



# Research on the development of culture and art in Zhuhai Island under the strategy of rural revitalization

Yiyan Xu\*, Weizhen Dou

School of Fine Arts and Design, Zhuhai College of Science and Technology, Zhuhai, Guangdong, China

\*karaeylova@163.com

**Abstract.** Based on the strategy of rural revitalization, this study explores the development of culture and art in Zhuhai Island. We will promote all-round rural revitalization and urban-rural integration under the guidance of thriving industries, livable ecology, civilized rural customs, effective governance, and prosperous living conditions. We should emphasize the innovation and inheritance of traditional culture and promote cultural diversity and exchanges and mutual learning. Zhuhai Island takes advantage of its geographical advantages and policy support to promote the prosperity of culture and art by holding concerts, reading clubs and art exhibitions. In particular, Wailingding Island, Dongao Island, Guishan Island, excavating local resources, combining Lingnan culture, and promoting the integration of culture and tourism. The conclusion is that the development of Zhuhai Island culture and art should pay attention to regional customs, folk art, coastal defense and red culture in order to enrich the connotation of rural revitalization.

**Keywords:** rural revitalization; Zhuhai Island; Cultural and artistic development.

## 1 Introduction

Industry, ecology, village style, governance and life, under the rural revitalization strategy, are firmly integrated with prosperity, livable, civilized, effective and prosperous. For the full implementation of the rural revitalization strategy, promote the revitalization of rural industries, talents, culture, ecology, and organizations, so as to promote the construction of corresponding activities for the integrated development of urban and rural areas. The natural, social and economic characteristics, and the multiple effects of production, life, ecology and culture, and continuous innovation enable the new cultural tourism industry to accelerate development and promote economic and quality development. Countryside refers to the area outside the urban area with multiple characteristics and multiple functions, including towns and villages. Many characteristics include: natural characteristics, social characteristics, economic characteristics and so on. Multiple functions include: production, life, culture and so on.

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## **2 Overview of the rural revitalization strategy**

### **2.1 The connotation of rural revitalization**

The meaning of rural revitalization is multifaceted, involving the revitalization of rural economy, the improvement of living standards, the protection and inheritance of culture, the improvement of ecology and the enhancement of governance capacity. The most important foundation in the construction of the modern economic system is agriculture, the basis of the national economy is agriculture, the modern economic system is an important part of the countryside, the focus is on rural revitalization and industrial prosperity. The rural revitalization strategy<sup>[1]</sup> aims to achieve coordinated and unified development of urban and rural areas, promote agricultural modernization, promote the adjustment and innovation of rural industrial structure, and strengthen rural infrastructure construction and ecological environmental protection. Deepen the supply-side structural reform of agriculture, and build a modern agricultural industry, production, and management system<sup>[2]</sup>. It is conducive to the deeply integrated development of modern agricultural industry, conducive to promoting agriculture from yield-oriented to quality-oriented, enhancing China's agricultural innovation and competitiveness, and laying a solid foundation for building a modern economic system<sup>[3]</sup>. The ultimate goal is to improve the living standards and happiness of farmers and realize the goal of building a modern socialist country in an all-round way.

The focus of building a beautiful China cannot be separated from agriculture, rural areas and ecology. Among them, the important supplier of ecological products is agriculture, the main area of ecological conservation is the countryside, and the biggest development advantage of the countryside is ecology. All three are interlinked. In order to achieve the harmonious unity of people's prosperity and ecological beauty, it is necessary to implement the rural revitalization strategy, deepen the systematic management of mountains, rivers, forests, fields, lakes and grasslands, accelerate the implementation of green development mode, and strengthen the improvement of rural living environment, which is conducive to the construction of a new rural development pattern of harmonious coexistence between man and nature, and realize the goal of comprehensively building a modern socialist country<sup>[4]</sup>.

