

# A literature review on the cultural construction in rural Tianjin under the perspective of rural revitalization

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**Abstract:** Rural revitalization is the strategic unification of rural agricultural development in the process of the new era of socialism with Chinese characteristics. In the process of rural revitalization, not only material construction, but also cultural construction is required. By collecting and organizing relevant domestic and foreign literature, this paper summarizes the current situation of domestic and foreign researches, finds out the existing forms of rural cultural development, the problems encountered in the development and the solutions and development paths proposed by experts. Based on the analysis of the literature on rural revitalization, the existing research results, problems and future trends of this field are further explored.

**Keywords:** rural revitalization, culture, development path

## 1. Introduction

Entering a new era and rural development entering a new era, the whole country is implementing the important instructions of president on comprehensively promoting rural revitalization and the specific actions of the central government's decision-making and deployment. Tianjin also specially established the Tianjin Rural Revitalization Bureau. In the process of rural revitalization, not only material construction, but also cultural construction should be carried out. Rural cultural revitalization should be combined with local resources to meet the main needs of farmers. The key to the rural revitalization strategy is the inheritance and innovation of rural culture. By collecting and sorting out relevant literature at home and abroad, this article summarizes the current situation of research at home and abroad, and finds out the existing forms, strengths and weaknesses of rural cultural development. Research on the problems encountered in development and the solutions and development paths proposed by experts.

## 2. Research on Rural Revitalization and Rural Cultural Construction at Home and Abroad

### 2.1. Domestic research status

As the place where China people have lived for thousands of years, the countryside has been influenced by social development and civilization progress. Many domestic scholars have put forward their own suggestions and views.

Chen Xiaoxia (2021) believes that rural construction needs to pay attention to rural cultural construction, because culture is the foundation for the development of various undertakings in rural areas, and only when the foundation is solid can there be flourishing [1]. Tian Xi (2022) found that the rural cultural construction in Wuling Mountain ethnic area has achieved preliminary results, the people's awareness of rural cultural protection has been enhanced, and the comprehensive quality and educational concept have been improved [2]. Wang Yaoyao and Li Haiyan (2021) proposed to combine rural culture with rural tourism and rural ecology to create a rural cultural development road conforming to local characteristics [3] in Research on Deepening Integration Path of "Ecology + Culture + Tourism" in Ningbo under the Background of Rural Revitalization. Wang Gaili (2023) showed us the problems and corresponding solutions of rural cultural construction in the present countryside in "The Dilemma and Solution Path of Rural Culture Construction in Henan Province from the Perspective of Rural Revitalization"[4].

Through the analysis of domestic research literature, it can be concluded that the research content of rural revitalization mainly focuses on the following four aspects: Significance and connotation research, status quo research, practice path, practical problems and solutions, have certain theoretical significance and application value, and have made remarkable achievements. The construction of rural culture can provide effective guarantee and spiritual impetus for rural revitalization, but it still faces difficulties at present. In order to inherit and develop the excellent rural culture, it is necessary to train the local rural cultural construction team and give full play to the management role of grass-roots organizations to promote the rural cultural construction.

## **2.2. Current research situation abroad**

Professor Mueller.Stephen L of Australia in "The Application of Policy for Cultural Clustering:Current Practice in Scotland" proposed to attach importance to rural culture, give full play to the role of rural cultural resources in rural development, especially through the effective development of rural cultural resources to promote regional rural cultural tourism [5].Taking Queensland as an example, it shows the great role played by culture in rural cultural tourism.Rich cultural resources lay a solid foundation for the development of rural cultural construction and provide a strong guarantee.

## **3. Problems in the Development of Rural Culture**

Over the past 40 years of reform and opening-up, China's rural economy has made great progress, and rural culture has made great achievements in hardware.However, there is still a gap between China and the goal of comprehensively helping to realize the rural revitalization strategy.Specifically, the current rural cultural revitalization has the following dilemmas:

### **3.1. The lack of the main body of rural cultural revitalization**

According to the National Bureau of Statistics, the total number of migrant workers nationwide reached 286.52 million in 2017. In terms of age structure, 52.4 percent of migrant workers aged 40 and under accounted for 52.4 percent, with an average age of 39.7 years old. Among these migrant workers entering cities, 17.1 percent had a high school education and 13.5 percent had a college education or above.

