



**STUDY ON THE FUNCTION OF ESTABLISHING CULTURAL
INHERITANCE BASES TO MORAL EDUCATION MANAGEMENT IN
UNIVERSITY: A CASE STUDY OF NANNING COLLEGE OF DIGITAL
SCIENCE AND TECHNOLOGY**

Li Li

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
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Requirement of International Master of Business Administration in International
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Advisor:..... *Chao Qiu*
(Assoc. Prof. Dr. Qiu Chao)

Date: 2 / 9 / 2023

.....
(Associate Professor Dr. Jomphonng Mongkhonvanit)

Dean, Graduate School of Business Administration

Date..... 20 / 9 / 2023

Siam University, Bangkok, Thailand

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By: Li Li

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Advisor: *Chao Qiu*
(Assoc. Prof. Dr. Qiu Chao)
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ABSTRACT

The purpose of this paper is to analyze the role of establishing a cultural heritage base for moral education management in colleges and universities, and in today's context to better inheritance and development of traditional culture as well as better promote the development of moral education in colleges and universities. The three objectives of this study are: 1) To discuss the necessity and feasibility of establishing a cultural heritage base and various aspects of sound operation in this regard. 2) To study and analyze the impact of establishing cultural heritage bases on the preservation, transmission, innovation and development of traditional culture. 3) To analyze the facilitating effects of establishing cultural heritage bases and the integration of traditional culture and college moral education management, so as to cultivate and promote students' the moral accomplishment and the abilities to cultivate cultural attainment.

This paper adopts the literature method to analyze the problem, and uses new tools to find the way to establish a cultural heritage base to promote the inheritance of traditional culture and the role of moral education in colleges and universities. Taking Nanning Digital Science and Technology College as an example, using the theory of sociology of education to analyze the role of cultural heritage base on moral education management in colleges and universities and the theory of cultural identity and inheritance, the construction of cultural heritage base helps to cultivate teachers and students in colleges and universities to identify with and be confident in the national culture, and then to improve their moral quality. After the research, the results found that: First, at present, Chinese colleges and universities do not have enough knowledge of cultural bases, do not have enough awareness of the inheritance and protection of traditional culture, the effect of moral education needs to be improved, and educational reform is imperative. Secondly, by studying the research sites, we found that college teachers and students have deep feelings for traditional culture and are willing to take the initiative to protect and pass on traditional culture, and the cultural inheritance bases give them a place to play their roles. Third, the establishment of cultural heritage bases and the integration of traditional culture into moral education management in colleges and universities can better help excellent traditional culture inheritance and innovation, practice cultural education, and improve the overall level of moral education teaching management in colleges and universities. This study hopes to provide more experience and reference for other researchers to help improve the overall level of moral education management in colleges and universities.

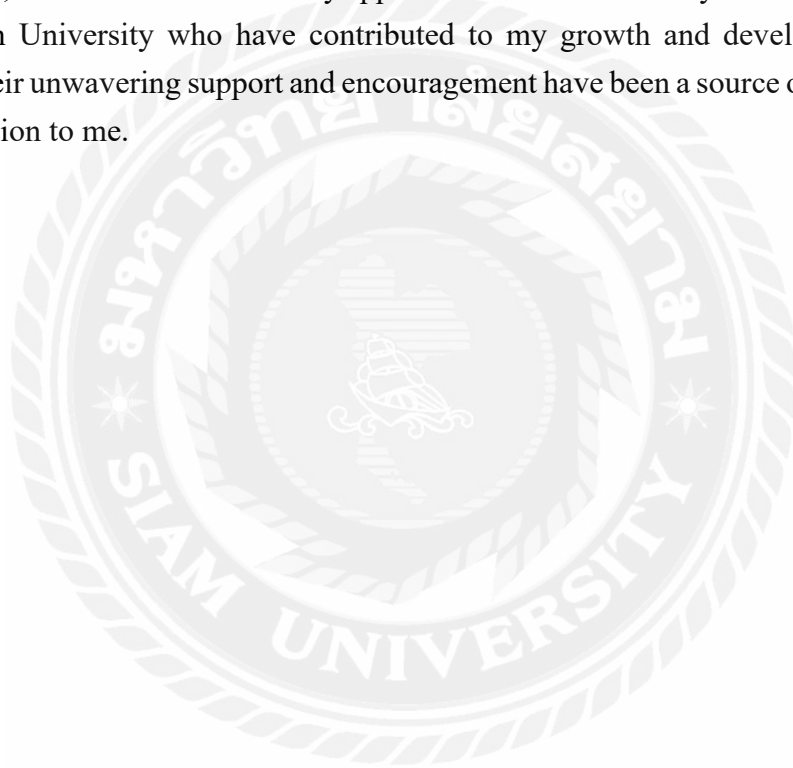
Keywords: traditional culture, inheritance base, innovative and development, moral education

