

Research on the Inheritance Path of National Culture and Red Culture in the Entrepreneurial Process of College Students

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Abstract—Under the background of mass entrepreneurship and innovation, college students' entrepreneurship has become the focus of research. This paper first introduces the research status quo at home and abroad; Secondly analyzes college students' entrepreneurship when facing difficulties and obstacles, to solve these obstacles put forward college students entrepreneurship should combine and red cultural heritage of the national culture, to guide college students in the entrepreneurial process give full play to the red culture and the rich connotation of national culture and era value, promote the development of social economy, the national spirit force the unique advantages and significant role of cohesion, promote socialist mainstream ideology leadership and discourse construction, realize the great rejuvenation of the Chinese nation the Chinese dream.

Keywords—College Students, Entrepreneurship, National Culture, Red Culture

I. INTRODUCTION

In recent years, the CPC central committee and the state council put forward strategy comprehensively deepen reform and promote the employment of university graduates entrepreneurship work requirements, guide and support more and more college students entrepreneurship, 2014-2017 and decided to implement a new round of "college students entrepreneurial lead plan", under the background of the college students launched innovative entrepreneurial activities in full swing. Since the 18th national congress of the communist party of China, the country has repeatedly mentioned cultural confidence, and cultural soft power is increasingly valued by many parties. How to effectively inherit culture in the entrepreneurial process of college students is a concern of many scholars. College students face many difficulties and obstacles in the entrepreneurial process, this article obtains from the red culture and national culture, to guide college students in the entrepreneurial process give full play to the red culture and the rich connotation of national culture and era value, vigorously carry forward the red culture and spirit of national culture contains the spirit of revolution, construction, reform spirit, patriotic spirit and rejuvenating the country, national characteristics, etc., coagulation, the whole society, all the people of the country's value consensus, promote social and economic development, national spirit condenses the unique advantages and significant role, promote socialist mainstream ideology leadership and the construction of discourse, To realize the Chinese dream of the great renewal of the Chinese nation.

II. RESEARCH STATUS AT HOME AND ABROAD

Foreign studies on entrepreneurial theory and practice of citizens pay attention to and focus on the development of entrepreneurial education courses, the construction of entrepreneurial faculty and the creation of entrepreneurial cultural environment and atmosphere, and incorporate entrepreneurial education into career assessment, career guidance, career planning theory and employment guidance service system. For example, British universities integrate entrepreneurial knowledge and skills into other disciplines on the basis of entrepreneurship education courses, and establish the concept of entrepreneurship general knowledge education for students in school, which has become an important content of career planning. Foreign research on traditional culture tends to study its intrinsic value theory and significance. "The ideology of the people of a country is the language system that the country's leading leaders use together, such as political system, legal system and money. Such a system is a structured social space," boyya said. Manuel castel, a famous American sociologist, believes that the significance of values lies in that they can really make people truly accept them from the heart, and it will not be a hidden and false identity.

In recent years, with the development of the national entrepreneurial activity, the college students' entrepreneurship research has focused on the research of entrepreneurship education at colleges and universities, entrepreneurship education to serve the theoretical research of employment guidance work is also rapidly active, such as Korea's strive to write "the college students' entrepreneurial psychological quality investigation and thinking" in the paper stressed that the development of entrepreneurship education in colleges and universities must be attributed to the rational thinking of the channels, not blindly expand, avoid the waste of education resources; In addition, scholar CaiKeyong called on experts and scholars of Chinese universities and colleges to strengthen theoretical research on entrepreneurial education in his paper the current situation and countermeasures of entrepreneurial education of college students in China. The research scope of cultural inheritance with ethnic characteristics is wide. Liu Zongbi, taking the carp wave scholars believe that the protection of the minority cultures and development should follow the "static" to "live state protection", its value orientation should by a single goal in "historical and cultural value" to

