

Research on the Experience and Improvement Countermeasures of Tibetan Incense Culture Helping Rural Tibetan New Roads

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Abstract: Achieving common prosperity is the essential requirement of socialism, and in order to achieve common prosperity, rural revitalization is the necessary path, and its strong support cannot be separated from the revitalization of cultural industries in ethnic areas. Entering the new era, most people give more affirmation and support to the legitimacy of rural revitalization, and ethnic areas have achieved great development in the process of implementing the rural revitalization strategy. Taking Tumba Town, Nimu County, Lhasa City, Tibet Autonomous Region as an example, the series of results of the town's Tibetan incense culture contributing to the revitalization of the countryside have been widely reported by the People's Daily Online and other mainstream media, and the related exploratory experience and future directions have become the focus of attention of the Tibet Autonomous Region and even the whole country. The focus of attention of the Tibet Autonomous Region and even the whole country. However, it is undeniable that in the process of promoting the implementation of the rural revitalization strategy, Tunba Town inevitably faces the challenges of the cultural industry's lack of scale efficiency, traders' belittling of the brand effect, and the difficulty of balancing economic and social benefits. Based on this, on the basis of actual research, this paper proposes the integrated planning and development, the cohesion of scale efficiency to enhance the reputation of Tibetan incense cultural industry and other perfect measures, in order to promote the Tibetan incense cultural industry to help the long-term development of rural revitalization road.

Keywords: Rural revitalization, Cultural industry, Tibet.

1. Introduction

The 20th Party Congress, at the new historical starting point in the new era, comprehensively sums up the significant achievements and historical experience of the Party's century-long struggle, profoundly reflecting the importance of the Communist Party of China (CPC)'s solid promotion of rural revitalization as well as its confidence and determination, and summing up the exploration and achievement of rural revitalization strategy with Chinese characteristics is also the need to better adhere to and develop socialism with Chinese characteristics in the new era and to realize the common wealth. Common wealth is the wealth of the whole nation, and rural revitalization is the revitalization of the whole nation, so it is especially important to summarize the paths and future directions of the exploration of rural revitalization strategies in ethnic areas. In 2018, the State Council issued the Rural Revitalization Strategic Plan (2018-2022), which explicitly points out that the protection and use of traditional rural culture, support for ethnic minority cultures, the improvement of the intangible cultural heritage protection system, and the implementation of the Intangible Cultural Heritage Inheritance and Development Project, and vigorously promoting the implementation of the Traditional Crafts Revitalization Plan in rural areas. 2022 The Opinions of the Central Committee of the Communist Party of China and the State Council on Doing a Good Job in Comprehensively Promoting Rural Revitalization Key Work in 2022, issued by the State Council, explicitly points out the importance of industrial revitalization in rural revitalization. Entering the new era, promoting the revitalization and deep development of national culture industry has become the proper meaning of rural revitalization.

2. Value Exploration: Cultural Industry and Nimu Tibetan Incense

As the cultural industry is rooted in cultural resources. The development of cultural resources will, to a certain extent, trigger external effects, which will form a series of values related to culture, and ultimately form the cultural industry, and this part of the value will inevitably include economic value. As for the external effect of culture in politics, it is more reflected in cultural identity. Advanced culture contains correct values, values that are compatible with the core values of socialism with Chinese characteristics, and this also highlights the advanced culture's identification with the road of socialism with Chinese characteristics, socialist culture with Chinese characteristics, and even the Chinese nation.

Transplanting this viewpoint to ethnic areas, that is, the positive development of cultural industries in ethnic areas also promotes the development of political and economic aspects of ethnic areas to a certain extent.

