
The Creation of Rural Revitalization and Cultural Heritage Exhibition Developed from Case Studies

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Abstract:

The CPC Central Committee and State Council have announced plans to develop agriculture and rural areas, with Premier Li Keqiang promising vigorous implementation. This research aims to investigate and study the revitalization and inheritance modes of the ten rural cultures in China, and establish the modes of artistic rural revitalization and cultural inheritance. The research aims to study ten modes of rural cultural revitalization in China, focusing on artistic and cultural inheritance. It will be conducted from 2023 to 2024, examining various rural culture revitalization sites in China. The study will examine the protection and development of rural cultural resources, including material and intangible heritage, and the cultivation of local cultural talents. The research also highlights the importance of preserving and promoting these cultural resources for rural revitalization. The research aims to create a rural revitalization and cultural heritage exhibition using case studies from 30 rural communities. The Cultural Heritage Exhibition Activity Model (IOC) will be used as a data collection tool with a mixed-method approach to assess participants' satisfaction and develop exhibition formats. The research revealed that The Wengcheng Art Village revitalizes rural culture by incorporating artistic elements and natural landscapes, thereby attracting tourists and enhancing the artistic literacy of the villagers. Dingnan Village preserves Hakka language and customs, while the \$200 million Wengcheng Agricultural Park Project connects administrative villages and promotes economic development. The Foshan Nanhai Land Art Festival combines art with life and tradition. The conclusion was that the cultural heritage exhibition model promotes traditional arts and local culture by integrating cultural resources with industries like art, tourism, and education. It addresses challenges like low utilization of abandoned spaces, infrastructure construction, and construction risks. It emphasizes community engagement, sustainability, and long-term benefits, encouraging collaboration among government, enterprises, and residents.

Keywords: Creation of rural revitalization, Cultural Heritage Exhibition Developed, Case Studies

Introduction

The rural vitalization strategy, proposed by Comrade Xi Jinping in his report to the 19th CPC National Congress, emphasizes the importance of agriculture, rural areas, and farmers for the national economy and people's livelihood. The CPC Central Committee and State Council have issued various plans to prioritize developing agriculture and rural areas and promote rural revitalization. Premier Li Keqiang of The State Council has stated that they will vigorously implement the strategy. The rural revitalization strategy includes five aspects: industrial revitalization, talent revitalization, cultural revitalization, ecological revitalization, and organizational revitalization. The foundation of rural culture revitalization is industrial revitalization, while the premise is talent revitalization. Cultural revitalization is an important content of rural culture revitalization, and ecological environment development is based on organizational revitalization. The rapid development of cities has led to a greater differentiation

between urban and rural areas, leading to serious problems such as loss of rural population, income gap, and destruction of rural environments and resources. Rural areas urgently need to deal with the crisis of traditional civilization and their own development to complete the problem of modernization transformation. Rural revitalization is an important goal in the new era, as it addresses the shortcomings of rural areas and agriculture, promotes balanced regional development, integrates industry and agriculture, improves the rights and well-being of farmers, and stabilizes the quality and level of modernization. The revitalization of rural culture is crucial because it starts with the history of Chinese villages, which are interdependent and represent the origin of Chinese civilization. The importance of rural revitalization extends beyond solving the problem of rural development feeding industrialized cities to the countryside, achieving common prosperity and balanced development, and protecting the continuous development of traditional culture.



Figure 1 The villages such as Henghai Village, Songbai Town, Yangchun City

The construction of an art township in Guangzhou involves over 100 artists, scholars, model workers, and local leaders. The "school writing style" team, consisting of doctoral supervisors, masters, professors, and master students from various higher learning institutions, focuses on aesthetic education in their works. The project aims to create a better home, promote healthy living, and create a brighter future for the community, including rural children and successful social individuals. Rural revitalization involves various aspects, including industrial, talent, cultural, ecological, and organizational revitalization. Industrial revitalization focuses on agricultural economy development, while talent revitalization focuses on sustainable talent security. Ecological revitalization conserves resources, while organizational revitalization addresses issues like lack of autonomy. Cultural revitalization promotes Renaissance farming civilization and revives local memories. The construction of art townships enhances aesthetic beauty and cultural inheritance, especially in areas with unique cultural landscapes such as ancient villages. Traditional Chinese painting and calligraphy can be used for revitalization.

