

Research on Rural Community Management Innovation Under the Rural Governance System

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Abstract— With the development of digital technology and the implementation of the national strategy of "digital countryside", the revitalization of rural culture and the development of cultural industries have become an important topic under the background of digital countryside. By discussing the influence of rural culture on rural tourism as well as the current situation and prospect of rural culture, it is concluded that in the practice of rural culture revitalization, we should take increasing cultural confidence and identity, developing industries, giving play to new media and other ways to solve the predicament faced by rural culture. At the same time, we should strengthen the development to meet the new situation of tourism demand according to the different needs of rural culture in different years, and adopt differentiated marketing strategies to meet the needs of different details of the market. The application of digital technology will provide new opportunities for rural culture, focusing on scientific planning and policy financial support, constantly improve the rural digital cultural service infrastructure, resource supply and governance mechanism, promote digital consumption and training of digital talents to inject new momentum into the revitalization of rural culture, accelerate the revitalization of rural culture process, and realize the leap-forward development of rural culture and cultural industry.

Keywords— Digital countryside; Rural culture; Cultural revitalization; Cultural industry

I. THE IMPORTANCE OF RURAL CULTURE REVITALIZATION UNDER THE BACKGROUND OF DIGITAL COUNTRYSIDE

In May 2019, The State Council officially issued the Outline of the Strategy for the Development of Digital Countryside, which clearly put forward a four-step development strategy for digital countryside from 2020 to 2050 and defined the strategic goal of building a digital countryside in an all-round way by the middle of the 21st century. Digital culture is the spiritual pillar and soul of the rural digital economy, as well as the main brain and core of the strategy for the comprehensive development of digital countryside. Therefore, the construction of digital countryside provides a new development opportunity for the revitalization and inheritance of Chinese rural culture. In order to promote the promotion of digital technology and the construction of digital countryside, and accelerate the process of rural culture revitalization, the relevant departments have issued a series of policy documents, such as the Implementation Plan for the Integrated and Innovative Development of public Digital Culture Project and the Strategy of Digital Countryside, in order to crack the bottleneck problems existing in the development of public digital culture project, and promote the transformation and upgrading of digital culture and the deep integration. To innovate public digital culture service formats and improve service efficiency.

Rural cultural revitalization is an important part of the country's great cultural development and prosperity, and it also injects sustained cultural momentum into the smooth progress of the rural revitalization strategy." Culture is the soul of a country and a nation". Its prosperity and prosperity are closely linked to the future and destiny of a country and a nation. "Both history and practice show that a nation that abandons or betrays its own history and culture is not only unlikely to develop, but also likely to stage a historical tragedy." Therefore, the revitalization of rural culture is the soul of rural revitalization.

First of all, the revitalization of rural culture is beneficial to stimulate the endogenous power of farmers. To achieve rural revitalization, we cannot rely solely on external support and assistance for long. We also need to stimulate farmers' internal motivation, give them more confidence in getting rich, enhance their initiative and participation in the process of rural revitalization, and encourage them to constantly improve their ability, self-reliance and hard work so that they can contribute to rural revitalization. Only through the construction of rural culture and the revitalization of rural culture can we inject strong spiritual power into the process of rural revitalization, so that farmers can always keep full of passion and confidence in the cause of rural revitalization, and turn it into their conscious actions, so as to truly promote the implementation of the rural revitalization strategy.

Secondly, the revitalization of rural culture is conducive to the construction of rural culture. The overall requirements of the rural revitalization strategy are "thriving industries, livable ecology, civilized village style, effective governance and a prosperous life". Courseware, village style civilization is one of the general requirements of the rural vitalization strategy. To realize rural civilization, we should vigorously carry forward socialist core values, resolutely oppose extravagance and waste, wedding and funeral ceremonies and other old and bad habits, earnestly carry out a good transformation of rural customs and customs, comprehensively improve the quality of farmers, establish a new style of civilization, build farmers' spiritual home, culture as the foundation of civilization, the construction of rural culture is also inseparable from the construction of rural culture. Therefore, only by revitalizing rural culture, can we realize rural civilization.

Finally, the construction of rural culture is conducive to meeting farmers' needs for a better life. As socialism with Chinese characteristics has entered a new era, the principal contradiction in China has changed. People have not only made demands on material life, but also on the spiritual level. The

pursuit of a healthy lifestyle, the pursuit of cultural knowledge, the pursuit of fairness and justice, and the demand for environmental quality all reflect the people's need for a better life. Only through the construction of rural civilization, the revitalization of rural culture and the comprehensive improvement of rural culture can we realize rural civilization, meet the needs of the people for a better life, and promote the all-round development of the countryside.