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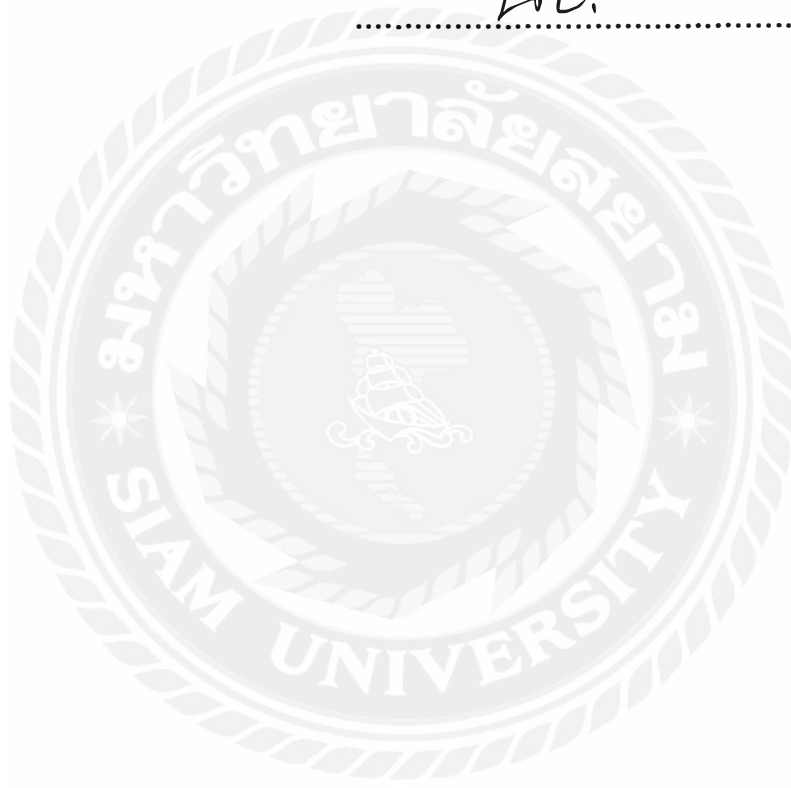
Declaration

I, Li Li, hereby certify that the work embodied in this independent study entitled "Study on the Function of Establishing Cultural Inheritance Bases to Moral Education Management in University: A Case Study of Nanning College of Digital Science and Technology " is result of original research and has not been submitted for a higher degree to any other university or institution.

Li Li

(Li Li)

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1. Introduction

1.1 Research Background

Culture is the soul of a country and a nation. Culture thrives for the nation, and culture is strong for the nation (Xi, 2017). Excellent traditional culture is the outstanding strength of the Chinese nation and is our deepest cultural soft power (Duan, Zhang, & Zhou, 2023). Culture is the bloodline of the nation and the spiritual home of the people (Li, 2022). It is necessary to strengthen institutional construction in the field of culture, raise the flag, gather the people's hearts, nurture new people, promote culture, and show the image, actively cultivate and practice the core values of socialism, promote the creative transformation and innovative development of Chinese excellent traditional culture, inherit revolutionary culture and develop advanced culture, and strive to create a Chinese culture that shines brightly in the times and the world (Wang, 2021). Integrating and promoting excellent Chinese traditional culture from the height of national strategic resources, with a view to advancing the historical process of modernization and development of the Chinese nation, and then realizing the goal of "two hundred years" and the Chinese dream of great rejuvenation of the Chinese nation, is a high celebration of the function of excellent traditional culture in nurturing people, and an important value orientation for contemporary young students (Li, & Li, 2020). Promoting the excellent traditional culture of the Chinese nation is closely related to improving the moral education of college students.

Moral education in university is a project to nurture and educate people. The good or bad cultural environment plays a very big role in the process of human growth. Integrating excellent traditional culture into moral education in university can construct moral education on the thick history and can obtain rich spiritual nourishment (Wang, Zhang, & Wu, 2021). At present, under the impact of multi-cultural background, some young college students' groups have lost their value orientation, and the moral education work of college students faces serious challenges (Chang, 2022). Therefore, in the context of the new era, it is especially important to explore the new fit between the excellent traditional culture of the Chinese nation and the moral education work of college students. The excellent traditional culture of the Chinese nation is closely related to moral education, and learning the excellent traditional culture is one of the important contents of the moral education work of college students; the excellent traditional culture, as a valuable spiritual education resource, accumulates the cultural accumulation of college students and provides an important value orientation for the moral education work of college students; the series of activities for moral education of college students provides an important carrier for the prosperity of the excellent traditional culture, which makes the moral education The two complement each other

and work together to educate people (Qiu, 2023). Moral education resources originate from and serve the excellent traditional culture.

At present, with the exchange and intermingling of world cultures and the formation of multicultural development pattern (Zhai, 2012), in the current moral education in university, it is an urgent new task given to moral education in university by the times to not only establish the consciousness of learning from the world culture, but also reflect the national characteristics in the multiculturalism and fully explore the moral education resources in the excellent traditional culture (Yao, 2023).

