

A Systematic Literature Review on Determinant Factors Influencing the Sustainable Development of Dongyang Wood Carving Culture

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Abstract

This paper mainly explores the path of sustainable development of Dongyang wood carving culture through the analysis of the determinants affecting the sustainable development of Dongyang wood carving culture, and studies from the aspects of senior talent training, Chinese traditional culture edification, change of industrial model, breakthrough of brand influence, to make contributions to cultural inheritance.

Keywords: Dongyang Wood Carving Culture; Sustainable Development; Determinant Factor

1 Introduction

1.1 Background

According to Headlines Today (2017), with the change of people's life, traditional wood carving is no longer used to decorate modern buildings. Dongyang wood carving's skilled and exquisite handicraft skills, ingenious and clever conception and rich traditional connotation have lost their survival soil and gradually declined. Nowadays, it is difficult for young people to devote themselves to traditional skills, so there is a general phenomenon of the loss of the skills of the practitioners. No one can match some ancient Dongyang wood carving techniques and technology, in today's Dongyang wood carving masters. According to China Specialty News (2006), at present, the wood carving industry has become too commercialized. From design to carving, the division of labour is becoming more and more detailed. It is difficult to produce master craftsmen, and many products produced can only be called commodities, rather than artworks. In artistic creation, to create a masterpiece, the creator needs to have a deep cultural background, only through continuous learning, long-term accumulation, can have profound artistic attainments. Lu Guangzheng believes that now Dongyang wood carving does not have an organized and planned learning and communication platform, many artists are difficult to improve their level. Today's young generation doesn't know much about history and traditional culture, and they are not willing to spend a lot of time to learn, so their innovation ability is greatly limited. "If you want to become a wood carver master, you need to constantly learn

from all aspects and improve your artistic accomplishment. But now many people only for the sake of wood carving, not to improve themselves from all aspects, which is extremely unfavourable to the further development of Dongyang wood carving." Lu Guangzheng said.

As early as in the 1990s, with the trend of global "economic integration" and the strong landing of European and American culture, our local traditional culture was impacted to a certain extent, and gradually produced the tendency of "national nihilism". At the same time, in the wave of large-scale industrialization, many traditional handicrafts with exquisite skills and skills are also facing difficulties in inheritance and development. (Zheng Qian, 2014).

Dongyang wood carving is one of the few outstanding national traditional handicrafts. It originated in the Han Dynasty, developed in the Tang and Song dynasties, and prevailed in the Ming and Qing Dynasties. It has a history of more than 1,000 years. As a valuable cultural heritage, Dongyang wood carving carries a lot of historical and cultural information (Zheng Qian, 2014). The fine traditional Chinese culture is the spiritual lifeblood of the Chinese nation, an important source of the cultivation of core socialist values, and a solid foundation for us to stand firm in the global cultural revolution (Xi Jinping, 2022).

Therefore, the researcher believes that Dongyang wood carving culture is a treasure in the treasure house of Chinese traditional culture and history, and its sustainable development is the in-depth interpretation of Chinese culture. To promote the sustainable development of Dongyang wood carving culture in the new era, deeply grasp the inherent characteristics of Dongyang wood carving technology culture, inheritance, development and innovation of Dongyang wood carving culture are the key "acupoints" to adapt to the needs of the new era and undertake the historical mission.

1.2 Statement of the Problem

What are the key determinants factors that influence the Sustainable Development of Dongyang Wood Carving Culture? The researcher thinks that here are the key factors to determine the problem: the cultivation of outstanding senior talents, the lack of talent training at present, leading to the talent gap; the lack of influence of Chinese traditional culture leads to the weak innovation and serious conformism of Dongyang wood carving culture. The rigidity of Dongyang wood carving cultural industry model leads to difficult market development and declining influence; Dongyang wood carving culture brand influence is weak, good at wood carving technology research, lack of cultural level of refining, as well as the industry leading brand cultivation and build weakness.

