

## STUDY AND INVESTIGATION ON THE RED AND INTANGIBLE CULTURAL SITES IN GUANGDONG — CHASING THE RED MARK AND LOOKING FOR THE INTANGIBLE CULTURAL HERITAGE

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### ABSTRACT

*Under the background of "enhancing the protection of historical and cultural heritage and cultivating profound cultural confidence" and "deeply studying and implementing the thought of socialism with Chinese characteristics in the new era". We organized an investigation and study team, then aims to conduct field interviews and questionnaires on the Red Party History (RPH) and local unique Intangible Cultural Heritage (ICH) in Guangdong Province. Thereby, we summarized the current development status and insufficient factors of the two cultures through the analysis of materials and data. We also explore the sustainable value of the red culture in Guangdong to support the socialist core values and the significance of inheriting the local ICH. Meanwhile, we study the relationship between the three key elements, then summarize the specific ideas and publicity strategies for the protection. Final, So as to provide suggestions and policies for the development of ICH as well as for the promotion and inheritance of the excellent party history culture, which can add new vitality.*

**KEYWORDS:** *Three Trips to the Countryside; Red Party History (RPH); Intangible Cultural Heritage (ICH); Guangdong Province; Questionnaire Survey*

### INTRODUCTION

This study aims to follow the background of two directions such as below:

#### **Enhance the Profound Cultural Confidence in the Protection of Historical and Cultural Heritage**

On September 28, 2020, Presided Xi over the 19th session of the political bureau of the twenty-third collective learning pointed out that establishing and improving the management system of historical and cultural heritage resources assets. Putting the historical and cultural heritage protection in the first place, meanwhile to rational use, making it in providing public cultural services meeting the needs of people's spiritual and cultural life and giving full play to their role (Learning and study studio, 2020). Under the guidance, we will protect, inherit and develop the skills and wisdom of our ancestors, so that the ancient ICH will shine in modern society and cultivate more profound cultural confidence (The People's Daily Online, 2020).

#### **Deepening Study and Implementing the Thought on Socialism with China Characteristics for a New Era**

In February 2021, the Communist Party of China(CPC) Central Committee issued "the Notice on the Study and Education of Party History throughout the Party", making arrangements for the study and education of Party history. According to the

circular, 2021 marks the 100th anniversary of the founding of the CPC. Learning from the party's great struggle in one hundred to move forward the wisdom and strength, thoroughly study and apply Xi new era's ideas of socialism with China characteristics, consolidate and deepen the theme education achievements of "Don't forget the beginner's mind, keep in mind that the mission". Inspiring the China people of all ethnic groups with confidence into the comprehensive construction of the socialism modernization country's new journey. The CPC Central Committee decided that the whole party should carry out the history of the party learning education (China Youth Network, 2021).

## **RESEARCH CONTENT**

### **To Deeply Explore the Historical Characteristics of the Local ICH**

Through investigating the historical characteristics of the local ICH, and fully excavate and refine the regional influence and cohesion of folk culture. It's not only helpful to explore and realize the local practical needs of Rural Revitalization and rural community cultural construction, but also conducive to adhere to the practicality of the socialist core value system, and plays an important role in promoting the inheritance of ICH and the brand of local intangible cultural industry (Yu,2019).

### **Understanding the Preservation and Experience of the Local ICH**

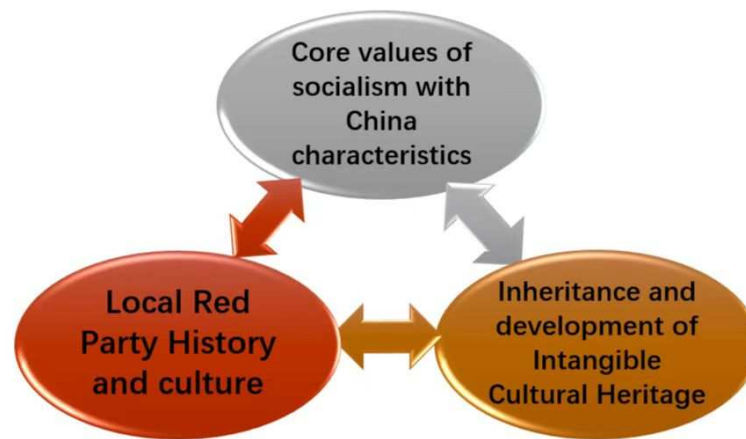
The study of local cultural heritage inheritance has an important value for the inheritance and protection of future ICH. Such as, by understanding the details of local cultural heritage and developing situation, integrating the collecting information, analyzing the local heritage of intangible cultural and experience, and providing an effective way to promote cultural heritage inheritance.

