

Research on rural culture construction in Tianjin under the perspective of rural revitalization

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Abstract: Rural revitalization is a major strategy made by China, and the President of China proposed to promote the modernization of agriculture and rural areas and anchored the goal of building a strong agricultural country. In this context, rural revitalization in Tianjin is facing great opportunities but also unprecedented challenges. In the process of rural revitalization, not only material construction but also cultural construction is required. Rural cultural revitalization should combine local resources and meet the main needs of farmers, and focus on developing rural special cultural industries. Through the construction of rural culture, it will help rural economic development, meet the cultural needs of farmers, improve the rural environment, provide a strong thrust for rural revitalization and realize agricultural and rural modernization, and become an important engine for rural revitalization. This paper conducts a survey and research on farmers in four suburbs and five counties of Tianjin through questionnaire survey method and literature review method, studies and analyzes the current situation and problems of rural cultural development in Tianjin, and proposes a targeted path plan for rural cultural construction in Tianjin by combining survey data, actual situation and village advantageous characteristics.

Keywords: rural revitalization; Tianjin; rural culture; analysis and countermeasures

1. Introduction

Under the background of rural revitalization, the construction of rural culture is a necessary path for rural development. As the soul of the countryside, rural culture is also an important part of rural revitalization. To promote the comprehensive revitalization of the countryside, it is necessary to strengthen the construction of rural culture. As the root of the countryside, rural culture is an effective guarantee and spiritual motivation in rural revitalization [1]. Rural culture construction will improve the spiritual and ideological cognition of villagers in rural revitalization, so that the ideological, moral and comprehensive quality of villagers will be improved. It helps farmers better understand and appreciate rural culture, and allows villagers to participate in rural culture construction and play their main role in rural construction [2]. Let the rural culture's get new inheritance and development, so that our excellent traditional culture can keep pace with the development of the times. By promoting the construction of rural culture to feed rural construction, it provides important support for rural revitalization. As one of the four major municipalities in China, Tianjin has its unique advantages and characteristics in rural cultural construction. The research team investigated the current situation and problems of cultural development in the four suburbs and five counties of Tianjin through a questionnaire survey, and collected 232 valid questionnaires.

1.1. Questionnaire reliability analysis and basic information

Reliability is the function of testing the stability of the measurement itself. The higher the Cronbach coefficient, the higher the reliability of the instrument. A Cronbach coefficient greater than 0.8 is considered high reliability and can be used for individual testing, between 0.7 and 0.8 is good reliability and can be used for group testing, and 0.65-0.7 is the minimum acceptable value.

In this study, for the questionnaire involved, the degree class questions were selected for the reliability analysis, such as the degree of satisfaction with rural culture, the degree of importance the government attaches to rural cultural construction and other four questions, and the analysis showed that the Cronbach coefficient of these questions was 0.839 (Table 1), which has a high reliability. In conclusion, the questionnaire of the study on the path of rural culture construction in Tianjin meets the requirements of

reliability.

Table 1: Reliability analysis

Reliability statistics		
Cronbach's alpha	Cronbach's coefficient based on standardized items	Number of items
0.839	0.846	4

Before the empirical study of the sample, statistical analysis of the demographic characteristics of the sample was conducted to understand the basic information of the subjects, including gender, age, location, and income, as follows (Table 2):

Table 2: Basic information situation

		number of people	percentage
gender	male	117	50.4%
	female	115	49.6%
personal monthly income	below 1000	23	9.87%
	1000 to 3000	67	28.76%
	3000 to 5000	82	35.19%
	more than 5000	61	26.18%
family location	Dongli District	7	3%
	Xiqing District	6	2.58%
	Jiannan District	13	5.58%
	Wuqing District	7	3%
	Baodi District	125	53.65%
	Beichen District	6	2.58%
	Ninghe District	52	22.32%
	Jinghai District	6	2.58%
	Jizhou District	11	4.72%
age	under 18	2	0.86%
	18 to 40 years old	117	50.21%
	40 to 60 years old	88	37.77%
	over 60 years old	26	11.16%

