

Postprint: Strategies for Digital Art Empowering High-Quality Development of Agriculture-Culture-Tourism

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Abstract

[Objective] Developing agriculture-culture-tourism plays a significant role in boosting rural economic development and enhancing cultural confidence.

[Methods] Promoting the establishment of the digital art industry in rural areas, strengthening the deep integration of digital art with agricultural, cultural, and tourism resources, and inheriting and protecting traditional agricultural culture through digital art are all effective approaches to enhancing the economic and cultural value of emerging rural tourism.

[Results] Actively promoting the digital and intelligent development of agriculture-culture-tourism to adapt to the constantly evolving market demands of the new era.

[Conclusion] Digital art not only brings new development ideas and directions to the rural tourism industry, but also effectively promotes the innovation and upgrading of agriculture-culture-tourism, holding pivotal significance for driving quality improvement and efficiency enhancement in the tourism industry.

Full Text

Digital Art Empowering High-Quality Development Strategies for Agricultural Culture and Tourism

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Abstract

The development of agricultural culture and tourism plays a vital role in revitalizing rural economies and enhancing cultural confidence. This study pro-

poses that promoting the establishment of digital art industries in rural areas, strengthening the deep integration of digital art with agricultural, cultural, and tourism resources, and using digital art to inherit and protect traditional agricultural culture are effective approaches to enhancing the economic and cultural value of emerging rural tourism economies. The results demonstrate that actively advancing the digital and intelligent development of agricultural culture and tourism is essential to meet the evolving market demands of the new era. In conclusion, digital art not only provides new developmental perspectives and directions for rural tourism but also effectively promotes innovation and upgrading in agricultural culture and tourism, holding significant importance for improving the quality and efficiency of the tourism industry.

Keywords: digital art; internet; creative design; agricultural culture and tourism; network platform construction

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Introduction

The rapid development of the digital era has brought both opportunities and significant challenges to China's agricultural culture and tourism sector. Traditional rural tourism is facing immense challenges, and agricultural culture and tourism products urgently need transformation and upgrading to keep pace with the times. Digital art serves as a key weapon for agricultural culture and tourism to address these challenges.

Digital art, as a combination of digital technology and creative design thinking, aims to create unique and innovative works. In this process, designers leverage computer software and hardware support to flexibly express their creative design thinking, injecting new vitality into artistic innovation. Digital creative design also faces challenges in the development of rural tourism. Designers must keep pace with the pulse of the digital era and deeply understand agriculture, rural areas, and folk culture to adapt to forms suitable for digital art display, VR interactive installations, or internet dissemination. This enables the traditional culture in rural tourism to break free from geographical, material, and formal limitations and play a significant role in agricultural culture and tourism. Promoting the deep integration and development of digital art with agricultural culture and tourism can fully utilize the diversity and multimedia characteristics of digital art creation, integrating China's rich agricultural cultural resources with natural ecological resources to form new cultural and economic growth points that compensate for resource shortages in some rural areas. This approach enables multi-legged development, protects existing poverty alleviation

achievements, and achieves stable growth in the rural economy.

In 2021, General Secretary Xi Jinping declared that China had achieved a comprehensive moderately prosperous society and won the battle against poverty, which is particularly remarkable in the complex and changing domestic and international environment. Although rural areas have escaped absolute poverty and embarked on a new journey, the urbanization process remains sluggish, regional development is uneven, and agriculture is constrained by natural conditions and risks of returning to poverty. Consolidating and expanding poverty alleviation achievements and promoting sustainable development still require practical and effective measures. Empowering agricultural culture and tourism with digital art is of great significance. It can effectively broaden sales channels for agricultural products, enhance the attractiveness of rural tourism, and increase farmers' incomes. By innovatively displaying rural landscapes, more employment opportunities can be created, effectively consolidating and expanding poverty alleviation achievements and promoting sustainable rural development.

The artistic positioning of rural revitalization has always been guided by simple yet profound concepts throughout history. The critical question is how to find integration points between digital art and the development of agricultural tourism, thereby connecting rural revitalization with the digital age. In 2021, the State Council's "14th Five-Year Plan for Tourism Development" provided a top-level strategic design for high-quality tourism development in the new era, proposing the construction of a new type of rural tourism industry characterized by "digitalization," "intelligence," and "networking." The plan called for deepening the "Internet + Tourism" integration and positioning digital art creation as an accelerator for high-quality development of agricultural culture and tourism, gradually fostering the formation of a development concept based on digital art.[1] This emerging concept represents a frontier exploration that integrates art, intelligence, and rural ecological characteristics, examining the future path of sustainable development for agricultural culture and tourism from multiple perspectives.

