

农业文化遗产“碧螺春茶果复合系统”产业融合的理论与实践探索

Practice and Theoretical exploration of industry convergence on Agricultural cultural heritage “Biluochun tea-fruit complex System”



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摘要: 早在2018年中国出台乡村振兴战略文件就提出构建农村一二三产业融合发展体系,并切实保护利用好优秀农耕文化遗产。江苏苏州吴中区碧螺春茶果复合系统,茶与枇杷等果树的复合立体种植最早可追溯至中国唐朝,而产碧螺春茶独具特花果香,“碧螺春茶果复合系统”是2020年被列入中国重要农业文化遗产名录,碧螺春茶制作技艺于2022年11月入选世界非物质文化遗产。近年来江苏苏州围绕农业文化遗产保护和推进产业融合发展进程,进行了一些实践。基于此,我们以农业文化遗产“碧螺春茶果复合系统”为研究对象,从产业融合理论视角,系统分析了“农业文化遗产—碧螺春茶果复合系统”农业文化遗产现状及向遗产保护利用开展产业融合的理论与实践探索,即(1)政策先行,出台《苏州洞庭山碧螺春茶保护条例》,盘活东西山岛的土地资源,满足产业融合发展用地需求(如建设完善茶果、文旅融合的基础设施);(2)依靠科技,科学选择产业融合路径,依靠科技化产业组合,促进产业效益、夯实遗产保护发展基础;(3)吸纳人才,突破融合性人才瓶颈,特别是吸纳文化创意方面力量,解决产业融合中科技和文化人力短缺;(4)壮大主体,构建相关产业经营主体(如成立吴中农业发展集团),挖掘内外资源,为产业融合发展提供经营保障。苏州农业文化遗产“碧螺春茶果复合系统”在产业融合理论指导下的积极探索,揭示了遗产地土地政策、科学技术、人才队伍、经营主体,是遗产保护利用中推进三产融合几个着力点。苏州农业文化遗产“碧螺春茶果复合系统”的产业融合理论应用与实践探索,对其他农业文化遗产系统具有积极的参考和启示。

Abstract: As early as 2018, China introduced the rural revitalization strategy document proposed to build a system of integrated development of the primary, secondary, and tertiary industries in rural areas, and to effectively protect and make good use of the excellent farming cultural heritage. Biluochun tea and fruit complex system in Wuzhong area of Suzhou can be traced back to the Tang Dynasty through the composite three-dimensional planting of tea and loquat and other fruit trees, and the production of Biluochun tea has a unique aroma of flowers and fruits, and Biluochun Tea and Fruit complex System was inscribed on the list of China's Nationally Important Agricultural Heritage Systems (China-NIAHS) in 2020, and Biluochun production technique was selected as The World Intangible Cultural Heritage in November 2022. Over the past few years, Suzhou has carried out a lot of practical explorations around the protection and utilization of agricultural heritage and the promotion of industrial integration and development. Based on this, we take the agricultural heritage Biluochun tea and fruit complex system as the research object, and systematically analyze the agricultural heritage Biluochun tea and fruit complex system from the perspective of industrial integration theory. The current situation and the practical exploration of industrial integration for the protection and utilization of heritage, namely (1) policy first, the introduction of the Regulations on the Protection of Biluochun Tea in Dongting Mountain, Suzhou, revitalization of land resources on East and West Mountain Islands, to meet the demand for land for the development of industrial integration (such as construction of infrastructure to improve the integration of tea and fruits, culture and tourism); (2) relying on science and technology, scientifically selecting paths to industrial integration, relying on science and technology to optimize the industrial mix, promote industrial efficiency, strengthen the foundation for the protection and development of heritage; (3) absorb talents, break through the integration of talent bottlenecks; in particular, absorb the power of culture and creativity, to solve the shortage of scientific and technological and cultural manpower in the integration of industry; (4) grow the main body, build the relevant industry management body (such as the establishment of Wuzhong Agricultural Development Group), tap the internal and external resources for the integration of industrial development to provide operational security. The active exploration of Suzhou Agricultural Heritage Biluochun tea and fruit composite system under the guidance of industrial integration theory reveals that land policy, science and technology, talent teams, and management main body of the heritage site are several focus points for promotion of triple integration in the protection and utilization of the heritage. The application of industrial integration theory and practical exploration of Biluochun tea and fruit complex system of Suzhou Agricultural Heritage is a positive reference and inspiration for other agricultural heritage systems.