Since 2018, the Ministry of Education of the People's Republic of China has issued a notice on the construction of Chinese excellent traditional culture inheritance bases, which "plans to build about 100 Chinese excellent traditional culture inheritance bases nationwide by 2020, explore the construction of a Chinese excellent traditional culture inheritance development system with the characteristics and features of university, and achieve important results in education popularization, protection heritage, innovation and development, dissemination and exchange, etc., and achieve important results." (Zhao, 2021) Since 2018, the Ministry of Education has supported and built 106 traditional culture inheritance bases with university characteristics in 28 regions across China to explore the path of inheriting traditional culture in university. At the same time, in order to better inherit the excellent Chinese traditional culture, many universities have also established school-level on-campus "bases for inheriting excellent Chinese traditional culture" (Cheng, 2021). Nanning Institute of Digital Science and Technology, located in Nanning, Guangxi, China, as a local institution in the ethnic region, has also established an on-campus "base for the transmission of excellent Chinese traditional culture" by relying on the School of Marxism, combining curriculum construction, club construction, workshop construction, academic research, radiation, display and exchange, etc., to tell good It also provides a paradigm for the inheritance of excellent traditional culture and helps the innovation of the inheritance of excellent traditional culture (Cai, Wu, Gong, Xu, Mei, & Xu, 2022), which lays a certain foundation for the protection, inheritance and innovation of national culture, enriching the content of moral education and improving the quality of moral education of college students.

1.2 Research Problems

Excellent traditional culture is the spiritual lifeline of the Chinese nation and the "root" and "soul" of Chinese civilization (Wang, & Qin, 2023). In recent years, in order to effectively promote Chinese excellent traditional culture to take root in university, the Ministry of Education of China has issued some documents to encourage university to declare bases for inheriting Chinese excellent traditional culture and explore the path

of inheriting traditional culture in university. At the same time, in order to better inherit Chinese excellent traditional culture, many university have also established school-level "bases for inheriting Chinese excellent traditional culture" (Cheng, 2021), deeply promote the integration of Chinese excellent traditional culture into college education in all aspects, continuously innovate the concept, form and method of inheriting Chinese excellent traditional culture in new era university, and give full play to the cultural inheritance innovation of university. methods, and give full play to the advantages and roles of cultural inheritance innovation in university (Gan, 2019)). Integrating traditional culture education with moral education for teaching practice exploration has both practical feasibility and far-reaching educational significance (Zheng, & Zheng, 2019), and the effective integration of traditional culture construction and moral education can be explored in system construction, teaching practice and teacher team construction (Wang, 2017). In the practice of education and teaching, formalism should be avoided, avoiding excesses, as well as grasping the leading ideas such as keeping up with the times (Zhao, 2021), deeply understanding the substance of the integration of Chinese excellent traditional culture into the moral education of college students, exploring an educational model of the coherent integration of the two (Zhou, 2018), improving the enthusiasm of college students for independent learning while helping them to establish correct moral values and cultivate excellent youth of the new era with both cultural and moral qualities (Gulimeina, 2022).

As the rate of economic development has increased, the development of culture has also received more and more attention, and in 2017 the state made the inheritance, popularization, and promotion of traditional culture as the planning of cultural development and reform, and the comprehensive integration of traditional culture into all stages of education as a key task in cultural inheritance (Zhao, 2021). With the national planning and high attention, the Ministry of Education issued a notice on building heritage bases in 2018, stating that each university should build around a heritage program brand to promote the innovative development of traditional culture (Gan, 2019). Establishing cultural heritage bases can provide a place to preserve traditional culture, allow more people to understand and learn about traditional culture and pass it on in various ways, and enhance people's sense of identity and belonging to their own culture (Cai, Wu, Gong, Xu, Mei, & Xu, 2022). Establishing cultural inheritance bases on the campus of higher education institutions and integrating them with moral education can be led by the College of Marxism, with the school providing certain support in terms of venues, funds and teachers, etc. According to the author's research, the current university, with sufficient funds for thinking and administration and abundant educational resources, can also encourage social forces to participate in the construction and operation of cultural inheritance bases, strengthen the protection, inheritance and utilization of cultural resources, and promote the mutual integration of

social, economic and cultural development (Gao, & Zong, 2017). Therefore, the construction of cultural heritage bases meets the needs of national cultural development, the needs of traditional culture protection and the needs of cultural education in university (Zhao, 2021).

A cultural inheritance base is an institution or place that aims to preserve and inherit traditional culture through exhibition, education, and training (Gan, 2019). Chinese excellent traditional culture education can rely on certain cultural entity fields, and Chinese traditional culture experience base can create a platform for Chinese excellent traditional culture education with three major functions: cultural experience, cultural teaching and cultural dissemination (Ning, 2014). To effectively play and realize the three major functions of Chinese traditional culture experience base in higher education, we cannot simply rely on classroom teaching and textbook resources, but also need to involve students' interest, emotion, will and other irrational factors with the help of practical teaching, so that people of all ethnic groups can be nourished and infiltrated by Chinese culture, and then reach cultural understanding, firm cultural identity and enhance cultural confidence (Wang, 2021). Cultural heritage bases can enhance people's awareness of and respect for cultural diversity, promote exchanges and integration among different cultures, and thus promote harmonious social development. In conclusion, cultural heritage bases are an important platform for the protection and transmission of traditional culture, and their role and effects not only cover culture, history, and art, but also have a positive impact on social, educational, and economic fields (Zhang, 2017).

