

Exploration on the Win-win Cooperation between Cultural Heritage and Natural Environment Protection Based on the Theory of Cooperation and Competition

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Abstract: The ecological crisis is the most serious problem at present, and for its effective management, people need to pay full attention to environmental issues. Cultural heritage is an important part of it, and its development cannot be separated from all the resources that the natural environment can provide. All aspects of today's society have responded accordingly. In this era, this generation must inherit the tradition. In China, there are contradictions between the development of traditional cultural heritage and environmental protection. In order to take full advantage of the competitive advantage and achieve the win-win objective of sustainable development, it is necessary to reconfigure the concept and structure. Through the analysis of experimental data, this paper found that in the future development, attention should be paid to green protection and vegetation construction. The vegetation coverage of theme parks was 21.32% higher than that of cultural museums.

1. Introduction

Cultural heritage is an indispensable part of human civilization. It is continuously improved with the development of human society. It is constrained by specific politics, economy and politics. Therefore, its meaning and extension are different in different times, and it is also closely related to certain specific social problems. The reason for this is that it separates the conflict between traditional cultural heritage and environmental protection, and idealistically only stands on an overall position and follows the tide. At the legal level, cultural law and environmental protection law are like two straight lines without clear boundaries, which also reflects the legislators' prudence in protecting the environment and cultural heritage. In the process of rapid urbanization, it is necessary to establish a habitat environment suitable for traditional and folk heritage. It is necessary

to maintain the cultural ecology of the existence, survival and inheritance of intangible cultural heritage, and effectively preserve and inherit various intangible cultural heritage in real life, so as to promote the revitalization of local society and rural areas.

In the face of the economic tide of global integration, in order to maintain and promote the development of regional culture, traditional protection must be included in the development strategy, even an important part of the development strategy, and coordinated planning and promotion. Dyson Ben investigated the implementation of cooperative learning by analyzing the applicable fields of cooperative competition theory. Through experimental analysis, it was found that the theory of cooperation and competition can be used in the field of natural environment protection [1]. Li Chunmei analyzed the characteristics of natural environmental regulation on economy and pollution, and discussed the dual restrictions on environmental development. In order to stimulate the power of the natural environment, the differentiation strategy has been implemented to promote the win-win situation of cultural heritage and natural environment protection [2]. Zhang Juan studied the knowledge system of world cultural heritage, and revealed the development trend of the research area and theme. He explored the impact of cultural heritage on tourism, and analyzed the diversity of world heritage culture [3]. According to the cultural heritage and the planning of natural environment circular economy, Sun Hang analyzed the actual needs of regional culture and proposed a planning method to promote the integration of culture and natural environment, thus promoting the development of natural environment [4]. Li Yanli analyzed the new ideas and solutions of cultural products to realize the win-win development of cultural heritage and product innovation. Based on the field survey, the existing problems were analyzed, and the optimization strategies were proposed by collecting the cultural heritage research data, analyzing the field survey methods [5]. In the process of social transition with ecological civilization as the starting point, people should clearly understand the competition between cultural heritage and environment, so as to achieve a win-win situation for the sustainable development of culture and environment.

In recent years, the emergence of concepts such as “cultural integration” and “cultural heritage” shows that people’s concern for the natural environment has gradually entered the “humanities”. Espinoza Tom used the risk assessment of the natural environment, indicating the adaptability of the risk assessment to nature and water flow. It proved the importance of monitoring in natural environment assessment and other application management fields [6]. Zhe Li made qualitative and quantitative analysis of natural environment protection, and adopted the multi-source management strategy to form an organic natural environment protection pattern. Water quality monitoring shows that natural protection contributes to the win-win of water conservancy cultural heritage protection and modern development, and provides reference for the protection of ecological environment [7]. Yang Kaijie used statistical and research methods to sort out the win-win relationship between the natural environment and sports. This has improved the influence of sports in the world, provided a working platform for sports and promoted cultural exchanges [8]. According to the analysis of the current situation of environmental governance, Bidone Francisco discussed the establishment of multi-level and multi-stakeholder governance measures, including a variety of legal views and knowledge bases from a multi-angle environmental protection and governance mechanism. A feasible plan has been found from the environmental governance mechanism to support the environmental protection policy of the environmental department [9]. Zili Zhang discussed the impact of tourism on the environment and culture, and encourages citizens to participate in tourism. A marketing plan has been formulated to create a win-win situation for tourism and natural protection [10]. However, a closer look reveals a combination of environmental protection and traditional cultural traditions. Environmental protection is often only a barrier to cultural heritage, and the discussion of environmental protection focuses on the need for the environment rather than a humanistic perspective.

