achievements of civilization. They are non-renewable and valuable heritages that, once lost, they cannot be recovered.

The preservation of cultural landscape genes can leave a real historical witness for future generations, and help people to understand the social structure, economic form, scientific and technological level and aesthetic concepts of the past. For example, the pyramids in Egypt, the Parthenon in

Greece and the Forbidden City in China are all treasures of human civilization with high historical and cultural value.

Through the protection and inheritance of cultural landscape genes, historical research and education can be promoted, peoples knowledge reserve and cultural literacy can be improved. At the same time, the preservation of historical value also provides resources for cultural tourism and economic development, and brings social and economic benefits.

(2) The means of inheritance

1. The protection of the material and cultural heritage

Material cultural heritage refers to the heritage in the physical form of historical, artistic, scientific and cultural value, including buildings, cultural relics, sites, cultural landscape, etc. The protection of the material cultural heritage is an important way to inherit the cultural landscape genes.

Legal protection: Formulate and improve relevant laws and regulations to protect material cultural heritage. The objects, scope and level of protection shall be clearly defined, and protection measures and punishment measures for violations shall be specified. For example, the Law of the Peoples Republic of China on the Protection of Cultural Relics has

made detailed provisions on the protection and management of cultural relics.

Planning and management: formulate scientific protection planning and management plan to ensure the protection and rational utilization of material cultural heritage. Including the formulation of protection zoning, control of construction activities, maintenance and repair of heritage, etc.

Technical means: to use modern scientific and technological means, such as digital technology, 3D scanning and printing, virtual reality, etc., to record and display the material cultural heritage. This not only contributes to the protection of heritage, but also facilitates the public to understand and experience.

Public participation: encourage the public to participate in the protection of material cultural heritage, and improve peoples awareness and sense of responsibility. Through publicity, education and volunteer activities, social forces will be mobilized to jointly protect the heritage.

1. The inheritance of the intangible cultural heritage

Intangible cultural heritage refers to the various practices, forms of expression, knowledge systems and skills regarded by various groups, groups

and individuals as part of their cultural heritage, as well as the related tools, physical objects, handicrafts and cultural sites. Including oral traditions, performing arts, social customs, etiquette, festival activities, traditional handicrafts and so on.

Inheritance cultivation: The inheritance of intangible cultural heritage cannot be separated from the inheritors. By identifying and supporting representative inheritors, they will ensure their inheritance activities and living conditions, and encourage them to cultivate new inheritors.

Education and training: Intangible cultural heritage will be incorporated into the education system, and relevant knowledge and skills will be taught through school education and community training. For example, courses in traditional music, dance, and handicrafts are offered.

Record and preservation: use text, audio, video and other ways to comprehensively record the intangible cultural heritage, establish archives and databases, and provide materials for inheritance and research.

Social publicity: Through media publicity, exhibition, performance and other ways, to improve the public's awareness

and interest in the intangible cultural heritage, and create a good atmosphere for inheritance.

(3) Case analysis

1. Traditional village protection

Traditional villages are an important part of the cultural landscape, carrying rich historical, cultural and social information. The following takes the protection of traditional villages as an example to analyze the inheritance of cultural landscape genes.

Case case: Hongcun Village, Anhui Province

Hongcun is located in Yixian County, Huangshan City, Anhui Province, and is known as "the village in Chinese painting". The village was first built in the Southern Song Dynasty, and has preserved the intact ancient residential buildings and water system layout. The unique feature of Hongcun lies in its "ox-shaped" village layout. The whole village takes the water system as its blood, and the architectural complex and the natural environment are harmonious and unified.

safeguard:

Legal protection: Hongcun has been listed in the national key cultural relics protection units and world Cultural Heritage list, and enjoys the legal protection status.

Planning and management: a detailed protection plan has been formulated to restrict new construction and reconstruction activities and maintain the original style of the village.

Community participation: encourage local residents to participate in the protection and management, improve residents lives through tourism development, and guide residents to abide by the protection regulations.

Effect:

Cultural inheritance: The traditional architecture, lifestyle and folk activities of Hongcun have been preserved and continued.

Economic development: Through cultural tourism, Hongcuns economy has been developed and residents income has increased.