Research Objectives

1. Investigate and study the revitalization and inheritance modes of the ten rural cultures in China
2. Establish the mode of artistic rural revitalization and cultural inheritance

Conceptual Framework

Rural revitalization encompasses industrial, talent, cultural, ecological, and organizational aspects. Industrial revitalization focuses on agricultural economy development, while talent revitalization focuses on sustainable rural talent security. Ecological revitalization protects ecologically viable requirements and helps organizations solve issues. Cultural revitalization reshapes rural values, promotes Renaissance farming civilization, and restores local memory. Art townships combine art with rural construction, enriching the countryside's cultural connotation and attracting tourists. Cultural inheritance ensures the continuity and development of culture across different groups.

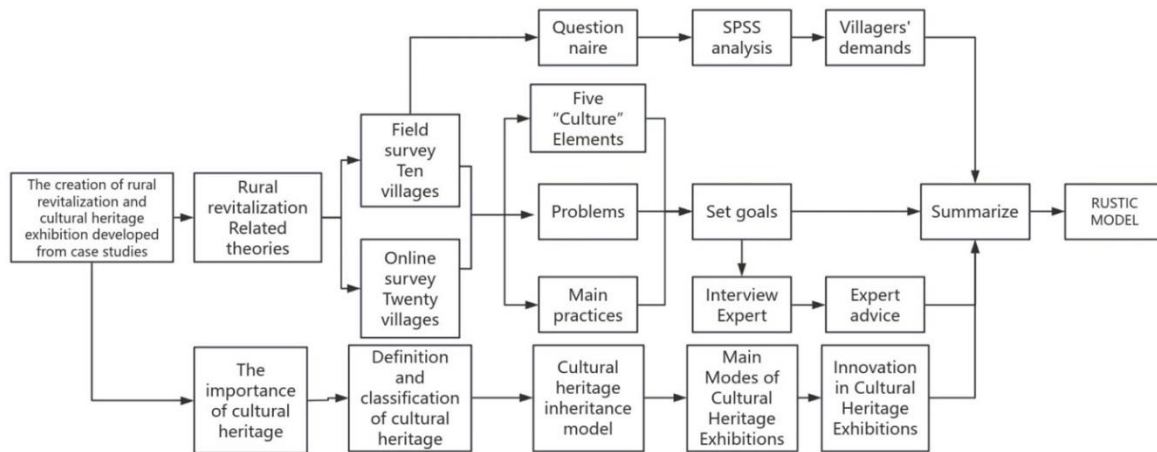


Figure 2 Concept Framework

Rich rural resources, such as ancient villages, buildings, and traditional culture, facilitate artistic rural revitalization and cultural inheritance. Village construction uses traditional Chinese painting and calligraphy as mediums.

Literature Review

1. Participatory Action Research (PAR)

Participatory Action Research (PAR) is an action research approach that emphasizes community participation and action in studies. It differs from mainstream research methods that focus on reproducibility and statistical analysis. Practitioners integrate participation, action, and research into their work, promoting social life, democracy, and knowledge growth. Various disciplines, including adult education, sociology, political economy, community psychology, community development, research, feminist studies, critical psychology, and organizational development, influence PAR. It challenges traditional school education and science and promotes a democratization of knowledge creation. PAR has a lasting legacy in areas such as workplace problem-solving, community development, education, public health, feminist research, civic engagement, and criminal justice.

