

# Promotion of Rural Revitalization Strategy Implementation in Cultural and Rural Development Environment

Yu Xia

School of Tourism and Culture Industry, Chengdu University, Chengdu, Sichuan, 610106, China

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**Abstract:** In the context of cultural rural development, the implementation path of rural revitalization presents a diversified and deepening characteristic. We must adhere to the roots of rural culture, protect and inherit rich rural cultural heritage, and allow the unique charm of the countryside to continue. Strengthen the construction of cultural facilities, improve the level of public services, ensure that farmers can enjoy high-quality cultural products and services, and meet their growing spiritual and cultural needs. We should not be satisfied with tradition, but actively introduce innovative and creative elements, promote the development of rural cultural industries, create cultural brands with local characteristics, and improve the competitiveness and sustainable development ability of rural economy. In the realm of cultural rural progress, a specific approach involves fostering a profound fusion between rural culture and tourism. This entails transforming the pristine natural vistas, distinctive cultural landscapes, and vibrant folk traditions of rural regions into alluring tourism assets. The aim is to draw in a wider influx of tourists, offering them an immersive experience, and thereby breathing fresh life into the rural economy. By implementing this concerted set of initiatives, we can advance the holistic revitalization of rural areas, fostering a harmonious alignment of economic growth and societal well-being.

## 1. Introduction

The rural revitalization strategy, which is a profound and grand national development strategy, contains profound historical background and contemporary significance [1]. China, as a country with a long history of agriculture, rural society has always been the cornerstone of national development. From the peak of rural society in the Tang and Song dynasties to the decline in the Yuan, Ming, and Qing dynasties, it is not difficult to find that the rise and fall of rural areas are closely linked to the fate of the country [2].

History is not a simple cycle, but a spiral upward process. In the context of the new era, rural revitalization is no longer just economic revitalization, but also comprehensive revitalization in various aspects such as ecology and culture. This is because with the rapid development of urbanization and industrialization, rural areas are facing new challenges and opportunities. How to seize this historical opportunity and enable urban-rural development to complement and promote each other has become an important issue before us [3].

Executing the rural revitalization initiative holds significance not only in fostering a contemporary economic framework, redirecting agriculture's focus from sheer production growth to quality enhancement, and bolstering the ingenuity and competitiveness of China's agricultural sector. Additionally, it serves as a pivotal approach towards crafting a scenic China, through intensifying the enhancement of rural habitats, establishing a novel rural development paradigm that harmonizes human and nature, and attaining a symbiosis between people's prosperity and ecological splendor. Furthermore, this initiative represents a potent method for perpetuating China's rich cultural heritage, by rejuvenating rural culture, safeguarding rural civilization, and providing sturdy underpinnings for societal harmony [4].

We must deeply recognize the importance and urgency of the rural revitalization strategy, and with stronger determination and effective measures, promote the comprehensive implementation of the rural revitalization strategy, and contribute to the realization of the Chinese Dream of the great rejuvenation of the Chinese nation [5].

## 2. The importance of cultural and rural development environment for rural revitalization

The cultural milieu of rural areas is paramount in advancing rural revitalization. It serves as a pivotal juncture in executing the rural revitalization plan, infusing the countryside with a soul, offering spiritual impetus and cultural sustenance, and progressively elevating the standard of rural social civilization, thus contributing to the all-round rejuvenation of rural areas [6].

Furthermore, fostering a vibrant cultural environment in rural regions enriches the spiritual pursuits of farmers. As rural economies flourish, farmers increasingly demand a richer cultural lifestyle. Establishing favorable cultural infrastructure, including public facilities like rural cultural centers and village libraries, grants farmers more avenues to engage with culture, acquire knowledge, satisfy their spiritual aspirations, and enhance their cultural proficiency and overall well-being [7].

The cultural milieu in rural settings fosters harmony and stability within rural communities. By bolstering rural civilization, fostering respectful rural traditions, fostering positive familial values, and upholding genuine folk customs, farmers are steered towards embracing sound values, enhancing their sense of societal duty and collective pride, ultimately cultivating a harmonious and stable rural social atmosphere [8].

