

Postprint: Review and Prospect of Research on Public Cultural Spaces in Rural China

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Abstract

Purpose/Significance Using the concept of “public cultural space” to refer to various public cultural facilities and venues in rural areas is an emerging research trend. In the context of the rural revitalization strategy, understanding the research status and existing problems of China’s rural public cultural space, and exploring future research priorities, hold important practical significance and theoretical value for promoting high-quality development of rural public cultural services, prospering rural culture, and enriching farmers’ spiritual life in the new era.

Method/Process This article reviews the relevant literature on China’s rural public cultural space from 2012 to 2022 over a period of 10 years, summarizes existing research findings, analyzes existing problems, and proposes future research priorities.

Results/Conclusion Existing research mainly focuses on the overall study of rural public cultural space and studies of specific types of rural public cultural space. The former includes basic theoretical issues such as the conceptual connotation, constituent elements, spatial types, value functions, and developmental evolution of rural public cultural space, as well as construction status, existing problems, and reconstruction paths; the latter includes research on the construction of rural traditional cultural spaces, rural modern cultural spaces, and rural new-type cultural spaces. The research shows obvious policy orientation and problem orientation, and the research is increasingly deepening, systematizing, and theorizing. Future in-depth research can be conducted from perspectives such as comparing reconstruction paths of different types of rural public cultural spaces, construction of rural new-type public cultural spaces, construction of rural public cultural digital spaces, service innovation of rural public cultural spaces, evaluation indicators for rural public cultural spaces, and international experiences and Chinese characteristics in the construction of rural public cultural spaces.

Full Text

Preamble

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Abstract:

[Purpose/Significance] Using the concept of “public cultural space” to refer to various public cultural facilities and venues in rural areas is a research trend that has gradually emerged in recent years. Against the backdrop of the rural revitalization strategy, understanding the current research status and existing problems of rural public cultural spaces in China and exploring future research priorities hold important practical significance and theoretical value for promoting the high-quality development of rural public cultural services, prospering rural culture, and enriching farmers’ spiritual lives in the new era.

[Method/Process] This article reviews relevant literature on rural public cultural spaces in China from 2012 to 2022, summarizes existing research findings, analyzes existing problems, and proposes future research priorities.

[Results/Conclusions] Current research primarily focuses on holistic studies of rural public cultural spaces and studies of specific types of rural public cultural spaces. The former includes basic theoretical issues such as conceptual connotations, constituent elements, spatial types, value functions, and developmental evolution, as well as construction status, existing problems, and reconstruction paths. The latter includes research on rural traditional cultural spaces, rural modern cultural spaces, and rural new cultural spaces. The research demonstrates clear policy orientation and problem orientation, with studies becoming increasingly in-depth, systematic, and theoretical. Future research should deepen exploration in areas such as comparative analysis of reconstruction paths for different types of rural public cultural spaces, construction of new rural public cultural spaces, development of rural public cultural digital spaces, service innovation in rural public cultural spaces, evaluation indicators for rural public cultural spaces, and international experiences and Chinese characteristics in rural public cultural space construction.

Keywords: rural public cultural space; rural public cultural service; rural cultural revitalization

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1 Introduction

Rural public cultural space holds significant importance in the policy planning for high-quality public cultural service development and rural revitalization strategies in the new era. For instance, the *Opinions on Promoting High-Quality Development of Public Cultural Services* issued by the Ministry of Culture and Tourism and other departments in March 2021 explicitly proposed innovating and expanding urban and rural public cultural spaces, establishing public cultural service spaces based on urban and rural characteristics, and creating distinctive and tasteful public cultural spaces[1,2]. The *Rural Construction Action Implementation Plan* issued by the General Office of the CPC Central Committee and the State Council in May 2022 incorporated the advancement of rural cultural facility construction, including cultural auditoriums and intangible cultural heritage inheritance venues, into the content of further promoting rural spiritual civilization construction[3]. In May of the same year, the National Center for Public Cultural Development of the Ministry of Culture and Tourism proposed that during the “14th Five-Year Plan” period, efforts should continue to explore new directions for rural public cultural construction and open up new rural cultural spaces through activities such as rural public cultural space design exhibitions[4].

