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Strengthen Joint Protection of Historical Relics and Safeguard Cultural Roots

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ABSTRACT
As one of the famous lakes in Zhejiang Province, Jianhu Lake boasts a long history. It not only plays a significant role in water conservancy and economic development but also nurtures profound and diverse cultures. The Keqiao section of Jianhu Lake is rich in cultural relics, including multiple cultural relic protection units at various levels and registration sites from the Third National Cultural Relic Survey. However, the current protection and utilization of the Jianhu Lake Relics are confronted with several prominent issues, such as insufficient protection funds, a shortage of professional talents, poor coordination in planning and utilization, and inadequate cultural inheritance and innovation. To safeguard this cultural root, systematic measures should be taken to promote the joint protection and development of the Jianhu Lake Relics and fully exert their historical and cultural values. These measures include conducting a comprehensive survey to clarify the status of existing relics, thoroughly exploring cultural connotations, advancing the integration of cultural and tourism industries and the inheritance of intangible cultural heritage, strengthening the overall coordination of multi-stakeholder resources, and enhancing publicity to raise social visibility.

KEYWORDS
Jianhu Lake Relics; Cultural root; Heritage protection; Integration of culture and tourism; Problems and countermeasures

1 Introduction

Jianhu Lake, located in Keqiao District, Shaoxing City, is one of Zhejiang's famous lakes. Since its birth, it has not only played an irreplaceable role in farmland irrigation, flood control and drainage, but also become an important pillar of local social and economic development and a cradle for nurturing culture in the region. Nearly one million people benefit from the Jianhu Lake waters. Through effective protection and management, it will surely exert a profound impact on the regional construction and sustainable economic and social development of Keqiao.

2 Current Status of Jianhu Lake Relics

Jianhu Lake was first constructed in the fifth year of Yonghe in the Eastern Han Dynasty (140 AD) by Ma Zhen, the governor of Kuaiji. Later, due to lake reclamation and other reasons, it gradually fell into disuse between the late Northern Song Dynasty and the early Southern Song Dynasty. After years of tempering, the remaining water area of Jianhu Lake still reaches 60% of that of West Lake in Hangzhou. According to the Protection Plan for the Heritage of the Zhejiang Section of the Grand Canal, the protection scope of the ancient Jianhu Lake Relics includes: the main water area of Jianhu Lake between Dongkuahu Bridge in Yuecheng District, Shaoxing City in the east and Xikuahu Bridge in Hutang in the west, the water area within 1,000 meters to the south and 500 meters to the north of it, as well as the water area within 1, 000 meters upstream and 500 meters downstream of the water intake of Xiguo Waterworks and Keqiao Waterworks; the construction control zone is the area 100 meters outside the water area of the protection scope. In January 2011, the Jianhu Lake Relics were announced as the sixth batch of Zhejiang Provincial Cultural Relic Protection Units, among which the most exquisite section is the Keqiao section: starting from Haishanju, Haishan Village, Keyan Sub-district in the east to Xikuahu Bridge, Hutang Village, Hutang Sub-district in the west, with a total length of about 9.6 kilometers.

According to statistics, around the ancient Jianhu Lake Relics in Keqiao District, there are 1 national key cultural relic protection unit (Keyan Grottoes and Cliff Carvings), 5 provincial cultural relic protection units (Hongming Bridge, Jianhu Guantang, Xikuahu Bridge, Yao Changzi Monument and Wan'an Bridge), 1 county (district)-level cultural relic protection unit (Qichi Temple), 1 district-level cultural relic protection site (Xinlijia Tai Men) and 15 third national cultural relics survey registration sites. These relics not only preserve the marks of local history materially, but also carry profound cultural connotations spiritually. For example, Qichi Temple, as a district-level cultural relic protection unit, has a history dating back to the Ming and Qing dynasties and is an important venue for local residents' beliefs and cultural activities. Another example is the former site of Chen Dongsheng Wine Workshop, as a third national cultural relics survey registration site, which has witnessed the long history and inheritance of Shaoxing rice wine brewing technology.

