

The Symbiotic Development of Border Trade Culture and Village Bazaars

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ABSTRACT

The two-way symbiosis between border trade culture and rural markets is the core issue of regional cultural inheritance and economic development. This paper systematically discusses the symbiosis and correlation between the two through three aspects: basic theory, historical evolution, and two-way interaction between border trade culture and village markets. The development of border trade culture has shaped the evolution of village markets. The village market provides an important material carrier for the inheritance and development of border trade culture, and the coordinated development of the two in the dimension of time and space has an important impact on the development of the region. In view of the development status of rural markets, corresponding solutions are proposed, so as to verify the two-way interaction between border trade culture and rural markets, and provide a theoretical reference for the sustainable development of border areas.

Key words: border trade culture; village fairs; economic development; interactivity; symbiosis

Introduction

In the context of economic globalization, the circulation of the commodity trade has accelerated the trend of cultural diffusion in border areas. The border trade culture reflects the cultural background and customs of the local residents, and the rural market, as the practice carrier of the regional cultural gene, directly reflects the cultural connotation of the region in its spatial layout and overall style. Therefore, it is particularly important to explore the symbiotic relationship between border trade culture and rural markets, which is of great significance to promote the transformation and upgrading of rural markets in the process of modernization and cultural dissemination.

1 The basic theory of border trade culture and village bazaar

1.1 Definition and connotation of border trade culture

Border trade culture is a unique cultural system gradually formed in the long-term cross-border trade in the border areas, which has both the locality of agricultural civilization and the openness of border trade, and is the product of commodity trade and cultural exchanges between different countries and nationalities, which reflects the uniqueness of border trade activities, and imperceptibly affects the lifestyle, values and customs of people in the region.

Border trade refers to the trade activities carried out by people in adjacent border areas, which is the basis and premise of border trade culture, and is a special form of trade, including residents' mutual market trade, small trade and local trade. In these trade activities, the flow of goods, currency, and people in the border areas led to cultural exchanges and collisions, and the border trade culture also emerged. Due to the mutual transmission and mutual influence of the cultures of different countries and

nations, a unique cultural connotation has been formed. It not only enriches the spiritual life of border residents, but also promotes peace and stability in border areas.

1.2 Definition and connotation of village bazaar

A rural market is defined as a complex spatial form that occurs periodically within a specific geographical area, based on the trade of agricultural products and handicrafts, and has both economic and social and cultural functions. Following the time rules of the lunar solar terms, agricultural cycles or religious festivals, the market is held in specific places, forming a nested hierarchical system of "village market-town market-county market", which expands the geographical scope of market services, and the village market goes beyond a simple trading place to assume the composite functions of information dissemination, social communication and cultural performances.

The village market is a form of trade determined by and adapted to the social structure of the small-scale peasant economy, which is a harmonious and economical needs. As the core place connecting rural society and economic activities, the rural market space is not only the actual carrier of material exchange, but also the dynamic evolution of cultural exchange and social relations. Village markets can be divided into four types: regular markets, regular markets, irregular markets and semi-regular markets according to the time of market opening; According to the size of the scale, it can be divided into three types: large set, small set and meeting; According to the function of the bazaar, it is divided into three types: basic bazaar, intermediate bazaar and central bazaar.

2 The historical evolution of border trade culture and village fairs

2.1 The origin and initial development of ancient border trade culture and village markets

In ancient times, the development of border trade was closely related to the change of dynasties and the relationship between the regimes of the surrounding ethnic minorities, and the village market had both economic and social functions.

