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ЖАҢЫ ДООРДО ГАНЬСУ МАДАНИЯТЫНЫН САПАТТУУ ӨНҮГҮШҮНӨ
КӨМӨКТӨШҮҮ ЖӨНҮНДӨ ОЙ ЖҮГҮРТҮҮ: ДУНХУАН МАДАНИЯТЫНЫН
МУРАСТОО ЖАНА ӨНҮГҮҮ БОЮНЧА КЕЙС-СТАДИ

РАЗМЫШЛЕНИЯ О СОДЕЙСТВИИ КАЧЕСТВЕННОМУ РАЗВИТИЮ КУЛЬТУРЫ
ГАНЬСУ В НОВУЮ ЭПОХУ: ТЕМАТИЧЕСКОЕ ИССЛЕДОВАНИЕ
НАСЛЕДОВАНИЯ И РАЗВИТИЯ КУЛЬТУРЫ ДУНЬХУАНА

REFLECTION ON PROMOTING THE HIGH-QUALITY DEVELOPMENT OF
GANSU
CULTURE IN THE NEW ERA: A CASE STUDY OF THE INHERITANCE
AND DEVELOPMENT OF DUNHUANG CULTURE

Кыскача мүнөздөмө: Ганьсу – Кытай цивилизациясынын жана кытай элинин тарыхый мекени. Ганьсу провинциясынын көптөгөн маданий бренддеринин арасында Дунхуан маданияты өзүнүн өзгөчө артыкчылыктары жана өзгөчөлүктөрү менен Ганьсу маданий өзгөчөлүктөрүнүн жана мурастарынын эң өкүлү жана кооз кол тамгасы болуп калды. Жаңы доордо Ганьсу маданиятынын жогорку сапаттагы өнүгүшүнө көмөктөшүү үчүн, Дунхуан маданиятынын мурастарын жана өнүгүшүн кыймылдаткыч күч катары колдонуп, Дунхуан маданиятынын мүнөздүү артыкчылыктарын жана бренд таасирин баса белгилөө керек. Дунхуан маданиятынын өнүгүү потенциалын жана динамикасын андан ары изилдөө, Ганьсу маданиятынын стратегиясын ишке ашырууга ар тараптуу көмөктөшүү жана ийгиликтүү социалисттик модернизация менен жаңы, бактылуу жана кооз Ганьсу провинциясын курууга маданий салым кошуу керек.

Аннотация: Ганьсу – историческая родина китайской цивилизации и китайской нации. Среди многочисленных культурных брендов провинции Ганьсу культура Дуньхуана, с её явными преимуществами и характеристиками, стала самой представительной и красивой визитной карточкой культурных особенностей и наследия Ганьсу. Чтобы в Новую эру способствовать высококачественному развитию культуры Ганьсу, необходимо использовать наследование и развитие культуры Дуньхуана в качестве движущей силы, подчеркнуть характерные преимущества и влияние бренда культуры Дуньхуана. Следует дополнительно изучить потенциал и динамику развития культуры Дуньхуана, всесторонне содействовать реализации Стратегии Ганьсу в области культуры и внести культурный вклад в построение новой, счастливой и красивой провинции Ганьсу с успешной социалистической модернизацией.

Abstract: Gansu is an important birthplace of Chinese civilization and the Chinese nation. Among the numerous cultural brands in Gansu Province, Dunhuang culture, with its distinct

advantages and characteristics, has become the most representative and beautiful cultural card of Gansu's cultural characteristics and heritage. In the new era of promoting high-quality cultural development in Gansu, the inheritance and development of Dunhuang culture serves as driving force and showcase of the advantages and features of this unique brand. The development potential and momentum of Dunhuang culture needs to be further explored to comprehensively promote the implementation of the Cultural Gansu Strategy, and make cultural contributions to building a happy and beautiful new Gansu with socialist modernization.

Негизги сөздөр: жаңы доор; жогорку сапаттагы маданий өнүгүү; мурас жана өнүгүү; Дунхуан маданияты; ой жүгүртүү.

Ключевые слова: Новая эра; высококачественное развитие культуры; наследование и развитие; культура Дуньхуана; рефлексия.