II. THE CURRENT PREDICAMENT OF RURAL CULTURE

2.1 Rural cultural construction facilities are lacking

Nowadays, the rapid development of Internet technology and new media greatly facilitates the dissemination and sharing of information and provides a new and more effective way for the dissemination of rural culture. However, due to the relatively backward construction of rural infrastructure, it is difficult for the Internet and new media to play a role in the dissemination and sharing of rural culture. At present, China's infrastructure is weak in the west and strong in the east. In terms of cultural facilities construction, many eastern regions are poor, while the western region is more serious. The weakness of rural cultural infrastructure is not only related to the local economic level, but also related to the living habits of farmers, and also related to the lack of support from the public sector and other sectors of society. Infrastructure is an important attachment of cultural development in the city, which is the attachment of cultural spirit. The output of cultural and flower products all need the support of corresponding infrastructure.

In view of the current reality, the digital cultural products and services are still facing urban residents, aiming at the rural areas, the digital cultural products close to "agriculture, rural areas and farmers" are still very limited, far from meeting the rural people's demand for digital culture. There is insufficient development of digital cultural products and services that reflect rural themes.

Rural economy is weak, people seldom pool capital to develop infrastructure, farmers in the countryside work at sunrise and rest at sunset, most Wu leisure time, the need for cultural infrastructure is not big; The government invests more in the design of water, electricity, transportation and so on, and invests less in the spiritual culture of the countryside.

2.2 The connotation of rural culture construction is lacking

There are rich historical and cultural resources stored in the broad rural area, but more attention has been paid to economic benefits and commercial values in the process of rural construction, which ignores the cultural connotation behind such commodities.

This is mainly reflected in the serious homogeneity of the current rural construction, that is, more neighboring villages are imitating rather than digging their own cultural connotation and characteristics for construction, just like a characteristic town on the spur of the moment, although it has brought certain economic benefits to the local area, In some places, towns are built according to the imitation of neighboring villages, and even the architectural style and regional characteristics are also copied. This phenomenon not only does not bring novelty to tourists, but also makes people feel that the culture of each

village is the same, without showing different cultural experiences with their own village characteristics. Therefore, some places only pay attention to the benefits along the road when they build villages, instead of taking a long-term view of development. On the other hand, large areas of the same cultural buildings also cause the waste of land resources and bad commercial competition, and to a certain extent, hinder the development of rural areas.

Finally, there are few ways to embody the cultural connotation in the process of rural construction. Most of the cultural connotation of Xianggu village is reflected in the builders. In the process of rural tourism development, most of them spend a lot of time on the ancient buildings and the setting up of the environment, but neglect the inheritance of other traditional cultures, such as folk skills, traditional customs, festival etiquette, etc. This is also the expression of traditional culture, but people forget about these.

2.3 Rural cultural construction and development lack of vitality

On the one hand, there is a lack of market awareness of rural cultural development, which is reflected in the lack of support for normative cultural production and management and the failure to form cultural industry agglomeration. Moreover, the scale of rural cultural market is relatively small, cultural commodities are relatively lacking, and the development of cultural industry is relatively lagging behind. A complete rural market cultural system has not been established, and there is a lack of strong supervision over the management of some cultures. On the other hand, especially in some remote places, cultural import and export are difficult due to the restrictions of transportation or cost, and cultural activities in individual areas "all rely on delivery". Villages cannot realize cultural assets, and villagers participate in cultural activities whenever they have them. Cultural supply and demand are unbalanced and short supply fails to meet the cultural needs of the masses. Lack of "vitality" and creativity in cultural development.

2.4 The main body of rural cultural construction is lacking

Under the influence of the urban-rural dual social structure, the economic and cultural development between urban and rural is unbalanced, and the gap between urban and rural cultural development is widening. At the same time, the country vigorously develops urban culture, and urban culture plays a dominant role in the local area, while rural culture is ignored. Rural culture has gradually become a synonym for monotonous culture. The rural cultural infrastructure is weak, the investment is not in place, the allocation of cultural resources is not enough, the outflow of cultural talents, the development of rural culture is in trouble. Rural population mobility has become a long way for the development of rural society. The young and middle-aged migrant workers, together with the educated young college students, are the theme of rural culture construction. They have been wandering in the city and the countryside for a long time, and they have changed their emotional value and cultural needs for rural culture. At the same time, due to the impact of urban culture, they are more accepting of urban and rural culture, and are not willing to undertake the construction theme of rural culture. They have weak feelings for the countryside. Rural culture has been desiccated." The overall cultural quality of

farmers is relatively low, and the most culturally dynamic young and middle-aged population has been lost out over the years, which not only intensifies the trend of rural culture monotony, but also makes it difficult to implement many national policies and measures to build rural culture in rural grass-roots communities." The indifference of villagers to rural culture makes the construction of rural culture in urban areas power.

