

# Study on the Coupling of Zhouli Culture and the Goal of Rural Revitalization

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**Abstract:** Traditional village culture is one of the important platforms and grasps for the current implementation of rural revitalization strategy, and it is an important resource and potential power with a strong sense of existence for promoting rural revitalization strategy in the new era. Taking the logical relationship between traditional village culture and the realization of rural revitalization goals as a starting point, this paper introduces Zhouli villages as a typical traditional village, its location conditions, folk culture, scenery and humanities, and discusses the suitability of Zhouli culture and rural revitalization goals in terms of flourishing industry, ecological livability, civilized countryside, effective governance and affluent life. It points out the practical problems of Zhouli villages development and analyzes the dynamic mechanism of Zhouli culture for rural revitalization. It also proposes to improve the traditional culture inheritance system, construct the cultural industry system and innovate the cultural governance system based on the root of Zhouli's excellent culture, so as to help Zhouli villages achieve the goal of rural revitalization.

**Keywords:** Zhouli culture, rural revitalization, rural civilization

## 1. Introduction and literature review

Traditional Chinese villages are different from urban civilization and are the heritage of Chinese farming civilization that cannot be replaced by urban civilization [1]. Since the 1990s, the study of traditional cultural villages has emerged, and with the need to build a new socialist countryside and solve the "three rural issues" as well as the rise and development of tourism, traditional villages, as the historical witness of China's agricultural civilization and the vital space for social reproduction [2], have been attracting more and more attention to their conservation and development. Since the rural revitalization strategy was proposed in the report of the 19th National Congress in 2017, a research boom on rural revitalization has begun. The implementation of rural revitalization and the inheritance and development of traditional culture are both national major strategies, and the inheritance and development of farming civilization and the prosperity of rural culture can provide a solid cultural foundation for the rural revitalization strategy, which is conducive to the implementation of the rural revitalization strategy [3], and traditional villages are important platforms and grasping hands for rural revitalization [4], and the rural revitalization strategy can also boost the cultural prosperity and revival of traditional villages.

General Secretary Xi Jinping pointed out that "excellent traditional culture is the root of the inheritance and development of a country and a nation; if it is lost, the spiritual lifeline is cut off". However, traditional culture has been handed down to this day, but it also faces some problems, and traditional village culture is the first to bear the brunt, especially its root genes are unstable by the multiple impacts of urbanization, modernization and informationization. Culture is in crisis, making material wealth like floating weeds in water, and there is a great risk [5]. Traditional villages are facing various aspects of problems, the weakening of agriculture, the transfer of rural labor, the narrow protection surface of traditional villages, the serious loss of folk culture, the lack of management and the lack of public participation, and many other challenges [6]. Local governments have begun to pay attention to and implement the protection of traditional villages in recent years, but the traditional conservation ideas are still museum-style conservation with historical and cultural values as the focus, and the method of stripping the conservation objects from the dependent environment such as moving out the indigenous people, which only focuses on the manifestation of material culture and is more effective in restoring cultural relics, buildings and traditional dwellings, but the cultural connotation and its inner operating mechanism have been The cultural connotation and its inner operating

mechanism have been neglected, resulting in a lack of endogenous development momentum in traditional villages, which are more dependent on the government [7]. To address this issue, Yi Lin and Jian Li argue that aborigines are the main body of traditional village protection and development, and the key to the emergence of problems such as the decay of some traditional villages and the absence of traditional culture transmission is the absence of the main body [8]. In order to activate the endogenous power of traditional village development, it is necessary to raise the conservation awareness of aborigines and make them actively participate. In addition, to develop traditional villages, explore and utilize their traditional culture, and promote the comprehensive revitalization of villages in all aspects of economy, culture, society, and ecology, Xianlou An proposed that the architectural landscape and hidden cultural genes of traditional villages can be integrated to establish a characteristic traditional village subject and create an inimitable and replicable tourism brand [9], and Sheng Gui and Yue Teng argued that rural revitalization should be and new urbanization context to include village folklore activities, combine folklore culture with modernization process, and consider it from multiple perspectives and multiple horizons [10], while Jingxin Wang and Xiaojuan Zhi presented some case studies and experiences on rural revitalization to create beautiful villages, and accordingly proposed more feasible revitalization plans and promotion policies [11].

