

Research on the Protection, Inheritance and Development of Local Culture in Xiaogang Village, Fengyang, Anhui

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Abstract

As an important birthplace of rural reform, Xiaogang Village in Fengyang, Anhui Province, has a unique local culture with historical value and contemporary significance. This paper aims to explore the protection, inheritance and development strategies of Xiaogang Village's local culture. By deeply analyzing its cultural connotation and current situation, this paper proposes effective protection and inheritance measures to promote the organic combination of cultural prosperity and rural revitalization, and provide reference and reference for the cultural development of Xiaogang Village and similar areas.

Keywords

Local culture, Fenghua, Fengyang flower drum, Fengge.

1. Introduction

Xiaogang Village in Fengyang County, Anhui Province is the cradle of China's rural reform and carries a profound cultural heritage. It not only has unique intangible cultural heritage such as Fengyang Flower Drum and Fengge, but also has rich historical and cultural value and economic potential. Therefore, strengthening the protection, inheritance and development of Xiaogang Village's local culture is of great significance to promoting the inheritance of Chinese history and culture, the protection of cultural diversity, and the promotion of economic development. However, under the impact of the wave of modernization, these cultural resources are facing severe challenges of inheritance faults and weak protection. At the same time, the development of Xiaogang Village's tourism industry has brought new opportunities for the protection, inheritance and development of local local culture. Therefore, how to effectively inherit and innovatively develop these local cultures on the basis of protecting traditions has become a difficult problem facing Xiaogang Village.

In the study of the history and cultural background of Xiaogang Village's rural cultural characteristics, domestic scholars have discussed the historical origins of Fengyang Xiaogang Village's rural cultural characteristics and the connotation of the Xiaogang spirit. Liu Qi (2019) took the household contract responsibility system as the starting point and described the spirit and process of reform and opening up over the past 40 years ^[1]. However, most literature focuses on the historical development of Xiaogang Village's red culture, while ignoring the local cultural characteristics of Xiaogang Village itself, which limits the comprehensive understanding of Xiaogang Village's local cultural characteristics. In terms of the research perspective of Xiaogang Village's rural cultural characteristics, domestic scholars mostly start from a single discipline such as history and sociology. Xia Yurun (2015) believes that with the migration of Jiangnan literati, Jiangnan culture, which represented the most advanced level in China at that time, had a significant impact on Fengyang and promoted the development of

Fengyang culture [2]. However, his research lacks a comprehensive research perspective and it is difficult to fully reveal the complexity and diversity of Xiaogang Village's rural cultural characteristics. In terms of the protection, inheritance and development measures of Xiaogang Village's rural cultural characteristics, domestic scholars have proposed many measures. For example, Wu Mingyuan (2021) believes that villages in northern Anhui similar to Xiaogang Village should follow the path of modern rural revitalization under socialism with Chinese characteristics [3], while Li Jinzhu (2018) pointed out earlier that it is necessary to improve the happiness of local residents and build beautiful villages [4]. However, current research is mostly general in proposing policies and suggestions, lacking feasible suggestions for actual conditions. In terms of inheritance and development, existing research mostly remains at the theoretical level, lacking specific guidance and operational plans.

Based on empirical evidence, this study classifies the local culture of Xiaogang Village, explores the protection, inheritance and development of the local culture of Xiaogang Village, analyzes its cultural characteristics, summarizes its effectiveness and experience, and comprehensively deepens the understanding of the local culture of Xiaogang Village. Through field research, we understand the current situation of the local culture of Xiaogang Village. On this basis, this study will use the SWOT analysis framework to comprehensively evaluate the internal and external advantages and threats of the local culture of Xiaogang Village, and propose practical strategies, hoping to provide strong theoretical support and practical guidance for the protection, inheritance and development of the local culture of Xiaogang Village and even other rural areas.

