

Brand Building: Promotion the Local Economic Development of Agricultural Cultural Heritage

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Received: January 22, 2024; **Revised:** April 22, 2024; **Accepted:** April 22, 2024

Abstract

The objectives of Research article are: 1) To study the relationship between agricultural cultural heritage and regional development. 2) To study innovative ways of agricultural cultural heritage brands with local characteristics. The research area is Luoyang City. Study data from the field and documents from the group of contributors. 25 people analyzed the obtained data according to the objectives and presented the research findings in a descriptive manner.

The research results appear as follows. 1) In today's era, there is rapid industrial development in China. Agricultural development has been affected to some extent. Many workers have migrated from rural areas to cities. Cause damage to the ecological environment due to the industry. This damage affects China's agricultural cultural heritage. As a result, there is an urgent need to protect and inherit agricultural cultural heritage. 2) Promotion and dissemination of agricultural cultural heritage. Using packaging design as a starting point Utilizing local cultural features as a guideline for agricultural branding and promote regional economic development through branding. At the same time, it also plays a role in protecting agricultural cultural heritage. In conclusion, this research can be used as a guideline for the future development of products related to agricultural cultural heritage. and has research value for the development of other similar types of agricultural cultural heritage.

Keywords: Brand building; Agricultural Cultural Heritage; Economic Development

Introduction

Agricultural cultural heritage is rooted in a long cultural tradition and long-term practical experience, inheriting the traditional ideas of system, coordination, circulation, and regeneration. It has developed many valuable models and good experiences tailored to the local conditions, containing rich ecological philosophy of the unity of heaven and man, and is in line with the sustainable development concept advocated by modern society. (Fang et al., 2023) The development of modern agriculture should not only attach importance to the development, application, and promotion of new technologies, but also to the excavation and improvement of agricultural cultural heritage. However, in the process of rapid economic development, accelerated urbanization, and modern technology application, due to the lack of systematic and effective protection, some important agricultural cultural heritage is facing the risk of being destroyed, forgotten, and abandoned. (Hanchaichana, 2002) Therefore, in 2002, the Food and Agriculture Organization of the United Nations (FAO) proposed the concept of "Globally Important Agricultural Heritage Systems (GIAHS)", aiming to establish a global important agricultural cultural heritage and its related landscape, biodiversity, knowledge, and cultural protection system, which will be recognized and protected worldwide, Provide material foundation and technical support for the sustainable development of modern agriculture. In 2005, FAO launched the "Dynamic Protection and Adaptive Management of Global Important Agricultural Cultural Heritage" project. For example, China's rice fish symbiotic system, along with other traditional agricultural systems from Chile, Peru, the Philippines, Algeria, Tunisia, and Morocco, became one of the first global pilot projects for the protection of important

agricultural cultural heritage. (Zhang, 2023) Over the past decade, the international community has continuously increased its emphasis on agricultural cultural heritage. As of now, 31 traditional agricultural systems from 13 countries have been included in the Global Important Agricultural Cultural Heritage List. With the strong promotion of China and other countries, the global important agricultural cultural heritage work has been included in the reports of the FAO Planning Committee, Agriculture Committee, and Council meetings, becoming one of the focuses of FAO's work. In addition, agricultural cultural heritage has also become a hot topic of concern at multiple important international conferences such as the United Nations General Assembly and the Rio+20 Conference.

Although the protection and development of China's agricultural cultural heritage have achieved certain results and are at the forefront of the world, in the process of rapid economic development, accelerated urbanization, and modern technology application, due to the lack of systematic and effective protection, some important agricultural cultural heritage is facing the risk of being destroyed, forgotten, and abandoned. There are still a series of challenges in exploring and protecting agricultural cultural heritage. One is the unclear base of agricultural cultural heritage. China has numerous ethnic groups, vast regions, and diverse ecological conditions, resulting in the creation and development of various types and diverse functions of agricultural cultural heritage. (Xie, 2023) But as of now, there has not been a systematic survey of agricultural cultural heritage nationwide, let alone a value evaluation and level determination of agricultural cultural heritage. Secondly, the awareness of protecting agricultural cultural heritage urgently needs to be improved. Some local governments have not recognized the importance of conservation work from a high level related to the future development of humanity and have unilaterally believed that agricultural cultural heritage only represents the past, without realizing that once heritage disappears, its unique species resources, production technology, ecological environment, and cultural benefits will also disappear forever. Thirdly, there is insufficient exploration of the essence of agricultural cultural heritage. (Xiong, 2023). The lack of systematic exploration of the historical, cultural, economic, ecological, and social values of agricultural cultural heritage, as well as insufficient efforts in live display, promotion, and scientific research utilization, has led to insufficient innovation and integration of traditional concepts with modern technology, which is not conducive to the inheritance and sustainable utilization of agricultural cultural heritage. (Ding and Mengfan, 2022) The fourth is that the mechanism for excavation and protection needs to be improved. Although various regions have explored some methods and approaches related to the protection and inheritance of agricultural cultural heritage, there are still practices that prioritize development over protection, prioritize immediate and long-term development, prioritize production functions over ecological functions, and neglect the interests of farmers in heritage sites and the sustainable development of agriculture, making it difficult to achieve the unity of cultural, ecological, social, and economic benefits in heritage sites.