2. Rural revitalization theory

Xi

Jinping proposed the rural revitalization strategy, which aims to address issues related to agriculture, rural areas, and farmers for the national economy and people's livelihood. This comprehensive system includes industrial prosperity, ecological livability, rural customs and civilization, effective governance, and rich life. China has successfully implemented this strategy through diversified investment and progress in key tasks of rural development, rural development, and rural governance. The history of rural revitalization can be traced back to the origin of villages, but modern times have seen rapid changes in rural areas. From 1949 to 1978, the government established a diversified cooperative governance system to promote stability and development. From 2008 to 2010, the number of ancient villages in China declined due to factors such as land expropriation, demolition, urbanization, and deteriorating ecological environments.

3. Cultural Inheritance theory

The theory of cultural inheritance is a multi-dimensional concept that emphasizes the importance of maintaining the essence and wisdom of traditional Chinese culture while incorporating modernization and transformation. It combines Marxism with traditional Chinese culture, exploring its ideological essence and values. The inheritance and development of Chinese

traditional culture should be coordinated with modern society, using modern scientific and technological means and communication methods. People-centered development should be prioritized, focusing on meeting people's needs for a better life and providing quality public cultural services. Diversity and inclusiveness should be upheld, promoting mutual learning and cooperation between different cultures. System thinking methodology should be used to study and analyze the historical origin, ideological system, and art form of traditional culture. Cultural heritage, including tangible and intangible assets, is crucial for global tourism and local communities' economic value. Legal protection of cultural property includes international agreements and national laws, while digital heritage includes computer-based materials and physical objects.

4. End-based first theory

In 1980s, Chambers introduced the concept of "putting the end first" in development intervention, focusing on rural development. He identified two types of "outsiders": aid agencies, technical partners from developed countries, and government officials. Despite focusing on rural development, these outsiders, who are not impoverished or rural, find themselves in the "urban trap" and lack a comprehensive understanding of rural values and dialects. Chambers criticized the intervention process in western aid practice for six technical deviations, leading to the inability of outsiders to truly understand the countryside and farmers. The New Testament doctrine of "the last shall be first, and the first shall be last" underpins "end first" in development intervention. It emphasizes the tension between the two value orientations, aiming to integrate development by transforming space limitation and professional value. Breaking the monopoly of the central position and granting the edge position the right to speak is the core of this transformation. The concept of "end first" incorporates a strong balance theory, which aims to foster convergence among subjects to jointly achieve rural development goals.

5. Community building theory

Originating from the sociology of "community," community building refers to social life communities that are built on common interests and close communication. It originated in Europe in the 1960s to address urban diseases and industrialization. The United Nations established a Community Organization and Development Group to promote community development campaigns in Asia, the Middle East, South America, and Africa. In Japan, community building began after the war, focusing on developing industries to revitalize the countryside. In Taiwan, community construction thrived due to geographical and political reasons. In China, community building is a significant aspect of rural development, with rural homestays, inns, hotels, specialty restaurants, and experience workshops emerging.

6. Production theory of cultural space

Cultural space production theory is a multi-dimensional framework that combines aesthetic, literary, art, and cultural theories to understand the cultural significance of space. It emphasizes the relationship between cultural representation and space production, focusing on how culture influences material space. The theory, rooted in Marx's theory of production practice, has evolved over time, with Lefebvre's "space production" concept emerging as a significant part of space theory. It provides creative directions for space art creation, including integrating regional culture, social issues, cross-border cooperation, audience participation, and literature techniques.

7. Folklore theory

Folklore is an interdisciplinary field that studies folk customs and culture inheritance, focusing on knowledge, beliefs, art, and law. Originating in the mid-19th century, it has a rich theoretical framework that covers various schools, including myth, language, human psychology,

social, historical geography, and structural schools. Folklore research explores the development and change of folk customs in modern society, revealing beliefs, values, lifestyle, and social order. The application of folklore research aids in the construction of art townships, facilitating the excavation and transmission of rural culture. This in-depth study helps protect and inherit rural culture while bringing new vitality and development opportunities to the countryside. By respecting local residents' wishes and participating in the excavation, inheritance, and innovation of rural culture, folklore theory can promote sustainable development in rural areas.