1.2.1 The cultivation of outstanding senior talents

It is well known that the concept of "learning but superior to official duty" has long occupied the dominant position in the traditional farming society of our country. Therefore, on the one hand because of its own lack of cultural knowledge; On the other hand, traditional skill inheritance is carried out in the mode of "oral transmission of mind". In addition, for the purpose of protecting "core skills", masters will always retain some "core skills" during the teaching of skills. Therefore, the traditional talent cultivation mode is always restricted by many factors (Xu Haifeng, 2015). We believe that the innovation of traditional arts and crafts at present must pay attention to the reconstruction of cultural knowledge structure and the cultivation of creative consciousness and ability of its employees, so as to improve the current situation of insufficient innovation after power. By giving full play to the advantages of modern higher vocational colleges for talent training, we can

just make up for the shortcomings of the traditional mode and meet the requirements of the positioning of higher vocational colleges (Xu Haifeng, 2015).

1.2.2. Lack of influence of Chinese traditional culture

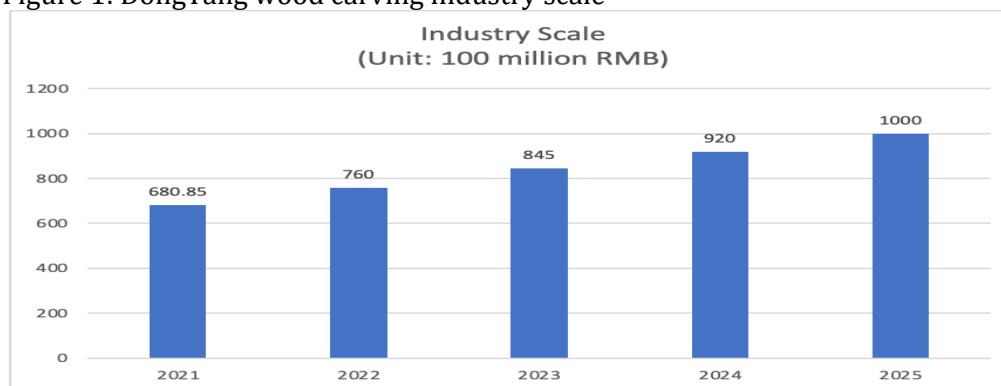
In 2006, Dongyang wood carving became the first batch of China's intangible cultural heritage, which contains the depth of Chinese history and culture. In the historical development process, Dongyang wood carving integrates unique natural factors, humanistic factors, historical factors, etc. (Chen Lin, 2020). The cultural edification of Dongyang wood carving culture is a problem of heavy industry and light research. According to the analysis of the existing research literature of Dongyang wood carving, the research content of Dongyang wood carving culture mainly focuses on talent skill training, carving materials, carving techniques and other aspects, but there are few deep theoretical achievements such as the historical and cultural connotation and the edification of traditional culture. As a result, the edification of Dongyang wood carving culture is far from forming a system in practical application (Chen Lin, 2020).

Therefore, at present, the overall knowledge level and cultural level of woodcarving practitioners in Dongyang are basically not high, and many practitioners adopt the "master leads apprentice" mode after graduation from junior high school for the purpose of learning craft. Dongyang wood carving culture is a comprehensive cultural field containing history, skills, techniques, art, architecture, music, etc. The key to achieve sustainable development in the new era is cultural creativity. It is necessary to combine the new era with The Times, integrate traditional skills and carving techniques, deeply understand the historical and cultural connotation, and carry out the innovation of Dongyang wood carving cultural works in the new era. Is able to ensure the sustainable development of Dongyang wood carving culture root vein, put an end to the phenomenon of conformism.

1.2.3. The rigidity of Dongyang wood carving cultural industry model

The industrial model is solidified, and the industrial market is disconnected from social cognition. In 2021, the total output value of the whole industrial chain will reach 68.085 billion yuan (Figure 1 shows the future development scale of Dongyang wood carving industry). By 2025, it will form an industry scale of 100 billion yuan, providing impetus for the development of local economy and culture. However, the current Dongyang wood carving industry relies on the Wuning East Road wood Carving Special market developed since 1998 and the "Dongyang China Wood Carving City" built in 2007, which covers an area of 590 mu. The main form of industrial development is to receive orders from the market and rely on 3000 family workshops for production (Suzhou Arts and Crafts Vocational and Technical College, 2020).

