

A Study on Unleashing the New Vitality of “Cantonese-Style Life”

Zhiwu Zhou, Chenxi Zhang

School of Marxism, Guangdong University of Foreign Studies, Guangzhou, China

Email: 542921835@qq.com

How to cite this paper: Zhou, Z. W., & Zhang, C. X. (2025). A Study on Unleashing the New Vitality of “Cantonese-Style Life”. *Open Journal of Social Sciences*, 13, 519-529.

<https://doi.org/10.4236/jss.2025.1312038>

Received: October 10, 2025

Accepted: December 27, 2025

Published: December 30, 2025

Copyright © 2025 by author(s) and Scientific Research Publishing Inc. This work is licensed under the Creative Commons Attribution International License (CC BY 4.0).

<http://creativecommons.org/licenses/by/4.0/>



Open Access

Abstract

As an important part of Lingnan culture, the regional characteristics of Guangzhou-style life stem from historical and geographical conditions: the natural environment surrounded by mountains and water nurtures a dietary style of “For staple foods, the finer the better; for sliced meats, the thinner the better”, the thousand-year-old tradition of valuing business and being pragmatic creates a lifestyle of “not emphasizing ostentatiousness and emphasizing comfort”, and the open and inclusive cultural traits cultivate an inner style of “pursuing innovation”. However, influenced by the fast-paced modern life, the Guangzhou-style life is gradually losing its original charm. It is of great practical significance to explore how it can adapt to modern changes and achieve sustainable development.

Keywords

Guangzhou-Style Life, Vitality, Reshape the Path, Research

1. Introduction

General Secretary Xi Jinping emphasized: “The fine traditional Chinese culture is the cultural root of the Chinese nation. The ideological concepts, humanistic spirits, and moral norms contained in it are not only the core of the thoughts and spirits of us Chinese people, but also of great value for solving human problems.” (Xi, 2020a) Facing the profound changes unseen in a century in the world, we must adhere to our cultural background and position, create a new socialist cultural situation that is oriented towards modernization, the world and the future, and provide correct spiritual and cultural guidance for the evolution of world civilization and the development of mankind. As a component of traditional Chinese culture, “Guangzhou-style life” has attracted the attention and affection of countless people with its unique charm and rich connotations. This is not merely a re-

gional lifestyle, but also a manifestation of a cultural phenomenon and historical inheritance. However, with the rise of various trendy lifestyles in recent years, the “Guangzhou-style life” seems less charming. For instance, milk tea shops are everywhere on the streets, replacing the previous herbal tea shops. As one of the representative elements of the “Guangzhou-style life”, Guangzhou herbal tea also seems to have a sense of a hero’s end. How to make Guangzhou-style life adapt to the changes and demands of modern society and how to achieve the sustainable development of Guangzhou-style life, etc., can be explored through questionnaire surveys, which has important practical significance.

2. Main Content of Guangzhou-Style Life

The urban lifestyle mainly refers to the unique temperament embodied in daily life (clothing, food, shelter, and transportation), lifestyle trends, and etiquette systems—shaped by a specific group’s adaptation to the urban natural environment, the cultivation of their behavioral characteristics, and the integration of regional aesthetic preferences (Liu, 2023). As an important component of Lingnan culture, the Guangzhou-style life reflects the regional characteristics formed by the people of Guangzhou under the influence of historical and geographical conditions.

First of all, the natural conditions of being surrounded by mountains and water, rivers, seas, mountains and fields have given birth to the Guangzhou-style life’s dietary style of “For staple foods, the finer the better; for sliced meats, the thinner the better.” As early as the Western Han Dynasty, Huainanzi-Jingshen Pian (Huainanzi: On the Spirit) provided excellent records of the fineness and variety in ingredient selection for Cantonese cuisine, “The Yue people prized the bearded snake as a delicacy, whereas the inhabitants of the Central Plains discarded it as useless.” (Liu, 2022) During the Tang Dynasty, the “Southern Cuisine” of Guangzhou was renowned far and wide—by then, it had already emphasized qualities like clarity, freshness, lightness, aroma, and tenderness, and stressed the perfect integration of color, aroma, taste, and presentation. In the period from 1912 to 1949, the reputation of “Guangzhou as the Paradise of Food” spread across the country, and “slow-simmered premium soup” (Lao Huo Liang Tang) can be said to be one of the best manifestations of this culinary style.

