

On The Folk Customs of Huazhao Festival Which Is a Kind Of Intangible Cultural Heritage and its Modern Value

Zhihui Ma 

International Urbanology Research Center Hangzhou, China

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Abstract

Huazhao Festival is a traditional one that is celebrated in early spring and appeals to both highbrows and lowbrows. Once, it was as significant as Lantern Festival and Mid-autumn Festival. Ever since Tang Dynasty, it has undergone stages of emerging, thriving, declining and restoring. Originally, people only had a spring outing enjoying beautiful flowers at this festival; later, various other folk activities were also carried out on this day, including catching butterflies, picking wild vegetables, offering sacrifices to gods, predicting bumper and poor harvest, fastening strips of red cloth to stems of flowers and trees (shang hong), having competitions on grass, encouraging agriculture, holding and attending banquets, writing articles, paying court and so on. These activities demonstrated such characteristics of the national culture of China as elegance, harmony and life-friendliness. Obviously different from other traditional festivals like Spring Festival, Mid-autumn Festival, Dragon Boat Festival, etc, Huazhao Festival has unique style and value. Despite its fading away from people's life due to changes in modern society, its cultural glamour and comprehensive value still exist. Along with economic and social development and the increase of people's spiritual and cultural demands, Huazhao Festival has regained people's attention. It has been restored and hosted in some regions and identified as an intangible cultural heritage. By means of literature review, the folk customs of Huazhao Festival was re-presented to some extent in this paper. Its modern values in areas including health, culture, ecology and industry were analyzed. This paper is of certain significance, in respect of conserving and inheriting this national festival, promoting its restoration in more regions in a way more approximate to historical tradition and giving play to its unique role to benefit modern society.

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Cultural heritage is important because it helps people connect with others who have similar backgrounds and provides a sense of unity and belonging. Cultural heritage includes those things that cannot be touched like oral history, values and traditions. In order to understand cultural heritage, a person must see value in it. By valuing it, people begin to care about it and begin to enjoy their heritage. Once they enjoy it, the heritage becomes much easier to understand. This cycle is called the heritage cycle and the heritage cycle can help people understand cultures that are hundreds or even thousands of years old. People living in large cities often find comfort in seeking out their cultural heritage. There are more than 200 countries in the world and even more nations. The world is open now and at your work, during your business trips and studies or just through the Internet you can be involved in the multicultural communication. Someone thinks that for efficient conversation good communicational skills and language proficiency (usually, in English) are enough. However, it's not so easy. Know! Safeguarding intangible cultural heritage is a valuable source of the economy. Safeguarding activities must therefore always involve the society, people and, where appropriate, individuals that

bear such heritage. The global wealth of traditions is the principal motivation for travel, with tourists seeking to find out about new cultures and to experience the global difference of performing arts, handcrafts, rituals and cuisines. The cultural cooperation stimulates by such meeting prompts discussion, builds understanding and encourage tolerance and peace. Persons who realize these values, every