In terms of the Tibet Autonomous Region Intangible Cultural Heritage Catalog, as a national traditional craft and an important cultural industry in the Tibet Autonomous Region, Nimu Tibetan incense occupies an extremely important position. In terms of natural attributes, Nyima Tibetan incense, known as the first holy incense in Tibet, has a long history and unique fragrance and production. The evaluation of "the first holy incense in Tibet" also shows the recognition of Tibetan culture in Tibet and the mainland. In terms of social attributes, Nyima Tibetan incense was commonly used in Buddhist activities and enjoyed a high status in Tibet, where Tibetan Buddhism was widely practiced. However, in today's society, Tibetan incense is by no means limited to Buddhist activities, but also appears more and more

in daily life, deeply reflecting the exchanges and blending of cultures, and highlighting the recognition of Tibetan culture in various regions of Tibet as well as in the mainland. In addition, Nimu County takes the intangible cultural heritage of Tibetan incense as an entry point, thoroughly implements the decision-making and deployment of the CPC Central Committee on the implementation of the strategy of rural revitalization, adapts itself to local conditions, actively explores and innovates, and pushes forward the consolidation and expansion of the results of poverty alleviation and rural revitalization effectively, and has achieved remarkable results, reflecting the combination of its new ideas and concepts with those of the new era, and renewing the new vitality of the traditional cultural industry and traditional crafts. Vitality of traditional cultural industries, traditional crafts has become another path for the innovative development of Tibetan incense culture, and at the same time highlights the value of Tibetan incense in the new era of rural revitalization.

3. "Tunba Town Experience": Special Advantages and Universal Reasoning

In recent years, the practical achievements of Tibetan incense in Nimu Tunba Township in helping rural revitalization have been widely reported by mainstream media such as People's Daily and Tibet Daily, inevitably reflecting the fact that Nimu Tunba Township has achieved considerable results in helping rural revitalization by taking Tibetan incense culture as an entry point in the context of the new era. Therefore, from the theoretical and practical circles to answer and seriously summarize the Nimu County Tunba town rural revitalization exploration path, specific initiatives and in many rural revitalization industries stand out in the cause is particularly important. Based on the law of dialectics of unity of opposites, this part will focus on analyzing the exploratory experience of Tunba Town, Nimu County, Lhasa City, Tibet Autonomous Region, in exploring the strategy of rural revitalization with the help of the Tibetan incense culture industry for many years, and accordingly extracting the universality of Tunba Town's experience, as well as positively responding to its particularity.

3.1. Incense-making Tradition: A Winning Way to Revitalize the Countryside

Nimu County in Lhasa, Tibet Autonomous Region, is located on the north bank of the middle reaches of the Yarlung Zangbo River, neighboring Shigatse and Shannan, with a total area of 3,275 square kilometers, it is a farming and pastoralist county, with two towns and five townships under its jurisdiction, where farmers and herdsmen rely on agriculture and animal husbandry to sustain their livelihoods, and the hat of the poverty-stricken county was not formally lifted until October 2018. The county had a permanent population of 29,678 in 2021, and the annual disposable income per rural resident was 18,966 yuan. Overall, Nimu County does not stand out in terms of resource endowment, and is particularly scarce in terms of energy resources. Tumba town belongs to Nimu County, although now known for the abundance of Tibetan incense, enjoying the "Wen Xiang hometown", "Lhasa Handicraft Workshop" and so on, known as the "Nimu three great" one of the Nimu Tibetan incenses in recent years, it has become the local leading industry, driving the local people to employment and income. However, in the early

stage of poverty alleviation, Lhasa City and even the Tibet Autonomous Region of Nimu County has no special favor, Nimu County's starting point in the region has no leading edge, and even at one time in the embarrassing position of the national poverty-stricken counties.

And in 2018, the Strategic Plan for Rural Revitalization (2018-2022) was introduced, which clearly pointed out the implementation of the intangible cultural heritage inheritance and development project, and vigorously promoted the implementation of the traditional craft revitalization plan in rural areas. The Poverty Alleviation Office of the State Council promotes the non-heritage to help accurate poverty alleviation in the country, identifies the first batch of 10 "non-heritage + poverty alleviation" key support areas, and supports the establishment of poverty alleviation employment workshops, and as Nimu Tibetan incense, which is a national traditional craft and listed on the intangible cultural heritage list, is abundant in Tumba Town in Nimu County, Nimu County has successfully become one of the areas of the national poverty alleviation employment workshops. Nimu County has successfully become one of the national-level employment workshops for the poor. With the in-depth implementation of the policy, the advantages of Nimu County are rapidly highlighted: on September 25, 2018, Nimu County was awarded the honorary title of "2018 Comprehensive Demonstration County of E-commerce into Rural Areas" by the Ministry of Commerce, and exited from the ranks of the national poverty-stricken counties in October of the same year; and the GDP of Nimu County reached 1.011 billion yuan in 2019, with an increase of 12.71% year-on-year. 12.71%

