

Implementation Approaches of Rural Cultural Revitalization Strategy from the Perspective of Resource-Based View—Taking Shuangliu District of Chengdu as an Example

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Abstract. Based on the perspective of resource-based view, this paper focuses on the implementation of the strategy of rural cultural revitalization, analyses the multiple contradictions in the objective environment and the complex challenges during the implementation, and reviews the domestic and foreign implementation approaches of regional and rural cultural development strategies. On this basis, it adopts the case study method, taking Shuangliu District of Chengdu as an example, and concludes that the strategic implementation system of rural cultural revitalization can be constructed through upward and downward implementation approaches, developing a thinking framework suitable for the context of rural revitalization, which will provide a theoretical basis for the government's policy-making.

1. Introduction

Unbalanced development between urban and rural areas and underdevelopment in rural areas are the main contradictions of China at present (Xi, 2017). In this context, the Nineteenth National Congress of the CPC put forward the national strategy of five-in-one Rural Revitalization (Li and Tang, 2018). Chinese civilization originated from farming culture (Deng, et al., 2016), and rural culture is the root of Chinese culture and the motive force, foundation, source of wisdom and strong support for rural revitalization (Lv, 2019). Therefore, it is of great strategic significance to realize the revitalization of rural culture.

The revitalization of rural culture is a complex process. The biggest challenge is how to locate accurately its heterogeneous cultural resources in the complex environment, and exploit and transform them effectively to achieve social and economic values and to form a cultural identity and strong cultural cohesion. However, the existing studies on the rural cultural revitalization have not refined and summarized the theories from this perspective.

From the perspective of resource-based view, this paper focuses on the strategic implementation approach of rural cultural revitalization. Based on the analysis of the complex background of rural revitalization, and reviewing domestic and foreign implementation approaches of regional cultural development strategies and of previous rural cultural revitalization strategies, it makes a case study on Shuangliu District, summarizes its strategic implementation approach, and tries to generalize a systematic thinking framework suitable for cultural revitalization in the context of rural revitalization.

2. Theoretical Analysis

2.1. Existing Studies on Implementation Approaches of Regional Cultural Development and Rural Cultural Revitalization Strategies

2.1.1. Foreign Research

Foreign countries have well-developed theories on the implementation approach of cultural development. Grodach and Loukaitou - Sideris (2007) divided the regional cultural strategy of the United States into three parts: the entrepreneurial strategy with the strategic approach of cultural industrialization and implementing cultural projects, the creative class strategy with the strategic approach of introducing talents, and the progressive strategy with the strategic approach of improving the cultural infrastructure and providing public cultural services (Grodach & Loukaitou - Sideris, 2007). Park (2014) believed that South Korea's regional cultural strategic approach is to establish regional cultural brands, improve top-level design, develop local communities and consolidate the underlying foundation. Regarding the subject of rural cultural revitalization, there is American model whose implementation approach is based on sound legislation (Wang, 2018), Japanese model whose implementation approach is composed of setting up specialized agencies, financial support, talent cultivation and cultural exploitation through bottom-up compilation and top-down implementation (Hong, 2019), and French model that integrates cultural facilities development, cultural heritage protection, cultural landscape planning and cultural project development (Li and Tang, 2018). Generally speaking, the foreign strategies for regional and rural cultural revitalization have developed into recognized strategic systems with strategic objectives, implementation approaches, spatial landing and target people. However, due to the different environments in which the strategies are implemented, they are not suitable for the complex environment and multiple objectives of China's rural revitalization, and hard to achieve the simultaneous improvement of cultural industries, cultural atmosphere and cultural cohesion, thus have limited reference significance.