2. Realistic basis and significance of cultural construction in rural Tianjin

2.1. Rich in cultural resources

Under the new development concept of "innovation, coordination, green, openness and sharing", the global cultural and creative industries are flourishing, and the role of inheritance and development of traditional craft aesthetics in the revitalization of contemporary rural culture has gradually become an important issue of the times for national and expert scholars to study. Tianjin has rich cultural resources, and there are various unique rural cultural resources in Tianjin countryside, such as Yangliuqing New Year Paintings, Tianjin Ninghe District Basin Pot Village and Maojiayu Longevity Resort. Yangliuqing ancient town has rich cultural heritage, and its folk culture is very strong, actively promoting cultural products with local characteristics, and there was a prosperous scene of "every family knows how to dye, and every household is good at painting", and it was esteemed as the top of Chinese woodblock prints; meanwhile, Tianjin countryside has rich natural resources and superior ecological environment, such as Panshan Mountain in Tianjin Jizhou The scenic area of Panshan Mountain and the national natural scenic area of HuangYaguan Great Wall in Jizhou, Tianjin.

2.2. The government's policy support

The strategy of revitalizing the countryside is a major strategy made by the 19th National Congress, a major historical task to build a well-off society and a modern socialist country, and the general grasp of the work of the "three rural areas" in the new era. As the soul-casting project of rural revitalization, rural cultural revitalization can provide strong spiritual power and cultural support for the implementation of rural revitalization strategy. For this reason, local governments have supported the development of rural cultural revitalization projects in terms of land security, financial services, policy support and talent

support, and have explored mature models suitable for local cultural development to stimulate the endogenous momentum of cultural industry development [3]. As a concrete action to conscientiously implement the important instruction of General Secretary of China on comprehensively promoting rural revitalization and the decision and deployment of the central government, Tianjin Municipal Party Committee and Municipal Government have specifically established the Tianjin Rural Revitalization Bureau to provide multi-faceted and multi-dimensional assistance for rural revitalization, and have also introduced many convenient policies to empower rural revitalization in terms of policies.

2.3. The joint assistance of multiple subjects

Humans exist by labor, culture is born by practice, and material production determines spiritual production [4]. In the current background of comprehensive rural revitalization, all kinds of subjects come into the countryside to make suggestions for rural revitalization. Various types of enterprises come into the countryside and combine with rural characteristics to form unique rural enterprises and solve livelihood problems such as rural employment development; the government as the main body provides policy and financial facilities for the countryside and injects strong capacity for rural development; young talents come into the countryside and the number of youths stationed in villages for development keeps increasing, injecting fresh blood and providing talent advantages for rural development.

2.4. The meaning of rural culture construction

2.4.1. Rural culture construction is conducive to promoting the revitalization of rural cultural industry

Culture plays the role of "cohesive pivot" and "wind vane" in the rural revitalization strategy. Rural cultural construction can provide spiritual motivation and cultural support for the implementation of rural revitalization strategy. On the one hand, rural cultural construction plays a certain role in activating the economic and cultural atmosphere, expanding the social ecological space and building a cultural communication context; on the other hand, rural cultural construction has a certain influence on the mainstream values of the countryside, promotes the ideological and moral quality as well as the scientific and cultural level of farmers, provides spiritual motivation and intellectual support for rural economic development and industrial prosperity, and thus promotes the realization of the rural revitalization strategy. It can provide spiritual motivation and intellectual support for rural economic development and industrial prosperity, and thus promote the realization of rural revitalization strategy.

2.4.2. The construction of rural culture is a practical requirement for rural revitalization development.

The construction of rural moral culture can cultivate the noble moral feelings of rural farmers, enhance their moral judgment, strengthen their moral responsibility and moral practice ability, and form a good social culture of morality, morality and moral observance in rural areas. Culture can not only shape human values, but also form certain social moral norms.

To accelerate the construction of rural culture, we should take socialist core values as the leader, continuously strengthen the construction of rural public cultural facilities, enhance the construction of rural farmers' ideology and morality, cultivate rural cultural construction talents by continuously and deeply excavating the humanistic, ideological and moral connotations of excellent traditional farming culture, cultivate new rural civilization, enhance the civilization of rural society, make farmers develop good spirituality, and form a rural civilization New weather. Vigorously promote the construction of new era civilization practice centers (stations and institutes), create new positions of rural civilization, and make efforts to shape civilized countryside, good family style and simple folk style [5].

3. Tianjin rural cultural development present situation analysis

3.1. Rural farmers' basic cultural demand present situation

From the survey results (Figure 1) show that the monthly income of rural villagers is mainly concentrated in the level of 3000-5000, accounting for 35.19%, while the consumption spent on culture is concentrated in 0-500, accounting for more than 70%, or 7% of the income. At the same time, the number of cultural and recreational activities of villagers is concentrated at the level of 1-3 times a month, mainly participating in reading and watching movies and singing cultural and recreational activities. It can be seen that the current cultural consumption of rural farmers accounted for a relatively low percentage compared to the 2022 national average of 10.18%, while the average monthly number of

cultural and recreational medium, there is more room for development, and the type of cultural and recreational activities is relatively traditional single.

