

Reflections on the Path of Cultural and Art Industry Participating in Rural Cultural Development under the Background of Rural Revitalization

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Abstract: The rural revitalization strategy is an important national strategy of the People's Republic of China, aimed at promoting rural economic development, improving farmers' living standards, and achieving coordinated economic and social development between urban and rural areas. In the context of rural revitalization, the cultural and artistic industry, as a form of industry with unique value and potential, is gradually becoming an important component of rural cultural development. Based on this, this article conducts research on the path thinking of cultural and artistic industries participating in rural cultural development under the background of rural revitalization, it's hoped to provide some references.

Keywords: Rural Revitalization; Culture and Art; Rural Culture; Development Path

Introduction

In the context of rural revitalization, the participation of the cultural and artistic industry in the development of rural culture is of great significance. The development of rural culture can not only enrich the spiritual and cultural life of farmers, promote comprehensive rural development, but also protect and inherit traditional culture, enhance rural image, and promote urban-rural integration and development. Therefore, how to effectively integrate the cultural and artistic industry into rural development strategies has become an urgent problem to be solved.

1. Overview of the Cultural and Artistic Industry under the Background of Rural Revitalization

The cultural and artistic industry can enrich the spiritual and cultural life of rural areas. Rural areas are important carriers of traditional culture, by developing cultural and artistic industries, rural residents can enrich their spiritual life and cultivate their longing and pursuit for a better life. The cultural and artistic industry has enhanced the image and attractiveness of rural areas. By creating distinctive cultural and artistic projects and landscapes, the image of rural areas can be enhanced, attracting more tourists and investment, and promoting the development of rural tourism and rural characteristic industries. The cultural and artistic industry adds new impetus to the rural economy. One of the goals of rural revitalization is to promote the transformation and upgrading of rural economy. The cultural and artistic industry has high added value and innovation, which can inject new development momentum into the rural economy, promote the optimization of economic structure and industrial upgrading. The cultural and artistic industry can also promote the integration of urban and rural development. By building cultural and artistic bases, artist residential areas, and other areas at the urban-rural border, the urban-rural integration and development can be promoted, the urban-rural gap can be narrowed, and the common prosperity between urban and rural areas can be achieved.

2. The Difficulties Faced by the Cultural and Artistic Industry in Participating in Rural Cultural Development under the Background of Rural Revitalization

2.1 Relatively Scarce Cultural and Artistic Resources in Rural Areas

The cultural and artistic resources in rural areas are relatively scarce, lacking professional talents, facilities and equipment, and cultural creation accumulation, which limits the start and development of rural cultural and artistic industries. Due to historical reasons and insufficient economic development, the cultural and artistic resources in rural areas are relatively scarce, unable to meet the diverse artistic needs. In addition, the lack of support from art institutions and professional talents in rural areas restricts the cultivation of art talents and the devel-

opment of artistic creation.

2.2 The Issue of Conceptual Change and Talent Mobility

In traditional concepts, rural areas are considered as protected areas for traditional culture, and there is a relative lack of acceptance and recognition of modern art. This leads to a lack of social identity and support for the development of rural culture and art. In addition, rural areas are relatively lacking in artistic institutions and professional talents, with low talent mobility, which limits the emergence of outstanding artistic talents and the development of rural cultural and artistic industries.

2.3 Insufficient Market Demand and Financial Support

The weak economic foundation and relatively small market demand in rural areas constrain the development of the cultural and artistic industry. Due to the lagging construction of infrastructure and cultural venues in rural areas, there is a lack of modern art performance venues and exhibition spaces. In addition, due to limited funding sources in rural areas, the rural cultural and artistic industry also faces challenges in terms of financial support.

