

GLOBAL EXPERIENCE

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Culture and Traditions as Drivers of Territorial Development: The Experience of Russia and China



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Abstract. The study reveals the significance of culture and traditions for territorial development through key perspectives of integrating culture with tourism and the production of unique goods possessing cultural-historical and artistic value. It is proven that the cultural and historical heritage of a territory contributes to economic development by enhancing its tourist appeal and stimulating consumer demand.

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The article systematizes current examples of practices implemented in the regions of Russia (Vologda Region) and China (Jiangxi Province) that are based on the cultural potential of the territory. These practices not only foster economic development but also possess a social effect of reproducing cultural patterns through socialization, upbringing, and familiarization with culture via verbal and non-verbal channels of information transmission. The analysis of the implemented areas of activity shows that both the Vologda Region and Jiangxi Province have significant cultural and historical potential for developing tourism and traditional industries. Considerable attention is paid to the formation of traditional values, including patriotism, social consolidation, and civic engagement. In conclusion, the article outlines common vectors of state policy for both territories, aimed at further developing the cultural-historical potential and its realization in the economy and in the reproduction of national cultures.

Key words: culture, connection between culture and economy, cultural and historical heritage, cultural and educational tourism, traditional folk crafts and handicrafts, Russia, China, Vologda Region, Jiangxi Province.

Introduction

A new stage of global development, characterized by an increased focus on preserving ethno-national sovereignty and identity against the background of significant changes, requires reflection and the search for new foundations for economic growth and social stability. As E.V. Balatsky notes: “The year 2022 witnessed the onset of an active phase of de-globalization with its inherent geopolitical turbulence. During this period, many countries that are more or less under pressure exerted by the world hegemon (the United States) are beginning to use the increasing uncertainty for defending their political sovereignty and strengthening their geopolitical and economic positions. The world’s former monocentricity is being replaced by multipolarity, as new regional centers of power are emerging. The countries that will manage to “ride” the wave of changes will later exit the periphery and semi-periphery and join a group of states at the core of the world economic system. And vice versa – some core countries may find themselves on the sidelines of world history” (Balatsky, Ekimova, 2023). In these conditions, scientific research with a relevant theoretical and methodological arsenal for identifying new patterns and determinants of social development is of particular importance.

Scientists see the need to gain knowledge about the new social reality in the creation of new scientific directions and foundations of social development, such as, for example, socionomics – the science of principles and rules of constructing social systems (Balatsky, 2022), noonomics – a non-economic way of organizing the economy to meet the needs, which is carried out by a person who has gone beyond the limits of material production (Bodrunov, 2018, Bodrunov, 2019).

In the empirical field, there is a search for economic growth drivers among poorly studied non-economic factors defined in terms of “culture”, “mentality”, “traditions”, etc. Many works are known about the connection between economics and socio-cultural characteristics, on the one hand, and culture as an industry, on the other. The systematization of such studies was carried out by V.Yu. Muzychuk. She emphasizes that “in the research of economists, culture does not appear in a broad socio-cultural context, but in a narrow professional way: how it affects economic development, economic relations, economic behavior, etc.” (Muzychuk, 2022) and identifies the following approaches to culture: culture as a “residual phenomenon”, a latent factor in unexplained discrepancies between theoretical expectations and real factors, as a regulator of

economic behavior, and as preferences of economic agents (Muzychuk, 2022). V.Yu. Muzychuk also highlights the role of cultural economics as a sphere responsible for introducing cultural values to the general public and improving the cultural component of human potential in general.

The issue of cause-and-effect relationships is equally important. “All works on culture and economics face the problem that the causal relationship most likely operates in both directions – from culture to economics and from economics to culture” (Guiso, Sapienza, Zingales, 2006). For the most part, researchers believe that culture influences economic behavior through norms, values, and traditions. For example, M. Weber comes to the conclusion that it was the values of diligence, asceticism, and rationality shared by Protestants that contributed to the development of Western European capitalism (Weber, 2004).

In his model of cultural change, G. Hofstede identified their relationship to economic behavior, including consumer preferences, investment decisions, labor relations, and entrepreneurial activity. In his opinion, cultures with a high power distance may be less inclined to entrepreneurship due to fear of risk and lack of initiative. Cultures with a high level of individualism may show a greater interest in innovation and new technologies (Hofstede, 1980).

Another explanation of the nature of the influence of culture on the economy is given in the concept of social capital. R. Putnam, assessing the level of social capital, the effectiveness of democratic institutions and the economic development of Italian regions, showed that in territories with higher social capital, economic indicators are also higher (Putnam, 1993). The methodology for measuring the social capital of a regional community was developed by T.A. Guzhavina, D.V. Afanas'ev, and A.A. Mekhova, showing its adaptive potential in the event of crises and determining the manageability of this intangible resource of socio-economic development (Afanas'ev et al., 2016, Guzhavina, 2023).

Dutch researchers identify four areas of cultural application to explain economic phenomena: entrepreneurship, trust, international business, and corporate governance (Begelsdijk, Maseland, 2016). The American modern researchers L. Harrison and S. Huntington (Harrison, Huntington, 2000) integrate into the concept of culture such categories that affect economic and social development as ethics, respect for the law, trust, and tolerance.

In a narrower sense, culture, especially traditional folk culture, acts as a source of getting acquainted with the history of the nation, preservation and revival of ancient methods of production, rituals and customs accompanying the stages of the economic cycle and the human life cycle.

