

Research on the Digital Development Path of Rural Cultural Industry under the Background of Rural Revitalization

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ABSTRACT

The rural revitalization strategy provides opportunities for the digital transformation of rural cultural industry. Under the background of rural revitalization and cultural industry innovation, digital transformation can break through the traditional model and promote economic and cultural development. This article analyzes the current situation and problems of rural cultural industry digitalization, and discusses its development path in combination with data and cases. The study shows that strengthening digital infrastructure construction, promoting technology integration, and improving talent training mechanisms will contribute to the high-quality development of rural cultural industry and help rural revitalization.

KEYWORDS

Rural revitalization; Rural cultural industry; Digital development

1. INTRODUCTION

In recent years, the country has vigorously promoted the "Rural Revitalization Strategic Plan (2018-2022)", and rural revitalization has become a key strategy for national development, which has played a huge role in rural economic development and social harmony and stability. At the same time, the "Internet +" strategy is also constantly advancing, and digitalization has become a key force in the transformation of rural cultural industry. In the past, rural cultural industry was always restricted by geography and resources and could not develop. With the use of digital technology, these problems have been solved. It not only makes rural cultural content more creative, but also opens up the market, lengthens the industrial chain, and gradually improves competitiveness and market influence. Digital transformation not only makes rural culture more modern, but also innovates the rural economic structure, greatly improving industrial productivity and operational efficiency. For example, new technologies such as big data, artificial intelligence, and virtual reality have brought new development opportunities to the rural cultural industry. Now consumers' needs are becoming more and more personalized, and digital transformation can just meet this. It can also build a digital marketing system to expand the market scope, and the future development prospects are very good.

2. ANALYSIS OF THE CURRENT SITUATION AND PROBLEMS OF RURAL CULTURAL INDUSTRY

2.1. Current Situation of Rural Cultural Industry

In recent years, with the strong support of national policies, the in-depth application of emerging technologies and the continuous pull of market demand, my country's rural cultural industry has developed well and the overall development level has steadily improved. In particular, in key areas such as rural tourism, local handicrafts and traditional festival culture, relatively outstanding achievements have been made. However, it cannot be ignored that the rural cultural industry still faces many challenges in the process of development. For example, the industrial structure needs to be optimized, and there are significant differences in the development of various regions. Some regions have developed rapidly, while some regions are relatively lagging behind, showing obvious regional development imbalance. In addition, the shortage of professional talents has also become one of the important factors restricting the further development of rural cultural industry. These issues need to be taken seriously, and effective solutions should be explored to promote the high-quality and sustainable development of rural cultural industries.

According to the data of the Statistical Yearbook of China's Cultural Industry (2023), the total output value of China's rural cultural industry will increase from RMB 1.2 trillion in 2019 to RMB 1.5 trillion in 2023, with an average annual growth rate of about 7.5%. This growth clearly illustrates that the market demand for rural cultural industries is gradually rising, and it has gradually become an important engine for promoting the implementation of the rural revitalization strategy. In terms of specific industrial distribution, the output value of sub-industries such as rural tourism, local handicrafts, and traditional festival culture has increased year by year, and the proportion has gradually increased. Among them, rural tourism, as an important part of the rural cultural industry, has the fastest output value growth rate, which has reached nearly 40%.

According to the 2023 China Rural Tourism Report, the rapid development of the rural tourism industry is closely related to the application of digital technology. Encouraged by technologies such as big data, cloud computing, and the Internet of Things, the management, marketing, and tourist experience of rural tourist attractions have been greatly improved. This enables more and more consumers to obtain rural tourism information through Internet platforms, make online reservations and virtual experiences, and further increase the market penetration of rural cultural products.

The rural cultural tourism market is playing an increasingly prominent role in the overall rural cultural industry. According to the National Bureau of Statistics, in 2023, the total revenue of the rural tourism market will be about 2.5 trillion yuan, accounting for nearly 40% of the total output value of the rural cultural industry. This increase is significantly higher than other fields, indicating the strong development momentum of the rural cultural tourism industry. The rapid development of rural tourism is mainly due to the digital transformation of rural tourist attractions, including the comprehensive promotion of services such as digital maps, intelligent guides, online ticketing, and virtual reality (VR) tourism. These innovative digital applications have improved the quality of tourists' experience, while also allowing more tourists to access and choose rural tourism destinations through Internet channels. In 2024, the rural cultural industry will continue to maintain a steady growth trend.