### **2.2 The value of rural revitalization and inheritance**

Countryside is the cornerstone and basic carrier of Chinese civilization. The foundation of Chinese civilization lies in farming culture. Only by effectively implementing the strategy of rural revitalization can we have a deeper understanding of Chinese civilization, dig deeper into the heritage of farming culture, and explore the excellent ideas contained in Chinese civilization. It is more necessary to combine the modern creation and transformation, innovative development, in-depth exploration of rural civilization<sup>[5]</sup>, on the basis of tradition, more in-depth understanding and inheritance of excellent traditional Chinese culture.

We will promote innovation and development of fine traditional Chinese culture. Traditional culture provides rich ideological resources and rich inspiration for modern

cultural innovation, promotes cultural diversification and cultural integration and exchange, and realizes the mutual learning and integration of Chinese culture. To achieve rural revitalization, the most critical link lies in the countryside. To implement rural revitalization, it is necessary to strengthen rural basic construction, build a sound rural governance system, ensure that the broad masses of farmers can have a stable and peaceful life, and help to jointly build, govern and enjoy a stable and harmonious modern social governance pattern. We will accelerate the modernization of the national governance system and capacity.

To make farmers rich is the fundamental of rural revitalization, constantly improve rural production and living conditions, increase farmers' sense of happiness and security, so that all farmers can jointly embark on the road to prosperity and prosperity, and work together to build a moderately prosperous society in all respects. The primary conditions for common prosperity are strong agriculture, beautiful countryside and rich farmers. Common prosperity is not only an ideal, but also a pioneering practice. Common prosperity emphasizes the overall prosperity of material and spiritual life, which is the embodiment of the all-round development of human beings. Common prosperity means common prosperity for all, comprehensive prosperity, joint development and gradual prosperity for all<sup>[6]</sup>. To achieve common prosperity for all people is an extremely challenging task, and it is a gradual process, which cannot be achieved overnight. The people are the biggest political force, common prosperity is the biggest people, and comprehensively promoting the great rejuvenation of the Chinese nation through Chinese-style modernization is what the people want.

On the whole, implementing the rural revitalization strategy is an inevitable requirement for solving the principal contradiction facing Chinese society in the new era, realizing the "two centenary goals" and the Chinese dream of great national renewal, and is of great practical and far-reaching historical significance<sup>[7]</sup>.

### **3 Overview of Zhuhai Island culture and art**

#### **3.1 The natural characteristics of island culture**

Zhuhai is known as the city of a hundred islands. It is surrounded by 147 large and small islands. Zhuhai is located in the southern part of Guangdong Province, China, on the west bank of the Pearl River estuary, adjacent to Shenzhen and Hong Kong, connected with Macao in the south, Jiangmen Xinhui District and Taishan City in the west, Zhongshan City in the north, and Hong Kong in the east, 36 nautical miles away. Zhuhai has a unique geographical environment with pleasant climate, four distinct seasons, abundant sunshine and abundant rainfall. After the completion of the Hong Kong-Zhuhai-Macao Bridge, Zhuhai became the only city in the mainland to be connected with Hong Kong and Macao by land at the same time. Zhuhai City is a garden type coastal tourist city.

Zhuhai island culture is rich in resources, various types and distinctive features. Under the background of the rural revitalization strategy, the development of Zhuhai Island culture and art is carried out around the integration of resources to promote the rural revitalization of the island. Make use of local characteristic resources, excavate

the combination of local history and culture with Lingnan culture, and promote the integration of culture and tourism. The customs of the region should also be developed, folk culture, charm, can develop the characteristics of folk art. Coastal defense culture is also the embodiment of island culture, coastal defense, national defense historical sites, the development of coastal defense culture, red culture.

### 3.2 Social characteristics of island culture

The development value of human resources in Zhuhai Island is huge, but the development of island resources is relatively backward, and the historical connotation needs to be further explored, and the cultural exchange, contact and interaction with the surrounding areas still need to be strengthened. Therefore, Zhuhai urgently needs to integrate and innovate the local island cultural resources to achieve integrated development with the tourism industry.