Social benefits: it improves the public's understanding of traditional villages and cultural heritage, and becomes the base of cultural education.

1. Inheritance of traditional crafts

Traditional craft is an important form of intangible cultural heritage, reflecting human wisdom and creativity. In this paper, the Chinese rice paper production technology is discussed as an example.

Case: rice paper making techniques

Xuan paper is a traditional Chinese handmade paper, known for its excellent ink absorption and durability, and is widely used in calligraphy and painting. The production technique of rice paper has a history of thousands of years, and has been valued by the country as an intangible cultural heritage.

Inheritance method:

Inheritor training: The establishment of national intangible cultural heritage inheritors, responsible for the inheritance and promotion of skills.

Education and training: rice paper making courses are offered in colleges and communities to encourage young people to learn this traditional skill.

Market support: The government and enterprises cooperate to expand the application of rice paper in cultural products and handicrafts and enhance its market competitiveness.

Effect:

Continuation of skills: Traditional skills are continued and a new generation of inheritors is nurtured.

Cultural promotion: Rice paper has become an important symbol of Chinese culture and enhanced the country's cultural self-confidence.

Economic benefits: rice paper products are welcomed in domestic and foreign markets and promote the development of related industries.

(4) Summary

The inheritance of cultural landscape genes is of profound significance for maintaining cultural identity and preserving historical value. Through the

protection and inheritance of the material cultural heritage and the intangible cultural heritage, the cultural landscape gene can be effectively inherited and developed.

The protection of material and cultural heritage requires the efforts of law, planning, technology and public participation. The inheritance of intangible cultural heritage needs to pay attention to the cultivation, education and training, record preservation and social publicity of inheritors.

Case analysis shows that successful inheritance practice not only contributes to cultural inheritance, but also can bring economic and social benefits. However, there are also challenges in the same process of inheritance, such as insufficient funds, succession, and modernization impact. To this end, the government, society and individuals need to develop long-term protection and inheritance strategies to ensure the sustainable inheritance of cultural landscape genes.

5. Innovation in the cultural landscape genes

(1) The necessity of innovation

1. Adapt to the development of modern society

With the deepening development of globalization and information technology, great changes have taken place in modern society. The progress of science and technology, the globalization of economy and the

transformation of social structure have all put forward new challenges and requirements to the traditional cultural landscape gene. If the traditional cultural landscape sticks to the original form and content, it may not be able to meet the needs of the contemporary society, and will even be marginalized.

The rapid pace and diversified needs of modern society require the cultural landscape gene to have stronger adaptability and innovation. Only through innovation, can the traditional cultural landscape maintain its vitality in the modern society, and continue to play its due value and influence. Innovation can inject new elements and vitality into the cultural landscape gene, and make it better adapt to the modern aesthetic concept and life style.

1. Meet the cultural needs of the new era

In the new era, peoples demand for culture is not limited to the protection and inheritance of tradition, but also hope to find elements compatible with contemporary life in the culture. Cultural consumption has become an important part of modern society, and the rise of cultural industry reflects peoples huge demand for cultural products and services.

In this context, the innovation of cultural landscape gene is particularly important. Through innovation, traditional culture can be combined with modern elements to create new cultural products and experiences to meet peoples diverse cultural needs. For example, combine traditional cultural

symbols with modern design to develop cultural and creative products with fashion sense, and use new media technology to create cultural projects with strong interaction and rich experience.

In addition, innovation can also enhance the inclusiveness and diversity of cultures, and promote the communication and integration between different cultures. In the era of globalization, through cultural innovation, we can show the unique charm of our national culture to the world, and enhance our cultural confidence and international influence.

(2) The path of innovation

1. Technology fusion

The progress of science and technology provides a strong power and means for the innovation of cultural landscape gene. Modern technology, especially the application of digital technology, has made profound changes in the expression form and communication mode of cultural landscape.

Digital protection and display

Digital technology can be used for the preservation and display of cultural landscapes. Through high-precision 3 D scanning, digital modeling and other technologies, the cultural landscape can be accurately digital preserved. This not only contributes to the protection of cultural heritage, but also provides a new way for its

display and dissemination. The digital cultural landscape can be spread globally through the Internet, expanding its influence.

