

The Strategy of the Revitalization of Shandong Rural Culture by “Good Rural Season”

Lin Liu¹, Xinya Gao¹, Yong Liu¹, Tao Wang² & Yanxia Liu³

¹ Taishan College, Shandong, China

² Xinyuan Baby Kindergarten, Shandong, China

³ Dongfang Baby Kindergarten, Shandong, China

Correspondence: Lin Liu, Taishan College, Shandong, China.

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Abstract

The brand of “good rural season” focuses on major strategies such as helping rural revitalization and the construction of national cultural parks and closely by following the new needs of the masses traveling for micro vacation and launching a series of activities in the form of multi-scene and series. The activities of “good rural season” have ecological, social and cultural values. Its cultural value provides a good condition for promoting the revitalization of rural culture. The theme of “good rural season” is rooted in folk culture and local culture. It is one of the ways to inherit excellent traditional culture and promote the revitalization of rural culture. “Internet” and “digitalization” have become the development direction of “good rural season” activities. In these activities, the government and the masses spontaneously form beneficial supplements.

Keywords: good rural season, revitalization, the revitalization of rural culture, strategy

1. Introduction

On February 3, 2024, the No. 1 Central document proposed to fight a beautiful battle for the comprehensive revitalization of rural areas and draw a new picture of livable and viable industries and beautiful rural areas.

Shandong Provincial Department of Culture and Tourism launches a series of activities of “good rural season” based on folk culture and local culture rooted in the folk in order to further studying the important discussion on tourism work, implementing the spirit of the provincial culture and tourism work conference, promoting the innovative development of traditional cultural resources and helping the revitalization

of rural culture.

The activities of “good rural season” have ecological, social and cultural values. Its cultural value provides a good condition for promoting the revitalization of rural culture. Exploring the cultural value of the theme activity of “good rural season” is one of the ways to inherit the excellent traditional culture and promote the revitalization of rural culture. At present, there are relatively few in-depth and systematic studies on the theme of “good rural season”. Based on this, this paper attempts to study the strategy of revitalizing rural culture in Shandong by “good rural season”. The activity of “good rural season”, which blooms the

vitality of The Times, can become the driving force to effectively stimulate the revitalization of rural culture.

2. The Activities of “Good Rural Season” and the Revitalization of Rural Culture

2.1 The Activities of “Good Rural Season”

The theme activity of “good rural season” is a brand which based on popular culture, folk culture and local culture rooted in the folk created by Shandong Provincial Culture and Tourism Department. The brand of “good rural season” focus on the major strategy of helping rural revitalization, closely following the new needs of micro vacation, light leisure and slow life and pushing a series of activities in the form of multi-scene and serialization. The activities of “good rural season” promote the creative transformation and innovative development of excellent traditional culture in order to deepen the connotation and contribution of Shandong rural tourism brand and help the revitalization of rural culture.

Since 2021, the Shandong Provincial Cultural Tourism Department has launched the activities of “good rural season”, which has garnered widespread attention. In 2022, the “good rural season” brand focus on rural revitalization and introduce ten annual themed activities such as the Yellow River Outing Theme Tour, Lufeng Canal Theme Tour, Qilu Style Theme Tour, Qilu Harvest Theme Tour and Great Wall Autumn Rhyme Theme Tour in a multi-scene and serialized format. In 2023, the provincial Department of Culture and Tourism launch the annual theme activity “Good Season for Rural Areas · LET’s Buy”. The activities of “good rural season” help to protect and discover Shandong cultural heritage, inherit Qilu culture and revitalize rural culture. On March 22nd, 2024, Shandong kick off the 2024 theme year of “Good Season and Happy Life in Rural Areas”, exploring cultural expressions with distinct regional characteristics to carry out a series of themed activities.