In 2013, the archaeological research project of Guangdong Island cultural Heritage was officially launched, including the cultural relics of Han, Tang, Song and Yuan dynasties from pre-Qin to prehistoric times, the coastal defense and customs sites from Ming and Qing dynasties to the Republic of China, as well as the ancient architecture and folk customs and stone carving art from modern times. With the gradual completion of the relevant research work, the protection and activation of these historical monuments are gradually carried out, but generally speaking, the development progress is still relatively slow, and the technical status of the island is poor, such as traffic, conditions and personnel, which also interfere with the protection and development work to some extent. In 2013, the archaeological research project of Guangdong Island cultural heritage was officially launched. The research includes the cultural relics of Han, Tang, Song and Yuan dynasties from pre-Qin to prehistory, the coastal defense and customs sites from Ming and Qing dynasties to the Republic of China, as well as the ancient architecture, folk customs and stone carving art from modern times. With the gradual completion of the relevant research work, the protection and activation of these historical sites are gradually carried out, but generally speaking, the development progress is still relatively slow, and the technical status of the island's traffic, conditions, personnel and other technologies is poor, which also interferes with the development of the protection and development work to a certain extent.

At present, many historical sites on Zhuhai Island have been listed as national key cultural relics protection units, such as Gaolanyu Baojingwan relic is the sixth batch of national key cultural relics protection units (Neolithic to Bronze Age), Sanzao Island Japanese invasion crime remains is the seventh batch of national key cultural relics protection units (modern and important historical sites and representative buildings), and Su Zhaozheng former residence on Qi Ao Island is Guangdong Province The second batch of cultural relic protection units in the province (modern and important history and representative buildings). In addition, the Dragon Boat Festival blessing parade art on Qi 'ao Island, silver shrimp paste, and folk songs, weaving, Baobao song, water dragon boat race, lion dance, paper cutting art, oyster sauce manufacturing technology on Sanzao Island.

Dawanshan Island's Tin Hau birthday celebration, Guishan Island's Tin Hau birthday, Wailingding Island's Beidi birthday have been selected into Guangdong Province and Zhuhai intangible cultural heritage list. However, due to the lack of excavation, research and dissemination of the island's historical sites and historical cultural connotations, the influence of Zhuhai Island culture is relatively weak.

## **4 Zhuhai Island culture art presentation**

### **4.1 Tourism development of island humanities and arts**

The combination of historical sites and humanities and art of Dongao Island (humanities resources are the basis for the development of tourism, cultural modeling and tourism, to create tourism products that can reflect cultural connotation and humanistic spirit, is an important way to realize the integrated development of cultural tourism), as well as the development of Gree Group. Make use of local characteristics, combine the development of coastal defense culture and red culture, and promote the development of Zhuhai island cultural tourism.

Wailingding Island is a beautiful island in Zhuhai City, "fear beach said fear, Lingdingyang sigh Lingding", once the island is full of loneliness and sadness, now known for its clear waters and beautiful natural scenery. The island is located in the middle of Lingdingyang, Pearl River Estuary, and the transportation is very convenient. Visitors can enjoy the sun, sand and sea breeze on the island, and can also taste fresh seafood dishes. In addition, there are many outdoor activities on Wailingding Island, such as sea fishing, diving, sailing, etc., so that tourists can fully feel the charm of the sea.

Guishan Island is another famous tourist island in Zhuhai City, formerly known as Trash Tail Island, is a famous tourist island in Zhuhai City, Guangdong Province, China, about 27 nautical miles away from Zhuhai city. The island focuses on Marine ecology and history and culture, and has rich Marine resources and cultural heritage. Tourists can visit museums, island cultural villages and other attractions on the island to learn about the history and culture of Guishan Island. In addition, Guishan Island is also a food paradise, with a variety of seafood, specialty snacks and restaurants for visitors to try. Guishan Island is known as a pearl of Lingdingyang, the island is tree-lined, rocky, blue sea, fresh air, pleasant scenery, giving people a broad worryless, comfortable and pleasant feeling, which is undoubtedly a "paradise" for the noisy, noisy city.

