

The Application Analysis of Regional Cultural Traditions in Rural Revitalization

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Abstract: This paper aims to explore the application of regional cultural traditions in rural revitalization. Firstly, it expounds on the concept and connotation of regional cultural traditions, emphasizing their role in rural revitalization. It analyzes the essential features of regional cultural traditions needed for rural revitalization, as well as their supporting effect on current situations. The methods and practices of protecting and inheriting regional culture are investigated, along with its correlation with rural vibrancy. Based on this foundation, a design concept is proposed for rural revitalization that is based on regional cultural characteristics, followed by an analysis of practical cases demonstrating the application of these traditions in rural revitalization. Furthermore, this paper examines how regional cultural traditions can be applied to tourism and summarizes both experiences and dilemmas encountered during their implementation in promoting sustainable development within countryside communities.

Keywords: Regional culture, tradition, rural revitalization, cultural preservation, tourism.

1. Introduction

With the national emphasis on the rural revitalization strategy and social and economic development, an increasing number of individuals have begun to direct their attention towards the culture and development of rural areas. In this process, the utilization of regional cultural traditions has progressively gained significance in rural revitalization efforts. This is because regional cultural tradition represents a valuable cultural heritage specific to a particular region, which not only fosters residents' sense of identity and cultural value but also provides invaluable ideological support and cultural experience for rural revitalization.

Simultaneously, propelled by national policies, the emergence of rural tourism and allied industries also presents a distinctive opportunity for safeguarding and perpetuating regional cultural traditions. Within this context, conducting comprehensive research on the utilization of regional cultural traditions in rural revitalization holds significant practical significance in terms of fostering local cultural heritage and driving rural economic development. Hence, this paper selects the application of regional cultural traditions in rural revitalization as its focal point to delve deeply into preserving and cherishing specific regions' cultural legacies while providing theoretical underpinnings, experiential insights, and strategic guidance for sustainable local economic growth.

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2. The Incorporation of Regional Cultural Traditions Is Essential for The Revitalization of Rural Areas.

2.1. The present state of regional culture.

The term "regional culture" refers to the distinctive cultural

phenomenon that emerges from the regional environment, human history, and local social organization. With the implementation of the current rural revitalization strategy, regional culture has progressively evolved into a significant developmental asset.

The preservation and transmission of regional culture encounter challenges. Despite the unique cultural connotations and values embedded in regional cultures, various traditional elements associated with these cultures are confronted with issues such as erosion, loss, and fragmentation due to modernization and social transformations.[1] For instance, language extinction, dwindling traditional skills, and the decline of folk customs pose significant problems. These circumstances necessitate urgent measures for safeguarding and perpetuating regional culture.

Rural revitalization is a crucial strategy for leveraging the advantages of rural areas through reform and innovation. It aims to foster modern agriculture, enhance rural infrastructure, nurture distinctive rural industries, improve living conditions and production in rural areas, promote sustainable agricultural and rural development, as well as achieve harmonious urban-rural integration. Within the context of rural revitalization, regional cultural traditions play a pivotal role in driving economic, social, and cultural progress in rural communities. These traditions encompass local customs, festive activities, oral heritage, religious beliefs, literary and artistic creations, architectural styles that collectively embody unique elements reflecting the region's social history and cultural characteristics.

2.2. The role of regional culture in supporting rural revitalization.

Promote the advancement of cultural tourism. In recent years, with the enhancement of individuals' living standards and the evolution of tourism perspectives, cultural tourism has emerged as a prevalent mode of travel.[2] Within this context, safeguarding and perpetuating regional culture assume a pivotal role in fostering the progress of cultural

tourism.

The regional culture plays a crucial role in facilitating rural revitalization and fostering the growth of cultural tourism. By enhancing the preservation and inheritance of regional culture, elevating the quality of cultural tourism products and services, we can stimulate the advancement of cultural tourism, propel local economic development, and expedite the process of rural revitalization while concurrently supporting the progression of cultural industries.

