

Research on the Path of Village Tourism and Cultural Industry Development from the Perspective of Rural Revitalization

— Taking Peasant Painting in JinShan District as an Example

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Abstract: Under the background of rural revitalization strategy, all parts of China are trying to adjust the agricultural industry structure and promote the development of rural economy. In this context, the study of new business mode of rural tourism is of great significance. This study takes the peasant paintings of Fengjing ancient town in Jinshan District as the background and the development path of new rural tourism as the research direction, explores how to integrate "agriculture + tourism + education" in small rural areas, and deeply analyzes the methods and approaches of developing rural tourism in the context of rural revitalization. At the same time, Shanghai's composite cultural and creative tourism products are used to retain tourists, increase market share and create a new rural tourism industry. This paper mainly obtains effective information through case studies and in-depth interviews, and digs into the current changes of rural revitalization through an in-depth understanding of the protection status of Jinshan peasant paintings and other intangible cultural heritage in Shanghai, so as to address the problems under the new rural tourism industry in Fengjing Ancient Town of Jinshan District and make suggestions. I hope to focus on promoting new rural tourism, providing new directions for rural revitalization, implementing rural revitalization strategies, promoting rural tourism, and further improving the development of new rural tourism in Shanghai.

Keywords: rural revitalization, peasant painting, cultural creativity, VR technology, rural tourism

1. Introduction

1.1. Research Background

With the emergence in national consumption, people are increasingly concerned about whether their own spiritual experience as a tourist can be adequately matched and satisfied, and how to achieve a higher quality of tourism experience is gradually becoming a topic that modern tourism industry practitioners must consider. Nowadays, the issue of agriculture, rural areas, and farmers is a fundamental issue related to the country's livelihood, and the implementation of the rural

revitalization strategy is critical in spreading the nation's intangible heritage, which is also the wisdom of our laboring people. We hope that by preserving and promoting intangible cultural heritage, such as peasant paintings in Shanghai's Jinshan District, we can provide new ideas for the development of the rural revitalization strategy and assist our country in creating a new and beautiful countryside.

Currently, the curtain of rural revitalization has been come across, entrepreneurship and rural innovation are in full swing, and rural recreation agriculture and tourism are thriving. Despite the large number of successful cases, such as Yuanjia Village in Shaanxi, the overall number of villages in China is far greater than this, and along the road to rural revitalization, many points of pain are still being faced.

- First, the phenomenon of population aging and low educational attainment is prominent in rural areas.

- Second, there is a lack of talent in the middle ranks, and the institutional hurdle of "taking from farmers and using it in the city" has not yet been broken.

- Thirdly, the resource assets of the countryside have yet to be revitalised, and there is a need to build a diverse funding system.

- Fourth, institutionalization of rural revitalization has yet to be addressed academically and politically.

1.2. Research Methodology

Through the review and study of relevant scholars' research results, understand the connotation of rural tourism, development mode, and new business mode, understand the development of rural tourism at home and abroad, combined with the actual situation of Fengjing ancient town in Jinshan, made a questionnaire survey primarily for rural tourism operators, this thesis is three methods. And, using a combination of theoretical and practical knowledge, summarize the statistical questionnaire survey, thematic study of rural tourism development, analysis of the type, interpretation process, effectiveness, problems, and causes of new rural tourism in Fengjing Ancient Town of Jinshan, in order to draw relevant conclusions and strengthen understanding of the development of new rural tourism. Through statistical analysis of official data, comparison of positive and negative cases, extension, and finally countermeasures for the development of a new business mode of rural tourism in Fengjing Ancient Town, Jinshan. Case investigation and analysis can also be done using horizontal and vertical comparisons.

- To initiate, observe Fengjing ancient town and other rural tourism new business development typical townships, analyze this year's rural tourism natural and social conditions, rural tourism development, economic benefits in its internal horizontal analysis; Second, observe some relatively backward rural tourism development in Jinshan Fengjing ancient town, the township's relative lack of a business model, its relevant data for in-depth analysis, and its internal horizontal analysis.

- Secondly, from all perspectives of rural tourism new industry typical township and rural tourism development backward symbol of vertical comparison, through the advantages and disadvantages of both comparative analyses of the new industry perspective of rural tourism development in Fengjing ancient town of Jinshan elements and mechanisms, analysis and thought about how to connect it with the Internet economy, "cloud tourism," and so on.