1.2 Digital Art Empowering Agricultural Culture and Tourism to Promote the Development of Rural Characteristic Artistic Culture

China has been a major agricultural nation since ancient times, possessing a rich historical and cultural heritage of agriculture accumulated over millennia. Agricultural culture constitutes an important component of China's excellent traditional cultural inheritance and represents precious spiritual wealth.[2] However, due to the current focus on economic development, high-quality agricultural and rural cultural and artistic resources have not received adequate attention. By leveraging digital art to facilitate the deep integration of agricultural culture and tourism, local agricultural and rural cultural resources can be fully disseminated, developed, and utilized, enabling tourists to experience the unique charm of agricultural culture and tourism. This approach allows rural local characteristics to stand out in an increasingly homogenized cultural tourism industry and

ultimately enables different regions to identify suitable pathways for developing their tourism industries, holding extraordinary significance for the current development of agriculture, rural culture, and tourism in China.

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1.3 Deep Integration of Agricultural Culture and Tourism Helps Accelerate New Urbanization Construction

With China’s current economic development and accelerating urbanization, the urban-rural gap is gradually narrowing, boundaries are becoming increasingly clear, and coordinated development models are becoming more evident. On the one hand, most villages have increased investment in infrastructure, significantly improving their environmental appearance and leveraging the agglomeration effect of residents to create an entirely new urban style. Simultaneously, as urban development continues to expand, the functions of medium and large cities are constantly shifting, giving rise to numerous new, modern villages and advancing the overall urbanization process in an orderly manner. Promoting digital art to facilitate the deep development of agriculture and tourism stimulates the growth of rural service industries, laying a solid foundation for advancing China’s new urbanization. Furthermore, through the development of a new round of digital agricultural tourism industry projects, more talent can be attracted, thereby identifying a path for urbanization construction suited to the digital era.[3]

2.1 Current Promotional System for Agricultural Culture and Tourism is Inadequate

The state has successively issued documents to promote the integrated development of culture and tourism. Among them, the “14th Five-Year Plan for Public Services” proposes the integrated development of culture and tourism, adhering to the principle of shaping tourism through culture and highlighting culture through tourism, to create uniquely charming Chinese cultural tourism experiences.[4] In 2023, through macroeconomic regulation by national policies, some progress was made in the integration of cultural and tourism industries across various regions. However, content that can effectively promote the deep integration of agricultural culture and tourism remains relatively scarce. The integrated development of agricultural culture and tourism has not comprehensively addressed the characteristics of the digital information era in terms of integration methods and content. What is needed is scientifically rational promotion, marketing, and planning for the comprehensive integrated development of agriculture, cultural industries, and tourism, along with the establishment of a digital tourism service platform system in China using information technology.

2.2 Lack of Specialized Planning for Integrating Digital Art with Agricultural Culture and Tourism

From the perspective of current implementation plans, most local rural revitalization development plans lack digital processes and do not have specialized projects to promote the deep integration of digital agricultural culture and tourism.[5] During the process of development and improvement, rural development appears chaotic, lacking professional guidance and planning. Furthermore, the clustering effect of digital art industries has not been realized, no large-scale digital media industrial parks have been formed, and no competitive digital art cultural tourism projects or high-quality digital art engineering products have been produced. Planning for digital art in agricultural culture and tourism is insufficient.

2.3 Insufficient Efforts in Protecting and Inheriting Traditional Agricultural Rural Culture

With the implementation of the rural revitalization strategy, most villages have seen significant improvements in their environmental appearance, remarkable success in transforming social customs, and increased attention to the inheritance and preservation of traditional agricultural culture and traditions. However, in the current development of agricultural tourism, cultural resources have not been well developed. Some agricultural culture and tourism projects focus solely on farmhouse entertainment and picking experiences, with inadequate excavation and development of traditional farming culture and local village historical culture, resulting in a lack of cultural connotation in rural tourism.[6] The interaction and penetration between agriculture, tourism, and other industries remain insufficient, with inadequate integration and development across sectors, leading to weak market competitiveness. Many regionally distinctive farming practices and folk customs are gradually disappearing, and China's ancient farming traditions and folk customs exist only in the memories of the elderly and in books. Most villages have focused their efforts on infrastructure construction and agricultural land development, with many agricultural civilizations and customs not being well preserved and inherited, affecting the deep integration of agricultural culture and tourism.