2.2. Main Problems Faced

Weak infrastructure. According to the "China Academy of Information and Communications Technology 2023 Report", the Internet penetration rate in China's rural areas has reached 95%, and most rural residents can access the Internet. However, the coverage of fiber-optic broadband is still

uneven, especially in remote areas in the west and north, with a coverage rate of less than 60% and poor network quality, which has affected the digital development of rural areas.

In contrast, rural network infrastructure in southeastern coastal provinces such as Zhejiang, Guangdong, and Jiangsu is relatively complete, with fiber-optic broadband coverage close to 100%, and better Internet experience. In the west and north, slow Internet speed, unstable connection, and insufficient hardware have restricted the digitalization process of rural cultural industries, further widening the urban-rural gap.

In 2024, the government increased its investment in rural network construction, and the national rural fiber-optic broadband coverage rate increased to nearly 70%, and the southeastern coastal and central parts of China have reached more than 85%. However, there is still much room for improvement in remote areas in the west and north. It is expected that by 2025, the country will continue to increase investment and strive to increase the rural fiber-optic broadband coverage rate to more than 80%, further narrowing the urban-rural digital divide.

Digital development is lagging behind. According to the White Paper on Digital Development of Rural Cultural Industries (2022), only about 30% of rural cultural industries have completed digital transformation. Although some rural cultural projects have begun to display and sell products through online platforms, most still rely on traditional offline models. The main reason is that many villages lack digital awareness, technical support, funds, talents, and equipment.

Many rural cultural enterprises and practitioners are unfamiliar with digital technology and have weak adaptability, especially in the research and development and promotion of digital products, which are not highly matched with market demand. Cultural products in many places still rely on the local market, online platform construction lags behind, and digital technology applications are rare, resulting in limited market expansion and affecting the development of rural cultural industries.

2.3. Countermeasures and Development Directions

Increase investment in infrastructure construction. The government should increase investment in network construction in remote villages, improve fiber-optic broadband coverage and network quality, and lay a solid foundation for the digital development of rural cultural industries.

Promote the popularization of digital cultural projects. The government can promote the digital transformation of rural cultural projects through policy and financial support, and help more cultural activities to be displayed and sold online. At the same time, digital skills training for rural cultural practitioners should be strengthened to improve their adaptability to new technologies.

Promote diversified digital marketing models. Rural cultural industries should cooperate with e-commerce platforms, social media, etc. to promote online sales and promotion of cultural products. For example, through short videos and live broadcasts, the exposure and sales of rural cultural products can be improved, helping to improve the industrial chain and expand the market.

Encourage innovation and integration. Rural cultural industries should focus on combining technology and culture, promote the integration of traditional culture and modern technology, innovate the forms of cultural products, such as digital cultural creation, virtual cultural experience and intelligent cultural tourism, and enhance the added value and market appeal of cultural products.

3. DIGITAL DEVELOPMENT PATH OF RURAL CULTURAL INDUSTRY

3.1. Promote Digital Infrastructure Construction

National rural network infrastructure construction. According to the 2023 report of the Ministry of Industry and Information Technology of China, rural network construction has become a national

priority. In order to improve the quality of Internet in rural areas, the government plans to invest about 20 billion yuan in the next five years, focusing on the development of broadband and 5G networks. These funds will be mainly used to improve network coverage in rural areas, improve network speed and stability, especially to solve the problems of poor signal and insufficient network coverage in some remote areas.

Popularization of e-commerce platforms and digital payments. The popularity of e-commerce platforms in rural areas, especially in combination with digital payments, has become an important force in promoting the digital transformation of rural cultural industries. In 2023, the transaction volume of rural e-commerce reached 600 billion yuan. The development of digital payments and e-commerce platforms complemented each other and promoted the online transactions and market expansion of rural cultural products. The popularity of digital payment methods such as Alipay and WeChat Pay allows farmers, craftsmen and rural enterprises to sell products directly through e-commerce platforms, breaking the limitations of traditional markets and opening up new sales channels.