Moreover, the cultural milieu in rural areas provides enduring momentum for rural revitalization [9]. Culture serves as a significant catalyst for economic growth, and a vibrant cultural environment attracts more talent and capital to rural regions, thereby propelling the advancement and evolution of rural industries. Additionally, exploring and safeguarding exceptional traditional cultural assets in rural communities injects fresh vitality and momentum into rural economic development [10].

The cultural milieu in rural areas holds immense importance for rural revitalization. We ought to fully recognize this and actively adopt measures to fortify rural cultural construction, thereby contributing significantly to rural rejuvenation. Table 1 clearly demonstrates the importance of cultural rural development environment for rural revitalization.

Table 1 The Importance of Cultural Rural Development Environment for Rural Revitalization

Category	Effect	Specific performance	The significance of rural revitalization
Spiritual life	Enriching the spiritual life of farmers	Provide public cultural facilities such as rural cultural stations and village reading rooms	Improving the cultural literacy and quality of life of farmers
Social harmony	Promoting harmony and stability in rural society	Strengthen the construction of civilized rural culture, cultivate civilized rural culture, good family culture, and simple folk customs	Guide farmers to establish correct values, enhance their sense of social responsibility and collective honor
Economic development	Provide sustained impetus for rural revitalization	Attracting talent and capital to flow into rural areas, promoting industrial upgrading and development	Explore and protect excellent traditional cultural resources in rural areas, inject new vitality and momentum
Overall impact	Critical	Injecting soul into rural areas, providing spiritual motivation and cultural nourishment	Assist in the comprehensive revitalization of rural areas and improve the level of social civilization in rural areas

## 3. The role of cultural and rural development environment in rural revitalization

The development environment of cultural rural areas plays a crucial role in rural revitalization. It is a key link in implementing the rural revitalization strategy, which can inject soul into the countryside, provide spiritual motivation and cultural nourishment.

A good cultural and rural development environment helps to form a harmonious and stable social atmosphere. By guiding farmers to establish correct values and strengthening moral incentive and restraint mechanisms, it is possible to achieve family harmony, neighborhood harmony, and harmony between cadres and the masses, providing a strong social environment guarantee for rural

revitalization. This stable social and folk culture helps to unite people's hearts and promote the smooth development of various rural undertakings.

Cultural construction can drive the sustainable development of rural economy. On the one hand, by promoting the core socialist values and promoting the construction of integrity, a good market order and business environment can be formed, attracting more talents and capital to flow into rural areas. On the other hand, diverse cultural activities and consumption can also promote the inheritance and innovation of rural culture, injecting new vitality and power into the rural economy.

The development environment of cultural rural areas also helps to improve the cultural literacy and quality of life of farmers. With the gradual improvement of rural public cultural facilities, farmers have more opportunities to access and learn cultural knowledge, and improve their cultural literacy. At the same time, diverse cultural activities can also meet the growing spiritual and cultural needs of farmers, improve their quality of life and happiness.

The role of cultural and rural development environment in rural revitalization cannot be ignored. We should fully recognize this and actively take measures to strengthen rural cultural construction and promote comprehensive rural revitalization.

#### **4. Cultural rural development strategies to promote the implementation of rural revitalization strategy**

##### **4.1. Protecting and inheriting rural culture**

The cultural rural development strategy to promote the implementation of rural revitalization strategy must attach importance to the protection and inheritance of rural culture. Rural culture is an important component of traditional Chinese culture, carrying rich historical information and profound cultural heritage.

We need to strengthen the ideological and moral construction in rural areas and improve the ideological and moral level of rural residents. By strengthening the guidance of socialist core values, guide farmers to establish correct values, worldviews, and outlooks on life. At the same time, emphasis is placed on family education and the inheritance of family traditions, cultivating civilized rural customs, good family traditions, and simple folk customs.

To protect and innovate the development of rural culture. On the basis of respecting and protecting traditional rural culture, encourage innovation and development, and let rural culture radiate new vitality. We can explore and utilize local cultural resources, carry out diverse cultural activities, and improve the cultural quality and aesthetic level of farmers. At the same time, strengthen the protection and inheritance of intangible cultural heritage, so that these precious cultural heritages can continue.