Secondly, the millennium-old heritage of emphasizing commerce and prioritizing practicality has shaped the Guangzhou-style life characterized by “valuing comfort over grandeur”. “Have tea when free, and eat when it’s time!” In daily life, the relaxed vibe of Guangzhou locals shines brightly. Whether it’s the morning tea culture, garden recreation, or traditional activities like Cantonese opera and dragon boat races, all reflect the high regard for “leisure” in Guangzhou-style life. The custom of giving red envelopes (with small amounts of money) to unmarried individuals embodies the sincere and down-to-earth emotional life of Guangzhou people. Their casual dressing style and frequent visits to food stalls further showcase the unrestrained and natural nature of Guangzhou-style life. This leisure cul-

ture complements the pragmatism of Cantonese people—while demonstrating attention to personal quality of life, it also reflects a deep sense of responsibility for cultural inheritance and development.

Thirdly, the cultural trait of valuing openness and inclusiveness has fostered the inherent style of Guangzhou-style life: “being open and inclusive, and pursuing innovation”. The establishment of “Fanfang” (a community exclusively for foreign residents) in Guangzhou during the Tang Dynasty witnessed the cultural inclusiveness (between Chinese and foreign cultures) of Guangzhou-style life. The custom of “visiting flower markets”—a New Year tradition passed down by Guangzhou people for a thousand years—embodies the coexistence of antiquity and modernity in Guangzhou-style life. Guangzhou-style arcades, which shelter people from wind and rain, block the sun, and facilitate walking and shopping, well demonstrate the perfect integration of Western architectural styles and Lingnan architectural traditions. Cantonese opera, which developed its own style by absorbing the strengths of Han opera, Hui opera, Qinqiang opera and other genres, further incorporated Western musical instruments for accompaniment in modern times, thus featuring both Chinese and Western characteristics. After the reform and opening-up, Guangzhou gave birth to many national “firsts”: the earliest night markets with decorative lights, the earliest music teahouses, the earliest beauty pageants, and the earliest modern amusement parks. These not only confirmed the practical innovation of Guangzhou-style life but also brought a brand-new look to it.

3. Survey on the Current Situation of Guangzhou-Style Life

3.1. Descriptive Statistical Analysis

A total of 420 questionnaires were distributed in this survey, with 420 retrieved. Finally, based on the completion status of the returned questionnaires, 61 were incompletely filled out. 359 valid questionnaires were retained, resulting in an effective rate of 85.48%. The sample size meets the relevant requirements for evaluation and analysis. The questionnaires were mainly collected from the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) and its surrounding areas, among which the proportion from the GBA accounted for more than 90%. In terms of gender distribution, males accounted for 47% and females for 53%, showing a relatively balanced gender ratio with a slightly higher proportion of females. Most of the respondents were aged 19 - 45, accounting for 73% in total. This group includes two generations born since China’s reform and opening-up. China underwent earth-shaking changes in economy, culture, society and other aspects during this era. Such changes naturally had a significant impact on the original flavor of Cantonese lifestyle. These two generations are exactly the ones who uphold and inherit this Cantonese lifestyle, and their perspectives also reflect the current state of Cantonese lifestyle amid the changes of modern society.

The specific data are shown in **Table 1** and **Table 2** below:

Table 1. Frequency analysis of demographic variables.