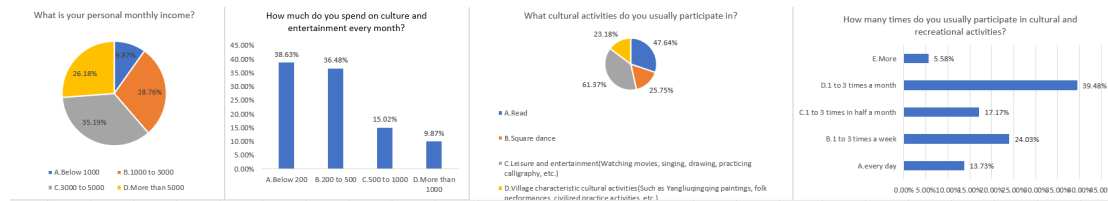


Figure 1: Basic cultural consumption of rural villagers

To study the relations of personal income and monthly entertainment consumption Pearson chi-square value is less than 0.05 0.005 have correlation (Table 3).

Table 3: Relationship between personal income and entertainment situation and consumption

crosstab						
Count						
		7. What is your monthly cultural and entertainment consumption?				total
		1	2	3	4	
6. What is your personal monthly income	1	11	7	1	4	23
	2	34	25	6	1	66
	3	23	34	18	7	82
	4	22	18	10	11	61
total		90	84	35	23	232
		value	df	Asymptotic significance (2-ends)		
pearson-chi-square		23.606a	9	0.005		

3.2. Tianjin present situation of rural infrastructure

Basic culture occupies an important position in the development of rural cultural revitalization, and the construction work of infrastructure should be optimized. Only in this way can the role of basic culture be fully played [6]. At present, most towns in Tianjin have their own comprehensive cultural service centers with reading rooms, education and training spaces, and multifunctional activity halls inside the centers, cultural activity squares have been built in town locations, and administrative villages have their own villagers' farmhouse. Most administrative villages have built village cultural activity squares near their village offices; some towns have added cultural and sports facilities and children's entertainment facilities in the vicinity when building village cultural activity squares, greatly enriching and facilitating the cultural life of the masses. Data show that nearly four-fifths of the rural people in Tianjin believe that their village sports and fitness equipment is sufficient for daily exercise activities, while more than half of them said that their village has a farmhouse. Under the coordinated planning of Tianjin Municipal Party Committee and Municipal Government, Tianjin has built more than 3,500 rural bookhouses, covering all farming-related districts; new and expanded mass cultural and educational training centers, the Yuan, Ming and Qing Dynasty Tianfei Palace Ruins Museum and Zhou Enlai Deng Yingchao Memorial Hall and other key cultural facilities at the municipal level; the construction of cultural parks or cultural squares, radio and television infrastructure and multiplex digital cinemas in districts and counties. District and county cultural centers, libraries and township cultural stations all meet national standards. At the same time, community cultural activity rooms and public electronic reading rooms were built, and cultural information resource sharing projects were realized in homes and primary and secondary school campuses. The coverage rate of community cultural centers has also reached 100%.

3.3. The present situation in the construction of rural cultural industry

Culture as an industry to be developed generally needs to be grafted with other industries to bring more economic value. Nongjiale is a typical representative industry of industrial development in rural areas, which was initially an industry combining rural food culture, and later emerged as a mode of development combining traditional farming and modern agriculture, producing picking gardens,

plantations, etc. Nowadays, the cultural industry is more often combined with tourism and leisure. Data said that nearly forty percent of the villages in Tianjin involve enterprises containing leisure tourism catering and recreation industry. The urban agriculture model of "citizen's vegetable garden" in the sixth port village of Xiqing District, Tianjin, has attracted a large number of citizens to rent vegetables in the village for sightseeing and picking, and driven the development of farm tourism. Jixian Maojiayu Resort, which features green mountains and clean water to create a healthy and long-lived brand, is an outstanding representative of Jixian farming. The development of rural tourism exists in 37.93% of the villagers' villages. In areas with a legacy of excellent traditional culture in the countryside, many governments have adopted considerable support policies to help the countryside with cultural construction. In Guojiagou Village, Xiaying Town, Jizhou District, Tianjin, the local village committee has positioned itself as "the most popular water tourism destination in the Beijing-Tianjin region with the characteristics of northern Chinese dwellings," and is vigorously developing rural cultural tourism. The village is developed according to the local environment, creating a unique atmosphere of rural tourism and forming a beautiful scenery of small bridges and flowing water homes. In addition, a variety of cultural activities have been opened in the area to enhance the cultural confidence and quality of the villagers. Based on the unique traditional rural culture and cultural resources in the countryside, we focus on highlighting the characteristics of rural cultural products and services [7]. The local rural cultural construction is closely connected with the national rural revitalization strategy. Let the villagers have enough cultural consciousness to participate in the rural cultural construction.