2.2 The Revitalization of Rural Culture

“Rural revitalization” includes industrial revitalization, talent revitalization, cultural revitalization, ecological revitalization and organizational revitalization. The cultural revitalization in the rural revitalization strategy is the ideological guarantee to realize the rural revitalization. Guided by socialist core values, it deepens the publicity and education of socialism

with Chinese characteristics and the Chinese Dream by vigorously promoting the national spirit and the spirit of The Times. The revitalization of rural culture can strengthen the education of patriotism, collectivism and socialism and the education of national unity and progress.

The Central Rural Work Conference has emphasized that the implementation of the rural revitalization strategy must take the road of rural culture prosperity. The activities of “good rural season” express the rural people’s love for the countryside, their high sense of identity and strong sense of belonging to the rural culture. It is one of the important carriers for carrying forward and inheriting the excellent traditional Chinese culture and strengthening the foundation of cultural confidence. Through its positive cultural value, the “good rural season” is actively exploring the strategies and ways of the revitalization of rural culture with Shandong characteristics. It helps to form Shandong rural culture brand and promote the prosperity and development of Shandong rural culture.

2.3 The Value of the Revitalization of Shandong Rural Culture by “Good Rural Season”

The “good rural season” brand focuses on supporting major strategies such as rural revitalization and the construction of national cultural parks. It closely follows the new travel needs of the public, who seek short vacations, light leisure and slow living by offering a series of activities in multiple scenarios and series formats. The cultural value of the “good rural season” activities lies in showcasing the rural atmosphere, folk customs and cultural heritage of vast rural areas. These activities have the potential to promote agricultural products, leisure agriculture and rural tourism. They transform traditional cultural resources into elements of social and economic development and empower rural cultural revitalization.

3. The Pathway to Empower Rural Cultural Revitalization by “Good Rural Season”

3.1 Explore Effective Strategies

By finding information about the activities of “good rural season” and through the analysis of the data, we understand the cultural value and research status of “good rural season”. This article makes a deep research on the representative “good rural season” activities and analyzes its contents and paths through the collection of data and field investigation.

Through empirical analysis, we seek a theoretical framework to analyze the positive cultural value of the activities of “good rural season” by describing and analyzing the appeals of the “good rural season” activities to revitalize rural culture in Shandong.

3.2 Explore Multiple Paths

In the “good rural season” activities, the government and the masses spontaneously form beneficial supplements. The government increases the supply of rural cultural products in the “good rural season” activities, which can enrich the cultural life of the masses and promote the upgrading of rural public cultural services. These measures can further promote the formation of civilized rural style. For example, while promoting the integration of Qi culture, Yellow River culture and rural tourism, Zibo City has built a number of rural homestays and folk customs museums. Zibo City takes these rural homestays and folk customs museums as the carrier to hold cultural and tourism activities with regional characteristics such as art exhibition and Yellow River gathering. These activities not only promote the agglomeration of rural tourism formats, but also expand the new scene and new space of rural cultural tourism.

“Internet” and “digitalization” are the development direction of the “good rural season” activities. The digital construction of “good rural season” theme activities is promoted to help traditional culture spread more effectively and widely through local public cultural construction projects. These information-based activities contribute to the revitalization of rural culture. For example, rural tourism mobile payment is promoted in Shandong Province. The homestays and agricultural products in rural tourism spots are sold and paid online. Shandong Province has more than 600 rural tourism sites with large-scale development and has achieved full coverage of wireless network to promote the innovative development of “rural tourism and Internet”.

4. Conclusion

When culture prospers, the country prospers. When countryside prospers, the country prospers. Rural revitalization strategy is a major strategy of the nation. The activities of “good rural season” can deeply explore, inherit and innovate excellent traditional local culture.

Promoting the revitalization of rural culture is an inevitable requirement for rebuilding the self-confidence of rural culture. The cultural value of “good rural season” is helpful to explore effective strategies for promoting rural culture revitalization in Shandong province.

The “good rural season” is a project to revitalize rural culture in Shandong Province. It helps to build Shandong rural culture brand and promote the development and revitalization of rural culture. The strategy of “good rural season” has practical significance for building rural culture brand, showing rural cultural self-confidence under the background of rural revitalization in the new era and empowering rural culture revitalization.

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