

Research on the Integration of Local Excellent Culture in Huizhou City into Ideological and Political Education for College Students

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Abstract: "Inheriting and promoting excellent traditional culture" is an important mission of cultural education in the new era, providing guidance and direction for universities to integrate local excellent culture into ideological education work. Currently, influenced by different social ideologies and erroneous values, some college students have exhibited phenomena such as worshipping money, hedonism, and even historical nihilism. This completely deviates from the spirit of patriotism, collectivism, willingness to contribute, and red revolutionary culture advocated by the current red culture in China. Colleges and universities should rely on local excellent cultural education, continuously enrich the connotation of ideological education, enhance the effectiveness of ideological education, comprehensively implement the fundamental task of cultivating morality and talents, guide college students to establish lofty ideals and correct values, strengthen cultural confidence, and build a strong ideological and moral defense line. This article takes Huizhou City as an example to explore the value, existing problems, and effective strategies of integrating local excellent culture into higher education.

Keywords: Excellent Local Culture; Integration; Ideological and Political Education in Universities; Huizhou City

1. Introduction

The Chinese government report points out that "the fundamental aspect of educating people lies in moral character. We must fully implement China's education policy, fulfill the fundamental task of moral character and talent cultivation, and cultivate social builders and successors with comprehensive development of morality, intelligence, physical fitness, aesthetics, and labor skills." We must adhere to the unity of

moral character and talent cultivation, and integrate ideological education into the entire process of education and teaching[1-3]. General Secretary Leader made an important speech at the National Conference on Ideological Work in Colleges and Universities, pointing out that in carrying out university work, we should attach importance to cultural education[4-6]. In the ideological education work of universities, absorbing local excellent culture with nutrients for education is not only of great significance but also more efficient and operable [7-10]. Huizhou is a national historical and cultural city, and has been the political, economic, and cultural center of the Dongjiang River Basin since ancient times. In the long process of historical civilization, the millennium old Huizhou has gradually formed a brilliant and diverse culture. The Dongjiang civilization nurtured and developed in the Dongjiang River Basin is a major component of the Lingnan civilization. Throughout the long history of Huizhou, there are famous figures such as Su Dongpo's "Eating 300 lychees a day, not hesitating to be a Lingnan person", Ge Hong's "What is gained by others is as one's own gain, and what is lost by others is as one's own loss", and the people's love for life, as well as their reflection and understanding of nature and society in the "Longmen Farmer Painting". Opening the long scroll of Chinese history, Huizhou has produced many revolutionary deeds and heroic figures, such as the "Secret Rescue" and the "Anti Japanese History of the Dongjiang Column", as well as revolutionary martyrs such as Ye Ting, Deng Yanda, and Liao Zhongkai. Gradually formed the local characteristic culture of Huizhou, including "Dongjiang Red Culture, Dongpo Culture, and Traditional Culture", which contains rich cultural resources.

It is reported that the integration of excellent local culture into the education of college students in Huizhou has begun to receive attention, and related activities have also been

carried out one after another. The relevant departments of Huizhou University are leading the plan to publish a monograph titled "Integration and Dissemination of Red Cultural Resources in Huizhou City", such as visiting red cultural bases, learning red cultural knowledge, and carrying out intangible cultural heritage "Longmen Painting" in various universities. However, there are still many issues that need to be improved and explored, such as the singularity of learning modes and forms, the fragmentation of learning content, and the superficiality of learning effects. Integrating the excellent local culture of Huizhou into the ideological education of college students is a new breakthrough and important lever.

2. The Value Implications of Integrating Huizhou Local Culture into Ideological Education for College Students

2.1 Dongjiang Column Culture Builds a Monument of Revolutionary Spirit

The Dongjiang Column, as an important anti Japanese armed force under the leadership of China, left a significant mark in the history of the anti Japanese war in Huizhou and even the entire southern region of China. This heroic team fought to the death against the Japanese invaders in a difficult and arduous environment, making indelible contributions to defending national sovereignty and saving the nation from peril. The culture of the Dongjiang Column contains firm ideals and beliefs, tenacious fighting will, and selfless dedication, which is an important source of spiritual strength for young students in the new era. Integrating the culture of the Dongjiang Column into higher education can enable students to deeply understand the noble spirit of revolutionary predecessors who sacrificed everything for the interests of the country and the nation, stimulate students' patriotism and sense of social responsibility, cultivate students' spirit of hard work and unity and cooperation, and provide strong spiritual support for students to establish a correct worldview, outlook on life, and values.