The inheritance of excellent Chinese traditional culture in university is logically consistent with the fundamental task of cultivating moral character, which is important for improving students' thinking, promoting socialist core values, enhancing students' aesthetic and humanistic qualities, leading them to draw on Chinese wisdom, promote the Chinese spirit, spread Chinese values, and be faithful inheritors and promoters of excellent Chinese traditional culture with firm cultural confidence and high cultural consciousness. Significance (Cai, 2022 & Wang, 2021). It is important to build cultural bases as ideological and political education bases in university, effectively carry out the construction of ideological and political courses and curricular ideology (Gao, & Zong, 2017), use appropriate discourse systems to do a good job in educating excellent Chinese traditional culture and Chinese national community consciousness, adhere to correct political orientation, deeply excavate and develop teaching resources needed for ideological and political theory courses in university, and carry out various forms of practical teaching activities to Promote the combination of theoretical knowledge and practice (Ning, 2014); break the space limitation of experience base, make students complete theoretical knowledge and obtain emotional identity through the combination of experience and learning in specific situations, so that they can "really understand,

really believe and really do" ideological and political theoretical knowledge (Wang, 2021). It provides new educational contents and forms for moral education in university, cultivates and enhances students' cultural identity and pride (Liu, 2020), improves students' moral and cultural cultivation ability, strengthens their own ideal beliefs, and becomes high-quality talents with scientific thinking, high moral character and lofty ideals that meet the needs of contemporary society (Yin, 2022).

1.3 Objective of the study

The purpose of this paper is to understand the necessity and feasibility of the establishment of traditional culture inheritance base, as well as the impact of the establishment of traditional culture inheritance base on the protection, inheritance, innovation and development of traditional culture, and to analyze the new changes and effectiveness of traditional culture inheritance base, creative transformation and innovative development of excellent traditional culture on the moral education management and cultural education in university, which can achieve the goal of inheriting the excellent traditional culture of Chinese nation, achieving the goal of good moral education for students, and helping to cultivate successors to achieve the great rejuvenation of the Chinese dream.

1. To discuss the necessity and feasibility of establishing a cultural heritage base and various aspects of sound operation in this regard.

2. To study and analyze the impact of establishing cultural heritage bases on the preservation, transmission, innovation and development of traditional culture.

3. To analyze the facilitating effects of establishing cultural heritage bases and the integration of traditional culture and college moral education management ,so as to cultivate and promote students' the moral accomplishment and the abilities to cultivate cultural attainment.

1.4 Scope of the study

The study focuses on the construction of traditional culture inheritance bases in Chinese university, the impact on the development of Chinese excellent traditional culture and the management of moral education and the results of moral education in Chinese university. By reviewing a large number of literature reviews and theoretical reviews on traditional culture, inheritance bases, innovative development, and moral education, the study is interested in promoting the all-round integration of Chinese excellent traditional culture into college education, continuously innovating the concept, form and method of inheriting Chinese excellent traditional culture in new era university, giving full play to the advantages and role of cultural inheritance and

innovation in university, and focusing on improving the quality and level of Chinese excellent traditional culture inheritance and development (Gan, 2019), the role of the traditional culture project construction inheritance base carried out by combining with moral education in university to improve the moral quality and cultural cultivation ability of college students.

1.5 Research Significance

Chinese traditional culture is the cultural essence of the Chinese nation, carrying the spiritual ideals, spiritual qualities as well as the spiritual lineage of the Chinese nation in a single lineage, and is the root and soul of the Chinese nation's self-reliance, self-confidence and self-improvement (Zhang, 2018). To clarify the feasibility of establishing a base for the inheritance of excellent Chinese traditional culture, the inevitability of creative transformation and innovative development of excellent Chinese traditional culture, and the necessity of integrating excellent Chinese traditional culture into moral education of college students (Xu, & Xiao, 2022), to explore a development path of integrating excellent Chinese traditional culture into moral education of college students, to deeply explore the nurturing resources in excellent Chinese traditional culture, to promote the quality of moral education of college students the improvement of moral education quality, and further realize the fundamental task of establishing moral education (Gulimena, 2022).

It is important to improve students' thinking, promote socialist core values, enhance their aesthetic and humanistic qualities, lead them to draw Chinese wisdom, promote Chinese spirit, spread Chinese values, and be faithful inheritors and propagators of Chinese excellent traditional culture with firm cultural confidence and high cultural consciousness. It is of great significance. (Cai, Wu, Gong, Xu, Mei, & Xu, 2022).

The organic combination of cultural base construction with the inheritance of traditional culture and moral education management of university can promote the formation of students' cultural identity and thus better shape their identity. The organic integration of excellent Chinese traditional culture and moral education of college students is an inevitable trend for the excellent Chinese traditional culture to start the journey of innovative development in the new era, a realistic need for the moral education work of college students, and an effective path to guide contemporary college students to consciously practice socialist core values (Qin, 2021). Exploring the intrinsic relationship between the excellent traditional culture of the Chinese nation and the moral education of college students helps to gather the cultural consensus of the Chinese nation among the youth group, stimulate the sense of cultural identity and cultural self-confidence of the nation, and increase the patriotic sentiment of young

college students (Wu, & Xu, 2021).

