

The Influence and Research of Traditional Culture on Economic Development

Jiaxuan Zhang ^{1*}

¹ Zhuhai Oriental Yinghua International Academy, Zhuhai, China

Abstract. This article explores in depth the impact and mechanism of traditional culture on economic development. Firstly, the article offers an in-depth examination of traditional culture, addressing its definition, characteristics, and significance. It discusses various forms of expression and highlights the societal value and functions of traditional culture. Secondly, the research focuses on the mechanism by which traditional culture influences economic development, including shaping economic behavior, influencing economic decision-making, and driving economic innovation. Also covered in the piece is the ever-changing relationship between traditional culture and economic progress, looking at both the ways in which one might affect the other. According to it, both may live in peace with one other. In addition, the article lays out a series of steps for incorporating traditional culture into economic development in a way that benefits both parties. These steps include ensuring the culture's survival and passing it on to future generations, as well as incorporating it into the modern economy.

1 Introduction

Traditional culture, as a synthesis of national or regional history, ethnic characteristics, religious beliefs, and artistic expression, is not only the core pillar of national identity and spirit but also plays an indispensable role in economic development.[1] It not only reflects the historical memory, values, and way of life of the nation but also contains rich economic value. Traditional culture influences economic development on several fronts, such as boosting the growth of the tourism sector, improving the global competitiveness of cultural goods, fostering innovation and creativity, and offering spiritual encouragement and ethical support for economic progress. [2]

Nonetheless, the swift progress of modernization and globalization presents significant challenges to traditional culture. The cultural homogenization driven by globalization can diminish the distinctiveness and appeal of traditional practices, while shifts in contemporary lifestyles may contribute to the gradual decline and neglect of traditional culture. [3] These challenges not only threaten the maintenance of cultural diversity but may also affect economic development models that rely on traditional cultural resources.

Therefore, comprehensive studies of the methods by which traditional culture impacts economic growth are vital. This includes exploring the role of traditional culture in promoting local economic growth, analyzing how traditional cultural resources are transformed into economic benefits, and studying how to protect and inherit traditional culture in the context of modernization and globalization. In addition to improving our knowledge of and access to traditional

cultural resources, this kind of study provides theoretical groundwork and practical insights for crafting policies that successfully balance economic development with cultural preservation. Sustainable economic growth and social progress are both made possible by embracing this strategy, which seeks to maintain a healthy equilibrium between traditional culture and economic development.

2 Concept and Characteristics of Traditional Culture

2.1 Definition and Connotation of Traditional Culture

The term "traditional culture" refers to a way of life that has persisted in a particular area or nation for a long time and is defined by its unique ethnic characteristics. [4] It not only includes traditional art, handicrafts, traditional festivals, customs, etc., but also contains the history, philosophical ideas, religious beliefs, and social norms of the nation. The traditional cultural practices of a people are a reflection of its fundamental beliefs and values, and they are a vital part of every nation's history and identity.

* Corresponding author: 13717907880@163.com

2.2 Expressions and Characteristics of Traditional Culture

2.2.1 Traditional Arts and Crafts

Traditional art and handicrafts are important expressions of traditional culture, showcasing the history, culture, and aesthetic concepts of a nation through unique techniques and styles.[5] Traditional Chinese arts and crafts such as calligraphy, painting, paper cutting, and needlework have a long history and a unique style. These shapes symbolize the way of life and social dynamics of the country while also showcasing its aesthetic sensitivities.

