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## Research on the Inheritance of Traditional Festival Culture and the Cultivation of Cultural Confidence Among College Students in the New Era

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### Abstract

Cultural confidence serves as the spiritual foundation for national development. Traditional festival, as vibrant carriers of China's outstanding traditional culture, provide crucial support for fostering cultural confidence among college students in the new era. This study employs literature review, logical analysis, and case studies to systematically examine the core meanings and contemporary significance of traditional festival culture. It conducts an in-depth analysis of college students' current understanding and cultural confidence regarding these festivals, elucidates the underlying mechanisms through which traditional festival culture nurtures cultural confidence, and proposes practical cultivation strategies. The research reveals that contemporary college students exhibit a pattern of "high awareness but insufficient depth" in their understanding of traditional festivals, accompanied by passive participation and a disconnect between value recognition and actual behavior. Traditional festival culture offers comprehensive support for cultivating cultural confidence through four dimensions: cultural cognition empowerment, emotional identification enhancement, value-oriented guidance, and experiential internalization. Accordingly, an integrated cultivation framework involving universities, society, families, and individuals should be established. By strengthening university education systems, fostering a supportive social environment, reinforcing family foundations, and enhancing individual capabilities, this approach creates synergistic effects to effectively boost college students' cultural confidence, providing both theoretical underpinnings and practical references for cultural education in higher education institutions.

**Keywords:** Traditional festival culture; College students; Cultural confidence; Cultural inheritance; Cultivation pathways

## 1. INTRODUCTION

Cultural confidence serves as the spiritual pillar for national development and constitutes the core foundation enabling a country and its people to maintain their footing amidst global cultural interactions. General Secretary Xi Jinping has repeatedly emphasized that China's excellent traditional culture represents the spiritual lifeline of the Chinese nation, a vital source for nurturing socialist core values, and a solid bedrock for fostering cultural confidence. Against the backdrop of advancing globalization and deep multicultural integration, China's higher education system faces the crucial mission of cultivating cultural confidence among college students (Yao Yu, Guo Jiao, 2024) <sup>[1]</sup>. Traditional festivals, as vibrant embodiments of Chi-

na's outstanding traditional culture, provide concrete support for fulfilling this mission.

Traditional festivals embody the historical memories, cultural heritage, and emotional connections of various ethnic groups. The reunion and blessings during the Spring Festival, patriotic sentiments during the Dragon Boat Festival, nostalgia for hometowns and family during the Mid-Autumn Festival, and the virtue of respecting the elderly during the Double Ninth Festival—all these rich traditions encapsulate the core values of the Chinese nation accumulated over millennia (Zhang Hongbang & Lu Kehan, 2024) <sup>[2]</sup>. However, in the process of modernization, traditional festivals face numerous challenges: excessive consumerist influence has reduced them to mere marketing tools, eroding their cultural significance and diminishing



recognition among younger generations (Wang Yi, 2014) [3]. Among college students, this manifests as superficial understanding of traditional festivals, passive participation, and even a tendency to favor Western holidays over traditional ones (Liu Guoju, 2023) [4], directly undermining efforts to foster cultural confidence. Therefore, investigating the intrinsic link between preserving traditional festival culture and nurturing cultural confidence among college students holds significant contemporary relevance and practical importance.

Current research indicates that domestic scholars have achieved notable accomplishments: Miao Ruidan (2016) emphasized the significant role of traditional festivals in fostering socialist core values [5], while Hao Wenhui and Ke Wenjin (2023) proposed integrating cultural confidence into the educational framework of comprehensive ideological and political education courses [6]. Existing studies predominantly focus on the relationship between traditional culture as a whole and cultural confidence, yet systematic investigations specifically examining traditional festivals remain insufficient—particularly lacking targeted analyses of college students' current cognitive perspectives (Chen Xiaoli, 2015) [7]. International research highlights how the ritualistic nature and participatory aspects of festive activities influence cultural identity. Although these studies differ from China's traditional festival context, their methodologies and practical insights offer valuable references. This study employs literature review, logical analysis, and case studies to systematically examine the cultural essence of traditional festivals, conduct an in-depth analysis of college students' cognitive patterns, elucidate cultivation mechanisms, and establish actionable implementation pathways, thereby providing more targeted theoretical foundations and practical guidance for cultural education in higher education institutions.