Variable	Option	Frequency	Percentage	Mean	Standard Deviation
Gender	Male	168	47%	1.53	0.50
	Female	191	53%		
Age	18 or below	46	13%	2.91	1.27
	19 - 25 years old	117	33%		
	26 - 35 years old	72	20%		
	36 - 45 years old	71	20%		
	46 or above	53	15%		
Occupation	Student	85	24%	2.89	1.51
	Educator	65	18%		
	Business/Service	95	27%		
	Government/Public Service	59	16%		
	Culture/Art/Media	28	8%		
	Other	27	8%		

Table 2. Portrait of Guangzhou-Style life.

Variable	Option	Frequency	Percentage
Key Elements of “Guangzhou- Style Life”	Dietary Habits (Morning Tea, Soup, etc.)	304	84.70%
	Linguistic Features (Cantonese)	301	83.80%
	Festival Celebrations (Flower Markets, Dragon Boat Races, etc.)	298	83.00%
	Architectural Style (Qilou, Xiguan Mansions, etc.)	241	67.10%
	Living Habits (Casual & Comfortable)	148	41.20%
	Social Patterns	196	54.60%
	Traditional Arts (Cantonese Opera, Lingnan School of Painting, etc.)	71	19.80%
	Other	12	3.30%
Inheritance Analysis of Guangzhou- Style Life	Dietary Habits (Morning Tea, Soup, etc.)	220	61.30%
	Linguistic Features (Cantonese)	304	84.70%
	Festival Celebrations (Flower Markets, Dragon Boat Races, etc.)	300	83.60%
	Traditional Arts (Cantonese Opera, Lingnan School of Painting, etc.)	300	83.60%
	Architectural Style (Qilou, Xiguan Mansions, etc.)	243	67.70%
	Living Habits (Slow Life, Family Values, etc.)	99	27.60%
	Social Patterns	212	59.10%
	Other (Please Specify)	12	3.30%

Continued

New Features of “Guangzhou- Style Life”	High-Tech Lifestyle	130	36.20%
	International Urban Landscape	264	73.50%
	Widespread Mobile Payment	246	68.50%
	Fast-Paced Work & Lifestyle	91	25.30%
	Innovation & Entrepreneurship Spirit	211	58.80%
Other		14	3.90%
Favorable Inheritance Factors of Guangzhou- Style Life	Mass Media Promotion	237	66.00%
	Government Promotion	222	61.80%
	Education Popularization	186	51.80%
	Online Social Platforms	121	33.70%
	International Cultural Exchange	269	74.90%
Other		10	2.80%
Unfavorable Inheritance Factors of Guangzhou- Style Life	Lack of Effective Promotion Methods	175	48.70%
	Significant Cultural Differences	99	27.60%
	Impact of Modern Lifestyles	118	32.90%
	Uneven Economic Development	108	30.10%
Other		11	3.10%

3.2. A Review of the Current Situation of Guangzhou-Style Life**1) Basic Recognition of the Key Elements of “Guangzhou-Style Life” (see Table 2)**

Food is the paramount necessity of the people. Most participants believe that the core cultural element of Guangzhou-style life lies in its dietary habits. Among these habits, traditional delicacies such as morning tea and slow-simmered premium soup (Lao Huo Liang Tang) are regarded as the soul of Guangzhou’s dietary culture, accounting for 84.70% of the responses. This figure underscores the vital role of food culture in Guangzhou-style life. 83.80% of participants consider Cantonese (the Yue dialect) another core element of Guangzhou-style life, noting that it plays an irreplaceable role in preserving and promoting Cantonese culture. Additionally, 83.00% of respondents view festival celebrations like visiting flower markets during the Spring Festival and dragon boat racing during the Dragon Boat Festival as important elements of Guangzhou-style life, which reflect distinct local characteristics. It not only well illustrates Guangzhou’s reputation as the “Flower City” but also indirectly reflects the inheritance and innovation of Central Plains culture in Lingnan.

