

Rural Museums Promote Rural Revitalization: A Case Study of the Historical Museum of Qixian Village in Keqiao District, Shaoxing City

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Abstract

With the accelerating urbanization of rural areas, the original rural landscapes are disappearing. In order to emphasize the driving force of spiritual civilization construction in rural revitalization, the country has launched a long-term vision for the construction of “rural museums”. Taking the Qixian Village Historical Museum in Keqiao District, Shaoxing City as an example, this article uses the SWOT-PEST quantitative analysis method to comprehensively analyse the advantages, disadvantages, opportunities and challenges in the development of the museum from macro and micro, internal and external perspectives. Based on this analysis, appropriate strategic proposals are proposed to provide a reference for the sustainable development of rural museums.

Keywords: rural museum, rural revitalization, rural cultural construction, SWOT-PEST analysis

1. Introduction

Comprehensively promoting rural revitalization is the priority of China's future rural development, in which cultural construction is a key variable in the rural revitalization strategy. During the “14th Five-Year Plan” period, Zhejiang Province actively responded to the national policy call to develop a proposed plan to build 1,000 rural museums, and vigorously promote the transformation of traditional rural construction to digital construction. In order to ensure the high-quality development of rural museums, in April 2022, the Zhejiang Provincial Cultural Relics Bureau issued the “Guidelines for the Construction of Rural Museums in

Zhejiang Province (for Trial Implementation)”, which for the first time clearly defined the definition of “rural museums” and distinctly highlighted the local characteristics of “one village, one museum, one product”. In June 2023, Zhejiang Provincial Bureau of Cultural Relics issued “Zhejiang Provincial Rural Museum Star Rating Methods (for trial implementation)”, which provides a strong guarantee for further improving the quality of construction and management level of rural museums in Zhejiang Province.

In many provinces, Shaoxing City is at the forefront of the construction of rural museums. 2021, Shaoxing City, Shaoxing City, putting

forward the construction of Shaoxing culture “300 project”, plans to activate more than 100 celebrities’ residences in three years, to cultivate 100 rural museums, to enhance the 100 boutique libraries. By the end of 2023, the construction of 100 rural museums in Shaoxing City has been successfully completed, with a total of 100 municipal high-quality rural museums and 54 provincial rural museums. This study takes Qixian Village History Museum as an example, adopts SWOT-PEST quantitative analysis method, establishes matrix analysis model, and combines multiple angles to analyse its development status and existing problems, providing path choices for the construction and transformation of rural museums in the future.

2. The Overview of Rural Museums and Introduction to Quantitative Methods

Village museum is a newly developed form of museum, which is also an important part of the museum system. Searching in “China Knowledge Network CNKI” with “village museum” or “village history museum” as the theme or title, we collected 602 pieces of related literature, including 319 journal papers, 75 dissertations, mainly journal papers, and 75 dissertations. In the search, a total of 602 articles were collected, including 319 journal articles and 75 academic dissertations, and journal articles are accounting for the majority.

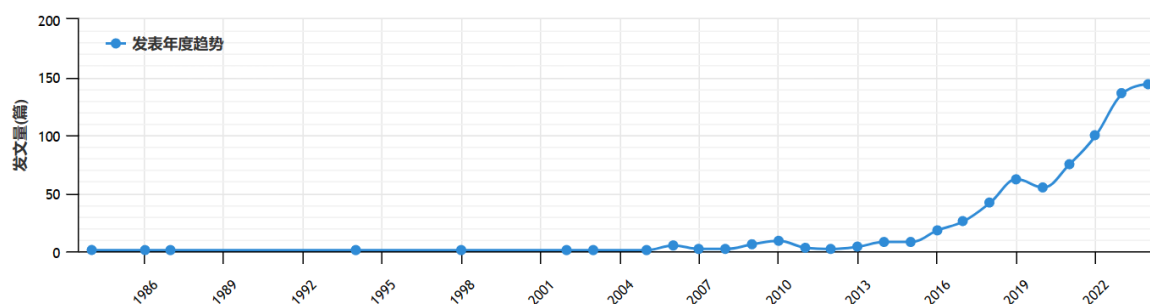


Figure 1. Years of publication and trends in the literature on “Village Museums”