2.1.2. Domestic Research

As the local characteristic culture and the development status vary a lot in different regions of China, their regional culture development strategy has their own characteristics and logic. However, the implementation approaches can be summarized into creating local culture name-card, developing cultural industry, improving cultural service system, innovatively inheriting historical culture, and introducing and training cultural talents. For example, Hubei model emphasizes creating culture name-card and exploiting cultural content (Fu and Zou, 2013), Nanjing model emphasizes both cultural services and cultural industries (Zhang, et al., 2007), Jiangsu model focuses on innovatively inheriting historical culture (Wang, et al., 2009), and Jilin model emphasizes exploiting the local cultural resources and also the leading role of cultural talents (Liu, et al., 2010). Regarding the implementation approaches of rural cultural revitalization strategy, domestic scholars have proposed such ways as applying socialist core values (Li, 2018), protecting rural cultural heritage (Zhang, 2018), building rural cultural facilities (Wang, 2018), providing rural cultural services (Meng, 2018) and highlighting the culture of rural reputation (He and Qi, 2018). Although the existing studies in China have achieved plenty of results, they are deficient in systematic thinking, and have not integrated resources to build an integral and systematic strategic implementation system. They have not considered all possible means and methods while taking into account the heterogeneity of cultural resources. They can no longer adapt to the complexity of rural cultural revitalization.

2.2. Complex Background of Rural Cultural Revitalization

The rural cultural revitalization in China faces a complex external objective environment and also a complex implementation process. The strategy of rural cultural revitalization faces multiple

contradictions of objective environment. First, the contradiction of urban-rural opposition: Urban and rural areas have different economic structures and development systems, leading to the increasingly marginalized status of rural areas (Wang, 2018), so rural areas are affiliated to the city for long time, losing their discourse power with relatively backward ideology and culture. Second, the duality contradiction of a “post-rural society”: After reform and transformation, the rural areas in China show the characteristics of “post-rural society”, i.e. while continuing the clan concept and lifestyle, its socio-economic structure and many institutional arrangements are different from traditional villages (Wang, 2017). Third, the contradiction between economic development and cultural lag: In the past, the rural work aimed at developing economy and improving farmers' income, while the development of rural culture was lagging behind, thus leading to a big gap with the city. Forth, the contradiction in the integration of modern and traditional cultures: With the rapid development of urbanization and marketization, rural culture shows a declining trend and is even assimilated by urban culture (Lv, 2019). The spiritual and cultural needs of farmers have increased with the economic development. However, urban culture has not really met their spiritual needs. Under the combined effect of heterogeneous foreign culture and excessive deconstruction of traditional culture, rural culture enters an “empty” state (Ding, 2008).

The implementation of rural cultural revitalization strategy also faces complex challenges. In terms of external factors, the coordination of multiple planning integrations has brought certain difficulties. For example, at the organizational level, cultural revitalization requires the coordination of many sectors, including educational institutions, public administration departments, and cultural tourism departments; at the individual level of talents, it requires the teamwork of architects, artists, trainers, and volunteers. In terms of internal factors, first, the rural cultural revitalization is a systematic project of comprehensive grass-root management. It involves training and introducing cultural talents, taking advantage of the culture to promote innovative development of industries, building ecological civilization, linking the Party and masses, integrating the culture with other elements, realizing complementary integration of rural and urban culture, and promoting local socio-economic development and people's living standards with culture. Second, the formulation of cultural revitalization strategy and specific measures requires considering the complexity caused by the differences in resources endowment of different rural areas. Third, due to different concept, education level and subject consciousness among villagers in various regions, it is necessary to adapt to local conditions when implementing the rural cultural revitalization strategy. Because of the multiple contradictions in the complex objective environment and the double challenges brought by internal and external factors in the process of implementation, the previous strategic measures can no longer cope with today's complex situation. It is necessary to make innovations in systems, institutions and measures, to break the dual structure of urban and rural areas, take the road of integration and development, reshape the relationship between urban and rural areas, realize the interaction, complementarity and balanced development of culture, and establish new thinking of rural cultural revitalization.

