

Research on the Path of Inheritance and Development of Characteristic Culture in Daming Town, Weinan City from the Perspective of Rural Revitalization

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Abstract: *The inheritance and development of rural characteristic culture is an important part in realizing rural revitalization. Daming Town in Weinan City boasts rich characteristic cultural resources at the township level. However, in the context of modern society, the inheritance and development of the characteristic culture in Daming Town is facing difficulties. Through research, Daming Town in Weinan City should actively explore the paths for the inheritance and development of its characteristic culture from aspects such as strengthening policy guidance and support, reshaping villagers' values, strengthening the construction of talent teams, and innovating characteristic cultural products as well as publicity.*

Keywords: *Rural revitalization; Township characteristic culture; Inheritance and development; Path selection*

1. Introduction

Daming Town is affiliated to Huazhou District, Weinan City, Shaanxi Province. It got its name because there was once a temple called "Daming Temple" in the place where the town government is now located. It was said that an imperial prince in the Ming Dynasty had taken refuge there. Daming Town is located in the eastern part of the Guanzhong Plain and in the Gaotang Tableland area at the northern foot of the Qinling Mountains. The terrain is high in the south and low in the north. The part is the Qinling mountainous area, while the northern part is the loess tableland. It has long been known as the place with "Three Tablelands, Two Gullies and Two River Valleys". It has a total area of 121 square kilometers and a population of 24,000. It governs 2 communities and 16 villages. The main rivers include the Yuxian River and the Mayu River. There are many places of interest such as Buddhist Temple, Hanging Coffins and Daming Temple. Folk cultural arts like Shehuo (a kind of folk performance), shadow puppet carving, paper-cutting, bamboo weaving and embroidery are quite influential.

2. The Relationship between the Inheritance and Development of the Characteristic Culture in Daming Town, Weinan City and Rural Revitalization

2.1 Rural Revitalization Provides More Opportunities and Platforms for the Inheritance and Development of the Characteristic Culture in Daming Town

Rural revitalization focuses on excavating the local humanistic resources and cultural deposits in rural areas and emphasizes cultural consumption demands such as cultural tourism, leisure vacations, tracing one's roots. This provides market demands and business opportunities for Daming Town to inherit and develop its characteristic culture. In recent years, Daming Town has made great efforts to improve the quality and efficiency of its dried and miscellaneous fruit industries. Based on the of the high-quality Chinese prickly ash production area at the northern foot of the Qinling Mountains, it has vigorously guided the masses to develop the Chinese prickly ash industry. The 43,500 mu of prickly ash fields in Daming Town have already become the local characteristic agriculture. With the help of the inheritance and development of traditional farming culture, it can be built into farming experience areas and rural cultural scenic spots to attract tourists and consumers to come for and consumption, thus promoting the development of the rural economy.

The implementation of rural revitalization policies and projects also provides financial and policy

support for Daming Town to inherit and develop its characteristic culture. In aspects related to rural revitalization, such as rural infrastructure construction, rural tourism development, and farmers' income increase, relevant policies and projects can all provide financial and policy support for the inheritance and development of characteristic culture. For villages in Daming Town that possess historical and cultural sites like Yunkong Temple and the city wall of Tangjiabao or traditional handicrafts such as intangible cultural heritage bamboo weaving, embroidery, and paper-cutting, they can strive for funds from relevant cultural heritage protection and excavation projects to protect and inherit cultural heritage.

Rural revitalization has promoted the integrated development of urban and rural areas, broken the traditional urban-rural dual structure, and provided a broader space for the inheritance and development of rural characteristic culture. With the flow of urban population and the acceleration of the urbanization process, rural areas are also faced with problems such as population loss and a shortage of talents. However, the implementation of rural revitalization policies has attracted a number of urban talents and entrepreneurs to return to rural areas by improving the rural environment and infrastructure, providing job opportunities and public services. These returnees often bring innovative thinking and market-oriented business concepts from the cities, and they will play a positive role in promoting the inheritance and development of rural characteristic culture.

Rural revitalization also encourages rural residents to participate in rural construction and development and enhances their sense of participation and sense of gain. Inheriting and developing characteristic culture is the common responsibility and interest of rural residents. Through participating in the inheritance and development of characteristic culture, they can increase their sense of belonging and identity to the rural areas, improve their cultural self-confidence, and then stimulate their willingness and actions to actively participate in rural revitalization.