The above research only studied the theory of cooperation and competition, cultural heritage and natural environment protection separately, but did not combine the two. Although these studies have some reference, they are not enough to prove the conclusion, and there is still room for improvement. In order to solve the win-win situation between cultural heritage and natural environment protection, this paper analyzed the diversity of cultural heritage and analyzed the experimental data. By comparing the number of pavilions, vegetation coverage and the growth of vegetation coverage in different regions, the strategy that environmental protection and cultural heritage need to be followed up at the same time was obtained, which has reference significance for other fields in the future.

2. Competition and Cooperation between Culture and Environmental Protection

2.1. Diversity of Cultural Heritage

For traditional activities, the use of land and resources can maintain and maintain the environment. To maintain biological diversity, it is necessary to have full respect for traditional culture, traditional knowledge and practical experience. Therefore, maintaining this cultural diversity is of great significance and also an arduous task. This issue has received more and more attention worldwide. In fact, many non-traditional cultures cannot be separated from specific production, lifestyle, living environment and other factors. As the specific reflection of national culture, local tradition, folk customs and aesthetics, these traditional cultures rely on the voice, image and memory of local residents as the expression method, and oral transmission as its main transmission method, which is also the weakest link of traditional culture “living”.

However, in the context of today’s world, the inheritance and innovation of tradition have encountered new problems. Relevant personnel have examined the rise of win-win enterprises for cultural heritage and cultural protection, and the impact of changes in environmental indicators on the system. The win-win idea helps to have a positive effect on the reform at the social level [11].

Cultural ecology is a complete ecological system closely linked with natural conditions, technology, economy and history. It can not only express, promote and inherit human civilization in various forms, but also create, produce, disseminate, sell and consume with different technologies and methods. Intangible cultural heritage is an important cultural heritage of all nationalities, which must be comprehensively planned and promoted in the overall strategy of national development. In particular, the protection of historic and cultural cities, ancient towns and ancient villages must be closely linked with environmental protection. It is necessary to preserve culture and the historical environment, but also to genuinely improve the living environment of indigenous peoples and to strengthen the protection of the environment and socio-cultural construction, thereby promoting economic development.

Coordination of work in multiple aspects: it is necessary to make cultural heritage and natural heritage coexist harmoniously and develop in a balanced way. In the process of inheritance, it should follow the idea of “people-oriented” and cultivate the personality of the inheritor in the way of inheritance. Different types of cultural heritage are closely related to the environment in which they are produced, developed and disseminated. Their historical and cultural environment background plays an important role in their protection and maintenance. Cultural space and place environment with distinctive regional characteristics and gorgeous colors are the basis of cultural diversity and an important part of culture. The process of cultural inheritance is shown in Figure 1.