## 2. The Core Meaning and Contemporary Value of Traditional Festival Culture

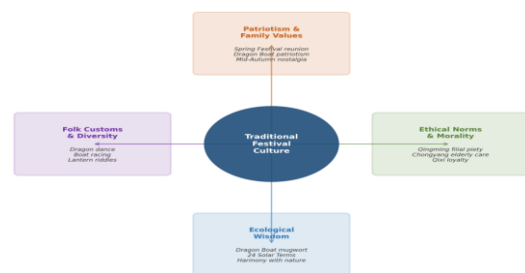
### (1) The Core Meaning of Traditional Festival Culture

Traditional festival culture, accumulated over millennia, embodies diverse and profound core meanings. Firstly, its emotional core reflects the unity between family and nation. Customs such as Spring Festival reunions, Dragon Boat Festival tributes to virtuous ancestors, and Mid-Autumn Festival remembrance of loved ones foster strong emotional bonds between individuals, families, and the state. Through intergenerational transmission, these traditions form enduring cultural memories that serve as vital ties uniting national sentiments (Zhang Hongbang & Lu Kehan, 2024) [2]. This emotional core is not abstract symbolic concepts but tangible emotional experiences manifested through specific rituals, enabling individuals to cultivate ethnic identity during family gatherings. Secondly, it upholds ethical norms emphasizing virtue and goodness. Practices like Qingming Festival ancestor worship, Double Ninth Festival respect for elders, and Qixi Festival loyalty and harmony convey the moral principles and behavioral standards of the Chinese nation (Zhang Yanhua, 2018) [8]. These ethics are not rigid doctrines but value orientations integrated into daily life, providing contemporary college students with practical models for moral practice. Thirdly, it embodies ecological wisdom rooted in the harmony between humanity and nature. Customs such as hanging mugwort during Dragon Boat Festival to ward off evil spirits and seasonal festivals associated with th

e 24 solar terms reflect ancient reverence for natural laws and the philosophy of harmonious coexistence between humans and nature (Miao Ruidan, 2016) [5]. In an era where ecological challenges grow increasingly prominent, this traditional wisdom offers valuable insights for fostering correct ecological perspectives among students. Lastly, it showcases the charm of multicultural coexistence through vibrant folk activities like dragon and lion dances, dragon boat races, and lantern riddle competitions, which carry rich cultural memories and collective identities (Wang Xiaobing, 2024) [9]. These folk activities not only serve an entertainment purpose but also facilitate the living preservation of traditional culture through immersive experiences, thereby enhancing its cultural appeal and emotional resonance.

## 3. The Contemporary Value of Traditional Festival Culture

In the context of the new era, traditional festival culture has been endowed with renewed significance and continuously redefined. Firstly, as a vital bond for uniting national spirit, traditional festivals enhance ethnic cohesion and centripetal force, effectively resisting negative cultural influences from abroad and providing solid support for strengthening the sense of community among the Chinese nation (Zhang Hongbang & Lu Kehan, 2024) [2]. Amid the risk of cultural homogenization brought by globalization, the uniqueness of traditional festivals serves as key to preserving national cultural identity. Secondly, as cultural vehicles for fostering core values, traditional festivals embody ideals such as patriotism, integrity, diligence, and courage—values that align closely with socialist core values (Ao Lingmin & Shen Ju, 2024) [10]. Compared to abstract theoretical teachings, traditional festivals make the cultivation of core values more accessible and effective through concrete customs and rituals. Thirdly, as vital resources enriching college students' spiritual lives, emotional elements like family reunions, gratitude, and blessings help alleviate academic pressures and employment anxieties while fulfilling their cultural belonging and spiritual needs (Wang Xiaobing, 2024) [9]. Finally, as a foundation for cultural innovation, the creative transformation and innovative development of traditional festival culture provide abundant material and direction for student entrepreneurship and innovation, nurturing their cultural creativity (Chen Xiaoli, 2015) [7]. This innovation does not deviate from tradition but rather represents a contemporary reinterpretation rooted in its core essence, revitalizing traditional festival culture for modern times.