1.3. Purpose of Research

The cultural tourism experience is the result of the interaction between the individual tourist and the social elements including the tourism system. Rural tourism has seen remarkable growth in recent years, but several issues have also surfaced. By combining the geographical location of Jinshan, visiting the inheritors of peasant painting in Jinshan District and some villages in Jinshan District for

field understanding, and conducting a thorough analysis of it, an empirical analysis will be conducted from the perspective of the path of tourism development of special villages under the perspective of rural revitalization. The study offers theoretical recommendations for the ongoing development of non-genetic heritage and rural tourism in Jinshan District, and offers pertinent advice from the government, travelers, and locals.

(1) To assist Jinshan District in better developing the value of rural tourism and to promote rural tourism industry integration with the current cultural and creative industry of peasant paintings.

(2) This paper hopes to find the cultural roots of rural culture, focus on the depth of research perspectives, continuously study and understand the cultural value of peasant paintings, and explore their useful factors for future revitalization and promoting China's sustainable development, in order to find inheritable excellence and enhance the recognition of our traditional culture by the contemporary.

(3) To develop cultural cohesion and cultural self-confidence while reshaping rural civilization by tapping folk customs, to promote the in-depth development and excavation of folk tourism resources, to promote the development of the cultural tourism industry, to assist in the implementation of the rural revitalization strategy, and to achieve the strategic goal of poverty alleviation and prosperity.

1.4. Innovation

In recent years, the country's special rural tourism has developed at a rapid pace and has become an important and indispensable form of China's tourism industry, and the essence of the development of new cultural tourism is innovation, and the cultural tourism industry can only gain a greater space for survival through continuous innovation [2]. While focusing on the growth of rural tourism, Jinshan Fengjing Ancient Town actively promotes the combination of cultural creativity and rural tourism, intending to break the single mode of rural tourism and actively promote the diversified development of rural tourism sector. In and of themselves, the two together are paving the way for the tourism sector's wholesome and long-term growth. Also, it is a unique technique to encourage the integration of cultural and creative components in rural tourism in China and a long-term strategy for implementing China's rural regeneration plan [3].

Under the present hot topic of rural rejuvenation, this study examines the development path of merging rural tourism and culture industries, and it offers three new development paths in response to the research data to propagate the peasant paintings of the old town through the expansion of the cultural industrial chain in Jinshan District's Fengjing Ancient Town, as well as through the integration of new media and digital technologies, in order to preserve rural culture and contribute to rural rejuvenation.

2. Features of Peasant Painting in Fengjing Ancient Town

2.1. The New Style of Modern Folk Painting

Jinshan District has been appointed as "the hometown of modern folk painting in China", "the hometown of peasant painting in China" and "the hometown of folk culture and art in China". Peasant painting is not only the hobby of folk artists in Jinshan District but also the expression of precious folk art in China. Art comes from life, Jinshan peasant painting to Jiangnan water and local customs as the main subject matter, Jinshan peasant painting integration of embroidery, paper cutting, blueprint, stove mural, sculpture, lacquer painting, and other folk art expression. Jinshan peasant painting is not only a microcosm of local social and cultural life, a tool to transmit social energy but also the inheritance and innovation of folk art.

2.2. Rural Revitalization into Beautiful Countryside Construction

The Jinshan Peasant Painting Institute is a landmark cultural window for peasant painting in Jinshan, which integrates the creation and research of peasant painting, counseling and training, and exhibition, etc. It is also a public cultural service position for peasant painters to discuss their skills and communicate with each other. In recent years, the Jinshan Farmers' Painting Institute has vigorously carried out "creation seminars, counseling and training, exhibitions" and other aspects of work, strengthened the team cultivation and artistic creation efforts, comprehensively promoted and popularized farmers' painting heritage work, farmers' painting into the community, into the campus, into the enterprise, etc., and continuously enhance the inheritance power and influence of Jinshan farmers' painting. At the same time, to help the revitalization of the countryside, the integration of the construction of beautiful villages, the implementation of the project to improve the quality of literary and artistic works, the annual organization of the region's creative forces to carry out various types of artistic creation activities, and constantly launch a new era, a new style, a new life of literary and artistic excellence.

3. Extend the Cultural and Creative Industry Chain from the Cultural Atmosphere of the Ancient Town

3.1. Creative Culture Festival, Sowing Cultural Meaning

Cultural festivals play a significant role in preserving and promoting local culture. The growth of cultural festivals in Shanghai's fast-paced society can give people who work in various areas of the city a place to call home, and they can also draw tourists from other cities who want to experience the legacy of peasant painting. Second, Jinshan Peasant Painting uses traditional folk art to represent Jiangnan's feng shui and distinct cultural identity.

3.2. Excavate the Quaintness of Culture's Past and Deliver Ancillary Goods

It is possible to promote cultural heritage and boost local economic growth by manufacturing peripheral products with local feng shui. The Forbidden City's cultural and creative output are prominent examples in this regard. Jinshan District should take some inspiration from the Forbidden City's cultural and creative products, study local historical resources, and enrich the local culture. Cultural and creative items may both enhance the appeal of local culture and drive the development of the local economy.