However, cultural elements of Guangzhou-style life such as Cantonese Opera and the Lingnan School of Painting (a style of traditional Chinese painting), have not gained strong recognition. This is partly due to the small number of elderly people among the respondents, and it also indicates a disconnect between traditional opera and art forms and modern society, which pursues a fast-paced life-

style. In response to the question “Do you think the Guangzhou-style lifestyle is still representative in today’s society?” approximately 80% of respondents answered “Yes.” This shows that most people still consider Guangzhou-style life representative, and it also proves that traditional culture and lifestyles will not be rejected with the development of modern society—especially in the process of modernizing food culture.

2) Divergence in Perceptions of the Inheritance of “Guangzhou-Style Life” (see **Table 2**)

There is a divergence in people’s perceptions of the inheritance of Guangzhou-style life. Elements recognized as important components of Guangzhou-style life and well-inherited include Cantonese (the Yue dialect), traditional festivals and celebrations, and architectural styles. For instance, Cantonese boasts “double high” figures—83.8% for representativeness and 84.7% for inheritance recognition—confirming the solid role of the dialect as an identity marker. Traditional festivals like the Spring Festival and Dragon Boat Festival (with 83% representativeness and 83.6% inheritance rate) achieve intergenerational transmission through activities such as “visiting flower fairs” and “dragon boat races,” serving as “living fossils” of cultural memories and playing an irreplaceable role in preserving and promoting Cantonese culture. Architectural styles (67.1% representativeness and 67.7% inheritance rate) have been well-inherited in Guangzhou-style life; a case in point is Yongqing Fang in Liwan District, which has been revitalized through renovation. However, one notable observation is that most tourists focus on “taking photos for social media checks” rather than engaging with the spatial narrative of the area.

Some elements are recognized as important but poorly inherited, while others are not seen as important but well-inherited—these include food culture and Cantonese opera. 84.70% of participants regard dietary habits as the core cultural element of Guangzhou-style life, yet only 61.3% of respondents believe their inheritance is effective. This gap reflects the “cognitive recognition but behavioral alienation” of traditional food culture among young people: queuing at time-honored teahouses for social media checks has become a common practice, but fewer than 30% of post-2000s generations can cook slow-simmered premium soup (Lao Huo Liang Tang). For traditional arts like Cantonese Opera, the inheritance recognition rate reaches 83.6%, but only 19.8% of the public views it as a representative element—exposing the conflict between “rational recognition” and “perceptual perception.” From the perspective of Karl Mannheim’s “theory of generations,” the current situation where young groups exhibit “cognitive recognition yet behavioral alienation” toward traditional diets, Cantonese opera, and other cultural elements may align with certain important characteristics of cultural inheritance in human society—namely, “young people who have experienced the same specific historical issues can be regarded as part of the same ‘factual generation’.”

3) Symbiotic Coexistence of “Breaking” and “Establishing” in the Modern-

ization Transformation of Guangzhou-Style Life

Amid the tides of globalization and digitalization, the modernization transformation of Guangzhou-style life presents the evolutionary feature of “symbiotic coexistence of ‘breaking’ and ‘establishing’” (breaking old patterns while establishing new ones). 73.5% of respondents recognize the style of an international metropolis—where the skyscraper cluster in Zhujiang New Town and the ancestral halls in Liede Village engage in a spatial dialogue between “vertical modernity” and “horizontal tradition.” With a penetration rate of 68.5%, mobile payment has spawned new scenarios such as “scanning QR codes to order dishes in teahouses.” However, the speed of digitalization has outpaced the rhythm of cultural adaptation, leading to the loss of traditional ritual sense. The spirit of innovation and entrepreneurship (recognized by 58.8% of respondents) has driven cross-border experiments like “Cantonese Opera + VR” and “Guangzhou Embroidery digital collectibles.” Yet only 25.3% of the public perceives an accelerated pace of life, which reveals the wisdom of dynamic balance between “slowly savoring morning tea” and “subway efficiency.” AR technology has been introduced to the cruise terminal of Lizhiwan Creek: by scanning a QR code, tourists can trigger a virtual tour, and the virtual image of a “Xiguan Lady” (a cultural symbol of traditional Guangzhou women) will even present “bridal pastries” (a traditional snack for weddings). This adds a modern interactive experience to traditional culture. Such a transformation not only activates cultural vitality but also intensifies the risk of deconstructing the traditional core.