As a precious research object of rural historical, cultural and natural heritage, traditional cultural villages possess rich traditional resources and rural heritage [12], and are important positions for implementing rural revitalization strategy and important spatial nodes for undertaking rural revitalization strategy [13]. The study on the revitalization of traditional cultural villages is an emerging topic, and there is less exploration on how to revitalize comprehensively based on its characteristics. It is important to take active measures to promote the revitalization of traditional cultural villages in terms of top-level design, specific models, cultural inheritance and innovation, industrial layout, talent-driven, ecological synergy, and organizational innovation. Therefore, this paper selects the revitalization of Zhouli villages as the research object, combines the study of development changes of Zhouli villages, cultural inheritance and rural revitalization, highlights its development characteristics to explore its path to achieve rural revitalization, so as to serve as a reference for the rural revitalization of traditional cultural villages in China.

## **2. The logical relationship between Zhouli culture and the realization of rural revitalization goals**

### ***2.1 Typicality of Zhouli Villages***

Zhouli villages, generally refers to the villages distributed in the ancient Zhou Yuan area, that is, the villages on the Zhou Yuan. Zhouyuan is in today's Shaanxi province, starting from the Chishui River in the east, bordering the Gansu River in the west, reaching the Wei River in the south, and leaning against the Qishan Mountains in the north, containing most of today's Fengxiang District, Qishan County, Fufeng County, Wugong County, and a small part of three counties and one district, Meixian County, Qian County, Yongshou County, and Chenchang District [14]. The Zhouli villages are located in the western part of the Guanzhong Plain, only a hundred kilometers from Xi'an, and there are high speed railroads passing through here, and even special tourist lines have been opened, so they have obvious location and transportation advantages.

Zhou Yuan is the birthplace of the Zhou culture, the hometown of Jiang Shu, Hou Ji, King Wen and Duke Zhou, and was the foundation of the Zhou dynasty. The Duke of Zhou made rituals and music, established government, and laid the excellent foundation of Chinese civilization. The villages on the Zhou Yuan were nourished and nurtured by the Zhou culture, and have been influenced by the rituals and music civilization for generations, and the legacy of the Zhou people still exists today. Although the Zhou culture is a long time ago, it still has a profound influence on the formation of Chinese folk customs and the social customs of today, especially in the social customs of the Zhou ritual villages today, whether it is festive activities, life rituals or food culture, there are still shadows of Zhou rituals. In particular, the custom of "pouring soup" at the dawn of the first day of the year best shows the special customs of the Zhouli villages as the land of the Zhou people.

Zhouli villages have a deep Zhou cultural heritage, and adjacent to the national 4A-level tourist attractions Zhou Gong Temple Scenic Spot and the site of the Zhou royal tomb group, natural landscape and historical and cultural landscape into one, making the Zhouli villages have a unique advantage of resources. Through the vicissitudes of the sea, many traditional buildings in the Zhouli villages have been destroyed to some extent, but the ancient village pattern is still relatively intact, and some traditional houses remain, with relatively obvious boundaries with the surrounding modern

buildings, and the profound heritage of the ancient village style can still be felt today.

As a representative of the traditional cultural villages, the revitalization of Zhouli villages is a typical object of study.

