

# Research on the Innovation Strategy of Excellent Local Culture Inheritance Based on the "Rural-global" Interaction

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**Abstract:** *The inheritance and innovation of excellent local culture is an important fulcrum for the revitalization of rural culture. Combined with Xuzhou city jia wang area horse village case practice, through the horse village excellent local culture inheritance and innovation cognitive survey, analyzes the "country-global" interaction for the importance of excellent local culture inheritance and innovation, think "country-global" interaction mode, help to achieve excellent local culture inheritance innovation new breakthrough path. To this end, it is necessary to explore the traditional intangible cultural heritage sachets handicrafts, optimize the rural talent training mechanism, use the "living inheritance" by digital intelligence means, ensure the capital investment of rural cultural construction, upgrade the excellent local culture and agricultural tourism industry chain, so as to realize the inheritance and innovation of excellent local culture in Mazhuang Village.*

**Keywords:** *"Rural-global", Local culture, Cultural products, Inheritance and innovation, Cultural revitalization*

## 1. Foreword

Fei Xiaotong, a famous social scholar, once pointed out in his book *Rural China* that from the grassroots level, Chinese society is rural. Therefore, it can be said that local culture is the background color of Chinese culture and the spiritual home of the vast number of farming people. Local culture integrates history, knowledge, emotion, mode of production, folk customs and traditions, giving people a sense of familiarity, a sense of security and warmth and dependence. Local culture has experienced a long historical evolution and the accumulation of generations of people producing and living on the same land, and has a distinct regional temperament <sup>[1]</sup>. The Law of the People's Republic of China on the Promotion of Rural Revitalization, promulgated in April 2021, proposed that measures should be taken to protect agricultural cultural heritage and intangible cultural heritage, explore the profound connotation of fine agricultural culture, and inherit and develop fine traditional culture. The 20th report calls for solidly promoting the revitalization of rural industries, talents, culture, ecology and organizations. The inheritance and innovation of excellent local culture is the important fulcrum of the revitalization of rural culture and economic revitalization. The globalization of economy makes the globalization of culture become an inevitable trend. Cultural globalization has opened the dialogue between different regions and different ethnic cultures, broken the relative independence of heterogeneous cultures, and created a good opportunity for the excellent traditional Chinese culture to go out <sup>[2]</sup>. Therefore, it is of great significance to expand the path of excellent cultural inheritance and innovation based on the "village and global" interaction, and to explore and release the value contained in the excellent local cultural tradition, to comprehensively promote the implementation of the rural revitalization strategy.

## 2. Investigation on the Excellent Local Culture Inheritance and Innovation Practice and Cognition of Mazhuang Village

### 2.1. Excellent Local Culture Inheritance and Innovation Practice of Mazhuang Village

Mazhuang Village is located in Panhu Street, Jiawang District, Xuzhou City, located about 25

kilometers in the northeast suburb of Xuzhou City. There are 3 natural villages and 5 villager groups in the village, with a total population of 2,863 people. Mazhuang village is adjacent to 104 National Highway and Beijing-Fuzhou Expressway in the west, 206 National Highway in the east, Beijing-Hangzhou Grand Canal in the south, Xuzhou Station of Beijing-Shanghai high-speed railway and Guanyin Airport, with a superior geographical location. In 1988, the village with its founded "the first farmers copper orchestra" and for the first time into the view of the country, so reputation, has successively for the central, provincial, municipal and other leaders at all levels, authorities, colleges and universities performance more than six thousand times, 2000 by Jiangsu province for "characteristic culture team", "service farmers service grassroots cultural work advanced collective". In the past, Mazhuang villagers have been mining coal mines to make ends meet, but the environmental pollution caused by overmining is tricky. In 2011, Mazhuang Village began to explore the transformation road of "building a village by culture and benefiting the people by tourism". Traditional Chinese medicine sachets replaced the coal mine and became a new pillar industry of the whole village. "Xuzhou sachets" is a national intangible cultural heritage. Now, Mazhuang Village has been built into a "Mazhuang Impression" block integrating intangible cultural heritage performance, local specialty procurement, special snacks, folk custom experience, etc. The large-scale Shennong sacrificial performance "Guanghua Qianqiu" has become the folk culture performance brand of Mazhuang Village. In 2018, Mazhuang Village invested more than 3 million yuan, covering an area of more than 2,000 square meters, and put into operation. The festival held in Mazhuang Village can attract tens of thousands of people around to watch. The small sachet sewing has been cultivated into an industry with an output value of more than 8 million yuan, and "great" sachet has become a "web celebrity" product [3]. In 2022, in the special live broadcast of "Non-genetic inheritance, Treasure Jiangsu" of Jiangsu Credit Cooperative Union, "Mazhuang sachets" was the first intangible cultural heritage in China. In only more than 20 minutes of live broadcast, more than 1,200 sachets were sold, earning more than 43,000 yuan, successfully achieving a breakthrough in sales.