According to the above figure, it can be seen that the domestic research on rural museums started late, and only after the 21st century has it gradually received attention from the academic community. 2022, the Zhejiang Provincial Cultural Relics Bureau and the Department of Culture and Tourism jointly issued the “Guidelines for the Construction of Rural Museums in Zhejiang Province (for Trial Implementation)”, which for the first time clarified the definition of rural museums: that is, “located in the countryside within the scope of the public openly displaying and disseminating, Collection, inheritance of regional history and culture, distinctive culture, revolutionary culture and rural production and life, non-heritage protection, industrial development of the witness of the cultural exhibition hall.” The clarification of this concept will also play a role in promoting the research of rural museums in the future.

At present, scholars’ research mostly starts from the perspective of “rural revitalization”, “rural

memory” and “cultural and tourism integration”, and conducts on-site inspections of the construction status of rural museums around the world, to analyse the role of rural museums in retaining nostalgic memory and promoting rural revitalization, and to propose corresponding improvement strategies for the deficiencies in the construction. They explore the role of rural museums in retaining nostalgic memories, enriching rural culture, promoting rural revitalization, etc., and put forward corresponding improvement strategies for the deficiencies in the construction, helping to create a high-quality rural museum construction path.

2.1 Introduction to the Qixian Village History Museum in Keqiao District, Shaoxing

Qixian Village is located in Keqiao District, Shaoxing City, Zhejiang Province, China, and is a well-known tourist destination. Qixian Village covers an area of 2.4 square kilometre, with 19 village groups, 1,311 households and a population of 3,792. Under the strong support of Keqiao District Government, in recent years,

Qixian Village has been awarded the honourable titles of National Rural Governance Demonstration Village, Provincial 3A Scenic Village, Provincial Beautiful and Livable Demonstration Village, Provincial Five-star Cultural Hall, Municipal Party Members' Educational and Training Base, and Municipal Red Tourism Educational Base, and so on. As the hometown of Jiangnan silk, as early as the late Ming and early Qing dynasties, Qixian Village is famous for "silk", once became the Shaoxing satin weaving trade centre in its heyday, leading to the rise of business, tourism and development. Deep cultural deposits, but also for the construction of Qixian Village History Museum provides a rich cultural display content. The museum will be renovated in 2022, covering a total area of more than 700 square metre, divided into two floors (as shown in Figures 2 and 3).

The first floor is the hall, which mainly introduces the development history of Qixian Village from the Sui Dynasty to the present. In addition to textual introduction, the exhibition hall combines physical objects, pictures, medias and other multi-modal forms of presentation, such as murals painted on the walls showing the daily life of the villagers, displayed in the stairwell with the Shaoxing water town flavour of the crow's nest boat and so on. In first floor, as the main exhibition hall, is designed in a styled that attaches importance to the innovative concept of modern exhibition and pursues the characteristics of simplicity and atmosphere, thickness and beauty. There are seven chapters in the exhibition hall, i.e., Folk Customs, Village History, Hundreds of Memories, Surnames of People, Frontier Leaders and Qixian, Turning Over and Towards the Future, etc. Each chapter has its own exhibits. Each chapter of the exhibits have their own characteristics, through the combination of graphics, physical display of the way all-round, three-dimensional display of Qixian Village in different periods of history, customs and social changes, but also to the local villagers and foreign tourists to provide an understanding window of the village of Qixian, Shaoxing City.



