

The Internal Mechanism, Practical Problems and Practical Paths of Promoting Rural Revitalization and Cultural Tourism Integration by Art-based Rural Construction

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Abstract: To revitalize the countryside, culture must flourish. The 19th National Congress of the Communist Party of China emphasized the implementation of the rural revitalization strategy, positioning it as the core guideline for 'agriculture, rural areas, and farmers' work in the new era. It outlined the overall requirements of 'thriving industries, livable ecology, civilized rural customs, effective governance, and prosperous lives.' Artistic rural development is a crucial pathway for rural revitalization, rooted in artistic creation and grounded in local culture, presenting the region's unique characteristics artistically. However, under the dual urban-rural structure, urban resources flow into rural areas without proper management, leading to issues such as the lack of villager participation, a shortage of professional talent, and superficial utilization of rural resources, which contradict the goal of building a 'livable, industrious, and harmonious' countryside. Therefore, it is necessary to re-emphasize the natural connection between art and rural areas, reshape the interaction between artists, enterprises, and villagers, build a comprehensive network for artistic rural development, promote the integration of art and rural tourism, and continuously stimulate the vitality and dynamism of rural revitalization.

Keywords: art rural construction; rural revitalization; rural cultural tourism integration

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1. Introduction

Promoting the integration of rural culture and tourism is a powerful tool for the comprehensive revitalization of rural areas. Artistic rural development is a pivotal point in the historical context of China's rural construction, as well as an innovative form of contemporary practice. Rooted in China's rich traditional culture, it showcases a unique Chinese aesthetic style while thriving in modern civilization, demonstrating vibrant ecological vitality. By integrating artistic aesthetics into every aspect of rural construction, artistic rural development not only enhances the external appearance of rural areas but also deeply explores cultural resources, invigorates them, and promotes the diversified development of the rural economy.

2. The practical problems of promoting rural revitalization and cultural tourism integration by art-based rural construction

2.1. Low participation of villagers: lack of enthusiasm and sense of identity

In the practice of art-based rural development, enhancing farmers' participation is crucial. However, there is currently a

lack of enthusiasm and recognition among farmers. This is mainly due to the inconsistent goals of various stakeholders involved in art-based rural development. There are differences in the needs and expectations between artists, entrepreneurs, and villagers, compounded by cultural and aesthetic differences, as well as the absence of effective communication and participation mechanisms. As a result, farmers feel marginalized in these projects. The goal of art-based rural development is to serve the community and meet the needs of villagers, not just to serve as an experimental ground for individual artists and entrepreneurs. To boost villagers' participation, it is essential to respect their needs and wishes, establish communication and consultation mechanisms, focus on cultural integration and aesthetic education, and strengthen the planning and assurance of the project's long-term benefits. Only then can we truly stimulate the enthusiasm and recognition of villagers, promoting the sustainable development of art-based rural development projects. Art-based rural development should be rooted in China's traditional cultural soil, creating modern designs that align with the vision of a better life in rural areas and reflect the harmonious coexistence of humans and nature. It should expand beyond material construction to include intangible cultural construction, deeply exploring the unique value behind rural areas. For example, Danzhai County in Guizhou Province has launched the 'Hundred Crafts' series, inviting domestic and international designers to collaborate with local batik artisans, combining traditional batik techniques with contemporary design. Designers have integrated modern design concepts into traditional batik crafts, developing a range of cultural and creative products that meet modern living needs and aesthetic trends, such as batik fashion clothing, home items, and handbags, thus reviving rural handicraft culture and revitalizing the industry.

