

Research on the Revitalization and Utilization of the Cultural Heritage of “Beidi’s Birthday on March 3” in Liwan District, Guangzhou, and the Coordinated Development of the Urban Art District

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Abstract: This article takes the “Beidi’s Birthday on March 3” festival in Liwan District, Guangzhou as a case study to explore the model of revitalizing cultural heritage and the synergistic development of urban art districts. Through field research and observations of cultural and artistic activities, the study analyzes the methods of cultural inheritance for this traditional festival and its transformation within the modern urban environment. The study indicates that “Beidi’s Birthday on March 3” not only continues the important cultural traditions of the Lingnan region but also, through its integration with urban art districts, promotes the development of the cultural and creative industries and enhances the community’s cultural identity. This paper offers new ideas and practical references for the revitalization of urban cultural heritage and the collaborative development of art districts.

Keywords: March 3rd Beidi Festival; Cultural heritage revitalization; Urban art district; Collaborative development; Liwan district

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1. Introduction

1.1. Research Background

Cultural heritage is not only a testament to the past but also a crucial resource for modern society and future development. In the context of globalization, cultural heritage faces multiple challenges, including demolition and reconstruction in the process of modernization, the gradual decline of traditional culture, and a disconnect from contemporary cultural needs. How to preserve and revitalize cultural heritage in modern society has become

a global issue.

With the advancement of urbanization, many local governments and cultural management departments have begun to recognize the close connection between cultural heritage and urban development. Rational utilization of cultural heritage can enhance local characteristics and promote social, economic, and cultural development in cities. Liwan District of Guangzhou City, as a representative region of Lingnan culture, possesses a unique historical and cultural background that provides rich resources for cultural heritage protection.

Liwan District boasts not only tangible cultural heritage such as historic buildings like Renwei Ancestral Temple, but also intangible cultural heritage, including traditional folk festivals like the “Beidi’s Birthday on March 3.” However, with rapid urban expansion, traditional folk culture festivals are facing challenges in adapting to modernization. To ensure the inheritance and innovation of cultural heritage, the Liwan District government and cultural institutions have taken various measures in recent years to actively promote the revitalization and utilization of cultural heritage.

1.2. Research purpose and significance

1.2.1. Research purpose

The main purpose of this study is to explore how to revitalize and utilize traditional culture in modern urban development through an in-depth analysis of the cultural heritage of the “Beidi’s Birthday on March 3” in Liwan District and to integrate it with the development of art districts. Specifically, this study aims to answer the following questions:

- (1) How can cultural heritage be integrated with contemporary culture and creative industries through revitalization and utilization?
- (2) How can traditional cultural festivals synergize with the development of urban art districts?
- (3) How can the sustainable development of urban culture be promoted through the coordinated development of cultural heritage and art districts?

1.2.2. Research significance

The significance of this study is reflected in the following aspects:

- (1) Theoretical significance: This study provides a new theoretical framework for cultural heritage protection, urban art district construction, and creative industry development, aiming to deepen the understanding of cultural heritage revitalization and utilization and promote academic research in this field.
- (2) Practical significance: The practical exploration of Liwan District has strong reference value for other cities. The revitalization path and development model provided by this study can offer specific guidance suggestions for cultural heritage protection, revitalization, and art district development in other regions.
- (3) Social significance: This study emphasizes the role of traditional folk culture festivals in enhancing social cohesion and cultural identity, helping to raise public awareness of cultural heritage protection. Simultaneously, the combination of culture and creative industries can also promote social and economic development, improving the quality of life for local residents.

1.3. Research questions and methods

1.3.1. Research questions

- (1) What are the challenges faced in the process of cultural heritage revitalization? How can these challenges be overcome through coordinated development with art districts?
- (2) How can the interaction mechanism between art districts and cultural heritage be realized? Which successful cooperation models can provide references for other cities?

1.3.2. Research methods

This study employs various research methods, including literature analysis, case studies, field research, and interviews.

- (1) Literature analysis: By reviewing relevant literature, this study systematically organizes theoretical research achievements on cultural heritage revitalization and utilization, urban art district development, and cultural and creative industries, providing theoretical support for the analytical framework.
- (2) Case studies: This study selects typical cases of cultural festivals and urban art district development, such as “Beidi’s Birthday on March 3” in Liwan District. Through detailed analysis of these specific activities and projects, effective paths and models for cultural heritage revitalization and utilization are explored.
- (3) Field research: This study conducts a field investigation of the “Beidi’s Birthday on March 3” activity in Liwan District, observing the specific implementation of traditional cultural festivals and deeply understanding their interaction with local residents and art districts through participation.
- (4) Interviews: Random interviews are conducted with cultural heritage protection departments, art district managers, and community residents participating in the “Beidi’s Birthday on March 3” activity in Liwan District to understand their views and suggestions on cultural heritage revitalization and coordinate development with art districts.

2. Overview of the cultural heritage of “Beidi’s Birthday on March 3” in Liwan district

2.1. Historical origins of “Beidi’s Birthday on March 3”

“Beidi’s Birthday on March 3” is an important cultural festival in the Lingnan region, especially in the Liwan District of Guangzhou. Its origin can be traced back to the worship of Beidi in the Taoist belief system. Beidi is also known as Xuantian Shangdi. In the Lingnan region, due to its geographical proximity to the ocean and frequent floods, ancient people worshipped Beidi to pray for good weather and social peace.