With the popularity of live streaming, more and more rural cultural products, such as agricultural products and handicrafts, have begun to be sold through online platforms. Live streaming in rural areas has gradually become a new e-commerce model and a key point for the growth of rural cultural industries. Many traditional handicraftsmen display their products through live streaming, attracting a large number of consumers, and even breaking the barriers between urban and rural areas, promoting the integration of urban and rural culture and economy.

In addition, the popularity of digital payment has also promoted the development of rural e-commerce. According to the "2024 China Rural Digital Financial Development Report", by 2024, the penetration rate of platforms such as Alipay and WeChat Pay in rural areas has exceeded 95%, greatly enhancing the vitality of rural commerce. Especially in some rural areas, farmers and merchants can conduct online transactions and cross-regional payments more conveniently, reducing transaction costs and improving market efficiency.

Live streaming and digital marketing. With the advancement of the digitalization of rural cultural industries, live streaming has become one of the mainstream models of rural e-commerce. According to the "2024 China Rural E-commerce Development White Paper", in 2024, the sales of live streaming in rural areas are expected to exceed 100 billion yuan, an increase of 30%. This growth is mainly due to the expansion of rural e-commerce platforms and the richness and diversity of cultural content. Through the live broadcast platform, agricultural products, local specialties, handicrafts and rural tourism products have entered the national and even international markets, and have achieved good sales results.

3.2. Deep Integration of Digital Technology and Rural Culture

Big data promotes cultural product innovation. The application of big data technology in the rural cultural industry is becoming more and more extensive. Many rural cultural enterprises have begun to use big data to analyze consumer preferences, behaviors and market trends, so as to more accurately position and innovate cultural products. This transformation not only enhances the competitiveness of products, but also helps enterprises better meet the increasingly diversified and personalized needs of consumers.

Application of virtual reality (VR) technology. Virtual reality (VR) technology has brought great changes to the rural cultural industry, especially in cultural communication and tourism experience, making tourists' interactive experience richer. Hunan Province uses VR technology to digitally display local history, natural landscapes and traditional crafts, providing an immersive cultural experience. This new method not only breaks through the limitations of space and time, but also allows tourists to have a deeper understanding of rural culture through the virtual world, enhancing their sense of participation and interaction.

3.3. Strengthen Talent Training and Skills Improvement

Digital talent training project. In order to accelerate the digitalization of rural cultural industries, the government has made a lot of efforts to promote digital skills training for cultural practitioners in rural areas. In 2023, the Ministry of Culture and the Ministry of Education of China jointly launched a national training program, covering more than 2,000 villages and training more than 100,000 people. The training content involves e-commerce platform operation, live broadcast skills, data analysis, etc., to help rural cultural practitioners master the core skills needed in the digital age and enhance their competitiveness. In addition to these national trainings, more and more local governments are also cooperating with technology companies and Internet platforms to provide targeted courses covering cultural creativity, digital marketing, online planning and other aspects to further promote the development of rural cultural industries.

Cultivation of rural cultural and creative talents. In the digital transformation of rural cultural industries, the cooperation between local cultural and creative industrial parks and universities has also played a positive role. Many parks and schools have cultivated a large number of talents with creativity and digital skills through joint schooling, setting up internship bases, and jointly carrying out innovative projects. According to the "2023 China Cultural and Creative Industry Park Development Research Report", by 2023, more than 150 rural creative industry parks have introduced digital creative courses and practical projects, providing a large number of professional talents for rural cultural industries.

These parks are not only platforms for practice, but also promote the combination of industry, academia and research, and promote the innovative development of traditional culture. Especially in the field of local characteristic culture and artistic creation, the cultivation of creative talents has helped the inheritance and innovation of rural culture. At the same time, the increase in rural cultural and creative talents has also promoted the diversified development of local cultural industries and enhanced the competitiveness of the rural economy.

4. SPECIFIC CASE ANALYSIS OF THE DIGITAL TRANSFORMATION OF RURAL CULTURAL INDUSTRIES

4.1. Digital Transformation of "Beautiful Countryside" in Zhejiang Province

In the construction of "Beautiful Countryside", Zhejiang Province actively promotes the integration of digital technology with rural tourism, homestay economy and cultural heritage, and is committed to enhancing the core competitiveness of rural cultural industries through digitalization. Since 2017, Zhejiang Province has combined the rural revitalization strategy with digital transformation, and gradually applied advanced technologies such as big data, cloud computing, and artificial intelligence. Especially in the field of rural tourism, it has invested a lot of money to build digital platforms, develop cultural products and improve services.