V.A. Ilyin and M.V. Morev note that in Russia “today, the President and the Government continue to actively take measures aimed at strengthening the Russian economy, supporting the population and restoring order in the country, which ultimately allows Russia to continue to fight for its national sovereignty, or rather for the preservation of its statehood, culture, and territorial borders” (Ilyin, Morev, 2024). One of the landmark decisions was the adoption of Presidential Decree 809, dated November 9, 2022. “On the approval of the foundations of state policy for the preservation and strengthening of traditional Russian spiritual and moral values”. They include a strong family, patriotism, respect for the older generations and the traditions of their people.

Traditional Chinese culture is an expression of the wisdom of the people throughout its five-thousand-year history. Local archives are an important component of preserving traditional Chinese culture. They serve as a source of historical information, a political and educational resource, playing a huge role in the development of Chinese civilization. J. Needham, a well-known British scientist, once noted that neither ancient Greece nor modern Britain left archives similar to the local archives of China. In the context of our study, we present the experience of Jiangxi Province in using

traditional Chinese culture to promote high-quality economic development of the province.

The aim of the work is to carry out a comparative analysis of the experience of the Vologda Region and Jiangxi province in using the potential of traditional culture as a driver of socio-economic development of territories.

The scientific novelty of our research consists in substantiating the prospects of using cultural heritage, traditions and crafts for the economic development of territories. The practical significance lies in the systematization of experience and the development of specific areas and tools for integrating the scientific results of traditional culture into the socio-economic policy of the territories.

Research design

The research uses a set of general scientific methods, in particular comparative analysis and synthesis to achieve the aim.

For both countries, taking into account the available data, a review of sources related to the use of cultural heritage in economic sectors was conducted. Tourism is a key industry that uses cultural objects and restored traditions and rituals. In this regard, we analyze the Vologda Region and Jiangxi province experience on the integration of cultural heritage and tourism. The second direction is the creation of unique products based on ancient technologies. In the Russian reality, they are classified as folk crafts; in China, fairly large enterprises have been established based on restored production processes. For example, working with archival data has made it possible to restore ancient Chinese recipes for making ceramics and establish its production. Such activities need government support, as does the cultural sector as a whole. The study and preservation of traditions and recipes, production technologies, and cultural practices is an integral part of not only developing the economy and increasing the tourism potential of territories, but also an important source of reproduction of traditional national values, the formation of patriotism, and social consolidation.

In this regard, the third stage of the study was the analysis of institutional support for culture in both countries.

Research results

Experience of Russia

The main projections of the integration of culture and tourism in the Vologda Region

The diversity of cultural and historical resources of the Vologda Region forms the basis for the development of cultural and educational tourism. There are over 3,500 cultural heritage sites in the region. Of these, 759 objects are listed in the official lists of historical and cultural monuments and are under state protection. Among these monuments, 214 ones have the status of federal significance, and 545 objects are classified as monuments of regional significance. Museums of federal, regional or municipal significance operate in most districts of the region. As of 2022, the main museum collection totaled 1.7 million items, including archaeological finds; collections of manuscripts and old printed books, iconography, paintings and sculptures; objects of decorative, applied and folk art.

The historical and cultural heritage of the region includes noble estates of the 17th – 19th centuries, 34 of them are objects of cultural heritage of federal and regional significance. For example, the Bryanchaninov Estate is located in the village of Pokrovskoye, which is part of Gryazovetsky Municipal District of the Vologda Region. This family estate was built in the early 19th century in the style of early classicism, recognized as a monument of history and culture of federal significance, as well as a monument of landscape art. The architectural ensemble of the estate includes several elements: a noble manor with wings and galleries, a church, the Bryanchaninov family necropolis, as well as a park with a pond and a stable. Another famous estate is the Galsky Estate, located in Cherepovets. After the restoration work, it functions as a museum, which includes a manor house and outbuildings such as a stable, barns, workshop, etc. The building is designed in the style

of provincial classicism. One of the largest historical and architectural ensembles of manor culture in the Vologda Region is the Spasskoye-Kurkino Estate. Most of the buildings have been preserved on its territory: a mansion, an outbuilding, a music pavilion, a wooden almshouse for the disabled and orphans. Most of the estate’s territory is occupied by an English park with a cascade of ponds, which has the configuration of a double-headed eagle.

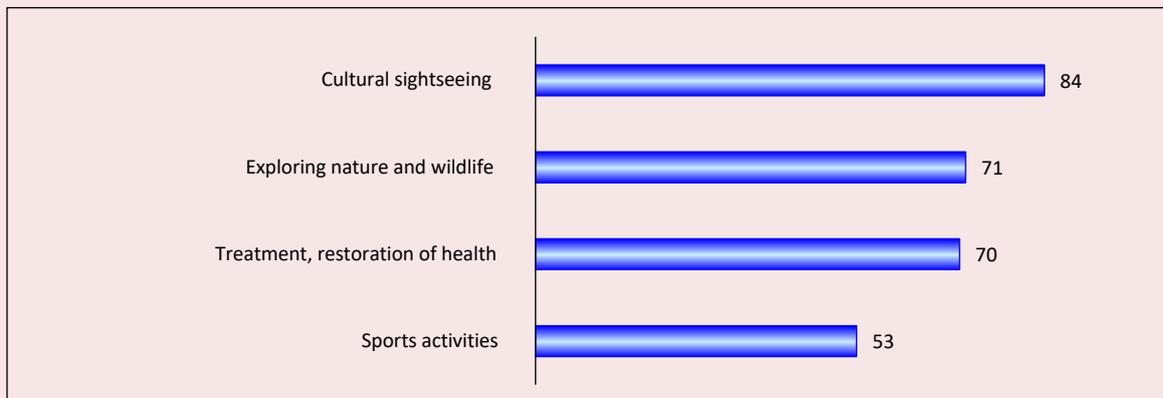
Architectural ensembles of monasteries have been preserved in the historical cities of the Vologda region: in Vologda – the ensemble of the Spaso-Prilutsky Dimitriev Monastery (16th – 18th century), the Convent of the Assumption on the Hill (17th –18th century), parts of the Holy Spirit Monastery (17th, 19th centuries, partially two temples), Ilyinsky Monastery (17th, 18th centuries, two temples); in Veliky Ustyug, there are fully preserved Monastery of the Archangel Michael, the Holy Trinity Gledensky Monastery, and fragments of the Monastery of the Transfiguration of the Savior (two churches); in Totma, there are fragments of the Sumorin Monastery of the Transfiguration of the Savior (18th–19th century). The region contains UNESCO World Heritage sites. The largest number of churches and monasteries is noted in Vologda,