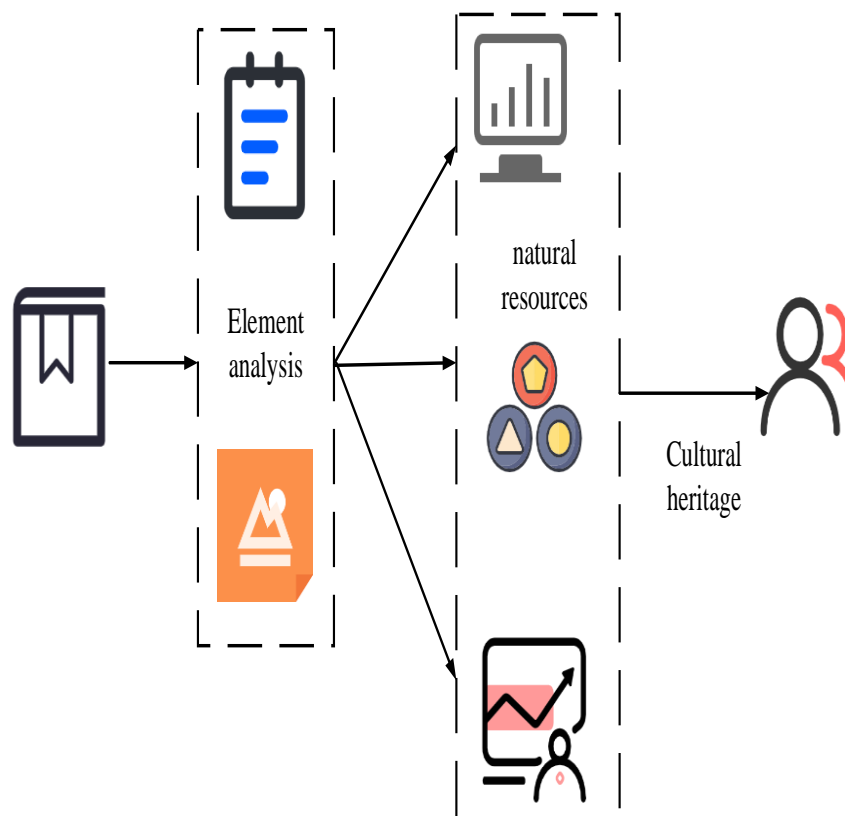


Figure 1. The process of cultural inheritance

2.2. Current Situation of the Relationship between Natural Protection and Culture

In the protection of biodiversity, special attention should be paid to “in situ protection”, which is also to preserve the ecological and natural habitat of the population’s viability. From the perspective of intangible literature, it also includes the protection of traditional and folk heritage.

In order to closely integrate traditional cultural heritage with its cultural diversity, it is necessary to choose “in situ conservation” first, so that it can survive in the original natural ecological conditions. Based on the tradition of the whole cultural group, it is expressed in the form of a group or individual; it is considered to be consistent with the expectations of its society, and is passed on by word of mouth in simulation or other forms. Forms include language, literature, music, dance, games, myths, rituals, customs, crafts, architecture and other forms. Cultural heritage is often a process of survival, which is integrated with nature, history, culture and society, but if the essence of this culture is ignored, it is likely to be out of touch with reality and become a business model and a distorted art form.

Using data analysis, professionals have studied the impact of strict control on the environment. Unlike traditional control, continuous environmental protection plays a very good role in improving the quality and governance of the environment. It provides new ideas for environmental protection and new insights for the win-win situation of economic growth and green development [12]. Relevant experts analyzed the methods of environmental governance to provide dual protection for climate monitoring and cultural activities, and found problems in modern environmental governance, providing new governance ideas for future environmental protection [13]. Relevant people focus on the internal relationship between green development and innovative development, and use the difference analysis method to analyze the integration of resource green and urban

innovation, so as to achieve the best implementation effect in combination with the actual situation [14]. By studying the relationship between culture and trade frictions, academic professionals put forward some countermeasures to promote mutually beneficial and win-win development, thus providing cultural reference for peaceful development [15].