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Figure 1: Four-Dimensional Core Connotation Framework of Traditional Festival Culture

#### 4. Current Status of College Students' Understanding of Traditional Festival Culture and Their Cultural Confidence in the New Era

##### (I) Current State of Cognition and Inheritance

Current college students' understanding of traditional festivals exhibits a notable pattern of "high awareness but limited depth." Surveys indicate that over 95% of students are aware of mainstream festivals such as the Spring Festival and Mid-Autumn Festival, yet their knowledge about these holidays' historical origins, cultural significance, and folk traditions remains superficial. Understanding of lesser-known festivals like the Cold Food Festival, Zhongyuan Festival, and Laba Festival is even more limited (Liu Guoju, 2023) [4]. This cognitive gap stems from multiple factors: On one hand, the lack of systematic cultural education on traditional festivals in universities deprives students of structured learning opportunities; on the other hand, the fragmented information dissemination characteristics of the digital age hinder the development of comprehensive cultural awareness (Yao Yu & Guo Jiao, 2024) [1]. Many students merely know that the New Year's Eve dinner is customary during the Spring Festival, zongzi is eaten during the Dragon Boat Festival, and mooncakes are consumed during the Mid-Autumn Festival, yet they lack deep insight into the cultural nuances and historical roots behind these practices, often simplistically equating traditional festivals solely with food festivals.

In terms of participation, college students predominantly engage passively, lacking strong initiative in cultural inheritance. During family-reunion festivals such as the Spring Festival and Mid-Autumn Festival, their participation increases significantly due to the family atmosphere; however, for traditional customs like making zongzi during the Dragon Boat Festival, ancestor worship at Qingming Festival, and mountain climbing to honor elders during the Double Ninth Festival, the active participation rate among college students falls below 50% (Wang Yi, 2014) [3]. The commercialization of traditional festivals is a key contributing factor: the Spring Festival has gradually become a consumer festival, and the Mid-Autumn Festival has been reduced to a mooncake festival. Excessive commercial marketing has diluted the cultural essence of these festivals, preventing students from gaining cultural experiences or spiritual enrichment through participation. Meanwhile, the fast-paced modern lifestyle has squeezed the time and space for students to engage in traditional festival activities, leading to the gradual erosion of many traditional customs.

At the attitudinal level, college students exhibit a significant disconnect between their value recognition and actual behavior. Over 80% acknowledge the historical and cultural significance of traditional festivals and advocate for their preservation; however, in practice, they show little initiative in learning about traditional festival culture or participating in preservation activities. Some students even blindly embrace Western holidays while displaying indifference toward traditional festivals (Wei Mengying, 2017) [11]. This disconnect reflects that students' identification with traditional festival culture has not translated into conscious action. Key contributing factors include

the influence of Western "de-Sinicization" trends, outdated methods of promoting traditional festivals, and a lack of a vibrant campus cultural atmosphere.

(II) Current Situation, Interrelationships, and Restraining Factors  
Research indicates a significant positive correlation between college students' depth of understanding of traditional festival culture and their level of cultural confidence: students with a profound grasp of the cultural essence of festivals typically exhibit stronger cultural identity and pride, along with higher levels of cultural confidence (Zhou Junli, 2022) [12]; conversely, students lacking immersive festival experiences struggle to develop stable cultural identity, and their cultural confidence lacks a solid foundation (Zhang Hongbang & Lu Kehan, 2024) [2]. The "Our Festivals on Campus" series of events organized by Nanjing Library engaged students through educational yet entertaining activities, effectively enhancing their cultural identity and self-confidence (Wang Mei, 2018) [13], demonstrating conclusively the crucial role of experiential participation in fostering cultural confidence.

