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Postprint: Exploring Models and Value Innovation of Rural Public Cultural Services for Rural Revitalization in China

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Date: 2024-06-02T00:00:00+00:00

Abstract

To address the issues of unbalanced and inadequate development between urban and rural areas and to further improve farmers' living standards, the state has proposed the rural revitalization strategy. Rural cultural revitalization constitutes a crucial component of rural revitalization, with rural public cultural services serving as the primary carrier for rural cultural revitalization. This article systematically reviews the research and practical achievements of rural public cultural services in promoting rural revitalization in China through literature review, online investigation, and case analysis methods, and deeply analyzes the logical relationships and internal mechanisms through which rural public cultural services boost rural revitalization. The study finds that there are three main models through which rural public cultural services promote rural revitalization: the culture-forging-soul type, the culture-tourism integration type, and the culture-agriculture mutual assistance type. The article further analyzes how rural public cultural services can better advance rural revitalization and achieve high-quality development by focusing on key elements such as environmental business formats, participating entities, product services, and implementation methods.

Full Text

Abstract

To address the problems of unbalanced and inadequate development between urban and rural areas and further improve farmers' living standards, China has proposed the rural revitalization strategy. Rural cultural revitalization constitutes a crucial component of this broader strategy, with rural public cultural services serving as its primary vehicle. Through literature review, web-based investigation, and case analysis, this paper systematically examines research and

practical achievements regarding how rural public cultural services promote rural revitalization in China, and deeply analyzes the logical relationships and internal mechanisms involved. The study identifies three main models through which rural public cultural services advance rural revitalization: cultural soul-building, culture-tourism integration, and culture-agriculture mutual assistance. The paper further analyzes how rural public cultural services can better promote rural revitalization and achieve high-quality development by focusing on key elements such as environmental patterns, participating subjects, product services, and realization methods.

Keywords: Rural public cultural services; Rural revitalization; Model exploration; Value innovation; Culture-tourism integration

1. Literature Review

Current domestic research on the relationship between rural public cultural services and rural revitalization primarily focuses on supply models and efficiency, practical patterns, dilemma analysis, and path exploration.

Regarding supply models and efficiency, scholars emphasize constructing a multi-subject supply system for public cultural services and address supply effectiveness issues caused by mismatches between supply and demand, including religious culture occupying rural cultural spaces [4], homogenization of rural culture [5], imbalances in rural public cultural infrastructure [6], and shortages of professional talent in rural public cultural services [8]. Researchers propose building sustainable supply and demand mechanisms and strengthening sustainable safeguard mechanisms [1].

In terms of practical patterns, studies typically begin with case analyses to examine the development status of rural public cultural services in different regions. Research finds that farmers' participation in public cultural activities is characterized by low frequency, short duration, entertainment-focused content, and high transportation costs [10]. Scholars suggest designing and innovating rural public cultural service systems based on regional realities [11], optimizing cultural resource allocation, and promoting integrated development of urban-rural public cultural service systems to address supply imbalances [6].

Concerning spatial reshaping, rural public cultural space serves as the carrier for rural culture's generation and inheritance, playing a significant role in farmers' daily interactions and in shaping rural social moral values and order systems [12]. Academic research on rural public cultural services has provided theoretical frameworks and path support for rural revitalization [13].

Regarding dilemma analysis and path research, scholars argue that promoting high-quality development of rural public cultural services requires changing mindsets, comprehensively implementing standards for basic public cultural services, and developing socialized public cultural services [15]. Due to differences

in historical and cultural backgrounds, political systems, and social structures, Western rural areas differ substantially from those in China. Western scholars focus on rural culture's connotations and values from perspectives of marketization and polycentric governance [17], examining rural culture's social functions [18], its role in promoting economic and social transformation [19], rural tourism [20], rural cultural heritage [21], and how culture can effectively address poverty in Africa [22]. Research also highlights the importance of entrepreneurial spirit in Japan's agricultural economic development [23].