## ***2.2. Survey on the Excellent Local Culture Inheritance and Innovation of Mazhuang Village***

In view of the cognitive problems of the inheritance and innovation of excellent local culture in Zhuang villages, the survey was conducted by issuing questionnaires to schools and social groups through visits and online methods. The total number of samples was determined and 240 were issued, 240 were recovered, a recovery rate of 100%. Among the respondents, students accounted for 56.11%, and social groups accounted for 43.89%: 18-30 and 30-45, 78.23%, which are the "main force" of tourism. According to the survey, 47.62% of the local culture of Mazhuang village is completely ignorant, 3.11% are very familiar, and only 4.76% of the respondents know that there are intangible cultural heritage sachets in Mazhuang village. In the survey of how to understand the local culture of Mazhuang Village, 54.76% read related books introducing the local culture, 26.19% and 11.9% through the Internet; in the main reasons of the answer, 47.62% and 26.12% increase the ability to cultivate relevant knowledge. On how to develop the local culture in Mazhuang Village, 81.19% of the respondents chose to consolidate the cultural connotation and actively publicize it. According to the survey, only 35.71% strongly support the excellent local culture cognition and inheritance and innovation in Mazhuang Village.

## **3. "Rural-global" Interaction for the Cognition of Excellent Local Culture Inheritance and Innovation Value**

The history of Chinese culture stretching for five thousand years has given birth to excellent traditional culture. Vigorously inherit and carry forward the excellent local culture, protect the precious roots of local culture, and enhance the economic value of excellent local culture, is the foundation of rural revitalization and development [4]. However, due to the flow of rural population and the accelerated loss of talents, rural culture presents a decline [5]; At the same time, the inheritance and innovation of some regional excellent local culture also face [6] problems such as lack of subject, lack of power, confusion of value and insufficient innovation characteristics. Therefore, in the comprehensive implementation of the rural revitalization strategy, we should pay attention to the construction of rural culture and promote the revitalization of rural culture, eliminate the traditional local culture, reform and innovate, give play to the resource role of rural culture, and realize the diversified and integrated development of excellent traditional local culture. It is necessary to reshape rural development with local cultural innovation and embed the global agenda [7]; from the dynamic perspective of "global to village" and "village to global", we can see the important position rooted in rural China in communication and modernization research, and deeply understand the world historical significance of Chinese rural and

rural stories to "Chinese road" [8]. The process of rural reconstruction in western countries has gone from economic dimension to social dimension, and then to the comprehensive dimension dominated by "main body, culture and network". Globalization has promoted the rural reconstruction and transformation in western countries and shaped a new rural [9]. With China's comprehensive rural revitalization, cultural revitalization, with domestic big cycle as the main body, domestic and international binary mutually promote the construction of the new development pattern, "global channel" open, "country-global" interactive path breakthrough ability will be greatly promoted, Chinese outstanding local culture has its highlight of 5000 farming civilization unique value and status, form the Chinese national identity, with its inheritance sharing, collaborative innovation, "country-global" interaction for the unified characteristics, facing the global field spread, thus can realize the history of Chinese excellent local culture inheritance and modern innovation.