The rise of Beidi worship in the Lingnan region is closely related to polytheistic worship and the development of Taoism in ancient China. Since the Han Dynasty, Taoism has gradually spread in the southern regions, and Beidi, as a part of Taoist culture, has become one of the important objects of worship for local residents. Especially for fishermen, merchants, and residents in the area around Liwan District, who relied on water transportation and agricultural development, they prayed for Beidi’s protection and hoped to avoid natural disasters. Based on this, every year on the third day of the third lunar month, people would hold folk activities to celebrate Beidi’s birthday and express their respect and wishes to Beidi through grand celebrations and folk activities.

Over time, Beidi's birthday has not only been a manifestation of worship but also an important festive activity integrated into local social, cultural, and economic life. Especially in Guangzhou's Liwan District, Beidi's birthday activities not only cover traditional folk art but also give rise to rich community activities and cultural exhibitions, becoming a platform to showcase the multicultural integration of Lingnan.

2.2. Folk activities and cultural connotations of Beidi's birthday

"Beidi's Birthday on March 3" not only reflects Beidi's folk customs but also carries rich folk culture and unique social values in the Lingnan region. Every year during Beidi's birthday, people in Liwan District hold diverse folk activities, constantly adding new elements and events, which not only reflect the local cultural inheritance but also provide opportunities for foreign tourists to deeply understand Lingnan culture.

2.2.1. Traditional folk art

The core of Beidi's birthday activities is rooted in local folk performances, dance, music, and other ways to express awe and prayer. It covers a wide range of folk activities such as prayer, parades, and cultural performances, aiming to pray for Beidi's protection and a smooth year. In recent years, these folk activities have strictly followed traditional forms, preserving the essence of traditional customs while injecting the vitality of modern culture. In particular, Beidi's birthday celebrations have become an important cultural event celebrated by Guangzhou citizens and tourists.

2.2.2. Temple festival and folk performances

As the most traditional cultural temple festival in the center of Guangzhou, Beidi's birthday is mainly held in Renwei Ancestral Temple and its surrounding areas in Liwan District. The atmosphere during the temple festival is lively and bustling, with rich and colorful folk performances, including traditional prayers, dragon and lion dances, parade performances, and more. These performances not only showcase the traditional folk art of the Lingnan region but also attract a large number of tourists and traditional folk culture lovers from home and abroad to visit and experience.

2.2.3. Community interaction and cultural inheritance

Beidi's birthday activities not only reflect the manifestations of folk art but also become an important occasion for community members to interact. During the festival, local residents actively participate in various cultural activities, such as long table dinners, cultural and artistic activities, and cross-regional folk culture integration exhibitions in 2024, which enhance community cohesion. At the same time, many traditional cultural skills are also inherited and promoted through this festive activity. The elder generation explains and demonstrates Lingnan culture to the younger generation, strengthening cultural identity and belonging.

2.3. Cultural status of Renwei ancestral temple

Renwei Ancestral Temple, located in the Liwan District of Guangzhou, is the main venue for folk art activities related to Beidi worship. The temple has a long history and elegant architectural style, preserving the essence of Lingnan architecture from the Ming and Qing dynasties. The Beidi (Xuantian Shangdi) worshipped in the temple is the spiritual sustenance of local believers. Every year during Beidi's birthday, Renwei Ancestral Temple becomes the center of celebration activities.

Renwei Ancestral Temple not only has significant importance in the expression of folk art but also carries rich historical and cultural connotations. The architectural decorations, stone carvings, and wall paintings in the temple embody the essence of Taoist culture and Lingnan art, providing important materials for studying Lingnan folk art culture and folk worship. During Beidi's birthday every year, prayer customs are also held in the temple, adding a strong cultural atmosphere to the festive activities.

2.4. Overview of the 14th “Beidi’s Birthday on March 3” activities

2.4.1. Combination of tradition and innovation in activity arrangements

The 14th “Beidi’s Birthday on March 3” activities were successfully held in April 2024. This event not only carried traditional folk art but also incorporated many innovative elements, reflecting the balance between cultural inheritance and modern development in Liwan District.

During the temple festival, various activities such as prayer events, dragon and lion dances, Cantonese opera and music culture, Xiguan lady clothing displays, Pan Tang Wu Xiu (five excellent products of Pan Tang), Han and Tang dynasty ancient charm, Wu Yang Wu Xian (five sheep and five immortals), floating colors, Eight Immortals Crossing the Sea, Lingnan martial arts, unicorn dances, and puppet shows were held as scheduled, enriching the festive atmosphere of Beidi's birthday. To attract more young people and tourists from home and abroad, the entire folk activity also incorporated some modern cultural elements, such as Shangsi outings, large-scale folk culture parades, Hanfu lantern night markets, and online promotion through digital technology. Beidi's birthday has expanded beyond traditional celebration forms into a broader online cultural exhibition, giving the festive activities a sense of the times and participation.

2.4.2. Community participation and volunteer service

The 14th Beidi Birthday emphasized wide community participation. Pan Tang villagers set up a standard banquet at Liang Family Ancestral Hall, inviting villagers and friendly villages to gather and celebrate Beidi's birthday together. Many residents and organizations in Liwan District also actively participated in the planning and implementation of folk activities. Volunteer service stations were established to provide tourists with guidance, information inquiry, and other services, further improving the organization and service quality of the festive activities. The active participation of community members not only contributed to the successful hosting of the festival but also strengthened community cohesion and cultural identity.