Culture is the soul of a country or a nation. “Culture is increasingly becoming an important source of enhancing national cohesion and creativity, and an important support for improving comprehensive competitiveness”^[1]. The Chinese civilization has prominent characteristics such as continuity, innovation, unity, inclusiveness, and peace. Gansu is an important birthplace of Chinese civilization and the Chinese nation, and an important treasure trove of cultural resources for the Chinese nation. It has abundant cultural resources, rich cultural relics, and distinct cultural characteristics, playing an irreplaceable role in the formation and development of Chinese civilization. The rich and unique Dunhuang culture, Red culture, Silk Road culture, grotto culture, bamboo slips culture, Great Wall culture, Yellow River culture, agricultural culture, and ethnic characteristic culture in Gansu have formed a beautiful and colorful cultural scroll, establish a unique position for Gansu in terms of national cultural resources and cultural contributions. To promote the construction of cultural Gansu in the new era, we must adhere to the principles of confidence, self-improvement, openness, inclusiveness, and innovation. Based on the advantages of Gansu's cultural resources, we must explore the potential for cultural development, increase the momentum of cultural development, transform cultural resource advantages into cultural development advantages, and fully promote the high-quality development of Gansu culture, making cultural contributions to the construction of a happy and beautiful new Gansu.

During the 14th Five Year Plan period, Gansu has entered a new stage of development, with a more solid foundation for development, profound changes in development conditions, and coexistence of development opportunities and challenges. The “14th Five Year Plan” of Gansu proposes to prosper and develop cultural undertakings and cultural industries, accelerate the transformation from a province with large cultural tourism resources to a province with strong culture and tourism, and endow the mission and task of the new era to better inherit and carry forward excellent traditional culture, radiate the era glory of the essence of traditional culture, enrich people's spiritual and cultural life, and enhance cultural soft power. The Implementation Opinions on Promoting the Construction of Cultural Gansu pointed out that we should “make culture the most charming, attractive, and recognizable symbol of Gansu, and build a strong cultural province with innovation, integration, influence, and competitiveness”^[2]. Among the many cultural brands in Gansu Province, Dunhuang culture, with its distinct advantages and characteristics, has become the most representative and beautiful cultural card of Gansu's cultural characteristics and heritage. Famous scholar Mr. Ji Xianlin, on the unique role of Dunhuang in cultural exchanges between China and the West pointed out that: “There are only four cultural systems in the world

with a long history, vast territory, independent systems, and profound influence: China, India, Greece, and Islam, and there is no fifth. And there is only one place where these four cultural systems converge, namely Dunhuang and Xinjiang regions in China, and there is no second”^[3]. It is fully emphasized that Dunhuang culture is formed through cultural exchange and mutual learning between China and foreign countries, integrating the excellent traditional Chinese culture and the cultural essence of various ethnic groups around the world. Mr. Chen Yuan also made a classic exposition on this prominent feature of Dunhuang culture: “Since the Han Dynasty, Dunhuang culture has been extremely prosperous, and its location is a necessary passage for the entry and exit of the Western Regions and Jingluo (a Capital city of ancient China), serving as a hub for cultural exchange between China and the West”^[4]. “The 14th Five Year Plan for Cultural Reform and Development in Gansu Province”, “The 14th Five Year Plan for the Inheritance and Innovation Zone of Chinese Civilization”, “The 14th Five Year Plan for Cultural and Tourism Development in Gansu Province”, as well as the construction plans for the Great Wall, Long March, and Yellow River National Cultural Parks (Gansu Section), all propose to fully leverage the brand advantages of “Dunhuang Culture” and take the opportunity to create “Dunhuang of the World” and “Dunhuang of Humanity”, make Dunhuang culture bigger, stronger, and more refined, and inherit and develop Dunhuang culture. This has provided a clear direction and path for promoting the construction of a strong cultural province in Gansu Province, guided by the concepts of high-quality development, the inheritance and development of Dunhuang culture as driving force to implement the requirements of “two combinations” and create a “golden signboard” for Gansu culture. Therefore, the cultural construction work in Gansu should firmly grasp the “Three New and One High” orientation, accurately grasp the overall logic and premise of the national and provincial economic and social development, and make efforts to “revitalize the stock, introduce increment, improve quality, enhance energy, and expand the total amount”. With a more energetic mental state and more effective measures, we should actively promote the high-quality development of culture with cultural consciousness, continuously promoting the construction of a strong cultural province and achieving new results.

To promote the creative transformation and innovative development of excellent traditional Chinese culture, it is necessary to “excavate the ideological concepts, humanistic spirit, and moral norms of excellent traditional Chinese culture, integrate artistic creativity with the values of Chinese culture, combine the spirit of Chinese aesthetics with contemporary aesthetic pursuits, and activate the vitality of Chinese culture”^[5]. “Adapting the most basic cultural genes of the Chinese nation to contemporary culture and coordinating with modern society... Promoting the cultural spirit that transcends time and space, transcends national boundaries, is full of eternal charm, and has contemporary value, and spreading the innovative achievements of contemporary Chinese culture that inherit traditional excellent culture and promote the spirit of the times, establish our own country, and face the world”^[6]. This is the inherent requirement and important mission of promoting the high-quality development of Gansu culture, and also the goal and direction of high-quality development of Gansu culture. To promote the high-quality development of Gansu culture, it is necessary to adhere to systematic and strategic thinking, follow the principles of promoting strengths and avoiding weaknesses, and establish a sense of excellence and brand awareness, prioritize the inheritance and development of Dunhuang culture, carry out targeted cultivation and support work, and strive for excellence and excellence. Focus on the following aspects of work.