In the pre-Qin period, the rudiments of border trade

culture were embodied in the barter between tribes, and the exchanged items were mostly daily necessities and simple production tools, such as grain, fur, stone tools, etc. During the Western Zhou Dynasty, the "market" system recorded in the "Zhou Li", with the city set up "Left Ancestral Temple and Right Altar of Land and Grain, facing the back market", relying on natural geographical conditions to form a point-like distribution, marking the initial regulation of the official trade space. By the Spring and Autumn Period and the Warring States Period, the popularization of iron tools promoted the growth of agricultural products, and the spontaneous formation of "bazaars" by the people broke through official control and developed rapidly in traffic nodes and crowded areas. During the Qin and Han dynasties, the "nine cities" of Chang'an presented the functional division of "buying horses in the east market and saddle saddles in the west market", and the market space layout was deeply consistent with the commodity attributes. During the Tang Dynasty, due to the rapid development of the economy, the society became more and more open, poetry and songs continued to emerge, and the border trade became more frequent, through the Silk Road, the trade between China and the surrounding countries reached a new height, and the types of goods in the border trade were more abundant, in addition to the traditional silk, tea, porcelain and other goods, there were also luxury goods such as spices, jewelry, and medicinal materials. During the Song Dynasty, due to the promotion of the commodity economy, the grass market broke through the restrictions of the fang-shi system. The bazaar forms an "unofficial market" in the area where land and water converge, and the night market culture has given birth to complex spaces such as "Washi Gulou" to promote the cultural development of citizens. During the Ming and Qing dynasties, the bazaar became more prosperous.

2.2 The Evolution of Modern Frontier Trade Culture and Village Bazaars

After the Industrial Revolution, the invasion of Western countries and the impact of industrial civilization led to the impact of traditional trade culture, and the village market underwent great changes. Due to the

great improvement of productivity and the continuous influx of capital, urban markets have developed rapidly, affecting the development of surrounding village markets, and various cultural and entertainment activities have gradually replaced the social functions of village markets. Colonial trade has strongly promoted the transformation of the bazaar space to specialization, and the interaction mechanism between the border trade culture and the bazaar space has undergone a fundamental change.

After the signing of the Treaty of Nanjing, Guangzhou, Xiamen, Fuzhou, Ningbo, and Shanghai were opened as treaty ports, breaking China's original state of being closed off from the rest of the country, and the Western powers transported a large number of commodities, plundered China's resources, expanded the commodity trading market, and continuously expanded the scope and scale of border trade. Shan Qiang pointed out in the article "Research on the Township Market in Modern Jiangnan": "By the middle and late 18th century, the regional market system in Jiangnan based on the rural market, with the urban market as the main body, and the regional metropolis as the core has been basically formed, and by the beginning of the 20th century, the vertical and horizontal connections between the county, the township and the market are dominant, and the market-town-city, layer by layer, has formed a pyramid-like three-dimensional market structure. The modern Jiangnan regional market is a complex market system composed of a simple commodity market, a general commodity market and a modern market." (Shan Qiang.1998;)

The number of stalls in the village market has increased dramatically, and the variety of goods includes agricultural products, handicrafts, daily necessities, industrial products and other fields. Some village markets have also taken the form of commercial streets, with shops and stalls arranged along both sides of the street, forming a more regular commercial layout. In addition to the traditional commodity trading, the village market has gradually extended to various functions such as information exchange, cultural dissemination, social entertainment and so on. In the bazaar, a large number of traders and craftsmen who are their main or side

business appeared; changes in the way commodities are exchanged; Various cultural activities such as opera performances, folk art exhibitions, talent competitions and other cultural activities are held regularly, which strengthens the connection between border residents, enriches the spiritual life of villagers, and enhances the cohesion of local culture.

3The two-way interaction between border trade culture and village fairs

3.1Analysis of influencing factors

Policy is the basic guarantee for the interactive development of border trade culture and rural markets. As an important embodiment of the national economic strategy, policy plays a central role in the interaction between trade culture and bazaar space. Among them, the influence of the commodity circulation system on the village market is decisive. The tax rate of import and export commodities, the commodity purchase system, the commodity supply system and the price policy have a direct impact on the circulation cost of cross-border transactions. By participating in multilateral trade agreements and regional cooperation, and building common rules for cross-border cultural and economic activities, we can reduce cultural misunderstanding in border trade frictions, provide legal protection for border trade, and reduce deep-seated conflicts caused by institutional differences.