2.4.3. Cultural exchange and promotion

This year's Beidi Birthday also attracted cultural delegations from other regions, such as Guizhou folk culture parade teams, promoting exchanges and cooperation between Lingnan culture and the outside world. Through festive activities, Liwan District not only showcased its rich historical and cultural heritage but also enhanced the influence of Lingnan culture. During these activities, people from different cultural backgrounds shared and experienced the unique charm of Lingnan culture, thus expanding the popularity and cultural value of Beidi's birthday and aiming to promote cultural exchanges in the Guangdong-Hong Kong-Macao Greater Bay Area.

2.4.4. Activity effectiveness and significance

The 14th “Beidi’s Birthday on March 3” not only inherited traditional Lingnan culture but also further expanded the influence of folk culture festivals through innovative activity formats. During the event, Liwan District

welcomed a large number of tourists and lovers of traditional intangible cultural heritage and folk culture, which not only enhanced the local popularity but also promoted the development of the local tourism economy. More importantly, while inheriting and developing traditional culture, Beidi's birthday has become an important component of Liwan District's cultural and creative industries, playing a role in promoting the two-way development of community culture and economy.

3. The revitalization and utilization of intangible cultural heritage

3.1. Theory and practice of intangible cultural heritage revitalization

3.1.1. Concept of intangible cultural heritage revitalization

Intangible cultural heritage revitalization refers to the process of reintroducing traditional cultural resources into modern life through innovative means, thereby endowing them with new social functions and vitality. This process involves not only the restoration and protection of material cultural heritage but also the transmission and dissemination of intangible cultural heritage. Cultural heritage revitalization is often achieved through various methods such as cultural tourism, community engagement, the application of modern technology, and integration with contemporary culture, facilitating the modern regeneration of heritage.

3.1.2. Theoretical basis of intangible cultural heritage revitalization

The theory of intangible cultural heritage revitalization is rooted in the dual perspectives of cultural memory and social function. From the perspective of cultural memory, cultural heritage serves as a historical witness for specific regions and groups, constituting an essential part of collective memory. Therefore, revitalizing cultural heritage helps to sustain this memory and enhance societal cultural identity. From the perspective of social function, cultural heritage not only possesses aesthetic and historical value but can also promote regional economic and social development through reasonable exploitation and utilization, becoming a driving force for urban development.

3.1.3. Practical cases of intangible cultural heritage revitalization

There are numerous successful cases of intangible cultural heritage revitalization worldwide. For instance, the Loire Valley castles in France and the ancient capital of Nara in Japan have revitalized their local historical and cultural resources through cultural tourism, attracting a large number of tourists and boosting local economic development. Additionally, Italy's Renaissance cultural heritage revitalization project has resonated traditional culture with contemporary art through integration with modern art and design, drawing more young people's attention.

These successful cases demonstrate that cultural heritage revitalization should be tailored to local unique cultural characteristics and innovative ideas and approaches. By doing so, cultural heritage can adapt to modern society, achieving the sustainable development of historical culture and socio-economic progress.

3.2. Revitalization path of the “Beidi's Birthday on March 3” cultural heritage in Liwan district

As a traditional cultural heritage of Liwan District, “Beidi's Birthday on March 3” occupies an important position in local social life. Through cultural heritage revitalization, the Beidi Birthday celebration has not only been innovated in form but also comprehensively developed in terms of culture, economy, and society. The following

are the main approaches taken by Liwan District in revitalizing the “Beidi’s Birthday on March 3” cultural heritage.

3.2.1. Promotion and development

Firstly, by developing cultural tourism, Liwan District can promote “Beidi’s Birthday on March 3” as a cultural landmark to the market. During the festival, tourists from inside and outside Liwan District can experience the unique charm of Lingnan culture through participation in folk art performances, temple fairs, cultural shows, and other activities. The local government should continuously promote the development of cultural tourism projects, integrating natural landscapes and historical architectural resources in Lychee Bay to form a deep fusion of culture and tourism, effectively enhancing the economic value of cultural heritage. Secondly, communities are essential agents in the revitalization of intangible cultural heritage. In the revitalization process of Beidi’s birth, Liwan District should encourage community residents to actively participate in the planning and implementation of the festival, maintaining the authenticity of traditional culture and strengthening community cohesion. Inviting more folk art groups and cultural inheritors to showcase Lingnan’s traditional skills such as dragon and lion dances, Cantonese opera performances, etc., through the Beidi Birthday platform can also complement the revitalization and inheritance of cultural heritage.

3.2.2. Application of modern technology

Liwan District fully utilizes modern technological means in revitalizing the “Beidi’s Birthday on March 3” cultural heritage. For instance, traditional festival activities are displayed and promoted online through digital platforms such as social media, breaking geographical restrictions and attracting more young people’s attention. Simultaneously, with the help of intelligent navigation systems and digital exhibition technology, tourists can comprehend the historical origins and cultural connotations of Beidi’s birth more comprehensively, enhancing the interactivity and engagement of cultural experiences.

3.2.3. Cross-industry cooperation and promotion of cultural and creative industries

The revitalization of Beidi’s birth cultural heritage in Liwan District also drives the development of cultural and creative industries through cross-industry cooperation with other cultural sectors. For example, organizing cultural and creative markets and collaborating with local cultural and creative design companies to develop Beidi-themed cultural and creative products such as souvenirs and handicrafts. These cultural and creative products not only continue the symbolic significance of Beidi culture but also inject new commercial elements into the festival activities, enhancing the market value of cultural heritage.

3.3. Challenges and countermeasures in the revitalization process

Despite achieving certain results in revitalizing the “Beidi’s Birthday on March 3” cultural heritage, Liwan District still faces some challenges in practice. These challenges mainly focus on the authenticity protection of cultural heritage, sustainability of community participation, and balancing cultural and commercial interests.