This set of data fully demonstrates the common phenomenon existing in rural society today:On the one hand, a large number of young and middle-aged peasants leave their hometown, and the loss of rural elite talents objectively weakens the backbone of rural cultural revitalization.On the other hand, the majority of the people left behind in rural areas are the elderly, women and children who lack the enthusiasm to participate in cultural activities.Therefore, the lack of the main body of rural cultural revitalization is the most important dilemma faced by the revitalization of rural culture.

### **3.2. Copying the urban cultural construction mode, the homogenization of rural culture is serious**

Zhao Junxiang (2014) believes that "the humanistic and artistic interests embodied in the lintel couplets of ancient dwellings have disappeared completely".[6]In rural landscape planning, simply copy urban planning, one-sided pursuit of modern construction policy effect;In the development and utilization of rural cultural heritage, the unreasonable transformation of ancient villages and cultural views has led to the destruction of the unique style and features of the countryside;In the aspect of the development of rural cultural industry, some rural cultural industries lack creativity, cultural products and services are homogenized, and stay on "eating farmhouse dishes, living in farmhouses and enjoying farmhouse entertainment". The form is single and lacks local characteristics, so it is difficult to meet the diversified needs of tourists.

### **3.3. The inheritance of rural culture is not smooth and needs to be protected urgently**

Wu Licai (2011) believes that, driven by the tide of market economy, the original traditional social structure and operating mechanism of rural areas in China have undergone major changes, and the rural culture has undergone irreversible drastic changes almost simultaneously, so it is difficult to stick to its own cultural stand and present a crisis of identity.[7]

In the process of inheriting rural culture, we should set up a clear-cut cultural orientation and enhance

the cultural identification and cultural self-confidence of rural residents. Through the rural revitalization strategy to build a brand-new rural cultural spirit, and strive to explore the humanistic spirit and moral norms in rural areas, in order to enhance the cultural identity of local residents.

#### **4. The Path Choice of Rural Culture Revitalization**

Wang Lei (2018) proposed that the revitalization of rural culture means "in the implementation of rural revitalization, adhere to the two civilizations together, prosper rural culture, cultivate civilized rural style, good family conduct, simple folk customs, improve farmers' spiritual outlook, and constantly improve the degree of rural social civilization [8]

How to revitalize rural culture, in addition to relying on the external forces dominated by the state, but also to glow the countryside A new atmosphere of civilization. Stimulate the enthusiasm of farmers as the main body and strengthen the internal construction strength of rural culture.

##### ***4.1. Cultivate farmers' consciousness of revitalizing the main body***

Ji Zhongyang and Hu Yan (2016) believe that in the development of rural society, the sages are "not only the managers of rural society, but also the practitioners of rural etiquette and customs, as well as the preservation and disseminators of the local knowledge system", making important contributions to the inheritance of rural civilization.[9] At present, in the revitalization of rural culture, we should pay attention to giving full play to the leading and exemplary role of new township sages in promoting farmers' subject consciousness. First of all, we should dig deep into and carry forward the ancient culture of Xiang Xian, publicize the glorious deeds and excellent qualities of Xiang Xian in ancient times, and enhance the cultural pride of the local people. Secondly, governments at all levels should strengthen policy innovation and measure innovation, organize the villagers who are willing to contribute to their hometown through preferential policies, and mobilize their enthusiasm.

##### ***4.2. Accurately positioning rural culture and building rural cultural industry***

###### ***4.2.1. To build rural cultural industry, we should tap local resources and highlight regional cultural characteristics***

Yang Yadong, Luo Qiyu, Lun Guoqi, Zhang Jing and Cheng Changlin (2020) think that "compared with the development research of general rural industry, the factor relationship of rural advantageous characteristic industry is more complex, the logical relationship and interest linkage mechanism are more diverse, and the difference between industries is more prominent".[10]

To build rural cultural industry, we should not take the homogeneous route. First of all, we should base ourselves on the local characteristic towns, agricultural relics, historical relics and so on. For example, Mengcheng, Anhui Province, has a national key cultural relic protection unit "Yuchi Temple New Stone Age Site", which is "the first primitive village in China". Secondly, create a fine project of rural characteristic cultural industry. For example, the "Mozi Cultural Tourism Zone" in Lushan County of Henan Province has its own characteristics, which not only drives the development of rural cultural industry, but also promotes the excellent traditional rural culture.