## ***2.2 The Adaptation of Zhouli Culture and the Goal of Rural Revitalization***

In the report of the 19th Party Congress, the twenty-word policy of rural revitalization strategy was proposed, namely, "prosperous industry, ecological livability, civilized countryside, effective governance and rich living", which fully reflects the rich connotation of rural revitalization strategy. "Prosperous industry" is the material basis of rural revitalization, on which rural problems can be solved, and the root of rural revitalization is industrial development; "ecological livability" is the inherent requirement of rural revitalization, which contains the beautiful vision of the peasants to build a beautiful home; "rural style civilization" is the ideal of rural revitalization. "Effective governance" is an important guarantee for rural revitalization, which ensures harmonious and orderly rural life; "affluent living" is an important goal for rural revitalization. "is the important goal of rural revitalization and the standard to measure the effect of implementing rural revitalization strategy.

Zhouli culture and the goal of rural revitalization are consistent in all aspects of economic, ecological, cultural, political and social values. In terms of industrial prosperity, the Zhouli villages have a deep Zhou cultural heritage, and their unique rural architecture, traditional production techniques, folk customs, natural scenery and humanistic landscapes, as well as localized food culture are important resources in the development of rural tourism, and the combination of cultural resources and market is necessary to make the rural tourism industry take the path of prosperous development. The flourishing of tourism industry is conducive to regulating the industrial structure of Zhouli villages, achieving the integrated development of various industries in the countryside, enabling cultural resources to be transformed into cultural industries, and better for the developmental inheritance of Zhouli culture, which is more conducive to the protection and development of Zhouli culture. In terms of ecological livability, farming culture is an important part of Zhou culture, and the scene of the early Zhou tribes farming is described in "State Wind - Bin Feng - July", which objectively reflects that the Zhou people carried out different working activities according to the different seasons. This "seasonality" is also in line with the concept of "continuity" and "coordination" in the sustainable development of today's ecological civilization. Inheriting and carrying forward the traditional farming culture, adhering to the ecological concept and improving the technology can further improve the ecological environment and living environment, and play an active role in developing ecological agriculture and building a beautiful countryside. In terms of rural culture, the Duke of Zhou made rituals and music, and formed the Zhouli culture with the core values of "loving people with benevolence, combining rituals and laws, respecting virtue and filial piety, and harmonizing with each other", which made everyone know the rituals and laws and live in harmony, and created the first Chinese civilization of rituals. Today's socialist core values also coincide with this code of conduct and rules of life, and the inheritance of Zhouli culture based on the integration of the two is more conducive to the cultivation of civilized countryside and simple folkways. In terms of effective governance, the feudal system during the Western Zhou period was hierarchical, with power divided layer by layer, known as the feudal system, and the Son of Heaven could not directly govern each level of jurisdiction, making the vast rural society rely on autonomy to maintain operation. This hierarchical system has been continued until today. The difference is that today's China elects the wise and capable, and the village grassroots self-government has long been different from the past, but the practical experience of the traditional period can still be used in the present. In terms of living affluence, during the Western Zhou Dynasty, the Well Field System was implemented, and on the basis of the communal land ownership system, each household could not only plant public land, which was subject to rent, but could also plant private land, the harvest of which was entirely for themselves. Nowadays, China has completely eliminated agricultural taxes and has formulated various agricultural subsidy policies, while increasing investment in rural areas to effectively guarantee rural income growth and improve the living standards and prosperity of farmers.

## **3. Challenges and Dynamics of Zhouli Villages Revitalization**

Under the impact of economic and market culture, the declining culture of Zhouli has caused many problems in the development of Zhouli villages. The proposed strategy of rural revitalization brings a new historical opportunity for Zhouli villages, which also fits the development direction of the new era

and can stimulate new vitality in the protection and development of Zhouli villages, while the inculcation of the thousand-year Zhouli culture also provides a boost to the revitalization of Zhouli villages.

### ***3.1 The reality of Zhouli villages development***

In the context of modernization, many traditional rural cultures in China are in danger of collapse due to the encroachment of commercialization and marketization, and the Zhouli culture is also inevitable. We have witnessed various destructive behaviors towards traditional culture, and countless intangible cultural heritages, customs and folk skills have gradually died out due to insufficient reconstruction efforts, which has caused many deep-seated negative problems in rural society.