2. Categories and characteristics of local cultural characteristics of Xiaogang Village in Fengyang, Anhui

2.1. Categories of local culture of Xiaogang Village in Fengyang, Anhui

Local culture is a unique cultural form that has been formed in a region in the long-term historical development process and is closely related to the lives of local people. It encompasses the rich historical traditions, local customs, folk customs, lifestyles, architectural styles, folk art, language characteristics and other diverse contents, reflecting the unique regional and national characteristics. Among them, the local culture of Xiaogang Village in Fengyang, Anhui mainly includes red culture, Fengyang flower drum, Fengyang folk songs and Feng paintings .

On the one hand, as the cradle of China's rural reform, Xiaogang Village carries a rich red culture. In 1978, 18 farmers in Xiaogang Village pioneered the system of contract responsibility system with amazing courage and determination, which became the starting point of China's rural reform. As a result, Xiaogang Village gave birth to the Xiaogang spirit of "daring to think, dare to do, and dare to be the first in the world". This spirit not only took root in Xiaogang Village, but also had a far-reaching impact across the country. Relying on rich red resources, Xiaogang Village has established red tourist attractions such as the Contract Responsibility System Memorial Hall and the farmers' homes of the year, allowing tourists to experience the history of rural reform firsthand. At the same time, Xiaogang Village has also carried out red education through educational bases such as Anhui Xiaogang Cadre College, inheriting and promoting the Xiaogang spirit, and has trained tens of thousands of trainees. With the joint efforts of the people of Xiaogang Village, the red culture of Xiaogang Village has been effectively inherited and developed, and has become an important force to inspire people to move forward.

On the other hand, Fengyang is famous for its rich traditional culture and art. Among them, Fengyang Flower Drum, a traditional folk performing art that combines music, singing and dancing, has been passed down since the Ming Dynasty . Its content mostly reflects daily life and local customs. After the reform and opening up, Fengyang Flower Drum has been constantly innovating in content and form, becoming an important art form that shows the spirit of the new era. In addition to Fengyang Flower Drum, there are also traditional arts such

as Fengge and Fenghua . Fengyang folk songs have a long history and can be traced back to the middle of the Ming Dynasty. They are rich in content and are divided into several categories: folk songs of life, love songs, current affairs songs, and labor songs. As the local traditional music of Fengyang County, Anhui Province, it is not only simple in rhyme and has a wide range of repertoires, but also deeply loved by the people for its unique performance form and lyrics content. It was listed in the National Intangible Cultural Heritage List in 2011. And Fenghua , as the local traditional art of Fengyang County, with its bright colors and delicate painting techniques, shows the theme of exorcising evil spirits and avoiding disasters and pursuing a happy and beautiful life. These traditional cultural arts not only enrich people's spiritual life, but also become a precious cultural heritage of the Chinese nation. In 2006, Fengyang Flower Drum and Fenghua were both included in the national and provincial intangible cultural heritage lists, reflecting the high recognition of their cultural value.

2.2. Local cultural characteristics of Xiaogang Village in Fengyang, Anhui

In addition to its rich and diverse local culture, Xiaogang Village also has unique cultural characteristics, mainly including the following three aspects.

Profound cultural heritage and historical memory . Xiaogang Village, as the birthplace of China's rural reform, has a unique historical status and reform spirit that constitute the solid foundation of its culture. This village not only carries a profound cultural heritage, but also witnesses the changes from ancient times to the present with its well-preserved rural buildings, ancient houses and ancient streets. The Memorial Hall of the Contract Responsibility System and the Memorial Hall of Comrade Shen Hao tell the stories of the hard work and wisdom of the people of Xiaogang Village, as well as their important role and contribution in the history of China's rural reform.

Unique intangible culture and red culture. Xiaogang Village has a rich intangible cultural heritage, such as Fengyang Flower Drum, Fengyang Folk Songs, Fengyang Phoenix Painting, etc. These art forms not only reflect the wisdom and talent of the people of Xiaogang Village, but also become the unique symbols of its local culture. As an old revolutionary base, Xiaogang Village has preserved many red cultural relics, such as the Revolutionary Memorial Hall and the Martyrs Cemetery. These relics not only bear witness to the important position and role of Xiaogang Village in the history of the Chinese revolution, but also become an important part of its local culture.