Economic factors are the driving force for the development of the interactive operation of border trade culture and rural markets. The country's market economy system plays a leading role in village fairs and bazaar trade. In the village market, the economy not only drives the optimal allocation of resources in space, but also reshapes the process of cultural reproduction through value transformation. The cultural genes carried by cross-regional migration form unique customs, skilled labor reflects the inheritance and development of handicrafts, and human capital and physical capital can activate the market value of potential culture, all of which can affect the spread of border trade culture and the scale of village markets. For example, the combination of traditional

skills and modern design not only retains the cultural core, but also has been innovatively developed.

Cultural factors are the source of vitality for the interaction between border trade culture and village markets. With the help of various factors such as religious beliefs, ethical customs and cultural backgrounds, the normal operation of the village market is completed. The cultural traditions of different countries collide and blend with each other in the rural market space, forming a unique border trade cultural characteristics. As far as the region is concerned, the traditional festivals and customs of various ethnic groups enrich the cultural connotation of the border trade area, and also make the space a place for cultural display and exchange.

3.2 Border trade culture shapes village markets

On the one hand, the border trade culture shapes the layout of the rural market space. First, in order to achieve the purpose of booth management, the planning department adopts functional zoning and pedestrian and cargo diversion to solve potential safety hazards. The large number of commodities brings together residents from different regions to trade commodities and stimulate the expansion of the region's spatial scale. Second, due to the particularity of border trade transactions, the booth placement pays more attention to flexibility and openness to ensure the smooth passage of people and goods. The sales space of different nationalities is presented in a unique way, highlighting the charm of border trade culture. The third is that the functional layout should be deeply integrated with the local culture and the surrounding environment. Through the combination of "cultural tourism, cultural and creative", a tourist souvenir and sales area is set up on the side close to the scenic spot, which not only meets the shopping needs of tourists, but also drives the development of tourism industry and cultural industry.

On the other hand, the border trade culture completes the dissemination of information with the help of the rural market space and deeply integrates with it. Language exchange is one of the important ways to spread border trade culture. In the process of commodity trading, people often learn different languages

to communicate with each other, strengthening the social communication circle between border residents. It is common to hear the shouts of vendors in the bazaar to attract the attention of consumers, and to complete the conversation with bargaining skills and gestures, thus promoting cultural exchange and communication among border residents. The village market will regularly hold festivals and performances, including folk activities, talent competitions and cultural performances, etc., to enrich the public space of the market and the spiritual life of border people, so that the border trade culture can be carried forward and disseminated.

3.3 Rural bazaars carry and innovate border trade culture

First, the village market carries the inheritance and development of border trade culture. Through traditional border people's mutual market trade activities, border people trade according to the trading methods and customs that have been passed down from generation to generation. They are both sellers and consumers, and the place builds deep emotional memories with them. Folk activities are also an important embodiment of border trade culture. During important festivals, residents will hold a variety of folk activities to show their unique cultural customs and ethnic customs, attract many spectators to watch, and then establish communication and friendship between border people, so that the border trade culture has been inherited and developed in these activities.

Second, the uniqueness of the village market gives the border area a distinctive cultural character. The market is an externalized expression of regional cultural genes, and the site carries historical memory and humanistic spirit. It is not only a place for commodity trading, but also an expression of local cultural characteristics, so it is an image symbol of the local customs. The design style of the commodity booth is very national, which can effectively attract consumers to come and watch. The overall style of the bazaar space integrates the traditional cultural elements of various ethnic groups in the border area, and tells the prosperity of the border trade culture with its unique architectural language.

The third is the expansion of the scale of rural markets, which has provided opportunities for the development of border trade culture. Taking into account the increasingly diverse needs of consumers, in addition to traditional agricultural and sideline products and handicrafts, industrial products, cultural and creative products and entertainment products have also entered the market, enhancing the experience value and entertainment value of consumers, so as to promote the modernization of border areas.

3.4 The current situation of village fairs

In the context of economic globalization, the construction of cities and towns has been accelerated, the rural markets in various regions have tended to be integrated, the functions of rural markets have changed greatly, and the functions of traditional society have gradually disintegrated, and they have evolved from rural social life to specimens of world culture, reflecting the dilemma of the transformation of traditional rural markets in the process of modernization.