2.3. Resource-based View

Scholars' research on resource-based theory is based on a core hypothesis that heterogeneous and non-transferable strategic resources owned by a firm are the root of its sustained competitive advantage (Barney, 1991; Mahoney & Pandian, 1992; Wu and Liu, 2011). The resource-based view shifts the analysis of sustainable competitive strategy from the external analysis of industrial structure and competitive environment to the internal resources and capability elements (Collis, 1995; Teece, et al., 1997; Jiang and Ma, 2009). Based on the results of previous studies, Wang, et al. (2002) believed that resources consist of tangible and intangible assets and capabilities. But resources cannot produce sustainable competitive advantages directly, and they need to be identified, nurtured, developed, protected and allocated to achieve the value transformation (Williams, 1992). Zhou (2004) believed that cultural resources can generally be divided into historical and realistic, human and natural, tangible and intangible and other categories, which can all be classified as heterogeneous resources. It is quite appropriate to analyze the strategy of rural

cultural revitalization from the perspective of resource-based view. Firstly, the resource-based view focuses on the heterogeneous resources and capability elements within the firm, and the revitalization of rural culture faces the differences in resource endowments of different rural areas. Secondly, the resource-based view believes that resources need to be identified and transformed, and the available cultural resources need to be exploited and transformed in the process of rural cultural revitalization. Thirdly, the resource-based view believes that resources need to be combined and allocated reasonably, and rural cultural revitalization strategy needs to integrate and allocate resources rationally in the complex environment.

3. Research Method

3.1. Selection of Method

Case study can examine and grasp the complexity of the case objects to produce a rich analytical description of the research objects (Weick, 2007), and is of great significance in discovering new theories and enriching existing ones (Siggelknow, 2007). Because rural revitalization faces complex internal and external environments and also complex implementation process, the case analysis method is adopted, and a single case is analyzed in depth to generalize the law. We hope to explore the implementation approach of rural cultural revitalization through representative cases, and construct an appropriate theoretical framework.

3.2. Selection of Sample

The case studied in this paper is Shuangliu District of Chengdu City. Pettigrew (1990) pointed out that random sampling is not advisable, and emphasized repeatedly that case studies should select the typical and extreme situations. Therefore, this study considers that it is appropriate to take Shuangliu District as the case study object. Shuangliu has long historical and cultural accumulation and rich cultural resources, but it has not been exploited fully. Its cultural facilities and services are relatively poor. Its ideological and talent foundations and cultural activities need to be improved, and it lacks a dense cultural atmosphere, not enough to support the development of cultural industries and the goal of comprehensive integration of urban and rural cultures. Also it has not formed a strong cultural cohesion, which is typical in the strategic planning of China's rural revitalization.

3.3. Sources and Methods of Collection of Case Data

As the person in charge of the rural cultural revitalization of Shuangliu district, the author has been deeply involved in the whole process of its planning and obtained a large amount of non-public first-hand data. During the field survey, diverse data was collected including in-depth interview records, culture-related statistics, policy documents and government work plans, etc. The data collection process is generally divided into three parts. First, from November 2018 to June 2019, the author conducted in-depth field interviews with relevant personnel from various government departments in Shuangliu district, and obtained nearly 100,000-word verbatim manuscripts through recording transcription. Second, the author also conducted field visits and observations in rural areas, and recorded a large number of observation notes. Third, the author collected and sorted out 25 second-hand data of rural cultural development from relevant government departments of Shuangliu, including the past policies, documents, specific measures and other public and non-public data.

The whole case study process is summarized in the practice of rural cultural revitalization in Shuangliu district. Through repeated investigation from different channels, the author communicated problems and findings with relevant government departments in a timely manner, continuously revised and supplemented information, and verified relevant judgments and conclusions. The research maintained the independence, openness, coordination and

constructiveness in the whole process of data collection, and constantly summarized and analyzed the information obtained from various sources to deepen the understanding of rural cultural revitalization in Shuangliu district. Finally, the practice is refined and summarized and try to develop theories.

4. Case Analysis and Discussion

4.1. Case Introduction

Shuangliu District is located in the southwest of Chengdu City. Its comprehensive economic strength has ranked the first among the top ten counties in Sichuan Province for 18 consecutive years. It is one of the China's top ten exemplary well-off counties and also one of the China's top 100 counties. Shuangliu District has abundant and diversified cultural resources, covering almost all villages of Shuangliu, especially a prominent background of cultural resources, such as Huaixuan Culture, Linpan in West Sichuan, Huanglongxi National Historic and Cultural Town and other innate unique resources.