2.2 Inheriting and developing the characteristic culture of Daming Town is an important support and driving force for realizing rural revitalization.

Inheriting and developing the characteristic culture of Daming Town can promote the revitalization of rural industries. Huazhou bamboo weaving has formed a unique style through generations of inheritance and innovation. Its bamboo weaving products are renowned both at home and abroad, and this craft was included in the fifth batch of the Intangible Cultural Heritage List of Shaanxi Province in 2016. There are three families in Cuima Village and Xingguo Village of Daming Town who have been engaged in bamboo weaving skills for generations. The inheritance and development of intangible cultural heritage bamboo weaving can be built into a rural characteristic industry, which can not only increase farmers' income but also attract tourists and foreign investment, thus promoting the development of the rural economy. Meanwhile, people in Maogou Village of Daming Town have always had a fine tradition of attaching great importance to education and cultivating the young with the farming-reading culture. The inheritance of the farming-reading culture has further cultivated local residents' sense of identity and pride in farming culture and effectively inspired rural talents' industrial innovative thinking and entrepreneurial enthusiasm.

Inheriting and developing the characteristic culture of Daming Town can realize the revitalization of rural organizations and talents. In recent years, Daming Town has been committed to establishing and improving the mechanisms for rural sages to participate in affairs, have dialogues, give back, and provide services. The inheritance and development of rural sage culture can not only drive the reform and innovation of rural organizations themselves and realize the modernization of organizational governance but also inspire local young people to aim high and establish correct values of life and social morality. By establishing the dialogue and feedback mechanisms for rural sages, rural sages can be attracted to return to their hometowns and provide intellectual support and innovative impetus for rural development. Meanwhile, rural education can also cultivate more local talents to support rural revitalization through inheriting the farming-reading culture.

Inheriting and developing the characteristic culture of Daming Town can realize the revitalization of rural culture. As the spiritual homeland and common memory of rural areas, rural characteristic culture can strengthen residents' sense of identity and pride in local culture and promote the harmonious development of the community. Maogou Village of Daming Town is the origin of the local Mao family and the distant ancestors of Chairman Mao Zedong. Since 2006, local Mao family members have held grand ancestor worship ceremonies during the Qingming Festival every year. The cultural activities of festivals and folk customs in Daming Town are rich and colorful, such as playing Shehuo during the Lantern Festival, the temple fair at Yunkong Mountain, and the mid-autumn cool-off

gathering. Almost every village in Daming Town has a gong and drum team, a yangge team, and a square dance performance team. Inheriting and developing these characteristic cultures can not only enhance villagers' cultural self-confidence, improve rural cohesion, and enhance the soft power of rural culture but also attract a large number of tourists and cultural enthusiasts to Daming Town, thus driving the development of rural tourism and cultural industries.

Inheriting and developing the characteristic culture of Daming Town can realize the revitalization of rural ecology. The inheritance and development of rural characteristic culture require the protection and preservation of the natural environment and historical sites. The ecological environment and humanistic landscapes in rural areas have also become important capitals for attracting tourists and developing ecological tourism. The religious culture and historical legends in Daming Town are closely linked to the ecological environment. By protecting and inheriting these cultures, people's awareness of paying attention to and protecting the ecological environment can be expanded. The inheritance and development of bamboo weaving skills can also promote the coordinated development of rural ecology and economy and achieve a win-win situation between ecological benefits and economic benefits. In particular, the "One-Line Sky" in Hanwa Village of Daming Town, which is a labor mark demonstrating the hardworking and brave qualities of the Chinese nation, shows the beautiful life created by rural residents through hard work and a down-to-earth spirit and reflects the unity of ecological civilization construction and the rural revitalization strategy.

3. Difficulties in the Inheritance and Development of the Characteristic Culture in Daming Town, Weinan City

3.1 Changes in Concepts Hinder the Inheritance and Development of the Characteristic Culture in Daming Town

The main body of social and cultural consumption is young people. However, with the development of society and the acceleration of the urbanization and internationalization processes, the values and hobbies of cultural consumers have changed. The modern pop culture and foreign cultures that young people are exposed to in their daily lives are more in line with their aesthetics and needs in modern times. Therefore, young people are more inclined to pursue and imitate trendy and contemporary cultural forms, such as pop music, online games, and TV series and movies reflecting urban life. They have relatively less understanding and contact with traditional culture, and their interest in and sense of identity with rural traditional culture are not high. They even think that traditional culture has lost its practical significance, and inheritance work is also difficult to create considerable economic value, which poses challenges to the inheritance of traditional culture.