Figure 2. The First Floor Layout of Qixian Village History Museum



Figure 3. The Second Floor of the Qixian Village History Museum

2.2 Overview of the SWOT-PEST Model Analysis Method

SWOT and PEST are two different analysis methods. The more familiar SWOT analysis method was first proposed by Professor K. Andrews of Harvard Business School. Because of its clear and concise analytical qualities, this method is widely used in the fields of business, medicine and education, etc. SWOT analysis is mostly conducted from the internal analysis, which contains four elements: Strengths, Weaknesses, Opportunities, and Challenges, etc. PEST analysis is a basic tool for analyzing the external environment of a strategy, which is based on the political, economic, and social environment. PEST analysis is a basic tool for analyzing the strategic external environment, which controls the macro-environment through the four directions of Politics, Economics, Society and Technology. SWOT-PEST analysis is a combination of internal and external factors, macro and micro factors through a matrix (see Table 1), consisting of 16 analysis perspectives, to a certain extent, to make up for the shortcomings of the SWOT analysis method. At present, the SWOT-PEST matrix analysis method is mostly used for the development and

examination of tourism resources, and there are fewer results in the study of the development status and dilemmas of rural museums.

Table 1. SWOT-PEST model table

SWOT\PEST		P (Politics)	E (Economic)	S (Society)	T (Technology)
Internal factors	S (Strengths)	SP	SE	SS	ST
	W (Weaknesses)	WP	WE	WS	WT
External factors	O (Opportunities)	OP	OE	OS	OT
	T (Threats)	TP	TE	TS	TT

3. The Development Status Analysis of Qixian Village History Museum

Using the SWOT-PEST model analysis, we combined the strengths, weaknesses, opportunities and challenges of the Qixian

Village History Museum in terms of political, economic, social and technological aspects and constructed a model in order to analyse them (as shown in Table 2).

Table 2. Qixian Village History Museum SWOT-PEST model table

SWOT\PEST	P (Politics)	E (Economy)	S (Society)	T (Technology)
S (Strengths)	National Policy Support	Government Financial Inputs	Good Geographic Conditions	Variety of Technical Methods
W (Weaknesses)	Lack of Industry norms	Low Economic Efficiency	Insufficient Experience in Running Libraries	Lack of Professional Talents
O (Opportunities)	Implementation	Diversified Financial Flows	Rise of Cultural Tourism	Media Platform Promotion
T (Threats)	Accurate Implementation of Policies	Difficulty in Transferring Funds	Fierce Competition in the Neighbourhood	Difficulty in Equipment Renewal and Maintenance

3.1 Analysis of Internal Advantages

The internal advantages of Qixian Village History Museum are mainly reflected in the national policy support, government funding, favourable geographical environment, and rich technical means.

First of all, on the political level, rural revitalization has been incorporated into the “five-in-one” overall layout and the “four-comprehensive” strategic layout, and has become a key link in achieving the goal of building a modern socialist country. In terms of the construction of rural museums, the Zhejiang Provincial Government has actively responded to the call and issued a series of documents, such as “Guidelines for the Construction of Rural Museums in Zhejiang Province (for Trial Implementation)” and “Measures for the Star

Rating of Rural Museums in Zhejiang Province (for Trial Implementation)”, which have created a beneficial policy environment for the construction of rural museums.

Secondly, in terms of economy, the government has strongly supported the renovation and construction of Qixian Village in terms of financial and tax support and financial support. In addition, the introduction of the land policy solves the problem of land acquisition by villagers, giving Qixian Village a new impetus for development and providing economic support for the comprehensive promotion of the construction of the Village History Museum and rural revitalization.

Thirdly, on the social level, Qixian Village is located in a typical Jiangnan water town, with a long water network, picturesque scenery and

beautiful natural environment, and is one of the famous ancient water towns with high tourism value and attraction. Driven by the policy, Qixian has intervened in the transformation of old streets, old houses and old things in the way of “micro-creation”, such as converting old houses into city bookstores and old boats into unique desks and bookshelves, etc., so that the old style is perfectly fused with the modern architecture, presenting a more recognizable humanistic style and imprints of the times.