From the perspective of core connotations and value orientation, both rural public cultural services and rural revitalization aim to meet people's actual needs, improve living standards, and address unbalanced and inadequate development. Rural revitalization specifically refers to adhering to agricultural and rural priority development, establishing and improving urban-rural integrated development institutions, mechanisms, and policy systems, and accelerating agricultural and rural modernization according to the requirements of thriving industries, ecological livability, civilized rural customs, effective governance, and prosperous life [24]. Rural public cultural services, defined as non-competitive and non-exclusive rural public cultural facilities and activities provided by government-led, social-force-participated initiatives to meet rural residents' spiritual and cultural needs and protect their basic cultural rights [25], share the same value orientation as rural revitalization. Both serve the process of agricultural and rural modernization. Rural public cultural services can provide spiritual and intellectual support for rural revitalization, drive innovative inheritance and development of local culture, and enhance farmers' cultural identity. The development of rural public cultural services can also promote rural economic growth, helping alleviate funding shortages, optimize infrastructure, and improve cultural resource supply quality. Conversely, rural revitalization creates a favorable environment for rural public cultural services. As farmers' living standards improve, their cultural demands increase accordingly, leading to higher utilization rates of rural public cultural services. Rural revitalization achievements also attract talented individuals to rural construction, strengthening the talent pool.

2. Logical Relationship and Internal Mechanism of Rural Public Cultural Services Promoting Rural Revitalization

China's national rural revitalization strategy and public cultural service system construction strategy exhibit strong synergy. The formulation of public cultural service policies and related laws has consistently focused on rural issues against the backdrop of rural revitalization [1]. There exists a bidirectional empowerment relationship between rural public cultural services and rural revitalization. Based on an analysis of the logical relationship between rural public cultural services and rural revitalization in China, this study constructs an internal mechanism framework for how rural public cultural services promote rural revitalization [Figure 1: see original paper].

Systematically Improved External Public Policy Environment. The Sixth Plenary Session of the 17th CPC Central Committee reviewed and adopted the “Decision on Major Issues Concerning Deepening Cultural System Reform and Promoting the Great Development and Prosperity of Socialist Culture,” which first proposed the concept of public cultural services and clearly defined them as non-competitive, non-exclusive cultural products, activities, and related services provided by government-led, social-force-participated initiatives to meet citizens’ basic cultural needs [27]. The “Public Cultural Service Guarantee Law of the People’s Republic of China” explicitly states that strengthening rural cultural governance is a major current task and must closely center on the rural revitalization strategy, integrating cultural construction into urban-rural economic and social development [28]. The “Opinions on Promoting High-Quality Development of Public Cultural Services” issued by the Ministry of Culture and Tourism and the National Development and Reform Commission in 2021 clearly defined public cultural services and identified strengthening rural cultural governance as a primary task [26]. China has established clear requirements and basic guidelines for rural public cultural service development at the macro policy level, with current public finance providing fundamental guarantees for rural public cultural service construction. This systematically improved external public policy environment enables rural public cultural services to better impact various aspects of rural revitalization, forming an important foundation and safeguard.

Multi-party Collaborative Rural Public Cultural Service Supply. From the supply-demand relationship perspective, farmers constitute the primary demand subject, with their cultural needs showing diversified, personalized, and localized characteristics—they require more diverse, rich, and distinctive public cultural products with local features. Supply subjects include government, public cultural institutions, and social forces. Effective feedback on farmers’ cultural demands can enhance service targeting. The primary responsibility of suppliers lies in accurately grasping farmers’ effective needs, analyzing current and future public cultural service characteristics based on rural population structure, matching existing cultural resources with farmers’ demands, and providing corresponding content and forms efficiently.

High-quality development of rural public cultural services requires collaborative efforts from government, public cultural institutions, social forces, and other resources. Government plays a role in ensuring effective operation by providing three types of support: (1) financial support through “finance running big culture,” establishing special cultural development funds, and integrating capital from agriculture and various social sectors; (2) talent support by attracting high-level professionals into rural culture, equipping towns with full- and part-time cultural cadres, and cultivating cultural volunteers; and (3) institutional support through formulating policies and regulations for rural public cultural service development, cultivating cultural associations, strengthening grassroots cultural teams, and establishing scientifically feasible performance evaluation systems that emphasize public satisfaction rates and value public opinions to

continuously improve service quality.

Public cultural institutions serve as primary suppliers of public cultural resources and policy implementers, mainly including libraries, cultural centers, and cultural stations. These institutions possess autonomy and can fully leverage professional advantages by integrating and innovating their own resources and services while connecting with external entities to jointly build rural public cultural services. They provide public cultural products matching farmers' interests, supervise service implementation, and evaluate service efficiency and effectiveness through communication channels with farmers.