III. OPPORTUNITIES FOR THE DEVELOPMENT OF RURAL CULTURAL INDUSTRY UNDER THE BACKGROUND OF DIGITAL COUNTRYSIDE

Cultural industry is based on cultural resources, through proper production and management and market operation, it can not only obtain profits, but also provide spiritual and cultural products and services needed by the vast number of consumers. It can also add cultural strength to the economic and social development. In addition to the basic attributes of general industry, it also has some special ideological attributes. Rural culture contains rich and diverse folk culture resources, with the basic conditions for the development of cultural industry. In order to develop rural cultural industry in the new era, we should first adapt to local conditions, base on local actual conditions and avoid "cultural convergence". At the same time, the cultural industry is a highly competitive industry, the development process needs to have a keen eye, if the local development structure in the process of rural cultural industry development is unreasonable or uncoordinated, it needs to refer to the local cultural resources, local people's cultural needs structure and other factors timely adjustment and optimization of the structure.

First, adapt to local conditions and highlight the characteristics. Expanding our thinking on industrial employment, taking into account local resource endowments, and developing industries with local characteristics are strong drivers for stable poverty alleviation. The essence of precision lies in being able to adapt to local conditions. Play in the rural culture, the first thing to do is based on the existing resources and economic foundation of the countryside, and strive to create "one village, one product". The economic conditions, geographical conditions, cultural customs and so on in rural areas are formed in the long-term development, difficult to change. In creating cultural industries, we should pay attention to protecting regional characteristics and make different development a feature. Secondly, it is necessary to build a batch of museums and exhibition halls with local cultural characteristics based on the existing local cultural resources, such as agriculture, historical relics and monuments, especially some ancient villages and traditional buildings.

Second, we should take the new development concept as the guide. We should develop new development concepts and focus on developing towns, villages and cultural industry clusters with distinctive cultural industries based on local conditions. First of all, we should seek suitable industrial development mode to ensure the quality and quantity of development; Secondly, we should explore the new operation mode of rural cultural industry, strengthen the creative design of cultural products and services, develop Weihua industrial brand, and

excavate the cultural added value of rural cultural products. Purpose, to promote the development of rural cultural industry and the current consumer demand in line with the ultimate realization of farmers' income, agricultural efficiency, rural beauty.

Thirdly, industrial integration should be carried out appropriately to develop rural cultural tourism. According to different industrial bases, promote the integrated development of the primary, secondary and tertiary industries. We will give full play to the value of the existing ecological, historical, cultural and humanistic environment in rural areas, and transform the advantages of cultural resources into economic advantages with the permanent charm of rural culture and the elegance of The Times. We should make reasonable use of rural landscape and develop sightseeing rural tourism. With agricultural picking garden, characteristic vegetable garden, flower base, planting base and so on as tourist objects, develop tourism projects with the theme of getting close to nature and walking into nature, so that you can have personal experience, return to nature, and return to the nature in the clear waters and green mountains. The development of tourism agriculture also drives the development of local handicrafts. Culture is the soul of sightseeing tourism, and sightseeing tourism is the embodiment of the external value of culture. We must rely on Wenhua products to improve the quality and efficiency of sightseeing agriculture.

IV. MEASURES TO ACCELERATE THE REVITALIZATION OF RURAL CULTURE UNDER THE BACKGROUND OF DIGITAL COUNTRYSIDE

4.1 Scientific planning of rural culture construction and active play of the leading role of the government

It is clear that the main body of rural cultural construction and development is rural residents, and fostering the autonomy of rural cultural subjects is an important measure to effectively enhance rural cultural construction. The most effective way to cultivate the autonomy of rural cultural subjects is education. For backward areas and backward education, it is necessary to increase the educational investment in poor areas, make full use of modern information education means, adopt various ways to improve the cultural knowledge level of farmers, and finally improve the autonomy of villagers in the construction of rural culture. At the same time, different teaching methods should be adopted according to different groups. For left-behind students, classroom education should be strengthened, cultural knowledge should be imparted by away, so that students can feel rural culture imperceptible in daily teaching. The key to the revitalization of rural culture lies in people, people are the main body of cultural assumption, Yu Jia is trying to build a team of rural culture construction rich in mission and responsibility, the first highly respected rural sages, college students village officials and other capable people, for the development of rural culture positive advice, play its role of educating the villagers, warm homeland, agitate people, promote harmony, value leading, transfer positive energy. It is necessary to actively cultivate the autonomy of farmers in the construction of rural culture, so that they can contribute to the revitalization of rural culture from the involuntary to the conscious.