Finally, in the technical aspect, the exhibition hall of Qixian Village History Museum adopts the combination of graphics, physical display, multi-media and other forms of three-dimensional display of Qixian Village in different periods of history, visitors can be in the “visible, tangible” history museum in the immersive experience of social change.

3.2 Analysis of Internal Disadvantages

Through the field study, it is found that Qixian Village History Museum has obvious shortcomings in industry norms, economic returns, experience in running museums and human resources.

Firstly, in the political aspect, the village museum is a new kind of museum that came into being on the basis of state-owned museums and non-state-owned museums. Due to the relatively new year of promotion, the construction standards and management norms for rural museums are yet to be perfected. For example, there is still a lack of corresponding rules and regulations for solving problems such as insufficient functioning of venues, lack of long-term operating mechanisms, and insufficient collections of regional characteristics.

Secondly, in terms of economy, the Qixian Village History Museum is a non-profit-making museum with a free reservation and free admission system. After the construction of the village museum, the village is responsible for its maintenance, and the source of funding is very limited, which also hinders the development of the Qixian Village History Museum to a certain extent.

Again, on the social level, due to the Qixian Village History Museum was built for a short period of time, the pavilion has not yet been opened in full, and most of them are in a closed state. In addition, Qixian Village History Museum still exists a one-size-fits-all

phenomenon in terms of characterization, and doesn't fully demonstrate the local regional cultural characteristics and customs. This, coupled with the lack of experience in running the museum and insufficient publicity, has led to a combination of factors that makes it difficult for ordinary villagers to empathize with the content work and significance of the Qixian Village History Museum. Therefore, the popularity of the pavilion in the local area is much lower than the CPC Shaoxing Independent Branch Memorial Hall, Farmers' Bookstore and other cultural propaganda bases.

Finally, in terms of technology, the population of Qixian Village is predominantly elderly, and most of the young population goes out to work. Due to the small local traffic, Qixian Village History Museum, the CPC Shaoxing Independent Branch Memorial Hall and the Rural Bookstore are managed by one person on a daily basis, and there is an extreme lack of human resources. In addition, the author searched the public number with the keyword “Shaoxing Qixian Village” and found that there were only two reports related to the “History Museum”, which is a weak and single form of publicity, and there is a lack of professional talents to inject vitality into the History Museum.

3.3 Analysis of External Opportunities

Combined with the SWOT-PEST matrix model, we find that the external opportunities of Qixian Village History Museum are as follows: the implementation of the pilot work, diversified financial flows, the rise of cultural tourism and the promotion of media platforms, and so on.

Firstly, in terms of political opportunities, “lack of characteristics of exhibits” and “single presentation form” are common problems in the development of village museums. In order to reflect the distinctive local nature of rural museums and highlight the local characteristics of “one village, one museum, one product”, the Zhejiang Provincial Government has issued the “Guidelines for the Construction of Rural Museums in Zhejiang Province (Trial)” and “Star Rating Measures for Rural Museums in Zhejiang Province (Trial)”, etc., and the Shaoxing Municipal Government has launched the “5-18 International Museum Day” activities. “Museum Day” activities, to a certain extent, to promote the Qixian Village History Museum towards standardization and specialization.

Secondly, in terms of economic opportunities, multiple financial flows such as “governance by village sages” and “third-party investment” provide a guarantee for the operation and development of the Qixian Village History Museum. Zang Jing and other scholars (2020) stated that once established, Keqiao District Qixian Village Township Sage Council Association attracted a large number of elite groups to join. Among them, the “rich village sages” either went into the city to do business to get rich, or in the village business factory, to promote the economic development of Qixian village to provide important value. In addition, the economic policy support and investment to promote the rapid development of China’s rural tourism. In this context, Qixian Village has introduced third-party capital to develop tourism projects with Qixian characteristics, which will drive the overall economic development of Qixian Village and create more opportunities for the operation and upgrading of the history museum.