The factors hindering the preservation of traditional festival culture and the cultivation of cultural confidence among college students span multiple dimensions: societal, institutional, and individual levels. At the societal level, challenges such as cultural shocks from globalization, commercialization-driven alienation under consumerist dominance, and the weakening of traditional festival transmission mechanisms collectively undermine the environment for cultural inheritance (Wang Yi, 2014) [3]. At the institutional level, deficiencies—including insufficient educational emphasis, incomplete curriculum systems, monotonous teaching methods, inadequate campus cultural atmosphere, and underqualified faculty—prevent universities from fully fulfilling their role as primary hubs for talent development (Hao Wenhui & Ke Wenjin, 2023) [6]. At the individual level, students' cultural cognitive inertia, time constraints imposed by fast-paced lifestyles, and utilitarian tendencies diminish their motivation to actively learn and preserve traditional festival culture (Wei Mengying, 2017) [11]. These interconnected factors create a complex landscape that impedes both the transmission of traditional festival culture and the nurturing of cultural confidence among college students.

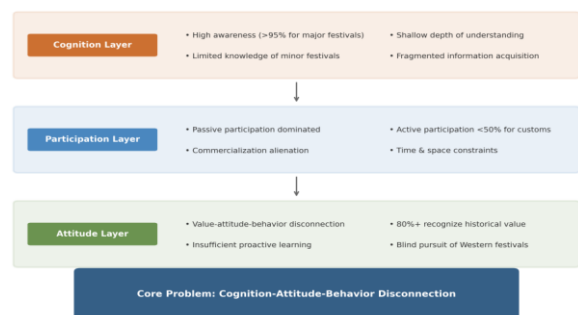


Figure 2: Current Status of College Students' Awareness of Traditional Festival Culture

## 5. The Internal Mechanism of Traditional Festival Culture in Cultivating College Students' Cultural Confidence

### (1) Empowerment through Cultural Awareness: Strengthening the Cognitive Foundation of Cultural Confidence

Cultural cognition serves as the prerequisite and foundation for cultivating cultural confidence. Only through a profound understanding of the essence and values of China's outstanding traditional culture can genuine cultural confidence be achieved. Traditional festivals, as carriers of cultural memory, foster a stable system of cultural cognition through intergenerational transmission (Zhang Hongbang & Lu Kehan, 2024) [12]. The construction of this cognitive framework is not passive but rather realized through active learning and experiential engagement. By systematically studying the historical origins, folk customs, and cultural significance of traditional festivals, college students can comprehensively grasp the core knowledge of Chinese culture, clarify their cultural identity, address gaps in cultural understanding, and establish a solid cognitive foundation for cultural confidence (Yao Yu & Guo Jiao, 2024) [11]. For instance, gaining deep insight into Qu Yuan's patriotic spirit and the historical context of the Dragon Boat Festival enables students to fully comprehend the spiritual characteristics and value pursuits of the Chinese nation, enabling them to maintain clear cultural judgment amid multicultural influences and strengthen their cultural convictions. Such culturally grounded confidence, rooted in deep understanding, exhibits greater stability and durability, resisting the impact of fleeting cultural trends.

### (2) Sublimation of Emotional Identification: Strengthening the Emotional Core of Cultural Confidence

Cultural confidence requires not only a rational cognitive foundation but also profound emotional resonance as its cornerstone. Emotional elements inherent in traditional festivals—such as family reunion, gratitude, patriotism, and respect for the elderly—precisely evoke emotional connections among college students, strengthening their sense of belonging and identification with China's outstanding traditional culture (Zhang Yanhua, 2018) [8]. The emotional value of these festivals lies in their relatable, life-oriented experiences: Spring Festival reunions awaken familial and national sentiments; Mid-Autumn Festival nostalgia fosters patriotism; while Qingming Festival ancestor worship cultivates gratitude and historical awareness. These experiential connections transform abstract cultural concepts into warm, accessible narratives that endure as lasting cultural identity (Liao Yizhen, 2024) [14]. Such emotional identification is not fleeting; rather, it emerges through repeated festival participation, forming a deep psychological foundation that underpins cultural confidence. When college students derive positive emotional experiences from traditional festivals, they naturally develop affection and recognition for traditional culture, ultimately evolving this into steadfast cultural confidence.

