



An Analysis of the Inheritance and Development Path of Rural Culture in Rural Revitalization

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Abstract

Within the framework of the national rural revitalization strategy, rural culture is recognized as an irreplaceable asset that plays a critical role in promoting local economic development and social harmony. This paper thoroughly explores the challenges that modernization poses to the preservation of traditional culture, underscoring the significance of rural cultural heritage in the revitalization process. Addressing the issues of cultural discontinuity and the migration of the younger generation from rural areas, this study proposes robust strategies for developing and sustaining the inheritance of rural culture. These include establishing comprehensive policies for cultural heritage support, innovating cultural development models, exploring potential interregional and international cooperation, and developing innovative cultural products and services. Aimed at strengthening policy formulation and practical implementation, these strategies integrate economic incentives with cultural activities; utilize technological advancements to enhance cultural dissemination; and promote regional and international cooperation to enrich cultural exchanges. They provide a sustainable model that both protects and revitalizes rural culture while ensuring its growth and relevance in the contemporary socio-economic landscape offering theoretical guidance for policymakers.

Keywords

Rural Revitalization; Cultural Heritage; Sustainable Development; Development Strategies

1. Introduction

The implementation of the rural revitalization strategy is a crucial component of China's modern development, with particular emphasis on the preservation and advancement of rural culture. Culture serves as not only the embodiment of the rural community's spirit but also a significant driving force for economic development. In light of the dual pressures posed by globalization and urbanization, there is an urgent need to maintain and preserve rural culture. Despite challenges such as cultural discontinuity and youth emigration, rural culture still possesses considerable potential for revitalization through policy support and technological assistance. Through systematic analysis and proposed solutions, this valuable cultural heritage can be effectively safeguarded and utilized, leading to mutually beneficial development for both culture and economy.

2. Overview of the Rural Revitalization Strategy and Its Impact on Culture

Since its inception, the rural revitalization strategy has emerged as a pivotal force in driving comprehensive development in rural China. The strategy not only emphasizes economic development but also extends its reach to encompass social, cultural, and ecological dimensions, with particular emphasis placed on the revitalization of culture.

Culture serves as the essence of rural communities, serving as a link between the past and future, and playing a crucial role in upholding social stability within rural areas.

2.1 Core Content of the Rural Revitalization Strategy

The rural revitalization strategy is primarily focused on advancing agricultural modernization, improving rural environments (Li, Yu-rui, 2022), and enhancing the quality of life for farmers. This comprehensive strategy aims to fundamentally transform the underdeveloped condition of traditional rural areas, promoting diversified and sustainable economic development in rural regions. The strategy places significant emphasis on cultural revitalization, not only for its inherent value but also because culture is key to enhancing the attractiveness and cohesion of rural areas. At the policy level, through regulatory protection and financial support, the preservation of traditional cultural heritage is strengthened. Additionally, the strategy encourages the exploration and utilization of local cultural resources, turning them into new drivers for local socio-economic development. Cultural activities such as festivals and craft displays are extensively used to enhance the visibility and appeal of rural areas. These activities not only enrich the social lives of villagers but have also gradually become crucial in attracting tourists and new residents.

2.2 Cultural Considerations in the Implementation of the Strategy

In the process of rural revitalization, policymakers take into consideration various aspects of culture. Firstly, they prioritize the protection and utilization of historical cultural heritage to ensure the preservation of rural historical memory (Zhang, Xiao, 2022), which serves as a crucial resource in enhancing the uniqueness of rural areas. Secondly, by reviving traditional arts and crafts, not only are job opportunities created for rural residents, but new vitality is also infused into the cultural legacy of rural areas. Additionally, there is a focus on utilizing modern technological means, such as digital technology, to disseminate and rejuvenate rural culture. This enables the cultural inheritance and development of villages to meet the demands of modern society.

3. Challenges and Opportunities in Rural Cultural Inheritance

Within the broad context of rural revitalization, the inheritance of rural culture provides strong social cohesion and cultural confidence, but it also faces numerous challenges and simultaneously harbors new development opportunities.

3.1 Current Challenges Facing Rural Culture

With rapid economic development and profound social transformations (McMichael, Philip, & Heloise Weber, 2020), rural cultural inheritance faces unprecedented challenges. First, the loss of cultural resources is severe, with many traditional skills and local knowledge at risk of disappearance as the younger generation moves to cities. This has led to the marginalization and even loss of traditional agricultural culture and folk arts. Additionally, rural culture often struggles to adapt to the demands of a market economy, leading to the undervaluation of traditional culture which in turn affects its inheritance and development.

3.2 Cultural Opportunities in Rural Revitalization

Despite facing challenges, the inheritance and development of rural culture also encounter new opportunities within the rural revitalization strategy. Policy support provides robust legal and financial backing for the protection and development of rural culture. For instance, national and local governments have introduced numerous support policies aimed at restoring and protecting traditional villages as well as intangible cultural heritage. Moreover, as society places greater emphasis on constructing an ecological civilization more people are beginning to recognize the value of ecological worth creating favorable conditions for its protection. Additionally, modern technologies such as internet big data offer platforms methods dissemination innovation allowing presented more modern extensive manner."