Improving the construction of the public cultural service system in rural areas is also a key link. The government should increase investment in rural cultural construction, build more cultural facilities, provide more cultural activity venues, and meet the growing spiritual and cultural needs of farmers.

To foster positive transformations in customs and traditions, it's crucial to promote a scientific, civilized, and healthy lifestyle. This effort seeks to dismantle feudal superstitions and outdated practices, paving the way for a fresh wave of civilization.

For the cultural rural development strategy to effectively aid rural revitalization, a multi-faceted approach is imperative. By safeguarding and perpetuating rural culture, we ensure it contributes significantly to rural revitalization and bolsters the development of rural spiritual civilization.

##### **4.2. Development of rural cultural industry**

The furtherance of agricultural cultural enterprises holds a pivotal role in the cultural and rural development blueprint, fostering the realization of the rural rejuvenation strategy. These endeavors not only foster agricultural economic growth and enhance farmers' living standards, but they also safeguard and perpetuate rural culture, bolstering the establishment of a vibrant agricultural spiritual civilization.

During the cultivation of agricultural cultural enterprises, it's imperative to delve into and harness indigenous cultural assets, fostering cultural brands that are distinctively local. Parallely, we must motivate and empower farmers to engage in the cultural industry, offering entrepreneurial guidance and skill enhancement training to empower them with novel aptitudes, thus enhancing their competitiveness.

Moreover, the reinforcement of the public cultural service framework is paramount, offering agricultural dwellers a broader array of superior cultural activities and products that cater to their expanding spiritual and cultural aspirations.

By adopting these strategies, we can further invigorate rural culture, encourage the robust progress of agricultural cultural enterprises, and inject fresh momentum into the rural rejuvenation movement.

#### **4.3. Strengthen the construction of rural cultural facilities**

Strengthening the construction of rural cultural facilities is crucial in promoting the implementation of the rural revitalization strategy for cultural rural development. This measure aims to improve the level of public cultural services in rural areas and meet the growing spiritual and cultural needs of farmers.

Specifically, the construction of rural cultural activity venues, such as libraries and cultural centers, should be strengthened to provide convenient reading and learning conditions for farmers. At the same time, this paper improves cultural facilities and supporting services, introduce excellent cultural resources, organizes diverse cultural activities, and allows farmers to enjoy high-quality cultural services at their doorstep.

Attention should also be paid to utilizing new media technologies to promote the popularization of digital cultural services in rural areas, breaking the limitations of time and space, and enabling farmers to engage in cultural learning and exchange anytime, anywhere. The implementation of these measures can further enrich the leisure life of farmers, improve their cultural literacy and moral level, and provide strong cultural support for the smooth implementation of the rural revitalization strategy.

#### **4.4. Promoting the integration and development of rural culture and tourism**

Advancing the integration of rural culture and tourism is a pivotal strategy in the cultural and rural development blueprint, aimed at propelling the rural revitalization initiative. This fusion not only revitalizes the rural economy but also safeguards and perpetuates rural culture, elevating farmers' quality of life.

To accomplish this objective, government authorities must intensify guidance and support for rural tourism. They should formulate pertinent policies and blueprints, outlining clear development trajectories and ambitions. Concurrently, farmers should be encouraged to actively engage in the rural tourism sector, offering tourists locally distinctive products and services, enabling them to immerse in the allure of rural culture while experiencing its unique customs.

Additionally, organizing a diverse array of rural cultural events can entice more tourists to visit and travel. These activities can encompass folk performances, handicraft exhibitions, traditional cuisine tastings, and more, fostering a deeper understanding of the essence and worth of rural culture among tourists.

The integration and progress of rural culture and tourism is a crucial avenue for advancing the rural revitalization strategy. By enhancing policy guidance, bolstering infrastructure, and elevating service quality, a symbiotic relationship between rural culture and tourism can be fostered, contributing significantly to the economic growth and cultural flourishing of rural regions.