8. Domestic research status quo

Rural art construction in China, primarily focusing on traditional painting and calligraphy, faces challenges in integrating urban development and rural revitalization. Although there is limited research on this topic, some studies propose the division of cultural inheritance landscapes into three categories: natural resource villages, intangible cultural resource-based villages, and traditional craft villages. Folk painting art encounters inheritance and development challenges in the context of urban development and rural revitalization. Yang Jianmin's calligraphy culture application strategy aims to improve rural landscapes, create cultural brands, promote local culture, and cultivate rural virtue. Ding Qianer's research on the business platform of calligraphy and painting creation highlights the challenges faced by the traditional art industry. Inspired by Japan, Taiwan's Momomi community strives to establish a rural experiential tourism industry featuring green homestays.

9. Foreign research status quo

Rural cultural construction in developing countries is a complex issue, with limited studies available on the subject. Community arts centers, established in South Africa since the 1960s, have underperformed since 1996 due to historical disjunctions, ideological shifts, fragmented policies, institutional weaknesses, and inadequate capacity in both the government and the arts sector. A policy-driven approach, partnership with civil society, and realistic programmatic output by local organizations are necessary to optimize these centers. In Japan, community building is a hybrid model that focuses on people-oriented design and joint cooperation between government administrative departments and civil management organizations. Singapore employs a government-led model to bolster community culture, with the Singapore Community Center General Hospital Building catering to public housing communities.

Research Methodology

The research aims to study ten modes of rural cultural revitalization in China, focusing on artistic rural revitalization and cultural inheritance. The study will take place from 2023 to 2024, examining various rural culture revitalization sites in China. The research will focus on Changwei Village, Luoba County, Shaoguan, as an example. The study will investigate various villages, including Henghai Village, Songbai Town, Yangchun City, Shixing Zhouqian Village, Shixing Hongwei Village, Changxing Changwei Village, Shixing Luowei Village, Bayi Village, Shensuo Town, and Mabba Village, Shaoguan. The research focuses on the protection and development of rural cultural resources, including material and intangible heritage. It examines the construction of rural public cultural service systems, improving facilities and services, and organizing cultural activities. The study also explores the cultivation of local cultural talents and the introduction of foreign cultural talents. The research area includes Dingnan Village, Wengcheng Town, Ruxi Village, Nanhai District, and Henghai Village, Gulao Water Town. Suixiang Village, Longtan Village, Yanbu Village, and Xinlian Village all play significant roles in rural revitalization, promoting local economic and social development. Zhouqian Village, Chengnan Town, Mantang Village, and Hanxi Village also play significant roles in rural revitalization. These villages have developed innovative rural cultural industries, improved facilities and services, and

fostered the cultivation of local cultural talents. The research emphasizes the importance of preserving and promoting these cultural resources for rural revitalization.

1. Research Tools

This study focuses on the cultural revitalization of 10 villages in China, involving 43,377 local villagers and outsiders. Researchers conducted the study using field research, questionnaires, and interviews. The study aimed to analyze the model of rural cultural revitalization, including excavation and protection of cultural resources, innovative development of rural industries, construction of rural public cultural service systems, and cultivation of rural cultural talent teams. The research process involved field visits to 10 and 20 villages surveyed online, analyzing models and practices of rural revitalization, and collecting sample data through questionnaires. Three experts were interviewed on how to develop cultural revitalization in rural revitalization and how villages can carry out cultural heritage exhibition activities. The researchers developed exhibition formats to promote the inheritance of cultural heritage, based on the ten villages selected in research step 1 and the twenty villages surveyed online. They created a model based on cultural heritage exhibitions, including six dimensions: art, locality, activation, wisdom, economy, and sustainability. The study selected a village with a need for rural cultural revitalization and implemented a model with cultural heritage exhibitions as the main body. The researchers also assessed exhibitors' satisfaction with continuing with the exhibition format. The results of expert evaluation activities were used to inform the study's findings.