Rural public cultural space refers to public places built within rural areas by government, social forces, or villagers according to public cultural service system construction plans, where people can freely enter, access public cultural resources, and participate in cultural activities. It represents the spatial form and material carrier of rural public cultural life and public cultural services, serving as an important vehicle for prospering rural culture and assisting rural cultural revitalization[5-6]. The quantity, content, and form of rural public cultural spaces determine the quality of villagers’ cultural lives[7]. Rural public cultural space embodies villagers’ cultural value orientations and constitutes a systematic field integrating physical, activity, and mechanism spaces within rural areas[8].

This paper aims to systematically review the research status of rural public cultural spaces in China and explore future research directions, providing reference for the high-quality development of rural public cultural spaces. Using the CNKI journal database as the data source, the author conducted a grouped search with terms including “rural public cultural space,” “public cultural facilities,” “public reading space,” “library,” “farmers’ book house,” “rural study,” “people’s study,” “homestay book bar,” “rural bookstore,” “township comprehensive cultural station,” “grassroots comprehensive cultural service center,” “cultural auditorium,” “cultural courtyard,” “intangible cultural heritage museum,” “museum,” and “ancestral hall.” The search covered relevant achievements from the past decade (2012-2022), yielding 576 CSSCI and Peking University core journal articles and 239 master’s and doctoral theses, which constitute the sample for this content analysis.

3.1.1 Basic Theoretical Issues in Rural Public Cultural Space Research

Conceptual Connotations and Constituent Elements. The conceptual connotations of rural public cultural space have not yet been unified. Building upon rural public space, Chen Bo and others added cultural connotations to define rural public cultural space as public places in rural society where people can freely enter and utilize public cultural resources for cultural life, as well as public cultural activities in which people can participate and enjoy cultural welfare[5]. Fu Caiwu and others further proposed from the perspective of public attributes and cultural connotations that rural public cultural space is a holistic concept encompassing both the physical field upon which rural cultural life relies and cultural resources, activities, and cultural mechanisms[6]. Liu Yutang and others suggested that rural public cultural space is a spiritual and cultural life field formed during villagers' daily production and interaction processes, representing the spatial expression form of rural public cultural life[7].

Types of Rural Public Cultural Space. Different classification standards yield different categorizations. Based on development stages, they can be divided into traditional, modern, or emerging rural public cultural spaces[9]. With the increasing hollowing-out of rural populations and the influence of urban culture, rural public cultural spaces present an interactive integration of tradition and modernity, showing a transitional form from traditional to modern[8]. According to different construction subjects, they can be divided into government-led, village self-organized, and social force-led types[5,6], or endogenous and exogenous types[10]. Based on different cultural activities and functions, they can be categorized into spaces primarily for daily cultural life, spaces mainly for cultural activities, and spaces primarily for government cultural welfare, each playing roles as village information hubs, venues for special village culture, and platforms for cultural services and rural cultural governance[11,12].

Value Functions. The value functions of rural public cultural space mainly revolve around villagers' cultural lives and rural cultural development. For villagers and rural cultural construction, rural public cultural space possesses both geographical spatial significance and sociological public spirit and sense of belonging, carrying villagers' collective memory and cultural identity[11,13], as well as various social functions such as communication, participation in cultural life, interpersonal interaction, and flexible governance[14,15]. It serves as an important venue and carrier for realizing rural cultural generation, inheritance, and rural cultural revitalization[5-6].

Evolutionary Process. Scholars have traced the evolution and development patterns of rural public cultural space from historical perspectives. For example, Dong Changchun divided Chinese rural public cultural venues into three stages: old society rural public cultural spaces represented by popular education centers and public education centers, modern rural public cultural spaces represented by township comprehensive cultural stations, and new era rural

public cultural spaces represented by grassroots comprehensive cultural service centers[17]. Fang Yaming and others divided the development of rural public cultural spaces after the founding of New China into three periods: politicization period, fracture and differentiation period, and diversified development period[15]. Gu Dazhi and others summarized the evolution characteristics of rural public cultural spaces across different periods, namely life and traditional cultural spaces before 1949, political and production cultural spaces during the planned economy period, and diversified production and living cultural spaces during the reform and opening-up period[18].