However, in terms of the utilization of local cultural resources, Shuangliu currently lacks of the cultural name-card (intangible assets) and the corresponding cultural carriers and content (tangible assets). Therefore, the exploitive extent of cultural resources is generally low, which has not yet formed enough economic and social values. When it comes to the construction of cultural atmosphere, due to the current imperfect cultural facilities and systems (tangible assets), cultural products and activities are not abundant (intangible assets), and the rural people's cultural concepts are relatively backward as well as their cultural life is deficient. To sum up, from the perspective of resource-based view, rural areas in Shuangliu district lacks of effective means to combine cultural tangible assets and intangible assets, resulting in low cultural recognition and ineffective revitalization of rural culture.

4.2. Implementation Approach of Rural Cultural Revitalization Strategy

At present, the implementation approach of the cultural revitalization strategy in Shuangliu District mainly includes the following six aspects: creating the cultural name-card, strengthening the ideological and moral construction, building cultural facilities and service system, cultivating rural cultural talents, inheriting and developing excellent traditional culture, and carrying out people-benefiting cultural activities. After summarizing and refining, this paper, from the perspective of resource-based view, constructs the implementation system of rural cultural revitalization strategy from three aspects: tangible assets, intangible assets and capabilities, consisting of two implementation approaches: upward and downward. The downward approach is to activate the local cultural resources. The specific implementation strategies start with connecting the upper-level planning, determining the orientation of local culture, creating characteristic cultural name-card with the intangible assets, then under this guidance, constructing the corresponding tangible cultural carriers, and developing appropriate cultural content; also pay attention to innovative inheritance of culture to highlight the historical and cultural heritage. Through the integration of a series of strategies that combine tangible and intangible assets from top to bottom levels, we will activate cultural resources thoroughly, and complete the transformation of characteristic resources into the carriers of characteristic cultural industries, so boosting the local economy, and producing the current pushing power of rural cultural revitalization. The upward approach is to improve the cultural service system. The specific implementation strategies start with promoting grassroots cultural services, in terms of intangible assets, to enhance farmers' ideological basis, and to carry out cultural activities that benefit the people, in terms of tangible assets, to improve cultural service facilities, provide rich cultural products, and introduce and cultivate cultural talents. Through the integration of a series of strategies that combine tangible and intangible assets from bottom to top levels, we can improve the cultural life standard of rural areas significantly, enhance the local cultural atmosphere, strengthen the cultural exchanges between

urban and rural areas, stimulate the endogenous vitality of rural cultural development, and provide the lasting boosting force of rural cultural revitalization. With the aid of upward and downward implementation approaches, we can enhance the cultural cohesion effectively, in terms of capability elements, and ultimately realize the overall revitalization of rural culture.

4.2.1. To Activate Local Cultural Resources

Local cultural resources should be activated on the basis of deep exploitation and innovative inheritance, by identifying local advantages, creating cultural name card and realizing the industrialization of cultural resources (Chen and Li, 2017). The cultural name-card should be created under the guidance of the upper-level planning, and the local cultural resources shall be analyzed in an all-round way to determine the orientation and sustainable competitive advantage of local cultural resources. On the basis of the characteristics and heterogeneous cultural resources to be developed fully, we will determine the forms of corresponding cultural carriers and cultural contents. The cultural carrier should be built to display the material and spiritual forms of local culture, highlight the regional characteristics, and produce the regional symbols. The cultural content should be developed on the basis of cultural resources and their connotation and denotation, and taking into account the needs of target consumer groups. Cultural carriers and cultural contents complement and concert with each other, and are the foundation and support for creating cultural name-card, integrating tangible and intangible assets fully.

In this case study, Shuangliu District integrates actively into Chengdu's strategy of "Three Cities and Three Capitals". After examining its cultural resources, it has selected Huaixuan Culture and Linpan Culture as its main cultural resources to be developed and built, according to the linking of strategic objectives with urban planning and the complementarity of content form with urban plans. It is positioned as "Huaixuan Master's Home and Linpan Ecological Park" in its cultural name-card. In order to support this orientation, Huaixuan Square, as the cultural carrier, is built, which contains such elements as Huaixuan Museum, Liu Yuan's statue, Huaixuan Academy and Liu Yuan's residence, as Huaixuan culture is a traditional Chinese culture, and the Square becomes a humanistic spot of inheriting and promoting the sage culture. As Linpan belongs to the ecological culture, its landscape is optimized while preserving its biodiversity and natural features. This is an organic combination of humanities and natural carriers. In terms of content realization, first, for the purpose of promoting and inheriting the culture, Huaixuan Master's Festival is established whose content is worship ritual to Liu Yuan and demonstrating the traditional culture. Second, recreation and artists' residential projects, which are in large market demand, are introduced into Linpan, to create a natural place for leisure and healing. With the construction of the rural cultural carrier and the cultural content in Shuangliu District, the content can be fully realized on the carrier, creating unique cultural name-card of Shuangliu District, and combines culture with industry, creating economic value, and finally realizing the industrialization of cultural resources.