2. Literatures Review

2.1 Traditional Culture

The so-called traditional culture, in a broad sense, refers to everything created by the Chinese nation in history; in a narrow sense, it only includes the ideological culture created by the Chinese nation in history (Li, 1988). In the *Opinions on Implementing the Project of Inheritance and Development of Excellent Chinese Traditional Culture*, the content of excellent Chinese traditional culture is summarized as traditional culture that conforms to the core ideology of the Chinese nation, embodies traditional Chinese virtues, and demonstrates Chinese humanistic spirit. The book *An Introduction to Chinese Culture* (Zhang, 2019) clearly elaborates on traditional Chinese culture, explaining in detail the connotations of traditional Chinese culture and its development process in terms of our geographical environment, economic base, and political structure. The book *Essence of Traditional Chinese Cultural Thought* (Liang, 2005) systematically composes the essence of the classical writings on spiritual civilization, such as *The Confucian Analects*, *The Doctrine of The Mean* and *The Great Learning*. In the book *An Introduction to Chinese Culture* (Chen, 2005), the basic structure, spirit and historical development system of Chinese traditional culture are explained, and the construction of the present-day cultural system is also analyzed in depth in relation to the needs of society, which broadens new thinking and new perspectives for the subsequent studies related to Chinese traditional culture. Regarding the excellent traditional culture of the Chinese nation in the ideological and political education of college students, the excellent traditional culture contains ideological and political education contents such as patriotic thoughts, qualities of integrity and friendship, and ideological and political education methods such as teaching by example and teaching according to the material (Chen, 2019); the excellent traditional culture is conducive to cultivating the core values of college students and improving humanistic qualities (Zhang, 2015); the excellent traditional culture is good for college students to develop national consciousness, establish good interpersonal relationship and build a sound personality (Zhang, & Zhao, 2020); excellent traditional culture is good for building a harmonious campus and cultivating moral cultivation of college students; excellent traditional culture is good for building a harmonious campus and can guide college students to establish correct "three views" (Yang, & Chen, 2022). The classics of Chinese excellent traditional culture are the exemplary and authoritative documents and texts of Chinese excellent traditional culture that have been handed down in China for a long time as the standards of thought, morality and behavior, which are the essence

and textual basis of Chinese excellent traditional culture and an important ideological source of socialist culture with Chinese characteristics, and have important functions of guidance, education and edification (Si, & He, 2023). Strengthening education on excellent Chinese traditional culture is important in many ways.

2.2 Heritage Base

The Ministry of Education of the People's Republic of China (MOE) Chinese Excellent Traditional Culture Inheritance Base is the MOE's effort to thoroughly implement the spirit of the 19th Party Congress, deeply promote the all-round integration of Chinese excellent traditional culture into university education, continuously innovate the concept, form and method of inheriting Chinese excellent traditional culture in the new era, give full play to the advantages and role of cultural inheritance and innovation in university, and focus on improving the quality and development of Chinese excellent traditional culture inheritance. The traditional culture projects carried out by the traditional culture construction heritage base (Gan, 2019). The relevant documents point out that "all courses of ideological and political theory courses should strengthen the practical link", and also put forward that "practical education base is an important carrier to carry out practical education work" (Gao, & Zong, 2017), so as to effectively carry out the construction of Civic and Political Science courses and curriculum Civic and Political Science, and use the appropriate discourse system to do a good job in Chinese culture. The appropriate discourse system can be used to educate the excellent Chinese traditional culture and the Chinese national community consciousness (Liu, Zhou, & Mo, 2021). Chinese excellent traditional culture education can rely on certain cultural entity fields. Chinese traditional culture experience base can create a platform for Chinese excellent traditional culture education with three major functions: cultural experience, cultural teaching and cultural dissemination (Ning, 2014). The traditional culture base should continue to adhere to the correct political orientation, deeply excavate and develop the teaching resources needed for the ideological and political theory courses in university, carry out various forms of practical teaching activities, and promote the combination of theoretical knowledge and practice; break the spatial restrictions of the experience base, so that students can complete theoretical knowledge and gain emotional identity through the combination of experience and learning in a specific context, and thus the ideological and political theory knowledge "really understand, really believe and really do" (Wang, 2021). It truly plays the functions of education and popularization, protection and inheritance, innovation and development, and dissemination and communication of traditional Chinese culture in the cultural bases of university, and enhances the self-consciousness and self-confidence of traditional Chinese culture (Gan, 2019).

