

The "Zhejiang Experience" of Cultural Gene Decoding Project

Hongjiao Su¹, Jiankang Zhang^{2,*}

^{1, 2}Zhejiang International Studies University, School of Culture and Tourism, Hangzhou, Zhejiang 310023, China

*Corresponding author. Email: zhangjk@zisu.edu.cn

ABSTRACT

Zhejiang Province is one of the important origins of ancient Chinese culture. In the new century, "The eight-eight Strategy" has been launched and "strengthening the cultural province" is the new chapter in the grand development blueprint of Zhejiang Province. Based on the cultural construction history of Zhejiang Province in the past twenty years, the paper focuses on the cultural construction of Zhejiang Province in the new era - the "Zhejiang experience" of the Cultural Gene Decoding Project, and analyzes the important initiatives of cultural heritage innovation and inheritance, on the basis of which the outlook for the future cultural development of Zhejiang Province is put forward.

Keywords: Zhejiang Cultural Construction, Cultural Genetic Decoding, Inheritance of Cultural Heritage.

1. INTRODUCTION

As an important carrier of ancient Chinese culture, Zhejiang's inheritance of traditional culture is extraordinary for the nation's cultural re-glow. So far, successive provincial governments in Zhejiang Province have introduced a series of documents for major cultural construction with "The eight-eight strategy" as the general outline. Among them, "Cultural Gene Decoding Project" implementation program (trial) in Zhejiang Province, as a program document, planned the work tasks and phased objectives of the cultural gene decoding project in Zhejiang Province from 2020 to 2022, and required the counties and urban areas to basically complete the task of cultural gene decoding by October 2021, including cultural element survey, cultural gene decoding evaluation, writing of the Cultural Gene Decoding Report, and the compilation and preservation of evidence. By the end of 2021, the "Zhejiang Cultural Gene" will be basically formed. Through the gene decoding of the construction of excellent traditional culture, we can re-identify the cultural connotation of Zhejiang, focus on the "short board" of cultural construction, open up a "good way" of cultural construction, and form a new pattern of cultural power to promote the all-round progress of society, so as to provide a guarantee for the ideological and cultural level of Zhejiang's "economic development" and how to "continue to be in the forefront of the country" in the future.[1]

2. THE MAIN INITIATIVE OF CULTURAL GENE DECODING PROJECT IN ZHEJIANG PROVINCE

2.1 Grasp genes and lay the foundation for cultural construction in the region

First of all, we need to comb the list of cultural elements in Zhejiang Province, to find out the overall context of regional culture. In a speech at the Federal Kohl foundation in Germany on March 28, 2021, General Secretary Xi Jinping said that "The most profound spiritual pursuit of a nation must be sequenced in the traditional national spirit". The first step in the implementation of cultural genetic engineering is to analyze the most characteristic, the most infectious, concrete, touching, spiritual identity and cultural essence that can arouse spiritual resonance into a gene pool of cultural elements. Focusing on the three main categories of Chinese excellent traditional culture, revolutionary culture and advanced socialist culture, we conduct a survey of many social and cultural elements in Zhejiang Province, comb out the list of cultural elements in Zhejiang Province, and integrate the cultural gene inventory to select the key cultural elements to carry out decoding. Carry out the investigation "code", form a list of key elements, clear the object of cultural gene decoding. Identify the four basic elements, evaluate the four dimensions, namely, the basic elements of material

(raw materials, tools, environment), the basic elements of cultural spirit (thought and group character), the basic elements of cultural discourse and symbolic form (dialects, shapes, markers, language expressions, dynamics, sounds, etc.), the basic elements of the political system (such as rural rules, etiquette, performance skills, creative techniques, etc.). Through the decomposition of the four elements combing, for decoding objects to find a few to a dozen different cultural elements, from which to extract key knowledge (technology) points, the formation of cultural core genes.

2.2 BUILD A FRAMEWORK TO INTEGRATE FORCES TO ENSURE GENE DECODING WITH CULTURAL ADVANTAGES

First, do a good job of cultural development top-level planning. Follow the direction of cultural development in the "14th Five-Year Plan" period, with policies from top-level design to industrial practice to indicate the direction of development. The Department of Culture and Tourism of Zhejiang Province first promulgated The "Cultural Gene Decoding Project of Zhejiang Province" implementation plan (trial), planning the direction of Zhejiang's cultural construction in the next ten years or so from various levels, such as time arrangement, project construction and the significance of Zhejiang's future development. Local governments have followed the pace and formulated policy documents one after another. For example, The "Implementation Plan for the Cultural Gene Decoding Project in Shengsi County" and The "Report on Decoding the Cultural Gene in Dongyang City" are aimed at explaining, refining and utilizing regional cultural genes from the perspective of local characteristics. Second is to promote the heritage of the humanistic spirit. Inheriting the humanistic spirit, one is to protect the original form of traditional towns in large quantities; Two, increase the contact area between the masses and excellent traditional culture. Since The development of the housing protection project for traditional villages in Zhejiang Province, the Guidance of the General Office of the People's Government of Zhejiang Province on Strengthening the Protection and Development of Traditional Villages has been formulated to promote the environmental protection of traditional villages in the province and the pilot expansion. Third, strengthen the local cultural research and interpretation. The Zhejiang Cultural Research Project (Phase II) Implementation Program has been formulated to promote the construction of the ancient preservation system and establish a digital database of historical documents in Zhejiang Province. We will carry out the second phase of Zhejiang Cultural Science Research Project, increase academic support for Zhejiang Province's outstanding cultural traditions and advantages, such as Zhejiang University and the Theory of Southern Song Dynasty, and conduct a survey of Zhejiang academic data to improve the social awareness of Zhejiang's professionals

