

Research on the Application of Traditional Culture in Ideological and Political Education of Higher Vocational Education

Nurimanguli Aimaier*

Kashgar Polytechnic Vocational and Technical College, Kashi 844700, Xinjiang, China

**Author to whom correspondence should be addressed.*

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Abstract: Excellent traditional Chinese culture is the spiritual lifeblood of the Chinese nation, containing rich ideological and political education resources. Integrating traditional culture into ideological and political education in higher vocational colleges can enhance the effectiveness of ideological and political education, strengthen students' cultural confidence, and help fulfill the fundamental task of fostering virtue through education. Based on the professional attributes and student characteristics of higher vocational education, this paper analyzes the contemporary value and integration principles of integrating traditional culture into ideological and political education in higher vocational colleges, and explores effective application paths. It aims to provide theoretical reference and practical experience for building a culturally distinctive ideological and political education model in higher vocational colleges, and help cultivate high-quality technical and skilled talents with both moral integrity and professional competence as well as cultural confidence.

Keywords: Traditional culture; Ideological and political education in higher vocational colleges; Application paths; Fostering virtue through education; Cultural confidence

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1. Introduction

Excellent traditional Chinese culture is the spiritual wealth of the Chinese nation, and the root and soul of the nation. At present, the country attaches great importance to the inheritance and development of excellent traditional Chinese culture, emphasizing the integration of traditional culture into the entire process of education. Ideological and political education in higher vocational colleges should also rely on local cultural advantages, exploring ideological and political elements in traditional culture to enrich the connotation and improve the effectiveness of ideological and political education. Therefore, ideological and political educators in the new era should raise their awareness, create conditions, and promote the in-depth integration of traditional culture and ideological and political education. This is of great practical significance and contemporary value for enriching the content of ideological and political education, improving the quality of education, and enhancing students'

cultural confidence.

2. Contemporary value of integrating traditional culture into ideological and political education in higher vocational colleges

2.1. Consolidate the cultural foundation of the sinicization of Marxism

Spiritual traits in traditional culture, such as patriotism, collectivism, self-improvement, and virtue, coincide with the people-centered stance, collectivist ideas, and dialectical materialist perspectives in Marxist theory^[1]. Integrating traditional culture into ideological and political education in higher vocational colleges enables Marxist theory to take root in the cultural soil. Through concrete cultural carriers and vivid historical stories, the basic principles and values of Marxist theory can be explained more vividly and specifically, helping students better understand the historical and cultural logic of the Sinicization of Marxism, and enhancing their sense of identity and belonging to the path, theory, system, and culture of socialism with Chinese characteristics.

2.2. Enrich the content and educational effectiveness of ideological and political education

Ideological and political education in higher vocational colleges needs to provide ideological guidance for students and cultivate their good moral qualities and professional literacy. Traditional culture covers philosophy, moral norms, humanistic spirit and other fields, providing an inexhaustible treasure trove of resources for ideological and political education^[2]. For example, the craftsman spirit of “polishing and refining like carving jade”, the family and country feelings of “everyone is responsible for the rise and fall of the nation”, and the professional ethics of “dedicating to one’s duties” and “reflecting on reverence in work”. These contents in traditional Chinese culture can supplement the content system of ideological and political education, broaden the educational dimension, and meet the needs of the all-round development of higher vocational students.

2.3. Align with the educational goal of “integrating moral integrity and professional competence” in vocational education

The “National Vocational Education Reform Implementation Plan” clearly proposes that vocational education should adhere to the educational policy of “integrating moral integrity and professional competence, combining work and study”. Therefore, the talents cultivated by higher vocational colleges should be high-quality talents with exquisite skills, good moral qualities and professional literacy^[3]. The craftsman spirit of excellence, professional ethics based on integrity, and the practical concept of “the unity of knowledge and action” contained in traditional culture are consistent with the goal of cultivating professional literacy in higher vocational colleges. Integrating these cultural elements into ideological and political education can guide students to cultivate professional qualities such as dedication, trustworthiness, excellence, and innovation while mastering professional skills, so as to achieve more comprehensive development.

3. Principles for integrating excellent traditional Chinese culture into ideological and political education in higher vocational colleges

3.1. Adhere to the orientation of fostering virtue through education

Integrating traditional culture into ideological and political education in higher vocational colleges should firmly grasp the fundamental task of fostering virtue through education, fully reflect socialist core values, guide

students to establish correct outlooks on the world, life, and values, and cultivate patriotism. At the same time, it is necessary to improve students' moral literacy and mental health, and promote their all-round development to meet the needs of the times for compound, innovative, and applied talents^[4]. This requires higher vocational education to adhere to moral education first, dig deep into the moral education resources in traditional culture, combine them with the cultivation of professional ethics, the improvement of legal literacy, and mental health education, give full play to the moral education and value cultivation role of excellent traditional Chinese culture, and fulfill the mission of "cultivating talents for the Party and the country"^[5].