Integration and development of cultural industries . Xiaogang Village has promoted the integration and development of culture, tourism, sports and agriculture by revitalizing local intangible cultural heritage and developing intangible cultural heritage research courses and other innovative measures . This integration not only enriches the cultural life of the villagers, but also brings economic benefits to Xiaogang Village.

3. The history and achievements of the protection, inheritance and development of the local cultural characteristics of Xiaogang Village in Fengyang, Anhui

3.1. The protection, inheritance and development of the local culture of Xiaogang Village in Fengyang, Anhui

Since entering the new era of reform and opening up, Xiaogang Village has not only become a pioneer in China's rural reform, but also explored a new path in the protection, inheritance and development of local culture. With the rapid economic growth and changes in social structure, Xiaogang Village began to realize the precious value of traditional cultural resources and gradually shifted from a single agricultural production model to diversified development.

Cultural tourism has become an important way to revive local culture and promote rural revitalization.

Between 1949 and 1977, China experienced a transition from New Democracy to socialism. Xiaogang Village followed the country's pace, gradually developing from a primary cooperative to an advanced cooperative, and finally integrating into the people's commune, with a fundamental change in the mode of production. This process profoundly changed the farming culture and social structure of Xiaogang Village. Individual farming traditions and accompanying folk festivals faded, individual decision-making power gave way to collective production plans, and self-sufficiency turned into a collective lifestyle. However, it also weakened individual farming traditions, impacted local culture, and lagged behind in protection work, leading to resource loss. This stage reveals the need for a balance between cultural inheritance and social development.

In the winter of 1978, 18 households in Xiaogang Village signed a "contract responsibility system" and implemented the household contract responsibility system, which stimulated production enthusiasm and increased grain production, becoming a landmark event for China's entry into the reform and development period. The contract system is like a spring breeze, reviving the fields and traditional farming culture of Xiaogang Village. Farmers flexibly use agricultural techniques, reconnect with the land emotionally, and show a new rural cultural style with innovation and courage. Taking this opportunity, Xiaogang Village not only achieved economic growth, but also began to pay attention to the protection of local culture. By establishing memorial halls, cultural festivals and other activities, it promoted the integrated development of culture and economy and became a model of reform.

At the beginning of the 21st century, China's rural reform entered a period of steady development, and policy optimization drove rural development. In 2004, the Rural Land Contracting Law was implemented. The law protects farmers' land rights and interests, stabilizes contracting relationships, and promotes agricultural scale and modernization. Xiaogang Village closely follows the policy, deepens land reform, explores land transfer and scale management, optimizes resource allocation, and helps industrial upgrading. Xiaogang Village attaches importance to the comprehensive development of economy and culture, establishes a museum of deeds, protects farming culture, integrates culture into tourism, forms a win-win situation for culture and economy, and lays the foundation for sustainable development.

2018, the implementation of the rural revitalization strategy brought new opportunities to Xiaogang Village. The strategy focuses on agricultural modernization and comprehensive rural upgrading, and plans a comprehensive development path for Xiaogang Village. Following the principle of "prosperous industry, livable ecology, civilized rural customs, effective governance, and affluent life", Xiaogang Village strengthens cultural confidence in economic progress and cultivates a rural cultural ecology that combines tradition and modernity. Through measures such as innovating local culture, developing cultural and creative products, promoting research and study tourism, and strengthening ecological protection, it achieves harmonious coexistence of economy, culture, and ecology, demonstrates cultural confidence, and moves towards a future of comprehensive revitalization.

The practice of Xiaogang Village reflects the importance of both traditional cultural protection and innovative development. National policy guidance and economic and social changes are crucial to the revitalization of rural culture. In the early days, Xiaogang Village responded to the policy and gradually realized the importance of cultural protection. It changed from passive adaptation to active innovation and formulated strategies based on its own characteristics, which marked the awakening of its cultural consciousness and was also the key to its becoming a model. Xiaogang Village integrates culture and economy, emphasizes educational inheritance,

and successfully transforms cultural capital into a driving force for development, providing practical cases and valuable experience for the development of rural culture around the world.