### **Combing the Value of ICH and China Socialist Thought**

This survey is designed to enable the public to realize more about and pay more attention to the historical link for the history of the Red Party and the local ICH. While collecting and sorting out its cultural value, after the connection between the local RPH and the ICH is clarified that can promoting to support the actual value and sustainable development of China socialist thought.

## **RESEARCH VALUE AND SIGNIFICANCE**

This research activity is mainly aimed at the local RPH and the ICH with local historical inheritance significance, and explore the unique value function of the RPH and ICH to establish the value chain relationship and development model, shown as Figure 1.



**Figure 1: The Value Chain of Research Significance.**

By investigation and study, we can understand the sustainable significance of local history and culture for supporting the socialist core values and the inheritance of ICH, and studying the relationship among the three elements, which will help to publicize the RPH culture and ICH. Meanwhile, it can meet the needs of carrying out survey activities, help to adhere to the practicality of the socialist core value system, and further create a new brand of cultural industry with local red characteristics, so as to promote rural economic and social development and better promote rural revitalization and development.

## **STUDY AREA**

Guangdong province is one of the coastal provinces at the southern end of mainland China. It is located in the south of the Nanling Mountains and on the shore of the South China Sea. It is divided into four regions: the Pearl River Delta, eastern Guangdong, western Guangdong and northern Guangdong. Since modern times, Guangdong has been the revolutionary forefront of China's opposition to foreign aggression and feudal autocracy. After the period of the new democratic revolution, Guangdong province has gradually become the center of the China revolution, among which Guangzhou, western Guangdong, eastern Guangdong and other regions have all played an irreplaceable role in the process of China's modern historical revolution (Wang, 2021). In the summer university students participated in a practice program, research team walked into Zhanjiang the Confucius culture city, Guangzhou Sanyuanli red culture, Shenzhen party history, Chaozhou theatre, Maoming museum, Guangzhou cultural center (shown as Figure 2), for learning red culture spirit and deeds, spread the seeds of red spirit.

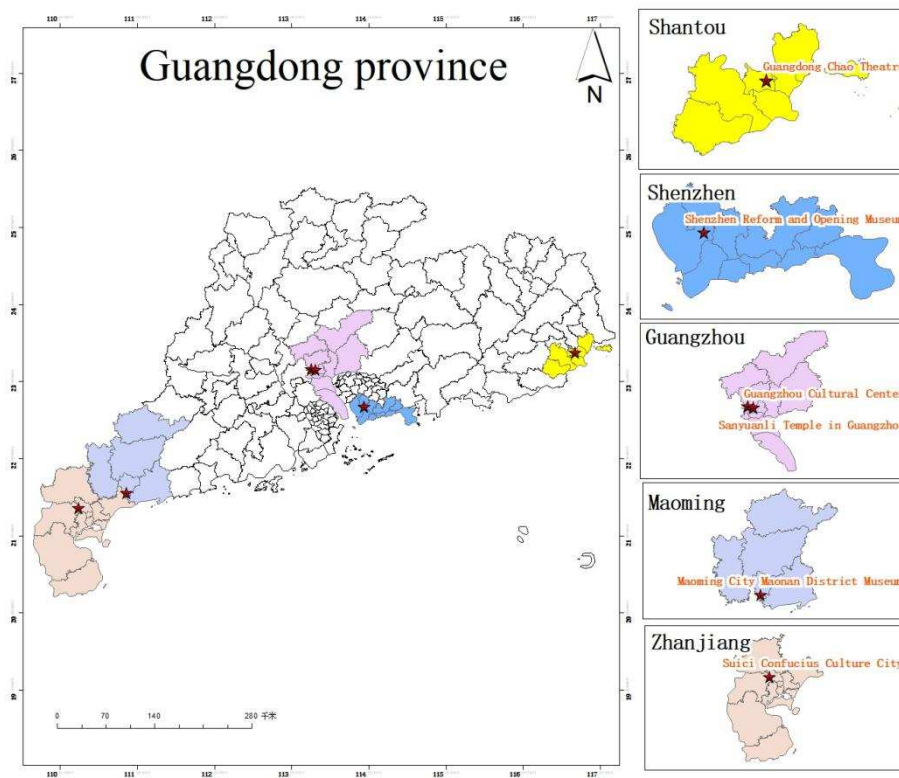


Figure 2: Location of Study Area in Guangdong Province.