3 Existing Problems

3.1 Insufficient Protection Funds

In 2023, the GDP of Keqiao District reached 203.029 billion yuan, but only 10 million yuan was allocated annually for cultural relic protection, and the actual funds in place were only 8.9 million yuan. In contrast, Xiaoshan District, with a GDP of 223.069 billion yuan in 2023, which is almost the same as that of Keqiao District, allocated 30 million yuan for cultural relic protection in the same year. The lack of funds directly affects the progress of cultural relic protection work. For instance, many old buildings have problems such as wall cracks and roof leaks due to long-term lack of maintenance. If

not repaired in a timely manner, the historical value and cultural connotation of these buildings will be difficult to preserve. The shortage of funds also affects daily cultural relic management work, such as the purchase of inspection and monitoring equipment and the carrying out of cultural relic protection publicity and education activities, which are difficult to carry out normally.

3.2 Lack Of Professional Talents

Cultural relic protection is a highly professional work that requires talents with rich professional knowledge and practical experience. At present, there are basically no professional talents in the Keqiao District Cultural Relic Protection Institute. The lack of talents directly leads to many cultural relic protection works having to be carried out by non-professional personnel, and the quality is difficult to guarantee. For example, the restoration of many ancient buildings requires professional craftsmen, but the construction of the craftsman team in Keqiao District is far from meeting the demand. Many restoration works can only be simple repairs, making it difficult to restore the original appearance of the buildings. At the same time, the research on cultural relics requires professional knowledge in multiple disciplines such as archaeology, history, and architecture. The lack of professional talents directly affects the depth and breadth of the research on the relics. Many cultural relic resources cannot be fully utilized and are difficult to be transformed into cultural products and tourism resources.

3.3 Insufficient Coordination in Planning and Utilization

The protection and utilization of Jianhu Lake Relics are faced with the problem of poor coordination across regions and multiple departments. For example, the architectural style in the Hutang area of Jianhu Lake is chaotic: on one side are ancient buildings of the Ming and Qing styles, and on the other side are modern-style buildings and old houses that have not been demolished, resulting in a messy overall landscape. The protection and utilization of Jianhu Lake Relics involve multiple regions and departments, requiring coordination of planning and management in different regions, which is often difficult to carry out smoothly. For example, the planning scope of Jianhu Lake Relics overlaps with that of the Eastern Zhejiang Canal, involving the interests and management powers of multiple departments. The lack of an effective communication and coordination mechanism makes it difficult to smoothly promote many protection and utilization works.

3.4 Insufficient Cultural Inheritance and Innovation

The traditional cultures in the Jianhu Lake area, such as water culture, bridge culture, rice wine culture, and opera culture, have not been effectively inherited and innovated. The lack of branded cultural projects and diversified display forms has prevented these precious cultural heritages from giving full play to their values. Firstly, there is a lack of modern inheritance and display methods. For example, although Shaoxing rice wine brewing technology has a long history and profound cultural heritage, its inheritance and display still mainly rely on traditional craftsmanship, lacking modern technologies and methods, making it difficult to attract the interest and attention of the younger generation. Secondly, there is no influential cultural brand formed. For example, although the water culture and bridge culture of Jianhu Lake have unique historical and cultural values, due to the lack of systematic branding, it is difficult to spread and promote them on a larger scale. Thirdly, the display forms of cultural projects are single. For example, the display of many cultural relics still mainly relies on static exhibitions, lacking interactivity and participation, making it difficult to attract public interest and participation. The public can only accept passively, and it is difficult to have a profound experience and resonance.

4 Several Suggestions

(1) Find out the family background and fully understand the situation of the remaining buildings. The protection of Jianhu Lake Relics should take the opportunity of the third national cultural relics survey (referred to as the "Third National Survey") to fully find out the current situation of historical sites and cultural relics in the region. Through the survey, establish a complete cultural relic file, grasp the basic information such as the distribution and preservation status of cultural relics, and provide a scientific basis for the subsequent protection and utilization work. Firstly, organize a professional team to conduct a detailed investigation and recording of Jianhu Lake Relics to ensure that every cultural relic site is fully and accurately registered. This includes mapping architectural floor plans, taking high-definition photos, and recording historical backgrounds and current conditions. Secondly, establish a comprehensive and systematic cultural relic archive database to ensure that all data are properly preserved and managed. These files will become the basic data for future cultural relic protection and restoration work. In addition, modern scientific and technological means such as remote sensing technology, UAV aerial photography, and 3D modeling should be used to conduct a comprehensive recording and analysis of Jianhu Lake Relics. This not only helps to improve the efficiency and accuracy of the survey work, but also provides valuable data support for the subsequent protection and utilization work.