3.2. Based on the characteristics of vocational education

Vocational education is essentially employment-oriented, aiming to promote students' smooth employment. The integration of ideological and political education and traditional culture in higher vocational colleges should be combined with the characteristics of vocational education, and content should be selected according to students' majors to avoid the separation of culture and majors^[6]. Therefore, schools need to base their vocational education practice and school reality, select cultural resources matching with majors, organically integrate cultural education with professional ability training, and let students clarify their career pursuits in cultural nourishment, so as to improve the pertinence and effectiveness of education.

3.3. Grasp the general trend of era development

Education should promote the resonance between traditional ideas and the spirit of the times. For example, combining the people-oriented thought with the concept of "putting the people first", and integrating the family and country feelings with the spirit of patriotic dedication, so that traditional cultural ideas can adapt to the needs of contemporary society^[7]. Ideological and political workers need to base their work on students' life practice, inject contemporary connotations into traditional culture, and innovate communication methods. With the help of new media platforms such as WeChat, Douyin, and Bilibili, classic culture can be transformed into content forms popular among students. Through the innovation of discourse expression and communication paths, the limitations of traditional education can be broken, making excellent traditional culture radiate new vitality on campus and enhancing students' emotional resonance and cultural identity.

4. Challenges faced by the integration of traditional culture into ideological and political education in higher vocational colleges

4.1. Imperfect educational system

The relevant system for integrating excellent traditional Chinese culture into ideological and political education in colleges and universities is not yet perfect. The reason is that the ideological and political elements in traditional culture have not been fully explored, and ideological and political workers also find it difficult to effectively use these resources, leaving room for exploration in the in-depth integration of the two. In addition, under the tide of globalization and informatization, college students pay insufficient attention to traditional culture, and non-relevant major students rarely have systematic learning opportunities. The traditional culture education in some colleges and universities is superficial, and coupled with the impact of students' employment and further study pressure, it is difficult to form a complete path for the promotion of relevant education, and the relevant system needs to be further enriched.

4.2. Single teaching model

The integration of excellent traditional Chinese culture into ideological and political education mainly relies on ideological and political classrooms, where teachers explain relevant knowledge. Although this can let students have a preliminary understanding of traditional culture, it lacks flexibility and is difficult to meet the individual cognitive differences of students. At present, although many colleges and universities try to broaden the path by connecting inside and outside the classroom, online and offline, classroom teaching on campus is still the mainstream, and the educational form needs to be further enriched.

4.3. Need for improvement in teachers' quality

At present, some teachers in higher vocational colleges have insufficient cultural knowledge reserves. Although teachers have a certain knowledge foundation, they still lack in-depth understanding of traditional culture and need to learn more to strengthen their knowledge reserves. In addition, teachers' attention to the integration of excellent traditional culture into ideological and political education needs to be improved. Although some teachers have the willingness to integrate, how to integrate and the effect of integration are limited by factors such as teaching tasks and teaching ability.

5. Application paths of traditional culture in ideological and political education in higher vocational colleges

5.1. Construct a three-dimensional education system to achieve full coverage of cultural education

5.1.1. Take ideological and political courses as the leading role and dig deep into cultural and ideological and political elements

Ideological and political courses are highly consistent with traditional culture in educational philosophy. For example, the traditional educational thought of "teaching without discrimination" is in the same line as the people-oriented concept of ideological and political courses, both pointing to educational equity and student growth. As the main position of ideological and political education in colleges and universities, ideological and political courses should deeply explore the educational elements of traditional culture and organically integrate them with Marxist theory education^[8]. Teachers should improve their traditional cultural literacy, truly learn, understand, believe in and apply traditional culture, select appropriate content in teaching, and combine traditional ideas such as moral cultivation with the goal of cultivating "four have" new people. Following the principle of explicit integration and implicit penetration, traditional culture can be vivid in theoretical explanation.

5.1.2. Take professional courses as a career to realize the integration of culture and profession

Promote the integration of traditional culture and professional courses, and cultivate students' professional skills and cultural literacy. According to the characteristics of different majors, select traditional elements related to career development^[9]. For example, in manufacturing majors, integrate the craftsman spirit of excellence and focus on cultivating students' innovative ability; in service majors, integrate the way of dealing with people, such as integrity, kindness, and harmony, so as to improve students' service awareness and communication ability. Let students feel the value of traditional culture in the process of professional learning, and realize the collaborative educational goal of improving skills, cultivating good moral character, and inheriting culture.