Regarding the historical culture, it is inherited and protected from both material and non-material cultures. For the material culture, it is to protect cultural buildings and sites and improve historical sites; for the non-material culture, it is to inherit folk culture and activate non-material cultural heritage. By protecting and activating material and non-material cultures, they form a joint force to enhance the rural cultural deposits.

In this case, at the level of material culture, Shuangliu District focuses on exploiting the "eight old landscapes" and building the "eight new landscapes", and launching the protection and exhibition projects of rural cultural sites; at the level of non-material culture, it promotes the culture of tea, Sichuan brocade and food, develops folk arts and folk performance projects, and promotes the development and industrialization of Shuangliu folk culture. Also it contacts with schools and social institutions to promote the inheritance protection and activation of four intangible cultural heritages: Huanglongxi Fire Dragon Dance, Fuhe River boatman's chant, Chen Shiyun's paper-cut art, and Chen Tuan's herbal bathing and bone-setting cure. Traditional culture is promoted from both the material and non-material culture levels, enhancing the historical and cultural deposits of Shuangliu.

4.2.2. To Improve the Cultural Service System

Improving the public cultural service system is a long-lasting process of integrating the cultural service system with the city by enhancing the ideological perceptions, cultural facilities and service quality of rural grass-roots, and then by talent introduction and cultivation and cultural people-benefiting activities. The underlying foundation of cultural development is consolidated from three aspects of ideological basis, service facilities and service means to build a front for spreading the excellent culture. On this basis, channels for exchanges of urban and rural cultural talents are opened up to introduce cultural talents to serve the rural area, and then with the aid of various large-scale people-benefiting cultural activities, to develop a strong cultural atmosphere and become another foundation to support the upper-level strategy.

In this case, for enhancing the ideological foundation, Shuangliu District starts with promoting good rural, family and civil practice. To establish a civilized rural practice requires occupying the ideological front of the countryside with the advanced theory of the Party from top to bottom levels, strengthening the training of the backbone of Party organization, carrying out the activities of “public preaching” and strengthening the leading role of the Party. At the grass-roots level, we should promote the actions of optimizing social tradition, carry out evaluation activities, and improve the rural civilization from the bottom to up levels, and the combination of the upward and downward actions will establish a civilized rural practice in Shuangliu. To establish good family practice requires utilizing the exemplary role of the leadership, and attaching importance to the role of women in the family, as women play an important role in the family. To establish good civil practice requires, in terms of individuality, setting up a model of virtues, and guiding villagers to spread and practice virtues; in terms of systems, promoting the formulation of village regulations, strengthening self-management abilities, and creating a good rural atmosphere.

For improving cultural facilities and quality of cultural services, Shuangliu District lays out the rural cultural infrastructure among the village, town and district level, according to the current situation of the cultural facilities in the villages, and realizes the integration of urban and rural cultural infrastructure construction and equalized provision of basic public cultural services, thus producing a public cultural facilities and service system that contains large, medium and small supporting facilities and that is shared by both urban and rural areas. Firstly, regarding the public cultural facilities, establish a hierarchy that takes the district’s libraries, cultural centers and museums as the main building and the town (street) public cultural and sports centers as the branch; build the village-level comprehensive cultural service center and cultural halls; transform old houses in villages and towns into creative bookstores, as an open and shared public platform for villagers. Secondly, regarding the means of cultural services, the three-level cultural platforms of district, towns and villages are connected, and the cultural resources are deployed centrally, constructed and shared together, and borrowed and returned easily, thus forming a system of districts and towns gathering resources and radiating downwards, while villages (communities) undertake resources, and supplement upwards. In addition, it provides high-quality cultural service products to meet the cultural needs of villagers.