in non-academic circles. Promote the characteristic cultural elements of Zhejiang into the classroom, the traditional Zhejiang culture into the school moral education and ideological and political curriculum system.[2]

Strengthen the organization system guarantee, mainly follow the "four-step process" First, formulate the implementation plan. Second, set up a special work group. Third, the construction of exhibition venues. Fourth, the implementation of work funds. After forming a certain characteristic cultural brand, the government led large-scale local public characteristic cultural activities to attract capital investment in local characteristic cultural products, to help the local establishment of cultural industry chain.

2.3 HERITAGE INNOVATION HIGHLIGHTS THE CHARACTERISTICS OF THE INTEGRATION OF LITERARY TRAVEL TO PROMOTE THE TRANSFORMATION OF DECODING RESULTS

Reshaping the characteristic culture of the Southern Song Dynasty. Construction of the South Song Dynasty Archaeological Site Park in Hangzhou City, the construction of Shaoxing Song Six Tombs Archaeological Site Park. With the remains of the Southern Song Dynasty as the core, the integration of Wushan, Zhongshan Zhonglu, Hefang Street and other surrounding areas, through the integration of the Southern Song Dynasty non-genetic heritage, unearthed cultural relics collection and finishing, the construction of a distinctive human characteristics and comprehensive interactive functions of the Southern Song Cultural Experience Park, focusing on the "Southern Song Impression" "South Song Traditional Music" and other cultural themes of performing arts projects, to reproduce the Southern Song Dynasty people's clothing and accommodation and other basic lifestyle and cultural landscape.[3]

To build a sacred place of experience for the Nankong civilization in China. Based on the Nanzong Family Temple, Panan juxi Kong's Ancestral Temple, Hangzhou Kong Temple, and based on the Quzhou Festival of Sacrifice (Nan Kong Festival), it is integrated into a series of Confucian elements such as nanzong Festival, Confucian Festival, Confucian six arts, and four friends of the literate people, forming the traditional human experience line of Nan kong culture.

Establish Lanting calligraphy characteristic town and Lanting calligraphy works experience museum, build a "Lanting Book Road" as the core content of Zhejiang calligraphy cultural exchange. Enhance the display service function of the traditional academy, carry out the protection and repair work such as Huzhou SongLou, Nanxian Jiaye Library, Haiyan Xiyi Grass Hall, Haining

Yanfen Grass Hall, Hangzhou Wenlange, Shaoxing Ancient Yue Collection Building, YuyaoWuguiLou, Ningbo Tianyi Pavilion, etc.[4]

3.THE PROMOTION STRATEGY OF CULTURAL GENEDE CODING PROJECT IN ZHEJIANG PROVINCE

3.1 Excavation of the added value of literary relics, to stimulate the consumption power of cultural travel

Incorporating the genetic elements of traditional social culture into the public cultural service system, focusing on promoting the construction of comprehensive venues, thematic museums, research bases, etc., forming landmark buildings, laying out pillar spaces, perfecting basic places, using transfer activities to implant traditional cultural genes into cultural and educational places, social science bases, etc., comprehensive coverage and distribution of the situation, grid service level. Attract private enterprises, civil society organizations, village celebrities and other actively participate in decoding projects, promote the private cultural industry gene transfer activities, and guide the creative companies to absorb intangible cultural heritage inheritors to work.

Government departments also need to strengthen government support for the development of cultural and creative derivatives, through innovation and transformation, technological upgrading and market operation, and gradually form various fields (animation, games, variety, film and television drama, etc.) of the cultural and creative industries. Give play to the spirit of craftsmanship, focusing on promoting the quality of creative industries to improve, market development, high-end design, innovative creation, Chinese painting poetry and song-giving derivatives development and craft products brand building. To build an international platform for heritage and cultural exchange, through the holding of international artisans non-genetic heritage cultural competition, non-relict theme of literary creation and derivative products contest and heritage science and technology works exhibition, to support China's non-genetic successors actively docking designers, design organizations at home and abroad, in order to carry out in-depth exchanges and cooperation.