2.2.2 Traditional Festivals and Customs

National festivals and traditions are important because they reflect the nation's history, culture, and identity. Important traditional Chinese holidays include the Spring Festival, the Mid-Autumn Festival, and the Dragon Boat Festival. Every festival plays a vital role in preserving and celebrating the rich cultural heritage of our country. As the lunar new year begins, the Spring Festival, a time for family reunions and abundant feasting, ushers in a spirit of rebirth and harmony. Mooncakes and lanterns are traditional elements of the Mid-Autumn Festival, which places an emphasis on family relationships and gratitude. In contrast, the Dragon Boat Festival celebrates the poet Qu Yuan with exciting boat racing and the making of zongzi, which brings people together and helps them feel more connected to their culture. [6]

2.3 The Value and Function of Traditional Culture

A nation's traditional culture is vital to its spiritual well-being and its economic development. Economic, artistic, cultural, and historical importance are all a part of it. Cultural traditions help people feel more connected to their country and their place in it, which in turn promotes social cohesion and stability. The cultural tourism industry also benefits greatly from its presence, which helps bring in visitors. Nations may protect and enhance their cultural legacy and create new prospects for economic growth by protecting and developing traditional culture.

3 The Mechanism of Traditional Culture in Economic Development

3.1 The Shaping of Economic Behavior by Traditional Culture

Traditional culture has a profound impact on economic behavior. It shapes people's economic behavior and decision-making through values, moral norms, and other aspects.[7] Confucianism, for example, has a profound impact on China's market economy and business practices by emphasizing ethics like kindness and honesty. Confucian concept of "a gentleman loves wealth and takes it wisely" has prompted merchants to pursue economic interests while also emphasizing morality and social responsibility, thereby promoting a healthy market order and sustainable economic development.

3.2 The Impact of Traditional Culture on Economic Decision-making

Traditional culture also has a significant impact on economic decision-making. It influences people's economic decisions and behaviors through values, ways of thinking, and other aspects. When it comes to economic cooperation and trade decisions, for example, China's "harmony" culture—which emphasizes principles like unity and cooperation—has a significant impact. Businesses in China place a premium on building and maintaining cooperative connections as part of their decision-making processes. The goal is to form partnerships that benefit both parties, reducing transaction costs and increasing economic efficiency.

3.3 The Promotion of Economic Innovation by Traditional Culture

Traditional culture also plays a positive role in promoting economic innovation.[8] It inspires people's creativity and innovative spirit through art, technology, and other aspects. One example is how traditional Chinese values, such as "harmony between humanity and nature," have shaped China's approach to green growth and technical innovation. Based on this idea, China's technical progress is moving towards a more harmonious relationship with nature, encouraging developments in eco-friendly technology and sustainable methods. This technique promotes economic progress while simultaneously protecting the natural environment, creating a win-win situation for all parties involved. Figure 1 shows the most important symptoms and characteristics.