A big problem in rural cultural construction is the problem of capital. The economic source of rural development mainly comes from the financial input of the state. In the process of developing rural cultural construction, social forces should be encouraged to participate in it on the basis of government input, and enterprises and social institutions should be encouraged to participate in the investment. Gradually establish a multi-channel investment system and diversified investment mechanism combining the state, the social collective and the individual. Secondly, it is necessary to guide the capital to "sink down", gradually incline from the city to the countryside, establish a long-term mechanism of rural culture investment, and provide economic security for the sustainable development of rural culture. Finally, we should standardize fund management, monitor and track the use of funds in real time, so as to achieve scientific use and sustainable development.

4.2 Improve digital cultural service infrastructure and increase the effective supply of cultural products

To revitalize rural culture, we should follow the road of rural public culture construction, improve the infrastructure of cultural services, and enrich the cultural life of peasants. On the one hand, we should improve the utilization rate of existing public cultural facilities, change the phenomenon of attaching importance to construction and neglecting management, strengthen the management of public cultural facilities, organize villagers to carry out corresponding cultural activities on a regular basis, give certain rewards to the villages with good performance, but also go deep into the masses, carry out investigations, understand the real cultural needs of the people, to support the corresponding facilities. On the other hand, to increase the financial support for rural cultural public service facilities, and reasonable planning, scientific management, at the same time, the government needs to guide social forces to actively participate in, guide villagers to participate in, jointly build and create, form a joint force, to better improve the rural cultural public service system.

There is a serious shortage of rural-themed cultural products and services, and rural spiritual and cultural life is monotonous and poor, which is one of the important reasons for many rural youth to leave the countryside for the city. The implementation of the strategy of "digital countryside" can effectively change this situation. According to the Outline of the Strategy for the Development of Digital Countryside, by 2020, the 4G coverage rate of administrative villages will exceed 98 percent, and the Internet penetration rate in rural areas will increase significantly. By 2025, 4G will be popularized in rural areas, 5G will be innovatively applied, and the "digital divide" between urban and rural areas will be significantly narrowed. China will make great progress in building a digital countryside by 2035, and complete the construction of a digital countryside by the middle of this century. With the improvement of network infrastructure and the popularization of the Internet, rural residents and urban residents can consume domestic and even global cultural and artistic products without distinction.

Therefore, it is necessary to vigorously develop digital cultural products and services that reflect rural themes and are popular among rural residents, including new "content

industries" such as network movies, network dramas, network literature, etc., constantly improve the quality of rural digital cultural products, improve the innovation ability of rural digital cultural products, especially the original ability, and create rural "Internet celebrity" and "Internet celebrity" products. For the broad masses of the people to bring rich different cultural experience, to meet the vast number of rural residents, especially the "net generation" cultural consumption needs. It is not only necessary to encourage rural people to participate in the production and dissemination of digital cultural and creative products, but also to encourage rural people to participate in the creation and supply of digital cultural products. We should provide necessary training, technical support and policy support for rural people to participate in digital cultural production.

4.3 Strengthen online rural education and training, and promote the communication and exchange of rural culture with other countries

Improving the scientific and cultural quality of rural people is also an important part of the construction of rural culture, and an important way to cultivate rural cultural confidence. According to the survey, at present, there is very little training for farmers in some rural areas, and many places only get one training a year. Yuan-bu Eng satisfies farmers' thirst for new knowledge and technology. Under the condition of traditional communication technology, the training of scientific culture and skills in rural areas is faced with many problems, many training work is difficult to carry out normally, and the feedback tracking is also very difficult. The popularization of digital network technology provides a new mode and channel for the development of rural education and training, which greatly facilitates the development of rural cultivation and training. In the mode of distance education, the practical technology, legal knowledge, science and culture, innovation and entrepreneurship training programs needed by rural people can be successfully realized." Internet plus training" and "Internet plus poverty alleviation" have given new momentum to rural development. In terms of school education, with the popularization of digital technology and the Internet, the continuous promotion of distance education in primary and secondary schools in rural areas, the supply of a large number of high-level "MOocs" and "micro-classes", and the opening of digital libraries, rural teachers have more and more convenient opportunities for high-level education, the professional quality of rural teachers has been enhanced, and the level of rural schools has been improved. It also enables rural children to enjoy excellent educational resources in cities, promotes educational equity, and gradually transforms backward educational methods in poor areas into modern educational methods.