3.1.1 Construction of Digital Art Display and Exchange Platforms

The key to deepening the integration of digital art with agricultural culture and tourism lies in constructing a digital media art platform that integrates display, exchange, and creation. This platform serves not only as an “incubator” for digital media art in rural areas but also as a powerful engine for its popularization and in-depth development.[7] This provides artists with broad creative and exhibition space, effectively stimulating the digital innovation vitality of rural culture, and promotes the exchange and integration between rural and urban, traditional and modern cultures.

The establishment of digital media art platforms presents digital media artworks related to agriculture and rural culture to the public, enhancing the exposure of agricultural tourism-related products, expanding their influence, and facilitating investment attraction. Digital art is highly professional and technical, requiring substantial investment in human, financial, and material resources during both initial construction and operational phases. Beyond construction funding, the improvement of network platforms and infrastructure also narrows the information gap between urban and rural areas, attracting more talent to support agricultural culture and tourism development and encouraging more highly educated individuals to return to their hometowns for construction, thereby creating a virtuous cycle that drives the development of rural tourism economies.[8]

3.1.2 Improvement and Popularization of Digital Art Technology Infrastructure

The improvement and popularization of digital art technology infrastructure are crucial for digital art to promote the development of agricultural culture and tourism. Digital art encompasses multiple technologies, including interaction design, virtual reality, computer animation, and multimedia production. By utilizing advanced computer equipment, professional-grade computer software and hardware, and specialized sensors, artists can create highly expressive digital artworks that meet contemporary aesthetic standards, ensuring the overall quality of digital artworks in agricultural culture and tourism. Popularizing digital art technology infrastructure can also enhance rural residents' participation in digital life, enabling more people to engage in the digital lifestyle.[9] Using digital art equipment to promote public art construction in public spaces—such as history museums, libraries, and rural cultural activity centers—improves farmers' digital literacy and cultural participation while fully unleashing their artistic creative potential, bringing new vitality to the development of rural cultural and creative industries. The construction and improvement of digital art technology infrastructure not only serve the development of agricultural culture and tourism but also benefit multiple domains in rural areas, including agricultural production, tourism promotion, and cultural education.[10]

3.2 Enhancing and Promoting Agricultural Culture and Tourism Through Digital Art

In 2023, the Central “No. 1 Document” made new arrangements for rural revitalization in China's new era, proposing high-quality development of rural economic industries and transforming the rich resources unique to rural areas—such as natural scenery, folk culture, and traditional crafts—into digital artworks to showcase rural charm and characteristics. With the rapid development of China's social culture and economy, tourism has become one of the pillar industries of the social economy, playing a role in driving economic growth.

The natural scenery of rural areas, the tranquil and pleasant rural landscape, and the profound accumulation of human history all serve as sources of creative

inspiration for designers. Using digital technology to accurately capture and display pristine natural beauty and the unique atmosphere of being far from urban hustle and bustle,[11] digital virtual reality technology allows visitors to personally experience the tranquility, beauty, and unique charm of rural areas through online promotion and marketing. In agricultural tourism, digital art creation provides a new means of expression for rural folk customs, ancient traditional skills, and rich and colorful folk forms. Digital technology integrates traditional cultural elements with contemporary artistic expression methods, creating works rich in creativity and contemporary spirit. Fully utilizing rural resources for digital art creation can both inherit and carry forward the excellent traditional culture of rural areas and promote the development and innovation of rural cultural industries, providing new vitality and momentum for rural revitalization while better preserving rural traditional culture.

3.2.2 Digital Art Promotion Strategies In the era of network multimedia, using digital art to enhance the value and visibility of agricultural culture and tourism can accelerate the realization of rural revitalization and development. Leveraging its multimedia characteristics, digital art can demonstrate greater creative and technical advantages, presenting rural characteristic resources in trendy and fashionable ways.[12] Digital art can also undertake the important task of promoting agricultural culture and tourism. Through digital technologies such as virtual reality and multimedia production, it can more accurately, vividly, and comprehensively present rural natural landscapes, cultural resources, and cultural heritage. Through precise delivery via big data networks, audiences can obtain newer and more comprehensive experiences, substantially enhancing the visibility and appeal of agricultural culture and tourism. Designers utilize rich visual elements of multimedia—including sound, light, and electricity—to showcase rural stories and historical and cultural resources to the public in captivating ways, arousing audience interest and emotional resonance. Through this method of digital art creation, the value of rural resources is enhanced, rural visibility is increased, and the diversity and natural resource characteristics of rural areas are promoted, boosting public enthusiasm for participating in agricultural culture and tourism.

