

Current Situation and Inheritance Countermeasures of Guangfu Culture Development under the Background of Guangdong-Hong Kong-Macao Great Bay Area

Zhuandi Zhai, Xihua Chen^{a,*}, Haining Huang

Guangzhou College of Technology and Business, Guangzhou 510850, China

^aqxihua@qq.com

*Corresponding author

Keywords: Guangdong-Hong Kong-Macao Great Bay Area; Guangfu Culture; Current Situation

Abstract: Guangfu culture is the mainstream culture of the Guangdong-Hong Kong-Macao Great Bay Area. Learning the development status of Guangfu culture under the background of Guangdong-Hong Kong-Macao Great Bay Area is of great significance, which can not only promote the construction of the Great Bay Area, but also promote the development of Guangfu culture. By using the methods of literature research, questionnaire survey and field research, this paper finds out that for Guangfu culture, the public pays little attention to it and know little about it. What's more, they make some cognitive mistakes about it. It is suggested that the related government departments should strengthen the propaganda of Guangfu culture in order to enhance the public's cultural identity; promote the development and enhance the enthusiasm of cultural creation through policies; increase funding to build cultural industry chains.

1. Introduction

Contemporarily, culture, politics and the economy would affect mutually. For human beings, culture, compared with politics and economy, is the entire mental appearances and activities. A nation's cohesion, creativity and the vitality are being profoundly entrenched in our culture. Traditional culture occupies a significant place in the survival and improvement of a nation. Each nation is different from other nations because of its unique cultural features, which is an important embodiment of the national spirit. With Guangzhou as the central city, Guangfu culture is subordinate to Lingnan culture. More specifically, it is centred on the Pearl River Delta, covering parts of northwest Guangdong around it. And it has been over 2,000 years.

Moreover, the Guangdong-Hong Kong-Macao Great Bay Area, one of the four largest Great Bay Areas in the world, is a city cluster composed of Hong Kong, Macao, Guangzhou, Shenzhen, Zhuhai, Foshan, Zhongshan, Dongguan, Huizhou, Jiangmen and Zhaoqing. Also, with obvious regional advantages and convenient transportation, the Great Bay Area is an important carrier for China to build world-class city clusters and participate in global competition. The proposal of the Guangdong-Hong Kong-Macao Great Bay Area is of great significance for the Great Bay Area in enhancing the cultural competitiveness, improving the cultural quality and social civilization level of the residents, and shaping the humanistic spiritual connotation.

2. Journals Reviewed

Under the background of the Great Bay Area, Guangfu culture is gradually known to people. Since culture plays an important role in our life, and Guangfu culture as a kind of outstanding traditional culture, in recent years, applied researchers have become increasingly interested in Guangfu culture. Chen (2007) believes that "Guangfu culture, taking advantage of geographical and cultural conditions, constantly promotes and develops, moves toward the world, maintains the pure heart of overseas Chinese, and is of great significance to the reunification and development of the motherland."^[1] Wang (2011) believes that "Guangfu culture exerts a positive influence on economic

development, innovation culture and regional development, institutional culture and regional economic development, and contemporary cultural construction.”^[2] Deng, Huang and He (2016) stated that “the Han nationality in the Guangfu area of China has Guangfu culture, Hakka culture and Chaoshan culture. However, at present, scholars in Lingnan area mostly focus on the Chaoshan culture and Hakka culture which are relatively fixed in the region, while most studies on Guangfu culture are superficial.”^[3]

Although there are some researches of predecessors, most of them take Guangdong as an example, and few studies are under the background of the Great Bay Area. Therefore, it is necessary to analyze the current situation of Guangfu culture under the background of the Great Bay Area. Through studying, it is conducive to carrying forward the outstanding traditional culture, inheriting the essence of Guangfu culture, and promoting the high-quality development of the cultural industry in the Great Bay Area.

3. Research Design and Findings

In order to learn about the current development situation and find out some existing problems of Guangfu culture, the present writer uses the method of questionnaire. Subsequently, corresponding solutions will be put forward.

The present survey is mainly conducted online and supplemented by offline interviews, so as to investigate people's cognition and attitude towards Guangfu culture in the Great Bay Area. The final number of valid copies being 116. People who participate in the questionnaire are accounted for seventy-five percent and whose ages are mainly from 18 to 30; participants aged under 18 account for nine percent; the age between 30 and 50 account for thirteen percent; and aged over 50 account for three percent. The results of the survey are described as follows.