The cultural industry plays a pivotal role in rural revitalization, serving as a vital catalyst for regional development. Regional culture serves as the bedrock for the growth of the cultural industry, offering abundant cultural resources and products that act as a wellspring for its advancement. Moreover, it generates employment opportunities for local communities while facilitating the transformation and upgrading of rural industries. For instance, traditional local skills and literary and artistic creations can be transformed into valuable cultural products, thereby establishing an innovative chain within the cultural industry and creating a novel engine to drive rural economic growth through diverse forms, products, and services. Strengthen social cohesion. Regional culture can enhance the cultural identity and sense of regional belonging among local residents, fostering social cohesion and facilitating the harmonious development of rural society. For instance, certain traditional festivals and customs rooted in folk culture have the potential to bridge interpersonal gaps, narrow urban-rural disparities, and cultivate a societal ambiance where all individuals actively engage in harmonious coexistence.[3]

3. Rural Revitalization Design and Practice Grounded in Regional Cultural Heritage.

3.1. The fundamental concept of rural revitalization design grounded in regional culture.

Enhance the preservation of local culture, unearth and explore the regional cultural value, foster rural industry development to enhance the cultural aptitude of individuals and environmental quality, thereby fostering sustainable rural development. Additionally, prioritize the excavation and safeguarding of regional cultural heritage through comprehensive efforts in collecting, organizing, preserving, and showcasing these invaluable assets. This ensures that local cultural traditions remain intact while being seamlessly integrated into economic and social progress.

Innovate models for regional cultural industries by leveraging the development mode of modern cultural industries and integrating the unique characteristics of local regional cultures. This approach enables us to create cultural products and tourism projects that cater to market demands while showcasing distinctive regional attributes, such as local handicrafts, country music, traditional folk customs, and more.

Establish cultural experiential tourism routes. By effectively protecting and utilizing regional cultural resources, we should design diverse and immersive cultural experience projects to attract a larger influx of tourists and stimulate the development of rural economies. We will enhance rural cultural education and personnel training, employing various channels and levels to bolster the promotion, publicity, and

preservation of rural culture. This will elevate the cultural aptitude of local residents while nurturing talents in rural culture, thereby fostering both innovation and heritage.

3.2. A case study on the role of regional cultural traditions in rural revitalization.

Fenghuang Ancient City is a famous historical and cultural city in Hengyang City, Hunan Province, which contains the regional cultural tradition in rural construction. In recent years, the performance of Fenghuang Ancient City in rural revitalization has attracted much attention and become a typical case across the country.



Figure 1. Fenghuang Ancient City

In terms of the inheritance of regional cultural traditions, Fenghuang Ancient City has enriched the local cultural life by protecting and utilizing the local traditional cultural relics, cultural heritage and historical buildings, retaining many traditional festival activities such as Dragon Boat Festival, Qingming Festival and Mid-Autumn Festival of Han and minority nationalities. At the same time, Fenghuang Ancient City also actively promotes the local food culture, excavates and develops local special snacks and catering culture, such as stinky tofu, crayfish, rice noodle soup, etc., and strengthens the protection and promotion of regional cultural traditions.

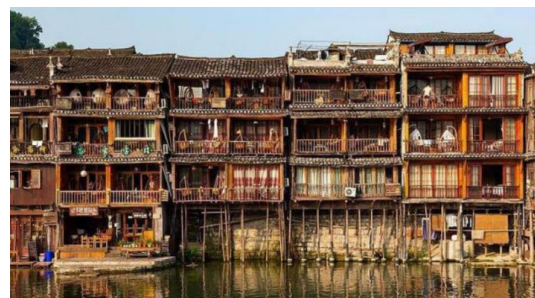


Figure 2. Fenghuang Ancient City

Fenghuang Ancient City has also played an important role in cultural, educational and social development. Through the establishment of institutes, research centers and other institutions, in-depth research and excavation of local cultural heritage and historical evolution, to strengthen the protection and inheritance of regional culture. Fenghuang Ancient City has also actively carried out poverty alleviation work, promoted the deep integration of residential protection and cultural industry development, and promoted the harmonious development of local society and the process of rural revitalization.