Figure 1: DongYang wood carving industry scale



Sources : www.360docs.net/doc/ac12997280.html

It is difficult to form a sustainable joint force and promote the inheritance and development of Dongyang wood carving culture with the industry model of brand enterprises supporting the bottom. The industrial market is quick and profitable. Each manufacturer in the industrial market is poured into each other and refuses to study hard. If there are good selling points, they copy each other without thinking about creative creation, which causes the homogenization problem of the whole industrial market to be very serious, the development direction of the industrial market is unclear, and the characteristics of the products are difficult to form attractiveness, leading to the collapse of the whole Dongyang wood carving cultural industry market and the great decline of influence. The market of Dongyang wood carving industry should not stay at the single level of furniture use, but should also rise to higher artistic dimension, integrate the idea of craft art, break through the bottleneck of the development of Dongyang wood carving culture industry, and provide market assistance for the sustainable development of Dongyang wood carving culture.

1.2.4. Dongyang wood carving culture brand influence is weak

Brand development is in a mixed group of problems. Through the investigation of the researcher found that Dongyang wood carving enterprises and industries in the name of their brands mainly concentrated in the following aspects: first, to place names and traditional forms of naming. This kind of naming is mainly based on the origin reputation of Dongyang wood carving, mainly concentrated in the old enterprises with a certain history and industrial scale, such as Dongyang Wood Carving Group, new Dongyang Wood Carving, Daqing Hanlin, etc., and more business shops named after "Dongyang Wood Carving". The second is named after the person. This kind of naming is mainly concentrated in the studios or business stores opened by various craft masters at all levels, such as Master Lu Guangzheng Studio, etc." A brand is not only a symbol that reflects the difference between different companies and products, but also reflects the intrinsic value and cultural connotation of a company." Through the analysis of the above naming methods, we believe that the existing Dongyang wood carving enterprises have not refined and integrated traditional elements in brand construction, especially in the naming and design of the company's brand, or directly named in Chinese characters or designed to become the LOGO of the enterprise. This has laid a very unfavorable side for the effective communication of its brand in the later period, especially in the current international trade. At the same time, we can also find that existing Dongyang wood carving enterprises lack the construction of corporate culture system (Xu Haifeng, 2014). According to relevant data statistics, the number of registered market enterprises involved in Dongyang wood carving has exceeded 4,000, and the number of brand data has exceeded 200 (Suzhou Polytechnic of Arts and Crafts, 2020).

But there is a lack of high quality, loud Dongyang wood carving culture brand. Dongyang wood carving is a complex cultural brand, and cannot promote the brand influence of Dongyang wood carving culture. To create a kind of loud and influential brand of Dongyang wood carving culture is the "window" to promote the sustainable development of Dongyang wood carving culture. In the process of creating this kind of brand, we should focus on creating the characteristic brand and leading brand integrated with the arts and crafts and Dongyang wood carving technology. Based on it, we should strengthen the research and development investment of Dongyang wood carving cultural works, and form a brand trademark with larger coverage and higher influence. When it comes to a certain kind of brand, we should think of Dongyang wood carving culture. When it comes to Dongyang wood carving culture, it can be associated with a certain kind of brand, thus changing the solidified thinking of Dongyang wood carving culture in the society.