In 2023, Zhejiang Province invested 1 billion yuan in the digital transformation of rural cultural industries. These funds are mainly used for big data platform construction, digital cultural product research and development, and rural tourism upgrades. For example, through data analysis and intelligent recommendation systems, rural tourist attractions and homestay management in Zhejiang Province have achieved precise services, and consumers can easily find tourism products and homestay services that suit their needs. At the same time, Zhejiang has also integrated local cultural characteristics into rural tourism through digital means, promoting the inheritance of handicrafts and the display of local culture.

Digital transformation has helped Zhejiang's rural cultural industry achieve significant economic growth. In 2023, the income from rural cultural tourism increased from 5 billion yuan in 2019 to 12

billion yuan, an increase of 140%. This growth is due to big data analysis and precision marketing. Zhejiang Province has found the needs of potential tourists through smart platforms, optimized products and services, and attracted a large number of tourists. At the same time, the online sales of rural handicrafts and local specialties have also performed well, with sales exceeding 3 billion yuan in 2023. Special handicrafts such as silk, porcelain, and bamboo weaving have entered the national and international markets with the help of e-commerce platforms, promoting local economic development.

4.2. Hunan Province's "Rural Live Streaming with Goods" Model

Hunan Province actively promotes the combination of rural cultural industries and the Internet, especially through the "live streaming with goods" model, to promote rural characteristic cultural products to the national and even global markets. With the help of e-commerce platforms and social media traffic, Hunan has worked closely with e-commerce platforms such as Taobao Live, JD Live, and Pinduoduo Live to promote cultural products such as rural homestays, agricultural products, and local handicrafts. Live streaming with goods breaks the geographical and time limitations of traditional sales models and opens up new growth points for the rural economy.

Hunan's rural live broadcasting project not only helps local farmers and small and micro enterprises promote their products to a wider market, but also showcases Hunan's folk customs, traditional handicrafts, rural tourism and other resources through the combination with local characteristic culture. The promotion of this model has promoted the development of Hunan's rural economy, accelerated the implementation of the digital economy and rural revitalization strategy, helped the precise promotion of rural characteristic cultural products, and attracted a large number of consumers.

According to 2023 data, Hunan's rural live broadcasting project has achieved remarkable results, with total sales reaching 1.5 billion yuan, a year-on-year increase of 25%. Among them, sales of agricultural products reached 800 million yuan, accounting for 53.3% of total sales, indicating that the market demand for rural agricultural products is growing, especially fresh fruits and characteristic agricultural and sideline products. Sales of local cultural handicrafts reached 500 million yuan, accounting for 33.3%. Local characteristic handicrafts such as Hunan embroidery, bamboo weaving, and ceramics are widely loved for their unique charm. Rural tourism promotion income was 200 million yuan, accounting for 13.3%. The live broadcast platform showcases Hunan's natural attractions and folk activities, which has aroused the interest of tourists and promoted the revival of rural tourism.

Entering 2024, Hunan Province's rural live-streaming sales project continued to maintain strong growth. Total sales in 2024 exceeded 1.8 billion yuan, a year-on-year increase of 20%. Sales of agricultural products increased to 1 billion yuan, accounting for 56%, especially new agricultural products such as organic vegetables, tea, and honey, which are deeply loved by consumers. Sales of local cultural handicrafts exceeded 600 million yuan, accounting for 33.3%. Rural tourism promotion income increased to 300 million yuan, accounting for 16.7%. Hunan's unique tourist attractions, such as Yueyang Tower and Zhangjiajie, attracted more tourists through live broadcasts, promoting the development of rural tourism.

4.3. Fujian Province's "Digital Farm" Combined with Cultural Experience

Fujian Province's "Digital Farm" project is a project that promotes agricultural innovation through digital technology, combining the Internet of Things (IoT) and sensor technology to improve agricultural production efficiency, and integrating agriculture with local rural culture to create a diversified digital display platform. The core of this project is to achieve real-time monitoring and management of agricultural production through digital means, while using online platforms to display farmland landscapes, crop growth processes, and the digitalization of agricultural production, so that consumers can visit and purchase products online. The project also incorporates local cultural

elements, such as folk performances and traditional farming culture displays, to enrich consumers' experience, not only to buy agricultural products, but also to feel the strong local cultural atmosphere.