Objectives of the Research

1. To study the relationship between agricultural cultural heritage and regional development.
2. To study innovative ways of agricultural cultural heritage brands with local characteristics.

Research Methodology

The research issue on Brand Building Promotes the Local Economic Development of Agricultural Cultural Heritage has the following research steps.

Step 1: Study the documents and related content of Luoyang City agricultural cultural knowledge, theoretical concepts, and research to guide the study in the next steps.

Step 2: Survey the research area and select the main study area, including Luoyang City and related areas. The operational guidelines are as follows: 1) surveying agricultural areas, 2) contacting informants to inform reasons for the study, 3) collecting field data, and 4) organizing data and selecting works to design media for disseminating culture. Agriculture of Luoyang City

Step 3: As Key Informants for this survey, two individuals were selected from among consumers, designers, and inheritors of agricultural cultural heritage. The consumers are between the ages of 25 and 35, with certain purchasing power and advanced aesthetic abilities, while also having a certain demand for high-end products; Designers choose experienced designers with over 10 years of experience, who have an independent and complete understanding of current agricultural cultural heritage related products or cultural and creative products, and have a certain degree of brand sensitivity; The inheritor is a worker who chooses to inherit agricultural cultural heritage and has more than 15 years of agricultural planting experience and a large working area.

Step 4: Creating research tools for use in this study uses a media design process that analyzes agricultural culture and presents the results through qualitative research that requires in-depth explanations. Research tools include surveys, interviews, observational forms, and design guidelines for evaluating and improving work.

Step 5: Gather information by dividing it into documents. and in the research area classified along with scheduling a date, time, and place to proceed in the area Examining the triangular data according to the issues specified in the research objectives was used to develop the design of symbols derived from agricultural products for media dissemination.

Step 6: Analyze data according to the research issues defined in the objectives. In terms of Luoyang's agricultural culture Each city type is brought to the creative process. Data will be categorized, linked, and defined as a conceptual framework for analysis and presentation according to the concept framework. The information obtained from group discussions must be summarized into main ideas that are presented to the group to validate the results of the study report.

Step 7: Summarized the research findings and analyzed documents based on the issues assigned. The content was synthesized, and descriptive reports were written. The results were published in a journal.

Research Results

Objective 1. The relationship between agricultural cultural heritage and regional economic development

As a major agricultural country, even in the era of information development, China's agriculture is still one of the indispensable and important industries. According to the 2022 China Statistical Yearbook, the total population of Chinese farmers is about 1.36 billion, accounting for 90% of the total population. Therefore, the Chinese government also attaches great importance to the development of agriculture, which is generally located in rural areas and has regional and transportation restrictions, so the existence of agricultural cultural heritage can provide certain opportunities for local agricultural development. (Gu et al., 2022) Due to the fact that agricultural cultural heritage is a living heritage that is the result of coordinated

evolution and adaptation between agricultural communities and their environment, it cannot be protected in isolation like urban architectural heritage, otherwise it can only cause damage to agricultural cultural heritage and sustained poverty in agricultural cultural heritage sites. Agricultural cultural heritage should adopt a dynamic protection approach, which means that it should be "protected during development". The protection of agricultural cultural heritage sites should ensure that farmers can continuously obtain economic, ecological, and social benefits from the protection of agricultural cultural heritage, so that they are willing to participate in the protection of agricultural cultural heritage. Multi-party participation, especially the establishment of community participation mechanisms, plays an important role in the protection of agricultural cultural heritage. The pilot construction of a multi-party participation mechanism for the symbiotic agricultural cultural heritage of rice and fish in Qingtuans, Zhejiang, China has achieved good results. (Yan and Lai, 2021) At present, there are three main ways to dynamically protect agricultural cultural heritage in China: organic agriculture, ecotourism, and ecological compensation. These measures are mainly used to increase the source of protection funds for agricultural cultural heritage sites and form a long-term self-sustaining mechanism for agricultural cultural heritage.