### (3) Value Guidance and Shaping: Strengthening the Value Foundation of Cultural Confidence

The essence of cultural confidence lies in value conviction. True cultural confidence can only be cultivated through recognition of the core values inherent in China's outstanding traditional culture. Trad-

itional festivals embody virtues such as moral integrity, patriotism, honesty, kindness, diligence, and courage—values that align closely with the Socialist Core Values (Miao Ruidan, 2016) [5]. These festivals convey values not through didactic preaching, but through concrete customs and rituals, transforming abstract principles into tangible behavioral norms. For instance, the elderly-respect tradition during the Double Ninth Festival enables college students to experience filial piety firsthand; the ancestral worship practices at Qingming Festival foster gratitude; while the patriotic spirit of the Dragon Boat Festival instills a sense of national responsibility (Ao Lingmin & Shen Ju, 2024) [10]. Through these festive practices, these values are internalized and manifested in actions, helping students develop sound worldviews, life philosophies, and value systems that strengthen their cultural confidence. When deeply embracing and practicing these values, students genuinely appreciate the distinctive strengths of Chinese culture, thereby forging unwavering cultural self-assurance.

### (4) Internalization through Practical Experience: Facilitating the Practical Application of Cultural Confidence

Cultural confidence is not merely a cognitive or emotional concept, but also a tangible practice. Traditional festival culture facilitates the transformation of college students' cultural confidence from theory to action through hands-on experiences, enabling its internalization and elevation (Wang Mei, 2018) [13]. Practical engagement serves as a crucial bridge connecting understanding with confidence: participating in folk activities such as making zongzi, writing Spring Festival couplets, and weaving sachets allows students to immerse themselves in the charm of traditional culture, converting theoretical knowledge into concrete practical experiences. Through these activities, students deepen their comprehension of traditional festival culture while developing practical skills and innovative thinking, exploring ways to integrate traditional elements with modern life (Wang Xiaobing, 2024) [9]. Such experiential learning transforms cultural confidence from an abstract notion into concrete actions of cultural preservation. As students actively preserve and innovate traditional festival culture through firsthand practice, they genuinely affirm their cultural identity, thereby fostering stronger cultural confidence.

## 6. Pathways for Cultivating Cultural Confidence Among College Students Based on the Inheritance of Traditional Festival Culture

### (1) At the university level: Establishing a systematic cultural education system for traditional festivals

As the primary arena for talent cultivation, universities should establish a comprehensive cultural education system for traditional festivals and fully leverage its educational functions. In terms of curriculum integration, traditional festival culture should be fully incorporated into ideological and political courses, general education courses, and specialized curricula: specialized general education courses such as "China Traditional Festival Culture" and "Folklore Studies" should be offered to systematically explain the historical origins, cultural significance, and folk activities associated with these festi-

als; the ethical dimensions of festivals should be integrated into courses like "Ideological Morality and Rule of Law," festival-related literary works should be analyzed in Chinese Language and Literature programs, and festival-themed artistic forms should be taught in art courses (Yao Yu & Guo Jiao, 2024) <sup>[1]</sup>. Teaching methods should transcend the limitations of traditional classroom lectures by employing diverse approaches such as case studies, scenario simulations, expert lectures, and art appreciation to enhance instructional appeal and engagement. For example, folklore experts can be invited to campus to deliver lectures, students can watch documentaries about traditional festivals, or thematic artistic creation activities centered around festivals can be organized.