On the other hand, in some areas, intangible cultural heritage is often concentrated in museums and exhibition parks for exhibition and appreciation, while practice cases of protection, inheritance and cultivation in the original ecological environment are relatively rare. With the development of intangible cultural heritage scenic spots, performing and festive sightseeing activities have become the main body of their protection, and the problem of “concentrated display, light community inheritance” is particularly serious. The productive method of traditional technology should be to use, inherit or recycle traditional technology, skills or production activities in the production process (maintaining, adopting or improving traditional technology, streamline, etc.). Its prerequisite is based on the preservation and inheritance of traditional production mode, rather than large-scale production and operation. However, in fact, some intangible cultural heritage projects have been used by some companies as signs of commercial development of commodities, and some have nothing to do with traditional processes and means. The preservation of production type should be based on the actual production process of production to cultivate successors and inherit their production technology, process and technology, rather than industrialization and scale. The relationship between natural environment protection and cultural heritage is shown in Figure 2.

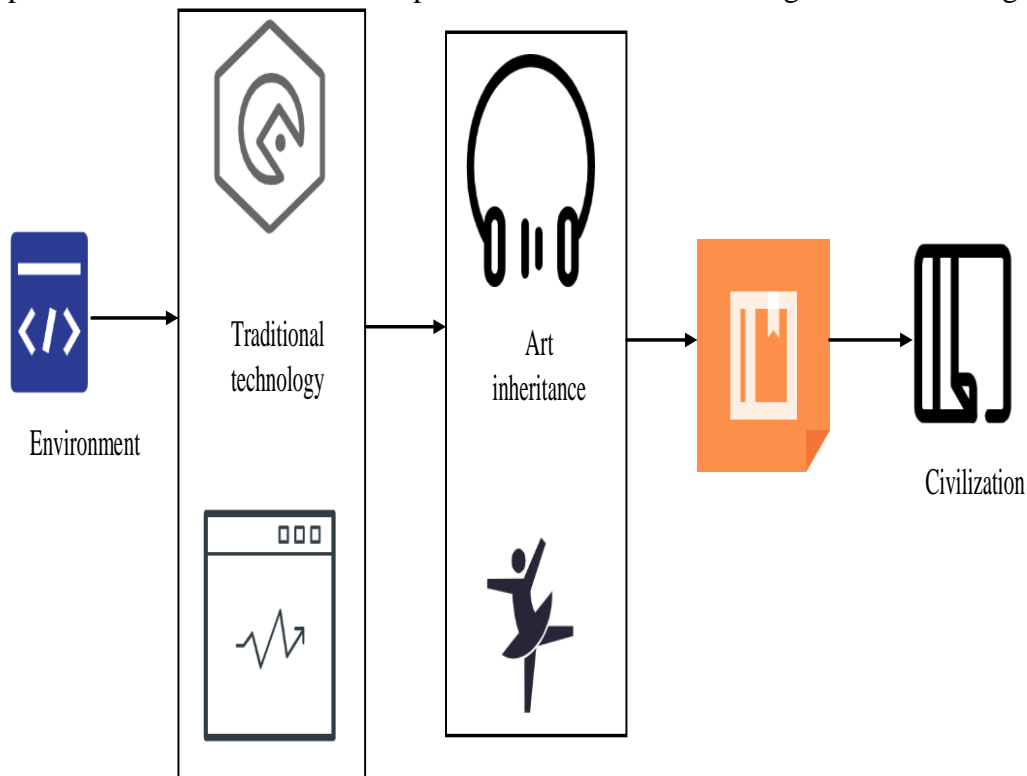


Figure 2. The relationship between natural environment protection and cultural heritage

2.3. Competition and Cooperation between Culture and Nature Protection

More than two enterprises (or organizations) cooperate in these activities, but also compete in other activities. The concept of competition stems from the consensus that in the interdependence between companies, the interests of all links are interlinked in the process of production and sharing. Competition and cooperation coexist and are interrelated in this relationship, which is called

competition.