Due to different regions, the development and management methods of China's agricultural cultural heritage also vary. Adaptive management refers to the protection and management of agricultural cultural heritage tailored to local conditions, which is also an important requirement for the protection of agricultural cultural heritage. Agricultural cultural heritage mostly exists in backward, remote, and relatively poor natural conditions areas. These agricultural systems are well adapted to the local special environment and are small and scattered. Due to the different environments in which agricultural cultural heritage exists, the methods of protection and management are also different. In the long-term historical development, residents of agricultural cultural heritage sites have provided a foundation for adaptive management of agricultural cultural heritage in resource poor environments. In addition, the dynamic protection and adaptive management of agricultural cultural heritage are inseparable, and different dynamic protection measures should be considered based on the actual local situation. At the same time, adaptive management of these systems can better achieve the protection of agricultural cultural heritage.



Figure 1: The terraced fields of Ankang Fengyan, as an agricultural cultural heritage, have been destroyed. (baidu.com, 2023)

Culture plays an important role in the transition from developing to developed countries. From the perspective of social development, as society progresses from underdevelopment to development, the welfare of all members of society should be significantly improved accordingly. The welfare here not only refers to economic aspects, but

also many non-economic aspects, such as social security, cultural prosperity, and so on. The example of the rapid development of Japan's national economy in the 1960s gave us a positive inspiration: during times of economic backwardness, economic development attached great importance to culture, especially the protection and development of traditional excellent culture. This not only resulted in a high per capita economic level in Japan, but also was conducive to social fairness and maximizing social welfare. From the 1960s to the 1980s, Japan's Gini coefficient decreased year by year, and the wealth gap gradually narrowed, becoming one of the countries with the smallest wealth gap among developed countries. However, the economic stagnation in Japan in the 1990s also taught us that as the economy developed, attention should be paid to the protection of traditional and excellent culture. (Zhang et al., 2017)

Regarding the marketing methods for agricultural cultural heritage, with the support of the government, various sales platforms are needed for the agricultural cultural heritage related industries to go hand in hand. With the development of transportation in the world, the transportation problem of agricultural cultural heritage related products has been well solved. The next step is to increase the importance of agricultural cultural heritage related products. In recent years, with the continuous improvement of internet infrastructure, its popularity has rapidly increased, even in rural areas, the popularity rate has significantly increased, providing strong support for the implementation of online marketing of agricultural cultural heritage related products. The number of netizens is constantly increasing, and more and more people are enthusiastic about online shopping. Online consumption has gradually become mainstream, which can achieve rapid dissemination of information related to agricultural cultural heritage products and attract more and more customers. In recent years, farmers' awareness of the Internet has increased, and they have gradually begun to use the Internet to obtain information. More and more farmers are participating in e-commerce to accelerate product sales. Under the promotion of relevant national policies benefiting farmers, the e-commerce marketing of agricultural cultural heritage related products has achieved rapid development. However, the rapid development of marketing methods will also bring economic competition pressure. China has a vast territory and has different cultural industries with regional characteristics in various provinces and cities. Currently, there are still shortcomings in online marketing methods, namely e-commerce marketing. From the perspective of sales of agricultural cultural heritage related products, e-commerce marketing can effectively accelerate the sales of agricultural cultural heritage related products, and effectively improve product sales revenue, becoming a new model for marketing agricultural cultural heritage related products in the context of rural revitalization. However, for the vast majority of farmers, e-commerce marketing is an emerging thing, and their understanding of it still has limitations. (Zhang and Wu, 2021). They have long been influenced by traditional ideas and find it difficult to accept e-commerce marketing in a short period of time. Especially some older farmers have a lower level of understanding of online marketing. Operators of agricultural cultural heritage related products believe that the initial cost of e-commerce marketing is high and they need to bear significant risks. They have insufficient understanding of the role of e-commerce in the marketing of agricultural cultural heritage related products. However, the government's promotion of online marketing for agricultural cultural heritage related products is also insufficient. The industry of agricultural cultural heritage related products is still mainly based on traditional sales models. If the market share of this industry is low, it will be difficult to effectively improve farmers' income, and thus the economic development of the region will be restricted.