Of course, we should also see some "special advantages" beyond the role of policy. For example, on the origin of Nimu Tibetan incense, academic practice is generally believed to have originated from today's Nimu County Tumba town, its founder for Tunmi Sambuzha. 1300 years ago, Tunmi Sambuzha combined with the local conditions to India to learn the cultural knowledge of the Tang dynasty into the Tubo incense technology, developed in addition to several medicinal properties of the Tibetan medicinal incense, and will be the formula and the production process to the local residents, the Tibetan incense will be in the roots, inherited to this day, now the Tunmi Sambuzha Nowadays, almost every family in Tumba Town makes Tibetan incense. In addition, Tumba Sambuzha use the unique advantages of the local area, and combined with the smoked incense technology learned in India, invented a unique "water grinding" Tibetan incense production technology, this Tibetan incense production technology is the Tumba Township under the jurisdiction of the area of farmers and herdsmen an important way of production and life, but also the farmers and herdsmen are closely linked to the spirit of the bond. In 2018, the water-milled Tibetan incense production process was included in the national intangible cultural heritage list, which is another special advantage of Tumba town.

At the same time, we should also see the universality of the experience of Nimu County Tumba Township, that is, making full use of local resources and adapting to local conditions. Tibet is a vast country, and the specific resource endowments and industrial support vary from place to place, but this value and strategic orientation of basing oneself on the actual situation and adapting to local conditions should not be shaken.

3.2. Tourism Development: An Important Way to Revitalize the Countryside

Entering the new era, rural tourism has become an important way for most farmers and herdsmen to increase their income and become rich, and an important source of their profits is to rely on local historical and cultural resources to create a special tourism industry. As a long history of Nimu County Tumba town, has a wealth of historical and cultural resources, such as Nimu Tibetan incense ancestor Tumi Sambuza's former residence and by more than 280 water mills consisting of several kilometers of water mill long bridge is located here, and now well-preserved. Tumba town government is and Tibet cultural tourism company to build the cooperation of Tumba scenic spot, and successive construction of Tibetan incense museum, Tibetan incense theme hotels and gradually become a new tourism network red place.

Another important factor in the development of tourism is transportation. Convenient transportation can enhance the adhesion between tourism and tourists. As tourism is a pillar industry in the Tibet Autonomous Region, the government attaches even greater importance to transportation. As the "cradle of Tibetan incense in Nimu" and a township bordering Lhasa, Shigatse and Linzhi, Nimu Tumba Township has continuously demonstrated the advantage of convenient transportation in the process of development. The main traffic artery in the territory of China-Nepal Highway through the northwestern Massachusetts township territory, 318 National Highway from the southern part of the county to connect Rikaze City and Lhasa City. The county townships are through the simple highway, a variety of vehicles can pass, while the La Ri Railway has a Nimu station. Whether it is a driving tour or take the train can be convenient to reach Nimu County Tumba town. Convenient transportation for tourists from all directions to provide convenience, but also drive the prosperity of tourism in Tumba Town.

3.3. Professional Cooperatives: The Fundamental Orientation of Rural Revitalization

China's distribution system, which implements distribution according to labor as the mainstay and a variety of distribution methods coexisting, has been continuously improved in practice, while more work, more pay has reached a consensus among all sectors of our society. In addition, realizing common prosperity is the essential requirement of socialism, and rural revitalization is the way to realize common prosperity. Thus, the ultimate goal of rural revitalization is, on the one hand, to narrow the income gap among rural residents, and the achievement of this goal lies not only in "limiting the high", but also, and more importantly, in "guaranteeing the bottom" and "supporting the middle", i.e., ensuring that the lower income groups will be able to earn more than the lower income groups. "That is, to ensure that the low-income group crosses the minimum income guarantee line, while at the same time fostering the expansion of the middle-income group. In these respects, Nimu County has made considerable achievements over the years, and there are different methods for different historical periods, but the main line of vigorously developing "farmers' and herdsmen's Tibetan incense professional cooperatives" is a consistent one.