In terms of industry, agricultural civilization is the basis for the establishment of traditional village order, while industrial civilization is gradually developing with the advancement of urbanization, and China is currently in the process of accelerated transition to urbanization and industrialization. The increasing "decline" in the status of agriculture has led to a change in the concept of peasant practice in the Zhouli villages. For thousands of years, the small peasant ideology of "agriculture-based" has long shackled villagers' thoughts and behaviors, and the division of labor between the military, agriculture, and industry was a matter of course. However, in today's economic situation, it has become a new trend for peasants to work in cities, which is the result of the choice between farming and employment. The loss of agricultural advantages has made the villagers free from the confinement of the land and start to turn to industry and tertiary industries, which has changed the long-standing industrial structure of Zhouli villages. At the same time, employment opportunities in the villages were not sufficient to meet the transfer of agricultural labor, resulting in the continuous movement of people from the villages to the cities, and eventually the "hollowing out" of many villages.

In terms of ecology, the idea of ecological ethics is also embedded in the Zhouli culture, but was abandoned in the process of village economic construction. The arrival of industry and tertiary industries in villages has obviously developed the village economy, but from an objective point of view, the destroyed ecological environment often offsets the results of economic construction. And some villagers' indiscriminate cutting and other behaviors have also exacerbated the phenomenon of soil erosion. On the basis of natural ecology, Zhouli villages have also formed a cultural ecology, of which the Zhouli culture and traditional architecture, which have been handed down for thousands of years, are important components. However, the cultural resources of villages are being lost day by day with the passage of time. Even though the government has formulated a relevant cultural protection system, in the absence of overall planning, the protection of traditional culture still lacks a holistic cultural supply, management and construction mechanism, and the shortage of funds for investment is also a problem that needs to be solved in rural cultural protection.

In terms of village culture, the formation of ethical social development in China's villages has traditionally been based on blood and geographical ties. In Zhouli villages, traditional cultures such as Zhouli culture, village customs, and civil rules and regulations have an important influence on the development of the villages. While villagers' ideology has been liberated by the impact of the market economy and their material living standard has been improving, the profit-oriented economic thinking has spread among villagers, and profit has become the master of village society, and the possibility of deconstruction threatens the traditional village ethics and deep Zhouli culture at all times. The disruption of cultural inheritance also makes even those who live in the villages ignorant of the history and culture of the villages. Once the cultural identity disappears, it becomes impossible to adhere to the village culture, and one can only imitate the urban culture. The prevalence of consumerism, the awakening of individual consciousness, and the widespread spread of commodity consciousness, competition consciousness, and economic rationality have led to the increasing utilitarianization of people's values in the villages, and the weakening of the local sentiment, which has led to the villagers no longer being attached to the land and worshipping it, and the dissipation of the simple rural culture on which it was based.

In terms of governance, the deep-rooted Zhouli culture is not only the traditional cultural composition of Zhouli villages, but also the spiritual support of the villagers who have grown up here for generations. But nowadays, the Zhouli villages have lost the strong Zhouli culture atmosphere, and the people have lost their spiritual support, and some of them even act irrationally or even crazy. For example, feudal superstition, fighting and brawling, alcoholism and gambling are all undesirable phenomena and behaviors that show the hollowness of the village spirit. For thousands of years, the stability and order of rural society has relied on rural culture and spirit maintained through the power of

universal identity. However, the decrease in villagers' sense of political participation and political identity is triggered by the over-valuing of economic interests and the deflation of village spirit, resulting in many people lacking enthusiasm for public affairs and not caring about the maintenance of public interests, and the failure of self-governance in rural society, making the governance of Zhouli villages ineffective. In the process of urbanization, a large number of highly educated young adults in Zhouli villages have left their hometowns, which directly leads to the loss of the main force of the endogenous development of rural governance construction and further increases the difficulty of governance.