Grasp the opportunity of the transformation of the pilot area and pedestrian street of Zhejiang Province, and develop cultural consumption services with the market value of IP with cultural characteristics in the important direction of "local characteristics and non-relic elements". Scientific and rational development and utilization of cultural history, give full play to the non-relict "old" driving function, focusing on the construction of cultural floor experience museum, demonstration hall,

flagship store. Innovation and development of night show, night entertainment night tour, night dinner night stay, night study and other cultural industries, to create immersive performances, interactive projects and normal, quality of non-relict artistic characteristics of cultural experience industry. And open online flagship stores, the use of Internet consumption power to broaden the products publicity and consumption channels.

3.2 Promote the marketing industrialization construction project, enhance the integration of cultural and tourism development driven energy

List the national-level Zhejiang traditional craft revitalization catalog, in order to further explore the classic historical context, carry forward the essence of Zhejiang traditional craft, to create a national traditional skills well-known brand, based on the craft brand to build Zhejiang Province's non-relict cultural characteristics of the industry. Pay attention to the combination of inheritance and innovation, and focus on supporting the construction of non-residual productive preservation project base. We will take the initiative to build a bridge between non-relict culture and modern design and contemporary life, and further enhance the research and development strength of traditional technology product design, manufacturing capabilities and derivatives research and development through cultural exchange activities such as dialogue designers and dialogue creative leading enterprises.

Give full play to the leading enterprises to drive the function, focus on fostering the resource advantage prominent position, high level of operation and management, drive stronger enterprises in the province, expand the industrial chain. At the same time give full play to the function of trade association ties, and further strengthen the training of famous companies and famous artists. To guide relevant enterprises to actively use e-commerce, third-party payment platform to expand the field of operation. Further deeply explore the value of non-residual management, and take the initiative to incorporate into the cultural industry, tourism and other industry development plans, with major business development resources advantages of non-relict projects, do a reasonable planning, scientific layout.[5]

Relying on the types and characteristics of non-relict projects, take performance, food, culture and art as examples: by forming different categories of "traditional and modern", such as "traditional opera and modern form", to do excellent artistic performance quality. Relying on non-relict items in the food category, through the development of food production, evaluation, photography and other cultural interactive projects, to strengthen the quality of food. Relying on cultural heritage and art projects, the establishment of non-residual courses, training students artistic aesthetic and special skills, to do excellent research quality. Establish

cloud consumption mode, break through regional limitations, expand the audience of cultural industry, research and construction of "cloud exhibition" "cloud music festival" "cloud tourism" and other new cultural industry brands.

3.3 Implementation of the development integration project to strengthen cultural cross-border linkage

Clarify the main responsibilities of the various cultural and tourism departments, implement the evaluation system of non-relict index, publish the annual white paper on the development of cultural construction in the province, and improve the scientific, institutional and normative management of non-relict management. The formation of the Non-Relic Protection Federation to promote the whole area of Zhejiang heritage history and culture, to guide major activities with frequency resonance.

On the basis of actively building cultural Zhejiang, we strongly support the construction of green integrated development demonstration zones for the ecological construction of the Yangtze River Delta region, build a super interactive civilization map, and establish a normal long-term institutionalized non-relict cultural protection cooperation mechanism. To build a digital sharing platform for non-relict tourism in the Delta, further promote the interconnection and sharing of cultural information, cross the data gap, and effectively use information-based means for non-relict exhibition and publicity services. We will continue to organize high-quality non-relict exhibitions and family exchanges in the Yangtze River Delta region, and establish and improve the mechanism of cross-disciplinary cultural talent cooperation and interaction.[6]

Give full play to the platform function of Hangzhou International Tourism City and design the cultural and cultural tourism exchange routes linked at home and abroad. Relying on the global international import exhibition, global Internet Summit and other important international arena, strengthen strategic cooperation with the world's major news media. To guide various overseas cultural exchange institutions, international academic forums and so on in Hangzhou to carry out or permanently settle down, focusing on the construction of a number of overseas cultural exchanges of non-relict brands. By guiding schools at all levels in Zhejiang Province to organize international summer camp activities, mutual visits by multilateral student study groups and mutual visits by scholars of international cultural exchanges, we can help Zhejiang non-relict skills and traditional cultural collections to be updated, that is, multilingual publication, effectively promote non-residual "going out" and create a set of gold business cards for international cultural exchanges in Zhejiang Province.

4. CONCLUSION

Zhejiang culture not only represents the cultural traditions of the local people for hundreds of years, but also is an important part of the Chinese nation's civilization. At present, Zhejiang is in the important construction stage of China's external "important window", Zhejiang Province's "non-relict" protection work is facing great challenges because of the need to build modern civilization, the government should play a leading role in the protection of "non-relict" work, to do a good job of civilization engineering and the construction of digital Zhejiang organic combination, and effectively Zhejiang from the traditional civilization resources contained in the civilization gene, into the modern civilization productivity. Cultural core is an important magic weapon to support sustained and healthy economic development. As a demonstration Province in China, Zhejiang's cultural gene decoding experience will provide a high-quality template for the implementation of China's cultural heritage protection projects. Therefore, it is an urgent task for Zhejiang to effectively implement a multi-dimensional, innovative and interactive cultural gene decoding project.

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