Analysis of Functional Weakening Causes. The functional weakening and effectiveness dilemmas of rural public cultural spaces are influenced by multiple factors at economic, social, and developmental levels. At the economic and social development level, accelerated urbanization and marketization have driven rural population outflow and villagers' yearning for urban cultural life[5,24], creating a crisis of identity with traditional rural cultural values and insufficient endogenous motivation for rural public cultural space development[13,15]. The rapid development of new media has facilitated the growth of villagers' individual private cultural life, leading to the gradual decline of village publicness and the loss of vitality in rural public cultural spaces[9,25]. At the national and government level, the top-down standardized management mechanism and administrative supply logic have resulted in a closed system in government-led rural public cultural spaces, with sufficient order but insufficient vitality, restricting villagers' subjective status[9,19,27]. Cultural products exhibit deviations and disconnections from villagers' cultural needs in content and form, with the "sending culture to the countryside" model being difficult to truly bring spiritual pleasure to villagers[20,26].

3.1.2 Research on Construction and Reconstruction of Rural Public Cultural Space

Current Situation and Existing Problems. Under the dominance of national administrative forces, China's rural public cultural space construction has developed rapidly, basically achieving quantitative full coverage[9]. However, problems such as prominent homogenization, insufficient applicability and characteristic features, and the contradiction between national unified logic and local differentiated logic remain[19,27]. At the villager level, villagers' weak cultural consciousness leads to low utilization of rural public cultural spaces[28]. The acceptance and consumption of services by villagers are not entirely constrained by government supply-side service quality but are subject to dual constraints from supply-side and their own cultural capital conditions. Villagers' recognition of cultural benefit projects is a selective acceptance process based on their own quality conditions and preferences[28]. The full coverage of rural public cultural spaces is largely a low-level, extensive coverage, with villagers' emotional connection to rural culture gradually becoming alienated[10]. Traditional spaces are squeezed, emerging spaces experience declining performance,

and virtual space construction is insufficient[10].

Reconstruction Significance and Paths. The decline and weakening of rural public cultural spaces directly lead to the return of villagers' individual private cultural life and the potential collapse of rural excellent traditional culture and spiritual order[29,30]. Reconstructing rural public cultural spaces helps restore rural publicness, resolve emotional indifference and identity weakening caused by alienation, and fill villagers' sense of space loss[9,31]. Scholars have proposed reconstruction paths for the new era from multiple dimensions: drawing on Western theories and international experience; based on domestic empirical research and spatial weakening characteristics; from user participation perspectives; and based on specific types of rural cultural spaces. Specific paths include socialized operation of rural public cultural spaces[28], multi-subject collaborative participation (government-market-society-villagers) to accelerate the formation of a co-construction, co-governance, and sharing management system[9,11], and total-branch library system construction[36] to solve funding and personnel shortages in daily operation and regular service activities, thereby stimulating the vitality of rural public cultural facilities and improving effectiveness.

Application of Western Theories. The application of Western theories in rural public cultural space research mainly focuses on scene theory and spatial production theory. Fu Caiwu and others used scene theory to explain the interpretive dimensions and scenario design of contemporary Chinese rural public cultural space[6]. Shu Renhua and others used spatial production theory to analyze the significance of rural public cultural space reconstruction for meeting people's needs for a better life and rural revitalization[18,33]. At the international experience level, research introduced Japanese rural cultural space construction models and summarized foreign rural cultural space construction patterns into two types[8].

User Participation Perspective. From the user participation perspective, Chen Bo and others found that villagers' participation rate in rural public cultural spaces has not increased with fiscal investment and facility improvement but has remained low, with government-led cultural activities and facilities showing obviously low attractiveness to villagers[34]. Chen Bo further found from the participation content perspective that villagers prefer cultural entertainment and sports fitness activities, while participation in knowledge and skill learning such as cultural and sports training is insufficient[34]. Cultural identity is a key element and fundamental driving force for the generation and development of rural public cultural spaces. The government should adjust the relationship between state standardization and farmer subjectivity, attach importance to cultivating villagers' cultural consciousness, and achieve a fundamental transformation from government supply to rural cultural endogenous mechanisms[14,33].

3.2 Research on Specific Types of Rural Public Cultural Space

Specific types of rural public cultural space research mainly focuses on concrete spaces such as township comprehensive cultural stations, rural libraries, farmers' book houses, folk libraries, and ancestral halls. According to general temporal evolution, these can be divided into rural traditional cultural spaces, rural modern cultural spaces, and rural new cultural spaces.