Social forces also constitute major contributors to rural public cultural service construction. Their participation can be summarized in three stages: participating in construction under government guidance, providing services, and evaluating service efficiency and effectiveness. Cooperation between government and social forces provides powerful spiritual motivation for rural revitalization. The resulting spiritual strength can promote rural revitalization, enrich farmers' material and spiritual lives, and satisfy their basic cultural needs, thereby enhancing their willingness to participate in rural public cultural service construction. As the ultimate beneficiaries of rural revitalization, farmers can achieve broad participation based on cultural identity, enabling internal autonomous forces to play a fundamental role in public affairs, reducing government governance costs, and making rural revitalization more robust.

3. Models of Rural Public Cultural Services Promoting Rural Revitalization

Numerous excellent practical cases demonstrate rural public cultural services promoting rural revitalization, with increasingly mature models integrating culture, tourism, and agriculture. Through systematic review, this study identifies three main models: cultural soul-building, culture-tourism integration, and culture-agriculture mutual assistance [TABLE:N].

Cultural Soul-Building Model. This model uses outstanding local traditional culture as key promotional content, led by socialist core values, and actively promotes excellent traditional Chinese culture and advanced socialist culture. It utilizes public cultural service platforms such as libraries and cultural centers, continuously improves rural public cultural infrastructure, employs urban area leadership and town-village interaction sharing, and aims to benefit the public through convenient services. The model enriches farmers' cultural activities, enhances their comprehensive cultural quality, and fosters civilized rural customs.

For example, Beijing's Mentougou District Junzhuang Town combined its local historical and cultural atmosphere with existing resources to develop cultural programs featuring the Junzhuang Drum as the main performance. The drum team has become a famous local cultural activity with large-scale participation,

performing at multiple major events including the Farmers' Art Festival opening ceremony [29]. To promote reading and create a favorable cultural atmosphere, Suzhou's Wuzhong District Mudu Town in Jiangsu Province launched the "Green Reading for Youth, Civilized Internet Use" campaign to purify the cultural environment, broaden teenagers' horizons, and strengthen minors' self-protection awareness. The town also established youth summer care classes that recruited college student volunteers to provide homework tutoring, addressing the summer care difficulties for children of enterprise employees and special hardship families [30].

Culture-Tourism Integration Model. This model uses local historical and distinctive culture as resources, platforms such as ancient streets, and promotes deep integration of rural culture and tourism to achieve mutual cultural and tourism promotion. The model addresses farmers' aspirations for high-quality culture and holds tremendous potential for development, though it requires further improvement in overall efficiency and continuous innovation in operational concepts.

The application forms of culture-tourism integration are rich and diverse, with theme-based homestays being the most representative. In Taizhou City, Zhejiang Province, homestays often integrate with Buddhist and Taoist culture, ancient village culture, and other natural rural cultural resources. For instance, Sanmen County in Taizhou developed red-themed cultural homestays that attract tourists with cultural atmosphere and unique creativity [33]. Fujian Province, with its profound folk culture and beautiful landscapes, has innovatively proposed "global ecological tourism" under the development approach of making Fujian's rural areas a model of tourism rooted in local humanistic and ecological resources. Sanming City's Shaxian District Xiamao Town Yubang Village, famous for its snack culture, built a snack street that transformed the culture into a tourism attraction, achieving large-scale increases in tourism reception and being selected as a third-batch national key rural tourism village and a 3A-level scenic area [34].

Culture-Agriculture Mutual Assistance Model. This model emphasizes rural agricultural civilization construction, promotes farmers' quality improvement, and achieves synchronized revitalization of rural culture and industry. It has obvious promotional effects on rural economic benefits, can enhance farmers' sense of happiness and gain from labor, and foster positive rural customs.

For example, Jinan City's Huaiyin District in Shandong Province utilized the abundant land resources and human landscapes along the Yellow River to build modern agricultural industrial parks and industrial clusters, transforming Xizhuang Village into a rapeseed flower tourism destination with strong farming culture atmosphere. The village also launched themed projects such as a lotus study tour route, achieving new breakthroughs in ecological revitalization [38]. Chaohu Economic Development Zone in Anhui Province adapted to the trend of rural e-commerce by transforming villages into professional "Pumpkin E-commerce Village," "Winter Melon Folk Culture Village," and "Watermelon

Food Village,” attracting e-commerce enterprises and cultural celebrities, deeply exploring creative melon culture, and using the 24 Solar Terms Hall and themed agricultural belts to promote Jianghuai farming culture [39]. Kunming City in Yunnan Province integrated culture and agriculture by creating pastoral cultural complexes where public cultural venues like museums and intangible cultural heritage inheritance centers are embedded and integrated, leading new trends in culture-agriculture consumption [40].