Tibet Autonomous Region is located in China's southwest border, a vast area, unique natural conditions, that is, more

than 90% of the country in the alpine, the harshness of the natural environment leads to the ecosystem is unstable and fragile, presenting rice, wheat and other species of plants are difficult to survive in the status quo. As an agricultural and pastoral area, Nimu County is also a small county with resources, and has long been facing the development constraints of poor natural conditions and insufficient resource endowment. Thus, only rely on agriculture and animal husbandry and other pure labor profit is difficult to maintain a livelihood, agriculture and handicrafts both camps will become Nimu County farmers and herdsmen make a living tradition.

Nimu county tunba town as the birthplace of Tibetan incense, almost every family to make Tibetan incense, but there is a long history of incense production retail households, small-scale, chaotic production and management of the situation. In order to enhance the overall quality and level of Nimu Tibetan incense, so that the traditional Tibetan incense production skills in the inheritance of development, in the development of innovation, and to drive more people through the traditional craft income and wealth, Tibetan incense farmers and herdsmen's professional cooperatives will become an important entry point.

Nimu County farmers and herdsmen professional cooperatives can be traced back to the last century, and Tumba Township as early as two years before the official implementation of the rural revitalization strategy to set up Tibetan incense farmers and herdsmen professional cooperatives. Farmers and herdsmen professional cooperatives refer to the rural family contract management as the basis, through the provision of product sales, processing, transportation, storage, and agricultural production and management of technology and other services to achieve the purpose of members of mutual aid organizations, from the establishment of the beginning of the mutual economic assistance. The Tibetan incense farmers and herdsmen's professional cooperative refers to the cooperative as a carrier, through the assembly of the tunba town farmers and herdsmen scale production of Tibetan incense organization. The rise of Tibetan incense professional cooperatives can, on the one hand, make the farmers more organized and get rid of the shackles of low cost of family households, so as to improve the scale efficiency and promote the development of local economy. In addition, the cooperative can increase the income of farmers, the development of farmers' professional cooperatives to promote farmers can be united, on the basis of the original organized production and sales, prompting farmers to become a whole, and thus obtain more non-agricultural and non-herding income.

4. Industry-oriented: Development Challenges of Rural Revitalization

The strategy of rural revitalization provides fertile ground for the development of the Tibetan incense culture industry. However, the Tibetan incense culture industry is also facing challenges in the process of development in terms of small scale of the industry, traders belittling the brand, and difficulty in balancing social and economic benefits.

4.1. Lack of Scale Efficiency

Although the Tibetan incense culture originated more than 1300 years ago, and almost every household in Tunba Town, Nimu County, makes Tibetan incense, but as a cultural

industry is a recent rise, as of 2022, the total population of Nimu County is 6,082, and the population of Tunba Town accounts for one-third of the total population of the county, and the number of individual households making Tibetan incense in the town reaches 287, but there are only four Tibetan incense professional cooperatives. Overall, Nimu County realized a gross regional product of 1.307 billion yuan in 2021, an increase of 6.4% over the previous year at comparable prices. Among them, the tertiary industry increased by 702 million yuan, a year-on-year increase of 7.1%; the output value of Tibetan incense amounted to 29.913 million yuan, 4.3 times more than in 2015. Vertically, the Tibetan incense industry is profitable and has brought fruitful gains to Nimu County, but a horizontal comparison between Nimu County and the development of cultural industries in Tibetan-inhabited areas such as Sichuan, Yunnan, and Qinghai reveal that there is still a lot of room for upward mobility in Nimu County. On the whole, Nimu County, the number of enterprises above the size of 50 units, realize the Tibetan incense output value of not more than 50 million, can be found, the Tibetan incense cultural enterprise output value of GDP there is still a great deal of room for improvement, compared with the cultural industry of other Tibetan settlements, Tibetan incense cultural enterprises help GDP contribution is dwarfed. It is not difficult to see that the huge number of individual households in the production of Tibetan incense to a large extent exposed the Tibetan incense culture industry lack of scale efficiency, cost is difficult to compression, the industry single and other shortcomings.