3.3. Improve Local Infrastructure and Develop Commercial Characteristics Culture

Similar to the peasant painting in Jinshan District, Donghan Village's cultural tourism is primarily based on the characteristics of the industrial chain of peasant painting to distinguish it from other tourism sites, attracting tourists from surrounding cities to come here for cultural consumption, but due to internal transportation, residential construction, and environmental coordination of Donghan Village and rural cultural tourism market asp And failed to actually merge village cultural development and village space usage, and the village function has a single industrial structure and fewer products, which are insufficient to satisfy market demand. As a consequence, the ancient town of Fengjing in Jinshan District should upgrade local infrastructure to provide the foundation for the growth of cultural enterprises in Fengjing Town.

4. The Combination and Innovation of Rural Tourism and Cultural Creativity

4.1. The Combination of Rural Economy and Cultural and Creative Products

In order to better understand the peculiarities of cultural and creative products, the design of cultural tourism and creative products has to collaborate with one another and the market. Expanding the industrial chain with new paper-cutting, peasant painting made of cultural and creative products to hair to attract different age levels of consumer groups, ensuring more income, income generation, but also as a science and education base, increasing exposure, enhancing awareness, and fully utilizing the advantages of the region, so that tourists can experience distinctive paper-cutting do become cultural and creative.

4.2. The Combination of Rural Economy and Commercial Culture

A strong commercial atmosphere permeates the late stage of rural tourism economic growth in addition to carrying significant cultural implications. Avoid over-commercialization and the dilution of the cultural flavor when developing the tourism commercial street.

4.3. Promote Local Cultural Features and Increase Screen Exposure

The star impact, as well as the title effects of films and television variety shows, can greatly increase traffic. Guilin landscape live performance on a grand scale "Impression of Liu Sanjie" is the central project of the Jinxiu Li River - Liu Sanjie Song Wei scenic region, which has been invested in by Guilin Guangwei Wenhua Tourism and Cultural Industry Co. Many of the locations for television and film productions have become online celebrity hotspots, promoting local traits and culture through existing traffic. For example, the variety shows Running Brothers filmed programs in Xinjiang's Changji and Kashgar to show Xinjiang's food, customs, and people to a wider audience, therefore becoming a free spokesperson for Xinjiang.

5. Extending Cultural Heritage and Revitalizing Distinctive Villages

5.1. Identity Repositioning of Peasant Painting

Jinshan peasant painting needs to make a clear adjustment and change of positioning in order to remain and be known throughout the country as a cultural legacy with powerful traditional hues. Peasant painting's most notable trait is its local character, which also explains why it has such a strong local traditional aspect. Peasants originally produced peasant paintings themselves, but as reproduction technology advanced, "screen printing" started to be used regularly in the peasant painting industry. Peasant paintings' attraction owing to their rich substance and varied shapes has decreased as a result of the homogeneity of works produced by reproduction technology, which has also severely stifled the peasant artists' creative energy. Consequently, the main strategy for ensuring the longevity of and increased public awareness of the peasant paintings of Fengjing old town is to redefine what peasant paintings are. Under the strategy of rural rejuvenation, peasant paintings should return to local features and thoroughly depict the new rural life of the Fengjing people, which is also a return to the original invention of peasant paintings.

5.2. Digitization and Modernization of Peasant Paintings

One of the best ways to continue the Fengjing Ancient Town of Jinshan peasant paintings is to add the existing Jinshan peasant paintings into a digital art library, which can list many Jinshan peasant paintings and be able to disassemble the artistic elements in the paintings in this art library.

Furthermore, the design and development of Jinshan peasant paintings should focus on new consumer demand and expand new development paths.

To introduce this particular folk art into the lives of modern urbanites, the creative elements of Jinshan peasant painting can be extracted and applied to the design of small everyday items, so that these tiny products are useful and reflect a distinct artistic aesthetic. With the growth and development of "Jinshan Peasant Painting Village," a cultural industry gathering place, these beautiful and functional small products can also be used as tourist souvenirs, becoming a lovely business card to promote Jiangnan's rural folklore. The people, animals, and scenes in peasant paintings can be transformed into individual or continuous patterns and used to create silk scarves, umbrellas, and cell phone cases. To bring this very folk art into the lives of modern city dwellers, the artistic elements of Jinshan peasant painting can be extracted and applied to the design of small everyday products, so that these small products are functional on the basis of a distinct artistic aesthetic. With the growth and development of "Jinshan Peasant Painting Village," a cultural industry gathering place, these beautiful and practical small products can also be used as tourist souvenirs, becoming a beautiful business card to show Jiangnan's rural folklore. Peasant paintings of people, animals, and scenery graphics can be transformed into individual or continuous patterns and applied to the design of scarves, umbrellas, and cell phone shells. In the hands of a skilled designer, Jinshan peasant paintings can become trendy and fashionable elements, loved by more young consumers.