## DATA AND METHODS

This research mainly adopts research methods such as literature analysis, questionnaire survey, field visits, in-depth interviews and data analysis etc., respectively, for studying the difficulties issues faced by the protection and inheritance of ICH and RPH culture in Guangdong Province. The specific content is shown as Figure 3:



Figure 3: Conceptual Diagram of Integration Method Adopted in this Survey.

### **Literature Analysis**

Reading, sorting and analyzing the relevant documents on how to carry out protection work by looking up relevant materials such as the historical propaganda of the red party of Guangdong, the revolutionary education base and the footprint of ICH. Then, we analyze the history of the red party and the ICH culture from different perspectives, so as to form an overall relationship with the culture and development status, existing difficulties and reasons of Guangdong. Further, questionnaires and interview outlines were designed to promote the next survey and provide theoretical support for the follow-up survey.

### **Questionnaire Survey**

For the main objects of this investigation, the team members carried out offline field investigation and issued questionnaires in the form of "returning to their hometown", and visited the units and groups carrying out the work of ICH and RPH and culture protection in the province. To fully understand the current situation and work achievements of those relevant units in the field of ICH, party history, culture protection and research, and then distributed questionnaires to some staff of the unit and the masses. By analyzing the feedback information from the collected questionnaires, this study summarizes the interviewee's difficulties and reasons in the process of digitizing and recording, as well as the application of relevant achievements.

### **Interview and Data Analysis**

Before the visit and investigation, the interview outline shall be made according to the relevant materials for understanding the development of Chaozhou Opera and the party history culture in the ICH culture, then collecting relevant suggestions and summarizing them. Through in-depth interviews with ICH and party history culture, we have a deep understanding of the difficulties existing in the current development of relevant work in Guangdong Province. Then, in combination with interview records and relevant data, we analyze the difficulties existing in the development of various processes of party history and ICH in Guangdong Province from a dialectical perspective. Finally, based on the research results, we further collect relevant excellent red and ICH protection work in Guangdong Province for reference, so as to find problems and propose solutions.

## **STUDY DESIGN**

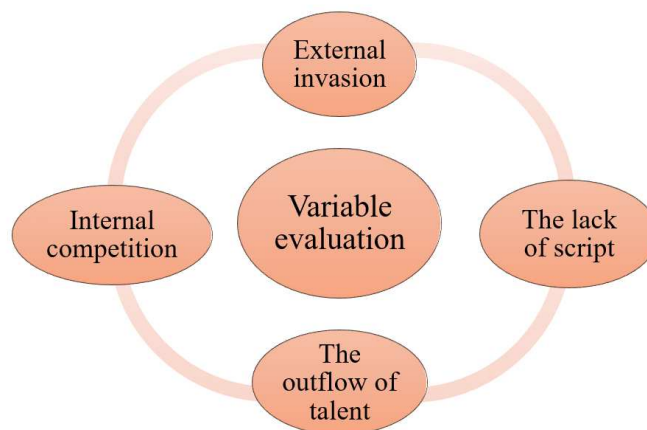
The purpose of this survey is to explore the historical characteristics and preservation experience, let the public understand more and pay attention to the historical link between the local RPH and ICH. On the basis of field research, the relationship between the two objects is purposefully clarified and promoted, so as to further promote the practical value and sustainable development value of socialism with China characteristics. Thus, in order to achieve the research purpose, this field survey selects the research variables based on the characteristics of the survey objects by studying the local relevant data of culture, and constructs the index system according to the research variables, and then designs the questionnaire and interview outline.

### **Intangible Cultural Heritage (ICH)**

ICH is one of the symbols of the historical and cultural achievements of a country and a nation, and is an important part of excellent traditional culture. In Guangdong Province, there are many works such as traditional skills and traditional dramas

listed in the ICH. During the practice and investigation of "returning to hometown", field visits and investigations were carried out to different degrees according to the intangible cultural reserves of different team members' hometown, of which Chaozhou Opera is the most prominent. Chao opera is one of the ancient China operas and one of the representatives of the excellent cultural expressions of the China nation. It has profound historical significance and high aesthetic value. After 1990, Chaozhou Opera was restricted by the market economy and impacted by various modern literary and art forms, with reduced investment, brain drain, and declining artistic level. The excellent traditional performing arts were on the verge of extinction, and were in a difficult development situation. Thus, it was in urgent need of protection and support.