3.2 Population Loss Leads to the Absence of the Main Body for the Inheritance and Development of the Characteristic Culture in Daming Town

With the progress of urbanization, a large number of young people leave rural areas, and characteristic cultures such as traditional farming culture and rural festivals are at risk of being lost. According to the data of the Seventh National Population Census in Huazhou District, the permanent population of Daming Town in 2020 was 23,735 people, a decrease of 9,719 people compared with 33,454 people in 2010, and the population decline rate reached 29.05%. Although the age distribution of the reduced population is not clearly shown in the census data, the results of many studies on the rural population structure in China show that most of the rural out-migrants are young and middle-aged laborers. Meanwhile, the inheritors of many traditional handicrafts in Daming Town are relatively old. Faced with the traditional handicraft skills that are boring, arduous and have relatively low economic returns, young people's willingness to return to rural areas to participate in inheritance and development is not high. Most of those who stay in rural areas are the elderly, the weak, women and children with relatively low educational levels, resulting in weak inheritance and insufficient innovation of rural characteristic culture.

3.3 Inadequate Promotion Is Also One of the Difficulties in the Inheritance and Development of the Characteristic Culture in Daming Town

The inheritance and development of traditional culture need to obtain social recognition and support, and publicity and promotion are one of the important means to obtain social recognition. In today's society, people's cultural needs are becoming increasingly diverse and personalized. If characteristic

culture cannot attract the attention of audiences, tourists and consumers through publicity and promotion activities, it will be difficult to compete with other culturally competitive forms, limiting the development space and potential of rural characteristic culture. However, there are problems such as a lack of publicity platforms, a single promotional method and outdated promotional means in the publicity and promotion of the characteristic culture in Daming Town. Due to the lack of effective publicity and promotion activities, many people have limited knowledge of the existence and value of the characteristic culture in Daming Town, resulting in greater obstacles to its inheritance and development.

3.4 Insufficient Innovative Commercial Transformation and the Lack of Sustained Driving Force for the Development of the Characteristic Culture in Daming Town

Innovative commercial transformation refers to transforming characteristic cultural resources into modern consumer goods or cultural experience services that can generate commercial value through innovative business models and operating strategies, so that characteristic culture can continue to develop and be inherited in the market. The lack of innovative characteristic cultural products and services reduces the market competitiveness of characteristic culture and then affects its sustainable development. The commercial transformation of the characteristic culture in Daming Town still remains in the traditional forms of products and services, without innovation and improvement, making it difficult to attract more consumers and market attention. Meanwhile, the commercial transformation of the characteristic culture in Daming Town lacks cooperation and integration with other related industries, making it difficult to achieve resource sharing and complementarity and limiting the development space and potential of the commercial transformation of characteristic culture.

4. Path Choices for the Inheritance and Development of the Characteristic Culture in Daming Town, Weinan City

4.1 Effectively Exert Government Functions and Strengthen Policy Guidance and Support for the Inheritance and Development of the Characteristic Culture in Daming Town

The people's governments at the Weinan City and Huazhou District levels and relevant units, based on a comprehensive investigation and understanding of the current situation of the inheritance and development of the characteristic culture in Daming Town, and in accordance with the requirements of the national rural revitalization strategy implementation and the needs of the people's cultural life, issue practical policy documents, provide strong support and reasonable guidance to ensure that the inheritance and development of the characteristic culture in Daming Town proceeds in a legal, scientific and standardized manner. The government can formulate relevant policies, clarify the protection and development goals of the characteristic culture in Daming Town, and provide corresponding policy support and economic subsidies. The government can strengthen the planning and layout of the characteristic cultural industry, promote the improvement of the characteristic cultural industry chain, and establish a characteristic cultural industry ecosystem. The government should accelerate the construction process of the rural public cultural service system and provide a good development environment and infrastructure for the characteristic cultural industry.