3.4. Raising rural cultural construction situation

At present, the rural culture construction in Tianjin area still focuses on civilized rural style, and 77.59% of the villagers' villages have carried out rural spiritual civilization construction. The Tianjin government is very active in responding to the national rural revitalization strategy. It actively promotes the construction of rural culture in rural areas. The government has adopted policies that match the actual situation of the villages in different areas to help promote the construction of rural culture. It also adopts a multi-pronged approach to help rural cultural construction. In Dafankou Village, Wangqingtu Town, Wuqing District, Tianjin, the local government has taken various measures to promote the change of customs in the countryside by strengthening the leadership of party organizations and carrying out thematic education ideas as the main methods to lead the construction of civilized countryside. With the joint efforts of the local government and the people of the village, the local village customs have been greatly improved and even selected as a typical case of "civilized village style construction" at the third national village level.

4. Tianjin rural cultural construction has a problem

4.1. Rural cultural infrastructure is not perfect problem

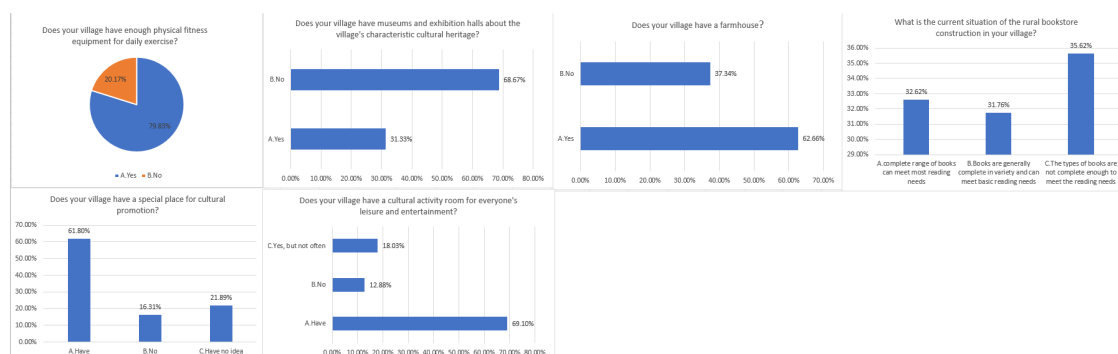


Figure 2: Rural Infrastructure construction

In the questionnaire can be seen that at present there are preliminary development of tianjin rural cultural infrastructure, a lot of infrastructure in most rural areas have been built. Survey data (Figure 2) show that more than 60% of the respondents is located area countryside are peasant bookstore and culture activity room and so on cultural infrastructure. According to relevant data shows, the sea of tranquility in tianjin area, 306 village street built between service center of 500 square meters, built rural culture compound more than 50, the emergence of the rural cultural construction of infrastructure in a certain extent, improve the villagers' cultural life. But in front of the village culture need villagers now, or the

lack of a complete set of system of rural cultural infrastructure. Some of the rural infrastructure, although have, but only the surface form, do prestige projects, such as rural bookstore, there are more than thirty percent of the respondents think books type is not complete, and the gap with the content of peasant cultural needs, and there is no real meet the needs of rural subject villagers, did not play the positive role of rural infrastructure.