According to the current situation and difficulties faced by the development of Chaozhou Opera, this survey shows that the performance evaluation of the development of Chaozhou Opera can be evaluated from the four variables of external invasion, internal competition, the outflow of talent and lack of scripts (shown as Figure 4). In this survey, our team members went to Guangdong Chaozhou Theater for in-depth field research, and interviewed Huang Yingwei, the head of the theater. According to the above four indicators, we deeply studied the current talent training model, and jointly discussed solutions, so as to better understanding their details and problems for the inherit and innovate Chaozhou opera.



**Figure 4: Concept Diagram of Variable Evaluation for Chaozhou Opera.**

### Local RPH and Culture Survey

In this investigation on the RPH and culture, we selected Shenzhen Party History Museum, Suixi Confucius Cultural City, Guangzhou Cultural Museum, etc. for conducting on-the-spot investigation and visit, deeply learning the unique RPH and culture in Guangdong. Meanwhile, integrating red resources in the later stage of practice, in order to further inherit the red gene.

On October 14, 2020, General Secretary Xi once visited the exhibition "the spring tide rises from the Pearl River—the 40th anniversary of Guangdong's reform and opening up" in Shenzhen, and delivered an important speech according to the current situation of China's reform and opening up. Following the pace of General Secretary Xi, our survey team members went deep into the local exhibition hall. We feel the spirit of reform and development, which is bold to try and be the first. In the process of practice, we deeply visited the pictures of the past and the present in the exhibition hall. Through its strong contrast, the historical scenes are vividly visible.

Finally, we conducted variable evaluation from the four aspects of investigating the local people's attitude towards the history of the red party, the protection and development of the red ruins, whether the revolutionary historical elements are prominent, and the multi-functional integration mechanism. Then, conducting in-depth field visits to obtain thoughts and suggestions on the protection, development and utilization of the red ruins and memorial facilities.

## **RESULTS AND ANALYSIS**

In the summer "three trips to the countryside" activities of university students, our research team namely "Changzhu Culture" have visited Zhanjiang, Maoming, Guangzhou, Shenzhen, Shantou and other places for studying and inspecting the red culture and ICH, also went deep into the memorial halls, party history halls and museums in various cities. In this practical activity, the members of the survey team actually went to Zhanjiang Suixi Confucius Cultural City, Guangzhou Sanyuanli red culture, Shenzhen Party History Museum, Guangdong Chaozhou Opera theater, Maoming Museum, Guangzhou Cultural Center and other places for learning the spirit and deeds of red culture, sowing the seeds of red spirit, and contributed his own strength to the inheritance.

Through investigation and visit, we found that red culture and ICH have various types, prominent characteristics, clear origins, continuous time and other outstanding advantages, but also exposed some problems such as the publicity, protection and innovative development and utilization of red culture and ICH. In terms of the summer activities of university students in the countryside, consulting relevant historical materials, the relevant questionnaires were formulated. Through the data statistics of the collected questionnaires, a total of 39 valid questionnaires were recovered, and the following characteristics and problems were discovered from the effective questionnaires.

### **Abundant Tourism Resources, Dense Flavour Red Culture**

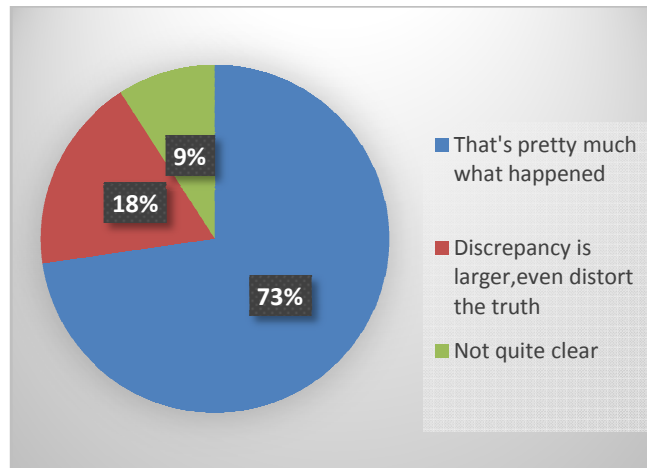
Through the field investigation of the research team members, we found that Guangdong red tourism resources are very abundant, including Shenzhen Party History Museum, Suixi Confucius Culture City, Guangzhou Sanyuanli and so on, so that let us truly feel the thick history and culture carried by this land. In the Shenzhen Party History Museum, the team carefully recorded the appearance of cultural heritage and the origin of cultural heritage, bringing us to a journey through time and space of heritage. In Suixi, explore a city full of Confucius holy works and Confucian culture. In Guangzhou Sanyuanli, looking back on the people's struggle against Britain, together into the revolutionary years of Sanyuanli.