###### ***4.2.2. Enhance the Consciousness of Innovation and Actively Explore the Development Mode of Rural Cultural Industrialization***

Li Yujia, Liu Xiaobing, Jiang Jing and Wei Dongxiong (2018) believe that "pay attention to the transformation from quantity to quality, from surface display to connotation excavation, and from factor outflow to factor agglomeration".[11] To promote the development of rural cultural industry, we should first change the industrial development mode, and then promote the integrated development of culture and tourism, leisure agriculture, fitness, health preservation, science and technology by exploring new ideas of rural cultural industry operation.

##### ***4.3. Stick to the cultural roots and attach importance to inheriting and carrying forward the traditional rural culture***

Liang Chunfeng (2018) believes that "in view of the current poor inheritance of rural culture, spiritual civilization construction should be strengthened and cultural inheritance forms should be enriched".[12]

How to effectively inherit rural traditional culture, specific and effective measures are as follows: First, strengthen the education of rural primary and secondary school students, and guide them to establish the awareness of inheriting rural culture from an early age; Second, with the village committee as the unit, organize and carry out the compilation of excellent village history and village annals, and extensively carry out the collection activities of good family conduct, good family training and excellent township rules and regulations.

## **5. Tianjin rural basic information**

### **5.1. Tianjin rural population**

In the context of rapid urbanization, the number of towns in Tianjin decreased year by year from 2000 to 2015. In 2015, the number of townships under the jurisdiction of Tianjin was 127, a decrease of 93 compared with 2000 and 8 compared with 2010, which is now basically stable. [13]

It can be seen from the above data that by the end of 2015, the number of rural permanent residents in Tianjin was 2.69 million, a decrease of 114,100 compared with the same period in 2000, and the rural registered population decreased from 3.795 million to 3.703 million. The agricultural registered population has been in a relatively stable state from 2000 to 2015, and the rural registered population has lost nearly one-third.

### **5.2. Income of rural residents in Tianjin**

Qin Jing, Jia Fengling, Yan Qingqi and others wrote in their articles that from 2011 to 2017, in recent years when China entered the new normal, Tianjin's GDP dropped from a double-digit growth rate of 10% in 2014 to a single-digit growth rate of 9% in 2015, and there was a cliff-like decline in 2017, down 5.4 percentage points from the same period last year [14].

A large number of empirical studies show that the per capita disposable income of rural residents and economic growth has a significant positive correlation, weak GDP growth will bring severe challenges to the per capita disposable income of rural residents in Tianjin. In recent years, Tianjin City comprehensively promoted rural revitalization, accelerated the modernization of agriculture and rural areas, and achieved remarkable results in implementing the key objectives and tasks of the 14th Five-Year Plan.

### **5.3. Tianjin rural cultural characteristics**

In the "willow green folk heat" this article wrote Tianjin City Yangliuqing Town, it is located in Tianjin Xiqing District, folk culture atmosphere is very rich. Yangliuqing Town once appeared the prosperous scene of "every family will dye, every household is good at painting", which is praised as the first of China woodblock New Year pictures, deeply affecting nearly 100 kinds of New Year pictures in China. At present, more than 1100 enterprises and merchants have taken root in the town, absorbing 4000 jobs, completing an investment of 2.1 billion yuan in characteristic industries and receiving 2.26 million tourists annually. In Dong Shunbo's article, he introduced the pot village in Ninghe District, Tianjin City. The pottery-making skills of the village began from the Warring States Period to the Han Dynasty and flourished during the Yongle Period of Ming Dynasty. As mentioned above, it is because Han Kesheng, the 18th generation descendant of the pottery making skills of Penguan Village, researched and fired various antique pottery on the basis of inheriting the pottery making skills of his ancestors in 1992, and exported the products to the Middle East and Europe and the United States [15].

The role of regional craft culture customs and the inheritance and development of traditional craft aesthetics in the revitalization of contemporary rural culture has gradually become an important issue of the times for the country and experts and scholars to study. "Cultural consciousness" has aroused the empathy and consensus of the Chinese people, and has attracted great attention from national leaders to social and academic circles. It is the rich cultural deposits that promote the region to take the development of folk culture industry as the core, attract enterprises to settle down by characteristic culture, and then drive the economic development and achieve the purpose of rural revitalization.