In fostering campus culture, it is essential to develop signature events centered around traditional festivals to create a vibrant cultural atmosphere. Leveraging major traditional festivals, institutions should organize themed activities such as the Spring Festival Culture Festival, Dragon Boat Festival Cultural Week, and Mid-Autumn Moon-Watching Events, along with diverse practical experiences including writing Spring Festival couplets, cutting paper window decorations, making zongzi (rice dumplings), participating in dragon boat simulation competitions, and composing poetry under the moonlight (Wang Mei, 2018) <sup>[13]</sup>. Additionally, students should be encouraged to establish cultural clubs or traditional craft societies, enabling them to independently organize festival-related activities and cultivate initiative and creativity in cultural preservation. Furthermore, media platforms—including campus radio, television stations, websites, and WeChat official accounts—should feature dedicated columns on traditional festivals, disseminating knowledge about these celebrations, folk tales, and event coverage to integrate traditional festival culture into daily campus life.

In terms of faculty development, efforts should focus on enhancing the training and recruitment of educators specializing in traditional festival culture: recruiting professional instructors with backgrounds in folklore studies, cultural studies, or related fields to improve teaching professionalism; providing enhanced training for existing faculty through workshops, seminars, and study tours to boost their cultural literacy and teaching capabilities regarding traditional festivals; and inviting external folklore experts and folk artists as part-time instructors or mentors to offer students more practical guidance (Yao Yu, Guo Jiao, 2024) <sup>[1]</sup>. Additionally, teachers are encouraged to conduct research on educational reforms for traditional festival culture, exploring more effective teaching models and methods.

### (2) Social Level: Fostering a Favorable Atmosphere for the Inheritance of Traditional Festival Culture

All sectors of society should collaborate to create a favorable environment for preserving traditional festival culture among college students and fostering cultural confidence. To purify the festive atmosphere, relevant authorities should strengthen oversight of traditional festival markets, regulate commercial practices, prevent excessive marketing and vulgar tendencies, and guide businesses back to the authentic essence of festival culture (Wang Yi, 2014) <sup>[3]</sup>. For instance, during the Spring Festival, advocate for eco-friendly and minimalist consumption practices while reducing excessive packaging; during the Dragon Boat Festival, promote traditional zongzi-making

techniques and highlight the contemporary relevance of Qu Yuan's patriotic spirit; during the Mid-Autumn Festival, emphasize the core values of moon appreciation, nostalgia, and family reunion, avoiding reducing the festival to mere mooncake promotions. Only by freeing traditional festivals from excessive commercialization can their true cultural value be fully realized.

In establishing practical platforms, cultural institutions, communities, and enterprises should strengthen collaboration with universities to provide college students with abundant opportunities for engaging with traditional festival culture. Cultural institutions such as museums, cultural centers, and libraries can organize activities tailored for students—including exhibitions on traditional festivals, thematic lectures, and folk custom experiences (Wang Mei, 2018) <sup>[13]</sup>. Communities may invite students to participate in local events like Spring Festival family reunions, Dragon Boat Festival zongzi-making competitions, and Mid-Autumn Festival moon-viewing parties, allowing them to experience the vitality of traditional festival culture firsthand. Cultural enterprises can develop programs featuring traditional handicraft workshops, culinary experiences, and folk performance demonstrations, offering diverse practical options for students (Zhang Hongbang & Lu Kehan, 2024) <sup>[2]</sup>. These platforms enable students to step beyond campus settings and immerse themselves in authentic contexts for experiencing and preserving traditional festival traditions.

To enhance media promotion, mainstream and new media should collaborate to innovate the dissemination methods of traditional festival culture. Mainstream media can establish dedicated columns on traditional festivals, providing in-depth interpretations of their significance and promoting exemplary customs; new media platforms can employ formats favored by young audiences—such as short videos, live streams, interactive games, and virtual experiences—to boost engagement and appeal (He Junhao, 2018) <sup>[15]</sup>. Meanwhile, media outlets should guide college students to properly understand the relationship between traditional festivals and Western holidays, fostering respect for cultural diversity while strengthening identification with their own national festival traditions and countering the negative impacts of Western de-Sinicization trends (Wei Mengying, 2017) <sup>[11]</sup>. Through comprehensive, multi-channel publicity efforts, traditional festival culture can achieve broad societal consensus.