Virtual reality (VR) and augmented reality (AR)

The VR and AR technologies have revolutionized the experience of the cultural landscape. With VR technology, people can experience the cultural landscape in a virtual environment, even in the world if they can't be seen in person. AR technology can stack the digital information in the real scene to enrich the content of the cultural landscape. For example, when visiting the historical site, visitors can see the original appearance and relevant historical information of the site through the AR equipment, which enhances the interactivity and interest.

Artificial intelligence (AI) and big data

AI and big data technologies can be used for the research, management, and innovation of cultural landscapes. Through the analysis of a large amount of cultural data, AI can discover the laws and trends of cultural landscape, and provide scientific basis for protection and innovation. AI can also be used for the generation and creation of cultural content, assisting artists and designers to innovate.

1. Cross-border cooperation

Innovation in cultural landscape genes requires not only efforts within the cultural field, but also cooperation with other fields.

The integration of culture and science and technology

The integration of culture and technology can create new cultural forms and experiences. Technology companies can provide technical support to cultural institutions and develop new cultural products and services. Cultural institutions can provide rich content and resources for technology companies, so as to achieve mutual benefit and win-win results.

The integration of culture and industry

The integration of culture, tourism, education, entertainment and other industries can expand the application scenarios of cultural landscape and create new value. For example, cultural landscape can be combined with tourism to develop characteristic tourism routes and experience projects, with education and develop cultural education courses and activities, and with entertainment industry to create cultural products such as film, television and games.

international co-operation

Cultural dissemination and innovation require a global vision and cooperation. Through international cooperation, the essence of different cultures can be absorbed and cultural exchange and integration can be promoted. International cultural projects, exhibitions, exchange activities and so on, all provide a platform for the innovation of cultural landscape genes.

(3) Successful cases

1. The development of the cultural and creative industries

Case study: South Korea's cultural industry

South Korea's cultural industry has been a great global success. Korean cultural products represented by K-pop, Korean dramas and movies are popular all over the world, forming a unique cultural phenomenon of "Korean Wave".

Success factors:

government support

The South Korean government attaches great importance to the development of the cultural industry, and has introduced a series of policies and measures to support the creation and dissemination of cultural content.

Industrial chain integration

South Korea has established a sound cultural industry chain, from content production, talent training, marketing to copyright protection, forming a benign industrial ecology.

Innovation and integration

Korean cultural products are good at combining traditional cultural elements with modern popular elements to create attractive content. At the same time, we will actively use new media and digital platforms to expand our influence.

inspiration:

The development of Korean cultural industry shows that the innovation of cultural landscape gene can achieve the win-win situation of cultural value and economic benefit through industrialization.

1. Digital protection and display

Case study: Chinas Digital Imperial Palace Museum

The Palace Museum is the largest museum of ancient culture and art in China, with a rich cultural heritage. In order to protect and spread

the culture of the Palace Museum, the Palace Museum has actively used digital technology to carry out digital construction.

Innovative initiatives:

Digital resource construction

Digital collection and modeling of the buildings and cultural relics of the Forbidden City, and a huge digital resource database has been established.

Online display

The "Digital Palace Museum" website and a mobile app have been developed, allowing visitors to visit the museum online, browse high-definition images of cultural relics and learn about the stories behind them.

Interactive experience

Using VR, AR and other technologies, interactive experience projects were developed. For example, the VR film "Along the River at Qingming Festival 3.0" allows audiences to experience the ancient city life in an immersive way.

Education promotion

Carry out digital education programs, cooperate with schools, and use digital resources to carry out cultural education.

effect:

Expanded its cultural influence

The construction of the digital Palace Museum has attracted a large number of visitors both at home and abroad, which has enhanced the influence of the museum culture.

Promoted the cultural communication

Digitalization enables the culture of the Palace Museum to break through the limitation of time and space and spread to a wider audience.

Protect the cultural heritage

Digital records provide important information for the protection and research of cultural relics, and reduce the loss of physical objects.

(4) Summary

The innovation of cultural landscape genes is a complex and systematic process that requires multiple effort and synergy. Through technology

integration, new vitality can be injected into the cultural landscape genes to create rich and colorful cultural products and experiences. Cross-border cooperation can integrate resources and advantages in different fields to maximize cultural value.

