

# **The Role of the New Era Chinese Spirit in the Economic Development of Border Regions**

Congyan Shen<sup>1</sup>, Yang Yang<sup>2</sup>

<sup>1</sup>Yunnan University, Kunming 650500, China.

<sup>2</sup>Shanghai University of International Business and Economics, Shanghai 201620, China.

Fund project: Research on the Spirit of China in the New Era in the Fight against the Epidemic in border Areas —— Take Ruili City as an example 2022J0023.

**Abstract:** The New Era Chinese Spirit is a fusion of the national spirit centered around patriotism and the era spirit centered around reform and innovation. It is an important component of the socialist ideology with Chinese characteristics in the new era and serves as a great spiritual banner guiding the Chinese people's unwavering efforts to achieve the great rejuvenation of the Chinese nation. Starting from the background, content, and essence of the New Era Chinese Spirit, this paper analyzes its significant role in the economic development of border regions. It explores how to cultivate and practice the New Era Chinese Spirit in border areas, providing strong spiritual motivation and ideological support for advancing the modernization of these regions.

**Keywords:** New Era Chinese Spirit; border regions; economic development

**Introduction:** Border regions represent the forefront of China's opening-up efforts, a window to showcase national strength and image, and a crucial barrier for ensuring territorial and ecological security. Since the 18th National Congress of the Communist Party of China, the state has prioritized the governance of border regions, emphasizing the strategic idea that "governing the country requires governing the border." The New Era Chinese Spirit has played an irreplaceable guiding and motivating role in the economic and social development of these border regions. This paper aims to analyze the role of the New Era Chinese Spirit in the economic development of border regions, revealing its significance and practical value, and providing theoretical insights for promoting the spirit of China and advancing the modernization of border regions.

## **1. Overview of the New Era Chinese Spirit**

### **1.1 The Realistic Background of the New Era Chinese Spirit**

Over the past three decades since the inception of the reform and opening-up policy, China's socialist development with Chinese characteristics has achieved remarkable success, creating the "Chinese miracle" in world economic history. China's rise as the world's second-largest economy, its significantly increased international influence, and the notable improvement in people's living standards all reflect the nation's robust developmental drive and unwavering self-confidence. At a critical juncture, the concept of realizing the dream of national rejuvenation, the "Chinese Dream," was proposed. This concept embodies the firm faith and self-confidence of the Chinese people in achieving national rejuvenation. The "Chinese Dream" encompasses not only the prosperity of the nation but also the

revival of Chinese traditional culture, signifying the re-establishment of China's uniqueness on the global cultural stage. Active participation in global governance and offering Chinese solutions and wisdom for a harmonious world are integral parts of this cultural revival.[1]

Nevertheless, despite significant economic and social achievements, China also faces a range of new challenges. During the process of societal transformation, issues such as materialism, the impact of Western culture, skepticism regarding national identity, and excessive pursuit of individual interests at the expense of public affairs have emerged. These issues have led to a sense of spiritual fatigue among the population and present a challenge to achieving national rejuvenation. In response to these challenges, China introduced the concept of "Chinese Spirit" in March 2013. The proposal of the Chinese Spirit inspires all Chinese citizens to continue progressing towards the grand goal of achieving national rejuvenation. Guided by this great aspiration, China is continuously growing, showcasing unwavering confidence, robust cultural self-assuredness, and global leadership.[2]

### **1.2 The Essence of the New Era Chinese Spirit**

The Chinese Spirit serves as the soul and driving force behind the development path of socialism with Chinese characteristics. As a national spirit, it is first and foremost reflected in unwavering belief in the dignity and development of the nation. It calls for every Chinese citizen to take pride and be proud of their country, to recognize China's magnificent history and cultural heritage, as well as its significant global position.[3] The Chinese Spirit encourages active participation of people in national construction and development, urging them to strive for national prosperity. It is also reflected in the inheritance and promotion of Chinese cultural traditions. China boasts a rich cultural heritage spanning literature, philosophy, art, science, and more. The Chinese Spirit encourages the preservation and transmission of these precious cultural traditions while advocating for innovation to meet the needs of modern society. The balance between cultural inheritance and innovation is a core characteristic of the Chinese Spirit.

### **1.3 The Specific Content of the New Era Chinese Spirit**

The New Era Chinese Spirit is born out of innovative development within the framework of Marxism in the 21st century, drawing from the essence of Chinese culture while absorbing the essence of world civilizations. As the ideological weapon for achieving the great rejuvenation of the Chinese nation, it guides China's direction and harnesses the strength of people of all ethnicities in the nation, forming a powerful cohesive force.[4]

The resilience embedded in the Chinese Spirit is fully demonstrated in the long history of the Chinese people and the Chinese nation. This resilience arises from the unwavering belief in facing challenges without fear, the courage to scale new heights, self-reliance, and tenacity in overcoming difficulties. Throughout China's extensive history, its people have overcome numerous challenges and hardships, experiencing wars, famines, natural disasters, and more. Yet, they have consistently maintained unwavering courage and determination. This resilience is one of the driving forces behind China's great achievements.

