

The integration of art-driven rural construction with agricultural, cultural, and tourism development: A case study of Baoxi Township's Xishui Village

Bo Yang

Zhejiang Normal University, China

Abstract

A synergistic mechanism exists between art-driven rural construction and the integrated development of agriculture, culture, and tourism in rural areas. This is manifested through the multifaceted impact of artistic creation and cultural innovation on the rural economy, culture, and environment. This mutually beneficial mechanism provides an effective pathway for the future development of rural construction. This paper takes Xishui Village in Baoxi Township as a case study to explore the art-driven rural construction model that empowers the integrated development of agriculture, culture, and tourism, focusing on development outcomes and practical challenges. Corresponding optimization strategies, such as emphasizing cross-sectoral collaboration and the integration of diverse resources, are proposed.

Keywords

Art-driven rural construction; Integrated development of agriculture, culture, and tourism; Baoxi Township Xishui Village.

1. Introduction

Artistic rural construction integrates artistic creation, cultural industries, and creative design with rural development to foster the coordinated advancement of rural society, culture, economy, and environment, emphasizing art as a crucial driver for rural revitalization. The integration of agriculture, culture, and tourism (Agri-Cultural-Tourism) merges agricultural production, cultural heritage, and tourism experiences to generate new consumption patterns and economic growth, revitalizing rural areas and offering urban residents opportunities to reconnect with nature and experience traditional culture.¹ A synergistic mechanism exists between artistic rural construction and Agri-Cultural-Tourism development, where artistic rural construction enhances the rural environment and visual appeal through art installations, landscape design, and cultural events, thereby boosting rural tourism. Simultaneously, artistic creativity designs culturally rich packaging for local agricultural products, increasing brand value and promoting sales and agricultural industrial upgrades. Artistic rural construction also leverages rural history, traditions, and folk customs to establish distinctive cultural tourism brands, fostering cultural heritage and innovation. Baoxi Township's Xishui Village, located in the southeastern part of Longquan City, Lishui City, Zhejiang Province, is a typical mountainous village. It is characterized by its scenic landscapes, pleasant climate, and rich natural resources, historical culture, and unique folk customs. In recent years, driven by artistic rural construction, it has gradually become a model of Agri-Cultural-Tourism development, capitalizing on its ecological resources and cultural advantages.

¹ Lei, M., & Wang, Y. Q. (2022). Integration and Symbiosis: Operational Mechanisms and Models of Rural Agricultural-Cultural-Tourism Industry Integration: Based on Field Investigations of Three Typical Villages. *Journal of China Agricultural University (Social Science Edition)*, 39(6), 20-36.

2. The Intrinsic Logic of Mutual Integration between Art-Driven Rural Construction and the Integrated Development of Rural Agriculture, Culture, and Tourism

2.1. Synergistic Driving of Rural Landscape Reconstruction and Tourism Economy

Art-driven rural construction integrates artistic installations and landscape design into rural development, enhancing the overall visual appeal and environmental quality of the countryside, thereby promoting the growth of the rural tourism industry. The core of cultural tourism integration lies in enhancing the connotation and quality of tourism products through in-depth cultural exploration and innovative transformation, while also utilizing tourism to disseminate and promote excellent culture.² The incorporation of artistic elements transforms rural spaces into organic fusions of culture and art, creating a rural atmosphere that is both modern and locally distinctive, thereby increasing the attractiveness of the countryside to external tourists. Furthermore, the aesthetically pleasing artistic environment allows tourists to enjoy high-quality visual and spiritual experiences during their visit, while also enhancing their identification with and sense of belonging to rural culture. This environmental improvement is also a direct benefit for villagers, not only improving their living environment but also increasing rural income sources through the promotion of the tourism industry, further promoting local economic development and social progress. As a significant economic pillar, rural tourism can develop rapidly, which can not only drive the transformation of the traditional agricultural economy into a cultural tourism economy but also promote the construction of rural infrastructure and the diversified development of rural industries, providing solid support for the realization of rural revitalization.