From the current situation, competition theory has made great achievements in the fields of resource development, market positioning, brand building, etc. At present, the development of traditional cultural heritage is facing more serious problems, that is, in the process of industrialization and urbanization, the urban and rural environment, natural ecology, regional style, local landscape, living habits, etc. are changing rapidly. The large-scale construction of “fake antiques” and the rapid development of artificial gardens have brought huge impact and adverse impact on the local history and diverse cultural and ecological environment. China’s cultural heritage faces problems in the process of industrialization and urbanization. With the disappearance of rural areas and the loss of farmers’ land, it has a huge impact on the protection of China’s culture and tradition. The disappearance of rural settlements and the “hollowing” of villages are the most direct impact on the heritage of traditional villages.

There are two ways to protect intangible cultural heritage. The first is the transformation from intangible to tangible, that is, to inherit the “intangible” culture and make it concrete, that is, document protection. At the same time, it is also an effective means to protect traditional culture. The second way is to pass it on and make it pass on and innovate in order to make it vibrant in the original situation. The two complement each other and are inseparable.

In the protection of intangible cultural heritage vigorously promoted nationwide, the low participation of local residents and social organizations is a major defect. On the one hand, the government should tap its economic interests to promote local development; on the other hand, the academic community is also exploring various cultural and scientific issues in the fields of economy, culture, art and science. As the main civil protection force, people do not know enough about it and participate in it.

The previous analysis shows that the protection and inheritance of heritage in specific areas should be a natural development in the contemporary social environment. The best way to “protect in situ” and “live inheritance” should be to spread in traditional forms in the original natural environment and minimize external interference. However, due to its own history and actual situation, many intangible cultural heritage projects are often endangered at the time of application, and their ecological environment has also been seriously affected. If they are not rescued in time, they are likely to be completely extinct. Therefore, necessary measures must be taken to save and preserve, but the state-centered intervention and technical management should be appropriate. The government’s effective administrative intervention is the effective protection and inheritance of intangible cultural heritage. In this regard, Japan and South Korea have a good reference.

The government must conduct in-depth investigation and analysis and make scientific decisions on how to conduct administrative intervention on local folk culture and other cultural heritage. The effective governance of traditional culture in South Korea, Japan and other countries is the institutional guarantee for the inheritance of traditional culture. The spontaneous participation of the folk is an important guarantee for the development of the national traditional culture. Once the folk life loses people’s consciousness, their own spirit and belief, and the ecology of survival and development, it would gradually wither and even die. The competition and win-win analysis of culture and nature conservation is shown in Figure 3.