First of all, the form of goods with economic functions is gradually replaced. In the border area, the traditional village market as a place for the border people's commodity trading, its trading form bears the characteristics of barter, currency credit, etc., a large number of local self-produced agricultural and sideline products and handicrafts as the exchange of commodities, but with the development of the economy, the expansion of the market scale, the addition of capital, more efficient industrialization, the emergence of commercialized commodities, promote the speed of commodity exchange, with the local characteristics of agricultural and sideline products and handicrafts sharply decreased, This change indicates that the social function of the village bazaars in the border areas is being lost, and they are becoming homogeneous industrial commodities.

Second, social networks are dissolving. The traditional village market is not only a trading place for border people, but also a practical carrier of border trade culture, and builds a social relationship network for the people in the border area. The development of Internet technology has broken the geographical restrictions,

people can buy goods without leaving home, and the village market has gradually evolved from acquaintance trading to living person trading, thereby reducing the demand for rural market space, and the strong regional ties and kinship social network has given way to a weak connection based on the premise of interests, weakening people's influence on the border trade culture.

Thirdly, the cultural genes of border trade tend to be lost. As the carrier of border trade culture, village bazaars carry intangible cultural heritage such as folk customs and traditional handicrafts. However, in the process of urbanization, a large number of people have poured into cities, resulting in a gradual decrease in the number of inheritors of cultural heritage, leading to the disappearance of traditional handicrafts.

Finally, the structural transformation of the rural market space. Due to the transformation of rural space into entertainment consumption space, the industrial upgrading of the region will be accelerated. For example, in the process of renovating the village market, in addition to the demolition, imitation and reconstruction of a large number of buildings, new consumer elements are also growing. As a result, the historical memory and emotional connection of the original site are weakened, and the original vitality of the site is lost.

3.5 Solution strategy

In view of the development status of rural markets, border trade culture and rural markets carry out two-way symbiosis under the guidance of policies.

First of all, the policy system is the foundation for the development of culture and bazaars. The policy system is conducive to protecting the disappearance of cultural heritage, cultivating a large number of inheritors of cultural heritage, ensuring the circulation of cultural heritage, and revitalizing cultural heritage, changing the original way of trading, evolving from traditional trading to cultural experience, and enriching cultural connotation.

Second, building cultural genes needs to keep pace with the times. Through the means of modern science and technology, the traditional handicraft is displayed in a unique way, which not only retains the traditional skills, but also gets a new integration to enhance

the contemporary value of the product. Through the intervention of short video and AR technology, cultural products can obtain new communication media.

Thirdly, the functional attributes of the village market should be transformed. The village market is closely related to the daily life of the villagers and is an important place to connect the local civilization. By deeply exploring the potential advantages of the region, the functional zoning of the market space is re-divided, so as to promote the integration and upgrading of the industry.

Finally, village markets need to balance practicality and brand benefits. Set up a multi-functional stall in the village market space, which sells both handmade products and traditional crafts to meet the different needs of consumers. Enhance the cultural value of commodities with a variety of sales methods, and create a booth with the dual attributes of commodity trading and cultural communication.

Conclusions

The interaction between border trade culture and rural markets presents the core characteristics of "two-way drive, sharing and symbiosis", and the interaction between the two promotes the sustainable development of border areas. On the one hand, the culture of border trade has shaped the village fairs. According to the customs and characteristics of different regions, the village market forms functional partitions and booth settings that adapt to the characteristics of activities. Among them, the layout of the space is diverse, and the vendors' dress, behavior and conversation are also unique, jointly constructing the spatial characteristics of the village market. On the other hand, rural bazaars carry and innovate the border trade culture, and various forms of market construction carry the inheritance and development of the border trade culture. However, with the progress of society, there are problems and challenges in the spatial transformation and cultural preservation of rural markets. The government should strengthen market management and the protection of cultural heritage, and complete the transformation and upgrading of cultural reproduction and cultural and

creative products through the integration of new cultural elements. In addition, the Internet technology is used to vigorously promote regional characteristics and brand influence, thereby promoting the development of border trade culture and economy.

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