4. Ways to Unleash New Vitality of “Guangzhou-Style Life”

The vitality of culture lies in inheritance and innovation. Both the material and intangible forms of Guangzhou-Style Life have brought enormous spiritual and material value to people. In view of this, exploring paths to unleash the new vitality of Guangzhou-Style Life holds significant practical significance.

4.1. Vigorously Develop the Local Economy, Expand Industries Related to the Cantonese Lifestyle, and Consolidate the Supporting Capacity for This Way of Life

As an integral part of traditional Chinese culture, the revival of Cantonese lifestyle requires economic support. Located at the heart of the Pearl River Delta, Guangzhou enjoys a superior geographical location and has been the economic, political and cultural center of Lingnan since ancient times. Since China’s reform and opening-up, Guangzhou’s economy has grown rapidly. Particularly with the establishment of the Guangdong-Hong Kong-Macao Greater Bay Area, its economic development has accelerated even more, with its economic strength remaining steadily among the top four cities in China for a long time. This has improved the benefits and living standards of Guangzhou’s residents, thereby providing a stable economic foundation for the Cantonese lifestyle to embrace new vitality. Moreover, Guangzhou’s inherent qualities of openness and inclusive-

ness have attracted a large number of migrant populations. As a result, both its registered population and floating population have long ranked among the highest in the country. The huge total urban population further provides a broad market space for the development of the Cantonese lifestyle.

Times have changed, but people's preference for the essential elements of the Cantonese lifestyle remains unchanged. Meanwhile, economic development and population growth have led to a further increase in citizens' demand for aspects of the Cantonese lifestyle, such as its food culture and cultural works. The only way to address this is to develop local characteristic industries, strengthen industries related to the Cantonese lifestyle, combine Cantonese cuisine and traditional craftsmanship with technology to produce more modern products that meet people's needs, enhance their market competitiveness, and consolidate the supporting force for the Cantonese lifestyle.

4.2. Give Full Play to the Role of the Government, Lay a Solid Foundation for the Key Elements of the Cantonese Lifestyle, and Pool the Cohesive Power of This Way of Life

“The people's yearning for a better life is our goal.” (Xi, 2014) As a world-renowned modern metropolis, enjoying Cantonese cuisine, visiting flower markets, and participating in dragon boat races are not only cherished elements of local life, but also important calling cards that attract visitors from other places. Amid the tide of the socialist market economy, the government can enhance the appeal of Guangzhou-Style Life and consolidate its centripetal force by leveraging its own role.

Make full use of the reputation of “Guangzhou as the Paradise of Food” to build distinctive catering consumption features of “Guangzhou-Style Life”. For example, it can announce “Guangzhou Food Streets”, organize the “Guangzhou Food Festival”, release the “Guangzhou Food Map”, launch seasonal food tourism routes in Guangzhou, and carry out activities like “Exploring Cuisine Through Movies”. It should also encourage well-known catering brands to set up headquarters, first stores, and flagship stores in Guangzhou. In addition, the government should implement the “Hundred-Thousand-Ten Thousand Project” initiated by the CPC Guangdong Provincial Committee and the People's Government of Guangdong Province. Relying on rural tourism food stores, it should develop “Famous Food Villages” and “Famous Local Dishes” in accordance with local conditions.