2. Data Collection

The research methods discussed include interview survey research, field research, document research, questionnaire research, and action research. Interview survey research involves verbal communication with individuals or groups related to the research topic, allowing researchers to gain an in-depth understanding of the subject's views, experiences, attitudes, and emotions. Natural sciences and social sciences, including anthropology, ethnology, and archaeology, employ field research. Document research involves collecting, identifying, and organizing documents to understand local history and culture. Questionnaire research is a method of formulating a questionnaire to gather information, opinions, and suggestions. Action research, a research method in experimental social psychology, focuses on the impact of actions on organizational systems. It includes diagnostic research, participatory research, and experimental research, with the latter two focusing on problem-solving research. These methods help researchers gain a deeper understanding of their subjects and their perspectives.

3. Research Process

The research focuses on the creation of a rural revitalization and cultural heritage exhibition based on case studies. The study aims to study and compare basic data from 30 rural communities, develop exhibition formats to promote cultural heritage transfer, and assess participants' satisfaction with the exhibition format. The Cultural Heritage Exhibition Activity Model (IOC) based on Rural Revitalization is used as a research data collection tool. The questionnaire should be designed and presented, and the results of the IOC evaluation should be checked. The research questions include how to develop cultural inheritance exhibitions in rural revitalization and villagers' demands for holding such exhibitions. Researchers can use the IOC as a mixed-method study to collect data.

Results

1. Study and comparison of basic data from a sample of 30 rural communities

The Wengcheng Art Village is a project that combines artistic elements with natural landscapes to revitalize rural culture. It includes art installation, cultural base construction, the Wengcheng Agricultural Park project, and global tourism facilities. The village has improved the village's aesthetic value and rural economy, attracting more tourists and enhancing the villagers' artistic

literacy. Guangdong Province has listed Dingnan Village as a Guangdong Provincial Rural Governance Demonstration Village Creation Unit and awarded it the honorary title of "Guangdong Provincial Sanitary Village." The village preserves Hakka language, customs, and traditional culture and offers a rich tourism experience.



Figure 3 The villages such as Henghai Village, Songbai Town, Yangchun City

Wengcheng Town Central Primary School has launched a rural youth poetry workshop, inviting poets and artists to teach children poetry creation. The project has amassed 2,000 works, which have found publication in the book "Poems of Wengcheng Children." Wengcheng Town has become a "Poetry City" with the spread of the poems in schools, farm tools, and the countryside.



Figure 4 The villages such as Henghai Village, Songbai Town, Yangchun City

The Wengcheng Agricultural Park Project, a \$200 million investment, aims to connect administrative villages and build an ecological cultural tourism development demonstration zone in Dingnan Village. The project includes an Agricultural Civilization Art Museum, a tourism

distribution center, and a maker art exchange center. The project aims to create a cultural tourism industry that includes homestays, research and study, ecological agriculture, and conference services. The Wengcheng Art Village has integrated resources and created new era civilization practice sites, such as the Agricultural Civilization Art Museum and the Rural Children's Art Stream. The project promotes cultural revitalization, economic development, and villagers' participation and education. The Wengcheng Town Central Primary School has opened a rural youth poetry workshop, making it a "Poetry City." These projects demonstrate the diversity and innovation of Wengcheng Art Village construction, highlighting the deep integration of art and rural culture. The Foshan Nanhai Land Art Festival is a regional art event that combines art with life (rural and urban), tradition, and modernity. It is the first in China and covers multiple art zones and projects, including Tingyin Lake, Xiqiao Mountain, Pingsha Island, Taipingxu, Ruxi Village, Huanggang Village, and Yugeng Yueyun. The festival attracts a large number of tourists, driving local tourism development and laying a solid foundation for the long-term development of the city. Ruxi Village, located at the southern foot of Xiqiao Mountain, is a typical Lingnan Water Village with a rich cultural heritage and a vast Mulberry Pond landscape. The festival invites 134 groups of artists from 15 countries and regions to participate, creating 73 works of art. The festival emphasizes interaction with the audience, allowing them to understand and feel art more deeply.