as well as in Velikoustyugsky, Cherepovetsky, Kirillovsky and Vologodsky municipalities (Structural and Technological Drivers..., 2025).

This potential provides the basis for the development of ethnographic and estate tourism in the Vologda Region. We should note that cultural and educational tourism in Russia is very popular, according to a study by the Russian Public Opinion Research Center: 84% of Russians noted the purpose of their trips to visit cultural attractions (*Fig. 1*).

Event tourism is another area of cultural and travel integration. The ability of event tourism to cause repeated visits to the region by tourists is higher than, for example, cultural and educational tourism. According to experts, the more unique the cultural and historical resources, the less likely it is to ensure that tourists come to the region again, since their need for knowledge will already be satisfied. The program of event tourism can be replenished with new entertainment elements every year, which provides organizers with ample opportunities to create a tourist product due to the inexhaustibility of the resource base. Thus, event tourism acts as a universal direction that can be developed in almost any territory (Leonidova, 2016).

Figure 1. Distribution of responses to the question “Imagine that right now you have the opportunity to travel anywhere in Russia. Which region would be most interesting for you to go with the aim of...?” (open-ended questions, up to three answers), %



Source: data from the All-Russian Center for the Study of Public Opinion.

Events are often based on local traditions reflecting the specialization of the venue. For example, the Boat Festival is held in the village of Ustye, because the village is located on the banks of the Kubena River and the locals are traditionally engaged in fishing (*Tab. 1*). Near the walls of the Kirillo-Belozersky Monastery, a reconstruction of the battles that took place on these lands is held on a regular basis, with the participation of historical clubs and folk musicians.

Such events allow participants to plunge into the atmosphere of the past years, get acquainted with the traditions and rituals of their native people, feel like part of a great history, descendants of wise distant ancestors.

Folk crafts: preservation of ancient technologies for the production of unique products

The potential of the region’s folk crafts is important for the development of tourism. Some crafts have gained international fame. The brands “Severnaya chern” (northern niello), “Shemogod birch bark carving”, “Moroz po zhesti” (frost on tin), “Vologda lace”, “Velikoustyugskaya finift” (Veliky Ustyug enamel) (Structural and Technological Drivers..., 2025) are widely known. The preservation of the technology of these crafts is facilitated by the presence of relatively small

industries with the status of a legal entity, recognized as economically feasible and receiving government support. A plant for the production of products using silver blackening technology is operating in Veliky Ustyug – the closed joint-stock company Veliky Ustyug Plant “Severnaya Chern”. The first mentions of the technology date back to 1683. The factory produces about 2,000 items of 925 sterling silver: table settings, interior items, religious worship, as well as jewelry. The products have an officially confirmed status of “folk art products of recognized artistic merit”¹.

In the 1830–1840s, the Ustyuzhskaya finift’ appeared in Veliky Ustyug, which is distinguished by its unique artistic originality. The surface of the products, usually made of copper, was completely covered with enamel of the same, more often white, color and decorated with silver or gold curly overlays on the last layer of enamel, which, when fired, were firmly sintered with it. There were other types of technique as well. Thus, in Ustyug, products were created that combined finift’ (colored enamel) and filigree (an interweaving of twisted double (“scanned”) silver wire), in which the filigree pattern was soldered onto the surface of the product, covered with a multicolored glaze, which formed the so-called “cloisonne enamel”, or filigree scanned.

Table 1. Examples of event tourism in the Vologda Region

Place	Event	Number of tourists, people
Veliky Ustyug	Veliky Ustyug –Home of Father Frost	up to 33 thousand people in winter holidays
Vologda	Vita Lace Festival	100,000
	Vologda – New Year Capital of the Russian North	200,000
	Voice of Crafts Festival*	100,000
	Voices of History Festival	4,000
	VOICES Theatre and Film Festival	5,000
Village of Ustye, Ust-Kubinsky District	Boat Festival*	10,000
Kirillovsky District	Military History Festival «Kirillo-Belozersk Siege»*	5,000
	Sugorye Historical Festival*	4,000
Village of Yerofeika, Vologodsky District	Horse Festival*	5,000
Selo imeni Babushkina Village	Spasskaya Fair	No data
* Events based on local cultural traditions. Source: Leonidova E.G. (2016).		

