

RESEARCH ARTICLE

Cultural and Tourism Performance Transformation into Unique Cultural Attraction: A Strategy for Rural Revitalization

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Abstract: The need for deep integration of culture and tourism, aiming ultimately to establish a Chinese discourse and narrative system. This includes creating two windows and one position: transforming the tourism industry into a window for spiritual civilization and a platform to promote Chinese civilization and modernization achievements, serving as an important base for spreading scientific knowledge and advanced culture. In response to the national call, we are tasked with a new cultural mission to build the modern civilization of the Chinese nation. Around the national development strategy and key areas such as strategic emerging industries, the "Rural Revitalization Cultural and Art Planning" proposal has been approved as a national experts service grassroots demonstration team project. Initially targeting regions like Shandong, Guizhou, Jiangxi, and Shanghai across four cities and five districts and counties, the project focuses on research, guidance, and deep practice to transform cultural and tourism performances into unique cultural attractions for rural revitalization.

Keywords: Culture, Revitalization, Civilization, Development strategy

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1 Significance of Transforming Cultural and Tourism Performances into Unique Cultural Attractions

With the comprehensive advancement of the rural revitalization strategy, cultural tourism and performance activities have become significant forces driving rural socio-economic development.^[1] By transforming cultural and tourism performance resources into unique cultural attractions, rural areas can not only promote economic development but also protect and inherit local cultures against a backdrop of globalization. Our research through cultural and artistic planning effectively realizes the transformation of cultural and tourism performances to drive rural revitalization.^[2] It is crucial to distill and showcase the symbolic essence of excellent traditional culture, involving not only the exploration of elements with contemporary

relevance and global significance but also the creative transformation of these cultural heritages to form part of the Chinese characteristic philosophy and social sciences.^[3] Our goal is to build an independent knowledge system reflecting Chinese characteristics, based on China's history and realities, to address contemporary Chinese issues. Through multiple rural revitalization cultural and art planning projects, we continually promote the creative transformation and innovative development of excellent traditional Chinese culture.

2 Philosophy of Rural Revitalization Cultural and Art Planning

The planning of cultural and arts for rural revitalization is a comprehensive process that modernizes rural civilization and artistically enhances rural life. In this process, cultural

and tourism performances not only directly boost the economic and social benefits of the tourism industry but also facilitate a reevaluation and profound exploration of regional cultural and artistic resources. This reevaluation and exploration enrich the tourism business models and unleash and transform the energy of local content resources, enhancing regional cultural confidence, hometown pride, and residents' happiness. By transforming rural regional cultural resources into unique cultural attractions, cultural and tourism performances achieve narrative expression and staged presentation of culture. This method highlights the narrative power of content, capturing milestone moments from ordinary people's perspectives, vividly expressing the foundational values of the region. Additionally, the development of cultural tourism significantly fosters local economic and cultural growth, providing sustained momentum and profound cultural impact for rural revitalization.

3 Integration of Four States in Cultural and Tourism Performances for Rural Revitalization

The design of cultural and tourism performances for rural revitalization, by implementing an "Integration of Four States"—ecology, business model, form, and culture—reflects a comprehensive, multi-stakeholder development strategy. This strategy not only emphasizes the importance of actively telling China's story but also highlights the natural flow and broad exchange of information, fostering proactive actions by various participants.

Under the principle of "authentic presentation and confident flow," cultural and tourism performances maintain their authenticity, narrating local stories from the heart. This method of storytelling is relaxed and adaptable, showcasing the true self while also conveying the stories of rural people, touching hearts from the inside out and enhancing the emotional resonance of the audience. This deep cultural expression not only reveals the uniqueness of the region but also strengthens the continuity and vitality of culture, making cultural and tourism performances a crucial force in promoting local cultural heritage and innovation.

