

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*