China has consistently upheld the core leadership of socialism with Chinese characteristics and adhered to the principles of Marxism and the socialist path. In various fields, such as reform and opening-up, comprehensive deepening of reforms, and comprehensive law-based governance, China has achieved significant success. This resilience is a core element of the Chinese Spirit, reflecting China's unwavering determination and commitment to achieving the great rejuvenation of the Chinese nation.

## **2.The Significant Role of the New Era Chinese Spirit in the Economic Development of Border Regions**

### **2.1 The New Era Chinese Spirit Ignites Patriotism Among People in Border Regions**

Border regions, being adjacent to national borders, represent the forefront of national security and development. Stability and prosperity in these regions are essential for both national security and development. Strengthening the spirit of patriotism encourages residents of border regions to actively participate in matters related to national security. They conscientiously see themselves as guardians of national security. Whether it's border patrols, counterterrorism efforts, or environmental protection, the people in border regions consider national security their sacred duty. Border regions are often home to multiple ethnic groups, and the spirit of patriotism serves as a unifying bond among these different ethnicities. The various ethnic groups in border regions collectively share the honor and dignity of the nation. This unity fosters closer collaboration in defending national interests and upholding ethnic solidarity. Border regions possess abundant natural resources, and the spirit of patriotism encourages people to cherish and seek sustainable development and protection of these resources. It is understood that only by caring for the homeland can future generations inherit a better ecological environment. Border region residents deeply appreciate the importance of national policies to the region and themselves. Strengthening the spirit of patriotism leads them to firmly support national policies and actively respond to the call of the nation, contributing their efforts to national development. For example, in poverty alleviation, infrastructure development, scientific and technological innovation, border region residents actively participate in the nation's development agenda.

### **2.2 The New Era Chinese Spirit Guides Reform and Development in Border Regions**

Reform and opening-up have been critical to China's remarkable development, and the New Era Chinese Spirit places a strong emphasis on reform and innovation as core elements. It guides border regions to actively engage in reforms, promoting the upgrading of economic structures and changes in development patterns. Under the guidance of the New Era Chinese Spirit, profound reforms have taken place in various areas, including government institutions, industrial structures, and administrative management. These reforms adapt to the rapidly changing domestic and international environments. Border regions have explored a series of beneficial reform measures, such as land system reforms, simplification of administrative approvals, and optimization of tax policies. These measures help reduce redundant administrative procedures, lower market entry barriers, and improve resource allocation efficiency. Border regions have also actively drawn upon successful

domestic and international experiences and incorporated advanced management models and technologies into their governance, significantly raising their level of governance and enhancing market vitality.

The New Era Chinese Spirit emphasizes that technological innovation is key to national competitiveness. Border regions have been actively promoting technological innovation, allocating more resources to research and development, and accelerating the development of high-tech industries. In fields such as new energy, information technology, and biological sciences, border regions have witnessed the emergence of leading enterprises and research institutions, making valuable contributions to the nation's technological advancement. Furthermore, to cultivate more talent in science and technology, border regions have increased investments in universities and research institutions, establishing high-quality research centers that attract a large number of scientific and technological talents for work and entrepreneurship. These initiatives not only contribute to technological innovation in border regions but also enhance talent development, providing valuable human resources for future development.

The New Era Chinese Spirit underscores the importance of open development. Border regions leverage their unique geographic locations and actively participate in international cooperation, accelerating their pace of opening-up. Border regions serve as gateways for China's exchanges and cooperation with neighboring countries and are integral nodes in the Belt and Road Initiative. Through international cooperation, border regions have attracted significant external investments and technology, fostering international trade and cultural exchanges. This open strategy not only brings more development opportunities to border regions but also enriches interactions between China and countries worldwide, strengthening international cooperation and understanding. Simultaneously, the openness of border regions contributes to expanding China's international influence, providing China's wisdom and solutions for global governance.

### **2.3 The New Era Chinese Spirit Promotes Ethnic Integration in Border Regions**

The New Era Chinese Spirit emphasizes that the Chinese nation is one large family, and the various ethnic groups are interconnected brothers and sisters. This ideology promotes harmonious coexistence and mutually beneficial cooperation among different ethnic groups. Under the guidance of the New Era Chinese Spirit, various ethnic groups in border regions have strengthened cultural exchanges and deepened mutually beneficial cooperation, achieving common progress and development. The New Era Chinese Spirit encourages the inheritance and promotion of the unique cultural traditions of each ethnic group, while also fostering cultural exchange among them. In border regions, the cultural diversity of different ethnic groups is fully displayed. Cultural exchanges extend beyond traditional cultural domains, such as language, customs, and arts, to include multi-level, multi-domain cultural cooperation in modern culture, education, literature, media, and more. This dynamic cultural exchange promotes the preservation and prosperity of culture.