More specifically, ecology in this transformation refers to creating an environmentally friendly performance ecosystem, which involves protecting the natural environment as well as fostering the sustainable development of the cultural environment. The business model focuses on enhancing the market appeal and economic benefits of cultural and tourism performances through innovative models that integrate modern technology with traditional arts. The form concentrates on innovating the format and content of performances to better meet the aesthetic and experiential needs of modern audiences, while the cultural aspect emphasizes deep cultural exploration and high-quality expression, ensuring that performances not only entertain but also educate and inspire audiences.

The foundational support of cultural resources is key to achieving rural revitalization. By creating a credible, endearing, and respectable image of China, these cultural and tourism activities not only enhance the value of local culture but also promote cultural confidence. Such image-building helps construct a positive local and national identity, injecting new vitality into rural revitalization and cultural development.

Through the transformation of cultural and tourism performances in rural revitalization cultural and art planning, which is a multi-layered and multi-dimensional process, the "Integration of Four States" strategy effectively achieves dual goals of economic benefits and cultural heritage preservation, bringing sustained and profound impacts to rural areas.

4 Total integration of real-life stories with the context of digital live performance theaters forms a unique approach in rural revitalization

By focusing on true local stories and employing digital innovations to display ongoing development, this method integrates local narratives into live digital theaters, showcasing comprehensive explorations into new lifestyles across various regions. This strategy encompasses everything from creative design and production to technical implementation, management, and audience experience,

driving a blend of artistic forms with business operations and experimenting with integrated concepts of art and life.

Rural areas are rich in cultural resources such as folklore, traditional festivals, and village theater. Cultural and artistic planning begins by extracting core cultural spirits and symbols from these rich heritages, such as loyalty, diligence, and harmony. These values are not only cornerstones of rural society but also bridges to the modern world. Planners can refine and display these cultural identities through organizing festivals, traditional craft exhibitions, or folk performances, thereby enhancing the unique cultural appeal of the region.

In the context of globalization, rural cultural planning should not be confined to traditional cultural displays. More attention should be given to how traditional cultural elements can be integrated with modern lifestyles to create products that meet contemporary public aesthetics and consumption habits. Rural revitalization through cultural and art planning includes extracting and tangibly presenting traditional cultural markers, blending these elements with modern technology, such as combining traditional arts with modern design to develop new crafts that hold contemporary value. Alternatively, using modern technologies like AR, VR, and AI can innovate traditional theater and dance performances visually and experientially. These efforts aim to develop cultural products that fit contemporary tastes and emphasize the construction of a distinctly Chinese rural cultural and tourism performance platform, making it a hub for showcasing culture, advancing economic development, and facilitating cultural exchanges.

Rural revitalization's cultural and art planning focuses on establishing a culturally unique performance platform. This platform serves not just as a showcase for culture but also as a center for cultural exchange and economic activities. For example, building a rural cultural and tourism complex that combines cultural performances, traditional crafts, agricultural product sales, and cultural exchange functions can become a crucial node for promoting local economic growth and cultural interaction.

Community residents are the main actors in rural cultural and artistic activities. During planning, it is crucial to harness and utilize the creativity and participation of local residents, enhancing their involvement and capabilities through training workshops and artistic creation, thus improving their cultural productivity. Establishing a fair benefit-sharing mechanism ensures that local residents receive tangible economic and social returns from cultural and tourism performances, thereby enhancing the sustainability of the project.

Appendix

National Experts Service Grassroots Demonstration Team "Rural Revitalization Cultural and Art Planning" Project

Artistic Creative Director: Professor Han Sheng (Creative Director of the Key Laboratory for Digital Performing Arts Integration Innovation in Cultural Tourism)

Project Leader: Professor Yang Qingqing (Director of the Chinese Center for Cultural Tourism Performing Arts Creativity and Education Research)

Creative Design: Professor Hu Zuo (Vice Chairman of the China Stage Art Education Alliance)



Image: Rural Revitalization Cultural and Art Planning Project—Yinan County, Shandong Province's "Yimeng Four Seasons - Red Sister" was recognized as a national typical case by the Publicity Department of the Communist Party of China, Ministry of Culture and Tourism, National Development and Reform Commission, and State Administration of Cultural Heritage.

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