5.3. The Significance of Peasant Painting in Rural Revitalization

The industrialization of Jinshan peasant painting is a process of transforming the local cultural capital of Jinshan peasant painting into economic capital, while also improving its own social benefits and cultural status to some extent. Economic development is the most important process for rural revitalization. Jinshan peasant painting can be combined with modernization in the promotion process, relying on various exhibitions and tourism resources to exhibit and sell various specifications of Jinshan peasant painting works and derivative products, converting Jinshan peasant painting as a cultural resource into an industrial advantage. We can continue to optimize the operation mode of rural development promoted by the combination of culture and economy to realize the win-win situation of peasant painting and rural revitalization in the current development situation of developing a culture with economy and driving the economy with culture.

6. A New Direction for Traditional Culture Communication in VR

6.1. VR Technology Integration Field of View

Artists can use virtual reality to merge the virtual and real worlds, creating a more immersive artistic environment that is also easier to observe and appreciate. Viewers in VR not only observe with their eyes, but also interact with the environment with their entire body, resulting in exceptional realism and immersion, in addition to a fundamental improvement in freedom in the art communication process.

6.2. Traditional Art and VR Superimposed Display

Furthermore, VR technology may generate a realistic simulation of the viewing environment, allowing visitors to enjoy tactile senses alongside their original audio and visual senses. Jinshan peasant paintings can attach a "light source" to each exhibit, allowing visitors to gently click on the light source, as if they were in the painting, and create a dynamic display of the peasant paintings' artistic elements, such as the birds in the painting starting singing and the people in the painting greeting and grinning. The pop-up information interface will give you everything you need to know

about the painting's author, theme, production time, and background. Jinshan peasant paintings can also continue to hold vigorous online exhibitions, selecting the more innovative Jinshan peasant paintings in recent years, and using the latest AR/VR engine technology to achieve a real-time interactive 3D fully immersive space roaming experience, "transporting" the traditional offline painting exhibition hall to the line, so that viewers from far away or even foreign countries can also take an interest. Viewers can "walk inside" the VR gallery, see the style of farmers' paintings in Hu County, and enjoy the cultural charm "through space" with the help of the Internet. AR technology can be used to bring some exhibits back into history, allowing visitors to see the environment of different eras and regions, creating a story-scene-like visiting experience, while recreating real historical scenes with stories and telling stories behind famous paintings in dynamic form. Let visitors "immerse themselves" in the painting, feel the painting, understand the painting. In terms of publicity, Jinshan Peasant Painting can create short video accounts on various platforms, and can also promote this relatively new VR art exhibition by forwarding it to the circle of friends, which can further promote the spread of such cultural heritage as peasant painting with the help of up-to-date science and technology, and can also bring more heat and traffic to the new countryside of Fengjing ancient town in this way to promote the process of rural revitalization.

7. Research Summary and Reflection

7.1. Conclusion

The development of a new tourism industry is strongly tied to regional tourism, special tourism, and smart tourism, which cross territorial boundaries, break the intrinsic product system, and embrace technology, respectively [4], in the framework of the "Belt and Road" program. The modern combination of peasant painting in Jinshan with VR technology and other new forms of art presentation and cultural and creative products can bring new vitality to the new rural tourism industry, and by promoting the growth of local economy and industry, it can bring economic optimization and cultural revival to Fengjing ancient town.

The development of a new tourism industry is tightly connected to regional tourism, special tourism, and smart tourism, which cross territorial boundaries, break the fundamental product system, and embrace technology, respectively, in the framework of the "Belt and Road" program. The modern combination of peasant painting in Jinshan with VR technology and other new forms of art presentation and cultural and creative products can bring new vitality to the new rural tourism industry, and by stimulating the development of local economy and industry, it can bring economic optimization and cultural revival to Fengjing ancient town.

7.2. Reflections and Improvements

This research report could also include a questionnaire survey to determine people's current level of understanding and interest in the peasant paintings of Fengjing ancient town, as well as their perspectives on the use of new technologies and traditional art to transmit culture. Furthermore, we can add more thoughts and discussions on cultural preservation, as well as continue to study and explore the impact on the original cultural traditions in the process of economic development of rural revitalization, as well as how to quite permanently maintain the local characteristics.

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