3.2.1 Rural Traditional Cultural Space

Research on rural traditional cultural space from a spatial perspective is relatively limited, focusing mainly on the functional transformation and revitalization of traditional spaces represented by ancestral halls and academies. For example, Geng Da conducted a case study of the Heshun Library in Yunnan, analyzing its functional transformation and innovative practices in tourism services[37,38]. Jiang Fuchao and others explored integrating rural traditional academies with rural schools to form a modern rural academy development model combining teaching, research, local culture inheritance, and education functions[39]. Xie Jinqing proposed strategies for creating digital cultural spaces for rural academies, including visualized spatial interfaces and scenario-based interactive experiences[40]. Research on traditional public cultural spaces focuses on their modernization transformation and revitalization, exploring how to encourage multiple subjects such as new rural elites or social forces to participate in co-governance, improve service quality, establish government guidance mechanisms, perfect folk autonomous mechanisms, and promote sustainable development through humanistic care for special groups[46-49].

3.2.2 Rural Modern Cultural Space

Rural modern cultural space mainly refers to spatial forms represented by township comprehensive cultural stations, folk libraries, and farmers' book houses. Research focuses on the development status, countermeasures, and value functions of various cultural spaces in rural revitalization and cultural poverty alleviation.

Township Comprehensive Cultural Stations. Due to grassroots government cognitive biases, imperfect operation management systems, transformation and upgrading of residents' cultural consumption patterns, and other multiple dilemmas of government and market failure, township comprehensive cultural stations still face problems such as unbalanced development, declining performance despite increased investment, lack of professional personnel, and low service efficiency[44,45]. To promote high-quality development of township cultural stations in the new era, scholars have proposed development paths such as effectively playing the government-led role, cultivating local cultural talents, precisely matching mass needs, highlighting farmers' principal status, establishing digital cultural stations, innovating socialized operation mechanisms, and

improving performance and supervision mechanisms[41].

Rural Libraries. Regarding the realistic problems of rural libraries such as unreasonable resource structure, lagging digital resource construction, single content and governance subjects, lack of professional talents, and imperfect management mechanisms, scholars believe that rural libraries should shift from facility construction to service improvement, deepen rural reading promotion, carry out digital skills training, and narrow the digital divide[51-53]. Folk libraries, as important components of rural libraries, have also been further studied. Scholars have proposed improvement suggestions for issues such as funding shortages and lack of professional management personnel[54]. Wang Zizhou believes that folk libraries should continue to follow an endogenous development path centered on people, using new technologies to improve service quality[55].

Farmers' Book Houses. After decades of development, farmers' book houses still generally face problems such as administrative supply, product mismatch, negative management, and low service efficiency[58]. Structural and involution dilemmas urgently need to be resolved[59,60]. Regarding digital farmers' book houses, explorations have gradually begun nationwide, forming multiple construction models including rural library models, PC-end models, mobile-end models, and TV-end models, gradually developing toward integrated models[62]. However, the digital construction of farmers' book houses is still in a fragmented development state, generally lacking digital resources[64]. There is an urgent need to strengthen top-level design, establish a national digital management and operation platform, and create online-offline collaborative development mechanisms[65,66]. At the integrated innovation development level, scholars have called for innovating the "Farmers' Book House +" model, including "Farmers' Book House + Public Library," "Farmers' Book House + Bookstore Distribution Point," "Farmers' Book House + Rural Supply and Marketing Point," "Farmers' Book House + Cultural Activity Room," and "Farmers' Book House + Digital Space"[61]. Some scholars have explored incorporating farmers' book houses into the total-branch library system, considering it an effective path for building rural public reading services and improving rural public cultural service efficiency[67-69].

3.2.3 Rural New Cultural Space

Rural new cultural space mainly refers to new cultural spaces represented by rural book bars, cultural auditoriums, and other emerging forms in recent years. Research focuses on development status, trends, and innovative practices in various regions.

Jin Wugang pointed out that the construction model of urban study rooms should be actively extended to rural areas to create new public cultural spaces that combine with rural humanistic characteristics and natural environments, possessing both aesthetic and functional qualities to promote integrated urban-rural development[73,74]. Nie Ming and others analyzed the current situation

of rural new cultural space construction, noting widespread problems such as excessive focus on appearance, serious homogenized competition, and insufficient integration of local characteristics and diversified business formats. They proposed development priorities including strengthening government-social cooperation, excavating local characteristic culture, brand building, and expanding multimedia promotion channels[75].