2.2 Pioneers of the Huizhou Revolution Leading the Ideological Trend

Opening the scroll of Chinese history, Huizhou has witnessed the emergence of many revolutionary deeds and heroic figures, such as the "Secret Rescue" and revolutionary martyrs

like Ye Ting, Deng Yanda, and Liao Zhongkai. As one of the important founders of the Chinese People's Liberation Army, Ye Ting led independent groups to make remarkable achievements. Later, in prison, he did not fear sacrifice and wrote the "prison song". His firm revolutionary will is a valuable asset for ideological education of college students in the new era. Liao Zhongkai, a pioneer of the Chinese democratic revolution, played an important role in promoting cooperation between major factions, as well as advancing the cause of the Chinese democratic revolution. His firm patriotic beliefs and wholehearted dedication to the people have had a profound impact on promoting democratic progress. Deng Yanda, the founder of the Chinese agricultural and workers' democratic forces, always held the ideal of saving the country and the people, and used his own strength to change the country and society. In addition, there are still many famous patriotic pioneers in Huizhou, who are important components of the excellent local culture of Huizhou. Their ideas and spirit are integrated into the ideological education work of universities, and have a positive impact and promotion on cultivating college students' patriotism, sense of responsibility, and correct values.

2.3 Dongpo Culture is Rich in Humanistic Spirit and Heritage

Su Dongpo, as an outstanding literary figure, calligrapher, painter, and historical figure in flood control during the Northern Song Dynasty, left a profound mark in Huizhou. His works not only showcase a high level of artistic achievement, but also contain rich cultural value, especially his profound life philosophy and positive attitude towards life. During his exile in Huizhou, he wrote the poem "Eating 300 lychees a day, not hesitating to be a Lingnan person", reflecting his love for life despite adversity. Therefore, Dongpo culture contains rich humanistic spirit, including optimism, positivity, perseverance, and indifference to fame and fortune. It is of great significance for shaping the cultural connotation and humanistic literacy of young college students in the new era. Integrating Dongpo culture into ideological education in universities can effectively promote the formation of good moral qualities and a sound personality among college students.

2.4 Inheritance of Intangible Cultural Heritage and Crystallization of National Wisdom

Huizhou is a national historical and cultural city, and has been the political, economic, and cultural center of the Dongjiang River Basin since ancient times. In the long process of historical civilization, the millennium old Huizhou has gradually formed a brilliant and diverse culture. The Dongjiang civilization nurtured and developed in the Dongjiang River Basin is a major component of the Lingnan civilization. Throughout the long history of Huizhou, in addition to the red culture and Dongpo culture mentioned above, the intangible cultural heritage of Huizhou is also rich and colorful. For example, Longmen farmer paintings, Huidong fishing songs, and other cultural relics with local characteristics reflect the precious wealth created by the people of Huizhou through long-term life practice, and also symbolize the people's longing for a better life. Integrating Huizhou's local intangible cultural heritage into higher education not only allows students to personally experience and appreciate the unique charm of local culture, enhance their sense of identity and belonging to it, but also has significant implications for cultivating students' cultural heritage awareness and innovative spirit, promoting the protection and inheritance of intangible cultural heritage.

3. The Problems of Integrating Huizhou Local Culture into the Ideological Education of College Students

3.1 Resource Development 'Cold Stove Idle Pot': Low Utilization Rate of Local Excellent Cultural Resources Development

In the process of integrating local culture into the ideological education of college students in Huizhou, the development and utilization of excellent local cultural resources presents an awkward situation of "cold stove idle pot", which is rarely paid attention to by educators. The local culture of Huizhou is like a rich treasure, containing enormous educational resources, such as the revolutionary spirit carried by the Dongjiang Column culture, the patriotic feelings of pioneers such as Ye Ting, the humanistic wisdom contained in Dongpo culture, and the national wisdom displayed by numerous intangible cultural heritage, all of which should become vivid materials for higher education.

However, in actual education and teaching, few educators actively introduce the excellent local culture of Huizhou into the classroom and embed it into the curriculum. Most university classrooms still focus on traditional theoretical lectures, with little utilization of local cultural resources. Even if some teachers mention local culture, it is only superficial and lacks in-depth and systematic explanation. The low utilization rate of local cultural and educational resources leads to the idle and wasteful use of abundant local cultural resources, which cannot fully play their unique role in higher education and make it difficult for students to truly feel the charm and value of local culture, thereby affecting the effectiveness and quality of education.

3.2 Content Planning is Chaotic and Disorganized: the Mining and Planning of Educational Content Lack Systematicity

The excavation and utilization of local cultural content in higher education is at a relatively low level, presenting a "disorderly" state. Taking Huizhou University as an example, in common cultural integration, only a few cultural elements such as Dongjiang Column, Longmen Painting, and Ye Ting's former residence have been introduced into education. However, for other outstanding local cultures worth exploring in Huizhou, such as the ideological concepts of pioneers like Liao Zhongkai and Deng Yanda, as well as the rich connotations contained in intangible cultural heritage such as Huidong Fishing Song and Xiaojinkou Qilin Dance, they are rarely involved. In addition, there is a lack of systematic planning for the integration of Huizhou's local culture into higher education, and there is a random phenomenon of "firing one shot in the east and one shot in the west". Educators have not effectively integrated and classified the local culture of Huizhou, and have not systematically and phased education based on the characteristics and needs of students in different grades and majors. For example, in the curriculum, the arrangement of local cultural content lacks coherence and hierarchy. Today we will talk about the Dongjiang Column, and tomorrow we will talk about Longmen Painting, without forming a complete knowledge system and value guidance framework. This leads to fragmented understanding of local culture among students, making it difficult to deeply comprehend the essence of local culture and fully utilize its overall educational function.