4. Strategic Pathways for Cultural Inheritance and Development

4.1 Establishing Comprehensive Policies for Cultural Inheritance

In the process of rural cultural inheritance and development, it is crucial to establish comprehensive support policies to promote cultural revitalization. This requires the government to take a leading role in policy formulation and

implementation, while also building a comprehensive legal framework and accompanying incentive mechanisms to ensure the effective execution of cultural inheritance activities and the continuous enhancement of cultural value. In terms of government roles and policy tools, it is important for the government to clarify its role in cultural inheritance as a promoter, protector, and supporter. Based on this foundation, various policy tools can be employed to foster the protection and development of culture. For example, through financial subsidies and tax incentives, the government can support traditional cultural activities organization, and training of traditional craftsmen. Additionally, special funds can be established for the restoration and maintenance of historical cultural sites as well as support for inheritance and innovation projects related to cultural heritage. These policy tools not only help stimulate the cultural vitality of rural areas but also enhance cultural confidence while promoting positive interaction between culture and economy.

In terms of legal frameworks and incentive mechanisms, the formulation and improvement of relevant laws and regulations are essential prerequisites for protecting cultural heritage from infringement. This includes enacting specific laws on cultural heritage protection and intangible cultural heritage, as well as clarifying the legal responsibilities and rights associated with the protection, utilization, and development of cultural resources. Establishing incentive mechanisms is also crucial. For example, individuals or groups actively involved in rural cultural inheritance and innovation can be awarded honorary titles and preferential rights. Additionally, the government can organize cultural festivals and craftsmanship competitions to raise social awareness and influence regarding traditional culture, inspiring public participation in the protection and inheritance of traditional culture.

Through these comprehensive measures, the government not only ensures that rural cultural inheritance receives effective support but also fosters the innovation and development of rural culture. This drives forward the dual progress of culture and economy within the framework of rural revitalization.

4.2 Innovating Cultural Development Models

To ensure the vitality and sustainability of rural culture, it is essential to innovate the models of cultural development. This includes encouraging community participation and enhancing cultural autonomy, as well as promoting the integration of culture with technology to adapt to the rapidly changing social environment and technological advancements.

On one hand, integrating community participation and cultural self-control is crucial. The community serves as the foundation of rural cultural inheritance, and its participation is vital for the success of cultural activities. Community involvement not only enhances the acceptability and impact of cultural projects but also promotes the self-sustenance and innovation of culture (Al-Zoubi, Zohair, 2023). To strengthen community participation, associations can establish cultural volunteer teams, organize cultural lectures and workshops, and enhance community members' understanding and pride in local culture. Additionally, by granting more decision-making and management powers to the community—allowing them to play a greater role in planning and executing cultural projects—the autonomy and adaptability of cultural activities can be effectively enhanced. This bottom-up model of cultural development not only ensures that cultural activities are more in line with local realities but also stimulates the creativity and enthusiasm of community members.

On the other hand, it is important to promote the integration of culture and technology. With the rapid development of information technology, the combination of culture and technology offers new possibilities for the inheritance and innovation of rural culture. The use of digital tools, such as virtual reality (VR) and augmented reality (AR), allows traditional culture to be displayed and experienced in a broader space, attracting the attention and participation of more young people and urban residents. For example, creating virtual museums and online exhibitions enables the cultural heritage of geographically remote villages to be accessed by a global audience. Additionally, utilizing social media platforms and mobile applications to promote rural cultural activities not only expands the range of participants but also allows for user feedback collection, which can be used to optimize and adjust cultural projects. The application of technology makes cultural inheritance more dynamic and interactive, better adapting to the needs of contemporary society.

Through these two innovative models, qualitative improvement in rural culture development can be achieved. Deep community involvement ensures rootedness and sustainability of cultural activities while incorporating technology broadens channels for cultural dissemination and innovation collectively pushing rural culture towards a more vibrant direction with dynamism.

4.3 The Potential of Interregional and International Cooperation

In the realm of rural cultural heritage and development, interregional and international cooperation holds significant promise. Collaboration not only facilitates the exchange of resources, technology, and experiences but also serves to promote and safeguard cultural heritage on a broader scale.

Firstly, interregional cooperation can establish a platform for cultural exchange and resource sharing based on shared cultural backgrounds and common developmental objectives. For example, various provinces in China could collaborate to host joint cultural festivals and develop tourism routes centered around traditional crafts or folklore. This not only fosters mutual learning and cross-cultural reference but also enhances the appeal and influence of regional cultures collectively. Secondly, international cooperation is equally vital in the preservation of rural culture. Partnering with cultural institutions from other countries can introduce advanced techniques for preserving culture as well as effective management methods while also showcasing local rural culture to the global community. Such international exchanges not only serve to elevate the global standing of local cultures but also bring forth more opportunities for cultural tourism and economic growth within the region. For instance, establishing cooperative ties with cities that are designated world cultural heritage sites to jointly undertake projects aimed at protecting cultural heritage can attract international tourists and experts, thereby bolstering local cultural capital as well as economic benefits. Furthermore, international cooperation can further fortify understanding and respect for different cultures by organizing international seminars and activities focused on promoting global diversity in culture protection efforts. This cross-cultural dialogue helps foster a more open-minded approach towards building an inclusive international environment conducive to nurturing diverse cultures.