4.2. Money problems facing rural cultural construction

Exist in the current rural cultural construction in Tianjin, an important problem in the construction of village culture lack of adequate financial support. Rural culture construction fund problem mainly concentrated in the following aspects. First, the rural cultural construction funds mainly rely on government funding support, lack of diversification of funding sources. It is difficult to maintain the sustainability of the development of rural cultural construction by relying on government funding alone. To a large extent, government funds cannot fully meet the needs of residents for rural cultural construction infrastructure. Second, the supervision system for the use of rural cultural construction funds in Tianjin is not transparent enough, and villagers do not fully know the use of rural cultural construction funds. As the main body of the village, villagers should give full play to their main role. They should understand and supervise the use of the source of funds for the construction of the countryside, supervise the efficiency of the use of funds, and promote the development of rural cultural construction. Third, the use of Tianjin rural cultural construction funds cannot be well combined with the needs of local villagers, and the use of It is enough to distinguish between primary and secondary situations. It cannot solve the problem of rural cultural construction that villagers need to solve most urgently (Figure 3).

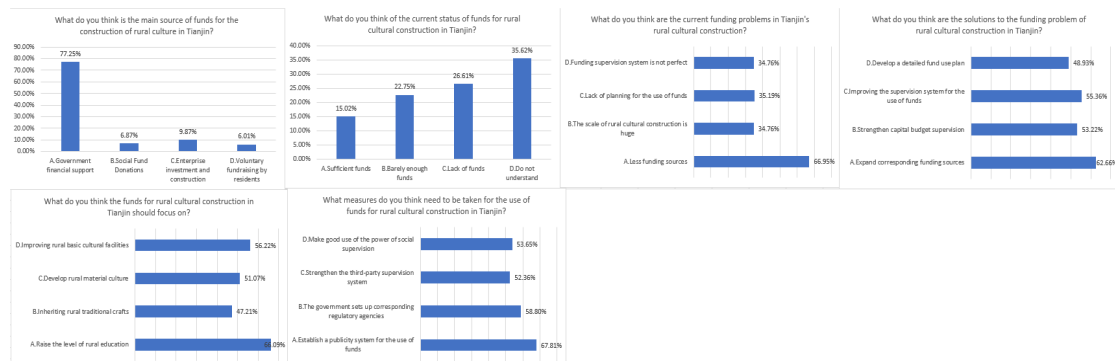


Figure 3: Funds for rural cultural construction in Tianjin

4.3. Weak rural cultural industry development, development is not strong enough

From the point of survey data, the Tianjin rural enterprise mainly concentrated in the planting industry, and the cultural industry development is relatively weak. Tianjin rural generally can be divided into three categories: the first category is a more developed economy model village, the village itself "Hematopoiesis" ability, development power, mostly on the endogenous development path. The second category is poverty-stricken villages. For such villages, since the 18th National Congress of the Communist Party of China, the state has issued a series of support policies. After poverty alleviation, it is necessary to continue to consolidate the achievements of poverty alleviation in accordance with the requirements of the "Four Do not Remove", and integrate them into the rural revitalization strategy. And the third class is sandwiched between the two types of village between the "village" in the middle. Such administrative villages in such aspects as resources, location, industry, policy is not dominant, is the main resource of land, the main industry is planting, farmers' main source of income is the rural income and agricultural management income. Data show that Tianjin has nearly half of the country involved in enterprise to include planting. Can be said to "middle village" is the resource of "lowland", is of all kinds of favorable policies "sandwich layer"[8] At the same time, the data shows (Figure 4) that most villages have their own unique rural culture, such as folk art, traditional folk customs, etc., but rural culture has not formed an industrial scale. The development of rural culture with the characteristics of the village is not enough, and the scale of the cultural industry is relatively small.

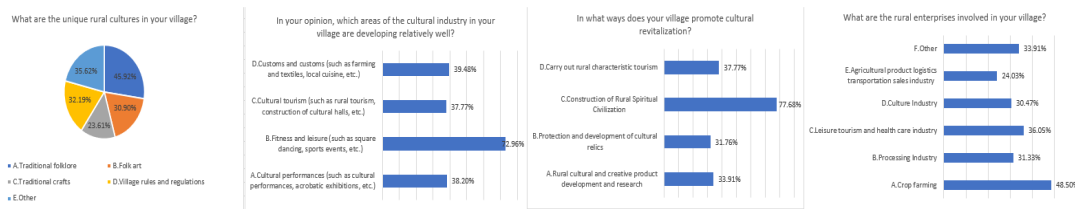


Figure 4: Survey on Rural Culture and Rural Enterprise Development in Tianjin

4.4. Inadequate organizational culture guide

Cultural construction in rural grassroots to understand for the "culture" "bed" square dance ", "understand the one-sided single, difficult to realize the responsibility and the role of cultural construction[9].Data show that nearly half of the number of rural people are keen to village characteristic culture development problem is resolved.Administration of the "cultural activities" grasp the peasant cultural needs accurate enough, there is "I think you like" "I want to give you what" and not have in-depth research farmers "want" "what can I give".