3.3 Audience Participation in 'High and Low': There Are Significant Limitations to the Audience Group

In the activity of integrating Huizhou's local culture into the ideological education of college students, there are obvious limitations in the audience group, presenting a situation of "high and low". At present, the number of people participating in local cultural activities in Huizhou is relatively small, especially the opportunity to visit the Red Base for learning and training, which is mostly only provided to minority groups such as student cadres. Most ordinary college students are unable to participate in these activities due to various reasons, such as conflicting course schedules, poor information access, and low participation enthusiasm, thus unable to absorb the educational value brought by local culture. The limitations of this audience group greatly reduce the coverage and influence of local culture in higher education. As the main target of higher education, ordinary college students cannot form a sense of identity and belonging to local culture if they cannot participate widely in the learning and experience of local culture. They cannot establish a correct worldview, outlook on life, and values under the influence of local culture, which is not conducive to the comprehensive achievement of higher education goals.

3.4 The Traditional and Inefficient Mode of Communication: the Singularity of Communication Mechanism

The dissemination methods of Huizhou's local culture in higher education are single, resulting in a "traditional and inefficient" situation, which leads to its limited influence and poor effectiveness. At present, most universities rely mainly on traditional methods such as organizing small-scale events or organizing student field visits to promote Huizhou's local culture. Although organizing small-scale activities can attract students' attention to a certain extent, due to the limited scale and short duration of the activities, it is difficult to form a widespread and lasting influence. Although on-site visits can allow students to personally experience the atmosphere of local culture, the number of students who can participate is limited due to factors such as time, location, and funding, resulting in low dissemination efficiency. In addition, colleges and universities lack the full

use of modern communication technologies and new media platforms when disseminating Huizhou's local culture, and do not give full play to the advantages of the Internet, social media, and other information dissemination. They cannot transmit local culture to college students in a more vivid, vivid, and convenient way, which greatly reduces the communication effect of local culture in college education.

4. Effective Strategies for Integrating Excellent Local Culture from Huizhou into Higher Education

4.1 Resource Integration: Improving the Utilization Rate of Local Cultural Resources Development

To address the issue of low utilization rate of excellent local cultural resources in Huizhou, we will explore the resource integration strategy of "gathering sand to form a tower". On the one hand, Huizhou universities should establish a dedicated local cultural research team, with in-depth participation from teachers, student workers, historians, and others. Further conduct comprehensive and in-depth research on the local culture of Huizhou, and sort out the characteristics, values, and applicable scenarios of various cultural resources, such as the revolutionary spirit of Dongjiang Column culture, the patriotism of pioneers such as Ye Ting, the humanistic wisdom of Dongpo culture, and the national wisdom crystallization of intangible cultural heritage. Systematically classify and organize them to form a complete local cultural resource library. On the other hand, in curriculum construction, it is considered to integrate local cultural resources into the curriculum system. For example, when explaining patriotism, the heroic deeds of revolutionary pioneers such as General Ye Ting, Liao Zhongkai, and Deng Yanda are introduced; When explaining the revolutionary spirit, cite the story of the Dongjiang Column's resistance against Japan. At the same time, specialized elective courses on local culture can be explored and developed, such as "Huizhou Local Culture and Education", which provides a detailed introduction to Huizhou's historical culture, red culture, intangible cultural heritage, etc., allowing students to fully understand the connotation of local culture. At the same time, teachers are encouraged to actively utilize local cultural resources for teaching. Schools can

organize teachers to participate in local cultural training to enhance their awareness and understanding of local culture, and guide them to skillfully integrate local cultural resources into classroom teaching. For example, using case teaching method, situational teaching method, etc., by telling local cultural stories, showcasing intangible cultural heritage works, etc., students' learning interest is stimulated, the attractiveness and infectiousness of the classroom are enhanced, and the rich local cultural resources are truly "alive", truly integrating Huizhou's excellent local culture into higher education.