Successful cases show that the innovation of cultural landscape genes can not only meet the cultural needs of modern society, enhance the influence and competitiveness of culture, but also bring huge economic and social benefits. However, in the process of innovation, we need to maintain respect for the cultural essence and core values, and avoid excessive commercialization and shallow transformation.

In the future, with the continuous progress of science and technology and the development of society, the innovation of cultural landscape gene will face more opportunities and challenges. The joint efforts of the government, enterprises, academic institutions and all sectors of society are needed to promote cultural innovation, protect and inherit cultural heritage, and realize the sustainable development of culture.

6. Balance between inheritance and innovation

(1) Challenges faced

The inheritance and innovation of cultural landscape genes face many challenges in practice. Among them, excessive commercialization and

cultural alienation are the two most prominent problems. These challenges not only threaten the authenticity and integrity of the cultural landscape, but may also lead to irreversible damage of cultural heritage.

1. Excessive commercialization

With the rapid development of tourism and cultural industries, many cultural landscapes are seen as potential sources of economic benefits. Driven by the pursuit of economic interests, the phenomenon of excessive commercialization appears frequently, which poses a serious threat to the protection and inheritance of cultural landscape.

Excessive development of scenic spots

Many historical and cultural sites and traditional villages were greatly developed, and excessive commercial facilities were built, such as shops, restaurants and hotels. These facilities are often not coordinated with the original cultural environment, destroying the integrity of the landscape. For example, some ancient towns have built a large number of antique buildings to cater to tourists, resulting in the flooding of the original historical features.

The commodification of cultural performances

Traditional cultural activities and performances are overly packaged and become tools for commercial performances. In order to attract

tourists, the performance content was simplified or tampered with, losing its original cultural connotation. For example, traditional festivals in some places have been transformed into commercial celebrations, with excessive emphasis on entertainment and ignoring their religious or social significance.

The dependence on the ticket economy

Many cultural landscapes rely too much on ticket revenue, and ticket prices are rising. This not only limits public access to cultural heritage, but also leads to excessive numbers of visitors, causing physical damage to the landscape itself. For example, the famous World Heritage site has experienced environmental pollution and infrastructure overload due to too many tourists.

1. Cultural alienation

Cultural alienation means that in the process of the development and utilization of cultural landscape, the original cultural values and characteristics are distorted or dissolved, resulting in the loss of its unique identity and significance of cultural landscape.

Homogenization trend

Under the influence of globalization and commercialization, many cultural landscapes began to converge and lost their local

characteristics. With the entry of international brands and chain stores, commercial blocks are more and more similar, and traditional local shops are replaced. For example, many historic districts are filled with the same commercial brands that fail to reflect the local cultural characteristics.

The abuse of cultural symbols

Cultural symbols are excessively commercialized and become gimmicks to attract tourists, but they lack understanding and respect for the cultural connotation behind them. For example, some places arbitrarily use ethnic costumes, totem and other elements for commercial publicity, but do not understand its deep cultural significance, which leads to the alienation of cultural symbols.

The loss of the community culture

During the development of cultural landscapes, the local communities are often marginalized. Aboriginal people were forced to move, and the traditional lifestyle and social structure were broken. The disappearance of the community leads to the rupture of the cultural inheritance chain, and the cultural landscape loses its living soul.

(2) Solution strategy

In order to meet the above challenges and realize the effective inheritance and innovation of cultural landscape genes, various collaborative efforts are needed. Here are some feasible solution strategies.

1. **Formulate reasonable policies and regulations**

We will improve legislative guarantees

The government should establish and improve relevant laws and regulations, and clearly regulate the protection, development and utilization of cultural landscapes. The law should explicitly prohibit excessive commercialization and cultural alienation, and stipulate protection responsibilities and punishment measures for illegal activities. For example, the Law on the Protection of Cultural Landscape can be formulated to make detailed provisions on the definition, scope of protection and management organs of cultural landscape.

Develop scientific planning

In the protection and development of cultural landscape, scientific and reasonable planning should be formulated to balance the relationship between economic interests and cultural protection. Planning should respect the authenticity and integrity of cultural landscapes and limit improper commercial development. For new

construction and reconstruction projects, a strict environmental and cultural impact assessment should be conducted to ensure that the original cultural landscape is not damaged.