3.2. Achievements in the protection, inheritance and development of the local culture of Xiaogang Village in Fengyang, Anhui

With the in-depth implementation of protection measures and the general improvement of cultural awareness, Xiaogang Village has also achieved remarkable results in the inheritance and development of local cultural characteristics, forming a win-win situation of cultural prosperity and economic development. From static protection to dynamic inheritance, from single cultural display to diversified cultural experience, Xiaogang Village has embarked on a cultural village development path that conforms to its own characteristics, which not only preserves the memory of the village, but also stimulates the vitality of the village and enhances the villagers' cultural identity and sense of belonging.

Guided by the rural revitalization strategy, Xiaogang Village has successfully integrated cultural protection with economic development, and its achievements are reflected in the systematic practice of cultural protection. First, a comprehensive survey of cultural heritage was conducted, and ancient buildings, handicrafts and intangible cultural heritage were carefully registered. Secondly, the established heritage archives were accompanied by detailed information and protection levels, and measures such as repairs and restricted development were implemented based on this to achieve scientific management and utilization of heritage. Furthermore, Xiaogang Village strengthened the rule of law, clarified protection responsibilities through legislation, severely punished acts of destruction, and effectively protected cultural heritage from loss. These efforts have not only saved many cultural heritages, but also promoted the harmonious progress of culture, economy and society, provided valuable experience for other regions, and demonstrated the broad prospects for the innovative use of cultural resources.

Xiaogang Village in Fengyang has shown a strong sense of responsibility and innovative vitality in protecting and promoting traditional culture. It attaches importance to the value and inheritance of intangible cultural heritage and regards it as a source of power for community development and cultural confidence. The "intangible cultural heritage +" project implemented innovatively integrates tradition and modernity, such as "intangible cultural heritage + red culture", which inherits the revolutionary spirit through red song activities. At the same time, regular "Fengyang Flower Drum", "Fengyang Folk Songs" and "Fengyang Fenghua" activities and workshops attract people of all ages to participate and promote the inheritance of skills. Through marketization such as intangible cultural heritage tourism and e-commerce, a win-win situation for culture and economy can be achieved. The successful practice of Xiaogang Village not only enhances local cultural identity, but also provides a model for the modern expression and international dissemination of intangible cultural heritage, becoming a model for learning in other regions.

Fengyang Xiaogang Village cleverly uses its geographical advantages to cultivate industrial diversification and innovatively develop characteristic culture with forward-looking strategies and meticulous management. In terms of the integration of "tourism + agriculture", it develops tourism products such as ecological picking and farming experience, promotes the integration of agricultural tourism, and helps the sales of agricultural products and increase farmers' income. "Tourism + Culture" promotes local culture and enhances cultural appeal through cultural festivals and theme activities, such as the Fengyang Flower Drum Festival; in particular, the red cultural study activities launched take the "contract responsibility spirit" as the core and convey the spirit of reform through practical teaching. The innovative development of Xiaogang Village's cultural industry has not only activated the economy and strengthened

cultural identity, but also provided a practical example for rural revitalization, demonstrating the development concept and achievements of promoting villages with culture and innovation. In the past five years, Xiaogang Village has achieved outstanding results in the integration of rural tourism and cultural economy, and has established a landmark tourism status. During this period, it received more than 4 million tourists and tourism revenue reached 560 million yuan, which significantly boosted economic growth and led to the booming of surrounding service industries. Xiaogang Village leads the trend of smart agriculture. The Chunhe Smart Agriculture Project uses high technology to improve agricultural efficiency, enhance tourists' understanding of modern agriculture, and enrich the tourism experience. In terms of corporate cooperation, the participation of companies such as Panpan Food in Xiaogang Industrial Park has expanded the agricultural product processing chain, increased the value of agricultural products, provided more employment for villagers, solved the problem of surplus labor, achieved economic diversification, and injected strong impetus into rural revitalization.