Research on new cultural spaces such as rural bookstores and homestay book bars that have emerged in recent years still needs to be deepened. Systematic extraction of innovative practices and advanced experiences in the revitalization and transformation of traditional rural public cultural spaces is lacking. Theoretical research lags behind practical development, showing a disconnect between theory and practice[76-80].

4 Research Review and Prospects

Using the concept of “public cultural space” to refer to rural public cultural facilities, public cultural activities, and the cultural value system and cultural governance system attached to them is a research trend that has only emerged in recent years[14]. Existing research either systematically reviews and theoretically constructs the overall situation of rural public cultural spaces or conducts specialized research and empirical analysis on specific types of rural public cultural spaces. Research content has gradually shifted from basic theoretical issues such as conceptual connotations and functional values to key problems, causes, and construction paths that constrain the functional weakening and effectiveness improvement of rural public cultural spaces. Research is becoming increasingly in-depth, systematic, and theoretical, with increasingly obvious problem orientation and policy orientation.

However, compared with urban public cultural spaces, specialized research on rural public cultural spaces is still relatively lacking. At the theoretical research level, research on digital or virtual public cultural spaces in rural areas in the digital and post-pandemic era still needs to be strengthened, and research on the construction and evaluation of rural public cultural spaces based on villagers’ participation perspectives is still insufficient. At the practical research level, compared with modern cultural spaces such as township cultural stations and rural libraries, research on new public cultural spaces such as rural bookstores and homestay book bars that have emerged in recent years still needs to be further deepened. The innovative practices and advanced experiences of traditional rural public cultural spaces in revitalization and transformation still lack systematic extraction. Faced with new requirements for rural public cultural spaces under the rural revitalization strategy and high-quality development of public culture, future research should focus on strengthening the following aspects.

4.1 Comparative Analysis of Reconstruction Paths for Different Types of Rural Public Cultural Spaces

Existing research mostly focuses on the overall perspective of rural public cultural spaces or the perspective of government-led modern cultural spaces, with insufficient comparative analysis and differentiated development paths for different types of rural public cultural spaces. According to temporal evolution, rural public cultural spaces can be divided into three categories: traditional spaces represented by ancestral halls and temples, modern spaces represented by township comprehensive cultural stations and farmers' book houses, and new spaces represented by rural study rooms and intangible cultural heritage inheritance centers. According to different construction subjects, they can be divided into administratively embedded public cultural spaces and socially assisted public cultural spaces. Each type of space faces different development dilemmas: traditional cultural spaces face the practical dilemma of modernizing traditional functions; administratively embedded spaces face supply-demand mismatch and low effectiveness; new spaces and socially assisted spaces face poor management and lack of professional personnel. How to propose targeted reconstruction ideas and paths for different types of spaces, and how to clearly position the different roles and functions played by diverse subjects such as government, society, and villagers in various rural cultural spaces to stimulate synergistic development, are issues requiring urgent attention.

4.2 Research on Construction of New Rural Public Cultural Spaces

The construction of new public cultural spaces is a key task for high-quality development of public cultural services in the new era. The *Opinions on Promoting High-Quality Development of Public Cultural Services*, *National Public Cultural Service System Construction Plan*, *Digital Rural Development Strategy Outline*, *Rural Revitalization Promotion Law*, *Rural Construction Action Implementation Plan*, and *Opinions on Promoting the Implementation of National Cultural Digitalization Strategy* all clearly require innovating and expanding urban and rural public cultural spaces and creating distinctive and tasteful public cultural spaces. In recent years, new rural cultural spaces with high aesthetic and functional qualities have continuously emerged, achieving remarkable results in meeting villagers' needs for a better life and promoting integrated development of rural culture and tourism. However, compared with research on urban new cultural spaces and rural modern cultural spaces, high-quality research results on such cultural spaces are still relatively scarce. Research tends to focus on rural bookstores and homestay book bars, while studies on cultural auditoriums, rural art museums, and rural museums are insufficient. There is also less research on service innovation in subsequent operations, showing a disconnect between theory and practice and theoretical lag. Against the backdrop of rural revitalization strategy, beautiful rural construction, and common prosperity in spiritual life, it is necessary to strengthen research on the value functions of new public cultural spaces and their innovative development in practice.