We will strengthen supervision over law enforcement

Establish an effective supervision mechanism to ensure the implementation of policies and regulations. Government departments should conduct regular inspections to detect and stop illegal acts in time. At the same time, third-party supervision, such as professional institutions, media and the public, to form a diversified supervision system.

1. Strengthen community participation

Give the community the principal status

As the creators and inheritors of cultural landscape, local communities should play a main role in protection and management. Governments and relevant agencies should respect the will of the community and encourage them to actively participate in the decision-making process. For example, when developing conservation plans, community views should be fully heard to ensure that the plans conform to local realities.

Benefit sharing mechanism

The development of cultural landscape should benefit the local residents and establish a reasonable mechanism of profit distribution. Through the development of community tourism, handicrafts and other ways to provide employment opportunities and increase residents income. This helps to improve the enthusiasm of the community for cultural landscape protection.

Protect community culture

Support and encourage communities to maintain their traditional lifestyle and cultural activities. The government and institutions should provide necessary financial and technical support to help communities carry out traditional festivals and skill inheritance activities. This not only contributes to the cultural inheritance, but also enhances the cohesion of the community.

1. Education and publicity

Improve public awareness

Through various channels to strengthen the value of cultural landscape publicity, improve the public awareness of protection. The media, schools and social organizations can hold special lectures, exhibitions and promotional activities to spread correct cultural concepts.

The popularization of culture and education

Cultural landscape protection will be incorporated into the education system, and relevant courses will be conducted from primary schools to universities. Cultivate students understanding and love of cultural heritage, and establish a sense of responsibility for protection. For example, students can be organized to visit the cultural landscape, participate in conservation activities, and enhance their practical experience.

Positive guidance of the media

The media should play the role of supervision and guidance by public opinion, report excellent protection cases and expose destructive behaviors. Through positive publicity, set an example, and stimulate the social attention and support for the protection of cultural landscape.

(3) The integration of inheritance and innovation

In the process of solving challenges, it is necessary to find a balance between inheritance and innovation. It should not only protect the original authenticity and integrity of the cultural landscape, but also give it new vitality through innovation.

1. Moderate innovation

Innovation should be based on a deep understanding of the cultural landscape, with respect for its core values. Innovative content and forms should be coordinated with the cultural landscape to avoid excessive packaging and distortion. For example, adding modern elements to traditional festivals can increase the appeal, but its core rituals and meaning should be retained.

1. The improvement of the cultural experience

Through innovative means, to enhance the sense of experience and participation of the cultural landscape. Using digital technology, interactive display and other ways, the public can have a deeper understanding of and feel the cultural landscape. For example, use AR technology to provide real-time interpretation of the historical background when visiting monuments.

1. Diversified protection and utilization

Explore the various functions and values of cultural landscape, and realize the organic combination of protection and utilization. In addition to tourism, education, scientific research, cultural creativity and other fields can also be developed. For example, the transformation of historic buildings into cultural and creative industrial parks not only protects the buildings, but also gives them new functions.

(4) Conclusion

The inheritance and innovation of cultural landscape genes is a dynamic process, which needs to adapt to the development of The Times while protecting the original value. Excessive commercialization and cultural alienation are the major challenges, which may lead to the destruction of cultural landscape and the disruption of cultural inheritance. Therefore, it is necessary to formulate reasonable policies and regulations, strengthen community participation, carry out education and publicity, and seek a balance between inheritance and innovation.

Only with the joint efforts of the whole society to respect and protect the core values of the cultural landscape, can it radiate new vitality and realize sustainable development in the modern society. This is not only conducive to the inheritance and promotion of the culture, but also provides rich resources and impetus for the diversification and innovation of the society.

Conclusion

The article emphasizes that the inheritance and innovation of cultural landscape genes are not mutually exclusive but should be pursued in harmony. By respecting the core values of cultural landscapes and thoughtfully integrating innovative approaches, societies can ensure the preservation of cultural identity while embracing modernity. This balance is essential for maintaining cultural diversity, fostering social cohesion, and enriching human civilization in an increasingly globalized world.

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