¹ Official website of CJSC Veliky Ustyug Plant “Severnaya Chern”. Available at: <https://sevchern.ru/about/>

Cloisonne enamel of the 16th–17th century had characteristic colors: blue, green, brown on a white background. The products of Ustyuzhskaya finift', made in the Baroque style, have a shape rich in plastics and picturesque contours, which is very well combined with rocaille-shaped overlays, sometimes complemented by scenes. Ustyug masters gradually developed their own style of such works. It is distinguished by a rich floral ornament with lilies, decorated with black, green and turquoise enamels on a white background. Such elegant miniature mosaics covered the crowns and frames of icons, crosses, incense burners and other items of church utensils². The revival of enamel craft in the Vologda Region began at the turn of the 1960s and 1970s. In Veliky Ustyug, at the Kuzinsky Factory of Mechanical Products of the Ministry of Defense Industry, a workshop of souvenirs and handicrafts was opened, which existed until 1985.

In 1970, the Vologda Experimental and Artistic Products Factory was opened in Vologda with the support of the Moscow Scientific Research Institute of the Art Industry, where it was decided to focus on restoring the ancient technology of cloisonne and picturesque Usolsky enamels. For this purpose, a group of enamel artists from Veliky Ustyug was invited. Despite the fact that the artists and craftsmen have achieved a lot, the plant has not stood the test of the market economy.

In 2003, the *Vologodskaya finift'* creative workshop³ was established, where the artistic craft of cloisonne and painted enamels is preserved and developed.

The “frost on tin” technology is another industry that has been actively developing in Veliky Ustyug. The earliest information about “frost” dates back to 1837, when a work by Nikolay Nasonovsky, a resident of Veliky Ustyug, was presented at the Vologda provincial exhibition – 12 sheets of iron

“tinned in a special way”, which had a frosty, silvery sheen. The “frost on tin” reached its heyday in the 19th century. The secrets of the “frost” were inherited⁴. It was not unique: there is information about the production of chests and caskets using this technique in the Urals (Pudov, 2022).

The technology of Shemogod birch bark carving is passed on from master to pupil, and today there are only a few masters of his craft. Various household utensils were made from birch bark in the taiga regions of Russia, and birch bark was also used as a writing medium. The desire to decorate household items, the possibility of obtaining thin, beautiful sheets of birch bark, its pliability to processing and relatively long-term preservation served as prerequisites for the creation of slotted elements that were glued to some kind of base (more often soft wood products), sometimes the background was tinted or foil was applied, creating a two-dimensional pattern. The typical Ustyug folk art craft has been known here since the end of the 18th century. Its place of residence was not a city, but suburban villages located on the opposite bank of the Northern Dvina River from Veliky Ustyug. By the name of the Shemogsa River flowing here, birch bark carving is sometimes referred to as “Shemogod carving”. In the villages along the shores of the Shemogsa River, back in the 18th century, peasants learned the art of through-cutting and stamping on birch bark⁵.

However, the most famous brand in the region is Vologda lace. The artistic features of Vologda lace were formed already in the 17th – 18th century. Until the 19th century, lace-making was mainly a domestic artistic craft. In the 1820s, a lace factory was founded in the vicinity of Vologda, where dozens of serf lace girls worked. In the middle of the

² Culture of the Vologda Region. Available at: <https://cultinfo.ru/art/decorative-and-applied-art/enamel-enamel-ustyug>

³ Vologodskayafinift' LLC. Available at: <https://finift35.ru/>

⁴ “Frost on tin” has been developed in Veliky Ustyug since the end of the 18th century. Available at: https://www.xn--b1aqxu.xn--p1ai/articles/culture/remeslo_moroz_po_zhesti_bylo_razvito_v_velikom_ustyuge_s_kontsa_xviii_veka/

⁵ Culture of the Vologda Region. Shemogod birch bark carving. Available at: <https://cultinfo.ru/art/decorative-and-applied-art/shemogodskaya-thread-on-the-bark/>

19th century, lace-making on Vologda land turned into a craft, which was practiced by thousands of craftswomen in different counties. The lace industry in Vologda province reached its peak in the second half of the 19th century. If in 1893 four thousand craftswomen were engaged in weaving, then in 1912 there were almost forty thousand of them. The fame of Vologda lace has crossed the borders of the country. The fashion for it has spread to many European countries. A distinctive feature of the traditional Vologda paired lace is the clear division of the lace’s “structure” into a pattern and a background. Today Vologda lace is distinguished by a variety of ornaments, monumental nature of the forms and the predominance of floral motifs⁶. In 2010, a Lace Museum was opened in Vologda. The museum’s exposition is located in the building of the 19th-century city estate, which is an object of cultural heritage of federal significance. Currently, unique lace is created at the Vologda Lace Factory “Snezhinka” (Snowflake), the lace museum and various lace-making studios, for example the