For building up the cultural talent team, it starts with “introduction” and “cultivation”, i.e. to introduce talents in urgent need and shortage, and cultivate and enhance the local cultural talent team. It introduces Huaixuan culture talents to inherit and spread the theory of Huaixuan; introduce urban teachers and students to promote urban and rural education exchange; introduce management talents to improve management level; attract social welfare organizations to obtain their support; cultivate local rural teachers to improve the teaching; cultivate the outstanding talents to build a team of leaders in rural development; promote the cultivation of inheritors of intangible cultural heritage to protect and inherit the traditional culture; establish a long-range mechanism for cultivating cultural talents, build a rational echelon of cultural talents, and provide talent power for the revitalization of Shuangliu rural culture.

For people-benefiting cultural activities, firstly, it carries out various thematic and festival activities, as well as public cultural training, assistance, volunteer activities, to enrich people’s spare-time cultural life; secondly, it launches national reading activities, builds rural creative

landscapes, and carries out rural creative arts activities and cultural exhibitions, to improve the cultural and artistic calibre of villagers. It promotes the formation of a rich cultural atmosphere from both spare-time cultural life and cultural calibre aspects, and provides action power for rural cultural revitalization of Shuangliu.

4.2.3. The Advantages of the Strategic Path of Rural Cultural Revitalization in Shuangliu District

The existing problems presented in the case of Shuangliu district can be solved by the upward and downward implementation approaches proposed in figure 1. These two approaches combine tangible assets and intangible assets, which will produce sound industrial carrier and service system for cultural revitalization, generating both economic benefits and social values, and providing the current driving force for revitalization and long-lasting revitalization mechanism. The strategy implementation should take into account the development of cultural industries, the inheritance and protection of historical culture, the creation of cultural atmosphere, and the introduction and cultivation of cultural talents, and improve the quality of spiritual and cultural life of local people, thus achieving the objectives of improving people’s cultural calibre, increasing their sense of cultural identity, and then enhancing the cultural cohesion in terms of capability elements. Ultimately, with the three driving powers of vigorous cultural industry, sound cultural service system and strong cultural cohesion, the overall revitalization of rural culture can be achieved. Compared with previous researches in China, the finding of this paper introduces the perspective of resource-based view and puts forward a set of strategic path system combining tangible assets and intangible resources. Making a comparison with previous studies abroad, the implementation path of this study gives consideration to the simultaneous promotion of cultural industry, cultural atmosphere and cultural cohesion, which is in line with the multi-objective of rural culture revitalization of China.