Thirdly, as for social opportunities, “Museum Plus” is playing an important role as a new tourism model in promoting the integration of rural culture and tourism and assisting in rural revitalization. Qixian Village History Museum is surrounded by a full range of facilities, the village integration of the West Sea Lake study base, the Red Scarf Plaza, rural bookstore and other tourism resources, and gradually formed a unique rural study route. The development of cultural and tourism resources in Qixian Village has become an opportunity to open the visibility of the History Museum and promote rural history and culture.

Last but not least, in the technical opportunities, Qixian Village History Museum should actively innovate and use the existing means of communication, increase publicity, enrich the form and content of communication. On the basis of the original news, public number and other communication tools, the use of some popular platforms, for example “short video”, “live” and other popular ways of online publicity. In addition, digital technology can also be used to create a digital village museum platform on WeChat public number, the collection of cultural relics, displays and exhibitions with audio introduction, so that the dissemination effect is more vivid than before.

3.4 Analysis of External Challenges

Challenges often coexist with opportunities. Qixian Village History Museum is full of challenges in terms of the precise implementation of policies, the recovery of economic consumption, and the renewal and iteration of activity forms and technologies.

Firstly, in terms of politics, although rural museums around the country have achieved better development under the support of national policies, and cases about field trips to rural museums around the country are endless, most museums, similar to Qixian Village History Museum and other new museums are still in the groping stage of development, and have not formed a perfect development system. In addition, if the relevant rules in the policy are not accurately put into practice and fulfil their due responsibilities, there is still a risk that the rural museums will become “ornaments”, “warehouses” or closed.

Secondly, in the economic aspect, the counteraction of cultural factors to the economy has not been well mobilized. Through interviews, I found that the local villagers in Qixian Village History Museum construction did not feel the “master” status, the development of the museum’s expectations are low. This phenomenon is a challenge to mobilize the financial input of “village sages”. In addition, the number of third-party investments in Qixian Village is small and the process is slow. The discovery of Qixian’s special cultural and tourism routes has an important role to play in increasing the popularity of the history museum and even the influence of the surrounding attractions in Qixian Village. However, the current third-party renovation process is slow, and the development of Qixian Village is in an extremely passive state.

Thirdly, the social challenges are mainly caused by the rapid development of rural museums in the neighbourhood. The government’s attention to the construction of rural museums has determined the increasing number of rural museums around the world and the gradual increase in the level of construction. Keqiao District around the rapid development of rural museums, such as Shaoxing City, Shangyu District, Shaoxing City, Fenghui Museum of Culture and History, Shaoxing City, Yuecheng District, Hehu Native Culture Museum, etc., some of the pavilions combined with the local characteristics of the formation of influential brands and features, attracting many tourists to

go to the “card”. Fierce competition from rural museums in neighbouring regions has put the Qixian Village History Museum, which lacks influence and publicity power, in a difficult situation.

Lastly, in terms of technology, Qixian Village History Museum integrates folk customs, historical stories, and modern development, and makes use of multi-modal forms of display, such as graphics, objects, video, projection, and intelligent narration. But even if the exhibition form is more basic, video, projection, intelligent interpretation and other means are still not fully utilised, mostly in a closed state. From this point of view, the expensive technological means did not bring substantial help to the exhibition and dissemination of Qixian Village History Museum, but rather in the maintenance and updating of equipment to the lack of funds to the museum caused a burden, which reduces the

power of innovative service experience.

Overall, through the 16 analytical perspectives in the SWOT-PEST matrix model, we discover the strengths, weaknesses, opportunities and challenges of the Qixian Village History Museum in the four aspects of politics, economy, society and technology in a multi-dimensional way, which provides guidance for the construction of the strategy model below.

4. The Study of Sustainable Development Strategy of Rural Museums

The SWOT-PEST strategy model is based on the hardships existing in the model (Table 2) with targeted solutions. As can be seen from Table 3, the SWOT-PEST strategy model is divided into four types, i.e., developmental strategy, reversal strategy, diversification strategy and defensive strategy.