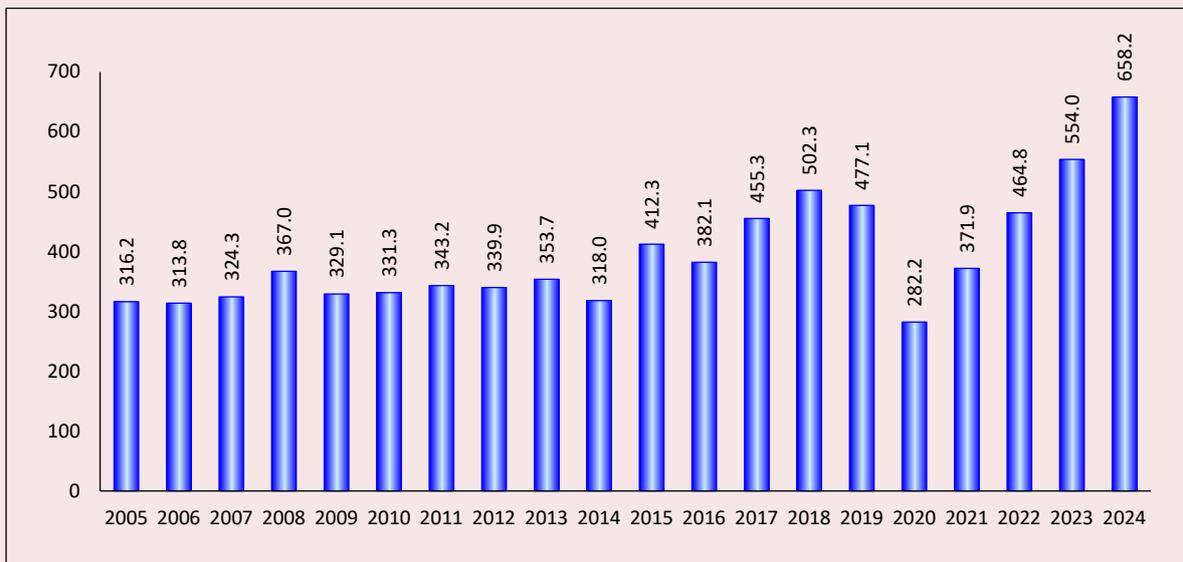
creative lace-making workshop at the Vologda Folk Culture Center.

The uniqueness and originality, artistic value of the products ensures their high status and allows them to act as brands of the Vologda Region, increasing its recognition and tourist attractiveness.

In the rating of tourist attractiveness among the regions of the Russian Federation in 2024, the Vologda Region took 43rd position, while in 2023 the subject was in 38th place. This indicates that the tourism potential of the region has not been sufficiently realized, and that the competition for consumers between the regions is growing (Balandina, 2025).

The efforts of the state and the region to develop tourism are reflected in the growing tourist flow to the Vologda Region. Between 2005 and 2024, the number of tourists doubled, reaching 658.2 thousand people in 2024 (Fig. 2). This indicates a significant increase in interest in the region and confirms the success of the measures taken to develop tourism.

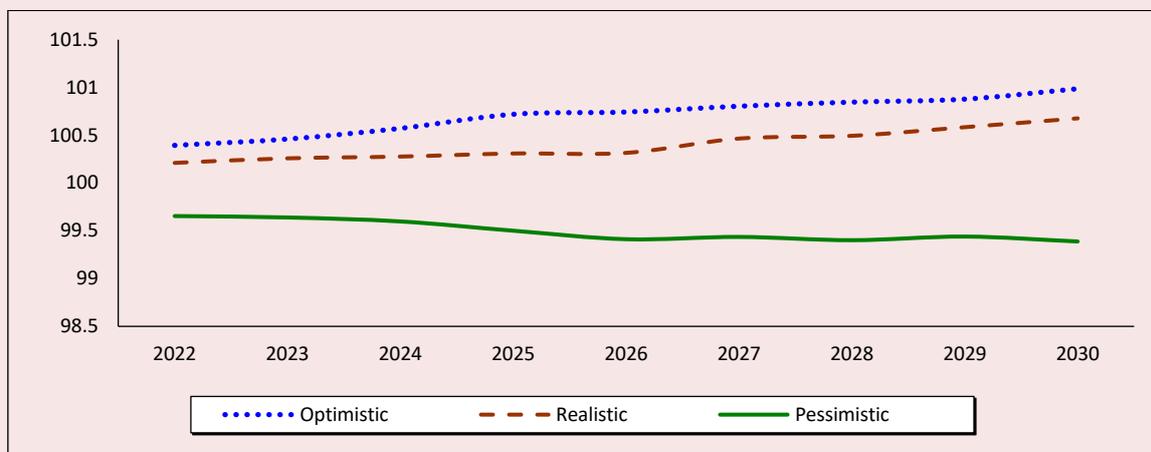
Figure 2. The dynamics of the tourism flow in the Vologda Region, thousand people



Source: Rosstat data.

⁶ Culture of the Vologda Region. Vologda lace. Available at: <https://cultinfo.ru/art/decorative-and-applied-art/vologda-lace/>

Figure 3. Forecast of the rate of change in output in the Russian economy depending on changes in domestic tourism consumption, % compared to the previous year



Source: (Tourism as a Driver..., 2023, p. 62.).

The impact of tourism on the economic development of the region was assessed by VolRC RAS scientists E.G. Leonidova (Leonidova, 2024) and N.M. Rumyantsev (Leonidova, Rumyantsev, 2023) using their own methodology and input-output modeling, they calculated the effect on the country's economy when implementing three different scenarios of changes in the volume of domestic tourist consumption (Fig. 3).

The calculations carried out by the team of authors of the monograph under the leadership of T.V. Uskova on the basis of the formed input-output model of the Russian economy, taking into account the multiplicative effects generated by the tourism industry, made it possible to determine the importance of stimulating citizens' trips around the country. When the conditions for the implementation of a pessimistic scenario occur, gross output will decrease by an average of 0.5% annually. At the same time, the active development of tourism in an optimistic scenario will give the economy an additional 0.7% increase in gross output per year. This is almost twice as much as if the current rates of domestic tourist consumption were maintained under a realistic scenario (Tourism as a Driver..., 2023).

