

# The significance and path of rural revitalization empowered by cultural industry

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**Abstract:** Rural vitalization, culture priority, and rural culture vitalization should be the meaning of rural vitalization and they should also be the development of rural vitalization. Based on the practical significance of rural revitalization strategy enabled by cultural industries, this paper discusses the implementation path of rural revitalization strategy enabled by cultural industries, and puts forward a four-in-one promotion strategy of mining characteristic cultural resources, valuing rural non-genetic inheritance, leading industrial innovation and upgrading, and improving institutional guarantee standards, so as to effectively utilize rural cultural resources and help rural industry revitalization and upgrading.

**Keywords:** Rural revitalization; Cultural industry; Practical significance; Implementation path

## 1. Introduction

"Rural revitalization" is an important decision made by the 19th CPC National Congress. It is not only a new measure for "agriculture, rural areas and farmers" in the new era, but also a new strategy for the overall governance of Taoism, and also the core content of the modern agricultural system. From the perspective of cultural governance, rural culture not only has its own cultural functions, but also has political, economic, social and other values. On this basis, the following will take "cultural industry" and "rural revitalization strategy" as the entry point, according to the regional characteristics of rural areas, combined with the practical value of integrated development between the two, to explore the enabling path of cultural industry to rural revitalization.

## 2. Overview of related concepts

### 2.1. Cultural industry

The concept of "cultural industry" was produced in the "Cultural Criticism" of Frankfurt School, and then gradually depoliticized, becoming a new economic form.<sup>[1]</sup> It refers to the market-based, market-oriented provision of cultural and entertainment products or services to the public, as well as a series of related economic activities. Different from cultural undertakings or public cultural services, cultural products and services cannot be provided by the national public sector, but should be produced by a large number of market players.<sup>[2]</sup> In China, rural society has a large number of cultural resources, such as architecture, pastoral landscape, food and clothing, which can be an important part of the development of cultural industry. When the advantages of this culture are combined with the advantages of technology and market, there will be a new and prosperous rural cultural industry.

Therefore, the development of rural culture industry is a very economic and social benefits of new agriculture. Cultural industry is a kind of modern economy, it is not only a kind of urban patent, in the era of rural revitalization, the vast countryside should be more and more conditions to develop it.

### 2.2. Rural revitalization strategy

In the report of the 19th National Congress of the Communist Party of China, it was proposed to implement "rural revitalization", and the essence of "rural revitalization" is to improve the "rural" and solve the problems of "agriculture, rural areas and farmers" from the root causes. "The issue of agriculture, rural areas and farmers is fundamental to the national economy and people's livelihood. The development of rural economy and the promotion of rural revitalization are our top priorities and highlight the role of rural areas in the economic development of the whole country. The basic idea of

"rural vitalization" is to take "Five vitalization" as the guide, "industrial development" as the foundation, "cultural development" as the support, "environmental construction" as the guarantee, and comprehensively promote "building a well-off society".<sup>[3]</sup>

To sum up, in the process of rural revitalization enabled by cultural industry, it is not only conducive to the diversified development of rural economic development, but also to the realization of resource sharing and cultural exchange, so as to achieve harmonious development and common progress.

### 3. The significance of cultural industry enabling rural revitalization

#### 3.1. It is conducive to the inheritance and development of rural traditional culture

The development of rural cultural industry is conducive to strengthening the protection and inheritance of local traditional culture. On the one hand, in the process of industrial development, the protection of traditional culture should be strengthened to maintain the characteristics of traditional village culture. The original rural architectural pattern, folk customs, local customs and other aspects should be preserved, so that villagers can feel the breath of local culture, stimulate their interest in traditional culture, and retain the traditional cultural elements in traditional villages during industrial development.

On the other hand, the rural revitalization strategy under the cultural industry attaches importance to the protection of intangible cultural heritage and takes it as the core resource of rural development to develop and utilize. Actively promoting the protection of intangible cultural heritage will help preserve the original flavor of some excellent traditional skills and folk customs and make reasonable development and utilization, and also effectively promote farmers to creatively transform and develop these traditional skills and folk customs so as to protect and inherit the excellent rural traditional culture education, help rural revitalization, and promote the integrated development of urban and rural areas.<sup>[4]</sup>