3. Strategies for the Participation of Cultural and Artistic Industries in Rural Cultural Development under the Background of Rural Revitalization

3.1 Carrying out Cultural and Artistic Resource Integration and Cultivation Plan

The government can initiate a cultural and artistic resource integration plan to concentrate scattered cultural and artistic resources in rural areas, establish databases or platforms, and facilitate communication and cooperation among artists, cultural institutions, and cultural enterprises. It is helpful to promote resource sharing, project cooperation, and improve the quality and influence of rural culture and art. The government can increase efforts to cultivate artistic talents in rural areas. By establishing specialized training plans and reward mechanisms, it's hoped to attract outstanding art education institutions and artists to rural areas for art training and guidance, and to enhance the level of rural art talents. At the same time, it can be advisable to encourage local artists to create in rural areas and organize various artistic activities to provide them with opportunities for display and exchange. The government can guide rural areas to establish cooperative relationships with urban art institutions and cultural enterprises. Through cooperation, they can draw on the experience of art management and market promotion strategies in urban areas to enhance the scale and influence of rural culture and art. Meanwhile, it can also attract excellent art projects and exhibitions from cities to enter rural areas, promoting cultural exchange and integration between urban and rural areas. The government can provide financial support for the rural cultural and art industry by establishing incentive funds, special funds, and other forms to encourage cultural enterprises and social capital to participate in investment in rural cultural and artistic projects, and promote the development and growth of the rural cultural and artistic industry.

3.2 Strengthening Publicity and Promotion to Enhance the Recognition and Acceptance of Rural Culture and Art

To organize cultural and artistic festivals and exhibition activities. The government can organize cultural and artistic festivals of various scales, including music, dance, drama, and other forms, to present the culture and art of rural areas to the general public. In addition, a dreamlike art exhibition will be held to showcase the works of local artists to attract more people to visit and appreciate. To carry out art education activities and training courses. By organizing art education activities in schools and communities to cultivate the interest and love for art among rural youth. At the same time, the government can offer art training courses tailored to different age groups, providing opportunities for rural residents to receive professional art training to cultivate their aesthetic and artistic appreciation abilities, and utilizing social media and internet platforms for promotion. Rural areas may lack traditional media resources, but the popularization of the Internet has provided new channels for promotion. Governments, art institutions, and cultural enterprises can establish official accounts on social media to publish relevant rural cultural and artistic activities and achievements to attract more attention and participation. Rural areas can establish

connections with urban art institutions and artists, inviting them to come to the countryside to hold art exhibitions, performances, or engage in artist workshops and other activities. Such cooperation will enhance the visibility and influence of rural culture and art, and attract more people to visit and experience rural areas. While developing the tourism industry in rural areas, the government can promote rural culture and art as a part of tourism. By organizing characteristic cultural and artistic performances and activities, tourists can be attracted to rural areas to experience local culture and art, thereby increasing their recognition and acceptance of rural culture.

3.3 Increasing Financial Support for Cultural and Artistic Industries in Rural Areas

It is crucial to increase financial support for promoting development of rural cultural and artistic industries. The government can establish a special fund for supporting the implementation of cultural and artistic creations, performances, exhibitions, and other projects in rural areas. It requires relevant personnel clarifying the source, management, and usage of funds, developing corresponding application and review processes, and ensuring the effective utilization of funds. The government can provide financial subsidies and rewards to enterprises, institutions, and individuals promoting the development of rural cultural and artistic industries to encourage them to engage in related cultural and artistic activities in rural areas. For example, providing certain financial support to organizers of influential art exhibitions or performances. The government can also guide social capital to invest in rural cultural and artistic industries, providing tax incentives and other incentive measures. For example, for enterprises that establish cultural and artistic enterprises or invest in related projects in rural areas, certain preferential policies such as tax reduction or deferred payment will be granted. The government can establish entrepreneurship support funds to provide entrepreneurial funds and guidance for potential cultural and artistic entrepreneurs. At the same time, the government should provide certain financial and policy support for innovative and sustainable rural cultural and artistic projects. The government can promote cultural and financial institutions to establish branches in rural areas to provide financial support and services for the cultural and art industry. For example, launching financing products for cultural and artistic projects, providing financial tools such as loans, venture capital, and insurance to help rural cultural and artistic industries solve financial problems.

Conclusion

Rural revitalization requires the joint efforts of the entire society, and the participation and development of the cultural and artistic industry is an important path to promote the development of rural culture. By strengthening policy support, infrastructure construction, talent cultivation and inheritance, and integration development of other industries, the rapid development of rural cultural and artistic undertakings can be achieved, and the strategy of rural revitalization can gain better achievement.

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