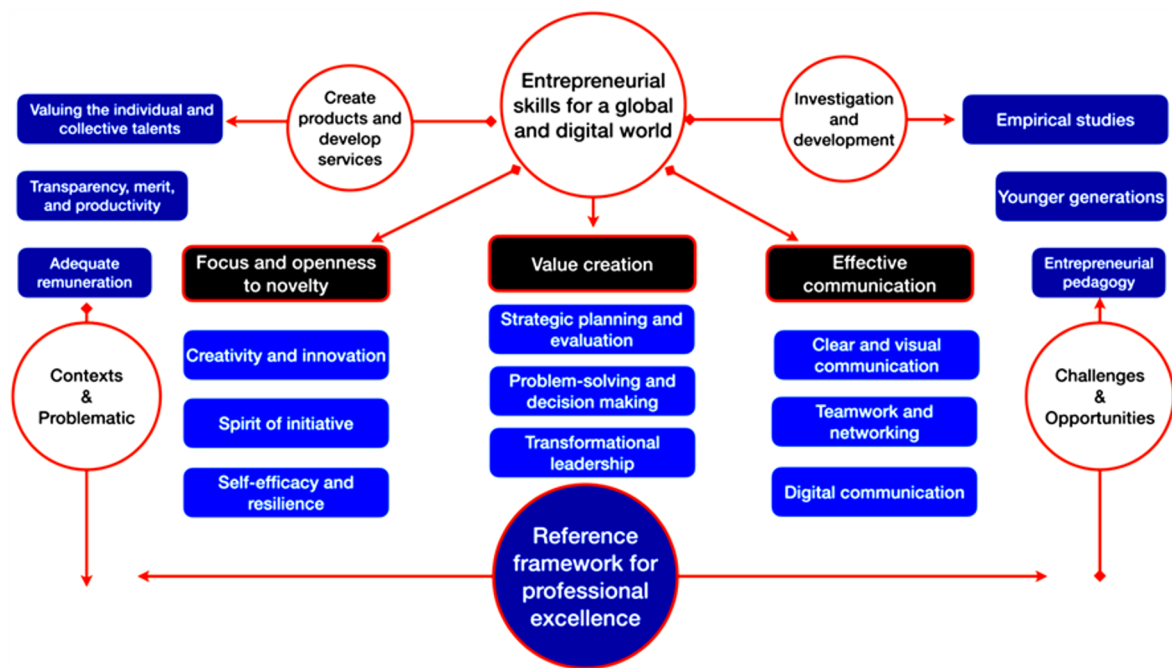


Fig. 1. Basic manifestations and characteristics of the promotion of economic innovation by traditional culture

4 The Interactive Relationship between Traditional Culture and Economic Development

4.1 The Promotion of Traditional Culture on Economic Development

4.1.1 The Rise of Cultural Tourism Industry

The cultural tourism industry would not be where it is now without traditional culture as an advantage in luring visitors. Local economies may be boosted by the exploration and use of traditional cultural resources, which in turn encourages cultural tourism. Take China as an example. The country's most famous cultural attractions—the Great Wall, the Forbidden City, and the Spring Festival—attract throngs of tourists from all over the world, boosting the country's economy. Growth in cultural tourism has many positive effects on the local economy, including increased employment possibilities, economic diversification, and stimulation of ancillary services like food service, lodging, and transportation.

4.1.2 Revitalization of Traditional Industries

One of the main forces that may bring ancient industries back to life is traditional culture. Traditional cultural traditions may be preserved and innovated within to help these sectors progress, which in turn can increase the value and market competitiveness of traditional goods. Silk, porcelain, and tea are just a few examples of old Chinese crafts that have found new life in China's traditional industries because to innovative design and smart marketing. In addition to preserving and

perpetuating traditional culture, this rejuvenation also gives a fresh boost to economic development. Impact of Economic Development on Traditional Culture

4.1.3 Cultural Loss in the Modernization Process

Traditional lifestyles are confronting new challenges posed by the swift advancements in technology and globalization. Numerous individuals are concerned that industrialization may cause them to become disconnected from their cultural heritage. For example, with the advancement of urbanization and industrialization, many traditional villages and buildings have been demolished, and many traditional arts and crafts have gradually disappeared, all of which are manifestations of the loss of traditional culture. This loss not only weakens the diversity and richness of ethnic culture but may also lead to the waste of economic resources and the loss of cultural capital.

4.1.4 The Impact of Commercialization on Traditional Culture

A major worry is the impact of commercialization on long-established cultural practices. Traditional cultures are in danger of becoming commodities and objectified as commercialization and the capitalist economy grow. Some long-established celebrations, for example, have been commercialized to the point that they no longer reflect their true cultural value. The maintenance and growth of traditional culture might be hindered by this tendency, which degrades and devalues it.

4.2 Harmonious Coexistence between Traditional Culture and Economic Development

Through reasonable protection and inheritance, innovation, and development, traditional culture can become an important force in promoting economic development. Concurrently, a flourishing economy may provide much-needed funds and social support for the ongoing maintenance and dissemination of traditional practices. The preservation and continuance of traditional traditions may be bolstered, for instance, by cultural tourism's ability to attract both financial and public attention. Furthermore, by reviving age-old industries, new business prospects and economic value may be created, which in turn encourages the advancement of cultural heritage via innovation. Traditional culture and economic growth may both benefit from this harmonious partnership, which can advance social progress and sustainability in the long run.