3.1 Residents' Cognition and Understanding of Guangfu Culture

According to the survey data, when it comes to Guangfu culture, the majority of people think of Cantonese Morning Tea, Cantonese language and Cantonese opera. Some people think of Xiguan Mansion and arcade. A few others think of something else. In addition, forty-one percent of the participants say that there are some customs of Guangfu culture in their families, twenty-two percent of them say that there aren't, and the number of people that do not know about it accounts for seventy-eight. At the same time, the number of people who know a little about Guangfu culture accounts for forty-eight percent. Twenty-one people are familiar with Guangfu culture, while thirteen people are very familiar with Guangfu culture.

Whereas, twenty-seven individuals do not know about Guangfu culture, which accounts for twenty-two percent. It indicates that nearly sixty percent of the participants in the Great Bay Area have certain knowledge of Guangfu culture, especially the young and middle-aged people. Nevertheless, a large part of the folks still do not know Guangfu culture, and the popularity of Guangfu culture in the Great Bay Area is not comprehensive enough.

3.2 Residents' Love and Satisfaction for Guangfu Culture

According to the result of the questionnaire, for the question "do you love Guangfu culture", there are thirty-four percent of the participants say that they love Guangfu culture; in addition, fifty-five percent of the participants are neutral, and eleven percent of them are not interested in Guangfu culture. What's more, forty-five percent of the participants harbor the idea that Guangfu culture has great significance to the development of Guangdong, thirty-nine percent of them think it has some effect. Nevertheless, nine percent of the participants are not clear about it, and seven percent of them consider that Guangfu culture has no effect on the development of Guangdong. Furthermore, fifty-three percent of the participants say that they would like to be the inheritors of Guangfu culture, while fifteen percent of the participants say that they would not; and thirty-two percent of them say that they have not thought about it.

3.3 Residents' Future Prospects for Guangfu Culture

Regarding to the future prospect of Guangfu culture, seventy-five percent of the participants believe that in the Great Bay Area, Guangfu culture can become popular extensively, known by extensive people and occupied a vital place in residents' daily life. Besides, twenty-four percent of the participants say that there is no need to overemphasize Guangfu culture, and fourteen percent of them are concerned about the future of Guangfu culture.

The above survey results show that residents in the Great Bay Area do not have so much passion in Guangfu culture, but there are still some residents willing to inherit Guangfu culture, which, to a certain extent, reflects the cultural charm of Guangfu culture. At the same time, a few people worry about the future development of Guangfu culture, which indicates that the development of Guangfu culture is facing certain impacts and challenges, thus affecting people's satisfaction and confidence in Guangfu culture.

4. Discussion

Through the foregoing investigation and description, the three conclusions are drawn as follow.

4.1 Residents do not Attach much Importance to Guangfu Culture

Since the 17th CPC National Congress put forward to promote cultural advancement and prosperity, the 18th CPC National Congress made it clear to build China into a strong cultural country, and the 19th CPC National Congress stressed the importance of strengthening cultural confidence, in national economic and social advancement, culture occupies a vital place much further. Cultural construction has conducted a critical impact on the entire plan for the improvement of China. In current society, people's living is much more convenient through the innovation of science and technology. However, the fast-paced life makes people lose their way in the pursuit of fame and wealth, and ignore the importance of outstanding traditional Chinese culture.

Among the respondents, the number of people that do not know Guangfu culture and only have a little knowledge about it totally accounts for seventy percent. It indicates that most of the respondents do not know Guangfu culture, or learn about Guangfu culture without consciousness. Residents in the Great Bay Area have not yet realized that the Guangfu culture has a positive effect on our daily life, industrial development, civilization construction and other aspects, which may seriously affect the inheritance and development of Guangfu culture.

4.2 Residents' Knowledge of Guangfu Culture is relatively Shallow

Chinese culture has a long history, extensive and profound. The Chinese culture of five thousand years has been spread up to today, which indicates that it has a certain charm. As a result, there are still thirty-four percent of the respondents express their love for Guangfu culture. Whereas, in the current society, "Fast Food Culture" rules the world, and people tend to pursue fast and easy. They are easy to ignore the things that are rich in connotation. What's more, with the change of times and the widely promotion of mandarin, many local cultures and dialects are gradually forgotten. Numerous foreign cultures and values have brought a certain affection to the local culture owing to the challenge of globalization. Many young people follow the popular trend and pay little attention to or even know little about the history of local culture and dialect.

Thus, when it comes to the first impression of Guangfu culture, most residents in the Great Bay Area still stay at the level of the common customs life, especially entertainment. However, they know little about the more complicated origins of Guangfu culture, such as the development history of Guangfu culture. Also, even though Guangfu culture has been over 2,000 years, and some culture attributes with regional characteristics give people a multi-level and three-dimensional feeling in daily life, such as Cantonese, Cantonese Opera, Cantonese Cuisine, and Guang Embroidery, etc., there some residents even do not know if there are any customs of Guangfu culture in their families.