4.2. Slight Industrial Brand

Trademark is a natural person, legal person or other organization will be a thing and other things to distinguish the sign, has the distinctiveness and uniqueness, at the same time, the trademark is also the inevitable result of the product branding, can highlight the comprehensive status of an industry. As of 2022, the only representative trademark of Tibetan incense culture industry in Nimu County Tumba Township is "Tumba Cang". In addition, the beauty, characteristics and artistic degree of packaging on the one hand will affect the consumer's desire to shop, on the other hand, also reflects the merchants in the process of commodity trading in the national or regional cultural dissemination of the degree of importance. On the whole, Nimu Tibetan incense supplied to local residents are mostly wrapped in old newspapers or even wrapped without any packaging materials, and in order to facilitate transportation in the transaction with consumers who are farther away, plastic packaging is mostly used, and these bags are only printed with the name of the simple Tibetan incense professional cooperative, the contact phone number of the merchant and ingredients and other information, which does not effectively disseminate the information of the Tibetan incense culture. Comprehensive the above two points, the local merchants of commodity brand or cultural communication of the importance of the brand has to be improved, but also did not deeply realize the logo or packaging on the development of cultural industries have a long-lasting impact. The previous trademark design or the slightest attention to packaging also presents a negative cascade effect on the later brand publicity.

4.3. Difficult to Balance the Double Benefits

Since the 20th Party Congress, it has been put forward how enterprises should adapt to the new situation and correctly

deal with the issue of economic and social benefits. An enterprise to achieve long-term development, not only to maximize the pursuit of economic benefits, but also to assume the corresponding social responsibility. Nimu Tibetan incense is ultimately a product of the national region, and thus a major uniqueness of Tibetan incense culture is a firm political stance, strong ideology of stability, and dare to draw a clear line with the hostile ideology, separatist ideology, shouldering the cultural sector, or the traditional craft sector's social responsibility. This is almost all enterprises can do, but the Tibetan incense individual households or professional cooperatives in the awareness of ecological environment protection needs to be improved, Nimu County, Tunba Town, as the origin of Tibetan incense Nimu, has more than 280 water mills composed of several kilometers of the water mill bridge, water mill set up in the rapid river, and around the clock to grind Tibetan incense raw materials. These water mill equipment endless work sound cannot help but trigger the author of the ecological environment concerns. The world's third pole originally as our country's pure land, is a key nature reserve, and its unique geographic environment of the local ecological self-regulation and self-repair capacity and put forward a serious test, if only focus on emphasizing the development of the local Tibetan incense culture industry will inevitably be contrary to the concept of "green mountains, is the mountains of gold and silver," the ecological environment poses a certain threat, which in turn causes a certain threat. The ecological environment poses a certain threat to the pursuit of social benefits.

5. Facing The Future: The Perfect Countermeasures for Industrial Development

In order to realize rural revitalization in ethnic areas in the direction of high and precise development, it is inevitable that we need to focus on strengthening the weak points and making up for the short boards, focusing on the construction of rural cultural industries, promoting the development of the Tibetan incense cultural industry in the direction of high quality, and solidly pushing forward the revitalization of rural culture and helping the Tibetan countryside to develop in the long term.

5.1. Integrated Planning and Development, Cohesion Scale Efficiency

As an important historical and cultural resource of Nimu County Tumba Town, Tibetan incense has adhesion with local manufacturing, tourism, education and other aspects, therefore, the local government should be based on the actual situation, look forward to the future, and coordinate the planning and development, for example, the arrangement of handmade Tibetan incense production center, Tibetan incense research and development center, intangible cultural heritage demonstration center, and the Tibetan incense modern industrial park as the main content of the "four-in-one" Tibetan incense production center, Tibetan incense R & D center, intangible cultural heritage exhibition center and Tibetan incense modern industrial park. Four-in-one" Tibetan incense industry development layout, explore the traditional skills to adapt to the new era of development of the new path. In addition, for the scattered households, small scale, high cost, economic benefits are not considerable and other aspects of the problem. Nimu County Tumba town should recognize