On this digital farm platform, consumers can experience farmland landscapes and agricultural production processes in an immersive way through virtual reality (VR) and augmented reality (AR) technology, and can also directly purchase fresh agricultural products such as rice, fruits and vegetables, and tea on the platform. In addition, the digital farm also provides interactive functions, and online shopping and offline visits promote each other to form a complete ecosystem. Through the digital platform, Fujian's agricultural products break through geographical restrictions and directly enter the national market, promoting the development of the local agricultural economy.

By 2024, the number of visits to the "Digital Farm" project in Fujian Province exceeded 3.5 million, an increase of more than 16% year-on-year. The sales of agricultural products also exceeded 240 million yuan, an increase of more than 20%. With the further development of the project, more local cultural elements have been incorporated, such as the online display and sales of rural handicrafts, which provides a new growth point for the diversified development of the digital farm project.

Through the interaction of online shopping and offline visits, the "Digital Farm" project in Fujian Province has successfully broken the distance between traditional agriculture and the market, fully utilized digital platforms to enhance the competitiveness of agricultural products, and promoted the dissemination of rural culture. The success of this project provides a useful reference for the digital transformation of rural cultural industries in other regions, and also provides strong support for the realization of rural revitalization goals.

5. GOVERNMENT POLICY SUPPORT AND GOVERNMENT ROLE

5.1. Government Policy Support

Government policy support is mainly reflected in tax incentives, financial subsidies and project funding. In order to promote the digital transformation of rural cultural industries, the government has introduced a number of tax incentives to encourage enterprises to increase investment in digital technology and enhance market competitiveness. In 2023, about 1,000 rural cultural enterprises across the country enjoyed tax reductions and exemptions, with a total tax reduction and exemption of RMB 500 million. These enterprises are mainly concentrated in the fields of cultural creativity, digital platform construction and agricultural product e-commerce. Through these tax reductions and exemptions, the government has effectively reduced the tax burden of rural enterprises, allowing them to have more funds for technology research and development, equipment updates and market expansion.

At the same time, the government will also invest a large amount of fiscal funds every year to support the digital transformation of rural cultural industries, focusing on projects such as cultural creativity, digital platform construction and digital talent training. In 2023, Jiangxi Province allocated more than 200 million yuan for rural cultural digitalization projects, which were mainly used to support cultural e-commerce platforms, the research and development of digital cultural products, and technical training. Jiangxi's fiscal investment not only promoted the digitalization of local rural cultural industries, but also created a large number of new jobs and drove the growth of the local economy.

5.2. Role of the Government

In order to promote the digital transformation of rural cultural industries, local governments actively cooperated with Internet technology companies to promote the online development of rural culture. In 2023, the government cooperated with major e-commerce platforms such as Alibaba and JD.com to jointly build a number of rural cultural e-commerce platforms. These platforms helped rural cultural products break through geographical restrictions, broaden the market, and use data analysis

and precision marketing to enhance the competitiveness of products. For example, Alibaba's "Taobao Village" plan leverages the advantages of e-commerce platforms to promote cultural and creative products from hundreds of villages across the country. JD.com helps local governments and rural enterprises achieve digital transformation through the "JD Farm" and "JD Village" projects. By 2024, the online sales model of these platforms will be further optimized, with more local specialty products added and combined with rural cultural content, driving the online sales growth of rural cultural industries by more than 20%.

The government also promotes the application of digital technology and experience sharing by setting up rural cultural industry digital demonstration zones and innovation bases. In 2023, Hunan Province became one of the first provinces to create rural cultural digital demonstration zones, attracting 30 companies to join, covering a number of fields such as cultural creativity, agricultural product e-commerce and tourism experience. The Hunan Demonstration Zone integrates cultural resources through advanced technology platforms to promote the integration of cultural industries and digital technologies, such as using AR/VR technology to allow tourists to experience Xiangxi folk culture online, and promoting cultural industries such as Hunan cuisine and Hunan embroidery through digitalization. In 2024, the Hunan Demonstration Zone further deepened its digital transformation, added 5 innovative enterprises, and technological upgrades realized intelligent resource allocation and market demand forecasting. These demonstration zones are not only experimental fields for the digital transformation of rural cultural industries, but also promote the upgrading of the national rural economy through the promotion of experience. Taking Hunan as an example, the economic growth rate in the demonstration zone area is 5% higher than the national average, and the income of rural residents has increased by 12%, providing strong support for rural revitalization.