2.2. Lack of professional talents: the problem of introduction and retention

The successful implementation of art-based rural development projects relies on professional artists and skilled managers who can effectively manage the projects. However, in some rural areas, due to their remote locations, inadequate infrastructure, harsh living conditions, and a lack of educational and medical resources, these factors collectively make it difficult to attract and retain the necessary professionals. Moreover, as urbanization accelerates, the economic gap between urban and rural areas is widening, and the appeal of rural areas to both local and external talents is continuously declining. Despite the state's introduction of policies such as 'Three Supports and One Assistance', 'Selection of Cadres', and 'Talent Introduction', aimed at providing platforms and development opportunities for various talents and encouraging them to contribute to rural revitalization and alleviate the talent shortage, key issues like staffing and benefits remain unresolved in the short term, making it challenging to truly retain talent. Most people view grassroots work experience as a stepping stone to urban employment, and after completing their service period, they tend to leave the countryside, seeing these policies as a springboard for better career advancement^[1].

2.3. Cultural symbols are superficial: weakening the attractiveness of rural resources

A typical manifestation of the superficialization of cultural symbols is the simple application of traditional patterns and folk elements to new artistic creations or cultural tourism projects. Some villages paint murals related to local culture on their walls or print traditional patterns on souvenirs, but these designs often lack depth and innovation, and fail to explore the rich connotations and potential cultural and tourism value embedded in these symbols. The charm of rural culture lies in its deep historical roots and unique regional characteristics. Rural cultural resources are diverse, including historical sites, folk activities, and traditional crafts. However, many art-based rural development projects use these cultural elements merely as decorative features without delving into their historical, social, and cultural significance. Such superficial appropriation fails to highlight these qualities, making rural culture seem unremarkable to tourists. Moreover, shallow cultural displays are unlikely to generate long-term economic benefits. In some rural cultural tourism projects, local authorities attract visitors by staging traditional folk dances. While these performances retain the basic movements and costumes of the dances, they lack a deep exploration of the cultural significance behind them. After watching, tourists may find the dances visually appealing but have little understanding of the historical, cultural, social, and emotional values they convey. This leads to a rapid decline in tourist interest, making it difficult to sustain repeat visits. The core of cultural tourism industry

lies in providing tourists with unique experience and value. However, the lack of deep cultural display cannot meet tourists' demand for cultural experience, which makes it difficult to attract tourists to participate deeply, thus affecting the sustainable development of cultural tourism industry.

3. The practical path of promoting rural revitalization and cultural tourism integration through art-based rural construction

3.1. Respect local cultural traditions

In the implementation of art-based rural development, integrating with local cultural traditions is crucial. Art workers creatively transform the existing cultural context and mechanisms of rural areas, which involves not only the integration of material and intangible cultures but also tests the aesthetic abilities, urban-rural integration, and ecological and modern integration of art-based rural development workers. The vitality of art-based rural development lies in its ability to deeply integrate into local culture and people's lives, subtly embedding artistic elements into every aspect of rural construction, truly permeating farmers' daily behaviors and thoughts, thus fundamentally stimulating and awakening the vitality and vigor of traditional culture. This means that art-based rural development should not merely be a playground or preaching ground for artists and designers, but must avoid becoming a game or a dream, ensuring that rural culture is respected and inherited, while promoting the sustainable development of rural areas. For example, some villages attract tourists by hosting traditional folk activities such as temple fairs and lantern festivals, bringing ancient culture to life in modern settings. At the same time, art-based rural development should focus on the deep interpretation of rural cultural symbols, integrating these symbols into rural landscape design, public art creation, and cultural tourism product development, making them dual carriers of rural culture's external symbols and internal spirit^[2].