Table 3. SWOT-PEST strategy modelling table

SWOT – PEST Strategy Model		
SWOT\PEST	Opportunities (O+PEST)	Challenges (T+PEST)
Advantages (S+PEST)	Development-Oriented Strategy (SO+PEST)	Reversal-Oriented Strategy (ST+PEST)
Weaknesses (W+PEST)	Diversification-Oriented Strategy (WO+PEST)	Defensiveness-Oriented Strategy (WT+PEST)

4.1 Development-Oriented Strategy: Mining Rural Cultural Stories to Create a Special Brand of “Qixian”

Development-oriented strategy is seizing developmental opportunities by utilizing internal advantages. The cultural relics in rural museums are witnesses to local historical changes and cultural development. Making full use of the excellent traditional culture carried by the characteristic cultural relics can help promote the construction of China’s new socialist countryside and the implementation of the rural revitalization strategy. During the field research, it was found that Qixian Village has rich resources of paddy fields and lotus roots, and according to local villagers, Qixian Village has been making lotus root flour for more than a hundred years.

However, when author visited to the Qixian Village History Museum, finding that there are very few objects, pictures and other materials related to it. Qixian Village History Museum

should give full play to the advantages of regional resources, in-depth excavation and integration of “native” Qixian Village, excellent traditional culture, such as “rice paddy culture,” “lotus root culture,” etc., to study the historical flavor behind these rural cultures. Study the historical atmosphere behind these rural cultures, and in conjunction with the protection and use of Qixian Village’s cultural resources, collect cultural relics with distinctive regional characteristics, old utensils, etc., to be displayed in the museum, accompanied by detailed descriptions to help foreign visitors understand the history behind each piece of artifacts, so that the Qixian Village Museum of History can truly become a unique representative of the cultural exhibition halls.

In addition, the history museum can also regularly launch thematic exhibitions, presenting exhibits with a local flavour in the form of physical displays, video presentations and manual explanations. On the basis of

thematic exhibitions, the Qixian Village History Museum can also launch “local” distinctive practical activities. For example, in September launched the “Lotus Root Culture Festival”, October launched the “paddy field experience week”, etc., with close to the lives of villagers, easy to accept and understand the villagers to encourage their participation in the experience. This will not only stimulate people’s interest in visiting the local history museum and enhance the sense of identity of the local culture, but also play a significant role in enhancing the core competitiveness of the Qixian Village History Museum.

4.2 Reversal-Oriented Strategy: Insisting on Government Guidance, Expanding the Capacity of Social Capital for Villagers’ Participation

Reversal-Oriented strategy is making up for internal disadvantages with the help of external opportunities. The high-quality construction of village museums cannot be separated from government leadership and precise policy supply. In recent years, the Zhejiang provincial government has issued documents related to the construction of village museums, established special responsible institutions, mobilized multiple forces, and done a good job of macro-control of the development of village museums in various regions of Zhejiang province. Qixian Village History Museum, under the leadership of Shaoxing Keqiao District Government, seizes the policy dividend and strengthens the infrastructure construction supporting the museum, such as continuously improving the peripheral facilities of Qixian Village such as transportation, communication, electricity, and visitor service centre, to satisfy the spiritual and cultural needs of local villagers and foreign visitors.

In addition, strengthening the interaction between villagers and village museums is an important part of expanding the capacity of social capital. Through fieldwork, interviews and other forms, the author learned that the distance between villagers in Qixian Village and the history museum is relatively far, and some villagers have never even heard of the establishment of this pavilion. The reason for this is that the Qixian Village History Museum is often in a closed state and has not carried out large-scale activities, resulting in low influence in the village. In contrast to the History Museum, Qixian Village Cultural Hall is unanimously recognized by the villagers because it organizes

weekend theatre every Saturday night, such as Shaoxing Opera, songs, dances, Taiji Fan, etc., which are very popular among the villagers. Therefore, history museums can take this as an example, and on the basis of understanding the needs of villagers in terms of life, entertainment, culture, etc., they can carry out activities in their museums in a pleasant way to enhance interaction and communication within the villagers’ groups and between villagers and the museums, so as to expand the capacity of the social capital for the villagers to participate in, and to establish a good practice environment.