Interregional and international cooperation not only fosters the preservation and advancement of rural culture but also serves to globally promote local culture, thereby enhancing its global influence. This in turn provides new opportunities and momentum for achieving the dual objectives of cultural and economic development.

4.4 Development of Innovative Cultural Products and Services

In the process of rural cultural revitalization, the development of innovative cultural products and services is crucial for enhancing cultural appeal and economic benefits. This not only helps to preserve and inherit traditional culture but also attracts more visitors and increases the income of local residents.

Firstly, the development of innovative cultural products should focus on integrating traditional cultural elements with modern design concepts. For example, traditional handicrafts such as ceramics and textiles can be reimaged through modern design to meet the aesthetic and practical needs of modern consumers. This approach not only preserves the original charm of the culture but also expands the market reach of these products. Secondly, innovative services provide another avenue for enhancing the rural cultural experience. For instance, rural tourism projects centered on cultural experiences, such as handicraft workshops and farming activities, can be established to allow tourists to experience traditional lifestyles, thereby enhancing the appeal of the culture. Additionally, developing virtual reality or augmented reality applications using digital technology to offer an immersive cultural experience is an effective method for service innovation.

Through these measures, traditional culture can be effectively preserved and inherited while also energizing the rural economy and enhancing market competitiveness in terms of cultural products. The development of innovative cultural products and services helps build a sustainable cultural industry that provides solid support for implementing rural revitalization strategies.

5. Case Study Analysis

5.1 Successful Case Analysis

Taking the intangible cultural heritage "Yunhe Combs" inheritance project in Yunhe County, Zhejiang Province as an example, this case vividly demonstrates how to revitalize local traditional crafts while addressing both economic and cultural challenges. Yunhe combs, one of China's traditional handicrafts, have a history of over a thousand years. However, due to changes in modern lifestyles and the massive migration of young people to cities, this traditional craft faced the severe challenge of disappearance.

Faced with this situation, local governments, cultural departments, and community leaders took multi-faceted measures to revitalize this traditional craft. First, the government launched the "Yunhe Combs" intangible cultural

heritage protection project supported by government funding which established a specialized comb craftsmanship training base to attract and encourage the younger generation to learn and inherit this skill. Faced with this situation, local governments, cultural departments, and community leaders took multi-faceted measures to revitalize this traditional craft. First, the government launched the "Yunhe Combs" intangible cultural heritage protection project, supported by government funding, which established a specialized comb craftsmanship training base to attract and encourage the younger generation to learn and inherit this skill. Second, to enhance the market competitiveness and visibility of this traditional craft, the government collaborated with designers to innovate the design of the traditional combs, making them more in line with modern aesthetics and practical needs. Moreover, Yunhe County also hosted comb culture festivals and handicraft trade fairs, which enhanced the social recognition and economic value of Yunhe combs. These events attracted a large number of tourists and handicraft enthusiasts, effectively promoting Yunhe combs and establishing them as a cultural symbol and economic growth point for the region.

These measures not only rescued Yunhe combs, a traditional craft, but also brought significant economic benefits to the local area. The modernization and market promotion of traditional crafts have encouraged more young people to return to rural areas and engage in the inheritance of traditional culture.

5.2 Lessons and Shortcomings from the Case

The successful revitalization of Yunhe Combs provides several important lessons for the inheritance and development of rural culture. Firstly, the active involvement and financial investment of the government are indispensable factors for the revitalization of traditional culture (Zhao, Shikuan, 2023). Government support provides the infrastructure and necessary resources for the protection of cultural heritage, which is crucial for stimulating community participation. Secondly, by combining traditional culture with modern market demands through product innovation and updated marketing strategies, traditional handicrafts can effectively expand their market and regain value and relevance in modern society.

However, the case also exposes some shortcomings. During the process of cultural inheritance, the risk of excessive commercialization cannot be overlooked. In the promotion and marketization of Yunhe combs, there is a tendency to simplify traditional crafts into market commodities, which might undermine the deep cultural value and educational significance. Additionally, although these measures have attracted young people, ensuring that they truly understand and respect the spirit and skills of traditional crafts, rather than merely viewing them as a career option, remains a challenge.

6. Conclusion

In addressing the challenges of revitalizing and preserving rural culture, it is essential to recognize that this task involves not only the preservation of history but also a commitment to the future. The implementation of comprehensive policy support, community participation, technological integration, and thorough analysis and reflection of practical cases can provide momentum and direction for the sustainable development of rural culture. This process also emphasizes the importance of finding a proper balance in promoting dual goals of cultural and economic development, ensuring that the profound values of culture are maintained and respected. Only then can the strategy for rural revitalization truly achieve its dual goals of cultural and economic development, fostering a more harmonious and sustainable societal progress.

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