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# An Expectation to Boost Culture's All-round Presence in Rural Revitalisation

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## 1. Background

In recent years, China has shifted its focus on rural work from targeted poverty alleviation to rural revitalisation, with industry revitalisation as the top priority. Since China's rural areas are abundant in culture and tourism resources, rural revitalisation via the culture industry has become a significant method to boost rural development. During the 14th Five-Year Plan period, China's culture industry will be further integrated into its national economy to play a leading and supporting role in putting the national major strategy of rural revitalisation into practice.

## 2. Opportunities and Challenges

The revitalisation of industry, talent, culture, ecology and governance is the guideline and the means of rural revitalisation. The five aspects are interconnected and complement with each other. The culture industry with both social and economic benefits can play its part in rural revitalisation. It is both an opportunity and a challenge for us to give full play to the role of the culture industry and to coordinate it with the other four aspects for improvement in rural revitalisation.

First, we should make good use of culture in rural industry revitalisation. The primary goal of rural revitalisation is to develop modern industries, and the rural culture and tourism industry falls into such category. The integration of culture and tourism continues to give rise to new models, new forms of business and new scenarios, rapidly developing rural culture and tourism markets.

Second, we should exploit the role of culture to promote talent revitalisation. The low threshold and extensive industry chain of starting a culture and tourism business will give many young people an opportunity to return to their hometowns. Besides local talents, other gifted people like artists and designers will also get involved in rural culture development with the role of art. In addition, culture will enhance the quality of rural residents and help develop the talents there.

Third, we should promote the role of rural culture. Rural culture serves as a great driving force for lifting people's spirits and developing intelligence. Therefore, it is necessary to transform cultural factors into production factors and transform cultural resources into production resources. Attention should also be paid to the development of rural culture by seizing on internal and external elements.

Fourth, we should protect ecology with culture to achieve the goal of “improving ecology with culture and tourism”. The culture and tourism industry is most conducive to ecological protection, which can put President Xi’s “Two Mountains” theory (i.e. lucid waters and lush mountains are invaluable assets.) into practice.

Fifth, we should advance the role of culture in governance revitalisation. To meet this end, the role of the rural community-based organizations is crucial. Specifically, we should identify our directions, coordinate and manage the affairs properly. Meanwhile, it is necessary to be realistic, care about the interests of stakeholders and the long-term benefits of local cultural development. The community-based organizations should be responsible for motivating the villagers and stably promote the work step by step.

### **3. Measures and Strategies**

To play the role of culture in rural revitalisation in all aspects, the following three fields should be improved.

First, we should enhance our awareness. In this era of culture, the whole society keeps a close eye on the sense of fulfillment and happiness brought to the people by culture development. Therefore, we should place culture on high agenda in rural revitalisation. It is important to take local conditions into consideration when we make use of the facilitation role of the culture industry.

Second, we should adopt the proper method based on the concept of “It is better to integrate culture into rural revitalisation if possible”. We need to be aware that culture integration is the major means to facilitate the revitalisation of the other four fields.

Third, we should build up the mechanisms properly. The rural areas should push ahead with culture revitalisation in all aspects as a mission to shift the spontaneous behavior to conscious behavior. Meanwhile, the community-level cultural workers should be actively engaged in such tasks.

### **4. Suggestions**

Suggestions to international and domestic entrepreneurs, artists, designers and makers who would like to develop the culture and tourism industry in China in the future are as follows: First, we need to keep updated on China's development - the country is witnessing rapid development and constant changes. Second, it is important to note that China is a vast country with abundant resources and distinctive urban and rural features, and that the best way to understand China is to study the individual characteristics of different regions of China. Third, external cultural resources are needed and expected for boosting China’s rural cultural development. Rural culture and tourism industry needs the integration of external resources. Only with the engagement of external resources and the coordination of internal and external resources can we truly achieve "cultural development".