2.3 Innovative Development

The innovative development of traditional culture is not an empty phrase in the air, but has a profound theoretical foundation, originating from the cultural theories of classic Marxist writers and fully absorbing the cultural theories of the Communist Party of China (Jia, 2021). China has always attached great importance to the important status of culture, and successive generations of leaders have put forward their own unique insights on the subject of culture, constantly enriching and developing the socialist view of culture with Chinese characteristics, which also provides a theoretical source for the innovative development of Chinese excellent traditional culture in the new era (Yu, 2019). Chinese excellent traditional culture is the "root" and "soul" of the Chinese nation and "unique spiritual identity" (Zhang, 2015); the dialectical attitude towards traditional culture should be The dialectical approach to traditional culture should be to adhere to the policy of "dual creation", i.e. "creative transformation and innovative development" (Xiang, 2019); the inheritance and promotion of traditional culture should adhere to the principles of "not forgetting the origin", "absorbing the foreign", and "absorbing the foreign". "Absorbing the foreign" and "facing the future" (Li, 2019). Chinese traditional virtues are the essence of Chinese excellent traditional culture, so promoting the innovative development of Chinese excellent traditional culture is, to a certain extent, promoting the progress of inheriting and promoting Chinese traditional virtues. In the context of the new era, the innovative development of Chinese excellent traditional culture can continuously inject vitality into Chinese traditional virtues and make them revive the charm of the times, and the rich moral resources contained in Chinese excellent traditional culture should be fully explored so that Chinese traditional virtues can shine in the context of the new era (Wang, & Li, 2021). With the increasing importance of the innovative development of Chinese excellent traditional culture and the different important opportunities in the past, its realistic status has become different, but the actual development situation still needs to be faced squarely, due to the influence of various factors, the innovative development of Chinese excellent traditional culture is still facing some challenges, and an in-depth analysis of these challenges can seize the development opportunities more precisely and accelerate the innovative development process of Chinese excellent traditional culture (Huang, 2015). In the context of the new era, Chinese traditional culture is still facing some challenges. In the context of the new era, there are many opportunities to promote the innovative development of Chinese excellent traditional culture. To correctly understand and grasp these development opportunities and fully explore the value of Chinese excellent traditional culture is the winning strategy to break through the siege (Peng, 2016).

2.4 Moral Education

Moral education is an important part of the education system in university, and it is also an important indicator of talent cultivation. To do a solid job of cultivating the character behavior of college students, in addition to teaching professional knowledge well and building students' familiarity with basic knowledge, we should also do an important work of nurturing people in relevant teaching, which is moral education (Wang, Zhang, & Wu, 2021). In the new era, promoting the integration and development of Chinese excellent traditional culture and moral education of college students is an inevitable requirement to promote the growth and success of college students, and it is necessary to deeply explore the resources of Chinese excellent traditional culture (Ma, & Li, 2023), and deeply integrate the valuable treasures contained in it, such as the spirit of patriotism, the spirit of self-improvement, the concept of cultivating one's moral character and the concept of peace, into the ideological and political education of college students, which requires not only It also needs to strengthen the combination of dominant and subject, theory and practice, virtual and real, and promote "changing roles" and "applying learning to practice". In addition, it is necessary to strengthen the combination of leadership and subject, theory and practice, and reality, so as to promote "changing roles", "learning to use" and "resonating with the same frequency", so as to continuously improve the effect of education of excellent Chinese traditional culture for college students (Yang, & Chen, 2022). With the promotion of quality education, educators pay more and more attention to moral education of students, and the inheritance of China's excellent traditional culture can play a great role in improving the effect of moral education of students (Yin, 2022). The current situation of integrating excellent traditional culture in the moral education of students in the new era and proposing effective measures to integrate and utilize the value of excellent traditional culture in the moral education of students in the new era is an important work to improve the effect of moral education of students (Wang, 2021). Only by integrating the connotation of excellent traditional culture with the core values of patriotism and socialism in the new era and implementing them into the teaching practice of moral education subjects can we cultivate new-age youth who are suitable for the cause of building socialism with Chinese characteristics (Chen, 2022) and improve students' moral and cultural cultivation ability.

2.5 Past Research

The famous sociologist Fei Xiaotong famously said, "Culture is a socially shared experience maintained by relying on a system of symbols and individual memories." (Fei, 2019) In recent years, schools and educational institutions at all levels have

focused on the common social experience of the Chinese nation for the last five thousand years, making the traditional Chinese culture with its five thousand years of historical and cultural accumulation gradually gaining more and more attention, and many foreign scholars have also become deeply interested in the traditional Chinese culture for the last five thousand years and have started their own Chinese traditional culture. The Chinese traditional culture has been the subject of increasing attention and many foreign scholars have also become deeply interested in the traditional Chinese culture of the last five thousand years and have started their own journey to find their roots in Chinese traditional culture (Gao, 2020). At the same time, some scholars also put forward the problems of insufficient initiative, poor relevance and single carrier in carrying out traditional culture education in the moral education of college students from the perspective of university (Feng, & Chen, 2021); some scholars believe that there are problems in education mechanism, education content, educator quality, education target and education medium (Zhang, 2018 & Sui, 2021 & Cui, 2018); Some scholars, through research and interview method, suggest that the integration of excellent traditional culture into moral education teaching in university is insufficient, and there are problems of obscure and incomprehensible content, insufficient teachers' level, antiquated teaching methods, and outdated school facilities (Cui, 2020 & Yang, 2018).

Western moral education has undergone a development process of concern, struggle, decline and revival. The three scientific and technological revolutions, especially the second and third revolutions, made Western countries use science and technology to rapidly improve their national economies and military power, and also made Western countries pay more and more attention to the training of scientific and technological professions, and the development of moral education declined (Huang, & Wang, 2022). Until the 1970s, many countries had moral problems of varying degrees. Governments began to realize the importance of moral education, and scholars and educators began to reflect on it.

Among the relevant studies by Chinese scholars, it is believed that there is no direct literature abroad on the integration of Chinese excellent traditional culture into moral education in new era university, but we can get relevant insights from foreign civic education. There are also some references to the research on relevant concepts such as educational goals, traditional culture, national identity and cultural literacy. In recent years, Western countries have spread their culture and values to the outside world and influenced the traditional values of various countries. Studying the spread of their culture and values will help to learn the advantages of their spread and provide inspiration for the development of China's excellent traditional culture (Huang, & Wang, 2022).