Thus, cultural and educational tourism is a driver of the territory's development. Forecasts show an increase in the expenses of event tourists from 2,700 thousand rubles in 2014 to 4,728 thousand rubles in 2030. This, in turn, will lead to an increase in tourist arrivals to the Vologda Region, stimulating the economic development of the region (Tourism as a Driver ..., 2023).

Institutional support for culture

The state's policy of strengthening traditional Russian values is taking on a program and targeted form. An updated package of national projects has been implemented in the country since 2024. Its fundamental difference from the previous ones is the inclusion of a number of educational events aimed at the formation and strengthening of traditional Russian values.

The federal project "Family Values and Cultural Infrastructure" of the national project "Family" provides for the development of the cultural industry infrastructure:

- renovation of theater facilities and equipment;
- creation of virtual museums;
- providing the opportunity to attend performances and concerts online;

- digitalization of book collections to ensure readers' access to rare and unique books;
- modernization of the library network.

Every year, thanks to the national project “Culture”, implemented in 2019–2024, model libraries are created throughout Russia. These are the libraries of the future because they are not just book repositories, but modern cultural centers where you can have fun, gain new knowledge, work, study and visit digital cultural resources for free, such as the National Electronic Library. Today, more than 1,080 model libraries have already been opened in Russia⁷.

The federal project “We are Together” is being implemented in the national project “Youth and Children”, within the framework of which historical and patriotic education of children and youth is carried out.

Thousands of schoolchildren, students, activists of family clubs and associations, teachers, artists and scientists meet at two venues of the Youth Historical and Patriotic Center “Istoki” (“Origins”) – in Pechory and Sevastopol. Lectures, team competitions, and field trips are held for them for several days. In 2025, the cross-cutting topics in “Istoki” were the study of the history of our country and the achievements of great Russian figures, the 80th anniversary of Victory in the Great Patriotic War.

Children's and youth associations introduce the traditions of the peoples of Russia, its history and culture in such a way as to awaken in the participants a sincere interest, respect and love for their country. Since 2021, the program “Orlyata Rossii” (“Eaglets of Russia”) has brought together more than five million schoolchildren; by the spring of 2025, the initiative “Dvizhenie pervykh” (“Movement of the First”) has brought together more than ten million children and young people from six to 25 years old and about 1.8 million of their mentors. Children are happy to participate in sports competitions, in the

⁷ Official website of the national projects of the Russian Federation. Federal project “Tourism and Hospitality”. Available at: <https://xn--80aapampemcchfmo7a3c9ehj.xn--p1ai/new-projects/turizm-i-gostepriimstvo/>

military-patriotic game “Zarnitsa 2.0”, in family festivals and hiking trips.

Another program of the federal project is “More Than a Journey”. In the framework of the program, useful youth tourism is being developed in Russia: on trips, children help the regions: for example, they participate in environmental campaigns or create unusual souvenirs that have every chance of becoming a local brand. By 2025, more than 235,000 young people have already discovered the country in seven thematic areas⁸.

The Vologda Region has created unique institutions – Centers of Traditional Folk Culture⁹ (CTFCs), the purpose of which is to preserve traditional folk culture, recreate its individual elements and phenomena, and introduce them into the modern cultural life of society. The work of the centers is carried out in four main areas: scientific research, experimental and experimental, scientific and methodological, cultural and educational.

As a result of many years of expeditionary work, funds of folklore and ethnographic materials have been formed, reflecting the content and current state of folk traditions of the region's districts, as well as a museum exhibit featuring samples of unique crafts, and traditional folk costume. For example, the catalog “Traditional ceramics of Erga”, the collection “Fairy tales of the Vologda Region in the records of the late 20th – early 21st century”, the publications “Peasant costume of the Kichmeng land”, “When there's bread on the table, the table becomes an altar” (traditional cuisine of the Kichmeng land), “It's not the red gold that's dear, but the hand of a master skilled and true” (traditional towels of the Kichmeng land), methodological materials “Preservation of the rolled industry in Nikolsky District”, “The originality of Nikolsk brewing”, “Hand weaving of linen rugs on four footboards”.

⁸ <https://xn--80aapampemcchfmo7a3c9ehj.xn--p1ai/new-projects/molodezh-i-deti/my-vmeste/>

⁹ According to the Ministry of Culture, 20 centers are operating in 2025, covering almost all districts of the Vologda Region. Available at: <https://cultinfo.ru/folk-culture/the-centers-of-traditional-folk-culture/>

CTFCs also employ craftsmen who not only produce unique products, but also teach the craft to everyone. For example, in the CTFC in the town of Babaevo, there is a weaving workshop, workshops “Painting on wood”, “Folk doll”, a workshop for sewing and reconstructing traditional folk costumes of the Ledeng region and making souvenirs; in Kichmengsky Gorodok there is weaving (multicolored homespun fabric; patterned weaving with supplementary weft; rug weaving), embroidery, crocheting and knitting, weaving from birch bark and willow, making traditional dolls, splint pictures and clay toys, artistic processing and painting on wood, patchwork sewing.

Folklore and ethnographic materials are actively being introduced into the field of educational and cultural-educational practice. Methodological developments created by the staff of the centers make it possible to spread the existing experience of mastering folklore and craft traditions, upbringing and educating children based on the values of folk culture.