"economic development coexist", inheriting the subject from the past "the form of outside force into the" to promote "ethnic people consciously to participate in the" two-way transformation; Scholars such as Wang Huimin, Wang Yanda, Wei Li, Ma Bing and so on believe that only with the extensive participation of ethnic groups can traditional ethnic culture be revitalized and sustainable development. They also put forward the establishment of multi-channel inheritance mechanism of folk original ecology, professional institutions, modern media communication and so on, so as to take the road of development of characteristic cultural industry. There are more and more researchers on the inheritance of red culture. In the face of the great historical period when socialism with Chinese characteristics has entered a new era, "we must carry forward the core socialist values, the national spirit with patriotism at its core and the spirit of The Times with reform and innovation at its core, and constantly strengthen the spiritual strength of the whole party and the people of all ethnic groups in China." We should give full play to the unique advantages and prominent role of red culture in guiding young people's correct values, promoting social and economic development, and consolidating national spiritual strength, promote the building of leadership and discourse power of the socialist mainstream ideology, and realize the Chinese dream of the great rejuvenation of the Chinese nation.

There are many achievements in education research on college entrepreneurship, but the research on specific ways to improve the success rate of college students' entrepreneurship is somewhat inadequate. Minority college students are not regarded as a special group, so as to combine their ethnic characteristics to carry out a special study of entrepreneurship. There are many macro research results on the inheritance of ethnic minority characteristic culture and red culture, and there are not enough operable paths to choose. In particular, the research results on the combination of college students' entrepreneurship and the inheritance of ethnic characteristic culture and red culture tend to be blank.

III. DISADVANTAGEOUS FACTORS OF THE UNIVERSITY STUDENT STARTS A BUSINESS

Combined with their own national characteristics and red cultural characteristics of the entrepreneurial direction and thinking mode lag. The mainstream group of college students have entrepreneurial ideas. They have high entrepreneurial enthusiasm, but they have no traditional mindset. On the other hand, there are very few students who consciously combine their own national characteristics and their own expertise to start a business. They have weak innovation consciousness and inaccurate orientation of starting a business. Lack of understanding of entrepreneurial policies, especially the preferential policies for college students to start their own businesses, especially the preferential policies for students to start their own businesses have not been timely recognized and utilized by students, which will inevitably lead to inaccurate grasp of entrepreneurial opportunities for students, incorrect grasp of preferential policies, and the loss of favorable opportunities for entrepreneurial development.

The construction of entrepreneurial service system is not perfect, and the entrepreneurial environment needs to be further optimized. The research on education theory of entrepreneurship in colleges and universities is relatively weak, and the research on how to promote college students' entrepreneurship approaches even tends to be blank. The state has invested more capital in the development and innovation of national characteristic culture, folk culture and red culture, but the use is not flexible, and there is no fund project specially supporting students to engage in such entrepreneurship. College student pioneer park fails to provide practical activities, interpersonal communication skills, entrepreneurial knowledge and other skills training for college students in the same direction as entrepreneurship in a timely manner.

Dislocation of ideas, blind development, emphasis on benefits over inheritance. Some places only emphasize the development and utilization of national culture and red culture, which is difficult to effectively protect and inherit. Some local governments and investors are engaged in the development of cultural industries with ethnic characteristics and red cultural industries with the real purpose of economic growth or the acquisition of commercial interests. Some cultural projects blindly pursue short-term benefits regardless of the long-term interests of characteristic culture, blindly develop, and accelerate the disappearance of national characteristic culture and red culture.

Innovation is weak, cultural heritage is weak, and heritage is weak. At present, some national culture and red culture characteristic products are mostly in the state of low level and repeated development. National culture products tend to be excessively entertaining. Some national cultural industry projects have been reduced to performances, ethnic hodgepodge or cultural fast food with no substantial content and no lasting vitality. National handicrafts are all the same. They lack both national characteristics and craft taste. They gradually fade the cultural connotation of characteristics and cannot strongly support the inheritance. Serious physical and chemical damage to cultural ecology, heritage soil weakened. In some places, the development of cultural industries with national characteristics and red cultural industries lacks an overall concept, which destroys the local natural ecology, leads to the disintegration of local communities and the decline of traditional values and lifestyles. In some places, apart from the original environment, ethnic cultural villages have been built and ethnic cultural performances performed. Ethnic festivals are packaged and arranged according to the aesthetic needs of outsiders, which is a cultural separation and has lost the national cultural self. Lose cultural ecology, inheritance effect is greatly reduced.