### (3) Family Level: Strengthening the Family Foundation for Preserving Traditional Festival Culture

The family, as the fundamental unit of cultural inheritance, plays an irreplaceable role in preserving traditional festival culture, and its foundational role in this process should be strengthened. In emphasizing festive rituals, family members should uphold traditional holiday reunions and preserve distinctive family customs—such as unique styles of writing Spring Festival couplets, specific methods for making zongzi, and particular flavors of mooncakes—to cultivate a family-specific festival culture (Zhang Yanhua, 2018) <sup>[8]</sup>. Meanwhile, parents should share historical narratives and folk symbolism related to traditional festivals with college students, including legends like the Year Beast myth during the Spring Festival, Qu Yuan's story during the Dragon Boat Festival, and the legend of Chang'e flying to the moon during the Mid-Autumn Festival, enabling students to

o gain deeper understanding of these festivals through storytelling. The core value of family festival rituals lies in fostering a rich cultural atmosphere, allowing students to experience the charm of traditional festivals within a warm familial environment and develop lasting cultural memories.

In organizing family holiday activities, members should jointly participate in traditional festival customs—such as writing Spring Festival couplets together, cutting paper window decorations, making dumplings and zongzi, or preparing mooncakes—to enable college students to master traditional skills through hands-on experience and appreciate the charm of traditional culture (Ao Lingmin & Shen Jiu, 2024) [10]. Additionally, they can engage in cultural learning activities related to traditional festivals, including reading relevant books, watching documentaries, and visiting cultural exhibitions, thereby enhancing their festive cultural literacy. Furthermore, innovative cultural initiatives can be explored, such as designing modern-style holiday decorations or creating literary works or short videos themed around traditional festivals, which helps cultivate college students' cultural innovation capabilities.

In integrating the inheritance of family values, it is essential to organically combine the preservation of exemplary family traditions with traditional festival culture. Traditional festivals serve as vital vehicles for transmitting these positive values: the spirit of reunion and harmony during the Spring Festival, the emphasis on filial piety and gratitude during the Qingming Festival, and the respect for the elderly observed during the Double Ninth Festival all align closely with ideal family virtues (Zhou Junli, 2022) [12]. Family members should leverage these festivals to promote virtues such as harmonious coexistence, filial devotion, and integrity, embedding family value education within festive cultural experiences. Through this integration, college students can not only appreciate the charm of traditional festival culture but also receive effective family value education, thereby enhancing their moral character and cultural identity.

**(4) At the Individual Level: Enhancing Proactivity and Capacity in Preserving Traditional Festival Culture**

As the primary bearers of cultural heritage, college students should demonstrate proactive initiative to enhance their engagement and capacity in preserving traditional festival culture. In terms of active knowledge acquisition, they should systematically study the historical origins, cultural significance, folk traditions, and underlying values of traditional festivals through various channels—including coursework, book reading, documentary viewing, and tracking academic research developments (Yao Yu & Guo Jiao, 2024) [1]. They should avoid relying solely on fragmented information sources but instead build a comprehensive understanding of traditional festival culture, gaining deep insight into its cultural logic and spiritual essence. Additionally, students are encouraged to actively participate in academic events such as lectures and seminars on traditional festival culture, engaging with experts, scholars, and peers to broaden their cultural perspectives.

In terms of active participation in cultural practices, college students should proactively engage in various traditional festival events both

on and off campus. They should not only attend celebrations, folk performances, and cultural exhibitions organized by universities, communities, and families, but also initiate activities such as conducting research on traditional festival culture, organizing themed gala evenings, and promoting cultural awareness among peers (Wang Xiaobing, 2024) [9]. Additionally, students can explore innovative approaches to traditional festival culture by integrating it with modern art forms, volunteer services, innovation, and entrepreneurship. This includes creating culturally relevant works that reflect contemporary themes and carrying out volunteer initiatives for cultural preservation, thereby sustaining traditional festival heritage through creative innovation.