### **Possessing Own Unique Red Charm, Take a Different Red Route**

Through the on-the-spot survey by the investigation team members, it is believed that the red culture in Guangdong has its own unique red charm. At the Shenzhen reform and opening up exhibition hall, the team members learned about the city's magnificent reform and opening up process, which showed the people the never-ending pace of Shenzhen in the past 40 years. The team members carefully and meticulously visited the buildings and objects on the exhibition of reform and opening up, and opened the first "window" of reform and opening up - Shenzhen for the first time. They learned and thought about the concept and strategic level of reform and opening up, innovation and development, and the unique red line of daring to break new ground, try and be the first.

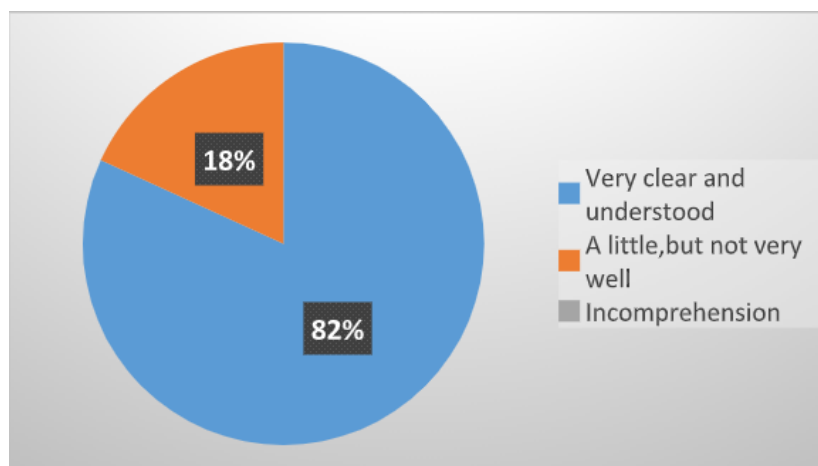
### Defects and Deficiencies in the Development of Red Resources

- The RPH culture is quite different from the specific situation, misleading the people's understanding of the red culture. There are 18% people who belong to the larger discrepancy even distort the truth and 9% is belongs to not quite clearly (shown as Figure 5).



**Figure 5: The Analysis Result of the Question "Do you Think There is a Big Difference between the RPH Culture and The Specific Situation at that Time?".**

- The excavation of red tourism culture and the construction of relevant supporting facilities are insufficient.
- Lack of related activities makes people better understand red culture and a low understanding. There are 18% people who belong to this kind of condition (shown as Figure 6).



**Figure 6: The Analysis Result of the Question "Do you know if there are Red Bases or Red Resources Near Your Community?".**

- Without considering the problems of different age groups. Thus, different forms of publicity should be set up for people of different age groups.

According to the survey results, the proportion of people aged 19-28 and 29-48 is more, accounting for 59% and 23% respectively. In addition, the proportion of people aged 1-18 is 12%, and the proportion of people aged over 48 is at least 6% (shown as Figure 7).



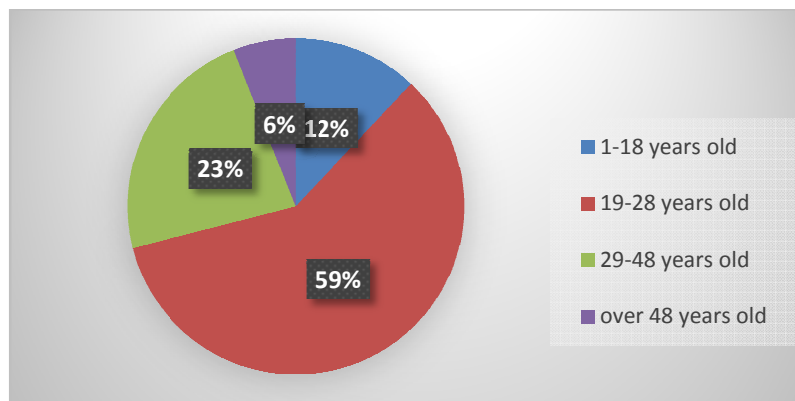


Figure 7: The Analysis Result of the Question “What is your Age?”.

- The spirit of red revolution is not highly combined with college students, and the school carries out less RPH education. The survey results show that 20% people think the study and education activities are few and the form is single, 21% think that they are insufficient and the atmosphere is not strong, and 12% think that the organization has insufficient teaching experience. Meanwhile, 23% people think education has less content or is boring, and 15% think that it is too professional and difficult to understand (shown as Figure8).