4.3 Research on Construction of Rural Public Cultural Digital Spaces

Accelerating the digital construction of rural public cultural facilities and expanding rural public cultural digital spaces are key measures for reshaping rural culture and meeting new needs of people for a better life in the new era. With the popularization of new media and digital technology and the resulting rise of villagers' individual private cultural life and decline of public cultural life, it is necessary to actively explore and strengthen the construction of rural public cultural digital spaces. Future research should enhance specialized studies on rural public cultural digital spaces or the digital dimensions of rural public cultural spaces, focusing on aspects such as accessibility of rural public cultural digital services, development of online-offline digital experience scenarios, digital culture assisting rural precision poverty alleviation, public digital cultural platform construction, mobile internet applications, narrowing the digital divide, and rural cultural community construction. This will help build multiple dimensions of rural public cultural digital spaces and guide and promote the innovative development of rural public culture.

4.4 Research on Service Innovation in Rural Public Cultural Space

Under the dominance of national administrative forces, China has basically achieved quantitative full coverage of rural public cultural spaces. However, problems such as insufficient service innovation, single service content and methods, and low comprehensive effectiveness persist. The construction of rural public cultural spaces has entered a high-quality development period aimed at improving service effectiveness, shifting from extensive expansion to connotative development. Many innovative practices have emerged in local construction efforts, such as Zhejiang Province's active promotion of cultural auditoriums, exploration of 宣讲服务团 (propaganda service teams), 轻骑兵小分队 (light cavalry teams), 文化管家 (cultural stewards) socialized operation, 命运共同体 (community of shared future) live streaming rooms, and other innovative measures, providing demonstration models for other regions. Future research should focus on service innovation and functional expansion of rural public cultural spaces, deeply analyzing the characteristics, strengths, and weaknesses of local innovations in spatial construction and service innovation, exploring how they achieve specialization and differentiation of rural public cultural services through innovations in service content, methods, and mechanisms, and summarizing key paths and universal experiences for high-quality development of rural public cultural spaces in the new era.

4.5 Research on Evaluation Indicators for Rural Public Cultural Space

Currently, most related research concentrates on the macro perspective of rural public cultural service performance evaluation, with insufficient research on evaluation specifically for rural public cultural spaces. Existing indicator designs mostly adopt a spatial construction perspective and government subject perspective, lacking designs based on villagers' participation perspectives and

indicators that reflect villagers' sense of gain and satisfaction. Developing evaluation indicator systems for rural public cultural spaces based on villagers' participation perspectives helps highlight the farmer-centered approach, promote the spatial turn in rural public cultural service system construction, and concretize the abstract and macro goal of rural public cultural space into observable and perceptible directions for local exploration of high-quality development. Future research should strengthen theoretical studies on evaluation indicators for rural public cultural spaces, especially enhancing research on villagers' awareness of public cultural spaces and indicator designs that align with villagers' spiritual and cultural needs and reflect their spiritual enrichment. On this basis, application research on evaluation systems should be strengthened to timely identify construction shortcomings, farmers' satisfaction and identification levels, and play the role of evaluation in promoting construction and improving quality, thereby guiding the high-level development of rural public cultural spaces.

4.6 Research on International Experience and Chinese Characteristics in Rural Public Cultural Space Construction

Rural public cultural space construction represents the integration of common construction logic and characteristic construction schemes based on localization, resulting from adapting measures to local conditions across countries and regions[8]. Based on existing research findings that summarize foreign successful experiences, China's rural public cultural space construction has formed representative ideas and development models such as the "government-social co-construction" model[8]. Future research should conduct in-depth systematic studies and case analyses, summarizing innovative practices and effectiveness experiences in spatial expansion, revitalization and utilization, integration of old and new spaces, service innovation, and multi-subject participation. Comparative studies of rural public cultural spaces at home and abroad should be carried out to extract Chinese characteristics from the generation mechanisms and development patterns of international and domestic rural public cultural spaces. Against the backdrop of the rural revitalization strategy and the global strategy of building a culturally strong country, in-depth examination of the institutional guarantees and advantages of China's rural public cultural space construction will help provide reference for China's rural public cultural space construction and promote high-quality rural cultural development and rural cultural revitalization.

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