4.2 Gradual Progress: Building a Systematic Educational Content System

Huizhou universities should develop long-term plans for integrating local culture into education, clarify educational goals and tasks at different stages, and gradually integrate them to form a distinctive Huizhou local excellent cultural system with a "trinity" of red culture, Dongpo culture, intangible cultural heritage, etc. For example, in the first year of college, emphasis is placed on the basic understanding of Huizhou's local culture, allowing students to learn about Huizhou's history, culture, geographical features, etc; In the second year of college, we will deeply explore the values and spiritual connotations of Huizhou's local culture, such as the revolutionary spirit of Dongjiang Column culture and the optimistic attitude of Dongpo culture; In the third year of college, guide students to combine the local cultural spirit of Huizhou with their own development, cultivate their sense of social responsibility and innovative spirit; In the fourth year of college, students are encouraged to apply the local cultural spirit of Huizhou to practical internships and contribute to local development. In terms of content mining, integrate local cultural elements of Huizhou to form a logical and coherent educational content system. For example, using time as a clue, we can trace the cultural development of Huizhou from ancient times to modern times and then to modern times, connecting cultural elements from different periods to enable students to understand the inheritance and evolution of local culture. At the same time, design personalized educational content based on the characteristics and needs of students in different majors. For students majoring in humanities, emphasis can be placed on education in the history, literature, art, and

other aspects of local culture; For students majoring in science and engineering, they can combine their professional characteristics to explore the scientific spirit and innovative thinking in local culture. By constructing a systematic educational content system, Huizhou's local culture can play an overall educational role in higher education, allowing students to gradually deepen their understanding of the essence of local culture.

4.3 Audience Expansion: Expand the Coverage of the Audience Group

Universities should break the limitations of only targeting student cadres or conducting local cultural activities on a small scale in the past, and widely carry out relevant activities for all college students. Through campus radio, bulletin board, WeChat official account and other channels, we will increase the publicity of Huizhou local cultural activities and improve the awareness and participation of the activities. For example, setting up a "Huizhou Local Culture Column" in campus broadcasting to regularly introduce relevant knowledge of local culture; Publish event preview and wonderful review on WeChat official account to attract students' attention. At the same time, enrich the forms and contents of activities to meet the interests and needs of different students. In addition to traditional activities such as visiting red bases and learning about red culture, local cultural themed lectures, seminars, essay contests, photography competitions, etc. can also be held. For example, organizing a themed essay competition on "Huizhou Local Culture and My Growth" to encourage students to share their understanding and insights on local culture based on their own experiences; Carry out the "Huizhou Intangible Cultural Heritage Experience Day" activity, allowing students to personally participate in the production and performance of intangible cultural heritage, enhancing their sense of experience and participation. In addition, establish incentive mechanisms to encourage students to actively participate in local cultural activities. For students who perform well, certain rewards will be given, such as issuing certificates, giving credit rewards, recommending them to participate in higher-level cultural activities, etc. Through these measures, we can stimulate the enthusiasm of all college students to participate in local cultural activities, expand the coverage

of the audience, and enable more students to absorb the educational value brought by local culture, forming a sense of identity and belonging to local culture.

4.4 Innovation in Communication: Building Diversified Communication Mechanisms

Universities should make full use of modern communication technologies and new media platforms to build diverse communication mechanisms. On the one hand, we will use the Internet to build a network learning platform for Huizhou local culture, integrate the text, pictures, videos and other materials of local culture, and provide students with rich learning resources. Students can learn anytime, anywhere according to their own time and needs. For example, setting up a "Huizhou Local Culture Micro Classroom" on online learning platforms, inviting experts and scholars to record short videos and explain the knowledge points of local culture. On the other hand, utilizing social media for interactive communication. Colleges and universities can open official accounts on social media platforms such as Weibo, Tiktok, and Station B to release relevant content of Huizhou's local culture, such as cultural activity preview, cultural story sharing, intangible cultural heritage display, etc. At the same time, encourage students to actively participate in interactions and express their own views and opinions. For example, initiating a discussion on the topic of "Huizhou Local Culture in My Heart" to attract students to participate and enhance their attention and participation in local culture. In addition, technologies such as virtual reality (VR) and augmented reality (AR) can also be applied to the dissemination of local culture. For example, developing a VR experience project for the Huizhou Red Culture Base allows students to immerse themselves in the atmosphere of red culture by wearing VR devices, enhancing the fun and immersion of dissemination. By constructing diverse communication mechanisms, Huizhou's local culture can be conveyed to college students in a more vivid, vivid, and convenient way, improving the dissemination effect of local culture in higher education.

5. Conclusion

The integration of excellent local culture in Huizhou into ideological education for college students is of great significance and urgent.

Although there are currently problems such as low resource development and utilization, lack of systematic content planning, limited audience groups, and a single communication mechanism, strategies such as resource integration to improve development and utilization, building a systematic education content system, expanding audience coverage, and constructing diversified communication mechanisms can effectively solve the problems, fully leverage the unique value of Huizhou's local culture in education, enhance educational effectiveness, and help universities implement the fundamental task of cultivating morality and talents.

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