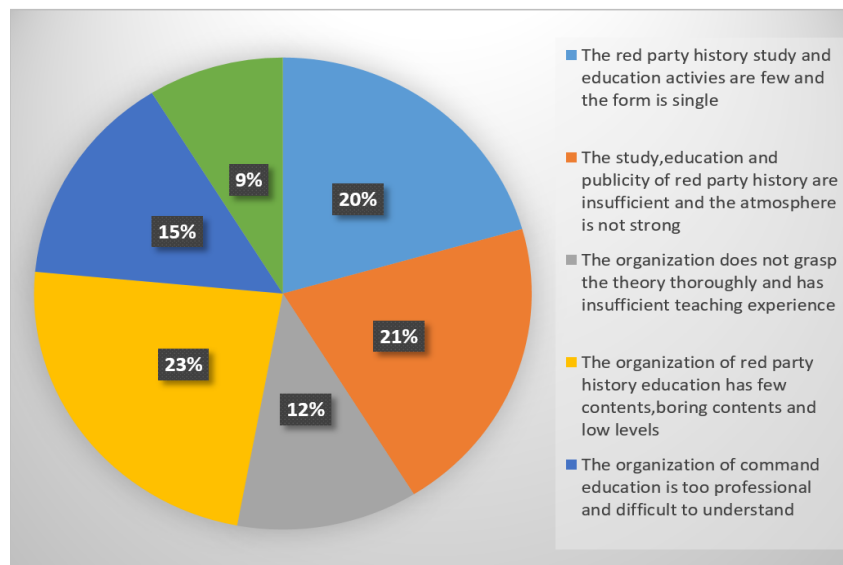


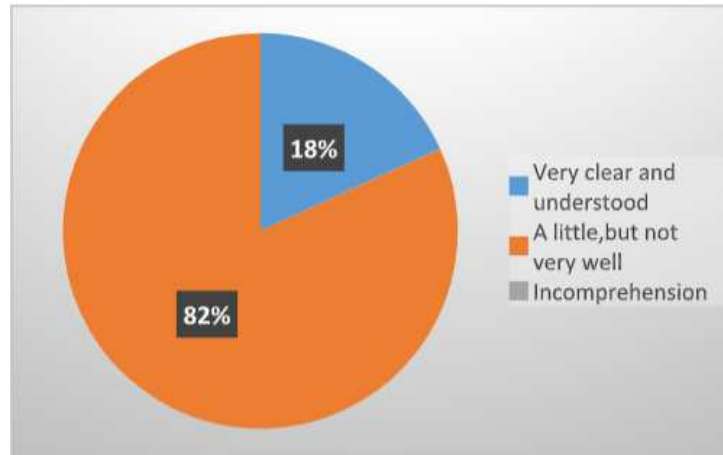
Figure 8: The Analysis Result of the Question “Do you think the school, Student Union, Community Organization has about the RPH Education, have what shortage?”.

### Various ICH Categories and Profound Cultural Deposits

Through the field investigation of the research team members to various places, we believe that the ICH in Guangdong has many categories, a long history, cultural gathering and profound cultural deposits. In Guangdong Chaozhou Theater, Chaozhou opera culture is widely spread locally and has a certain mass base. Chaozhou opera is an important inheritance of Chaoshan culture for thousands of years, and also an important link connecting the friendship between Chaoshan people all over the world. Chaozhou Opera has a history of more than 400 years. From scratch, it has experienced revival, crisis, low tide and revitalization, and it can still continue to this day, which can be seen that Chaozhou opera has a strong cultural heritage.

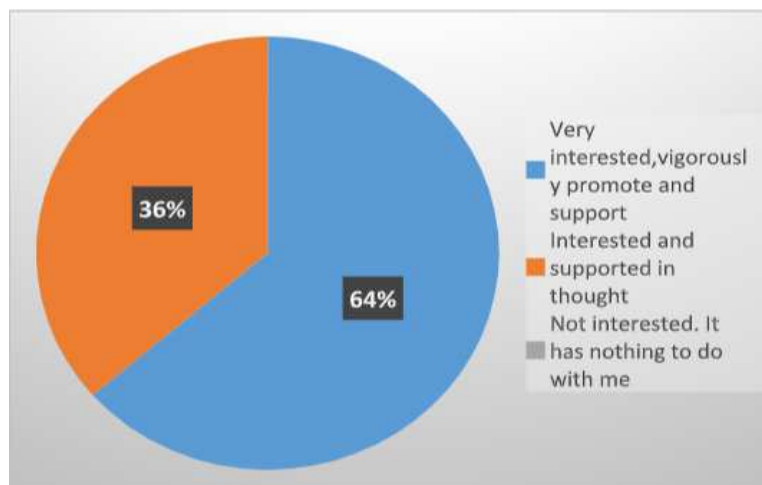
### The Protection of ICH is Facing Practical Problems

- The understanding of ICH remains superficial, and the lack of systematic learning. The survey results show that 82% people are on condition of not very well understanding (shown as Figure 9).



