

# Research on the Integrated Development of University Culture and Regional Culture: A Case Study of Meishan City

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**Abstract:** With the rapid development of China's economy, cultural construction has gradually become an increasingly important component within this high-speed economic growth. The development of the cultural industry often drives the development of other industries in a country or region. As people's living standards improve, the pursuit of material culture is gradually shifting from quantitative change to qualitative change. The growing demand for material culture leads more regions to regard the cultural industry as a pioneer for regional economic development. The development of the cultural industry in Meishan City faces challenges such as a late start and a lack of core competitiveness compared to surrounding cities. In response, it is necessary to strengthen the promotion and development of Meishan's cultural industry, fully utilize the local university resources in Meishan City, and highlight the unique connotation of Meishan's cultural industry.

**Keywords:** University Culture; Regional Culture; Integrated Development.

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## 1. University Culture and Local Culture

University is the abbreviation for institutions of higher education, generally referring to schools that provide higher education to citizens, including universities, secondary vocational colleges, and higher vocational colleges. One of the important functions of universities is to create a sound cultural atmosphere, which requires universities to place cultural construction in a prominent position. After contemporary people's material consumption needs are met, they begin to focus on spiritual consumption, that is, a shift from material and physiological consumption to cultural consumption and aesthetic pleasure consumption. [1] The cultural construction of universities can not only enhance the cultural atmosphere of the school but also help cultivate students' comprehensive quality and promote the connotative development of the school. Therefore, universities are inherently cultural entities, and cultural cultivation is an important part of the implementation of connotative development in schools. Universities are not only important carriers for the inheritance of excellent culture but also important sources of ideological and cultural innovation.

Local culture refers to a synthesis of material civilization and spiritual civilization developed with local cultural resources as the core and in line with local characteristics, including the local climate, customs, and so on.

Cultural development is an important manifestation of a country's soft power, and culture is also one of the advantages of universities. The sound development of local culture cannot be separated from the support of universities; the two are interdependent and indispensable. The two sides need to form cultural identity. Cultural identity refers to the confirmation of the shared culture between people or between an individual and a group. [2] Universities provide intellectual support for the development of local culture and promote the sustainable development of local cultural economy. At the same time, the sustainable development of universities also cannot do without the support of local

governments. Meanwhile, there is also a mutually restrictive relationship between the two. Local governments exercise macro-control and provide financial support to universities, which means that local governments often determine the macro-development direction of local universities. At the same time, local universities, based on their own development needs, may also exert an interventional role in the decision-making of local governments at a certain stage. This makes it necessary for university culture and local culture to achieve integrated development. However, due to the characteristics of universities' own talent training models, universities may not fully meet the needs of local governments for cultural development. In addition, local governments' financial support for universities is also considered based on their own actual conditions, which cannot fully meet the demands of universities. These factors lead to contradictions in the integration between the two.

## 2. Current Situation of the Cultural Industry Represented by Meishan City

Tourism is usually an important representative of the cultural industry. Meishan is rich in tourism resources. Meishan has been a birthplace of famous figures since ancient times. The well-known three father-son scholars of the Northern Song Dynasty—Su Xun, Su Shi, and Su Zhe—were born here. The Sansu Shrine, their former residence, attracts numerous tourists from home and abroad every year to pay their respects. Lu You, a poet of the Northern Song Dynasty, once wrote in his poem: Here nurtures wonders and accumulates elegance; a city of poetry and books for a thousand years, praising Meishan's long-standing cultural heritage. Moreover, the longevity culture initiated by Peng Zu is well-known across the country; bamboo weaving culture, as well as the culture of loyalty and filial piety represented by Li Mi, has been passed down from generation to generation in Meishan.

Despite its favorable geographical advantages and

profound traditional cultural heritage, Meishan's cultural industry has not achieved satisfactory development. The main manifestations are as follows: there is a large gap in cultural industry revenue compared with surrounding areas; its development speed lags far behind major cities such as Chengdu and Leshan; and there are many areas for improvement in the development of the cultural industry. Specifically, Meishan is incomparable to surrounding areas in terms of total tourist attraction, the development of distinctive cultural features, and continuous investment in the cultural industry. Therefore, Meishan needs to give full play to its own cultural advantages, make full use of its abundant university resources, strengthen integration into the local cultural field, and build a cultural industry with Meishan characteristics.

### **3. Ways of Integrating University Culture into Local Culture in Meishan City**

At present, the models for the integrated development of Meishan's local culture and university culture mainly include the following types:

#### **3.1. University-Local Cooperation to Develop Characteristic Courses**

Developing characteristic courses refers to fully integrating students' classrooms with local culture. This model requires teachers to abandon the traditional rigid teaching methods. By establishing practical teaching bases in Meishan, giving full play to the role of these bases, and combining university culture with Meishan culture, curriculum resources suitable for the development of Meishan can be created. This approach requires close cooperation and continuous coordination between universities and the local government, as well as keeping pace with the times and constantly absorbing new external concepts. However, in the process of this cooperation, there will be contradictions between the university's talent training model and Meishan's talent needs. Resolving this contradiction requires a large amount of human, material, and financial resources. In addition, another issue to be addressed is which party takes the leading role and which is in a subordinate position during the integration process.