5.1.3. Take campus culture as a supplement to create an immersive educational atmosphere

A good learning and living environment plays a positive role in promoting the ideological and political construction of college students, and campus culture is an important channel to create a good environment. Higher vocational colleges can build cultural corridors and traditional garden landscapes on the campus, allowing students to be immersed in an environment full of a traditional cultural atmosphere. They can also hold interactive activities such as calligraphy competitions and intangible cultural heritage skill experiences, so that students can feel the charm of traditional culture through rich campus activities^[10].

5.2. Innovate teaching methods and carriers to enhance educational attractiveness

Higher vocational colleges should provide new teaching methods and means for ideological and political education to stimulate students' learning interest and enthusiasm, and improve the effectiveness of ideological and political education. To this end, higher vocational colleges can break through traditional classroom teaching activities, organize students to visit cultural relics sites, museums, intangible cultural heritage exhibition centers, etc., and carry out experiential teaching activities^[11]. They can also invite traditional artists and scholars to the campus to display their skills or give special lectures, allowing students to have close contact with traditional culture.

In addition, it is necessary to make full use of modern information technology to innovate the dissemination and teaching methods of traditional culture. For example, schools can develop digital teaching resources of traditional culture, such as micro-courses, MOOCs, and virtual simulation courses, to provide students with richer learning resources; seize the initiative of online platform publicity, build cultural communication accounts with the help of new media platforms such as WeChat, Douyin, and Bilibili, and carry out activities such as short video promotion, live sharing, and interactive topics to spread traditional cultural knowledge and ideological and political concepts.

5.3. Strengthen the construction of teachers' team to lay a solid foundation for integrated education

To strengthen the country, we must first strengthen education; to strengthen education, we must first strengthen teachers. Higher vocational colleges should start from the source of teacher training and improve the quality of teacher training^[12]. Regularly organize ideological and political education and professional teachers to participate in special training on traditional culture and cultural inspection activities to learn traditional cultural knowledge and improve teachers' understanding and cognition of traditional culture. Encourage teachers to deeply study Marxist classic works, the more than 100-year struggle history of the Communist Party of China, and excellent traditional Chinese culture, and constantly enhance theoretical confidence^[13]. At the same time, organize teachers to learn advanced teaching methods, such as digital teaching and project-based teaching, to improve teachers' ideological and political education ability, and then improve the teaching effect of ideological and political education. In addition, higher vocational colleges should rely on existing resources to attract high-level talents, optimize the talent structure according to the school's development goals and teaching needs, combined with various construction needs, and provide teachers' guarantee for ideological and political education.

5.4. Deepen the integration of social practice to promote the unity of knowledge and action

Ideological and political education cannot stay at the theoretical level, but must be combined with reality. Higher vocational colleges should attach importance to social practice as an effective means to cultivate and

shape college students' outlook on life, values, and ideological awareness^[14]. First, higher vocational colleges can organize cultural inheritance practice activities. Organize students to participate in traditional culture protection and inheritance practice activities, such as participating in the survey of intangible cultural heritage, the promotion of traditional skill inheritance, and volunteer services for the protection of cultural relics sites, so that students can understand the current situation and inheritance dilemmas of traditional culture in practice, and enhance their sense of responsibility and mission for cultural inheritance.

Second, schools can carry out volunteer service practice. Integrate the benevolence and dedication spirit in traditional culture into volunteer service activities, organize students to carry out volunteer services such as “helping the elderly and children”, “community services”, and “public welfare lectures”, guide students to practice traditional virtues in serving others and contributing to society, and improve their moral realm; carry out themed volunteer services in combination with traditional festivals, such as sending Spring Festival couplets during the Spring Festival, making zongzi during the Dragon Boat Festival, and visiting the elderly during the Mid-Autumn Festival, so that students can enhance their sense of social responsibility and service awareness while inheriting festival culture.

Third, vocational experience practice can be carried out. Higher vocational colleges can rely on the school-enterprise cooperation platform to integrate traditional culture into students' internship and training links^[15]. During internships in enterprises, guide students to learn the craftsman spirit and integrity culture of enterprises, and combine traditional professional ethics with modern professional norms; encourage students to use ideas such as “harmony in diversity” to handle team relations and the attitude of “striving for perfection” to improve work quality in internship practice, so as to enhance their professional ability and cultural literacy.

5. Conclusion

Ideological and political education in the new era should take root in traditional culture, draw wisdom from it, and deepen the educational connotation. Higher vocational colleges should fully recognize its importance and urgency, actively carry out exploration, and bravely put it into practice. Under the impact of diverse value orientations, we should take multi-dimensional measures to promote the integration of traditional culture and ideological and political education by reconstructing the curriculum system, innovating teaching methods and carriers, strengthening the construction of teachers' team, and deepening the integration of social practice, so as to improve the quality of ideological and political education, cultivate high-quality technical and skilled talents, and let traditional culture radiate new vitality in ideological and political education of higher vocational colleges.

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