3.3.1 Promoting the Establishment of Digital Art Industries in Rural Areas

To promote the establishment of digital art industries in rural areas, the primary task is to actively facilitate the widespread promotion of these industries in rural regions. This requires creating a rich digital media art environment in rural areas through activities such as exhibitions, seminars, and art festivals, enabling both villagers and external tourists to better experience the charm of digital media art.[13] Simultaneously, the state should formulate corresponding measures to encourage and support digital media art companies to establish branches or creative bases in rural areas, fully leveraging rural-specific resources and conditions to provide farmers with more high-quality works that reflect

rural landscapes and disseminate rural culture. Concurrently, by increasing investment in rural digital infrastructure and improving internet coverage and information transmission speeds in rural areas, a strong technical foundation can be laid for the prosperous development of digital media and cultural industries in rural regions.

3.3.2 Developing Business Models that Integrate Digital Art with Rural Tourism Economy

Constructing a new business model that combines rural tourism with digital art holds important theoretical and practical significance for promoting the deep integration of agricultural culture and tourism, accelerating rural revitalization, and achieving sustainable rural development. With the assistance of digital technology, rural tourism is no longer limited to simple experiences of scenery and folk culture; instead, more creative and interactive experiences are incorporated. Visitors are placed between the virtual and the real, experiencing the rich local culture and the infinite charm of modern technology. This combination not only enriches the content of rural tourism but also substantially improves tourist engagement and satisfaction, generating more diversified income for rural areas.

Digital art empowering the development of agricultural culture and tourism also promotes the transformation, upgrading, and sustainable development of rural industries. Using digital technology enables high-quality agricultural products and handicrafts from rural areas to be displayed and sold more widely, expanding market channels and enhancing brand value. Digital art can also bring new ideas and value to rural tourism. By combining modern multimedia technology and artistic expression methods, rural-specific resources and local culture can be transformed into products with artistic value and creativity. Digital media art can also enhance the experience and appeal for rural tourists. Rural areas often possess unique natural scenery, traditional culture, and folk customs, and digital media technology can provide creative, interactive displays for these elements.

3.3.3 Using Digital Art to Inherit and Protect Traditional Agricultural Culture

In strengthening digital art's empowerment of agricultural culture and tourism development, we must emphasize the protection and inheritance of traditional agricultural culture. Using digital art as a medium, we can not only innovatively showcase the essence of traditional agricultural culture but also effectively achieve its protection and inheritance. Through cutting-edge digital virtual technology, ancient farming scenes, traditional agricultural tools, and festival customs can be vividly reproduced, creating a sense of traveling back in time to experience the simplicity and wisdom of the past. Digital technology brings static farming culture to "life," touching people's hearts in more intuitive and interactive ways and arousing strong public interest in farming culture. Simultaneously, the application of digital and social media further expands the dissemination channels for agricultural products, enabling specialty cultures from

remote mountainous areas to rapidly spread from rural regions to the global stage. This not only enhances the visibility and influence of rural tourism but also provides new opportunities for local economic development, promoting the integrated development of rural tourism. Through this approach, we can accurately grasp and preserve the essence of farming culture while creatively inheriting and carrying it forward, allowing this precious cultural heritage to shine more brilliantly in the new era.

Digital art can actively promote transformations in brand image reshaping, promotion, investment attraction, and service enhancement for agricultural culture and tourism products, providing new ideas for their development. Agricultural culture and tourism, powered by digital art creativity and digital media technology, can form an entirely new model of tourism economic growth with practical developmental significance. Through digital art empowerment of agricultural culture and tourism development, relevant units should collaborate to further promote construction and accelerate the cultivation of new forms of agricultural culture and tourism. In the rapidly evolving context of digital networks, agricultural culture and tourism must persist in fully utilizing the future development advantages of digital art, seizing era opportunities, improving management levels, confronting realistic challenges, increasing policy support, and enhancing personalized digital art services to facilitate the deep integration of agricultural culture and tourism and achieve the strategic development of rural revitalization.

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Note: Figure translations are in progress. See original paper for figures.

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