4.3 Diversification-Oriented Strategy: Strengthening Neighbourhood Cooperation and a New Model of “Museum Plus” to Promote Rural Construction

Diversification-Oriented strategy, also known as diversification strategy, is a kind of strategy to develop one’s own advantages in order to avoid external threats. The construction of rural museums is not only a place where local culture is gathered and displayed, but also a place to cultivate the new mode of “museum+” in combination with cultural creation, tourism and study, etc., to explore rural culture with innovative and integrated thinking, so as to continuously improve the cultural taste and humanistic experience of rural tourism. Firstly, the construction of museums injects more cultural connotations into rural tourism. At present, Qixian Village integrates tourism resources in the village, combines the rural cultural industry with green resources such as 100 acres of lotus root fields and lakeside flowers, and at the same time introduces new business forms such as idyllic bed and breakfast and idyllic coffee bar to create a tour route along the museum that belongs to the characteristics of Qixian, and helps rural revitalization.

Secondly, Qixian Village History Museum builds an industry-academia fusion mechanism with various colleges and universities and scientific research departments. Qixian Village will be the history museum resources into an effective development of kinetic energy, linked to the West China Sea Lake, the Red Scarf Plaza, rural bookstore gradually formed a collection of red study, red tourism, education in one of the rural study route. So as to attract more students to enter the museum, understand the museum, fall in love with the museum, with the power of rural museums to empower cultural revitalization.

4.4 Defensiveness-Oriented Strategy: Cultivate High-Quality Personnel and Improve Management Services

Defensive-Oriented strategy (WT+PEST) is a strategy to overcome its own disadvantages in order to reduce external threats. Talent is one of the key factors for the sustainable development of village museums. Qixian Village History Museum should continuously improve the mechanism of talent training, and continue to make efforts in the selection, training and welfare protection of talents, and recruit professionals in literature and culture, non-genetic inheritors and other social forces to join the team of museum construction. In addition, Qixian Village Village Committee should play the role of grass-roots organizations, mobilizing local residents to participate in museum knowledge lectures, volunteering and other activities, to stimulate their identity and pride in their hometown culture, and help the development of rural talent team.

In terms of cultivating high-quality talents, it can rely on neighbouring institutions to establish a comprehensive training base. Ahead of schedule training of professional knowledge for new staff, on-the-job advanced training for employees, training content combined with the current status of Qixian Village and development prospects to start, to achieve the effect of professionalism and ideological and moral upgrading. In addition, Qixian Village Museum of History can also be shared with neighbouring museums to carry out exchanges, regular exchanges of museums of the theme of the results of the activities, share successes and shortcomings, through the multi-effective linkage for the Kejiao District, and even the whole of Shaoxing City, the development of rural museums to play a certain role in promoting.

5. Conclusion

As a new form of regional museums, rural museums rely on the local characteristics of the countryside, historical and cultural resources, social, economic, cultural, educational and other aspects of the impact can not be ignored. However, it is found that there are still many problems in the construction of rural museums. In this paper, by excavating rural cultural stories, creating the characteristic brand of "Qixian", adhering to the government guidance, expanding the capacity of social capital with the

participation of villagers, strengthening peripheral co-operation, and "Museum+", the new industry will feed the construction of villages, and the new business mode of "Museum+" will be more and more important.

The paper provides theoretical and practical references for the future sustainable development of rural museums through four strategic modes, such as excavating rural cultural stories, creating "Qixian" special brand, insisting on government guidance, expanding the capacity of social capital with villagers' participation, strengthening peripheral cooperation, "museum+" new mode feeding rural construction, cultivating high-quality talents, and improving the level of management services.

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