4. SWOT analysis of the protection, inheritance and development of local cultural characteristics in Xiaogang Village, Fengyang, Anhui

In the context of rural revitalization, the protection, inheritance and development of Xiaogang Village's unique culture is particularly important. Characteristic culture is not only the spiritual symbol of the village, but also an important force to promote rural revitalization. Therefore, formulating scientific and reasonable strategies is of great significance to promoting the prosperity and development of Xiaogang Village's unique culture.

4.1. Analysis of internal advantages

Xiaogang Village is the birthplace of China's rural reform and has rich local culture and historical heritage. First of all, Xiaogang Village has a unique geographical location and rich historical resources. It is located in the eastern part of Fengyang County, Anhui Province, and on the south bank of the middle reaches of the Huaihe River. The village is famous for its important role in China's rural reform and is known as the "No. 1 Village of China's Rural Reform". This special geographical location and profound cultural background provide a solid foundation for the protection and inheritance of Xiaogang Village's local culture. Secondly, Xiaogang Village has achieved remarkable results in cultural tourism development and education promotion. Relying on local cultural resources, Xiaogang Village promotes "tourism + engineering" and forms four major industrial patterns of "tourism + agriculture", "tourism + education", "tourism + e-commerce" and "tourism + culture". Industrial integration promotes economic development and provides new ways to protect and inherit local culture. At the same time, Xiaogang Village attaches importance to education, offers relevant courses and activities, and promotes the inheritance and development of local culture.

4.2. Analysis of internal disadvantages

Although Xiaogang Village in Fengyang, Anhui Province has many advantages in the protection, inheritance and development of local culture, it also has some internal disadvantages. First, Xiaogang Village faces the problem of insufficient funds. The government and society attach great importance to and support the local culture of Xiaogang Village, but protection and inheritance require a lot of funds, including repairing ancient buildings, holding activities, and training inheritors. The lack of funds in Xiaogang Village has restricted the advancement of related work. Secondly, there is a lack of talent. With the development of urbanization, more and more young people choose to work and live in big cities, resulting in the younger generation's less and less cognition and understanding of traditional culture, and the inheritance of local culture lacks sufficient participants and inheritors. Finally, there is the policy implementation factor. Although the government has been encouraging and supporting

the inheritance and development of culture in rural areas and has formulated a series of cultural heritage protection laws and regulations, there may be some problems with the implementation of policies in the actual operation process, which has also caused certain troubles for the inheritance of local culture.

4.3. External opportunity analysis

In recent years, Xiaogang Village has received attention from the government and won the titles of National Top Ten Famous Villages and National Red Tourism Classic Scenic Spot. These honors have not only increased the popularity of Xiaogang Village, but also promoted the protection and inheritance of local culture. At the same time, people from all walks of life have actively participated in the inheritance and protection of local culture, forming a good social atmosphere. Moreover, as people pay more attention to traditional culture, all walks of life have a strong interest in the cultural protection and development of Xiaogang Village. Modern technology, especially digital technology, has provided new means for the protection and inheritance of cultural heritage. For example, digital technology can be used to record, preserve and disseminate cultural heritage, so that more people can understand and access the culture of Xiaogang Village.

4.4. External Threat Analysis

Cultural homogenization is a global phenomenon. Especially in the context of rapid social development and urbanization, the local culture of Xiaogang Village is also facing this challenge. The first is the disappearance and homogenization of local culture .