In fostering correct perspectives, college students should enhance their cultural awareness and recognize that inheriting China's excellent traditional culture is a historical responsibility and mission for contemporary students (Liu Guoju, 2023) [4]. They should adopt an open and inclusive cultural outlook: while respecting global cultural diversity and actively embracing outstanding foreign cultural achievements, they must also uphold the principles of Chinese culture, avoiding blind admiration for foreign cultures or isolationist conservatism. Simultaneously, they should reject cultural utilitarianism and acknowledge the enduring value of traditional festival culture in personal spiritual growth, moral cultivation, and the nurturing of cultural confidence. By genuinely loving traditional festival culture from within, they can become steadfast inheritors and active promoters of traditional culture.

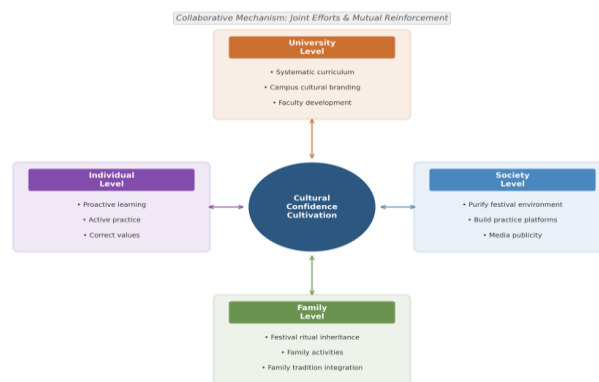


Figure 3: Four-in-One Cultivation Pathway

**7. Conclusion and Outlook**

Through systematic research, this study concludes that traditional festival culture embodies a core ethos of national-family integration, ethical principles emphasizing virtue and goodness, ecological wisdom reflecting the harmony between humanity and nature, and the charm of diverse coexistence in folk traditions. These elements hold significant contemporary value in consolidating national spirit, fostering core values, enriching college students' spiritual lives, and promoting cultural innovation (Zhang Hongbang & Lu Kehan, 2024; Wang Xiaobing, 2024) [2][9]. Current perceptions and inheritance of traditional festivals among college students exhibit issues such as superficial understanding, passive participation, and a disconnect between value recognition

and actual behavior—problems arising from multifaceted influences including societal, institutional, familial, and individual factors (Liu Guju, 2023; Wei Mengying, 2017) <sup>[4][11]</sup>. Traditional festival culture provides comprehensive support for cultivating cultural confidence among college students through four dimensions: cultural empowerment through awareness, emotional elevation through identification, value guidance through shaping, and practical internalization through experience (Yao Yu & Guo Jiao, 2024; Ao Lingmin & Shen Ju, 2024) <sup>[1][10]</sup>. Accordingly, an integrated cultivation framework involving universities, society, families, and individuals should be established. By enhancing university education systems, fostering a supportive social environment, strengthening family foundations, and improving individual capabilities, a synergistic approach can effectively boost college students' cultural confidence (Hao Wenhui & Ke Wenjin, 2023; Wang Mei, 2018) <sup>[6][13]</sup>.

This study still has certain limitations, and future research can be further deepened in three aspects: First, conducting empirical surveys through methods such as questionnaires and in-depth interviews to accurately understand the current state of cultural awareness and demand differences regarding traditional festivals among college students from various majors, regions, and ethnic groups, thereby providing more precise evidence for optimizing cultivation strategies (Zhou Junli, 2022) <sup>[12]</sup>; Second, exploring digital inheritance pathways by investigating how to leverage modern technologies like big data, artificial intelligence, and virtual reality to innovate the transmission of traditional festival culture and enhance college students' participation and experiential engagement; Third, strengthening international comparative studies by drawing on advanced experiences abroad in festival cultural preservation and youth cultural identity cultivation, while promoting the global dissemination of China's traditional festival culture to boost the international influence of Chinese culture and broaden perspectives for fostering cultural confidence among college students. Only by fully leveraging the educational function of traditional festival culture can we effectively enhance college students' cultural confidence and cultivate a new generation with firm cultural conviction to realize the Chinese Dream of national rejuvenation.

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