3.3.1. Authenticity protection of cultural heritage

In the process of revitalizing cultural heritage, balancing modern development and traditional culture protection is a significant challenge. Over-commercialization may dilute the authenticity and historical connotation of

cultural heritage. For instance, some traditional folk arts and activities may lose their inherent spiritual meaning due to modern display methods. Therefore, in the revitalization process, it is essential to strictly follow the protection principles of cultural heritage, ensuring that the core values and cultural connotations of cultural heritage remain unchanged.

3.3.2. Sustainability of community participation

Community participation is a crucial force in cultural heritage revitalization. However, in practical operations, ensuring sustained community engagement, especially the identification and participation of younger generations in traditional culture, is an urgent issue to address. To overcome this challenge, Liwan District can strengthen cultural identity cultivation through traditional culture education activities and provide more incentive measures to encourage younger generations to actively participate in the inheritance and revitalization of cultural heritage.

3.3.3. Balancing cultural and commercial interests

The revitalization of cultural heritage inevitably involves the drive of commercial interests. How to avoid the over-commercialization of cultural heritage while developing the cultural economy is another important challenge. In the revitalization process of Beidi's birth, although commercial development has brought economic benefits, there is also a risk of some cultural content being commoditized and superficial. To address this issue, Liwan District needs to formulate reasonable cultural protection and development policies, ensuring that the commercial exploitation of cultural heritage always serves the core objective of cultural inheritance and innovation.

3.3.4. Insufficient resource integration and cross-regional cooperation

While Liwan District has achieved certain results in cultural heritage revitalization practices, there are still issues with insufficient resource integration and cross-regional cooperation. For example, the promotion of Beidi culture is mainly concentrated locally, lacking deep cultural exchanges and cooperation with other regions. In the future, Liwan District can further facilitate cross-regional cultural flows and integration, even building a Chinese "March 3rd" cultural brand as a symbol of strengthening the Chinese national community.

3.4. Countermeasures and suggestions

3.4.1. Strengthening the development and implementation of cultural heritage protection laws and regulations

The government should enhance the formulation and implementation of laws and regulations related to cultural heritage protection, ensuring that the authenticity and integrity of cultural connotations are not compromised during the revitalization process. By establishing special funds for cultural heritage protection and formulating detailed protection plans, effective protection of cultural heritage can be achieved during its development and utilization.

3.4.2. Deepening cultural education and promotion

Through school education and community training, the education and promotion of traditional culture should be strengthened, enhancing the younger generation's cognition and identification of traditional culture. Encouraging cooperation between schools and cultural institutions to develop cultural heritage-themed courses and activities allows students to deepen their understanding and interest in Beidi culture through personal experience and

interaction.

3.4.3. Establishing a government-enterprise cooperation mechanism

While promoting the development of the cultural industry, the government should establish a close cooperation mechanism with enterprises. In the development of cultural and creative products, it is essential to ensure that commercial exploitation does not deviate from the main theme of cultural inheritance. By formulating reasonable standards and norms for commercial development, the core values of cultural heritage can be effectively maintained in the process of commercialization.

3.4.4. Increasing regional cooperation and international exchange efforts

Liwan District should actively establish cooperative relationships with surrounding regions and international cultural institutions. Through cross-regional cultural cooperation projects, the dissemination scope of Beidi culture can be expanded, enhancing its cultural influence. Inviting international cultural delegations and artists to participate in Beidi activities can not only enrich the content but also promote diversified cultural exchanges and integration.

4. Urban art districts

4.1. Overview of Liwan district's urban art districts

Liwan district, as a historic and cultural area of Guangzhou, boasts a rich cultural heritage and profound humanistic history. Driven by modernization, Liwan has gradually formed multiple urban art districts. These districts not only showcase the unique charm of local culture and art but have also become new sources of regional economic development. By integrating local historical and cultural resources with modern artistic creations, Liwan's urban art districts promote deep integration between culture and economy.

4.1.1. Concept and functions of urban art districts

Urban art districts refer to cultural industry clusters within specific city spaces, gathering artists, designers, cultural workers, and other groups. These districts focus on artistic creation, display, and sales. They are not just places for artistic creation and exhibition but also complexes for cultural exchange, creative industry incubation, and cultural consumption. Liwan's urban art districts, while preserving traditional architecture and cultural characteristics, incorporate modern artistic elements, forming culturally creative clusters with local flavors.

4.1.2. Development background of Liwan's urban art districts

The development of art districts in Liwan benefits from Guangzhou's overall cultural industry development plan. As Guangzhou progresses in city renewal and cultural industry transformation, Liwan, as a historic cultural block, utilizes its rich historical resources and cultural accumulation to create multiple unique art districts. These districts provide space for local artists to create and display their work, attracting a large influx of foreign artistic talents and cultural enterprises, and injecting new vitality into regional economic and cultural development.

Relying on historical buildings and combining the traditional essence of Lingnan culture, Liwan's art districts showcase and disseminate the diversity and inclusivity of Lingnan culture through art exhibitions, cultural salons, creative markets, and other formats. These districts serve as open spaces for artists to work, and live, and for the public to engage and experience art, offering a diverse cultural experience for citizens and

visitors.

4.2. Development of art districts and cultural creative industries in Liwan

4.2.1. Concept and characteristics of cultural creative industries

Cultural creative industries are industries that take cultural resources as the core and transform cultural elements into products and services with commercial value through creativity, design, technology, and other means. The essence of these industries lies in creativity, emphasizing the commercial transformation ability of culture while focusing on the combination of individuality, innovation, and market demand. Based on Lingnan culture and integrating modern design and technology, Liwan's cultural creative industries have created a batch of culturally creative products and brands with market competitiveness.