Among them, in the development process of agricultural cultural heritage, China's agricultural development has a long history, and various regions have formed unique agriculture. The variety of agricultural cultural heritage related products is rich and diverse, and the continuous development of the Internet allows people to purchase characteristic

agricultural cultural heritage related products from various regions through online shopping, however, in some regions, the popularity of agricultural cultural heritage related products is relatively low, mainly due to inadequate brand building of agricultural cultural heritage related products. Brands largely represent quality and reputation. With the continuous development of the economy and society, as well as the continuous improvement of income and living standards, people are paying more and more attention to agricultural cultural heritage related product brands. Most distributors of agricultural cultural heritage related products in China are self-employed individuals who place too much emphasis on short-term benefits and lack long-term planning. In addition, their own financial strength is relatively weak, making it difficult to create successful agricultural cultural heritage related product brands. This process must be successfully completed through multi-party cooperation. However, due to a low level of education and outdated ideological awareness, it is difficult to form a synergy in brand construction, resulting in some high-quality and distinctive agricultural cultural heritage related products being difficult to enhance market awareness. In addition, some e-commerce platforms have not conducted in-depth research on the online marketing of agricultural cultural heritage related products and are basically sold in a primary form without deep processing. In addition, the brand influence is insufficient, which reduces the added value of agricultural cultural heritage related products and greatly reduces economic benefits.

Objective 2. Innovative ways of agricultural cultural heritage brands with local characteristics.

If you want to establish a brand that is more closely integrated with the local culture, you need to start from the packaging design level. Packaging design is the first contact object of consumers for the product, and designers can make the packaging of the product more stable and convey the agricultural cultural heritage of Luoyang cherries to consumers. Therefore, the following points need to be used as references in the establishment of the brand.

2.1 According to this survey, consumers are mainly divided into impulsive, emotional, rational, and sensitive types in terms of consumer psychology, targeting different target groups and facing different consumers.

Consumers with impulsive consumption psychology are easily stimulated by packaging, leading to purchasing behavior. Bizarre packaging designs will first attract impulsive consumers.

Emotional consumers are easily influenced by external emotional factors and attach more importance to the special meanings extended by product packaging. Therefore, through emotional rendering, consumers' desire to purchase can be stimulated.

Rational consumers pay more attention to the product itself, and eye-catching packaging colors or unique packaging forms cannot strongly stimulate their purchasing intention.

The packaging design scheme for sensitive consumer psychology is susceptible to fluctuations in the surrounding environment. This type of consumer is more conservative, and the impact of new creative packaging on them is uncertain. Facing such consumers, packaging design can choose a stable style.

2.2 Considering the consumer psychology mentioned above, it is an important basis for brand development in the packaging of agricultural cultural heritage products, and the age of consumers is divided into different levels, mainly divided into middle-aged and elderly people with purchasing power. The middle-aged consumer group is the main consumer group, and they pay more attention to the added value of products when purchasing and eating for families or giving them as gifts daily, for example, whether it can be used as a gift as a souvenir for tourism, or whether the product can be given as a gift to friends or colleagues around us. When this consumer group chooses cherries as a gift, different occasions require products at different

prices, and the external value of the packaging will be further reflected; Among the elderly population, they place more emphasis on the practical value of products, so there is no need to over design packaging design. After highlighting the information that the product should have on the packaging, it is necessary to consider the packaging cost of the product. Therefore, in the process of brand building, the packaging style needs to be appropriately changed due to facing different consumers.

2.3 Displaying ecological and environmental friendliness is mainly divided into two aspects. The first point is that the product content reflects ecological and environmental protection; The second point is that packaging design itself reflects ecological and environmental protection, and one of the major advantages of agricultural cultural heritage is its ecological value.

2.4 Displaying innovative thinking in packaging design for agricultural cultural heritage is not only for economic benefits, but also for promoting cultural development. Therefore, innovative thinking is needed in packaging to break consumers' consistent views on the packaging of agricultural cultural heritage related products. In the same type of goods, packaging can further capture consumers' attention.