With the advancement of urbanization, the local culture of Xiaogang Village faces the risk of assimilation. Unique farming culture, handicrafts, folk art, etc. are gradually disappearing and being replaced by modern cultural elements. Traditional farming tools and handicraft production skills have been lost due to the lack of inheritors and market demand, and modern agricultural machinery and equipment and industrially produced goods have replaced them. The second is the homogenization of lifestyle . With the development of the economy and the improvement of living standards, the lifestyle of the villagers in Xiaogang Village is getting closer and closer to that of urban residents. The traditional farming lifestyle is gradually replaced by a modern lifestyle . They gradually no longer rely on the land for their livelihood, but turn to urban employment or other industries. This change in lifestyle has led to the gradual weakening of the villagers' connection with the land and local culture. Finally, there is the homogenization of cultural identity . With the flow of information and the popularization of the media, the cultural identity of the villagers in Xiaogang Village tends to be mainstream and popular culture, which is greatly influenced by the outside world and the sense of local cultural identity is weakened. This homogenization of cultural identity not only leads to the loss of local culture, but also affects the villagers' cultural confidence and creativity.

5. Feasible strategies for the protection, inheritance and development of the local characteristic culture of Xiaogang Village, Fengyang, Anhui

5.1. The government leads rural revitalization and strengthens the protection, inheritance and development of distinctive culture

As the leading force in rural revitalization, the government plays a key role in the protection, inheritance and development of characteristic culture. The government should formulate a plan for the protection, inheritance and development of characteristic culture, and clarify the goals, tasks and measures. Secondly, a protection fund should be established to attract social capital participation and strengthen supervision and evaluation. At the same time, the government should focus on protecting cultural heritage such as ancient buildings, traditional handicrafts

and folk activities, and repair and maintain them to ensure their integrity and continuity of inheritance.

5.2. Give full play to the leading role of villagers and stimulate the endogenous driving force of the village

Villagers are the main body of rural culture, and their participation and support are crucial to the protection, inheritance and development of characteristic culture. Therefore, cultural education and training should be strengthened to enhance the cultural literacy and consciousness of villagers. At the same time, villagers should be encouraged to actively participate in cultural activities and become participants in cultural protection and inheritance. The government and social organizations should provide support and guidance to help inherit and promote characteristic culture, stimulate the innovative and creative vitality of villagers, transform characteristic culture into cultural industry, and realize the cultural economic value.

5.3. Promote the integrated development of cultural industries and promote the transformation and upgrading of rural economy

Cultural industry is an important force in promoting the transformation and upgrading of rural economy. Fengyang Xiaogang Village should make full use of its rich cultural resources, develop characteristic cultural industries, and promote the integrated development of cultural industries and related industries. For example, it should be combined with tourism to develop cultural tourism routes; combined with agriculture to develop farming culture experience projects; combined with education industry to carry out cultural education and research activities. Through integrated development, an industrial chain and industrial cluster effect can be formed to enhance the competitiveness of rural economy. At the same time, cultural industry can also promote employment and entrepreneurship, increase villagers' income and achieve sustainable development.

5.4. Promote the application and development of Xiaogang Village's unique culture in tourism and promote the dual development of culture and economy

Tourism is the engine of rural revitalization and a channel for the dissemination of distinctive culture. Fengyang Xiaogang Village should tap into distinctive cultural resources, create a cultural tourism brand, and achieve the integration of culture and tourism. It can develop distinctive cultural tourism products, such as homestays, handicrafts, folk performances, etc., to enrich the tourists' experience. It should strengthen the construction of tourism infrastructure, improve service quality, and provide a convenient and comfortable tourism environment. It should also focus on the excavation and inheritance of cultural connotations to avoid excessive commercialization and homogenization. At the same time, it should focus on ecological protection and sustainable development to ensure the sustainable use of cultural resources.

5.5. Focus on talent training and introduction, and strengthen the inheritance and innovation of Fengyang Xiaogang Village's unique culture

Talent is the key factor in promoting the inheritance and innovation of characteristic culture. Therefore, Fengyang Xiaogang Village should attach importance to talent training and introduction, and provide strong talent guarantee for the development of characteristic culture. On the one hand, it can strengthen the cultural education and training of local villagers to improve their cultural literacy and innovation ability. On the other hand, it can actively introduce external talents, especially experts, scholars and artists with rich experience and innovative thinking. At the same time, it should also establish and improve talent incentive

mechanisms, provide talents with a good working environment and living conditions, and attract more talents.

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