Thus, in the context of the federal agenda and with the support of the state, centers for the preservation and transmission of the traditions of the native land have been formed in the region, the production of traditional regional products has been established, anchored by the brands “Made in Vologda Region” and “The real Vologda product”. The preservation of folk crafts is one of the important tasks. In this aspect, it is necessary to establish work on the transfer of skills by craftsmen, to create and develop schools of folk crafts, including those that are fading (Shemogod birch bark carving) and those that are no longer being realized (such as frost on tin). For example, in the field of lace-making and painting, the training of craftsmen takes place on the basis of a specially created governor’s college of folk crafts. But it is also important to support the masters who, as cultural and leisure practitioners, teach those who wish without age restrictions. The knowledge and experience of the ancestors, the use of objects created by the hands of folk craftsmen,

contribute to the reproduction of the cultural code, territorial and generally socio-cultural identity, and social consolidation. With proper management and initial support, the integration of cultural heritage into the economy, taking into account the identified multiplier effects (Leonidova, 2024), can act as a driver of socio-economic development of territories.

Experience of China

Jiangxi Province has implemented many successful practices for more effective integration of culture and tourism

To demonstrate and leverage Jiangxi’s fine traditional Chinese culture and promote the high-quality development of Jiangxi’s economy, the province, since the previous year, has begun organizing the Jiangxi Cultural Industries Fair annually. At the second fair, which took place from April 30 to May 5, 2025, products representing both traditional culture and modern creativity aroused great demand among visitors, directly contributing to the growth of consumption and the economy.

The Nanchang Pavilion of the Fair featured “stamp collecting”. Stamps with pictures of Tengwang Pavilion, Nanchang Uprising Memorial Hall, Ruzi Library and other scenic spots were provided for visitors to collect. Visitors imprinted these distinctive stamps on a scroll one by one, thereby getting a sense of accomplishment for having the scroll stamped by so many historical and cultural stamps with pictures of landmarks. In the Pavilion’s shopping area, more than two hundred popular products demonstrated the integration of culture and tourism and brought novelty to visitors. In particular, over 30 products characterized by Bada Shanren’s paintings from Nanchang Bada Shanren Memorial Hall excelled in creativity and craftsmanship, bringing the collections of the hall back to life and picking up popularity among young people.

In the Xinyu Pavilion of the Fair, an embroiderer named Gao Yuqin showed her embroidery techniques with grass cloth. Embroidery on grass fabric is a cultural heritage of the national level,

as well as handbags, fans, hats, perfume boxes and other exhibits presented in the pavilion. It is worth noting that compared to previous year, visitors to the exhibition in 2025 showed significantly more interest in the intangible cultural heritage. New products were displayed every day, and their turnover increased significantly.

Jiangxi's culture of ceramics is renowned both at home and abroad. In the Jingdezhen Pavilion of the Fair, the cultural and creative products for daily use from Taoxichuan enabled visitors to get close to the integration of ancient crafts and modern creativity, and therefore many visitors bought these products. An exhibitor said that this year, they brought porcelain sets made by different techniques, such as color-glazed porcelain, blue and white porcelain, and blue and white rice grain porcelain, to show the new expression of traditional Chinese culture. Thus, the integration of the ceramic industry and the culture of ceramics production continues, which contributes to the development of the traditional ceramic industry, culture and tourism industries. Many cultural and creative products were not only uniquely designed, exquisite and useful, but also rich in Jiangxi cultural elements. Each product seemed to tell a piece of history or a story, making the participants deeply feel the charm of Jiangxi's traditional culture.

It can be seen that the skillful combination of a creative product with traditional Chinese culture and functionality, as well as the integration of cultural elements into everyday life, makes it possible to make traditional culture "trending" and the local economy flourishing.

Jiangxi departments of local records gave full play to their advantages to promote local economic development

First, compiling books of local records and historical materials contributes to expanding the popularity of local industries. Jiangxi Institute of Local Records has organized the compilation of the Records of Jiangxi's Tea Culture, the Records of Hakka Culture, the Records of Ceramics Culture

and the Records of Academy Culture to enhance the visibility of these cultures and promote the economic development of Jiangxi. The Office of History and Records of Jingdezhen City has been playing an active role in the major cultural mission of building itself into the national ceramic culture inheritance and innovation pilot zone and has compiled and published the Brief History of Jingdezhen Porcelain, the Story of Jingdezhen Porcelain, and the 72 Steps to Make Jingdezhen Porcelain. The Records of Dexing's Herbal Medicine, whose compilation was organized by Dexing City of Shangrao City, was published, and it is Jiangxi's first county-level book of herbal medicine records, which greatly enhance the visibility of the local industry of herbal medicine and promote the development of the industry.

Second, exploring and organizing local elements of fine traditional Chinese culture contributes to the development of the economy and society. The Office of History and Records of Jiujiang City was awarded the Best Contributor to Jiujiang's application for the National Famous Historical and Cultural City, and it also provided details on local conditions, history and local records for organizing the Conference on Building and Developing Jiangxi's Cultural Strength 2023, building the Yangtze River National Cultural Park, constructing the Pipa Pavilion, etc. Ganzhou Office of Local Records Research carried out research activities on Hakka genealogy. Longnan Office of History and Records Research at the municipal level participated in the preparation of the Meeting Ganzhou Exhibition at the 32nd World Hakka Conference, showing Ganzhou's history, culture, geography, customs, development and achievements to Hakka people from all over the world, and therefore lots of Hakka people were attracted to invest in Ganzhou. The Office of History and Records of Yichun City improved the distribution map and roadmap of Yichun's ruins and remains and provided historical materials to support the organization of targeted preservation and utilization. It also cooperated with the Municipal Bureau of Culture, Radio,

TV, Press, Publication and Tourism to carry out the recognition, preservation and development of ancient towns, which advanced the exploration of ancient towns and contributed to the integrated development of culture and tourism in ancient towns.