Promote cultural guiding force in the rural grass-roots party organization and its endogenous factors.The first is the insufficient own construction. Some rural grassroots party organizations can't really practice the mass line, always use direct political education, in strict accordance with the instructions, don't listen to the party member masses see works such as work, not to rural reality makes many cultural construction measures lack of pertinence. The second is business ability quality high enough.Certain cultural level is not high reserves of party members and cadres are not able to update their knowledge, to adapt to changes in the current cultural situation, well informed of latest relevant cultural policy, this leads to implement the party and the state for the policy of rural cultural construction is the situation of the implementation does not reach the designated position.The third is the lack of effective incentive.Although today's rural grassroots workers wages is high, but the overall income remains at a relatively low level.Salary is not high but too busy, the longer it will however family conflicts will appear, this will no doubt affect the working enthusiasm of the party members and cadres, cause the overall work energy is not enough, not to mention the initiative to find the latest problems in rural revitalization.

5. Tianjin rural cultural construction path analysis

5.1. Strengthen rural infrastructure construction and innovation of rural spiritual civilization construction effective carrier

The protection and inheritance of excellent Chinese traditional culture and the construction of rural civilization need platform carriers. Rural cultural infrastructure is an important carrier of rural spiritual and cultural development and prosperity. It is necessary to build rural cultural infrastructure in a targeted manner to effectively meet the cultural needs of villagers and promote the development of rural civilization. These initiatives to assist in cultural revitalization have enabled thousands of households in villages to receive cultural inculcation, and have enhanced the civilization of rural people in a subtle way. We suggest that a village cultural hall be built in every village. These village cultural halls, which combine the functions of cultural display, etiquette cultivation and cognitive enhancement, will play an important role in passing on the culture of their villages, promoting mainstream values and enriching cultural and sports activities.

5.2. Create multiple subject of funds, increasing the capital utilization of funds

Village cultural construction should rely on the inflow of funds from multiple subjects, not only to make good use of government appropriation funds, but also to take the initiative to actively introduce industries, rely on the advantages of the village to attract industrial construction and introduce corporate funds into the village. Funds for organizations and outstanding rural capable people should also be introduced to create a multi-dimensional fund construction body of government, society, enterprises and individuals. Effective supervision of village culture construction funds, improve the utilization rate of funds. For the rural cultural construction funds should be open and transparent, and the villagers' main body should strengthen the supervision of the use of funds to eliminate the waste and even embezzlement of funds, so as to play an important role in the rural cultural construction of funds.

5.3. Combined with the local characteristics, vigorously develop rural cultural industry

In view of the current situation of rural culture and the development stage of rural industry in Tianjin, we should explore the special culture and unique advantages of the countryside, develop rural cultural industry, extend the industrial chain and optimize the industrial structure. At the same time, we will vigorously develop rural cultural tourism, build rural cultural industry chain, and create excellent rural cultural brands [10]. For example, Jinghai District, located in the southwest of Tianjin and southeast of Beijing, is known as the "gateway to southern Tianjin", and the town of Taitou is a major town in the "Beijing-Shanghai corridor". As a traditional agricultural township, Taitou has a long history of watermelon cultivation, and Emperor Qianlong visited Taitou three times to taste the melon and give "blessing". We can create a three-in-one ecological park with watermelon growing and picking, recreation and experience processing as the core. At the same time, we can fully drive the surrounding areas to carry out activities such as picking and farming experience, hold regular watermelon cultural exchange meetings and melon tournaments, publicize the story of "Qianlong's melon offering", highlight the elegance of the watermelon township and culture of Taitou, and drive the development of leisure agriculture. On the one hand, the unique culture of Tianjin villages should be inherited and developed, based on the characteristic culture of villages, to create relevant cultural IP and form cultural industries; on the other hand, for the existing rural enterprises, the industrial chain should be extended to strengthen the cultural connotation of the industry, so that the characteristic culture can empower the development of enterprises.

6. Conclusion

Rural culture construction is a major engine for rural revitalization. Dig deep into the unique advantages and characteristics of Tianjin's rural areas themselves, develop rural culture according to local conditions combined with characteristics, and build a unique and charming rural culture road. The construction of rural culture improves the cultural needs of farmers, promotes the development of rural enterprises and the prosperity of rural economy, and empowers the realization of rural revitalization and agricultural and rural modernization.

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