Leverage the reputations of “Millennium-Old Commercial Capital” and “Famous Historical and Cultural City” to enrich the cultural and entertainment consumption brands of “Guangzhou-Style Life”. Fully tap into intangible cultural heritage (ICH) programs and strengthen efforts to promote Guangzhou-Style Life elements such as Cantonese Opera, Cantonese Music, Guangdong Lion Dance, and Dragon Boat. Encourage the organization of traditional craftsmanship exhibitions and learning activities (e.g., Guangzhou Embroidery) in commercial ven-

ues; promote the performance of Cantonese Opera in cultural venues and parks; and support the development of new formats for Cantonese Opera and Guangzhou Embroidery, including immersive experiences, digital art, and online broadcasts. Encourage all districts in Guangzhou to launch various “Guangzhou-Style Life” cultural and entertainment consumption activities around traditional festivals, statutory holidays, and winter/summer vacations. For example, since 2013, the Guangzhou Municipal Government has issued a global invitation under the slogan “Celebrate the New Year in Guangzhou, Enjoy Flowers in the Flower City”, promoting the “Spring Flower Fair”—a hallmark of Guangzhou-Style Life—to the world. Another case is the 2025 “Liede International Block” in Tianhe District, Guangzhou, which centered on the theme of “New Eight Scenes of Consumption in Yangcheng”. It curated a series of activities: communal Dragon Boat Feast, shared Dragon Boat Races, Cantonese story-telling sessions, hands-on ICH craftsmanship workshops, visits to “Guochao” (national trend) markets, and appreciation of international flower exhibitions. These activities not only enhanced the charm of “Guangzhou-Style Life” but also enabled the subtle integration of Chinese and foreign cultures through daily interactions.

4.3. Effectively Strengthen Market Promotion, Address the Shortcomings in the Inheritance and Public Understanding of the Cantonese Lifestyle, and Enhance the Competitiveness of This Way of Life

The prosperity of the cultural industry relies not only on government guidance but also, more importantly, on market vitality. To unleash the new vitality of Guangzhou-Style Life, market operations are essential to enhance the competitiveness of related industries. With the involvement of capital, Guangzhou-Style Life can secure more resource support while gaining greater development space in market competition.

Given that 61.3% of respondents believe the inheritance of Guangzhou’s dietary habits is effective, major catering enterprises and restaurants in Guangzhou should step up market promotion, improve dish quality, and strengthen service awareness—allowing both local citizens and tourists to truly experience the high quality of Cantonese Cuisine, one of China’s four major culinary traditions. Meanwhile, leading Cantonese Cuisine companies in Guangzhou can form alliances; capital involvement should also be encouraged to build chain catering groups similar to McDonald’s and KFC, making Cantonese Cuisine the dominant force in Guangzhou’s catering market. In addition, organizations such as governments and industry associations regularly hold folk culinary competitions and other related activities, formulate competition rules, and strengthen the inheritance of Cantonese cuisine through extensive public participation.

In response to the gradual decline of herbal tea shops, which were once ubiquitous on streets and lanes, established herbal tea shops in Guangzhou should break away from their traditional sales models. They can cooperate with investment

firms and intensify market operations to develop affordable, high-quality bottled herbal tea brands like “Wanglaoji”. Regarding the low audience reach of traditional arts such as Cantonese Opera and Guangzhou Embroidery, innovative business models and the integration of online and offline channels can be adopted to better meet consumer needs, attract domestic consumers, and expand into international markets.

4.4. Make Extensive Use of AI Technology, Enhance the Interactive Exchange Experience of the Cantonese Lifestyle, and Boost the Appeal of This Way of Life

Against the backdrop of informatization and globalization, the methods and channels of cultural communication have undergone tremendous changes. The rapid advancement of science and technology, the application of the Internet and new media technologies, and particularly the development of AI technology, have greatly enhanced the efficiency and influence of cultural communication. The Cantonese lifestyle can also achieve wider and more precise dissemination through modern media tools and AI technology, thereby better boosting its appeal.