In terms of life, during the changes of the times, some village elites have obtained certain economic achievements with their personal abilities and become the pioneering force for the villagers of the Zhouli villages to become rich, and participate in the social governance of the villages and drive the economic development of the villages through their personal activities, but most of them do not complete the continuation of the Zhouli culture and feed the village society through their wealth and personal influence. It is true that some villagers did use their success to help their neighbors and relatives to get rich together, but this part is after all a minority. Most of the village elites who got rich first only conveyed profit-oriented values and called on villagers to go out, but did not guide them to stick to their homes and rely on their own hands and strength to build a beautiful and prosperous new village. Moreover, the rich first do not drive the rich later, resulting in obvious income differentiation in the Zhouli villages, which is also completely out of line with the Zhouli ritual of "equalization".

### ***3.2 Dynamic Mechanism of Revitalization of Zhouli Villages***

The traditional culture of the countryside is the source and root of Chinese civilization, the soul of the countryside, and the future of the countryside is in the hands of cultural values. The 19th Party Congress put forward the strategy of rural revitalization and made the civilization of countryside one of the main requirements in the process of implementation. The preservation and protection of Zhouli culture can not only promote the cultural revival of the Zhouli countryside, but also provide cultural impetus for the all-round revitalization of the countryside.

The development of economy and technology has made villagers leave their hometowns in search of employment opportunities, and has also aroused the emotional demand for "nostalgia", which is met by the rich cultural heritage of Zhouli villages. Zhouli villages can rely on their cultural resources to adopt a modern model tailored to local conditions and prescribe "new medicine" for their own development. Relying on the Zhou culture, using natural scenery, humanistic monuments and their own special folk food culture, revive traditional customs, develop rural tourism, encourage villagers to try to participate in new production behavior, activate the endogenous power of rural development, drive the development of traditional handicraft production and leisure agriculture business and other tertiary industries, optimize the rural industrial structure, empower the rural economy, create more employment opportunities and broaden the income channels of the masses. The economic function of culture can be brought into play. With the economic function of culture, more sages will return to their hometowns to develop and more talents will return to their hometowns to start their own businesses under the Chinese people's idea of settling down and moving back to their hometowns. At the same time, in the continuous development of folklore tourism, the Zhou culture is also better inherited and protected.

Around ecological livability, vernacular culture is an important source of firm cultural confidence in socialism with Chinese characteristics and the root of excellent traditional Chinese culture. Culture is the repository of historical memory, and the vernacular culture of Zhouli villages is an excellent traditional culture inherited for thousands of years in China, which has received some attention in recent years, and work has been carried out to protect the inheritance and create transformation, etc. Strengthening the protection of material culture such as historical buildings and field landscapes to show a better historical landscape will also incidentally strengthen the protection of the surrounding ecological environment. In terms of inheriting the intangible culture of the countryside, it is important to highlight the regional characteristics, to combine cultural heritage with cultural creativity and cultural industries, and to develop folklore tourism, which inhibits the progress of industrialization in the countryside and reduces the possibility of ecological damage while changing the industrial structure of the countryside.

Around the civilization of rural style, in rural life, rural culture and rural spirit sustain the relationship of rural residents and guide their living behavior. The village culture of Zhouli villages is rooted in the fertile soil of Zhouli culture, and it is not water without source or wood without foundation, but is nurtured by the influence of multiple factors such as geographical environment,

lifestyle and productivity development, and has complex social attributes and obvious local characteristics. Although the Zhouli culture does not directly manipulate people's behavior, it often corrects the direction of people's behavior that is driven by interests, and the norms of village life are also influenced by it. The culture of Zhou rituals sustains the relationship among village residents, guides the civilization of countryside, and provides value orientation and spiritual motivation for rural revitalization.