Third, the work has been going on concerning the development of cultural products related to local records while focusing on carrying forward fine traditional Chinese culture. In recent years, the departments of local records in Jiangxi have intensified efforts to explore, organize, compile and research local records, local history and local culture. Through the careful selection of themes, they have produced a series of local record-related cultural outcomes in various forms that are readable and informative.

For example, the compilation of a number of books and historical materials on local conditions and culture and the filming of related videos have been organized. It has been published such books such as the Records of Jiangxi's Intangible Cultural Heritage, An Introduction to Hakka Dialects, and Dream-Seeking in Fuliang; and it has been completed the first drafts of books like Learning About Jiangxi Through Local Records, Continuous History and Culture of Pingxiang, Stories of Yuehu, and Yuanzhou Library.

Continuous efforts have been made to compile the books of local records such as Chinese Nuo: History & Temples of Nuo in Pingxiang. In addition, the Hometown of Members of the Hanlin Academy, a video made by the Office of History and Records of Pengze County, has won the Outstanding Winner Award in the Beautiful Countryside in Jiangxi Competition organized by the Publicity Department of the Communist Party of China (CPC) Jiangxi Provincial Committee, contributing a lot to rural revitalization and economic development.

Professional advantages are also leveraged to explore local culture and promote economic development. The Office of History and Records of

Zhangshu City, Yichun City, together with the Publicity Department of the CPC Municipal Committee and museums, created a special column named The Zhangshu You Never Knew on the Jiangxi channel of the People's Daily app. They published 25 articles that received more than 2.2 million views, which explored cultural elements hidden in local chronicles of the past. In particular, they found a record of A.D. 1688 in the Records of Linjiang Prefecture of the Qing Dynasty, which showed that Zhangshu, formerly known as Qingjiang, boasted all kinds of Chinese medicinal herbs and that Chinese medicinal herbs processed in Qingjiang produced the strongest efficacy. This record provided the basis for Zhangshu's success in being awarded the title of China's only Capital of Medicine. In 2022, Zhangshu saw a GDP of 53.695 billion yuan, ranking among top 10 in Jiangxi.

Research and promotion of cultural products based on local history and archives data in Jiangxi Province

It is the creation and publication of cultural products:

- book publishing: for example, the publication of works such as Records of the Intangible Cultural Heritage of Jiangxi and the Large Directory of Hakka Dialects is aimed at preserving and popularizing the local cultural heritage;
- making videos: the production of short videos, such as the Homeland of the Hanlin Academy Members, which showcase the unique features of the region and contribute to the development of rural areas and the economy.

It is the comprehensive work with local historical and cultural materials:

- in-depth research: actively analyzing and examining local records from various aspects, including natural ecology, customs, economics, and history;
- information systematization: compilation and organization of historical data into readable and informative formats such as books and videos, which contributes to the preservation and dissemination of knowledge about the region.

It is the integration of culture and tourism for economic development:

- cultural tourism promotion: the use of cultural products to attract tourists, which contributes to the economic growth of the region\$
- examples of successful practices: Zhangshu City has successfully gained the status of “China’s Capital of Medicine” thanks to historical records demonstrating the richness of the region’s medical traditions.

It is the use of modern technologies and new media:

- new platforms for information dissemination: creating special columns on platforms such as the People’s Daily app makes it possible to effectively disseminate information about local culture to a wide audience;
- high audience engagement: for example, the column “What You Didn’t Know about Zhangshu” attracted 2.2 million views, demonstrating the potential of using new media to promote culture and tourism.

It is economic benefits from the development of local culture:

- increasing the popularity of the city: drawing attention to the unique cultural aspects helps to increase the recognition of the city and attract tourist resources;
- promoting economic development: the development of cultural tourism and related industries contributes to the overall economic activity and prosperity of the region;
- creating diverse, readable, and informative cultural outcomes based on local records.

Conclusion

The research experience shows the importance of studying and promoting local history and traditions as a key factor in the preservation of cultural heritage, development of cultural tourism and, consequently, economic development of the region. These examples and successful projects

demonstrate how an integrated approach to managing local cultural resources can lead to significant socio-economic benefits.

Taking into account the general trend of the state policy of Russia and China toward the preservation of tradition and the reproduction of cultural values to form a cohesive, patriotic and healthy nation, it is necessary to continue this work in the following directions:

- first, promote scientific research on culture and cultural and historical heritage by forming a state request, allocating grants and subsidies;
- second, continue strengthening the material base of cultural institutions at all levels;
- third, continue developing new formats for the provision of cultural services to ensure wide access to the cultural and historical heritage of the country and the region of residence for all socio-demographic groups;
- fourth, continue working with children and youth to introduce them to the historical memory and cultural values of the nation;
- fifth, continue working on the search and restoration of traditional technologies for the production of goods of cultural and artistic significance, to support the development of folk crafts through the creation of schools, direct support for craftsmen and small workshops (grants for the purchase of equipment, provision of premises, creation of craft workshops and schools at the centers of folk traditional culture);
- sixth, continue developing cultural and educational tourism, event tourism based on traditions that allow immersing oneself in the atmosphere of national culture.

Taking into account the cultural and traditional characteristics of the territory in strategic development planning will contribute to both the social and economic well-being of the population, which is ultimately the goal of national policy for every country.

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