#### 3.2. Meeting the needs of rural people for a better life

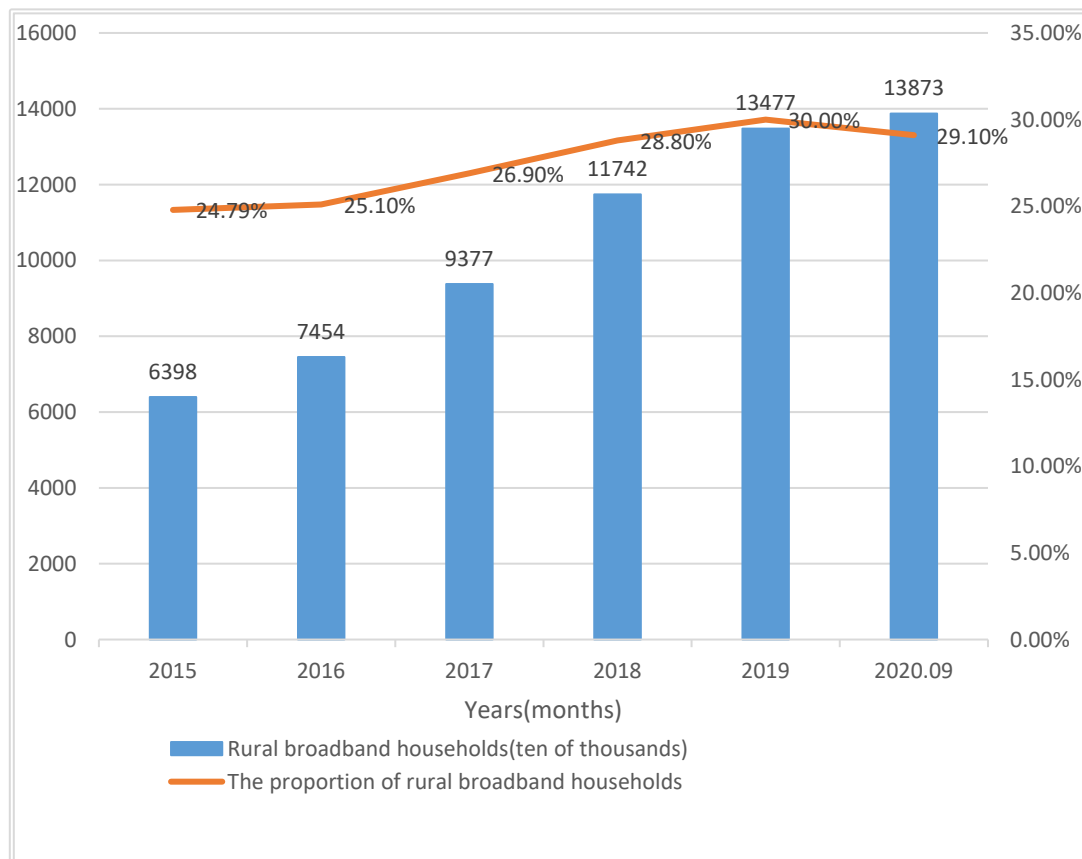


Figure 1: Digital Broadband for rural revitalization

Enabled by the cultural industry, the countryside has taken on a new look, with people living in a more comfortable and livable environment, increasing economic income and greatly improving material living conditions. In the process of developing rural cultural industry, people constantly innovate and break through the traditional way of life.<sup>[4]</sup>

Rural people have more ways of leisure and entertainment. They can obtain the cultural products they want through TV, Internet, mobile phone and other media. In recent years, the rural digital economy has been developing vigorously (as shown in Figure 1). In addition, with the development of science and technology and the popularity of smart devices, the forms of rural cultural industry are becoming more and more diversified. People can learn about the cultural products they are interested in through the network platform. In addition, rural traditional cultural industry and emerging cultural industry in the development of continuous integration and innovation, the people in the material and spiritual demand is increasingly high. People can experience more spiritual satisfaction in the development of rural cultural industry, feel the charm of modern civilization in the traditional cultural industry, constantly improve their own cultural literacy, and experience more recreational activities.

It can be seen that under the implementation of the rural revitalization strategy, rural people have gained a higher quality of cultural life experience, and their recognition of rural cultural industry will continue to improve. It can be seen that in the process of implementing the rural revitalization strategy, the integration of cultural industry and the rural revitalization strategy can provide more quality products and services for villagers to meet their growing needs for a better life.

#### **4. The path of rural revitalization empowered by cultural industry**

The in-depth development of rural revitalization contains the empowering power of various industries, the gathering of endogenous power, and the improvement of potential efficiency. If we want to gather these effects and show them, we cannot do without cultural industries.