## **6. Financial Policy for Revitalizing Rural Culture in Tianjin**

The president of China's series of important expositions on rural revitalization strategy are an important part of President of China's special socialist thought in the new era. Tianjin financial department insists on learning, understanding and practicing the spirit of the President of China's important exposition on rural revitalization, resolutely implements the decision-making and deployment of the Central Committee, Tianjin Municipal Party Committee and Municipal Government on rural revitalization, strives to give full play to the function of finance as "the foundation and important pillar of national governance", improves the ideological consciousness, political consciousness and action consciousness of financial support for rural revitalization, and strives to promote agriculture Comprehensive upgrading, all-round progress in rural areas and all-round development of farmers.

### ***6.1. Strengthen the System Guarantee and Revitalize the "Column and Beam" for the Rural Areas***

Liu Jian wrote to formulate the "Tianjin City Financial Support Rural Revitalization Strategy Implementation Plan" and other institutional documents, compile and issue the key points of financial support for rural revitalization work, and clarify the specific measures of the financial department to support the rural revitalization strategy.[16]

Only by providing long-term institutional guarantee, the policies and measures on rural revitalization have been further clarified and optimized, so as to better guarantee the smooth progress of rural revitalization.

### ***6.2. Fully implement the performance management of financial support for rural revitalization funds to realize the effective use of funds***

Xu Defa, Li Feng, Yu Shiming and others proposed that during the "14th Five-Year Plan" period, we should promote the establishment of a whole-process, all-round and full-coverage performance management mechanism, covering all rural revitalization fund projects. The allocation and use management of financial funds shall be closely combined with the actual results of supporting rural revitalization work, and efforts shall be made to maximize the benefits of financial funds [17].

Support rural revitalization with finance as the starting point, give full play to the positive role of fiscal policy, pay attention to continuity and comprehensiveness, adhere to multi-angle and multi-level promotion, do a solid job of basic and bottom work, improve the efficiency of financial governance, assist the overall revitalization of rural areas, help improve the supply level of rural infrastructure, and help form a good situation of industrial revitalization and talent revitalization.

## **7. Tianjin rural cultural development policy**

### ***7.1. A sound network of grassroots public cultural facilities***

In May 2022, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the Implementation Plan for Rural Construction Action, and issued a circular requiring all regions and departments to earnestly implement it in light of the actual situation. Promote "one-stop" convenience services, integrate and utilize existing facilities and sites, improve village-level comprehensive service stations, and support party affairs services, basic public services and public utility services to be handled nearby or online.

In recent years, Tianjin has solidly promoted the construction of rural grass-roots public cultural service system. Starting from 2018, on the basis of the establishment of comprehensive cultural service centers in 244 villages and towns in the city, the construction of comprehensive cultural service centers at the basic level will be carried out. According to the Statistical Bulletin of Tianjin City National Economic and Social Development in 2020, by the end of last year, 86 streets and towns and 2363 village-based comprehensive cultural service centers in the city had fully met the standards, laying a solid foundation for improving the modern public cultural service system.

### ***7.2. Complete protection system for historical and cultural cities***

At the end of 2019, Tianjin publicized the Protection Planning of Tianjin City Historical and Cultural City (2020-2035)(draft for comments), proposing to strengthen the protection, inheritance and rational

utilization of cultural heritage in historical Urban area areas, historical sections, world cultural heritage, scenic spots, historical and cultural towns and villages, immovable cultural relics, historical buildings and industrial heritage, intangible cultural heritage, etc., and planning to form "double zones and multiple sites". Protection structure. Tianjin City established a protection list for relevant cultural relics and relics, forming 55 cultural relics protection units such as Shijia Courtyard, Clay Figurine Zhang Cai Sculpture, Yangliuqing Woodcut New Year Painting and 122 intangible cultural heritages. Key projects have been implemented around the protection and repair of important cultural relics and sites, protection and inheritance of intangible cultural heritage, with a total investment of more than 31 billion yuan.

### **7.3. Tourism scale and benefit increasing year by year**

Zeng Zhaowu (2016) said in his article that in August 2014, the State Council issued Several Opinions on Promoting Tourism Reform and Development, making new arrangements for tourism reform and development. In June 2015, the Implementation Opinions of Baodi District on Accelerating the Development of Rural Tourism was specially issued, proposing that Baodi will vigorously promote the development of rural tourism in the future, build a batch of characteristic tourism villages, and make Baodi a famous rural tourism destination in Beijing, Tianjin and Hebei [18].