Dongao Island is a beautiful island in Zhuhai City, known for its romantic beaches and high-end resort facilities. Come to Dongao Island, you can not only go to see the magnificent sea view, but also walk in the gentle and beautiful mountains and forests; Not only can enjoy the original pure natural scenery, but also can trace the distant historical footprints. The island is located in the southeast of Xiangzhou District of Zhuhai City, with convenient transportation. Visitors can enjoy private beaches, luxury holiday villas and first-class resort facilities on the island, and can also taste a variety of cuisines. In addition, there are many outdoor activities in Dongao Island,

such as diving, sea fishing, sailing, etc., so that visitors can fully feel the charm of the sea.

At present, Hengqin Island and Macao are connected by Bridges and tunnels across the river. At the same time, Hengqin and Dawanshan Island, Guishan Island, Wailingding Island routes opened, the original Hengqin to Dongao Island routes have been upgraded, Hengqin passenger terminal to achieve full navigation with the main tourist islands of Wanshan Islands. In addition, Zhuhai constantly improves the infrastructure construction of land-island connectivity, promotes the reconstruction and expansion of the passenger terminal of Xiangzhou Port, the construction of Dongao Island helipad, the restoration project of Guishan Island passenger station and Dongao Bay passenger Station, and other projects to further improve the traffic conditions and passenger service quality of the land-island, ensure the safety and proper travel of tourists and residents on the island, and promote the economic development of the island [8]. In the future, Zhuhai will also take Wanshan Islands as the leader, take the construction of world-class tourism and leisure bay Area of Guangdong, Hong Kong and Macao as an opportunity, and use transportation planning and construction to carry out land island tourism, water tourism, general aviation services, yacht marina and other characteristic tourism projects.

## 4.2 An immersive experience of island culture and art

2023, according to Zhuhai Special Zone Daily. Summer Island cultural season series activities ("Colorful waves "series exhibition," Happy Notes "island concert," Bookish Island "reading sharing, etc.," Ancient Yuan Printmaking Watercolor Art Exhibition, beach concert, Guqin appreciation sharing, reading sharing and other cultural activities "were held in Guishan Island, Dongao Island and Wailingding Island.

For example, the Ancient Yuan Art Museum will hold the "Red Classic - Ancient Yuan Prints Fine Exhibition" on Guishan Island, displaying 20 ancient Yuan prints, so that island visitors can enjoy the style of art masters from the works. Zhuhai Orchestra of Zhuhai Cultural Center will hold a concert on the beach of Dongao Island in the form of brass, woodwind, string ensemble, etc., to provide visitors with Chinese and foreign classical music works.

Zhuhai Cultural Center, together with the Grand Hotel, will hold a "melody" Guqin appreciation activity. Ding Hong, inheritor of Zhuhai provincial intangible cultural heritage "Guqin Mojo", will give a lecture on the origin and historical development of Guqin and perform famous Guqin music. "I hope you can learn about Zhuhai's culture and history and enjoy the beauty brought by art while enjoying the beautiful island scenery of Zhuhai."

The City Library will hold a reading and sharing meeting of "Xiangzhou History Story" and "Shihai Shibe" on Guishan Island and Dongao Island. Liu Chengwei, full-time Vice chairman of Xiangzhou Literary and Art Federation, Wu Weiqin, deputy director of the City Library, and Yang Changzheng, director of the Zhuhai Museum Conservation Department, will tell you the story of "Zhuhai Red Three Heroes" and the liberation of Wanshan Islands by the People's Liberation Army. Lead everyone to understand the red culture, Xiangshan culture, Marine culture.

## 5 Case analysis of the combination of island culture and art and rural revitalization

By the end of 2020, there will be 6 AAAA level scenic spots (Zhuhai Yuanming New Park, Zhuhai Rossini Industrial Tourist Spot, Zhuhai Royal Hot Spring Resort, Zhuhai Dongao Island Tourist Resort, Zhuhai Wailingding Island Resort <sup>[9]</sup>, and Zhuhai Tomson Bijian Transparent Factory Resort). AAA scenic spots 3 scenic spots (Zhuhai City Guishan Island Scenic spot, Hengqin Star Music · Camping town scenic spot, Hengqin Li new creative new tourist area).