2.5 Show practicality. Focusing on the value of products avoids formalism and the waste of various resources such as materials, craftsmanship, and manpower, thereby creating a negative reputation for the brand. The 'golden mean' that China refers to is not completely neutral, but rather emphasizes grasping the right balance. In other words, it is a matter of degree. Firstly, it is necessary to clarify the design object, especially the contradiction between practicality and aesthetics, and secondly, to achieve harmony and unity in the design.

The unity of aesthetics and practicality in packaging is inevitable. According to this survey, designers have shown that with the development of society, people's aesthetic psychology has changed.

To achieve consistency in practicality and aesthetics, in line with the current development trend of packaging design, the demand for packaging design should not only achieve moderation in design, but also meet the aesthetic requirements of consumers, adapt to the needs of the consumer market, and promote the realization of economic and social benefits. Design and produce based on the principles of practicality and aesthetic consistency, in order to meet the requirements of consumers.



Figure 2 : Dwarfing cultivation of durian (Source: From researcher)

New Knowledge

The feasibility of the brand provides new design ideas and promotion models, driving local economic development, and achieving the revitalization of China's agricultural industry and village revitalization under the poverty alleviation strategy.

On the basis of investigation and research, this article analyzes the impact of agricultural cultural heritage related product packaging on product sales and suggests extracting significant cultural and visual elements from the local area for packaging innovation. In terms of brand image design, innovative design using local agricultural cultural heritage as a reference prototype: In packaging design, integrating local historical and cultural heritage, it not only caters to the aesthetic needs of contemporary consumers, but also meets the innovative requirements for agricultural product development under the promotion of revitalization and poverty alleviation policies, making society and nature more harmonious.

Firstly, it is the value of scientific research. The content of agricultural cultural heritage archives covers knowledge from multiple disciplines such as agriculture, ecology, folklore, and history, demonstrating the interdisciplinary nature. Agricultural cultural heritage archives provide an important source of information for a long period of time in the study of traditional handicrafts, famine relief herbs, agricultural technology, and water conservancy engineering facilities. They are a highly valuable knowledge carrier with high scientific research value and are worth exploring in depth.

Secondly, there is a collaboration with other local brands, which requires the brand to collaborate with other local industries and provide consumers with options for related derivatives beyond agricultural cultural heritage related products. By adopting the method of co naming with scenic spots, consumers can still learn about the brands and products of agricultural cultural heritage in other scenic spots, even if they are not visiting the location of agricultural cultural heritage. For example, Luoyang cherries, an agricultural cultural heritage, can choose to co name with the Luoyang Museum or launch drinks or pick coupons with the Sui Tang Luoyang City ruins. The advantage of this approach is that it can avoid consumers' monotonous gaming experience, while also improving the brand and co branded parties' visibility.

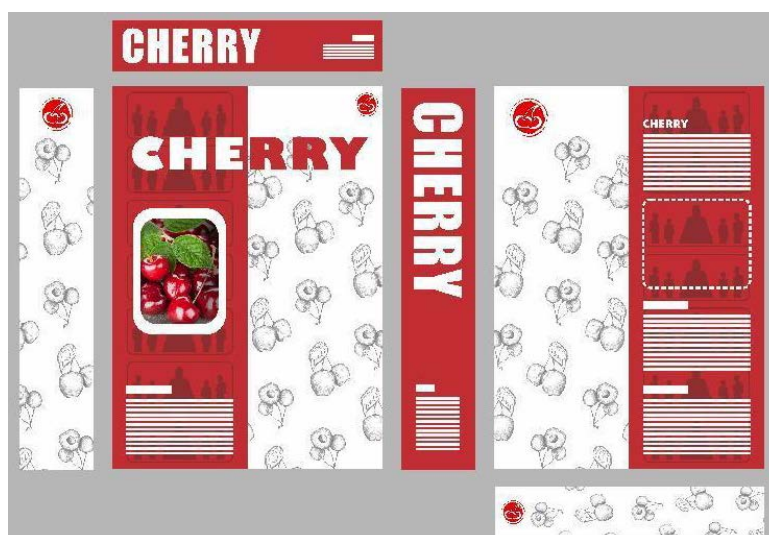


Figure 1 : Overall packaging design diagram (Length: 210 mm.,Width: 50 mm., Height: 297 mm.) (Source: From researcher)