4.3 There are Some Mistakes in Residents' Cognition of Guangfu Culture

President Xi Jinping once said, "without the positive guidance of advanced culture, the great

enrichment of the people's spiritual world, and the continuous enhancement of the nation's spiritual strength, no country or nation can stand among the nations of the world". This shows that advanced culture can promote political and economic development and enrich the people's spiritual world. However, as for the question "Is Guangfu culture important or not?", only forty-five percent of the respondents think that Guangfu culture is significant, which obviously contradicts the facts. As "the southern gate" of China, the reason for the rapid economic development of Guangdong lies not only in its geographical advantage, but also in its inclusiveness. This is closely related to Guangfu culture, especially Guangzhou. As the centre of Guangfu culture, Guangzhou entirely represents the inclusiveness. The reason why Chinese and foreign country people with multi-ethnic and multi-race can live and work here harmoniously is because of the promotion of Guangfu culture. Therefore, Guangdong has become the most populous province in China, in particular, the proportion of floating population is the forefront of the country.

5. Countermeasure

5.1 Strengthening the Propaganda of Guangfu Culture in order to Enhance the Public's Cultural Identity

On the one hand, the government education departments in the Great Bay Area can integrate the Guangfu culture into the local campus education. Through school education, young people can study the Guangfu culture from an early age, accept the influence of Guangfu culture, and enhance their identity to the Guangfu culture. On the other hand, education and publicity activities in the community can be used to increase the channels and ways for residents in the Great Bay Area to learn about Guangfu culture. In addition, expanding publicity channels is also essential. Nowadays, the development of the Internet has brought convenience to people and become a part of their life. In view of the single and old form of publicity at present, it is advisable to combine with the emerging cultural trends in the new era, such as using new media and other ways to carry out multi-channel dissemination of Guangfu culture. And it is more acceptable to the younger generation.

5.2 Promoting Development and Enhancing the Enthusiasm of Cultural Creation through Policies

Since culture is so important, it is suggested that the government can take policy as the leading factor, strictly implement it, and actively promote the popularization of Guangfu culture, so that the development of Guangfu culture can be promoted healthy and orderly. Simultaneously, the in-depth implementation of the national intellectual property protection strategy will promote the development of intellectual property work in the field of culture, protect the intellectual property rights of Guangfu cultural creators, and therefore, improve the enthusiasm of Guangfu cultural creators. In addition, the cultural security department of the government should actively exercise the local legislative power, formulate scientific and reasonable policies, promote and inherit the excellent traditional Guangfu culture, and ensure the healthy and orderly development of Guangfu culture.

5.3 Increasing Funding to Build Cultural Industry Chains

Due to the long history of development, Guangfu culture has the characteristics of traditional and conservative, and the brand effect of Guangfu culture is not obvious. Whereas, the development of the times is constantly moving forward and bringing forth the new. Hence, Guangfu culture is vulnerable to the impact of other cultures. As a result, the government's cultural departments need to increase funding to support and encourage Guangfu cultural creators in order to protect their cultural works. This will not only help to strengthen the core competitiveness of Guangfu culture, strengthen the basic cultural construction, but also promote the development of Guangfu culture toward industrialization. It is impossible to make culture develop and innovate continuously without economic support. What's more, in order to form sustainable development, it also needs to be promoted to form industrial brand, enrich its cultural connotation, and expand its influence.

6. Conclusion

Nowadays, culture is gradually diversifying and has become a vital source of national cohesion and creativity. The development plan for Guangdong-Hong Kong-Macao Great Bay Area provides favorable conditions for the inheritance and development of Guangfu culture. The inheritance and development of Guangfu culture promote the cohesion and centripetal force of residents in the Great Bay Area. In the current situation of cultural conflicts at home and abroad, it is necessary for the government to construct a cultural industry exchange circle with diversified values in the Guangdong-Hong Kong-Macao Great Bay Area, inherit excellent traditional culture, absorb and study excellent foreign culture, and promote the promotion of cultural soft power and the prosperity of cultural industry in China.

Acknowledgements

This paper is funded by 2019 Innovation and Entrepreneurship Training Program for University Students in Guangdong Province(S201913714029); 2018 Innovation and Entrepreneurship Training Program for University Students in Guangzhou College of Technology and Business (xj201913714090).

References

- [1] Chen Weiming. Regional Inheritance and Overseas Propagation——History and Reality of Guangfu Cultural Development [J]. China Development, 2007 (01): 89-92.
- [2] Wang Kequn. The Characteristics and Influence of Guangfu Culture [J].Journal of Guangzhou Institute of Socialism, 2011, 9(02): 80-82.
- [3] Deng Quan, Huang Jihong, He Fenglin. The Artistic Characteristics of Guangfu Culture [J].Art Education, 2016 (04): 64-65.