4.2.2. Art districts as incubators of cultural creative industries

Liwan's urban art districts are not just concentrations of artistic creation but also incubators of cultural creative industries. Through artists' creations and cultural workers' promotions, traditional cultural elements are repackaged and endowed with modern meanings, becoming important resources for the cultural creative industries. With their strong cultural atmosphere and innovative vitality, Liwan's art districts have attracted a large number of cultural creative enterprises and design studios, forming an industrial chain integrating artistic creation, design, production, and sales.

In art districts, many cultural creative products are displayed and promoted to the market through art exhibitions and markets, satisfying consumers' cultural consumption needs and driving the prosperity of cultural creative industries. For example, creative markets in Liwan's art districts showcase Lingnan culture-themed cultural creative products such as handicrafts, design works, and art derivatives, attracting the attention and purchases of a large number of young consumers. This not only enhances the popularity of art districts but also injects continuous vitality into cultural creative industries.

4.2.3. Integration of cultural creative industries and local culture

In their development process, Liwan's cultural creative industries fully utilize local cultural resources, combining the essence of Lingnan culture with modern design concepts to create unique cultural creative products. Elements such as Liwan's traditional Lingnan architectural style, folk art, and historical relics have become important components in the design of cultural creative products. Through this approach, local culture has gained wider dissemination and modern transformation, enhancing its cultural value and market appeal.

Liwan's cultural creative industries not only provide new growth points for local economic development but also promote the shaping of the city's cultural brand. In the development of art districts, the continuous innovation of cultural creative industries and the integration with local culture have enabled Liwan to gradually form a cultural brand with local characteristics, attracting more tourists and investors and providing strong support for the sustainable development of the regional economy.

4.3. Integration of art districts and cultural festival activities

4.3.1. Integration of art districts and the “Beidi’s Birthday on March 3” festival

The “Beidi’s Birthday on March 3” is an important traditional festival in Liwan, with deep folk art and cultural backgrounds. By combining art districts with this traditional festival, Liwan can promote the modern dissemination of Beidi culture. Artists in the art districts create artistic works related to Beidi culture, such as

sculptures, paintings, and installation art, integrating traditional cultural elements into modern art and giving new vitality to Beidi culture.

Additionally, the art districts organize various cultural activities related to the festival during the Beidi Birthday period, such as cultural lectures, art workshops, and themed exhibitions. These activities enrich the cultural connotation of the festival, enhancing the public's cognition and understanding of traditional culture. Through the participation of art districts, the Beidi Birthday festival not only becomes an expression of folk art but also develops into a grand gathering of cultural and artistic integration, attracting more young people's attention.

4.3.2. Cooperation between art districts and cultural tourism festivals

Liwan's art districts play a significant role during cultural tourism festivals. As an important cultural brand of Liwan, cultural tourism festivals attract a large number of tourists to participate and experience. During these festivals, art districts organize various activities such as handicraft exhibitions, displaying the creative achievements of local artists and Lingnan culture-themed cultural creative products.

Through these cooperations, cultural tourism festivals not only provide a platform for cultural consumption experiences but also bring more tourists and market opportunities to art districts. The integration of art districts and cultural festival activities enriches the content of cultural tourism festivals, enhancing their cultural influence and economic benefits.

4.4. Interaction and participation of art districts and communities

The development of art districts not only relies on the creation of artists and creative workers but also involves the broad participation of communities. Active community participation can not only enhance the vitality of art districts but also strengthen residents' identification with local culture.

4.4.1. Promotion of community art projects

By promoting community art projects, Liwan encourages community residents to participate in artistic creation and cultural activities. For example, some artists collaborate with community residents to create public artworks such as wall paintings and sculptures. These projects not only beautify the community environment but also strengthen interaction and communication between residents, making art an integral part of everyday life.

4.4.2. Diversification of community cultural activities

To attract more community members to participate, Liwan's art districts organize a variety of community cultural activities, such as art workshops, handicraft courses, and cultural salons. These activities provide opportunities for residents of different ages and interests to engage in art, enhancing their sense of identity and belonging to local culture.

4.4.3. The role of communities in the development of art districts

Communities play a crucial role in the development of art districts, not only as participants in cultural activities but also as creators of the cultural atmosphere in art districts. By participating in the construction and activities of art districts, community residents can directly influence the cultural direction and development model of art districts. For example, community feedback and suggestions provide valuable reference for the development planning of art districts, helping them better meet the cultural needs of local residents.

4.5. Interactive effects of art districts and cultural creative economy

There is a close interactive relationship between the development of art districts and the cultural creative economy. Art districts not only serve as incubators for cultural creative industries but also provide new impetus for the development of the cultural creative economy.

4.5.1. Promotion of local economy by art districts

By attracting tourists and cultural consumers, Liwan's art districts inject new vitality into the local economy. Cultural creative products, art exhibitions, and market activities in art districts attract tourists, increasing local cultural consumption and economic benefits. Additionally, the development of art districts drives the prosperity of surrounding businesses, such as dining, accommodation, and retail industries.

4.5.2. Economic benefits of cultural creative industries

The development of cultural creative industries provides sustained growth momentum for Liwan's economy. By combining traditional cultural elements with modern design, cultural creative industries create products and services with commercial value, increasing local employment opportunities and economic income. For example, the successful sales of Beidi-themed cultural creative products in the market not only expand the cultural influence but also bring considerable revenue to the local economy.