Border regions are home to numerous ethnic groups, each with its own distinct language and culture. The New Era Chinese Spirit encourages the preservation and

transmission of languages and cultures of different ethnic groups, with the government providing support and resources to safeguard the educational rights of minority ethnic groups. This initiative also promotes language learning and exchanges among different ethnic groups. It facilitates better communication, cooperation, understanding, and trust among various ethnic groups, further strengthening ethnic solidarity.

### **3.Strengthening the Practice and Innovation of the New Era Chinese Spirit in Border**

#### **3.1 Telling Compelling Border Stories and Inheriting the Red Gene**

Patriotism is the national spirit and soul of the Chinese nation, and it is the core essence of the New Era Chinese Spirit. The propaganda and education in border regions should deeply integrate the New Era Chinese Spirit, emphasizing its close connection with these border areas. This will help people of all ethnic backgrounds in these regions understand the profound significance of the New Era Chinese Spirit for them. Through a variety of colorful patriotic education activities, we should tell compelling stories of the border regions, inherit the red gene of patriotism, and ignite the patriotic enthusiasm and spirit of struggle among the people in border areas. Through various media and educational channels, we should enhance the sense of identity and pride of people in border regions regarding the New Era Chinese Spirit, making it an integral part of their spiritual world.

In the new era, education should consistently make the great rejuvenation of the Chinese nation a clear theme, especially for young people who should deeply comprehend the importance of this grand dream for the country and the nation. The great rejuvenation of the Chinese nation, namely the Chinese Dream, represents the Chinese people's aspiration for national prosperity, strength, and the revitalization of the nation as a whole. The Chinese Dream emphasizes the unity and harmony of the Chinese nation, which is particularly important for border regions with their diverse ethnic groups. Emphasizing the dream can create consensus among various ethnic groups and promote ethnic unity. The great rejuvenation dream encourages people to actively pursue excellence and contribute to the country's dream while striving for their personal aspirations. This helps cultivate the spirit of struggle and a sense of responsibility among young people. Specifically, in local universities, schools, and other places in border regions, various forms of thematic educational activities such as lectures, seminars, and forums should be organized. Experts and scholars should be invited to deeply analyze the meaning and significance of the Chinese Dream, allowing young people to profoundly understand the greatness of this dream. Tailored educational materials for different age groups should be developed, incorporating local history, culture, and ethnic characteristics, making it easier for students to relate the dream to their lives. Encourage young people to participate in speech competitions, where they can express their understanding and love for the Chinese Dream while improving their public speaking skills. Through the education of red culture, let young people understand the history of the country's struggle for the great rejuvenation and feel the profound connection between the Chinese Dream and the red spirit. Organize student visits to other regions, especially those that have achieved significant accomplishments, to personally experience the process of

realizing the Chinese Dream and ignite their confidence and motivation. Provide opportunities for young people to engage in social service and volunteer activities, allowing them to contribute to the Chinese Dream through practical actions and experience the process of achieving dreams.

### **3.2 Promoting Chinese Excellent Traditional Culture**

Chinese excellent traditional culture is an important part of the New Era Chinese Spirit and a crucial component of the shared spiritual home of the Chinese nation. Chinese traditional culture is a rich heritage of thousands of years of civilization, encompassing valuable elements of philosophy, ethics, literature, art, and more. These cultural elements carry wisdom and values that have had a profound influence on the way of thinking, moral concepts, and behavioral norms of the Chinese people. Traditional culture is not only a mirror of history but also a source of national self-esteem and confidence. By strengthening the protection, inheritance, innovation, and promotion of Chinese excellent traditional culture, we can promote the integration of Chinese traditional culture with modern civilization, facilitate mutual learning and exchange between Chinese excellent traditional culture and various ethnic cultures, and encourage dialogue and exchange between Chinese excellent traditional culture and international cultures. This will make Chinese excellent traditional culture an important source of cultural confidence and cohesion for the people in border regions.

Combining Chinese excellent traditional culture with the New Era Chinese Spirit is, in essence, finding resonance and complementarity between traditional wisdom and contemporary ideas. This combination can provide a solid foundation for cultural identity, social development, and international influence in China, fully embodying the organic unity of historical inheritance and future development. The values emphasized in Chinese traditional culture, such as benevolence, harmony, diligence, loyalty, etc., resonate with the values of patriotism, innovation, openness, and struggle in the New Era Chinese Spirit. For example, the traditional cultural concept of "harmony is precious" is closely related to the emphasis on international cooperation and peaceful development in the New Era. Chinese traditional culture emphasizes concepts like loyalty, filial piety, and loyalty, which are closely related to patriotism and loyalty to the Chinese nation in the New Era Chinese Spirit. In international affairs, China adheres to a policy of peaceful diplomacy, which also reflects the concept of peace in traditional culture. Traditional Chinese culture emphasizes wisdom, contemplation, and artistic creation, which align with the spirit of innovation, technological innovation, and cultural innovation in the New Era Chinese Spirit. In modern society, this spirit of innovation promotes the development of science and technology and culture in China.