1. Implement the "Dunhuang Culture" cultivation project and polish the "Dunhuang Culture" brand

To inherit and develop Dunhuang culture, it is necessary to focus on the overall layout of cultural construction in Gansu, initiate the implementation of the "Dunhuang Culture" cultivation project, and incorporate the creation of "Dunhuang Culture" into the top-level design of the construction of a strong cultural province in the province, which is effectively integrated into the province's "14th Five Year Plan", "14th Five Year Plan" cultural reform and development plan, "14th Five Year Plan" cultural and tourism development plan. It is also essential to integrate "Dunhuang Culture" into authoritative, comprehensive, and long-term planning and construction such as the "14th Five Year Plan" for the construction of the Chinese Civilization Inheritance and Innovation Zone and the National Cultural Park construction plan. Through project-based operation and menu style management, the cultural construction platform resources are connected; resource sharing and project co-construction are achieved, and synchronous progress is made to fully enhance the connotation and quality of Dunhuang culture. It is expected that "Dunhuang culture" will be developed into a world-renowned cultural brand, forming a highland for high-quality development of Gansu culture.

2. Pay attention to practical innovation and promote the artistic creation and production of "Dunhuang Culture"

"Chinese culture continues the spiritual bloodline of the country and nation, requiring both inheritance and protection from generation to generation, as well as keeping up with the times and innovating"^[7]. Innovation is the life of literature and art, the driving force and guarantee of cultural development and inheritance, the goal and direction of cultural development and inheritance, and the core and soul of cultural development and inheritance. To promote the inheritance and development of Dunhuang culture, efforts should be made to improve the ability and level of Dunhuang literary and artistic creation, innovate and produce a batch of excellent literary and artistic works that not only reflect the characteristics of Dunhuang art, highlight the cultural characteristics of Gansu region, but also reflect the characteristics of traditional Chinese culture. This will surpass existing Dunhuang literary and artistic works, forming a new "peak" and highlight. We must adhere to the people-centered creative orientation, closely keep up with the pace of the times, and plan the theme of Dunhuang literary and artistic creation, and launch more attractive, affecting, and touching artistic masterpieces. Taking classic works such as "Silk Road Flower Rain", "Dream of Dunhuang", and "Hexi Corridor" as benchmarks, we aim to create and produce more high-quality works in literature, drama, movies, TV dramas, documentaries, animation, radio dramas, music, dance, art, photography, calligraphy, and other art forms, showcasing the beauty of Dunhuang and Chinese culture, creating a new era of Dunhuang art classics, and comprehensively showcasing the eternal charm of Dunhuang culture.

3. Deepen the integration of culture and tourism, and form a new pattern for the dissemination and development of Dunhuang culture

Culture and tourism are a dialectical and interdependent relationship. Culture is the connotation and soul, while tourism is the form and carrier. Sightseeing tourism without cultural connotations is, at best, a leisurely and relaxing pastime. Promoting the integration of culture and tourism, stimulating cultural vitality, and enhancing tourism charm is an important growth pole for

promoting the creative transformation and innovative development of the excellent traditional culture of the Chinese nation, and promoting high-quality cultural development. Gansu is not only a province with abundant cultural resources, but also a province with abundant tourism resources. Promoting the integration of culture and tourism is of great significance for promoting the economic and social development and cultural prosperity of Gansu. We should adhere to the principle of “building tourism with culture, promoting tourism with culture, and promoting the deep integration of culture and tourism”, build a pattern of “big culture and big tourism”, give full play to the cultural and tourism advantages of Dunhuang, amplify the cultural and tourism effects of Dunhuang, strive to create the cultural commanding heights of the initiative of “the Belt and Road”, and take advantage of the Silk Road (Dunhuang) International Cultural Expo, Dunhuang Travel – Silk Road International Tourism Festival and other platforms of international festivals, promote the integration of culture and tourism, enhance the connotation and taste of tourism with culture, and meet the high-quality cultural tourism needs of the people. We should focus on the core position of culture, develop and enrich tourism formats, innovate and extend tourism products and services, promote the development and production of Dunhuang cultural clothing, jewelry, and related cultural and creative products, enhance tourism cultural taste, and enhance tourism spillover effects.