**Figure 9: The Analysis Result of the Question “What is your Attitude towards the Local Cultural Heritage?”.**

- The public has a weak awareness of ICH protection, and their attitude is not firm enough. The survey results show that 36% people still belong to this kind of situation (Shown as Figure 10).



**Figure 10: The Analysis Result of the Question “Your Attitude towards Local Cultural Heritage?”**

- Lack of stable economic support. Economic support can save and protect ICH in a timely manner, and the lack of economic support will make it difficult to start, develop and carry out ICH protection work. For a long time, due to the lack of sufficient economic support, many important ICHs cannot be timely rescue and necessary protection, and are on the verge of extinction (Su, 2021).
- Lack of relevant government functional departments. ICH needs the attention and support of relevant government departments, the lack of protection awareness of government departments, and inadequate accusations may lead to the gradual loss of ICH in silence.

- Lack of inheritors of ICH. ICH needs to be attached to its inheritors. At present, the learning cost of ICH inheritance is inconsistent with the feedback. ICH is essentially a skill, and the time and material support of the inheritors is an important reason for the lack of inheritors.

### Specific Ideas of ICH Protection

The protection of ICH can be carried out from the following three aspects, shown as Figure 11:

- Promotion of ICH. Promote ICH in various ways. You can write relevant articles in the form of graphics and text, or use short videos to boost the promotion of ICH.
- ICH inheritance talent model innovation. To improve the education level of Chaozhou Opera Education, trying to cultivate high-quality talents, improving the public's sense of identity to Chaozhou opera talents, and solving the problem of poor talent foundation level from the root (Li,2009).
- Implement legislation to protect it, and encourage the inheritance of ICH.

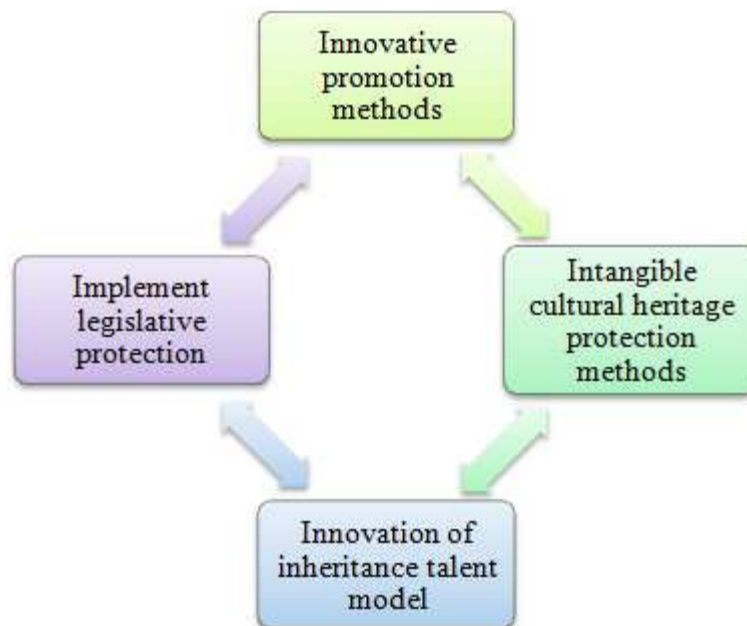


Figure 11: Conceptual Solutions for protecting ICH.

## DISCUSSION AND SUMMARY

After the field investigation and the above questionnaire analysis, in view of the questions raised about the ICH and red culture, as well as the research activities of university students in the countryside, some countermeasures and suggestions for the publicity and protection of red culture and ICH are proposed as follows:

### Develop Rural Cultural Industries and Promote Rural Vitalization

We should bedigging into excellent traditional agricultural culture, inherit, protect and building comprehensive cultural service sites at the community level, as well as building beautiful and civilized villages. For rural revitalization strategy implementation opinions, should be based on local reality and characteristics, combined with the original related planning to rural red culture and intangible protection effective layout and arrangement, such as guiding part of the ICHreasonable

marketization, increasing the use of intangible, promoting cultural and tourism depth, development of rural red culture tourism. Meanwhile, improving the local economic industrial structure, driving the remote areas economic and social coordinated development, promoting the socialist new rural culture construction, to make the ICH play an economic role in the rural revitalization, and better inheritance(Peng,2018).