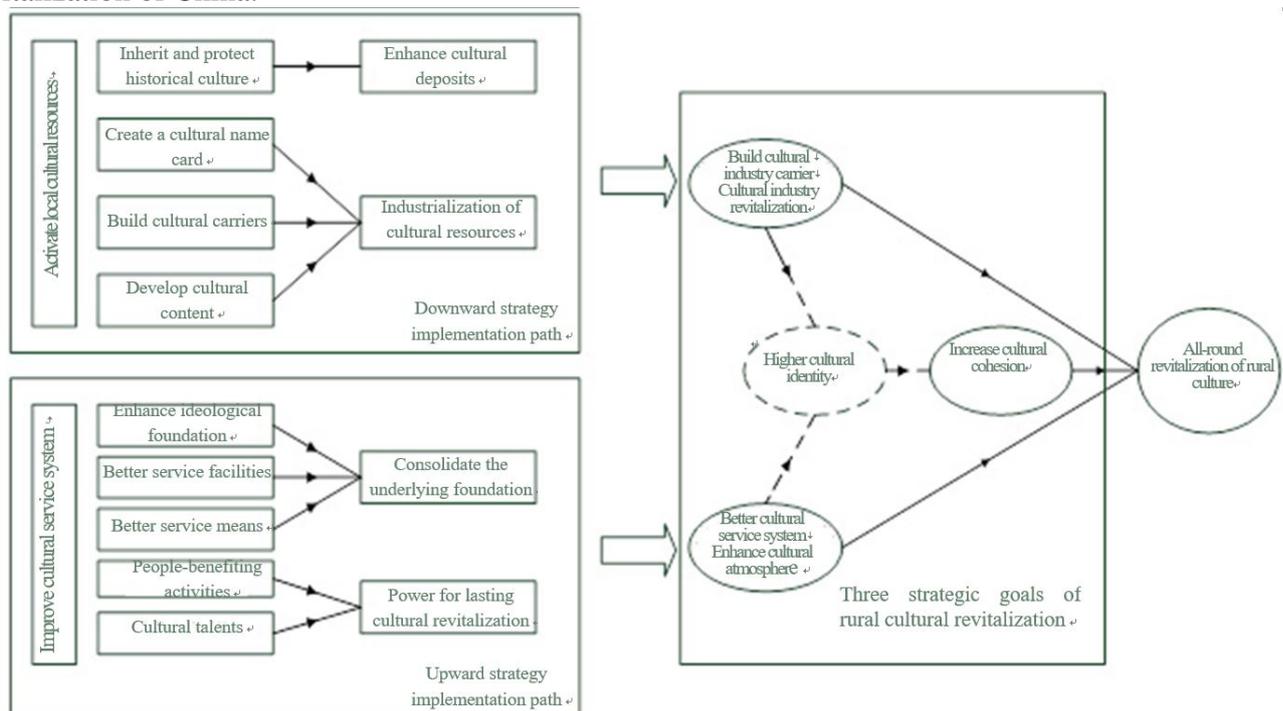


Figure 1 The implementation approach of rural cultural revitalization strategy

5. Conclusion

From the perspective of resource-based view, this paper summarizes the implementation of rural cultural revitalization strategy in Shuangliu District of Chengdu, and concludes that the strategic implementation system of rural cultural revitalization can be constructed through two implementation approaches: motivating the local cultural resources and improving the cultural service system, to activate cultural resources, complete the transformation of characteristic resources into the carrier of characteristic cultural industries, boost the local economy, provide the

current pushing force for rural cultural revitalization, improve the rural cultural life, enhance the local cultural atmosphere, stimulate the inner viability of rural cultural development, provide lasting power for rural cultural revitalization, and create a new way of thinking that is suitable for the context of rural revitalization. On the basis of utilizing and developing local intangible assets and building tangible assets, we will enhance cultural cohesion effectively, and ultimately realize the comprehensive revitalization of rural culture.

The innovation of strategic implementation approach in this study lies in the situational mobility and value transfer of resources, fitting with the diversity of strategic objectives, enhancing the continuity of endogenous motivation, and the combination of industrial integration and urban-rural integration.

Situational mobility and value transformation of resources: From the perspective of resource-based view, it focuses on the internal resources and capability elements of rural areas, and can be more objective, scientific and reasonable when developing cultural resources. It considers the characteristics and the heterogeneity of resources of different regions when formulating the strategic implementation approaches and strategies, realizing the situational mobility. In addition, the development and allocation of resources promotes the construction of capability elements, and completes the transformation of the resource values.

Fitting with the diversity of strategic objectives and enhancing the continuity of endogenous motivation: in the two implementation approach, the activation of local cultural resources focuses on developing cultural industries, promoting economic development, and increasing cultural attractiveness; and the improvement of the cultural service system focuses on promoting the quality of local cultural life, facilitating urban and rural cultural exchanges, building cultural endogenous motivation, and establishing a long-range mechanism for cultural development.

The combination of industrial and urban-rural integrations: the activation of local cultural resources reflects the organic combination of local high-quality cultural resources with cultural carriers and content, branding and productizing cultural resources, generating their economic and social values, and realizing the integration of cultural resources and industries. Meanwhile, in the development of cultural content, to achieve urban and rural complementarity; in the improvement of cultural service system, to achieve urban and rural equalization; in the upgrading of ideas and concepts, to narrow the gap between urban and rural areas; in the provision of cultural activities, to apply the same standard for urban and rural areas; in the cultivation and introduction of talents, to achieve urban and rural talent exchange, and ultimately achieve urban-rural integration.

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