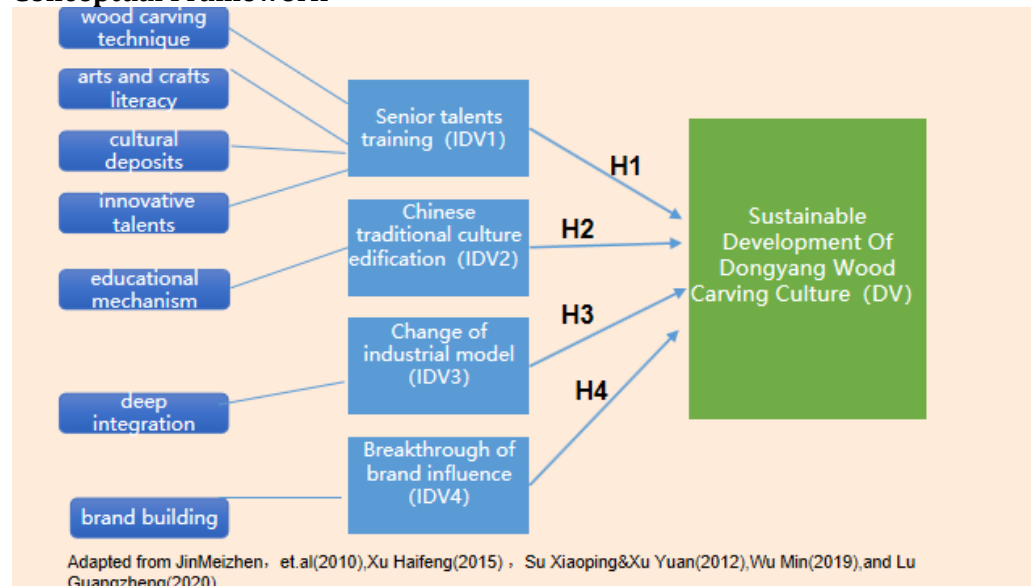
To sum up, Dongyang wood carving culture is an important part of Chinese intangible cultural heritage. To achieve sustainable development, it is necessary to solve the problems of Dongyang wood carving culture caused by four key decisive factors, namely talent training, cultural edification, mode transformation and brand development, and put forward corresponding solutions. If the above problems are not solved, the sustainable development of Dongyang wood carving culture will be threatened; If nothing is done to maintain this culture, it will probably remain as history.

1.3 Purpose of the Study

The purpose of this study is to investigate what are the factors that will drive to sustain the development of Dongyang woodcarving culture.

1.4 Research Questions

Conceptual Framework



The study aimed to answer the following research questions:

1.4.1 How senior talents training impacts on the sustainable development of Dongyang wood carving culture?

1.4.2 How Chinese traditional culture edification impacts on the sustainable development of Dongyang wood carving culture?

1.4.3 How change of industrial model impacts on the sustainable development of Dongyang wood carving culture?

1.4.4 How breakthrough of brand influence impacts on the sustainable development of Dongyang wood carving culture?

1.5 Research Objectives

1.5.1 To examine if senior talents training impacts on the sustainable development of Dongyang wood carving culture.

1.5.5 To find out if Chinese traditional culture edification impacts on the sustainable development of Dongyang wood carving culture.

1.5.6 To analysis if change of industrial model impacts on the sustainable development of Dongyang wood carving culture.

1.5.7 To explore if breakthrough of brand influence impacts on the sustainable development of Dongyang wood carving culture.

1.6 Hypothesis

H ₁	There is a positive relationship between the senior talents training and the sustainable development of Dongyang wood carving culture.
H ₂	There is a positive relationship between Chinese traditional culture edification and the sustainable development of Dongyang wood carving culture.
H ₃	There is a positive relationship between change of industrial model and the sustainable development of Dongyang wood carving culture.
H ₄	There is a positive relationship between breakthrough of brand influence and the sustainable development of Dongyang wood carving culture.

2. Literature Review

2.1 Introduction

This section covers the literature review of all the variables related to the study.

2.2 Underpinning theory

Sustainable development is a theory that aims to balance economic, social, and environmental goals in order to meet the needs of the present without compromising the ability of future generations to meet their own needs. The concept of sustainable development was first introduced in the Brundtland Report in 1987, which defined it as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

There are three pillars of sustainable development: economic, social, and environmental sustainability. Economic sustainability focuses on ensuring that economic growth is balanced and sustainable over the long term. Social sustainability focuses on ensuring that social and cultural needs are met and that there is equal access to opportunities and resources. Environmental sustainability focuses on the responsible use of natural resources and the protection of the environment for future generations.