IV. THE INTERACTION BETWEEN COLLEGE STUDENTS' ENTREPRENEURSHIP AND THE INHERITANCE OF NATIONAL CHARACTERISTIC CULTURE AND RED CULTURE

We will incorporate national culture and red culture into the teaching of entrepreneurship guidance courses in colleges and universities. Colleges and universities should combine ethnic minority characteristic culture and red culture with entrepreneurial education. Education college students should enhance their entrepreneurial ideal based on traditional concepts and raise entrepreneurial education to the perspective of cultural inheritance of the Chinese nation. In-depth exploration of

characteristic culture and development should be the breakthrough point for education, so that education and entrepreneurial behavior will be more characteristic and more meaningful.

We should change traditional concepts and thinking patterns and set up new business concepts and directions. The advantageous industries of national culture and red culture, such as sports, catering, leisure, fitness and entertainment activities tend to be saturated, while the innovative contents of cultural creativity, new business forms and software design services are weak. College students should take the inheritance and development of national characteristic culture and red culture as the basis, develop the national cultural industry with the innovative idea, scientific attitude, consciousness of reform and pioneering spirit, endowing innovative meaning to the easy entrepreneurial projects such as handicrafts and national costumes, and realize the combination of inheritance and entrepreneurship.

We will highlight the cultural characteristics of ethnic groups and the connotation of red culture, and return entrepreneurship to its cultural origin. However, college students should not deviate from the connotation and characteristics of national culture and red culture in entrepreneurship. They should not damage cultural diversity at the cost of fully exploring the economic potential of national culture and red culture and turning it into entrepreneurial benefits. The government finance should encourage and support college students to rely on the entrepreneurship of national characteristic culture and red culture, set up inheritance and entrepreneurship special fund in the industry of national characteristic culture and red culture development fund, give preferential investment and financing policies, and truly realize sustainable development under the interaction between entrepreneurship and inheritance.

We will promote innovation in business forms and extend the entrepreneurial industrial chain. Culture is passed on through innovation and innovation from generation to generation. This process of cultural inheritance and continuation is cultural reproduction, which generally involves several links: creation, production, communication and consumption. College students in the ethnic culture and business will be in the red culture creation, production and transmission link, the use of handicrafts, performing arts entertainment, cultural tourism, festivals, special exhibition features such as special cultural industries to carry out the business, the national characteristic culture and red culture elements into the business of integrated innovation in the content, appropriate to expand the associated effect of core creative, use of the existing national culture and red cultural products brand effect, expand its derivatives, form the national characteristic culture and the red culture industry chain, extend the business vitality, realize economic, social and cultural benefits of positive earnings.

V. SUMMARY

The research of this paper is a beneficial supplement to the theoretical research on the entrepreneurial approach of ethnic minority college students in China. It also provides theoretical reference for the research on the inheritance of national characteristic culture and red culture. At the same time, it provides theoretical reference for the realization of good interaction between tourism industry, cultural industry and cultural inheritance. Under the background of "mass entrepreneurship and innovation", college students shoulder the historical task of revitalizing the national economy and inheriting culture. The study of this paper will provide effective practical paths for college students to realize the good interaction between entrepreneurship, national cultural inheritance and red culture inheritance. Also for the coordinated development of economy, culture and society in national regions and ethnic solidarity and provide effective reference, to encourage and support the university students' entrepreneurship as well as the protection and inheritance of national culture and red culture, really realize the strong atmosphere of innovative undertaking in the whole society, to realize the goal of cultural power and the "innovation, coordination, green, open, sharing" concept of the five development to provide the reference.

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