2. Establish the mode of artistic rural revitalization and cultural inheritance

The current rural revitalization model focuses on the recovery of the rural economy, infrastructure improvement, and improving living standards. However, with the deepening of rural development, the demand for spiritual and cultural aspects has become increasingly prominent. The cultural heritage exhibition model further expands the goals and vision of rural revitalization by emphasizing the use and revitalization of ancient buildings, meeting the spiritual and material needs of farmers through the excavation, creation, display, and dissemination of cultural heritage. Villagers' demand for cultural heritage exhibitions based on rural revitalization includes spiritual and cultural needs, economic benefits, a sense of participation and ownership, educational function, sustainable development, and environmental protection. Experts believe that cultural heritage exhibitions play an important role in rural revitalization by promoting cultural inheritance and development, enhancing cultural identity, and driving economic development. Balancing tradition and modernity is key in rural revitalization, and specific approaches include innovation and integration, respect and innovation, sustainability and impact, resource integration and sharing, and social participation and collaboration.



Figure 5: Interviewing expert Chen Dedao (first from right) and having dinner with villagers in the village

To ensure the sustainability and impact of cultural activities, experts recommend developing long-term plans, cultivating professional talents, seeking social support, improving the quality of activities, strengthening publicity and promotion, establishing a resource database,

strengthening regional cooperation, and using technological means. Social participation and collaboration require government guidance, corporate participation, coordination of social organizations, and resident participation. In summary, experts have a positive attitude towards the cultural heritage exhibition activity model based on rural revitalization, proposing various suggestions and improvement measures to promote rural cultural revitalization and economic development.

Table 1 Pattern Synthesis

Pattern Synthesis	Problem-oriented	Villagers' demands	Expert advice	Researchers' conclusion
R Rooted in local cultural resources	It is difficult for the current rural revitalization model's art projects to be deeply integrated with local culture, and cultural differences lead to resource destruction.	The villagers have a need for cultural identity and pride, and hope that the exhibition truly reflects local history, traditions and lifestyle.	Deeply explore and display local historical culture, natural landscape and other unique resources, advocate environmental protection and conservation concepts, and achieve harmonious coexistence of art and ecological environment.	The cultural heritage exhibition model emphasizes the in-depth exploration and display of local historical culture, natural landscape and other unique resources; advocates environmental protection and conservation concepts, and achieves harmonious coexistence of art and the ecological environment.
U Using art for cultural inheritance and innovation	Rural cultural industries lack innovation and traditional cultural forms of expression are outdated.	The villagers' interest in art has increased, and they hope that the exhibition will enhance their cultural and artistic accomplishments.	Combine unique cultural resources and artistic elements, promote the inheritance and innovation of traditional arts such as calligraphy and painting and local culture, and create a cultural brand with modern art elements.	The cultural heritage exhibition model emphasizes the combination of unique cultural resources and artistic elements, promotes the inheritance and innovation of traditional arts such as calligraphy and painting and local culture, and combines modern art elements to create a unique cultural brand.