First, innovate cultural content and create interactive experiences. Based on the characteristics of young people, materials related to the Cantonese lifestyle can be developed into a rich cultural industry chain, and more interactive and diversified “AI-driven” models can be adopted to enable engaging and approachable communication about the lifestyle. In line with the younger generation’s confidence, openness, and diverse cultural identities, AI algorithms can be used to research and analyze the styles and elements of the Cantonese lifestyle, and leverage them for intelligent creation. For instance, by analyzing the painting style of the Lingnan School of Painting and the vocal melodies of Cantonese opera, AI can generate cultural works such as paintings and music with Cantonese features, so as to attract more people’s attention. Given the younger generation’s preference for experiential and creative activities, AI technologies—such as Virtual Reality (VR), Augmented Reality (AR), and holographic projection—can be used to conduct 3D reconstruction and interactive experience design for scenes of the Cantonese lifestyle. Immersive experience spaces can be built to showcase Cantonese traditional architecture, arcade street views, and morning tea scenes, making people feel as if they are in a real Cantonese lifestyle environment and experience its uniqueness through vision, hearing, and other senses. Immersive experiences of Cantonese opera and Cantonese embroidery can also be launched to let the younger generation feel the charm of the Cantonese lifestyle.

Secondly, innovative communication technologies and strengthen cultural dissemination. Using AI technology to spread Cantonese culture not only enables better delivery of useful lifestyle information to the public, but also more effectively enhances the interactivity and appeal of the Cantonese lifestyle. AI-driven social media algorithms can be applied to accurately target groups interested in the Can-

tonese lifestyle and push relevant content such as images, texts, and videos. Short videos that highlight the charm of the Cantonese lifestyle can be produced, with special effects processing and personalized recommendations via AI technology to expand the dissemination scope and influence of the Cantonese lifestyle. Additionally, AI virtual hosts can be used to introduce the Cantonese lifestyle, and online Cantonese lifestyle events can be held to attract more participants.

5. Conclusion

Raymond Williams, a scholar of the Birmingham School in the UK, proposed that culture is “a whole way of life encompassing material, intellectual, spiritual, and other dimensions,” emphasizing the “everydayness” and “practicability” of culture. (Williams, 2011) The formation of Guangzhou-Style Life is closely linked to the life philosophy of people in Guangdong. Modern prosperity and the cultural heritage of Guangfu have merged into today’s Guangzhou-Style Life: the diverse flavors of everyday life in the marketplace create the charm of every corner of Guangzhou, as well as the warmth in interpersonal interactions. In summary, Guangzhou-Style Life is not only a lifestyle representation of regional culture but also a condensed embodiment of the essence of Lingnan Culture. It reflects the cultural depth and connotation of Guangzhou people’s adherence to self-identity in the process of globalization, and similarly provides a steady stream of spiritual motivation for the sustained development of Guangdong’s economy and the rise of the Guangdong-Hong Kong-Macao Greater Bay Area (GBA). President Xi Jinping pointed out: Culture is the soul of a country and a nation. “A nation will thrive only if its culture thrives, and a country will be strong only if its culture is strong.” (Xi, 2020b) In the current era where globalization and modernization intersect and develop, the inheritance and innovation of traditional Chinese culture undertake the important mission of connecting history and the future. Then, as part of traditional Chinese culture, the Cantonese lifestyle—reinvigorated with new vitality—should carry significance in this regard.

Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

References

- Liu, A. (2022) *Huainanzi: The Spirit*. Zhonghua Book Company, 217.
- Liu, L.Z. (2023) Urban Image Construction and Urban Lifestyle—A Case Study of Guangzhou’s Urban Image and the Cantonese Lifestyle. *Nanjing: Modern Urban Research*, (9), 74-78.
- Williams, R. (2011). *Culture and Society: 1780-1950*. Jilin People’s Publishing House, p. 17.
- Xi, J.P. (2014). *The Governance of China (Volume I)*. Foreign Languages Press, 4.
- Xi, J.P. (2020a). *Selected Readings from the Works of Xi Jinping (Volume II)*. Foreign Languages Press.
- Xi, J.P. (2020b). *The Governance of China (Volume III)*. Foreign Languages Press, 32.