##### ***4.1. Excavate characteristic cultural resources and integrate cultural and tourism development***

The characteristics of the countryside are gathered in cultural resources, and the cultural industry can play an enabling effect on the development of the countryside. Attention should be paid to the exploration and development of rich cultural resources in the countryside, the protection and inheritance of historical sites, the exploration and interpretation of red resources, the enrichment and development of village rules and conventions, the embedding and coupling of cultural resources, and the classification of various forms of cultural resources. Be methodical and distinguish between inheritance and protection.<sup>[5]</sup>

Emphasis should be placed on exploring the characteristics of rural areas and classifying them. The external forms and internal cultural contents formed by agriculture, forestry and animal husbandry, as well as the food culture and tea culture derived from them, should be integrated with their own advantages, thus forming a new path to promote industrial development. Special cultural resources, such as folk music, handicrafts, clothing decoration, festival customs and customs, which have historical deposits and are widely spread, should be explored to improve the quality of their contents, so as to build a beautiful picture of a beautiful ecological environment, rich life and a significantly improved sense of gain for the people.

It pays attention to explore and explore the subtle combination of local culture and the central values of socialism, as well as the organic combination with the characteristics of The Times of the new countryside. On the one hand, the cultural industry should conform to the needs of the market, on the other hand, it should integrate the new fashion of rural culture, add more culture and art into the planning and construction of the countryside, promote the integration of urban and rural areas on the basis of maintaining the tradition, but also keep the tradition and remember the culture.

##### ***4.2. Cherish rural non-genetic inheritance and create a living protection mechanism***

Cherish "homesickness" and establish a "living" preservation and inheritance mechanism. With the persistence of inheritors from generation to generation, intangible cultural heritage has formed a sound historical track of historical development, and has produced a large number of intangible cultural heritage in rural areas, which shoulder the task of carrying historical evolution, relying on family ties, and conveying local feelings.

In order to better inherit and develop the non-heritage of our country, we should start from the following aspects. Firstly, from the government level to support and support the intangible cultural heritage; Secondly, through the combination of "three agriculture" and "three health", so as to better provide new ideas for the development of "four agriculture". On the basis of the reality of non-inherited protection, integrate with the existing places of intangible cultural heritage, support and promote places such as intangible cultural heritage workshops and non-body inspection centers, and build a batch of intangible cultural heritage tourism experience bases with historical deposits and entertainment and sightseeing according to the current status of tourism development and tourists' interests, so as to form a long-term mechanism of non-inheritance and inheritance.

Through government guidance and policy support, to create growth space, cultural industry practitioners and intangible cultural heritage inheritors will be gathered together to contribute wisdom to the development of rural areas. We should take appropriate policy support to create favorable conditions for the development of enterprises.

#### ***4.3. Leading industrial innovation and upgrading and stimulating interconnected demonstration effects***

Creative as the guide, to create a new way of business, with a variety of pushing hand to form the effect of interaction and demonstration. "Rural revitalization" contains the content of "industry", and the development of "industry" cannot be separated from creativity as a driving factor. Based on this, the rural cultural industry will flourish.

In order to protect and inherit the ethnic characteristics of minority areas, it is necessary to creatively transform and innovate the ethnic characteristics of minority areas. At the same time, we should accelerate the development of rural economy and society in the new period, so as to promote the development of rural economy and society. To be specific, the comprehensive and sustainable development of rural industries, culture, talents, ecology and social organizations should be realized, and the continuous optimization and improvement of rural industries should be promoted.

We will vigorously build a new development pattern of "rural revitalization" with "Internet Plus", improve the comprehensive demonstration project of "e-commerce into rural areas", promote the application of "Internet Plus" in rural areas, expand the coverage of rural e-commerce, and support the new "sharing economy" and "digital economy".<sup>[6]</sup>

#### ***4.4. Improve the system guarantee standard and boost the service evaluation system***

Under the guidance of the policy, to upgrade the management system and standards of the cultural industry and promote the effective application of the cultural industry in the rural revitalization, it is necessary to construct and improve the cultural industry policy system which is adapted to the local reality according to the different rural economic development in different regions.

It is necessary to strengthen the supervision of rural revitalization work empowered by cultural industries and build an evaluation system of rural revitalization services. It is necessary to establish and improve the evaluation mechanism of public cultural service system and standardize and constrain the development of cultural industries with the system. Establish and improve the cultural industry evaluation index system to support rural revitalization. We will encourage multiple entities such as social capital and college talents to enter rural areas, and promote the development of industries based on cultural creativity.<sup>[7]</sup>

It attaches importance to giving play to the main role of farmers in rural vitalization, and organizes villagers to participate in the construction of related industries and product development to constantly raise their sense of ownership, so that they can have more sense of gain and happiness in rural vitalization.

## **5. Conclusion**

In the process of rural revitalization enabled by cultural industries, farmers should be the main participants, and the development of rural cultural industries should be promoted by means of science and technology, intellectual support and capital investment. From the reality of the people, it has found the focus and direction of efforts to deepen rural revitalization, and under the guidance of the industry, it has explored a path of scientific rural development that protects the ecology, improves efficiency and

quality, and is more sustainable.

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