In addition, openness, exchange and integration are important rules of cultural development. Since the reform and opening up, the dual opposition between urban and rural areas has begun to break down. A large number of rural people have moved into cities to make a living and work, and urban residents have increasingly traveled to the countryside for vacation. However, this kind of transaction and communication is still at the level of personnel, and the real exchange of information and

ideas is still very limited. In the era of digital Internet, with the Internet of computers, especially the popularity of mobile Internet, urban and rural information exchange is really more. This kind of communication is not only limited to information flow, knowledge flow, technology flow and other aspects, and because of the sociability and platform of the Internet, it also goes deeper and deeper to the spiritual level. We should encourage digital cultural enterprises with "agriculture, rural areas and farmers" as their content to become bigger and stronger through acquisition and merger. Vigorously support rural small and micro digital culture enterprises, encourage them to develop to the direction of "specialized, refined, special and new", strengthen characteristic management, characteristic products and characteristic services; We should let digital culture enterprises sink to towns and even villages where conditions permit. Encourage the development of rural digital culture enterprise clusters, give full play to the leading role of large enterprises, support the development of upstream and downstream micro, small and medium-sized enterprises through production cooperation, open platforms, sharing resources and other ways, guide digital culture enterprises to provide rural areas in need of digital culture products and services.

4.4 Encourage digital consumption and cultivate digital talents

Efforts should be made to raise the consumption level of digital culture in rural areas, support the creation of high-quality online culture content themed on "agriculture, rural areas and farmers", increase the effective supply of digital cultural products and services in rural areas, fill the weak links in content, enrich service models, expand the scope of consumption, improve consumption experience, lead the trend of consumption, and meet the needs of rural youth for modern lifestyles. Vigorously create digital cultural content related to "agriculture, rural areas", such as digital music, online literature, animation, film and television, games, live broadcasting and other digital cultural content to form effective and high-quality supply; Raise the awareness of property rights protection in rural areas, cultivate the habit of supporting payment, popularize online payment means, and fully tap the consumption potential and market value of rural digital cultural products. We will standardize the prices of digital products and services to ensure that rural residents can afford, get used to and use digital cultural products well. We will promote new services such as intelligent marketing, precise promotion, virtual experience and personalized customization of digital cultural products and services in rural areas. We will improve government policies and mechanisms for purchasing public cultural products and services in rural areas, and effectively protect the basic cultural rights and interests and cultural equity of the rural poor and other vulnerable groups. Strengthen the guidance of rural Internet culture, enhance the awareness of network security and consumption safety in rural areas, and crack down on illegal religious activities and their organized infiltration activities in rural areas according to law.

In terms of the cultivation of digital talents, first of all, it is clear that in the era of digital economy, digital talents have become "the core driving force for the digital transformation of

China's economy". It is an important factor affecting the process of China's social and economic development. At present, there is a great shortage of digital cultural talents in rural areas, and the existing talents are far from meeting the strategic requirements of "digital countryside", which is the biggest shortcoming in the construction of rural "digital culture". All localities should make the construction of rural "digital culture" talent team as the top priority of the "digital countryside" strategy. Efforts should be intensified in personnel training, innovation should be made in personnel training modes, training and exchanges should be carried out, and a digital cultural personnel team with cultural connotation, technical level and innovative thinking should be cultivated. We will introduce preferential policies to encourage urban volunteer teams, experts and scholars to offer suggestions and suggestions for the construction of rural "digital culture". College students will be encouraged to make innovations and start businesses in rural digital culture industries. We will strengthen information literacy and digital literacy training for rural residents. We will carry out activities to send IT professionals to rural areas, and enhance the popularization of Internet knowledge among left-behind children, women and the elderly in rural areas. In order to meet the coming "digital countryside", we should pay special attention to the cultivation of talent team in rural digital culture, cultivate rural "creative grassroots", and provide a more attractive living and entrepreneurial environment for rural "creative grassroots" from the aspects of humanistic environment, space convenience, cultural infrastructure, participatory experience, intellectual property protection, on-the-job training and so on.

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