3. Research Methodology

The research method used in this paper is the literature method. The theoretical basis is the sociological theory of education, social cognitive learning theory and cultural identity and heritage theory. These three theories are useful for studying the role of cultural heritage bases in the management of moral education in colleges and universities, the important influence of cultural heritage bases on students' ideological and moral character, values and cultural literacy and the cultivation of the identity and self-confidence of teachers and students in colleges and universities in national culture, thus enhancing their moral quality and promoting cultural heritage. Promoting cultural self-confidence, cultural self-awareness and cultural self-reliance all have a role to play, and all three of the above theories are closely related to the documentation method. The sociological theory of education, the social cognitive learning theory and the cultural identity and heritage theory not only provide a rich theoretical foundation and support for the research of this paper, but also increase the feasibility of using the literature method to study this paper and make the overall structure of the paper more reasonable. Based on these three theories, the research can be better conducted using the literature method. By adopting the research method of the literature method, the research questions can be better addressed, the research objectives can be achieved and the corresponding research conclusions can be drawn, which facilitates the smooth development of the research on the topic. Therefore, this paper selects the literature method as the research method based on the sociological theory of education, social cognitive learning theory and cultural identity and transmission theory.

The literature method is mainly through the library, knowledge network, various journals and other literature resources for literature review and research, carefully study the traditional culture, inheritance base, innovation development, moral education and other aspects of the literature review and theory review. Taking this as a clue, a large amount of literature was collected for reference and a large number of scholars' research on traditional culture, inheritance base, innovation development and moral education was conducted to grasp the relevant information as a whole and to help provide the theoretical basis for the whole text. The similarities and differences between different scholars' studies were also identified to facilitate the further development of subsequent research thereby gaining new ideas and methods to provide better support for the study. At the end of the literature collection, we conducted an in-depth and detailed study of the collected literature and comprehensively collated it. After studying the literature, the core questions of the research are clarified and the problems to be solved are analysed and summarised. Combining the overall theory with the actual situation of the cultural heritage base on the management of moral education in colleges and universities, we put forward strategies and suggestions with operability, and also bring

some reference to the development of moral education management in other colleges and universities.

Through the field survey and research on the construction of the traditional culture base of Nanning Institute of Digital Science and Technology, first-hand information was obtained to grasp the role of its traditional culture inheritance base on the development of traditional culture inheritance and its impact on the moral education management of the school, showing the true and accurate research results.

4. Findings



The establishment of Chinese excellent traditional culture inheritance base is the need of national cultural development, the need of traditional culture protection, and the need of cultural education in university (Zhao, 2021); truly play the function of education and popularization, protection and inheritance, innovation and development, and dissemination and communication in Chinese traditional culture in university, and enhance Chinese traditional culture self-awareness and self-confidence (Gan, 2019); stimulate the self-awareness of all ethnic subjects, expand and optimize the spatial field, build a platform for cultural exchange and mutual appreciation, enhance mutual trust of all ethnic groups, and promote common prosperity (Li, & Xu, 2022).

The establishment of cultural inheritance base can, on the one hand, make the excellent traditional culture accumulated by the Chinese nation for many years have a new inheritance carrier and path, so that these excellent traditional cultures can be creatively transformed and innovatively developed (Guo, & Li, 2023), and at the same time, it has important research significance for the moral education management of university, which can provide new ideas and methods for the moral education management of university, and provide a strong guarantee for improving the moral education of college students, cultivate high-quality talents to provide a strong guarantee (Zhao, & Zhai, 2019). Education is the foundation of the country. China is a country with a long history of focusing on education, and education issues have always been of great concern. In the context of developing Chinese socialist education in the

new era, the integration of traditional culture education and moral education has important practical significance (Chen, 2022).

Research on the role of establishing cultural inheritance bases on moral education management in university shows that cultural inheritance bases can provide an important moral education resource for university and help strengthen the cultivation of students' patriotic feelings, historical and cultural literacy and social responsibility (Feng, Yu, & Wang, 2023). Through exchanges and interactions with cultural heritage bases, students are able to gain a deeper understanding of local culture and humanistic spirit and improve their overall quality and awareness (Gan, 2019).

In addition, the establishment of cultural heritage bases can also promote the identification and understanding of local culture among university teachers and students, enhance their cultural self-confidence and sense of national belonging, and then promote the inheritance and innovative development of Chinese excellent traditional culture, and provide support for building a university of Chinese characteristics with global influence (Wang, 2021). Therefore, the establishment of cultural inheritance base is of great significance and value to the moral education management of university.

In the context of the new era, the effective integration of excellent traditional culture and moral education work is the current educational mission of schools and the future direction of school education (Chen, 2022). Therefore, moral education work should be actively optimized and reformed to meet the development of the times and form a new moral education work system, taking teaching and education as the starting point of work, so that students can form a good sense of social responsibility, strengthen their own ideals and beliefs, and then become high-quality talents with scientific thinking, high moral character and lofty ideals that meet the needs of contemporary society (Yin, 2022).