As a typical cultural tourist attraction and rural revitalization model, Fenghuang Ancient City has realized the positive interaction between tourism development and local economic and cultural sustainable development by fully

tapping and applying regional cultural traditions, providing an important reference and reference for rural revitalization across the country. The rural revitalization plan based on regional culture can fully tap regional cultural traditions and give local unique cultural symbols to respond to modern market competition and protect the abandoned and undeveloped cultural and tourism resources of ancient towns and villages.[6]

Maoshan Mountain is a famous mountain located in the south of Jiangsu Province, with a long history and a unique regional cultural tradition. In recent years, the performance of Maoshan in rural revitalization has attracted much attention, becoming a typical case in the country and even the world's rural revitalization. [7]The inheritance of Maoshan regional culture is mainly reflected in two aspects: Maoshan religious belief and TCM tracking. The history of Maoshan for more than two thousand years has left countless cultural heritages for Maoshan Scenic area, and many historical relics contain a thick cultural accumulation.

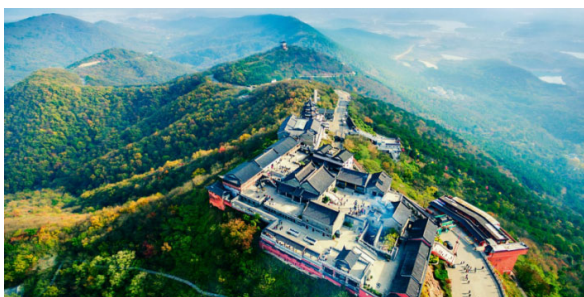


Figure 3. Maoshan religious culture

There are many representatives of Maoshan culture, such as Maoshan Temple, Taoist Temple in the mountains, teapot Mountain stone carvings, historic stalagmites, Jingnan Temple and so on. At the same time, the religious belief culture of Maoshan is vividly reflected in Maoshan. Maoshan Taoism is the birthplace of Maoshan Taoism Quanzhen Taoist Temple built in Lianhua Mountain, an ancient town downstream of Maoshan. There are a large number of ancient buildings with open halls and distinctive features.[8]

In the development of rural economy, Maoshan occupies an important position in tourism. Maoshan Scenic Area is located at the intersection of Nanjing, Changzhou and Wuxi. It consists of Maoshan Mountain, Shenhu Mountain and Dashu Mountain. Maoshan's tourism resources not only have magnificent natural scenery, but also have a long and profound cultural heritage, which provides endless possibilities for the development of Maoshan rural tourism industry. In addition to the good natural ecology of Maoshan scenic area, Maoshan is also filled with many temples, temples, Taoist temples and other religious places, where tourists can enjoy the ancient Maoshan culture.

The performance of Maoshan in rural revitalization is diverse and rich. [9]Maoshan actively excavates and protects regional culture, deeply develops rural tourism resources, and uses the unique charm of Maoshan culture to broaden the local economic development pipeline. In addition, Maoshan has also made a lot of contributions in the field of culture and education, strengthening the inheritance and development of regional cultural traditions. The experience of Maoshan not only has an important reference role for the local rural revitalization of Jiangsu, but also provides beneficial ideas and directions for the rural revitalization of the country and

even the world.

The function and value of regional cultural tradition in rural revitalization have been fully reflected, while many problems and challenges are faced in practice, such as the protection, inheritance and utilization of cultural heritage. [10]In the future practice, we should further explore innovation and improve the level of coordinated development between regional culture and rural revitalization.