The island's historical sites, memorial facilities, cultural relics and intangible cultural heritage should be checked and sorted out, the level of protection and utilization of human resources should be improved, and the work of compiling, researching and disseminating human and cultural resources should be done well. The focus is on activating red culture, promoting the protection and display of relics and cultural relics on the island, improving the representative industrial facilities and resources that represent the rise of a great power and national rejuvenation, and telling the historical stories of the ten sisters of Barefoot Doctor Wanshan, the reclamation of the central ditch of Hengqin Island, and the resistance against British in Qiao Island. We will make good use of the prefabricated base for sinking tubes in the Shenzhen-China Passage, explore the construction of an international industrial heritage museum, and create a new model of industrial tourism

Relying on resources such as naval battle relic culture, coastal defense culture, historical figure relic culture and Marine culture, we develop cultural experience products with cultural festivals as the core. Focusing on the unique Marine culture, fisherman's custom, cultural Tianxiang culture, Mazu culture, and military culture of Wanshan Islands, Wanshan International Island Cultural Tourism Festival, Wanshan Mazu Birthday Cultural Festival, and Beidi Blessing Festival are planned, and a resort themed on fisherman's culture is developed and constructed Aquatic hotels incorporate performing arts intangible heritage projects such as saltwater songs to carry out experiential intangible heritage activities

Based on the core scenic spots such as the Japanese crime site on Sanzao Island, the Anti-British site on Qi-ao Island, the Portuguese stone carvings on Hengqin Island, the Guishan Warship Memorial Park, Wentianxiang Cultural Square, the Chen Hall of the Wanshan Naval Battle Exhibition, and the Hong Kong-Zhuhai-Macao Bridge Immersed Pipe Base, the Wanshan Islands will give full play to the advantages of military sites and military facilities to create tourism products such as research Tours and in-depth experience Tours. The development of "tourism + Party building" feature projects, based on red education lectures in the new era, to spread the revolutionary spirit of naval warfare, Wen Tianxiang's patriotic education thought, and the craftsman spirit of Hong Kong-Zhuhai-Macao Bridge.

Fishermen on islands are encouraged to process and sell Marine products through shallow processing and comprehensive utilization of by-products, so as to promote the transformation of the primary industry into a modern service industry. Focusing on the deep integration of fishing, tourism and culture, the production and sales of Marine products are integrated with the development of tourism, health, cultural crea-

tivity, education, sports and other industries, and the industrial chain and value chain of recreational fisheries are expanded. We will vigorously develop recreational fishery products such as fishing and fishing, strengthen the characteristic industries of homestays, and cultivate the characteristic villages of fishing and home music. Make good use of China (Zhuhai) Marine Functional Food Research and Development Center and Zhuhai Blue Coral Research Center to develop Marine resources <sup>[10]</sup>, promote the Marine food products produced on the islands through the Hengqin Guangdong-Macao Deep Cooperation Zone platform, and focus on cultivating independent brands with island characteristics such as Wanshan Dried fish, Guishan Caobai salted fish, Guishan white flower gum, Lingding Sanbao, and create fishing villages and island food Experience new forms of tourism.

## 6 Conclusion

This research is based on the rural revitalization strategy, which aims to achieve coordinated and unified development of urban and rural areas, promote agricultural modernization, promote the adjustment and innovation of rural industrial structure, and strengthen rural infrastructure construction and ecological environmental protection. It will help promote agriculture from yield-oriented to quality-oriented, enhance China's agricultural innovation and competitiveness, lay a solid foundation for building a modern economic system, and realize the goal of building a modern socialist country in an all-round way. The development value of Zhuhai Island's cultural resources is huge and rich in variety, and the development of cultural landscape, humanistic spirit and tourism will be made use of local characteristics, combining the development of coastal defense culture and red culture to promote the development of Zhuhai Island cultural tourism. It is believed that under the development of rural revitalization strategy, Zhuhai Island culture will develop more majestic!

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