2.3 Link to the previous study

Dependent Variables-Sustainable Development of Dongyang Wood Carving Culture

Independent Variable 1-Senior talents training (IDV1)

Independent Variable 2-Chinese traditional culture edification (IDV2)

Independent Variable 3-Change of industrial model (IDV3)

Independent Variable 4-Breakthrough of brand influence (IDV4)

2.3.1 Senior talents cultivation

According to the latest data, Dongyang wood carving workers have surpassed 100,000, reaching more than 134,000 people, having 1 master of handicrafts in Asia-Pacific region, 6 masters of national crafts and crafts, 25 masters of provincial crafts and crafts, 10 national folk artists in Zhejiang Province, 3 national intangible cultural heritage representatives and 5 provincial-level masters. There were 1168 people with professional and technical titles of arts and crafts in the city, including 28 senior arts and crafts artists, 215 arts and crafts artists and 631 assistant arts and crafts artists. In 2008, Zhejiang Guangsha Vocational Technology University Of Construction located in Dongyang City set up a specialty of "wood carving design and production", which trained more than 1,000 graduates from colleges and universities, pioneered the cultivation of traditional wood carving design and production majors in higher education, playing a very important role in inheriting wood carving skills and protecting Dongyang wood carving non-material culture (Suzhou Arts and Arts Vocational Technical College, 2020).

Therefore, the researcher thinks that Dongyang wood carving is the representative of Dongyang people's diligence and wisdom, and it is also the display of traditional virtue inheritance of Chinese nation at the technical level. However, it is difficult for many wood carving artists to stay in Dongyang to develop. Although Dongyang has a relatively large scale of wood carving workers, which includes talents at various levels such as handicraft masters in Asia-Pacific region, masters of national crafts and crafts and arts at the provincial level, but there is still serious shortage of excellent and advanced talent base. The proportion of staff with professional titles is less than 1% of the total employees. Talent training is still in a big and in exquisite problem. In order to support an industry with a scale of 100 billion yuan, there is a need for sufficient high-level talented persons, especially for those who can integrate skills, traditional culture and industrial strategy.

According to (Suzhou Arts and Crafts Vocational and Technical College, 2020), most of the existing employees of Dongyang wood carving stay in the class of "apprentice-work", which is dominated by factory chemical production line workers, which makes it difficult to form a benign talent promotion mode of "apprentice-industry-craftsman-teacher", especially restricted by their own cultural level. Although the carving skills are exquisite, there are serious deficiencies in the original level of the works. There is a jargon in Dongyang wood carving industry: "three years to learn art, four and a half years", which clearly expresses that Dongyang wood carving needs long experience and sedimentation. Therefore, with the continuous improvement of modern living standards and the impact of market economy consciousness, young people's irritability leads to a great decrease in patience to learn Dongyang wood carving skills. On the other hand, the declining population of suitable age and the popularization of higher education, the absolute number of people who can learn Dongyang wood carving leads to a serious fault.

2.3.2 Chinese traditional culture edification

Establish an educational mechanism influenced by traditional culture (Pre-school - Higher education - Society). Culture is an important foundation for the survival of a nation and a country, as well as an important means of national development. In order to consolidate the existing national foundation and national foundation, it is necessary to continuously edify the excellent traditional culture of the Chinese nation. Through the edification, we can realize the continuous liberation of national thoughts and innovation of concepts, integrate the excellent traditional culture of the Chinese nation, and truly enter a new era of cultural integration, sharing and mutual assistance. The countermeasures to improve the influence of the excellent traditional culture of the Chinese nation are mainly to strengthen the protection measures of the excellent traditional culture, support the development of the traditional craft, strengthen the education and publicity of the excellent traditional culture. In the education of students, more efforts should be made to shape correct outlook on life and values for students (Zhang Jing, 2016).