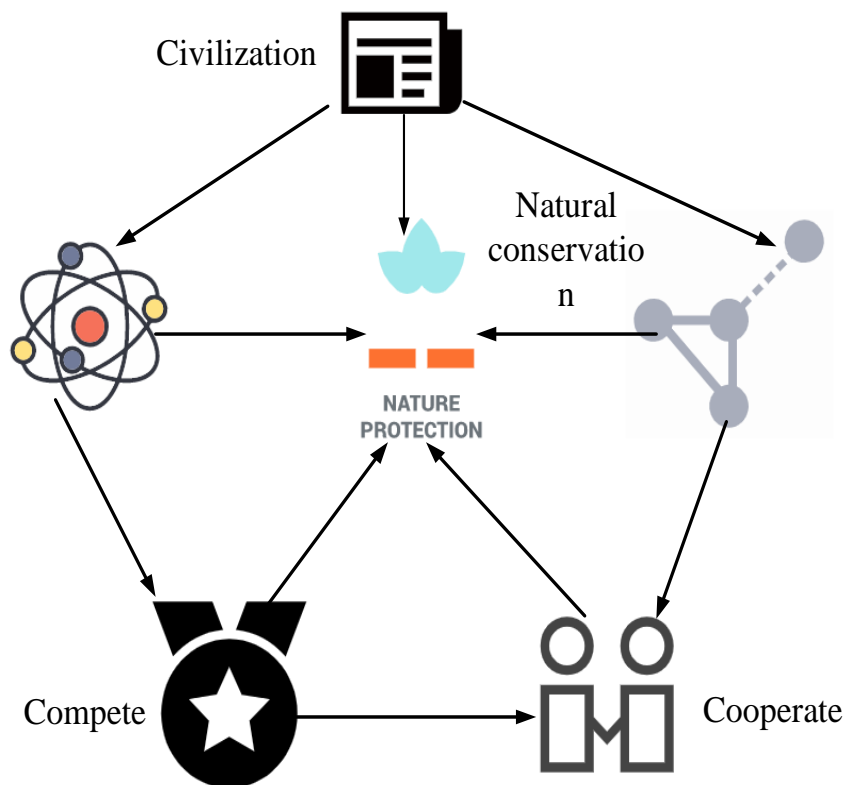


Figure 3. Competition and win-win analysis of culture and nature protection

3. Cooperative Competition Theory

The theory of cooperative competition originates from the understanding of the internal defects of enterprises and the adaptability of enterprises under today's complex operating conditions. The company's operation behavior is a non-zero-sum game, which can achieve win-win results. In business operation, there should be both competition and cooperation. The concept of value chain highlights that in the process of enterprise operation, there are both competition and cooperation. The combination of the two refers to a dynamic relationship, not just the words "competition" and "cooperation". It can well solve the traditional competitive strategy management theory, which only explains the competitive state between members from a competitive point of view.

The synergetic competition theory introduces the new view of "complementer", that is, the main body of competition in an enterprise includes not only competitors, suppliers and customers, but also a complementer. It is important to enhance close collaboration with customers, suppliers, employees and others in order to maximize benefits in the game. This is to develop new sales channels and expand existing sales channels. Therefore, in the traditional competitive strategy management, there must be other organizations to support and cooperate.

On the basis of enterprise competition, the strategy formulation of game theory is applied. The strategy should be "from the perspective of other people's understanding", so as to solve the defect that the traditional strategy only starts from the company's own interests. The company's competitive strategy and effect are studied through five factors, namely, participants, values, rules, strategies and scope, so as to determine the interactivity, reality and operability of the strategy. Game theory is a revolutionary strategic thinking that combines cooperation and competition. It is a

new method and means of enterprise strategic management in the Internet competition. According to the competitive relationship between enterprises, the enterprise strategy based on competition is a market-oriented dynamic strategy. Therefore, on the basis of competition, the company's development strategy must be future-oriented and seize opportunities.

4. Competition and Cooperation Evaluation Experiment of Culture and Nature Protection

4.1. Experimental Method

Data from five cities were selected. By analyzing the number of green theme parks and botanical gardens, as well as the number of exhibition halls of cultural museums and the area of green vegetation, this paper analyzed the impact of cultural and natural protection competition and win-win situation on the actual exhibition halls. The data were recorded and the experimental results were compared.

4.2. Data Analysis

Based on the data of exhibition halls in five regions, the development direction of environmental protection and cultural heritage in the future was predicted by analyzing the number of exhibition halls in green theme parks, botanical gardens and cultural museums. The comparative analysis of the number of pavilions in various pavilions is shown in Table 1.

Table 1. Comparative analysis of the number of pavilions in various pavilions

Category	Quantity				
	1	2	3	4	5
Green theme park	42	58	79	67	56
Botanical Garden	78	56	49	69	72
Cultural Museum	67	81	78	74	80

By analyzing the data in Table 1, it was found that the number of green theme parks was relatively small, ranging from 42 to 79; the number of botanical gardens was in the middle, ranging from 49 to 78; the largest number of cultural museums was 81. According to the above data, it was found that there were more cultural museums in these cities, but fewer green protection museums. Therefore, it can be concluded that these cities attach importance to culture, but some neglect environmental protection. Therefore, in the future development, it is important to pay attention to green protection and vegetation.