#### **3.2. Talent Exchange to Form Research Teams**

With the increasing frequency of cultural exchanges between universities and the local government, the means of exchange have become increasingly diversified, and over time, interdisciplinary research teams have been formed. The two parties give full play to their respective advantages: universities usually have a complete range of disciplines and a strong teaching staff, while Meishan's traditional culture can provide a platform for university teachers' cultural teaching and research. The unique local cultures need further inheritance and development; university teachers, whether for their own development or the development of their schools, often need a high-quality research platform, and Meishan's cultural resources serve as an excellent platform. Therefore, university culture and local culture can complement each other and achieve common development.

#### **3.3. Building Cooperation Platforms to Promote University-Local Cultural Cooperation**

Currently, various universities in Meishan have their own

journal platforms, which can serve as platforms for university-local cooperation in Meishan. Meishan can make full use of the journal platforms of various universities to promote local culture, while Meishan's rich cultural resources also provide sufficient materials for university journals, enabling the integrated development of the two. Second, universities and Meishan can establish off-campus training bases or research centers to build platforms for Meishan's cultural research and achievement transformation, which can further promote university-local cultural development. Third, universities can make full use of their own resources to exchange experiences and achievements in cultural construction with other universities, so as to share resources and complement each other's deficiencies. This plays a positive role in promoting the development of Meishan's culture. A sound cooperation model, a well-established institutional structure, a scientific and rational operation and research model, and an innovative talent development model are strong guarantees for the Center to achieve achievements in industry-academia-research collaboration.[3]

### **4. Problems in the Integrated Development of University-Local Culture**

#### **4.1. Overemphasis on Academic Research, with Limited Research Aligned with Local Cultural Development**

At present, the research on the integration of Meishan's universities and local culture tends to be overly academic. Most of these studies are summarized from others' experiences rather than from experiences and lessons combined with local actual conditions. Such research results have little promoting effect on the development of Meishan's local culture and also lead to a waste of human and material resources.

#### **4.2. Insufficient Participation**

The integrated development of university culture and local culture requires the joint participation of both parties. However, the current integration often faces situations where only the universities are enthusiastic, or only the Meishan Municipal Government strongly advocates it. What is even worse is that the cooperation between the two parties is merely superficial. Such formalistic cooperation usually lacks substantive content, and the resulting achievements are just copied from elsewhere without careful discussion of plans.

#### **4.3. Lack of Cultural Consensus**

When universities and the local government cooperate, they often face differences in work methods, thinking patterns, and resources. Due to these differences, university culture usually integrates the strengths of various schools and has strong theoretical characteristics, while the development of Meishan's local culture is often based on its own existing characteristics and has strong local features. When the two sides integrate, they need a period of run-in due to their respective characteristics, which leads to various differences in the initial stage of cooperation. These differences are a manifestation of the lack of consensus and often play a significant hindering role in the integration of university-local culture.

## **5. Strategies for the Integration and Development of Campus and Local Culture**

### **5.1. Promote the Harmonious Development of Local Governments and Local Universities**

The development of Meishan's local universities cannot do without the support of the Meishan government. The government can provide financial support for universities, formulate policies conducive to the development of Meishan's universities, and provide internship and employment positions for university students. At the same time, Meishan's universities can inject human resources into the government and provide high-quality talents for enterprises, promoting the sustained, healthy, and innovative development of enterprises. This plays a significant role in stimulating the development of the local economy. Only when the government and universities work together with concerted efforts can they jointly promote the prosperity and development of Meishan's culture.

### **5.2. Promote the Harmonious Development of Local Culture and University Culture**

The development of universities should be based on local actual conditions and aim at promoting the development of local economic and cultural undertakings. Development divorced from local reality is unscientific. The development of Meishan's cultural industry should make full use of the abundant human and data resources of local universities to achieve continuous innovative development. Each generation has its own cultural inheritance; the essence of traditional culture should be passed on. The inheritance of culture should make full use of university resources and try new methods. Only in this way can Meishan's cultural industry achieve continuous inheritance and development.

### **5.3. Promote the Harmonious Development of Local Culture and University Curriculum Culture**

The integration of local culture and university curriculum

culture is usually realized through the culture entering campuses initiative—integrating local cultural elements into classrooms. By jointly building courses with cultural elements featuring Meishan characteristics, and arranging local teachers to teach together with university teachers, Meishan and local universities can promote in-depth integration of university-local culture, break away from the rigid teaching methods of traditional culture, and cultivate talents suitable for local needs. This plays a positive role in promoting the development of Meishan's cultural industry. At the same time, this model requires both universities and the local government to timely absorb various new materials from the outside, adjust curriculum teaching objectives, and keep pace with the times.

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