2.2. Cultural and Creative Empowerment for Agricultural Product Branding

Artistic rural construction integrates artistic creation and cultural innovation into the design of distinctive rural agricultural products, imbuing these products with profound cultural value. Unique packaging design enhances the appearance of agricultural products, enriching and elevating their intrinsic value, thereby enabling them to stand out in the market. On the one hand, artistic expression fosters emotional connections between products and consumers, driving the expansion of market demand for agricultural products. On the other hand, cultural and creative input provides agricultural products with increased cultural added value, transforming them from traditional agricultural commodities into goods with unique cultural symbolism and emotional significance. This shift in market positioning moves from purely functional food items to consumer products with cultural and artistic value, thereby promoting the diversified development of agricultural products and providing new impetus for the inheritance and innovation of rural culture. In the process of empowering agricultural product packaging through design, the rural economy gradually transitions from traditional agriculture to a modern cultural industry, with industrial development placing greater emphasis on cultural exploration and artistic integration. Therefore, the empowering role of artistic rural construction not only alters the market form of agricultural products but also promotes the multi-dimensional upgrading of the agricultural industry through cultural and creative initiatives, contributing to the diversified development of the rural economy.

² Wu, L. C., & Guo, L. (2021). The Triple Coupling of Culture and Tourism Integration: Value, Efficiency, and Path. *Journal of Shanxi Normal University (Social Science Edition)*, 48(1), 62-71.

2.3. Cultural Tourism Brand Development Fostering Cultural Heritage and Innovation

The integrated development of culture and tourism is intrinsically linked to the deep unification of social and economic benefits, significantly influencing the capacity to meet the populace's aspirations for a better life.³The establishment of rural cultural tourism brands constitutes a crucial strategy for the fusion of culture and tourism, integrating rural history, traditional culture, folk arts, and local characteristics into artistic creations. This process effectively transforms rural cultural resources into culturally creative products and brands that possess market competitiveness. These creative brands and products embody the unique historical memory and cultural essence of rural areas, aligning closely with the demands of contemporary consumers. Furthermore, these creative products serve as a key attraction for rural tourism, enriching the cultural experiences of tourists and enhancing the interactivity and engagement of tourism. The cultural brand development promoted by art-led rural construction also strengthens the cultural identity and collective pride of rural residents, assisting villagers in re-evaluating and recognizing their cultural heritage. This, in turn, stimulates their active participation in rural revitalization, fostering a degree of community cohesion.

3. Analysis of the Current Status of Art-Driven Rural Construction Empowering the Integrated Development of Agriculture, Culture, and Tourism in Xishui Village, Baoxi Township

3.1. Developmental Achievements of Art-Driven Rural Construction Empowering the Integrated Development of Agriculture, Culture, and Tourism in Xishui Village, Baoxi Township

Xishui Village has successfully transformed traditional rural landscapes into tourist attractions with a modern artistic flair by leveraging local natural resources and cultural heritage. For instance, the Eight Trees Park, planned in Xitou Village, covers over 3,000 square meters and embodies the community culture of Xitou Village. Other public spaces and scenic spots within the village have incorporated elements such as handicraft carvings, installation art, and cultural walls, enhancing the village's visual appeal. Furthermore, the distinctive agricultural and sideline products of Xishui Village have been imbued with richer cultural connotations through the integration of cultural creativity and artistic elements. For example, agricultural products such as tea and bamboo products are marketed with artistic packaging designs that reflect local culture and natural characteristics, thereby promoting sales and market expansion. The art-driven rural construction in Xishui Village has also facilitated the establishment of a rural cultural tourism brand. For example, Xishui Village has built an international bamboo architecture and cultural innovation base, relying on its local bamboo culture. The base comprises a youth hostel, boutique hotels, a bookstore, a co-prosperity supermarket, a kiln village hall, a visitor reception center, and a pottery experience workshop. This base carries the distinctive bamboo culture brand of Xishui, enhancing the cultural identity and collective pride of the village while also increasing tourists' interest in and fondness for the unique culture of Xishui Village. Through the successful practice of art-driven rural construction and the integrated development of agriculture, culture, and tourism, Xishui Village in Baoxi Township, Longquan City, Lishui City, has achieved significant results in environmental improvement, agricultural industrial upgrading, and cultural inheritance and innovation.

³ Zhang, C. Z., & Zhu, M. M. (2020). Integration of Culture and Tourism: Multi-Level Relational Connotations, Challenges, and Implementation Paths. *Tourism Tribune*, (3), 62-71.