In summary, through the study of the establishment of cultural heritage base, the views of several experts in the literature, all fit with the expected objectives of this paper, whether in theory or in reality, can promote the management of moral education in colleges and universities, can enhance the moral cultivation of college students, and play a good role in promoting the management of moral education in colleges and universities, reaching the expected research objectives of this paper.

At the same time, through the analysis of the necessity and feasibility of the establishment of cultural heritage bases, it can be found that the establishment of cultural heritage bases can not only enrich the content of moral education in colleges and universities, promote the healthy and orderly development of moral education in colleges and universities, but also play the role of the establishment of cultural heritage bases in the protection, inheritance, innovation and development of traditional culture, and also cultivate and improve the moral quality and cultural cultivation ability of students, and the research results achieve the expected purpose.

The establishment of cultural inheritance bases can make the excellent traditional culture accumulated by the Chinese nation for many years have a new inheritance carrier and path, so that traditional culture can be creatively transformed and innovatively developed. It has important research significance for the moral education management of colleges and universities, which can provide new ideas and methods for the moral education management of colleges and universities, and provide a strong guarantee for improving the moral education of college students and cultivating high-quality talents.

5. Recommendation and Conclusion

First of all, building a base for the inheritance of excellent Chinese traditional culture and doing a good job of contemporary inheritance of Chinese classics are also important measures to serve the national policy (Liu, 2021). It is logically consistent with the fundamental task of establishing moral education, and it is important to improve students' thinking, promote socialist core values, enhance students' aesthetic and humanistic qualities, lead them to draw Chinese wisdom, promote Chinese spirit, spread Chinese values, and be faithful inheritors and promoters of Chinese excellent traditional culture with firm cultural confidence and high cultural self-awareness. It is of great significance.

Secondly, Chinese culture has a long history and is profound and profound, and the excellent Chinese traditional culture nurtured in the process of historical development is of great historical significance to the Chinese nation, therefore, China has always attached great importance to inheriting and promoting the excellent Chinese traditional culture (Zhang, & Gao, 2023). The excellent Chinese traditional culture forms the unique spiritual identity of the Chinese nation and is the basis and source of "cultural confidence" (Wei, & Gu, 2020). The excellent traditional culture of the Chinese nation is the cultural treasure of the Chinese nation, which has been summed up through long-term exploration in the glorious history of the last five thousand years, and contains a rich philosophy of "humanism" (Wang, & Li, 2021). The strategic mission of cultural construction (Xiang, 2019).

Third, in the context of the new era, there is a need to effectively integrate excellent traditional culture and moral education work, which is the current educational mission of schools and the direction of the future development of school education (Yang, & Chen, 2022), and is an important way to cultivate qualified builders and successors of socialism. Therefore, moral education work should be actively optimized and reformed to meet the development of the times (Chen, 2022), and a new moral education work system should be formed, taking teaching and education as the starting point of work, so that students can form a good sense of social responsibility, strengthen their own

ideal beliefs, and then become high-quality talents with scientific thinking, high moral character, and high ideals that meet the needs of contemporary society (Yin, 2022).

Finally, moral education in university is a project to nurture and educate people. In the context of the new era, to cultivate and enhance the cultural confidence of socialism with Chinese characteristics, it is necessary to "promote the creative transformation and innovative development of Chinese excellent traditional culture" (Li, 2019). To create the project of traditional culture inheritance base, to explore the new fit point between the excellent traditional culture of the Chinese nation and the moral education work of college students, to find the key point between the excellent traditional culture of the Chinese nation and the moral education of university (Wang, 2019), to take the traditional culture inheritance base as the practice point of the moral education of college students, to take learning the excellent traditional culture as one of the important contents of the moral education of college students, to make the excellent traditional culture become valuable spiritual education resources with the cultural base as the carrier, and at the same time, make the moral education of college students become a good service for the prosperous excellent traditional culture inheritance, so that the moral education resources originate from and serve the excellent traditional culture (Zou, 2019). In the current formation of the world's multi-cultural development pattern, in the moral education of university, establish the consciousness of learning from the world culture, but also reflect the national characteristics, fully explore the moral education resources in the excellent Chinese traditional culture, realize the organic integration of the excellent Chinese traditional culture and the moral education of college students in the new era, crack the realistic path of the problem of cultural inheritance and innovation, integrate the excellent traditional culture of the Chinese nation into It is a practical path to integrate the excellent traditional culture of Chinese nation into the moral education of college students, to build a bridge of "symbiosis and win-win" between the moral education of college students and the excellent traditional culture of Chinese nation, and to realize the "cocoon into butterfly" and "nirvana of phoenix" of both (Wei, & Gu, 2020). As the pillar of the construction of the motherland, university students should have a deep understanding of the excellent Chinese traditional culture, inherit and develop Chinese culture, draw on the awareness of the world culture, but also reflect the national characteristics, and strive to shoulder the historical task of the great rejuvenation of the Chinese nation. Higher education needs to open a better path for the integration of traditional Chinese culture into moral education, enrich the teaching content of moral education for students, improve their moral level and personal cultural quality, and contribute to the construction of socialist spiritual civilization (Duan, Zhang, & Zhou, 2023).

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