4.2 Reshape Villagers' Values and Drive New Trends in the Development of the Characteristic Culture in Daming Town with a New Atmosphere of Rural Civilization

The government of Daming Town and relevant departments should carry out characteristic cultural education and publicity activities in village-level educational institutions, cultural stations, community centers and other places, popularize the historical significance, cultural connotations and market value of the local characteristic culture among villagers, cultivate their sense of identity and pride in the local characteristic culture, and arouse their new hope for the revitalization and development of the rural market. Meanwhile, the government of Daming Town and relevant departments should give full play to the leading role of moral models and outstanding rural sages, actively inherit excellent rural and family traditions, change the bad atmosphere of villagers who one-sidedly pursue economic and living benefits while ignoring spiritual and ecological benefits, and use simple folk customs, excellent family traditions and civilized rural customs to provide a continuous source of nourishment for the characteristic culture of Daming Town in Weinan City.

4.3 Widely Absorb All Kinds of Forces and Build a Comprehensive Talent Team for the Inheritance and Development of the Characteristic Culture in Daming Town

The key to cultural inheritance and development is "people". The key to building a stable comprehensive talent team is not how many people are trained or introduced, but how many people can be retained. The key to solving this problem is to provide employment opportunities through multiple channels and increase the level of economic income. By innovating new models of the township cultural industry, creating models such as "rural characteristic culture +" tourism, leisure experience, organic health preservation and "Internet + rural characteristic products (agricultural products, handicrafts, rural life display)", more employment opportunities are created. By setting up township cultural inheritor allowances, cultural job subsidies, rewards and other measures to increase the economic income of township cultural workers, it can not only attract rural youth to return to their hometowns for employment and entrepreneurship, but also attract all kinds of cultural workers and enthusiasts in the whole society to actively participate in the inheritance and development of township culture.

4.4 Meet Consumer Demands and Realize the Innovative Development of Characteristic Cultural Products in Daming Town

Consumers pay more attention to a sense of quality, a sense of technology and emotional experience in the consumption of cultural products. Therefore, the innovation of the traditional characteristic culture in Daming Town should, on the premise of adhering to the inheritance of skills and unchanged connotative values, innovate product uses, focus on brand building, tell good stories behind traditional handicrafts and cultural activities, arouse emotional resonance, increase consumers' interest and purchase desire, and promote the development of characteristic cultural products in Daming Town.^[2] When designing traditional handicrafts in Daming Town, the selection of colors and materials should be close to the aesthetics of modern home decoration, personalized clothing and pet supplies. Interactive links should be added to traditional festival celebrations, folk cultures and villagers' self-entertainment projects to allow consumers to experience the charm of traditional culture in person.^[3]

4.5 With the Aid of New Technologies and New Platforms, Innovate the Publicity Methods of the Characteristic Culture in Daming Town

The government and the cultural publicity department of Daming Town should display the characteristic cultural activities of Daming Town through various channels and in all aspects by means of social media platforms, e-commerce platforms and virtual reality technologies, attracting more people to pay attention to, understand and participate in the inheritance activities of the characteristic culture in Daming Town. The government and the cultural publicity department of Daming Town need to release wonderful content about the characteristic culture of Daming Town on multiple platforms through self-built official social media accounts or "internet celebrity" personal accounts. With the help of the dissemination and interactivity of social media platforms, the government and the cultural publicity department of Daming Town conduct online live broadcasts of characteristic culture and create "topics" to interact with fans in real time, sharing the historical origins, story legends and on-site participation experiences of local characteristic cultural activities to attract more people to pay attention to, understand and discuss. By utilizing technologies such as virtual reality (VR) technology, panoramic photography and interactive application programs, the publicity department innovates the digital display methods of characteristic culture, enabling people to have an immersive understanding of the characteristic cultural scenic spots, historical stories and handicraft making in Daming Town through the Internet and enhancing the sense of participation and experience.

5. Conclusions

The characteristic culture of Daming Town in Weinan City and rural revitalization complement each other. Rural revitalization has brought opportunities for cultural inheritance, and cultural development has promoted progress in all aspects of rural revitalization. However, its inheritance and development are faced with difficulties such as changes in concepts, population loss, inadequate publicity, and insufficient innovative commercial transformation. But through measures like the government fulfilling its functions, reshaping villagers' concepts, attracting talents, and innovating

products and publicity, it is expected to break through the current situation and move forward. In the future, Daming Town should continue to deeply cultivate its characteristic culture, strengthen various measures, and stimulate cultural vitality, so that it can become a lasting driving force for rural revitalization and enable Daming Town to achieve comprehensive rural revitalization and prosperous development under the nourishment of culture.

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