	Pattern Synthesis	Problem-oriented	Villagers' demands	Expert advice	Researchers' conclusion
S	Space activation and utilization	The utilization rate of rural cultural venues and facilities is low, and there is constructive destruction.	Without affecting daily life, abandoned old spaces are transformed to provide immersive cultural experiences.	Use idle space to create a multifunctional cultural and art center to hold a variety of exhibitions, lectures, workshops and other activities.	The cultural heritage exhibition model emphasizes the use of idle space to create a multifunctional cultural and art center; holding a variety of exhibitions, lectures, workshops and other activities; and combining study tour programs to provide an immersive cultural experience.
T	Talent, Technology, Wisdom	There is a shortage of cultural talents in rural areas and the training system is imperfect.	Villagers hope to receive professional guidance and help to improve their ability to protect and inherit cultural heritage.	By discovering and cultivating local cultural talents, attracting and introducing foreign cultural talents, and utilizing university resources to establish a talent training and introduction mechanism, we should also combine the practical experience of social workers for joint training.	The cultural heritage exhibition model emphasizes the introduction and cultivation of talents and technologies. By discovering and cultivating local cultural talents, attracting and introducing foreign cultural talents, and using university resources to establish a talent training and introduction mechanism, the overall cultural literacy and artistic level of the village can be improved.
I	Inhabitant's demands	Villagers' participation is limited and their awareness of participation is weak.	The villagers have a demand for economic benefits and a sense of ownership, and hope to participate in the	Encourage community residents to actively participate in cultural and artistic activities, and promote economic development by	The cultural heritage exhibition model emphasizes encouraging community residents to actively participate in cultural and artistic activities; combining characteristic cultural industries to promote

Pattern Synthesis	Problem-oriented	Villagers' demands	Expert advice	Researchers' conclusion
		construction and management of the exhibition, and their opinions will be respected.	combining characteristic cultural industries.	local economic development; and creating cultural tourism brands to attract tourists to visit and consume.
Community Engagement and Sustainability	The current rural revitalization model focuses more on short-term economic growth and faces sustainability challenges.	The villagers are concerned about the long-term benefits and environmental protection of the exhibition, and hope to achieve a win-win situation in culture and economy.	The government, enterprises, social organizations and residents participate and collaborate together to promote the development of rural ecotourism and achieve sustainable economic development.	The cultural heritage exhibition model emphasizes the joint participation and collaboration of the government, enterprises, social organizations and residents. By continuously launching new exhibition themes and activity forms, it promotes the development of rural ecotourism and provides sustainable economic development momentum.

The current rural revitalization model faces challenges in integrating art projects with local culture due to cultural differences and potential resource destruction. Villagers aim to showcase their unique culture and traditions, enhancing their sense of identity and pride. They use existing resources, particularly historical buildings, to display and inherit cultural heritage, aiming to reflect the local history, traditions, and lifestyle through creative materials and craftsmanship.

RUSTIC Model

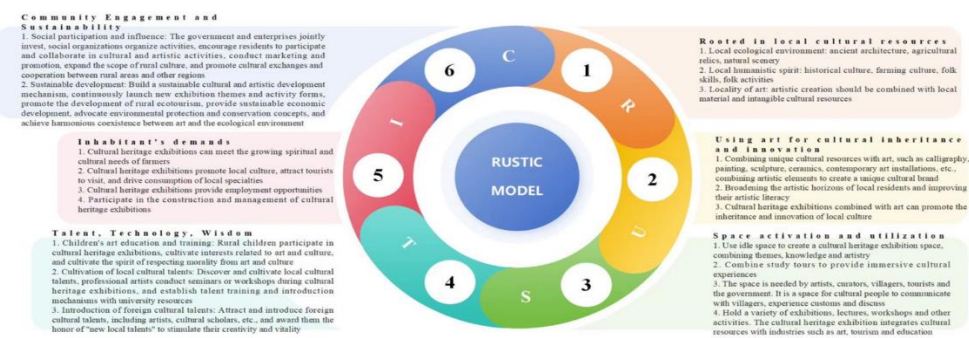


Figure 6: RUSTIC Model

R = Rooted in local cultural resources: The rural revitalization model integrates art projects with local culture, promoting the exploration, display, protection, and conservation of cultural heritage and aiming for harmonious coexistence with the ecological environment. **U = Using art for cultural inheritance and innovation:** The current rural revitalization model lacks comprehensive integration of art and cultural heritage, requiring villagers to integrate unique resources, promote traditional arts, and create a unique cultural brand. **S = Space activation and utilization:** The current rural revitalization model overlooks ancient buildings and abandoned spaces, causing low utilization rates and potential destruction. A cultural heritage exhibition model proposes integrating these spaces with industries. **T=Talent, Technology, Wisdom:** The rural revitalization model addresses talent and technology issues by focusing on cultural education, heritage exhibitions, and fostering children's art education, attracting local and foreign talents. **I=Inhabitant's demands:** The rural revitalization model faces challenges like neglect and reduced income, prompting the development of a cultural heritage exhibition to boost income, attract tourists, and promote local culture. **C = Community Engagement and Sustainability:** The rural revitalization model prioritizes short-term economic growth and project implementation, while the cultural heritage exhibition model promotes community engagement, sustainable development, and ecotourism.