5 Application strategies of traditional culture in economic development

5.1 Protection and Inheritance of Traditional Culture

Integrating traditional culture into economic growth begins with preserving and transmitting it. This includes preserving and celebrating traditional festivals and rituals, keeping traditional arts and crafts alive and thriving, and restoring and maintaining cultural heritage places. Legislative protection, financial support, and educational efforts are all ways in which the government and other parts of society may work together to help traditional culture thrive. Incorporating traditional culture into training and education programs can help the next generation understand and appreciate their cultural heritage, and setting up a special fund to preserve cultural heritage can help restore historical sites and promote cultural events.

5.2 Innovation and Development of Traditional Culture

The innovation and development of traditional culture are the key to its revitalization in the modern economy. To make it more suitable for modern tastes and consumer demands, innovative design must be used while retaining the essential principles of traditional culture. To illustrate the point, cutting-edge items that capture traditional cultural traits while catering to current customers' tastes may be made by combining traditional crafts with new design concepts. Traditional culture may reach more people and be more competitive in the market if it uses this approach.

5.3 Integration of Traditional Culture and Modern Economy

A vital strategy for truly appreciating cultural heritage is the merging of ancient practices with contemporary

economics. Incorporating traditional features into modern goods and services to increase their cultural value and commercial appeal is one way to accomplish this goal. Another is to promote cultural tourism and the creative industries, which include combining traditional cultural resources with current enterprises. Through this integration, not only can traditional culture be protected and inherited, but it can also promote economic development and innovation. For example, by organizing traditional cultural festivals and events to attract tourists and drive local economic development; Alternatively, traditional cultural elements can be applied to modern product design to enhance product-added value and explore broader market space.

6 Conclusions

There is a complex and profound interactive relationship between traditional culture and economic development. Through reasonable protection and inheritance, innovation, and development, traditional culture can become an important force in promoting economic development. Concurrently, a flourishing economy may provide much-needed funds and social support for the ongoing maintenance and dissemination of traditional practices. In order to maintain a harmonious coexistence of traditional culture with economic growth, it is crucial to recognize and capitalize on the positive impacts of traditional culture.

Recognizing the importance of traditional culture within the economic sector and using effective strategies to safeguard and preserve it while pushing innovation to meet modern economic needs is crucial for future undertakings. For traditional culture to thrive and endure, it is essential that the government, companies, and other parts of society work together to provide legal protections, financial support, and educational opportunities. At the same time, we need to look into ways to combine traditional culture with modern economics, like promoting creative industries and cultural tourism, and adding traditional cultural elements to modern products and services to make them more valuable and competitive.

This harmonious cohabitation paves the way for long-term social progress and sustainable development by ensuring the survival of ancient practices while also stimulating economic expansion and new ideas. In addition to paying homage to the past, this strategy is a wise investment in the future that will be crucial in building a prosperous and culturally rich society.

References

1. Tysiachniouk M, Olimpieva I. Caught between Traditional Ways of Life and Economic Development[J]. Arctic Review on Law and Politics, 2019, 10: 56-78.
2. Stimson R J, Stough R R, Roberts B H. Regional economic development: analysis and planning strategy[M]. Springer Science & Business Media, 2006.

3. Chen Z, Ren X, Zhang Z. Cultural heritage as rural economic development: Batik production amongst China's Miao population[J]. *Journal of Rural Studies*, 2021, 81: 182-193.
4. Woolcock M. Social capital and economic development: Toward a theoretical synthesis and policy framework[J]. *Theory and society*, 1998, 27(2): 151-208.
5. Wang R, Li F, Hu D, et al. Understanding eco-complexity: social-economic-natural complex ecosystem approach[J]. *Ecological complexity*, 2011, 8(1): 15-29.
6. Ruttan V W. Social science knowledge and economic development: An institutional design perspective[M]. University of Michigan Press, 2003.
7. Buhalis D. Information technology as a strategic tool for economic, social, cultural and environmental benefits enhancement of tourism at destination regions[J]. *Progress in tourism and hospitality research*, 1997, 3(1): 71-93.
8. Amin A. An institutionalist perspective on regional economic development[J]. *Reading economic geography*, 2004: 48-58.