#### **4. Excellent Local Culture Inheritance and Innovation Strategy Based on the "Rural-Global" Interaction**

##### ***4.1. In-Depth Research and Excavation of Traditional Intangible Cultural Heritage Sachets Skills, to Create Excellent Local Cultural Products***

The continuous development of handicraft skills in the traditional society, not only formed a unique manual production system, but also formed a set of specific technical and cultural system, which contains rich connotations of agricultural civilization produced by the relationship between man and man, and between man and nature. As if through the thousands of time and space, the mandarin duck water, cartoon doll, guanyin blessing, magpie make mei, qilin, cloth monk, etc., colorful, complicated, style, rags, a few strands, a needle stick, fingers flying, a basket with f send auspicious, auspicious hope, filled with unique "individual wisdom", "cultural character" and antique, antique, antique "inside value". Mazhuang village intangible cultural heritage sachets is an organic combination of physical strength, intelligence and emotion of Mazhuang people. It is not only the expression of technical level, but also the manifestation of cultural thought. To this end, we should increase research, pay attention to excavation and sorting, form the consciousness and "view of land" of the excellent local culture of Mazhuang Village, and complete the system inheritance and innovative manufacturing of handicraft culture with its own characteristics. Mazhuang village intangible sachets strengthen mazhuang village culture characteristics and craftsmen character and characteristics, implements the traditional craftsmanship and traditional manual culture in the specific cultural practice, extends the intangible brand sustainable growth path, by creating excellent local culture products, promote mazhuang village intangible sachets of traditional art protection and carry forward the innovation.

##### ***4.2. Optimize the Training Mechanism of Rural Talents to Ensure the Inheritance and Innovation of Excellent Local Culture***

To build a cultural team that truly loves local culture and has the ability of inheritance and innovation plays an important role in the inheritance and innovation of excellent local culture. In November 2022, the Guiding Opinions on Promoting the Cultivation of Rural Craftans were released by eight departments including the National Rural Revitalization Bureau and the Ministry of Education, which pointed out comprehensive and practical guidelines for the cultivation of excellent local culture inheritance and innovation. We can start from the following four aspects: First, based on the current situation of Mazhuang Village's local culture inheritance and innovation talent team, it is necessary to find out the shortcomings, formulate practical talent retention planning from a long-term perspective, build various learning platforms, strengthen the cultivation and transformation of local talents in Mazhuang village, improve the theoretical and practical ability of local "Tian Xiudai", and provide corresponding talent support for Mazhuang Village's local culture inheritance and innovation; Second, we should constantly improve the relevant policies of talent introduction, implement incentive and guarantee policies and measures, gather a group of talented people with professional ability, professional knowledge and love of traditional culture into the cause of inheritance and innovation of excellent local culture, and promote rural culture revitalization with talent revitalization, so as to comprehensively promote rural revitalization; Third, local secondary and higher vocational and technical schools, colleges and universities can focus on rural cultural inheritance and innovative talent needs, professional setting and curriculum design, the implementation of "order-type training", Planting the seeds of loving local culture in the hearts of young students, combining excellent rural cultural inheritance practice to improve the curriculum system content and training mode, systematically training excellent local cultural inheritance and innovation

talents with a global vision, so as to make the cultivated talents have good professional ability and internationalization level, and build a high-quality local cultural inheritance and innovation talent team; Fourthly, we should strive to create a group of excellent rural artisans in Mazhuang Village to inherit and innovate local culture, increase support for the funds of education and cultivation of talents, and through training, rotation training, field trips, research and study, mould Mazhuang village artisans' spiritual pursuit of global vision, openness, inclusiveness, inclusiveness and deep study, and master networking, digitalization and smart chemical engineering tools. Fully display the excellent local culture scene of Mazhuang, inject fresh blood into the intangible heritage, and enhance the kinship, attraction and appeal of Mazhuang rural products, rural life and rural ecology.