Conclusion

The cultural heritage exhibition model aims to combine unique cultural resources and artistic elements to promote the inheritance and innovation of traditional arts, such as calligraphy and painting, as well as local culture. This model aims to broaden the artistic horizons of local residents and improve their artistic literacy. However, the current rural revitalization model faces challenges such as low utilization of abandoned spaces, construction of infrastructure, and the risk of "constructive destruction." To address these issues, the model suggests using idle space to create a multifunctional cultural and art center, combining theme, knowledge, and artistry. This center will integrate cultural resources with industries like art, tourism, and education. The model also faces challenges in talent, technology, and wisdom. The departure of young and middle-aged individuals from rural areas has led to a decrease in the number of inheritors of traditional culture, thereby increasing the risk of losing some exceptional aspects of traditional culture. Additionally, existing cultural talents lack professional theoretical knowledge, cultural innovation capabilities, and market awareness. To address these issues, the model should incorporate educational elements, provide rural children with art education and cultural experiences, and seek guidance from professionals to improve their abilities in protecting and inheriting cultural heritage. The cultural heritage exhibition model aims to improve the cultural literacy and artistic level of villages by introducing local cultural talents, attracting foreign cultural talents, and using university resources for talent training and introduction. It includes children's art education, cultivating local cultural talents, and introducing foreign cultural talents. The model addresses the concerns of villagers, such as limited participation, reduced income, and a lack of sense of ownership. It also focuses on economic benefits, employment opportunities, and promoting local economic development. The model also emphasizes community engagement and sustainability. Villagers are concerned about the long-term benefits of the exhibition, including economic and environmental protection. The model suggests that government, enterprises, social organizations, and residents should collaborate to promote rural ecotourism and sustainable economic development. The model fosters social participation and influence by encouraging government and enterprises to invest, social organizations to organize activities, and residents to participate and collaborate in cultural and artistic activities. It also promotes sustainable development by continuously introducing new exhibition themes and activity forms, promoting rural ecotourism, and advocating for environmental protection and conservation concepts.

The cultural heritage exhibition model focuses on exploring and displaying local historical culture, natural landscapes, and unique resources, advocating for environmental protection and conservation. It aims to protect and develop rural cultural heritage, utilizing local cultural resources through art projects. The model aims to use art for cultural inheritance and innovation, as current rural revitalization models often lack in-depth integration. The model aims to improve cultural and artistic literacy, attracting villagers' interest in art and promoting the protection and continuation of local culture. By incorporating art into the development process, the model aims to enhance the appreciation and aesthetic level of local communities.

Recommendations

Rural revitalization involves promoting the inheritance and development of rural culture through cultural activity models featuring ancient buildings and heritage exhibitions. These exhibitions inspire villagers' sense of identity and pride in their culture, attract external attention, and inject new vitality into the rural economy. To ensure the sustainability and influence of these activities, long-term plans, professional talent cultivation, and social resource support are necessary. Joint investment from the government, enterprises, and society is crucial for the success of these activities. A cultural resource database and cultural information sharing platform can facilitate effective resource integration and sharing. Media publicity plays a vital role in cultural dissemination, attracting more attention and participation. Addressing the shortage of rural cultural talents through talent training and introduction mechanisms, facilitated by university resources, and attracting external talents through preferential policies can also contribute to the development of rural culture. Combining rural tourism development with cultural heritage exhibition activities can achieve a win-win situation for culture and economy.

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