4. Adhere to keeping up with the times and implement the "Dunhuang Culture" digital project.

“Literary and artistic creation should be based on taking root in the local area and deeply rooted in the times, and deeply innovating in the combination of concepts and methods, as well as the integration of content and form, to improve the spiritual height, cultural connotation, and artistic value of the work”^[8]. Digitalization is the direction and trend of high-quality cultural development, and is also an effective means of sustainable protection and utilization of existing cultural resources. We need promote the digitization project of Dunhuang culture, promote the integration of literature and art with new technologies, new formats, and new media, and achieve diversity in literary and artistic creation in terms of themes, forms, and styles. Through the “Internet +Performing Arts” approach, we will break the time-space limitations of the existing Dunhuang art, take the “Digital Dunhuang” project as the traction, continue to promote the digital project of Dunhuang culture, use modern science and technology and media methods, and use new network audio-visual technology and media integration ways to digitally transform the exquisite murals and literary and artistic products that fully reflect Dunhuang culture, through the expression of the times and artistic presentation ways, realizing the digitization of Dunhuang culture, providing consumers with digital cultural products in all fields, creating a “never-ending Dunhuang culture”, leaving valuable digital resources of Dunhuang culture for contemporary and future generations, and empowering high-quality cultural development through digitization.

5. Focus on foreign exchanges and promote Dunhuang Culture towards the world.

“Whether it is to enhance the cohesion and appeal of advanced culture internally or to enhance the dissemination and influence of Chinese civilization externally, it is essential to integrate China with foreign countries and connect ancient times with modern ones”^[9]. Dunhuang is not only the Dunhuang of China, but also the Dunhuang of the world. The spirit and concepts of openness, exchange, inclusiveness, and innovation contained in Dunhuang culture are of great significance for promoting exchanges and mutual learning between Chinese and foreign civilizations, and building a

community with a shared future for mankind. To fully integrate the promotion of Dunhuang culture into the construction of the “the Belt and Road” and Gansu’s foreign cultural exchanges, through the Silk Road (Dunhuang) International Cultural Exposition, Dunhuang Travel – Silk Road International Tourism Festival and other institutionalized platforms for cultural exchange and development, we can promote humanism cultural exchanges, strengthen the external publicity, promote Dunhuang culture Gansu’s culture to the world. Taking the opportunity of Dunhuang cultural exchanges at home and abroad as a favorable opportunity, we need develop Dunhuang culture into a famous brand for foreign cultural exchanges, enhance the core competitiveness and brand influence of Gansu culture in the national and even international cultural markets; we need “promote Chinese culture to the world, introduce and promote excellent cultures with Chinese characteristics and Chinese spirit, and with Chinese wisdom,”^[10] and lay a more solid humanistic foundation for promoting the high-quality development of Gansu culture.

6. Consolidate the talent foundation and cultivate professional talents for the inheritance and development of Dunhuang Culture.

“Innovation-driven development is essentially talent-driven. Based on a new stage of development, to implement new development concepts, construct a new development pattern, and promote high-quality development, it is necessary to prioritize the development of talent resources”^[11]. The prosperous development of Dunhuang culture requires a large number of professional talents engaged in Dunhuang cultural protection, research, and teaching. Although Gansu has gathered a group of professional talents specializing in theoretical research and practical creation of Dunhuang culture, there is still a certain distance compared to the requirements of promoting and developing Dunhuang culture in the new era. Therefore, it is necessary to consolidate the foundation of Dunhuang cultural talents, improve the talent cultivation system and mechanism of “Dunhuang Culture”, strengthen the cultivation of Dunhuang cultural professionals, and lay a solid talent foundation for inheriting and promoting Dunhuang culture. We need to fully leverage the talent and professional advantages of higher education institutions and social science research institutions, focus on the needs of national and local economic and social development, complement theory and practice, combine inheritance and innovation, and build a professional talent team that integrates resource sharing, division of labor and collaboration, and focus on theoretical research, teaching inheritance, performance creation, and promotion and exchange through the model of university cooperation, college group cooperation, and joint training. It is also essential to conduct theoretical research, teaching reform, creative exhibitions, and practical exchanges in an orderly manner, enrich the connotation of Dunhuang culture through integrity and innovation, highlight the unique character of Dunhuang culture, create excellent works with Chinese cultural characteristics and Dunhuang cultural characteristics, and create the commanding heights of the culture of Dunhuang brand.

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