4.5.3. Innovation in business models of art districts

In their interaction with cultural creative industries, Liwan's art districts continuously explore new business models. For instance, through online sales of artworks, cultural experience tourism, and art investment, art districts expand the sales channels and market coverage of cultural creative products. This innovation in business models not only enhances the market competitiveness of cultural creative products but also provides more financial support for the development of art districts.

5. Analysis of the collaborative development model between cultural heritage and urban art districts

5.1. Theoretical framework for collaborative development

5.1.1. Basic concepts of collaborative development

Collaborative development refers to the formation of synergies between different fields or entities through cooperation and complementarity, aiming to achieve common development goals. In the context of cultural heritage and urban art districts, cultural heritage, as a symbol of the city's historical culture, provides unique cultural resources and backgrounds. Urban art districts, through innovative cultural and creative activities, inject new vitality and modern significance into cultural heritage. This collaborative approach not only promotes cultural inheritance and innovation but also strongly supports the shaping of the city's cultural brand.

5.1.2. Theoretical foundations of collaborative development

The collaborative development of cultural heritage and urban art districts is supported by various theories, including cultural capital theory, cultural industry theory, and sustainable development theory. Cultural capital theory views cultural heritage as a unique cultural resource with significant symbolic meaning and economic value. The cultural industry theory emphasizes the reuse and innovative development of cultural resources by the

cultural and creative industries. In this process, cultural heritage, as a “static” cultural asset, gains new vitality through integration with “dynamic” art districts and cultural creative activities. Simultaneously, sustainable development theory underscores the long-term and balanced protection and utilization of cultural heritage, ensuring both economic benefits and the integrity of cultural heritage.

5.1.3. Key factors in collaborative development

Multiple factors need to be considered in the collaborative development of cultural heritage and urban art districts, including policy support, industrial linkage, public participation, and cultural innovation. Government policy support is pivotal, ensuring the protection and rational utilization of cultural heritage through relevant policies and regulations. Additionally, the development of cultural and creative industries and the construction of urban art districts must align with the characteristics and historical backgrounds of cultural heritage, avoiding excessive commercialization. Broad public participation is a crucial path to activating cultural heritage and prospering art districts, enhancing public identification with and awareness of cultural heritage protection through various cultural activities and educational projects.

5.2. Interaction mechanism between “Beidi’s Birthday on March 3” and Liwan district art area

5.2.1. Cultural symbiosis of Beidi’s Birthday and art district

As an important cultural festival in Liwan District, “Beidi’s Birthday on March 3” carries unique cultural symbolic meaning through its folk art and traditional activities. The art district utilizes this cultural resource to develop artistic creations and cultural activities related to Beidi’s Birthday, organically combining traditional culture with modern art. For instance, during Beidi’s Birthday, artists in Liwan District create sculptures, murals, installation art, and other works related to Beidi, showcasing the collision and fusion of tradition and modernity. This cultural symbiosis not only enhances the cultural connotation of Beidi’s Birthday but also injects local cultural elements into the art district, strengthening its cultural influence.

5.2.2. Two-way empowerment in the interaction mechanism

The interaction between “Beidi’s Birthday on March 3” and the art district brings modern vitality to traditional festivals and provides rich cultural materials and creative inspiration for the art district. During Beidi’s Birthday, the art district promotes public awareness and participation in Beidi culture through exhibitions, creative markets, workshops, and other activities related to the festival. Simultaneously, this two-way interaction enhances the local characteristics of the art district’s cultural and creative products, improving their market competitiveness.

5.2.3. Social participation in the interaction between Beidi’s Birthday and the art district

Public participation plays a key role in the interaction mechanism of “Beidi’s Birthday on March 3.” Through various cultural activities organized by the art district, the public can not only participate in traditional festival celebrations but also understand and experience Beidi culture through artistic forms. This type of participation enhances the interactivity and fun of cultural festivals, as well as public identification with and awareness of Beidi’s Birthday culture. By providing opportunities for public participation in creative processes such as art workshops and community art projects, the art district further bridges the gap between traditional culture and modern life.

5.3. The role of cultural and creative activities in heritage revitalization

5.3.1. Promotion of heritage revitalization through cultural and creative activities

Cultural heritage often exists in a static form, but cultural and creative activities can revitalize this heritage dynamically, integrating it into the daily life of modern society. Through creative design, artistic creation, cultural festivals, and other formats, cultural heritage is no longer merely a carrier of history but becomes an integral part of modern culture. For example, during the “March 3rd Beidi’s Birthday” event in Liwan District, many artists breathed new life into this traditional cultural element by creating works related to Beidi culture, enabling its continued dissemination and development in modern society.

5.3.2. Linkage between the design of cultural and creative products and heritage revitalization

As modern expressions of cultural heritage, cultural and creative products can present cultural heritage in a way that is more closely aligned with public life through design and innovation. For instance, cultural and creative products themed around Beidi culture, such as art derivatives, handicrafts, and cultural souvenirs, not only have commercial value but also carry the core essence of the cultural heritage. This linkage between cultural creativity and heritage revitalization allows for broader dissemination and recognition of cultural heritage, while also providing new growth points for local economic development. Through the design and promotion of cultural and creative products, the traditional cultural symbol of Beidi’s Birthday has gained new vitality in the modern market, enriching the expressive forms of cultural heritage and enhancing its influence in contemporary society.