In recent years, Tianjin has responded to the requirements of the "13th Five-Year Plan" and the No.1 Document of the Central Committee in 2017, vigorously developing rural tourism and actively building a multi-type rural tourism system such as pastoral agriculture, sightseeing farms and farmhouses, realizing the increase of farmers' income, agricultural efficiency and overall improvement of social and ecological benefits.

### **7.4. All-round promotion of characteristic education reform**

As Wang Jian (2009) puts it, "Local knowledge can only be understood within the cultural framework of the local people. Therefore, local knowledge cannot be adequately preserved by including it in libraries or recording it on paper or in the form of electronic products, but only through the process of continuous use, full of gas "[19].

After the rural revitalization strategy was put forward, the Party and the state put more emphasis on infrastructure construction including public education in rural areas, and the education policy gradually inclined to rural areas. Standing at a higher starting point and taking advantage of the situation, we will continue to consolidate and promote the achievements of vocational education in poverty alleviation, actively explore ways and means to effectively link up with the work of the rural revitalization strategy, coordinate more high-quality resources, and strive to make greater contributions in the new development stage.

## **8. Rural Cultural Resources in Tianjin--A Case Study of Binhai New District and Wuqing District in Tianjin City**

### **8.1. Rural cultural resources in Binhai New District of Tianjin City**

Peng Tongtong (2020) believes that Binhai New District is located in the south of Hebei Province and the east of Tianjin, so it has profound modern history and cultural background. The unique geographical location and cultural background are bound to be closely related to Hebei culture, Tianjin traditional culture and modern history background [20].

The pioneer of Pingju opera sowed the seeds of Pingju opera art in Binhai New District Area, which has profound cultural background. Beijing opera has a long history as the quintessence of Chinese culture in Binhai New Area. After continuous exploration and innovation, it evolved into an independent new opera-Pingju. According to the language habits, tastes, hobbies, etc., Dagang Hebei Bangzi enthusiasts have carried out continuous reforms in the art of Hebei Bangzi, Dagang Amateur Hebei Bangzi Troupe is well-known in Tianjin.

### **8.2. Rural cultural resources in Wuqing District of Tianjin City**

Zhang Mowen and Cheng Baohui (2019) pointed out that there are thousands of cultural types circulating among Wuqing people, which are rich and diversified and have distinctive cultural characteristics, which are prominently manifested in painting and calligraphy, crafts, martial arts, etc.

[21].

Painting and calligraphy culture, Wuqing is the "Hometown of China Folk Art Painting and Calligraphy" named by the Ministry of Culture. In 2014, more than 20 folk painting and calligraphy groups such as Grand Canal Painting and Calligraphy Institute, Painting and Calligraphy Research Society and Senior Painting and Calligraphy Research Association flourished. There are many kinds of martial arts spread among the people in Wuqing. Li's Taijiquan in Chengguan was successfully selected as a representative project of national intangible cultural heritage in 2014 after two declarations. In recent years, the protection of non-genetic inheritance in Wuqing and the declaration of intangible cultural heritage projects at all levels have achieved remarkable results. The endangered intangible cultural heritage projects have been protected and the survival status has undergone positive changes.

## 9. Conclusion

In terms of research methods, more standardized empirical research is needed, and quantitative research methods should be actively adopted while conducting qualitative research. It is necessary to clarify each criterion of the implementation level of rural revitalization strategy, and further compare and rank the implementation level of rural cultural construction of each village in Tianjin to measure its implementation level.

In terms of research content, attention should be paid to balancing policy orientation and problem orientation. As mentioned in the article, the existing research results mostly focus on the villages themselves, but future research should further expand the research content to cover many aspects of the rural revitalization strategy, such as "prosperous industry, ecological livability, and effective governance".

Looking into the future, culture is the "root" and "soul" of a country and its people. Chinese culture is rural-based and rural-focused, and its roots are in the countryside. While the research on the construction of rural culture in Tianjin continues to focus on real-life issues, more attention should be paid to the in-depth exploration of theoretical aspects and the comprehensive construction of models and paths. It is necessary to integrate the vernacular into the modernity and the historical into the practicality, to fully reflect the rural cultural characteristics, and to make the traditional rural culture both inherited and developed.

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