4. The Application and Analysis of Regional Cultural Traditions in The Tourism Industry.

4.1. The promotion of regional cultural tourism can facilitate the advancement of the local economy.

Regional cultural tradition refers to the unique cultural characteristics and traditions of a region, including but not limited to folk customs, local customs, historical culture and artistic masterpieces. In tourism, making full use of regional cultural traditions can attract more tourists and improve the development level of tourism. The following is a detailed analysis of the application of regional cultural traditions in tourism. Regional culture is one of the important resources for rural revitalization. Rural regional culture is rich and colorful, with profound history and cultural heritage, which is the reason why tourists like to visit the countryside. Tourism, as an industry, can transform rural regional culture into economic benefits, thus promoting rural revitalization.

Tourism can promote the development of local catering, accommodation, transportation and other supporting services, promote the diversification of local business forms, increase employment opportunities, and improve the living standards of villagers. Regional cultural traditions can bring huge economic benefits to tourism. Take China as an example, different regions have unique cultural characteristics, such as the Imperial city culture in Beijing, the Terracotta Warriors culture in Xi 'an, and the West Lake culture in Hangzhou. When tourists travel, they will choose to experience these different cultural characteristics, thereby increasing the local tourism income.

4.2. The promotion of regional cultural tourism can facilitate the advancement of the local economy.

Tourism can promote the development of local catering, accommodation, transportation and other supporting services, promote the diversification of local business forms, increase employment opportunities, and improve the living standards of villagers. Regional cultural tradition is also a powerful tool for promotion and marketing in tourism. By highlighting the characteristics of regional cultural traditions in the publicity, we can better attract the interest of tourists. For example, in Japanese advertisements, the famous cherry blossoms and Mount Fuji often appear. These natural landscapes have become the symbols of Japanese tourism and the signboards to attract tourists from home and abroad. Tourism can promote the development of local catering, accommodation, transportation and other supporting services, promote the diversification of local business forms, increase employment opportunities, and improve the living standards of villagers. Regional cultural traditions can also promote cultural exchanges and development in tourism.

Through the contact with foreign tourists, the local culture has been spread and promoted, and can absorb the advanced culture of other countries, promote cultural diversification and exchange. Finally, regional cultural tradition is also an important object of protection and inheritance in tourism. With the continuous development of urbanization and cultural homogenization, many traditional cultures are gradually disappearing or under threat. Through the application in tourism, these cultural heritages can be better protected and passed on

At the same time, protect the historical and cultural heritage and cultural landscape of the region.

Regional cultural tourism needs to cooperate with the whole process of rural revitalization. In the process of promoting rural revitalization, it is necessary to strengthen the planning and management of regional cultural tourism, especially in the protection and inheritance of regional culture, so as to integrate tourism into the whole process of rural revitalization and achieve coordinated development of economy, society and culture.

5. Conclusion

Rural revitalization is one of the important tasks of China's economic and social development, and the mining and application of regional cultural traditions is an important part of rural revitalization. This paper will deeply analyze the application of regional cultural tradition in rural revitalization from the following aspects. The excavation and inheritance of regional cultural traditions is a prerequisite for rural revitalization. Countryside is an important carrier of regional cultural tradition, and inheriting and preserving regional cultural tradition can promote the prosperity of rural culture. By excavating and inheriting regional cultural traditions, it can not only enhance the cultural heritage and attraction of rural areas, but also bring huge economic benefits to local tourism and cultural industries. Regional cultural tradition is the core "content" of rural tourism. By making full use of local cultural traditions and rural life in rural tourism, the development of local tourism industry is promoted, while the local culture and folk customs are better displayed, and more tourists are attracted to experience, taste and buy local specialties and handicrafts. Regional cultural tradition is the "core driving force" of rural industrial upgrading. Make full use of regional cultural and traditional advantages, dig and develop unique products and services, through brand strategy and market innovation, enhance the added value of products and market influence of rural industries, so as to promote the upgrading of rural industries. Attaching importance to regional cultural traditions is the key to innovating rural governance. Protecting and disseminating rural regional cultural traditions can stimulate the sense of ownership within the countryside, enhance the sense of participation and pride,

stimulate the creativity and innovation potential of the people, and thus exert the rural self-organization ability of social governance.

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