3.2. Real-World Challenges in Empowering the Integration of Agriculture, Culture, and Tourism in Baoxi Township's Xishui Village through Art-Driven Rural Development

Despite the progress and achievements in leveraging art-driven rural development to integrate agriculture, culture, and tourism in Baoxi Township's Xishui Village, several practical challenges have emerged during implementation. Firstly, the planning and execution of art-driven rural development lack systematicity and sustainability. While Xishui Village has improved its environment through landscape design and other methods, the overall planning remains insufficiently detailed and lacks long-term vision. Although the artistic installations and scenes within the village can attract tourists in the short term, the absence of continuous updates and innovation weakens the ability to attract repeat visitors. The inadequate branding of agricultural products and insufficient market integration also pose a significant constraint on the integrated development of agriculture, culture, and tourism in Xishui Village. Concurrently, Xishui Village has not established a complete industrial chain for tourism product development. For instance, although the village offers activities for tourists to experience, it lacks a professional tourism operation and management team, leading to lower service quality in some activities and a less satisfying experience for tourists. Furthermore, the lack of recognition of art-driven rural development among villagers is another practical issue affecting the integrated development of agriculture, culture, and tourism in Xishui Village. To further promote the integrated development of agriculture, culture, and tourism in Xishui Village, future practices should strengthen overall planning, improve infrastructure construction, enhance brand building efforts, and promote the gradual participation of villagers.

4. Optimizing the Path of Art-Driven Rural Construction to Empower the Integrated Development of Agriculture, Culture, and Tourism

Art-driven rural construction should not be limited to artistic creation but should also focus on the deep integration with industries such as agriculture, tourism, and handicrafts to achieve resource sharing and complementary advantages. The government, through policy guidance and financial support, can provide institutional guarantees for art-driven rural construction. At the same time, the application of digital technology provides new impetus for empowering art-driven rural construction. Through big data, intelligent design, and other advanced technologies, it is possible to accurately manage rural resources, improve the operational efficiency of the agricultural-cultural-tourism industry, and enhance the attractiveness of rural areas and the experience of tourists. Art-driven rural construction also needs to strengthen the construction of cultural dissemination and education systems to improve the cultural quality and artistic awareness of rural residents. By organizing cultural activities, art training, and traditional craft experiences, it is possible to stimulate the artistic creative potential of rural residents and enhance their cultural identity and sense of belonging. In addition, attracting college students and young talents to participate in art-driven rural construction projects can not only bring new creativity and vitality to rural areas but also inject a modern perspective and way of thinking into rural areas, promoting the flow of rural talents and technological innovation. The stimulation of the subjective initiative of villagers is also crucial; the active participation of rural residents can enhance the endogenous power of the project and improve the sustainability and long-term effectiveness of rural construction. By fully mobilizing resources and forces from all parties, art-driven rural construction can become an important driving force for the integrated development of agriculture, culture, and tourism, promoting rural revitalization and sustainable development.

Within the overarching framework of rural revitalization, the art-driven rural construction model, which fosters the integration of agriculture, culture, and tourism, holds significant

practical implications and theoretical value. This paper examines the synergistic internal logic, developmental trends, operational mechanisms, and strategic designs of art-based rural construction in relation to the integrated development of agriculture, culture, and tourism in rural areas, using the case study of Xishui Village in Baoxi Township. Theoretically, the interdisciplinary integration provides a robust foundation for art-based rural construction, establishing a theoretical framework for the effective integration of agriculture, culture, and tourism. In terms of developmental trends, art-based rural construction is gradually evolving from singular artistic creation to broader multi-industry integration within the context of rural revitalization. Regarding operational mechanisms, art-based rural construction significantly improves the overall development of rural areas by enhancing environmental quality, promoting industrial upgrading, strengthening brand building, and preserving local culture. In terms of strategic design, the integration of culturally-specific creative design and the collaborative utilization of diverse resources has stimulated the economic and cultural vitality of the countryside, providing new growth points for rural revitalization. The successful implementation of the art-driven model in Xishui Village, Baoxi Township, offers valuable insights for the revitalization of other rural areas, although further in-depth exploration and innovation are still needed.

Acknowledgements

National Undergraduate Training Program on Innovation and Entrepreneurship (Number: 202410345015).

References

- [1] Lei, M., & Wang, Y. Q. (2022). Integration and Symbiosis: Operational Mechanisms and Models of Rural Agricultural-Cultural-Tourism Industry Integration: Based on Field Investigations of Three Typical Villages. *Journal of China Agricultural University (Social Science Edition)*, 39(6), 20-36.
- [2] Wu, L. C., & Guo, L. (2021). The Triple Coupling of Culture and Tourism Integration: Value, Efficiency, and Path. *Journal of Shanxi Normal University (Social Science Edition)*, 48(1), 62-71.
- [3] Zhang, C. Z., & Zhu, M. M. (2020). Integration of Culture and Tourism: Multi-Level Relational Connotations, Challenges, and Implementation Paths. *Tourism Tribune*, (3), 62-71.