4. Value Innovation of Rural Public Cultural Services Promoting Rural Revitalization

Based on the bidirectional empowerment relationship between rural public cultural services and rural revitalization, research shows that high-quality development of rural public cultural services can achieve innovative breakthroughs in environmental patterns, participating subjects, product services, and realization methods.

Environmental Patterns: From Government Monopoly to Cross-boundary Integration. The current trend of cross-boundary integration highlights the balanced allocation of quality public cultural resources in rural areas and demonstrates the government’s responsibility to improve public service quality [41]. Rural public cultural services have seized this opportunity, emphasizing supply subject collaboration and establishing a multi-subject collaborative supply system involving social organizations and public cultural service institutions. The deadlock of independent cultural institutions has been broken, with public cultural services actively integrating with technology, tourism, and agricultural industries. From the top-level design, precise cultural supply policies are formulated according to farmers’ cultural needs, with comprehensive integration of various resources and auxiliary supply from other departments such as technology, permeating rural public cultural services into all aspects of rural construction.

Participating Subjects: From Passive Acceptance to Conscious Participation. In traditional rural public cultural service construction, government typically held absolute dominance, with grassroots cultural departments prone to pursuing quantity and scale, resulting in numerous cultural products that didn’t match farmers’ preferences or usage habits. Farmers could only passively accept these, limiting their enthusiasm and autonomous value. Under high-quality development, farmers’ cultural demands have become more vigorous and their subject consciousness greatly enhanced. Farmers are both beneficiaries of public cultural products and decision-makers in public cultural services. Rural public cultural service construction under the rural revitalization strategy follows a people-centered principle, adhering to convenience and benefit in resource allocation and supply forms, fully listening to farmers’ opinions, and providing more targeted services. With enhanced discourse power in cultural construction, farmers can achieve broad participation based on cultural identity. As the ultimate beneficiaries of rural revitalization, farmers’ willingness

to participate increases when their basic cultural needs are met, enabling internal autonomous forces to play a fundamental role in public affairs, reducing governance costs, and making rural revitalization more robust.

Product Services: From Basic Guarantee to Quality Supply. Traditional rural public cultural service products had outdated content, limited forms, low activity frequency, and provided only the most basic cultural guarantees. Under rural revitalization, the traditional supply model of establishing grassroots service points across villages has been broken. A main-branch library system pattern has been formed, enabling farmers to enjoy specialized and customized quality public cultural products. Notably, services now address different population preferences, conducting science popularization for rural youth, providing differentiated services for left-behind children and the elderly such as health lectures and dance performances. Supply channels have diversified, farmers' cultural sense of gain has improved, and rural public cultural services have excavated local historical, cultural, and geographical resources to cultivate rural culture based on local environments, continuously advancing cultural tourism industry development.

Realization Methods: From Single Offline to Dual Online-Offline. Traditional rural public cultural services relied solely on offline methods requiring farmers' on-site participation, resulting in low enthusiasm and participation. With rapid technological development and widespread mobile device adoption, farmers increasingly use the internet to meet spiritual and cultural needs, making digital culture a major component of rural cultural consumption. Rural public cultural services are undergoing digital transformation, developing public digital culture through artificial intelligence, big data, cloud computing, and blockchain technologies. District- and county-level public cultural service cloud platforms have been basically constructed and put into use, with network service systems gradually improving and public cultural resources aggregated and disseminated through cultural cloud platforms. It is foreseeable that rural public digital culture will become the mainstream method for assisting rural cultural revitalization. However, digital online experiences cannot completely replace physical offline participation. Realization methods have shifted from single offline to interconnected online-offline dual tracks, which will be further expanded according to local development realities with appropriate emphasis on each approach.

5. Conclusion

No unified model exists for rural public cultural services promoting rural revitalization, as economic development levels vary across regions. Each village must broaden its vision and adopt targeted measures based on actual conditions to explore new paths for enhancing local rural public cultural service effectiveness. Rural public cultural services not only directly affect rural cultural revitalization but also influence the overall implementation of the rural revitalization strategy [42]. Practice in rural cultural revitalization still faces pain points,

and rural public cultural service capacity requires continuous improvement. By injecting rich cultural texture and humanistic connotation into China's rural revitalization cause, we can create a vibrant landscape of rural revitalization.

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