5.3.3. Integration of cultural activities and heritage tourism

Cultural activities, as important showcase methods for cultural heritage, play a key role in promoting heritage tourism. In Liwan District, the integration of cultural and creative activities with heritage tourism drives the revitalization and dissemination of cultural heritage. For example, cultural festivals during Beidi’s Birthday attract a large number of tourists through rich creative designs and art exhibitions, enhancing the cultural tourism brand image of Liwan District. By participating in these folklore activities, tourists can not only understand the historical origins of Beidi culture but also experience the charm of the fusion of modern art and traditional culture. This integrated model of heritage and tourism provides a new path for the protection and utilization of cultural heritage, injecting vitality into local economic development.

5.4. Future prospects for collaborative development models

5.4.1. Cross-regional collaboration and resource integration

In the future of collaborative development, cross-regional cooperation and resource integration will be key trends. The development of cultural heritage and art districts should not be limited to specific regions but should achieve the sharing and integration of cultural resources through cross-regional cooperation. For instance, Liwan District can collaborate with other regions in Guangdong Province that have similar cultural heritage to jointly organize cultural festivals and create regional cultural brands. Additionally, cross-regional cooperation can bring more resource investments, providing broader support for the protection and revitalization of cultural heritage.

5.4.2. Application of digitalization and innovative technologies

With the continuous development of digital technologies, the revitalization of cultural heritage and the development of art districts will embrace more innovative possibilities. In the future, technologies such as virtual reality (VR) and augmented reality (AR) can enable online dissemination and interactive experiences of Beidi’s

Birthday cultural activities, breaking time and space constraints and attracting more public participation. Digital technologies not only expand the display forms of cultural heritage but also provide artists with more creative inspiration, diversifying and modernizing cultural and creative activities. Through the application of digital technologies, the collaborative development of cultural heritage and art districts will enter a new stage, further expanding their global influence.

5.4.3. Enhancement of social participation and cultural identity

Future collaborative development needs to focus more on enhancing social public participation and cultural identity. Through diversified cultural education and promotional activities, especially cultural promotion targeted at young people, public understanding and support for Beidi's Birthday cultural heritage can be strengthened. Governments and cultural institutions should further enrich cultural experience methods, designing more interactive cultural activities and artistic creation platforms to enable the public to more directly participate in the protection and innovation process of cultural heritage. Simultaneously, enhancing public cultural identity can lay a solid social foundation for the development of cultural heritage and art districts, ensuring their sustainability.

6. Collaborative development between cultural heritage and urban art districts in Liwan district

6.1. The impact of Beidi's birthday celebrations on the development of art districts

6.1.1. Interaction between Beidi's birthday celebrations and artistic creation

The unique cultural background and folk traditions of Beidi's Birthday celebrations provide rich creative material for artists in the Liwan District. Through deep research into Beidi culture, artists create artwork related to folklore. These works not only showcase traditional cultural elements but also employ modern artistic techniques to give them a contemporary feel, attracting the attention and participation of younger audiences. This interaction not only enriches the content of Beidi's Birthday celebrations but also injects new vitality into the creative output of the art district.

6.1.2. Cultural festivals driving cultural innovation in art districts

As an important cultural brand in Liwan District, the Beidi Birthday celebration is not just a folklore festival but also a significant platform for art districts to showcase their cultural innovation capabilities. During Beidi's Birthday period, art districts organize various exhibitions, performances, and interactive activities related to Beidi culture, combining traditional festivals with modern cultural creativity to form a unique cultural atmosphere. This cross-boundary integration not only enhances the cultural influence of art districts but also injects sustainable cultural momentum into their future development.

6.1.3. Reuse of public cultural spaces

During Beidi's Birthday celebrations, public cultural spaces in Liwan District are fully utilized. Temple festivals and cultural celebrations provide new exhibition platforms for art districts, while the participation of artists transforms these public spaces into venues for artistic creation and display. This reuse of spaces not only enhances the cultural atmosphere of art districts but also enhances the diversity and richness of cultural celebrations. Through the revitalization of these cultural spaces, art districts and Beidi's Birthday celebrations form a benign interactive mechanism, promoting the multi-dimensional development and utilization of cultural resources.

6.2. Interactive practices between artistic creation and folklore festivals

6.2.1. Artists' reinterpretation of folklore culture

Artists in Liwan District draw on symbols, folklore, and historical backgrounds from traditional folklore culture to create works with profound cultural connotations during Beidi Birthday celebrations. By reinterpreting this traditional festival, artists combine it with contemporary art, presenting different forms of artistic expression. Sculptures, installation art, and wall paintings provide unique cultural experiences for viewers, respecting the spiritual core of traditional culture while pushing it to new heights through modern artistic techniques.

6.2.2. Artistic interaction during folklore festivals

Beidi's Birthday celebrations are not just celebrations of traditional folklore but also provide a platform for artistic creation to interact with the public. During these celebrations, artists engage with the community through art workshops, live creations, and other formats. This interaction not only enhances the participation and enjoyment of the festival but also further promotes folklore culture through artistic means. Artistic creation is no longer just an independent expression of artists but a cultural interactive practice completed with the community and the public.

6.2.3. Artistic creation and the inheritance of traditional culture

The interactive practices of artistic creation during Beidi's Birthday celebrations also offer new ways for the inheritance of traditional culture. Through artistic means, many folklore elements that were once on the verge of being lost are re-presented and disseminated to more people in more visually impactful and modern forms. Artists not only focus on the historical background of Beidi culture in their creations but also innovatively express it through a modern perspective, allowing traditional culture to radiate new vitality in contemporary society. This interactive practice between cultural inheritance and artistic innovation is one of the important paths for the revitalization of cultural heritage in Liwan District.