(2) Explore connotations and show the colorful charm of cultural values. The rich water culture, bridge culture, rice wine culture, and opera culture in the Jianhu Lake area should be thoroughly explored and displayed. At present, organize experts and scholars to conduct in-depth research on the history and culture of Jianhu Lake, explore its unique cultural connotations, expand the dissemination scope of research results, and enhance the cultural popularity of Jianhu

Lake. Currently, the compilation of Jianhu Lake Chronicles is in full swing. After its completion, this resource should be fully utilized to let more people understand and recognize the cultural value of Jianhu Lake through publication and distribution, cultural and tourism promotion, etc. At the same time, transform these research results into popular cultural products such as books, documentaries, and cultural and creative products, so that the general public can also feel the cultural charm of Jianhu Lake. On this basis, a series of cultural and tourism promotion activities can be carried out, such as Jianhu Lake Cultural Festival, rice wine tasting meetings, and opera performances, to show the cultural connotation of Jianhu Lake to more people through various and colorful activity forms. At the same time, we should pay attention to integrating with the modern tourism market, and transform the cultural value of Jianhu Lake into actual tourism income by building characteristic tourist routes and developing cultural tourism products.

(3) Integrate development and promote the integration of cultural and tourism as well as the inheritance of intangible cultural heritage. The protection and utilization of Jianhu Lake Relics should focus on the integration of cultural and tourism and the inheritance of intangible cultural heritage. In the planning and development, we should make a large scale and overall plan the Jianhu Lake area and even the Eastern Zhejiang Grand Canal area. Through overall planning, systematically and on a large scale display the historical and cultural resources of Jianhu Lake to tourists, and enhance its tourism attractiveness. For example, in the Hutang area of Jianhu Lake Relics, the existing ancient buildings on one bank can be renovated into museums, exhibition halls, etc., to centrally display various cultural elements; the other bank can be designed as an ancient street of the Ming and Qing styles, combining culture with commerce to build a new ancient city like Taierzhuang Ancient City. In the process of protection and renovation, we can refer to the renovation principle of "restoring old buildings as they were to preserve their authenticity" of Zhenjiang Xijindu Ancient Street, and strictly restore them in accordance with the original architectural style and craftsmanship to ensure that the historical original appearance of the buildings is preserved; the new buildings must be strictly controlled to ensure that their styles are consistent with the surrounding historical buildings. At the same time, we should continue to promote the "Five Water Treatments" (water pollution control, water conservation, water supply guarantee, water ecological restoration, and flood control), clean up pollution sources, improve water quality, strengthen the ecological environment greening and beautification of Jianhu Lake and its surrounding areas, and strive to build a comprehensive scenic spot integrating historical culture, natural scenery and leisure and entertainment like the Suxian Section of the Tongji Canal of the Sui and Tang Grand Canals.

(4) Cooperate with multiple parties and strengthen the overall coordination of resources. We should further increase financial investment to ensure that cultural relic protection funds are in place. We can apply to higher-level governments for more special funds to ensure the smooth progress of cultural relic protection work; clarify the specific uses and expected effects of funds to improve the transparency and efficiency of fund use; explore diversified financing channels, such as social donations, corporate sponsorships, and cultural funds, to attract more social forces to participate in cultural relic protection. At the same time, we should strengthen regional cooperation and coordination between departments to jointly promote the protection and utilization of Jianhu Lake Relics. The protection and utilization of Jianhu Lake Relics involve multiple regions and departments. We can establish a cross-regional and multi-departmental coordination mechanism, organize the participation of the government, enterprises, academic institutions, social organizations and other parties, hold regular joint meetings, coordinate overall, form a joint force, and jointly discuss specific measures for protection and utilization.

(5) Increase publicity and enhance social popularity. Strengthen cooperation with major media to obtain more media reports and publicity. Use current new media platforms such as WeChat official accounts, Weibo, and Toutiao, and invite local celebrities such as famous writers, cultural scholars, and Douyin influencers to shoot and produce promotional short videos in combination with the high-quality cultural projects of Jianhu Lake. Use modern scientific and technological means such as AI technology to create a virtual tour guide system, allowing tourists to learn about the history and culture of Jianhu Lake anytime and anywhere through smart phones, tablet computers and other devices. An AR application for Jianhu Lake culture can also be developed to reproduce historical scenes through augmented reality technology, enhancing tourists' sense of experience and interaction. At the same time, offline publicity and promotion activities can be held, such as Jianhu Lake cultural lectures and Jianhu Lake cultural exhibitions, to let more people understand and pay attention to the protection and utilization of Jianhu Lake Relics and improve the social influence of Jianhu Lake.

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