Discussion

1. Brand development and improvement, cultivating a brand can lead enterprises to strengthen their leading functions, strengthen the scale and technological development of local agricultural cultural heritage related product processing enterprises, and lead the development direction of leading enterprises in agricultural cultural heritage related product processing. which relates to Sun (2019) He offered that: Relying on the agricultural cultural heritage related product resources of various geographical indication regions in cities where agricultural cultural heritage is located, vigorously constructing and approving leading enterprises with the characteristics of agricultural development in each region; And guided by the core competitiveness of leading enterprises, authorize surrounding agricultural small and medium-sized enterprises and even farmers to quickly transform characteristic agricultural cultural heritage related products into brand advantages and provide technical and talent assistance; To play a leading and driving role in the deep processing, technological research and development, and talent cultivation of agricultural cultural heritage related products, and ultimately form a leading enterprise cluster to drive the rapid development of agricultural cultural heritage related product brands throughout the region.

2. Suggestions for the development and utilization of agricultural cultural heritage, according to the definition of FAO, the globally important agricultural cultural heritage is a unique land use system and agricultural landscape formed under the long-term synergistic evolution and dynamic adaptation of rural areas and their environment. These systems and landscapes have rich biodiversity and can meet the needs of local socio-economic and cultural development, which is conducive to promoting regional sustainable development. The definition of important agricultural cultural heritage is inherently interrelated and complementary to the protection and development of agricultural cultural heritage. China is not only one of the four birthplaces of global civilization, but also a traditional agricultural power. corresponds to Wu, Zou, and Chen (2014) They offered that: China has a long agricultural history, and the rich farming methods and unique agricultural civilization created over thousands of years are unparalleled by any other country. Therefore, the development and utilization of agricultural cultural heritage must prioritize protection as the principle, and protection is the purpose. Only by fully protecting agricultural cultural heritage can we ensure its complete inheritance. Protecting the authenticity and integrity of agricultural cultural heritage is of great strategic significance for China's social, economic, political, and cultural development. Based on protection as the premise, make limited and reasonable use, handle the relationship between protection and utilization, and the purpose of development is to better protect.

Agricultural cultural heritage not only has economic value, but also has cultural and educational value. By establishing an ecological museum, systematically exploring the historical, cultural, educational and other social values of agricultural cultural heritage, making great efforts in live display, promotion, and scientific research utilization, exploring sustainable utilization models and multi-party participation and benefit sharing mechanisms, and strengthening the capacity building and social participation level of agricultural cultural heritage protection in protecting agricultural cultural heritage as part of cultural management. corresponds to Wongut, and Chaiphibun (2020) They offered that: Management factors were related to the success of the community the factors of the marketing management, the producing management, the financial management, the participation of the members, the ability of the leaders, the regulation of the rules, and the support from the private. At the same time, we will increase publicity efforts, continuously enhance the protection awareness of the whole society, and actively create a favorable atmosphere for the protection, inheritance, and development of Dapu Agricultural Cultural Heritage. corresponds to Fu and Huang (2021) They offered that: Develop the agricultural cultural industry, systematically organize

traditional agricultural knowledge and technical materials, and build agricultural cultural heritage ecological museums and research and education demonstration bases with local characteristics, providing a stable protection foundation for the inheritance of agricultural cultural heritage. Packaging design is one medium that helps disseminate cultural heritage because nowadays it is necessary to produce media that can reach the public. In line with the research of Chitmuenwai and Lerrujdumrongku (2022) The research results found that: The influence of contemporary art creative media has combined to lead to a solution to problems using the process of "contemporary art creative media" that quickly creates understanding with media receivers.

Conclusion

In the present era, economic development has caused social changes in China. Agriculture is a cultural heritage that has been passed down from generation to generation and is useful in our daily lives. The social economy is changing rapidly, and many workers have migrated from rural areas to cities in search of work due to the growth of the industrial sector. This damage has affected China's agricultural cultural heritage, so there is an urgent need to protect and inherit agricultural cultural heritage. Food such as vegetables and fruits are essential for life. When they are affected, agricultural cultural heritage should be promoted and disseminated. One way to help is packaging design. Agricultural product brands promote regional economic development to help farmers become well known outside society. In conclusion, this research can be used as a guideline for product development to help promote other similar types of agricultural cultural heritage.

Suggestions

From the results of this research.

The research team has the following recommendations

1. Suggestions for utilization according to the following issues.
2. Suggestions for future research.

For the next research issue

1. Research should be done on the following topics.

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