### **Increase Financial Support, Improve Promotion Efforts and Innovate Approaches**

The government should increase the capital investment in red sites and ICH, take the initiative to undertake the protection and development of red sites and other cultures, fully mobilize the enthusiasm of social public welfare organizations and the public, and establish special funds for red culture such as ICH and Party history. At the same time, we should expand the publicity of red culture, make full use of communication high-tech means such as the Internet, news and communication, new social media platform as well as the means of driving the young generation, and carry out a series of activities such as cultural performance and cultural experience to improve the general public's awareness and protection awareness of ICH and red culture.

### **Improve Protection Mechanism and Enhance ICH Inheritance and Protection Based**

We should implement policies for the protection of ICH and red culture, set up professional cultural protection organizations and institutions at all levels, strengthen professional skills training for protection teams, and constantly improve the mechanism for protection and inheritance. The government should mobilize the enthusiasm of social welfare organizations and the public, support ICH inheritors to participate in social welfare activities, expand their cultural influence, so that more people can personally participate in the practical actions of cultural protection and inheritance, and contribute to the protection and development of ICH and red culture (Xu,2015).

### **Restructure Culture Inheritance Subjects and Strengthen New Force of Inheritance**

Nowadays, the ICH carrier is almost middle-aged and elderly, and the inheritance of ICH is relatively low. Rural traditional skills such as Chaozhou opera, New Year pictures and puppet show are all facing the crisis of inheritance fault. Therefore, it is urgent to cultivate new forces, reserve cultural talents, and strengthen the inheritance force of protecting red culture. Establish effective inheritance mechanism, bring the intangible and red culture into the campus, encourage the interest of education institutions such as campus, carry out systematic learning, cultivate the interests and hobbies of the young generation of intangible heritage and red culture from an early age, increase the intensity of red culture education, improve the combination of red culture and youth. Talent is an important driving force for cultural innovation. With the improvement of talent training model and the continuous improvement of talent quality, culture will surely maintain its vitality and continue to innovate for a long time.

## **CONCLUSION**

Red culture is the precious spiritual wealth of China and an important component for the education of ideals and beliefs of young people. This survey takes the team members returning hometown to investigate the ICH and party history of their hometown, covering the red culture of Zhanjiang, Maoming, Guangzhou, Shenzhen, Shantou and other places. Meanwhile, study, inherit and integrate the RPH culture and ICH, as well as absorb advanced cultural content. Through our promotion, more and more people have realized the cultural heritage such as Chaozhou opera and Lady Xian, which adds new vitality to the development of traditional culture.

With the acceleration of China's urbanization process, there are some lagging problems in rural culture, however rural culture construction is an important part of the rural revitalization strategy(Zhang,2020), and it is worth keeping an eye on. This study aims to develop the RPH, ICH and strengthen the sense of community, through in-depth research found the existing problems, put forward relevant Suggestions, promote the sustainable development of red culture, let more people know the economic value of red culture, contributed to promote the red culture inheritance and development. Based on this reason, on the road of the new era, on the road of cultural inheritance, we have consciously integrated the patriotism, the will of strengthening the country, the country into the cause of upholding, and developing socialism with China characteristics as well as realizing the great rejuvenation of the China, showing the style of young university students in the new era, and enhancing their own value (Lan,2021).

At present, we are in the period of cultural self-confidence construction, which is the prerequisite for nationality and national self-confidence. The heritage and development of ICH is related to the construction and development of socialist culture. Therefore, it is urgent to open up a new way of protection and inheritance. In the process of the protection and inheritance of the ICH and the red culture, the youth groups play a pivotal role, meanwhile, they also shoulder the mission of inheriting and developing the ICH and carrying forward the excellent traditional China culture (Yu, 2018). As a new era of university students, we should propose far vision such as for constantly exploring ICH and RPH with fresh way, calling for more young people to understand, heritage intangible red culture, realizing personal culture brings us shock, revealing the charm of China culture, innovation fusion of China excellent traditional culture, writing the great era with youth. Standing at the intersection of the two centenary histories, we hold high the torch of the red culture, inherit the core of the red gene, improve the cultural identity of the masses, enhance their cultural self-confidence, and thus enhance the cultural soft power of the society. When we come together in cultural heritage, China's soft power will naturally become stronger, which will help us to build a modern socialist country faster, and let the whole world see our style.

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