

## **How traditional culture responds to the crisis of rapid economic development: a case study of Hunan flower drum opera in China**

### **ABSTRACT**

Hunan Flower Drum Opera, a traditional opera from Hunan Province, China, is recognized as a national intangible cultural heritage. Known for its humorous and witty musical and dance styles, the opera primarily uses drums and unique instruments, creating a distinctive auditory and visual experience. However, the preservation of this cultural gem is facing significant challenges due to the pressures of modernization and the impact of multicultural influences. This paper thoroughly examines the current state of Hunan Flower Drum Opera, identifying the main issues that hinder its inheritance, such as urbanization, the decline of traditional cultural practices, and competition from global entertainment trends. By analyzing these challenges, this study proposes effective solutions to ensure the continued development and preservation of Hunan Flower Drum Opera in contemporary times, aiming to revitalize this unique cultural treasure and pass it down to future generations.