### **5. Implementation path for rural revitalization in the context of cultural and rural development environment**

In the context of cultural rural development, the implementation path of rural revitalization requires comprehensive consideration and comprehensive promotion from multiple aspects. We

need to deeply explore and protect the cultural heritage of rural areas. Rural areas have rich material and intangible cultural heritage, which are valuable assets for the revitalization of rural culture. Government departments should develop scientific and reasonable protection measures, accelerate the investigation and investigation of agricultural relics, cultural relics, and intangible cultural heritage, and include them in the protection list. For visible heritage, a protection red line should be established to ensure that it is not arbitrarily destroyed; For intangible cultural heritage that cannot be seen, targeted protection should be carried out, especially paying attention to the inheritance of traditional folk handicrafts, dancers, and music performers, accelerating the cultivation of inheritors, and ensuring their effective inheritance and development.

We should pay attention to the introduction of innovation and creativity, and promote the sustainable development of rural culture. To avoid the problem of homogenization, we should start from reality and find a cultural innovation path that is suitable for local development. Local characteristic cultural elements can be integrated into the cultural industry chain, and through innovative design and creative industries, the local cultural and economic benefits can be enhanced. At the same time, attention should also be paid to improving the innovation ability and spirit of rural residents, cultivating their cultural literacy and aesthetic ability, and making them participants and beneficiaries of rural cultural revitalization.

We need to strengthen industrial integration and promote a win-win situation between culture and economy. In order for the cultural industry in rural areas to truly achieve development, it must be deeply integrated with other industries. Advanced technology, funding, and artistic design can be introduced to strengthen the consumption and upgrading of cultural products, forming a diversified industrial chain and system. This not only enriches the cultural connotations and forms of rural areas, but also injects new vitality and momentum into economic development, achieving mutual promotion and common development between culture and economy.

The implementation path of rural revitalization in the context of cultural and rural development includes exploring and protecting cultural heritage, emphasizing the introduction of innovation and creativity, and strengthening industrial integration. Only by comprehensively promoting these measures can we achieve the prosperity of rural culture and the sustainable development of rural economy. Table 2 clearly shows the implementation path of rural revitalization in the context of cultural rural development.

Table 2 Implementation Path of Rural Revitalization in the Cultural Rural Development Environment

Implementation path	Strategies and Measures	Specific actions	Anticipate result
Digging and protecting cultural heritage	Develop scientific protection policies and accelerate the investigation and investigation of cultural heritage	The government department formulates a protection list, registers agricultural relics and cultural relics, identifies and protects intangible cultural heritage	Cultural heritage is effectively protected, and rural culture is inherited and developed
Introducing Innovation and Creativity	Explore cultural innovation paths and integrate local characteristic elements	Encourage cultural innovation, develop distinctive products, integrate local cultural elements into design, art and other industries, hold cultural and creative activities, and enhance residents' innovation capabilities	Forming a unique rural cultural brand, enhancing the competitiveness and attractiveness of rural culture, and improving the cultural literacy and aesthetic ability of residents
Strengthen industrial integration	Introducing advanced technology and funding to create a diversified industrial chain	Introduce external investment, support the development of rural industries, develop rural tourism industry, combine local culture, promote rural characteristic products, and expand the market	Rural economy has gained new impetus, forming diversified development of rural industries, and rural culture and economy mutually promote each other

## 6. Conclusions

In the realm of cultural rural development, the enactment of the rural revitalization strategy demands a thorough and intricate approach. Delving into and safeguarding rural cultural heritage enhances the inheritance and evolution of rural culture, which subsequently serves as a pivotal pillar for rural revitalization. Emphasizing novelty and fostering creativity not only breathes new life into rural culture but also provides a constant stream of momentum for the sustainable growth of the rural economy.

Moreover, bolstering the construction of rural cultural amenities and elevating the standard of rural public services can cater to the spiritual and cultural aspirations of farmers, thereby improving their quality of life. Of utmost importance is fostering the integration and progression of rural culture with tourism, showcasing the distinctive allure of rural regions to a broader audience, and unlocking novel avenues for the development of the rural economy.

The execution roadmap for rural revitalization within the context of cultural and rural development necessitates a comprehensive evaluation of various aspects, including cultural inheritance, innovative progress, facility enhancement, and the integration of cultural tourism. By collaborating in unison, we can jointly propel the profound implementation of the rural revitalization strategy.

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