6. CONCLUSION AND SUGGESTIONS

6.1. Conclusion

The digital transformation of rural cultural industries is an important part of the rural revitalization strategy. The application of digital technology has not only promoted the innovative development of cultural industries, but also promoted the growth of rural economy. By increasing the construction of digital infrastructure, promoting the integration of digital technology and culture, and cultivating compound talents, the digitalization process of rural cultural industries has injected new vitality into rural revitalization. In May 2024, the "Key Points for Digital Rural Development in 2024" jointly issued by the Central Cyberspace Affairs Office and other four departments clearly stated that it is necessary to thoroughly implement the spirit of General Secretary Xi Jinping's instructions on rural revitalization and the spirit of relevant meetings, and implement the digital rural development strategy, promote agricultural and rural modernization, achieve high-quality agricultural development, build livable and suitable villages, improve farmers' income and living standards, and provide strong support for building a strong network and agricultural country. At the same time, data from June 2024 showed that the Internet penetration rate in rural areas of my country has reached 66.5%, and the digital gap between urban and rural areas has further narrowed.

6.2. Suggestions

Increase government investment and policy support. In order to better promote the digital transformation of rural cultural industries, the government needs to increase financial investment and introduce more specific policy support. For example, the government can set up special funds or provide digital transformation subsidies to encourage enterprises in rural cultural industries to update technology and build infrastructure. At the same time, in the early stages of digital transformation, the government can help enterprises reduce innovation costs and reduce burdens through tax incentives, thereby stimulating the investment enthusiasm of more enterprises. Policies should also

accelerate the construction of network infrastructure in rural areas, promote technologies such as 5G, the Internet of Things and cloud computing, and narrow the digital gap between urban and rural areas. In addition, the government should strengthen cooperation with Internet technology companies, promote the close integration of rural cultural industries with digital technology, and use digital platform construction and cross-field cooperation to expand the market of rural cultural industries and improve the overall competitiveness of the industry.

Focus on improving the innovation ability of rural cultural industries. With the rapid development of digital technology, the innovation space of rural cultural industries is very large. Rural cultural industries can use advanced technologies such as big data, artificial intelligence, virtual reality (VR), augmented reality (AR), and blockchain to not only promote the inheritance and innovation of traditional culture, but also increase the added value of the industry. First, big data can help rural cultural industries better understand market demand, optimize the design of cultural products and consumer experience; then, artificial intelligence improves operational efficiency and resource allocation efficiency through automated analysis and decision support. Virtual reality (VR) and augmented reality (AR) technologies can digitize rural culture and natural landscapes, allowing tourists to enjoy immersive tourism and cultural experiences, enhancing their sense of participation and experience, and thus improving the market competitiveness of rural tourism and cultural and creative industries. Blockchain technology can help protect the copyright of cultural products, improve transaction transparency, and ensure product traceability, thereby enhancing product trust and added value. By integrating these technologies, rural cultural industries can break the traditional development model, stimulate innovation, and achieve high-quality development.

Cultivate rural digital talents. The digital transformation of rural cultural industries requires high-quality digital talents. To this end, the government should strengthen digital training for rural practitioners to improve their technical level and innovation ability. The government can popularize the basic knowledge of digital technology and improve the digital literacy of rural cultural workers by offering online courses and skill training courses, especially skill training in e-commerce operations, digital content creation, data analysis, and social media promotion. In addition, colleges and universities and research institutions should also cooperate with local governments and enterprises to cultivate more talents with interdisciplinary and compound backgrounds, especially compound talents who understand both cultural creativity and digital technology. In addition to traditional training methods, the government should also encourage rural cultural practitioners to participate in digital cultural industry exchanges and cooperation at home and abroad to broaden their international vision and enhance their innovation capabilities. By building a high-level digital talent team, it can not only promote the continuous innovation of rural cultural industries, but also provide strong intellectual support and technical guarantees for rural revitalization.

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