Around effective governance, traditional cultural values can logically solve many difficult problems and resolve the complexity of rural social attributes on the one hand, and enable traditional villages to better adapt in the wave of market economy and integrate with the adaptability of contemporary life on the other. As far back as the Western Zhou Dynasty, the village covenant of neighbors helping each other and uniting with each other already existed, and in today's society, the civil rules and regulations are the civilized embodiment of the development of grassroots democracy in China's rural construction. With the nourishment of Zhouli culture, the residents of Zhouli villages are more capable of making and improving specific, detailed and effective village rules and covenants based on the actual situation and extensive listening to opinions from all sides. This kind of villagers' agreement is not only written on paper, but also melted into the hearts of villagers, and in the inheritance and promotion of traditional culture, it establishes the vigor of the new era. At the same time, it can also actively mobilize the strength of all parties, spontaneously set up grass-roots villagers' self-governance organizations, and realize the self-management and self-service of the residents.

The idea of common prosperity around living affluence has been in China since ancient times and is reflected in the culture of Zhou Rites. However, under the constraints of the ideology and backward productivity at that time, the pursuit of equality and affluence and the conception of an ideal society by the ancestors were still in the embryonic stage and did not have the possibility of reality. On the road to socialism with Chinese characteristics, new ideas are linked to traditional culture and stand for common prosperity. The residents of Zhouli villages are more centripetal and cohesive under the inculcation of millennium culture, and are better able to comprehend the essence of common prosperity of the people in the new era and provide cultural empowerment for the prosperity of village residents.

#### **4. Optimization of the path to achieve the goal of rural revitalization in Zhouli villages**

Zhouli culture preserves many genes and elements of ancient Chinese civilization, highlighting the confidence and guardianship of village culture. In the new era, to implement the rural revitalization strategy for Zhouli villages, it is necessary to inherit and carry forward the excellent culture of Zhouli, combine the core socialist values, highlight the regional characteristics, enrich and innovate the carrier, integrate the excellent culture of Zhouli into the whole process of rural construction, and finally realize the beauty of the countryside and the prosperity of farmers.

##### ***4.1 Based on the roots of the excellent culture of Zhouli***

The excellent Chinese traditional culture has been inherited for thousands of years, and the Zhouli culture, as the pearl of it, contains the profound kernel of speaking of benevolence and love, emphasizing the people's principle, advocating harmony and seeking commonwealth. During the thousands of years of history, it has profoundly influenced the way of thinking and behavior of people in the Zhouli villages, and has accumulated a thick humanistic root for the revitalization of the countryside. We should integrate the ideas, spirit, concepts and morals in the Zhouli culture into the construction contents of the comprehensive revitalization of the countryside, tell the story of Zhouli culture, integrate the elements of Zhouli culture, compile and create Zhouli cultural art products, hold Zhouli culture special training lectures, and guide the good social atmosphere created by all circles of society. Based on the existing rural civilization in the Zhouli villages, other outstanding achievements such as urban civilization and foreign cultures should be absorbed as well, and effective ways that meet the characteristics of the villages should be adopted to guide the masses to establish the wind of hard work, diligence and frugality, filial piety and respect for the elderly, and respect for science by innovating the culture of villagers, conducting moral lectures, and inheriting family customs. At the same time, we deeply explore the coincidence between the excellent culture of Zhouli and the socialist core values, grasp the historical pulse of the times, guide the masses to correct themselves, cultivate their hearts and encourage their behavior, so that the correct world view, outlook on life and values are firmly established.

#### ***4.2 Improve traditional culture transmission system***

The most effective way to protect traditional culture is to make it flow authentically in people's daily life, to preserve it in display, to inherit it in circulation, to develop it in utilization, and to achieve the integration of economic and social benefits in the activity. The cultural ecological space is the basic condition for the survival of the Zhouli culture, which needs to be invested in vigorous protection to make it as original and authentic as possible for the survival and development of the Zhouli culture. The Zhouli culture should be inherited in the living state, inherited development in the protection, modern value in the traditional culture, to ensure that the villagers of the Zhouli villages can continuously obtain economic, social and ecological comprehensive benefits from the Zhouli culture protection and inheritance, so that the villagers can voluntarily participate in the Zhouli culture protection and development work. In the context of modern market economy, developmental inheritance is the only way to protect and inherit traditional culture. Zhouli culture inheritance needs the source of living water, and industrial development can make more people appreciate the charm of Zhouli culture. Therefore, we should integrate modern science and technology into the development of Zhouli cultural products, realize the industrialization of cultural resources, create regional cultural brands, reflect their unique regional characteristics, and give full play to the advantages of Zhouli cultural resources.