The vegetation coverage of cultural museums and theme parks in a region is selected, and the data from 2017 to 2021 are compared. The overall situation of vegetation coverage is analyzed and compared. The higher the vegetation coverage is, the better the green protection measures of the exhibition hall are. Comparison of vegetation coverage is shown in Figure 4.

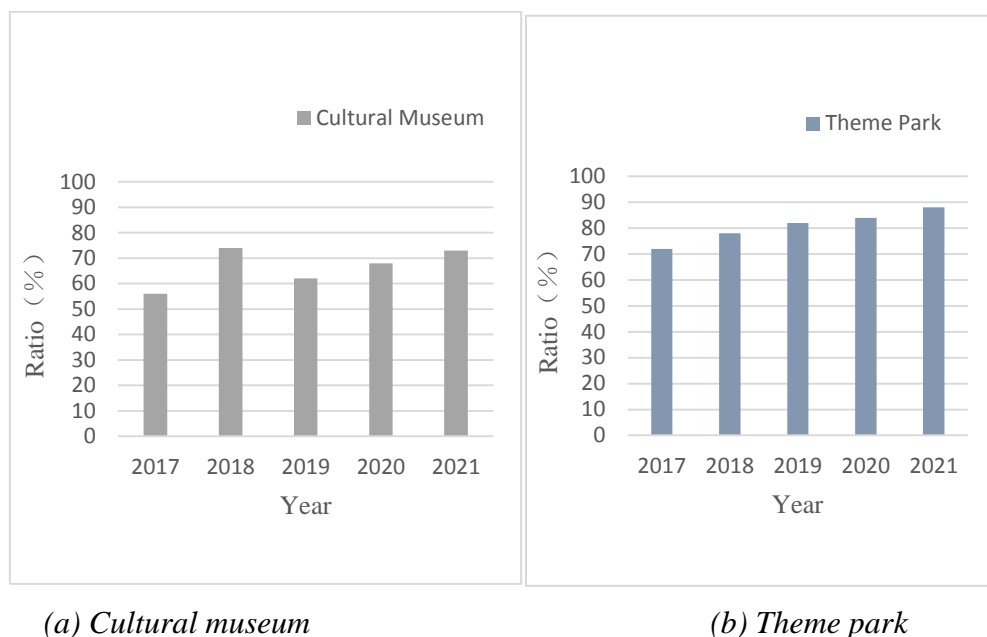


Figure 4. Comparison of vegetation coverage

Figure 4a shows the vegetation coverage of the cultural museum. According to the data in Figure 4a, the data fluctuated greatly, and the range and variance were large. The overall level of vegetation coverage of cultural museums was low; it was the lowest value in 2017, which was 56%; it was the highest in 2018, which was 74%; the average vegetation coverage was 66.6%. Figure 4b shows the vegetation coverage of the theme park. The lowest value was 72%, and the highest value was 88%; the average vegetation coverage was 80.8%. The vegetation coverage of the theme park was 21.32% higher than that of the cultural museum. Through the overall data analysis, it was found that the vegetation coverage rate was gradually increasing, but the vegetation coverage rate of the museum was less. Therefore, it is important to focus on the improvement of the vegetation cover of the cultural museum.

5. Conclusion

By analyzing the current situation of cultural heritage and natural protection, as well as the process of cultural heritage, this paper put forward a win-win strategic method of cultural heritage and natural environment protection based on the theory of cooperation and competition. Through the analysis of the theory of cooperation and competition, it was found that cooperation and competition are suitable for the field of culture and natural environment protection. Through the analysis of experimental data and the comparison of the number and vegetation coverage of different exhibition halls, it was found that at present, the number of cultural exhibition halls was large, and the vegetation coverage of the green theme park was high. It can be seen that the current cultural field and natural protection have not been well connected and integrated. Therefore, through the two-way cooperation between cultural heritage and natural protection, the two complement each other, so as to grasp the two-way development of ecological environment and cultural heritage. The research direction of this paper has reference significance for future research on cultural heritage and cooperation and competition in other fields.

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Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

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