6.3. Roles in cross-regional cultural exchange

6.3.1. The cross-regional influence of Beidi's birthday celebrations

With the diversification of cultural dissemination methods, Beidi's Birthday folklore festival has rapidly spread to broader regions through modern communication tools such as the Internet and social media. In this cross-regional cultural exchange, the cultural connotations and historical value of Beidi's Birthday have gained wider recognition and dissemination, significantly enhancing the cultural brand influence of Liwan District.

6.3.2. A collaborative platform for cross-regional art exchange

Cross-regional art exchanges not only enrich the forms and content of Beidi's Birthday celebrations but also provide more perspectives and inspiration for artistic creation in art districts. Through cooperation with artists from other regions, the art district in Liwan District will gradually develop into a national or even international cultural exchange platform, promoting the integrated development of local and foreign cultures.

6.4. Prospects for the collaborative development of cultural heritage revitalization and art districts

6.4.1. The integration of local culture and globalization

With the acceleration of globalization, how local culture can achieve its own inheritance and development in a

global context has become an important issue for the collaborative development of cultural heritage revitalization and art districts. In this process, the Beidi's Birthday culture in Liwan District not only needs to be protected and inherited locally but should also explore its new meanings and expressions in the international cultural context through a global perspective. Liwan District can actively participate in international cultural exchanges and cooperation, promoting the local cultural symbol of Beidi's Birthday to a broader international stage. For example, participating in international cultural festivals, exhibitions, art exhibitions, and other activities to showcase the unique charm of Lingnan culture. Simultaneously, through cooperation with international artists and cultural scholars, exploring the fusion and interaction between Beidi's Birthday culture and other cultures, promoting the innovative development of traditional culture in the context of globalization.

6.4.2. The combination of cultural creativity and digital development

In the future, digital technology will continue to profoundly impact the development of the cultural and creative industries. Liwan District can collaborate with technology companies to create more interactive and engaging cultural experiences using technologies such as virtual reality (VR), augmented reality (AR), and big data. This will not only enhance the viewership and appeal of Beidi's Birthday cultural activities but also provide new pathways for the protection and inheritance of cultural heritage. For instance, virtual experience projects themed around Beidi's Birthday can be developed, allowing global audiences to participate in the festival activities in real time through digital platforms and experience the unique charm of Lingnan culture. Simultaneously, the application of digital technology can assist in collecting and analyzing audience feedback, providing crucial data support for the development and marketing of cultural and creative products.

7. Suggestions for the collaborative development of cultural heritage and urban art districts in Liwan District

7.1. Strengthening policy support and multi-party collaboration

The role of government is crucial in the revitalization of cultural heritage and the development of art districts. In the future, policy support should be further strengthened to ensure adequate resource allocation for the protection of cultural heritage and the development of art districts. The government can establish long-term cultural development plans and set up special funds to encourage and support the participation of artists, cultural enterprises, and community residents in the revitalization of cultural heritage and the construction of art districts. Simultaneously, cooperation between the government, cultural institutions, enterprises, and communities should be strengthened, and a sound multi-party collaborative working mechanism should be established to ensure coordinated progress in cultural heritage and art district development. In the process of policy formulation and implementation, opinions from all parties should be fully considered to ensure the scientific nature and operability of the policies.

7.2. Encouraging diversified development of the cultural and creative industries

The development of cultural and creative industries is essential for the revitalization of cultural heritage. In the future, diversified development of the cultural and creative industries should be encouraged, exploring new cultural and creative products and business models. By integrating local cultural resources and innovating the cultural and creative industry chain, cultural brands with local characteristics and market competitiveness can be created. For example, digital cultural and creative products related to Beidi's Birthday, such as mobile

applications, online games, and cultural souvenirs, can be explored and developed to attract the attention and participation of younger demographics. Simultaneously, cross-sectoral cooperation, such as the integration of culture with tourism, education, technology, and other industries, should be encouraged to expand the market for cultural and creative industries.

7.3. Enhancing public participation and cultural identity

Broad public participation is key to the sustainable development of cultural heritage revitalization and art districts. In the future, public participation and cultural identity should be further enhanced through a variety of cultural activities, education programs, and interactive platforms, attracting more of the public, especially the younger generation, to participate in the protection and innovation of cultural heritage. Various forms such as social media, cultural festival activities, and community art projects can be utilized to enhance public understanding and identification with cultural heritage, stimulating their enthusiasm for participating in cultural activities. At the same time, emphasis should be placed on the universalization of cultural education, especially for young people, to cultivate their awareness and pride in local culture from a young age, fostering a new generation of guardians and inheritors for the long-term development of cultural heritage.

8. Conclusion

Focusing on the theme of collaborative development between the cultural heritage of “March 3rd Beidi’s Birthday” in Liwan District of Guangzhou and the city’s art district, this study reveals the multi-level interaction and symbiotic relationship between cultural heritage and modern urban art districts in contemporary society through in-depth analysis of the cultural background, revitalization paths, challenges, and countermeasures of the traditional festival of Beidi’s Birthday. Through literature analysis, field research, and case studies, this research proposes a theoretical framework and practical pathway for the revitalization of cultural heritage and collaborative development with art districts, providing a valuable reference for the protection and revitalization of cultural heritage in other cities.

The “March 3rd Beidi’s Birthday” celebration in Liwan District not only revitalizes traditional culture through cultural creativity and modern technological means but also promotes the development of the cultural and creative industries and enhances regional cultural identity and cultural brand value through integration with the art district. Based on this, the study systematically explores the paths and methods for the collaborative development of cultural heritage and urban art districts in Liwan District, emphasizing the importance of policy support, community participation, cultural creativity, and the integration of technology.

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