#### ***4.3 Constructing cultural industry system***

The development of rural cultural industry is importantly influenced by the policy of cultural industry development. Perfect and effective policies can establish guarantee for the development of rural cultural industry. We should establish and improve special policies to support the development of Zhouli cultural industry and adapt them to the rural revitalization strategy, and establish a special fund platform to support Zhouli cultural industry as soon as possible. Grasping the opportunity of cultural tourism development, according to the general requirements of rural revitalization of "prosperous industry, ecological livability, civilized countryside, effective governance, and affluent life", combined with the development of tourism work, efforts should be made to expand and strengthen the cultural tourism industry. Give full play to the penetration function of the Zhouli culture, develop creative agriculture, sightseeing agriculture, create integrated recycling agriculture, farming experience of the comprehensive field, so that farmers participate, farmers benefit, but also drive the inheritance and development of the Zhouli culture. Through innovative mechanism, guide the main body of all parties, social funds and cultural resources to integrate investment, and accelerate the leapfrog development of cultural industry. Through propaganda and demonstration mechanisms, capital, technology and talent will be channelled to the Zhouli villages cultural industry, and local cultural brands will be formed through reasonable resource allocation. To ensure that Zhouli culture has long-term vitality, it is also necessary to integrate, innovate and enrich cultural contents, promote further integration of modern science and technology with Zhouli culture, extract the economic, ecological and social values of Zhouli culture, and allow cultural products to acquire new forms with the addition of science and technology.

#### ***4.4 Innovative Cultural Governance System***

Cooperative cultural governance of multiple subjects is carried out in the Zhouli villages, with all social parties participating in cultural management affairs and services. On the basis of the autonomy of the village rules and regulations, we seek and organize local folk culture, food culture, etiquette culture, intangible cultural heritage and other characteristic cultures, formulate new-era etiquette norms, and firmly curb the bad habits and stereotypes of wastefulness and mutual comparison. The connotation of cultural governance is carried out in the daily operation of Zhouli culture, cultivating Zhouli cultural talents, passing on intangible cultural heritage, and mastering how to make the role of culture in uniting people and educating the masses fully play in governance. At the same time, we focus on preserving the taste of rural soil, keeping the ecological bottom line, enhancing cultural identity and cultural education, strengthening the leading ability of Zhouli culture, playing the role of inclusiveness in rural cultural governance, and promoting the ability of cultural governance together.

### **5. Conclusion**

Traditional village is an important carrier of China's traditional farming culture and agricultural

civilization, which carries and holds the historical memory of the people, is the root of modern Chinese civilization, and is also the future of human civilization development<sup>[15]</sup>. As a typical representative of traditional villages, Zhouli villages have gradually lost their luster in the changes of history, and there are real problems such as the gradual decay of traditional Zhouli culture and the low degree of village development, but its Zhouli culture, which has been inherited for thousands of years, is still embedded in this land, providing impetus for village revitalization, and can rely on the rural revitalization strategy and combine with Zhouli culture to find the path of rural revitalization of Zhouli villages. In the context of rural revitalization, preserving traditional villages to keep pace with development and tapping the traditional culture of villages to help rural revitalization highlight the importance and necessity of two-way promotion. In order to inherit and carry forward the culture of traditional villages, protection and development are important means, so that traditional villages can be revitalized and revitalized in the new era, and become beautiful fields where green water and green mountains can be seen, nostalgia can be retained, and cultural roots can be found.

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