Incorporate Chinese excellent traditional culture and the New Era Chinese Spirit into the development strategy of border regions. By emphasizing the education of the New Era Chinese Spirit and traditional culture in the education system, we can cultivate cultural confidence and national identity among the local people, enhancing their self-confidence and innovation capabilities. This will help shape the talent pool and promote innovation and practice. Encourage the combination of local industries

with cultural heritage. For example, in the tourism industry, integrate traditional cultural elements into scenic area construction and tourism activities, while also promoting the development of cultural-related industries such as local handicrafts and traditional medicine. This not only stimulates economic growth but also contributes to the inheritance of cultural heritage. Encourage enterprises in border regions to take on social responsibilities and promote the practice of the New Era Chinese Spirit. Through cultural activities sponsorship, poverty alleviation, technical training, and other means, enterprises can promote social harmony and development. This will help private enterprises find their mission in the New Era Chinese Spirit. Support the development of the cultural and creative industry, encourage young local entrepreneurs to combine traditional cultural elements with modern technology to launch innovative products and services. This will help increase the added value of the cultural industry while also inheriting and developing traditional culture.

### **3.3 Promoting Practical Innovation and Application of the New Era Chinese Spirit in Border Regions**

The New Era Chinese Spirit emphasizes practice and innovation, which are closely related to technological innovation. Border regions can fully leverage their geographical and resource advantages and actively participate in scientific and technological research and innovation. The government can encourage cooperation between enterprises and research institutions, promoting the development of new technologies, materials, and industries. At the same time, the New Era Chinese Spirit emphasizes all-round innovation, and border regions can encourage people of all ethnic groups to actively participate in innovation activities, cultivate an innovative culture, and promote the integration of technological innovation with the New Era Chinese Spirit.

The New Era Chinese Spirit emphasizes openness and cooperation, and border regions can actively participate in the Belt and Road Initiative, strengthening economic cooperation with neighboring countries. Open cooperation can promote international exchanges in border regions, attract external investment, and stimulate economic development. Moreover, the concept of a "community of shared future for mankind" in the New Era Chinese Spirit also emphasizes international cooperation and mutual benefit, providing opportunities for border regions to expand international markets.

The New Era Chinese Spirit advocates comprehensive development, and education and talent training are crucial aspects. Border regions can optimize the allocation of educational resources, improve the quality of education, and cultivate talents that meet the needs of modernization. Meanwhile, incorporating the education content of the New Era Chinese Spirit into the education process can foster a sense of national identity and enhance confidence and innovation capabilities among people of all ethnic backgrounds. The New Era Chinese Spirit emphasizes the comprehensive construction of a socialist modernized country, and poverty alleviation is an indispensable part of it. Border regions face certain poverty-related issues, and by following the guidance of the New Era Chinese Spirit,

we can strengthen policy support and investment, implement targeted poverty alleviation, improve the living standards of people of all ethnic groups, and enhance their trust and identification with the country.

#### **4.Conclusion:**

The New Era Chinese Spirit is an important guiding ideology and spiritual driving force for the economic development of border regions, serving as a crucial guarantee and catalyst for modernization efforts in these areas. We must deeply study and implement the socialist ideology with Chinese characteristics for the new era, comprehensively grasp the essence of the New Era Chinese Spirit, vigorously promote Chinese values, and propel the economic and social development of border regions to new heights. This, in turn, will contribute to the comprehensive construction of a socialist modernized country and enable us to make fresh contributions. Only by doing so can we better realize the development and stability of border regions and contribute to the great rejuvenation of the Chinese nation.

#### **References:**

- [1] Song Caifa, Qin Lijia. Legal Exploration of the Construction of Cultural Soft Power in Social Governance in Border Areas[J]. Journal of Yunnan Minzu University (Philosophy and Social Sciences Edition), 2021, 38(01): 81-88.
- [2] Zhao Huajun. Research on Patriotism in the New Era of China and Its Practice[D]. Northeast Normal University, 2019.
- [3] Hou Lianmei. Research on Cultivating the New Era Chinese Spirit of College Students[D]. University of Electronic Science and Technology of China, 2018.
- [4] Wang Dongxu. Research on the Modernization of Government Governance Capacity in Ethnic Border Areas[D]. Jilin University, 2018.