Kindergarten education advocates "all life education", and daily life in kindergarten is educational material. Through all links of daily life, traditional cultural elements are infiltrated to support children's initial perception and understanding of traditional culture, and then love traditional culture (Tao Jiaxin, 2021). It is a pity that students lack traditional culture after tracing their work experience. In the actual process of education, students are supplemented with a large amount of knowledge of traditional culture, and guided to enter into traditional culture, develop interest in and fear of traditional culture. With the influence of traditional culture, students can be more confident (Wang Yue, 2019). College students are in the critical period of the formation and perfection of their values, and cultures from all walks of life have varying degrees of influence on them. Grasping the campus cultural connotation of cultivating college students' socialist core values can effectively promote the edification of Chinese traditional culture to build a solid foundation in college campuses (Wen Haixia, 2016).

The edification of traditional culture is a long-term mechanism. Especially in the field of education, it is necessary to establish a continuous and normalized educational mechanism of traditional culture edification from "preschool, higher education and society". Starting from "baby", to build up the deep-rooted genes influenced by traditional culture is the focus of traditional culture edification education mechanism and the direction that needs to break through.

2.3.3 Change of industrial model

To get change of industrial model needs to promote local higher education and Dongyang wood carving industry deep integration. In order to promote the deeply integrated development of vocational education and local industries, local governments should make high-end development target design from the perspective of local vocational development in accordance with the view of "big vocational education". The overall requirements for the development of vocational education should be: reform and loosening restrictions, adjustment of structure, integration of resources, innovation and transformation, and coordinated development (Xun Fengyuan, 2016). In recent years, Dongyang wood carving mahogany cross-border integration effect is obvious. One is integration with the construction industry. With the advantage of "building town", take advantage of the local real estate market hardcover delivery opportunities. But to achieve cross-border integration with the cruise industry, the "Cruise new-generation domestically made high-end modular cabin" exhibited by CSIC Cruise will also be exhibited in Dongxi Hall (Linlin, 2020). However, from the perspective of the overall development, the cross-border integration between Dongyang wood carving industry and

local higher education culture is far from enough. Especially, Dongyang Wood Carving Town, which has the characteristics of Zhejiang Province, is difficult to achieve the "two-wheel drive" effect. The industrialization of characteristic town project and the cultural education of colleges and universities are the problems of their own development. Theory and practice form a barrier between two different industries and different departments. Strengthen cooperation to break the barrier, build a bridge of mutual benefit, put the theory into practice, improve the practice with the theory, and lay a better way forward for the long-term development of both sides in the future (Wang Mengfei, 2021).

Dongyang wood carving mahogany furniture industry "fourteen five" development plan points out: the implementation of industrial upgrading projects, to promote the depth of industrial integration. Guide the integration of wood carving mahogany and bamboo craft industry with the construction industry, rely on building science and technology industrial park, attract incubation decoration integration enterprises, will be wood carving, bamboo craft and other arts and crafts elements into the house decoration, open up Dongyang characteristics of the decoration system, the formation of "Zhejiang (Dongyang) decoration scheme".

Guide the integration with living and home, support enterprises to carry out foreign cooperation, in cruise ships, villas, conference rooms, office buildings and other aspects of the whole house customization. Encourage cross-border e-commerce platforms and merchants to live stream online, build online celebrity live stream punching base, and launch brands such as Douyin e-commerce live stream Base and "Garden Purchase" in Wood Carving City. Guide the integration with tourism, enrich the connotation of wood carving mahogany and bamboo craft tourism, support enterprises to research and develop tourist souvenirs that meet the market demand, and drive industrial development with the help of the east wind of tourism. Guide the integration with the film and television industry, promote the production and sales enterprises of wood carving mahogany and bamboo craft to cooperate with film and television enterprises, and develop the "fan economy" by participating in the production of film and television works, the development of derivatives in the later stage of film and television, and the star live broadcasting to bring goods, etc. (Dongyang City Market Supervision Administration, 2021).