#### ***4.3. "Live Inheritance" to Stimulate the New Vitality of Excellent Local Culture***

General Secretary Xi stressed that the most basic cultural genes of the Chinese nation should be adapted to contemporary culture and coordinated with modern society, and should be popularized in a way that is popular and widely participatory. The "14th Five-Year Plan" for Cultural Development "proposes to coordinate the digitalization of the stock and increment of cultural resources, gather cultural digital resources, and improve the quality level of cultural products and services. In December 2022, tsinghua university school of journalism and communication team joint TikTok issued the live inheritance-live reward and intangible spread research report shows that by the end of June 2022, the national intangible project TikTok coverage 99.74%, the related video thumb up 9.4 billion, the income of the genetic bearing number increased 34% year on year, intangible sales rose 668%, after 00 users buy intangible turnover rose 959% year on year. Taking the express train of the Internet, with the digital interactive immersion, interactive fun and flavor, and the game simulation, the excellent local culture of Mazhuang Village is no longer "hidden in the mountains and nobody knows". Excellent local culture should achieve "the past for the present", "the foreign for the middle", rely on the national cultural gene, absorb the excellent cultural creativity of various countries, grasp the pulse of The Times, activate the "fashion core", so as to promote the culture to shine, out of the circle, attract powder, circle powder, and enter the broad stage of the world.

#### ***4.4. Ensure the Investment of Rural Cultural Construction Funds, and Strengthen the Construction Planning and Management***

The level of rural cultural construction reflects the grassroots rural cultural governance ability [10]. Government departments to study to support the development of outstanding rural culture taxation, credit, land policy, strengthen organizational leadership and the top design, play to the advantages of government organization and coordination, policy guidance, and financial institutions, attract social capital participation, create cultural and financial cooperation demonstration area, solve the problem of capital shortage of rural cultural construction, to ensure that the rural cultural construction investment. We will strengthen construction planning and management, activate endogenous mechanisms, improve the laws, regulations and policies for the development and protection of local cultural resources, increase the construction of cultural infrastructure, and make rural cultural service facilities networked and electronic. Village committee can set up cultural inheritance and innovation and development of research and administrative center, complete cultural inheritance and innovation budget, cultural construction financial public system management system, actively protect and manage local cultural resources, in accordance with the relevant laws and regulations, for the destruction of rural culture necessary administrative intervention, to stop illegal trade, prevent the local culture vulgar, utilitarian, put an end to predatory development, in pure economic interests and material interests, the traditional cultural elements arbitrary delete, replacement, tear, spoof, even forget to protect the original ecological characteristics of excellent native culture, comprehensive, authenticity.

#### ***4.5. Upgrade the Excellent Local Culture + Agricultural and Tourism Industry Chain, and Develop the Leisure and Tourism Complex***

Industrial disease and urban disease makes people feel more and more outside the city, rural urbano longer meet the traditional leisure sightseeing, began to pursue a test body, love can send rural tourism, more and more yearning for leisurely and comfortable rural life, "local" and "soil" has become the return to nature, to synonymous. According to China's Rural Tourism Development Report (2022), the most important attention tourists pay to rural tourism is promoting the integration of agriculture, culture and tourism industry, and 94.4% of tourists look forward to "strengthening heritage protection and inheritance". Rural travel and health care, agricultural leisure is also more and more convenient, more

and more common. To this end, ma zhuang village should upgrade excellent local culture + farmers brigade industry chain, the development of leisure tourism, including intangible sachets handicraft experience workshop, farm farm, characteristic catering, inn, folk entertainment, etc., build a set of upstream development, middle development, downstream extension of excellent rural culture industry chain, launched ma zhuang sachets, ma zhuang impression big stage performing arts products, make science and education, culture, entertainment and other related industries mutual penetration and produce positive cycle effect.

## 5. Conclusion

Local culture integrates history, knowledge, emotion, mode of production, folk customs and traditions, giving people a sense of familiarity, a sense of cordial security and warmth and dependence. With the promotion of China's comprehensive rural revitalization and cultural revitalization, the construction of a new development pattern with domestic circulation as the main body and domestic and international circulation, the opening of "global communication" and the ability of "rural-global" interaction to achieve new breakthroughs in the inheritance and innovation path of local culture will be greatly enhanced. To this end, from the study of mining traditional intangible sachets craftsmanship, optimize the rural talent training mechanism, the use of intelligence means "living inheritance", ensure that the rural culture construction capital investment, upgrade excellent local culture + tour industry chain and so on five ways, "country-global" interaction, activate "fashion core", promote MaZhuang Village excellent local culture, circle, powder, powder, thus achieve excellent local cultural inheritance and innovation path of new breakthrough, comprehensively promote the implementation of the strategy of rejuvenating the country.

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