3.2. Handling the interests of many parties

In the context of art-based rural development, managing the interests of various stakeholders is crucial for achieving rural revitalization and the integration of culture and tourism^[3]. This process involves multiple parties, including villagers, artists, entrepreneurs, and government agencies, each with distinct goals, demands, and interests. Coordinating these differences to achieve mutual benefits and win-win outcomes is a critical factor in the success of art-based rural development. Villagers are the true masters of their villages, and their needs and wishes must be fully respected^[4]. At the same time, it is essential to leverage the professional knowledge, skills, and resources brought by external stakeholders. These stakeholders, such as artists, enterprises, and the government, should adopt a more interactive approach, actively engaging with villagers to integrate their needs into project planning, thereby infusing new vitality into the village. Both sides need to establish an equal partnership, collaborating on artistic creation and cultural tourism projects. To achieve mutual benefits and win-win outcomes, a platform for multi-party consultation should be established, allowing villagers, stakeholders, and government departments to discuss goals and plans together^[5]. Additionally, a fair mechanism for profit distribution should be established, such as land equity, dividends, and skill training, ensuring that villagers can share in the benefits of development. For instance, in the art-based rural development project in Longtan Village, Pingnan County, Fujian Province, the local government has provided policy support and financial investment to establish a multi-party consultation platform, coordinating the interests of all parties. Artists have enhanced the artistic literacy of villagers through public welfare art education and the development of cultural and creative products, promoting the spread of rural culture. Entrepreneurs have invested in building homestays and infrastructure, driving the development of the cultural and tourism industry and creating job opportunities for villagers. Villagers have actively participated in the operation of homestays, the production of handicrafts, and artistic performances, increasing their income and improving their living conditions. The successful experience of Longtan village shows that only by dealing with the interests of many parties can the sustainable development of art rural construction projects be realized and the comprehensive revitalization of the countryside be promoted.

3.3. Build an economic life circle with artistic themes

Rural areas are rich in artistic resources, ranging from ancient architecture and traditional crafts to unique folk cultures, all of which are unique cultural treasures^[6]. However, these artistic resources have long failed to fully translate into economic benefits. The introduction of the cultural and creative industry has provided new ideas and methods for revitalizing and utilizing rural artistic resources. Through the empowerment of cultural creativity, traditional rural arts are no longer static cultural symbols but have become creative products with market value and economic potential^[7]. An art-themed economic life circle not only includes core art industries such as art creation, exhibitions, and education, but also encompasses related supporting industries like tourism, catering, accommodation, and retail. For example, some villages attract a large number of tourists by hosting art festivals, folk culture festivals, and other events, thereby boosting the local tourism economy. At the same time, the integration of art themes into rural homestays and agritainment has made these supporting industries more appealing, offering tourists a comprehensive experience^[8].

The introduction of the cultural and creative industry can also create more job opportunities and development opportunities in rural areas. Art-based rural construction projects attract artists, designers, and artisans to settle in rural areas^[9]. These creative talents bring new ideas and concepts, and provide skill training and employment opportunities for rural residents. For example, some villages collaborate with art colleges to offer traditional handicraft training courses, enabling villagers to acquire new skills and participate in the production of artistic products. Additionally, cultural and tourism projects in rural areas provide numerous service jobs, such as tour guides, waiters, and interpreters, allowing villagers to find employment close to home^[10].

The creation of an art-themed economic living circle can also promote the inheritance and innovation of rural culture. Driven by the cultural and creative industry, traditional arts in rural areas have gained new life. For example, some villages collaborate with designers to integrate traditional crafts with modern design, creating a range of innovative products that appeal to contemporary tastes, thus rejuvenating traditional arts in modern society. Additionally, art-based rural development projects offer more opportunities for rural residents to engage with and learn about art, thereby enhancing their cultural literacy and artistic appreciation^[11].

4. Conclusion

Artistic rural development plays a crucial role in promoting rural revitalization and the integration of culture and tourism, yet it also faces numerous challenges. It is not just about enhancing the external appearance of villages; it is also a vital means for inheriting and innovating rural culture. This approach provides a solid cultural foundation and economic security for sustainable rural development, serving as a key force for the comprehensive revitalization of rural areas. Moving forward, we should deepen the integration of art and rural life, stimulate the internal driving force of rural areas, and promote the comprehensive development of the rural economy, culture, and society. Only by doing so can we truly make rural areas livable, prosperous, and beautiful, making artistic rural development a significant force in rural revitalization and continuously infusing vitality into the sustainable development of rural areas^[12].

Disclosure statement

The author declares no conflict of interest.

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