Although the 14th Five-Year Plan utilizes cross-border integration of various industries to promote the industry, what is missing is the deep integration of local higher education and Dongyang wood carving industry. Dongyang, Zhejiang Province, China, where Dongyang Wood Carving is located, has good advantages of localized vocational education, and has taken a solid step of transforming vocational education into a localized one. By setting "professional landing" and "industrial research" in vocational education according to the needs of regional economic and social development, it can effectively promote the contribution of territorial vocational colleges to local industrial economic and social development.

2.3.4 Breakthrough of brand influence

How to build the brand of "Dongyang Wood Carving Culture"? The object of abnormal transmission of non-material culture should face the public. One of the major problems facing the present is the lack of public awareness and recognition. For a long time, the non-material cultural anomaly existing in the form of folk has not been elevated to the height of characteristic culture (Maxi, 2019). Dongyang wood carving, as a typical representative of intangible cultural heritage, has rich connotations of its own, with high artistic value, humanistic value and regional cultural value. It is a high-quality cultural brand worth building and promoting in Dongyang wood carving industry.

Dongyang wood carving mahogany furniture industry "14th Five-Year" development plan put forward the implementation of brand creation project: We will carry out research on the brand cultivation of "Made in Zhejiang", develop the inventory cultivation list for the brand construction of "Made in Zhejiang" from 2020 to 2025, establish the inventory of famous brand names of wood carving mahogany and bamboo craft furniture enterprises, and strive to create a number of first-class products and competitive enterprises with outstanding brand image, complete service platform and first-class quality. Continue to enhance the "world mahogany Dongyang wood carving" brand at home and abroad visibility and influence. Give full play to the advantages of Dongyang wood carving mahogany furniture brand guidance service station, declare and cultivate "Dongyang mahogany furniture" collective trademark, strive to register "Dongyang bamboo knitting" geographical indication certification trademark. To guide enterprises to establish the awareness of brand development, carry out the publicity and guidance, policy popularization, system promotion, guidance and assistance of "Made in Zhejiang" brand cultivation, and promote the healthy development of the industry. Implementation of cultural innovation project: vigorously promote the pilot work of "Zhejiang Cultural gene decoding Project", fully explore the cultural connotation of Dongyang wood carving, Dongyang bamboo weaving and other traditional skills, decode cultural forms, find the internal "gene", strengthen the use and transformation of cultural genes.

Centering on the establishment of the provincial ecological protection zone for the inheritance of traditional folk house culture, the allocation of elements promotes the development of Dongyang wood carving, bamboo craft inheritors, bases and other aspects, and successfully creates the provincial ecological protection zone for the inheritance of traditional folk house culture covering Dongyang wood carving and Dongyang bamboo craft, forming the unique cultural identification of Dongyang wood carving and Dongyang bamboo craft (Dongyang Market Supervision and Administration Bureau, 2021).

The construction of Dongyang wood carving brand is bound to integrate culture to make a breakthrough, to integrate local culture genes in Dongyang wood carving, to develop the traditional culture at the same time, to create the brand of "Dongyang wood carving culture". One is to create a wood carving enterprise brand with strong influence and wide coverage; The second is to integrate the local cultural characteristics of Dongyang in the process of woodcarving creation, such as the traditional historical and cultural elements "Lu Zhai ancient architectural complex", natural scenery and cultural elements "Dongbai Mountain sunrise", modern innovative cultural elements "Hengdian Film and Television City" and so on. Focus on creating the integration of Dongyang characteristics of the "Dongyang wood carving culture" brand.

Conclusion

This paper provides a literature review of research variables, provides the history of historical variables, and elaborates the results and arguments of sustainable development theory and previous research results. It also discusses the cultivation of senior talents, the edification of traditional culture, the change of industrial model and the breakthrough of brand influence. Discuss the relationship between sustainable development and them.

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