the reality of today's development, comply with the laws of development of the times, guide the Nimu Tibetan incense production towards the direction of large-scale development, in the extension of the Tibetan incense culture industry at the same time, digging the depth of the value of the Nimu Tibetan incense culture. Since almost every household in Nimu County Tunba Town can make Tibetan incense, and the base of Tibetan incense professional cooperatives is too small, then first of all, on the basis of the original, through the technology, funding and other ways to join the original Tibetan incense professional cooperatives or new Tibetan incense professional cooperatives, make full use of the Tibet aid funds, the government transfer payments, to strengthen the linkage between the individual households, to expand the scale of the Tibetan incense production households, cohesion of the fragmented households, and to expand the scale of the Tibetan incense production households, to expand the scale of the Tibetan incense production households, to expand the scale of the Tibetan incense production households. Toward the Tibetan incense professional cooperative or Tibetan incense enterprise, Tibetan incense company and other direction development, so as to reduce the production cost, increase the scale benefit, further improve the economic income. In addition, the Tibetan incense culture industry has a strong positive external effect, the radiation of the Tibetan incense culture industry is not only limited to the Tibetan incense makers themselves, but also affects the local catering industry, performance industry, education industry and other aspects. Therefore, not only to the Tibetan incense production individual households simply combined together, but also in the scale of development in the excavation of Nimu Tibetan incense culture depth of connotation, prompting the deep development of Nimu Tibetan incense industry. While using Tibetan incense as a carrier to strengthen the union between various different types of local enterprises and institutions to form a unique industrial cluster, it is also necessary to realize the important influence of Tibetan incense culture in the education and performance industries. Through the cooperation between the Tibetan incense experience hall and the neighboring schools to carry out experience days, summer camps and other activities with the theme of Tibetan incense; and the heavy integration of Tibetan incense culture into the Tibetan opera which is popular among local residents, etc., we can deeply excavate the part of Tibetan incense culture that is compatible with the new era, and extend the end involved in Tibetan incense culture through labor and cultivation of ideology, so as to improve the influence of Tibetan incense in the locality.

5.2. Create a Characteristic Craft Brand and Expand the Propaganda Channels of Tibetan Incense Culture

Craft brand highlights the comprehensive strength of the industry, and also conveys the cultural concept and value orientation of the commodity in an invisible way. Trademark as an important part of the brand, has the prominence and uniqueness. An important direction for the development of cultural industry in ethnic areas is to create craft brands with ethnic characteristics on the basis of precise positioning. To date, nimu county tunba town almost every family makes Tibetan incense, and there are large Tibetan incense professional cooperatives, but the Tibetan incense culture industry is more representative of the trademark is only "tunba cang", in the packaging is along the traditional mode,

lack of beauty, art and national characteristics. Therefore, Nimu County Tunba Town should follow the trend of the times, with innovation as a hand, through the design of trademarks with local characteristics, packaging and other ways to enhance brand protection awareness, to create high-quality and national characteristics of the craft brand. In addition, just by creating a characteristic craft brand is not enough to increase product sales, expanding brand publicity is an important way to increase production and spread the Tibetan incense culture. In accurate positioning, improve product quality and production based on the full use of network media and other scientific and technological power, widely publicized Tibetan incense culture brand. Such as, online using stationed in jitterbug, weibo, Pinduoduo, taobao and other platforms, to create Tibetan incense store, and timely open product display, cultural explanation and other aspects of the live broadcast, to attract potential consumers of Tibetan incense, and in the live broadcast should be strengthened with the audience's interaction, to eliminate the barriers to communication. Offline, the Tibetan incense culture can be integrated into the Tibetan opera performances, literary and artistic works written to expand the dissemination of Tibetan incense culture, so as to improve the publicity effect.

5.3. Pay Attention to Two-Way Value Attribution, Enhance the Reputation of Tibetan Incense Culture Industry

The party's twentieth congress continues to pay attention to the new situation under the enterprise should be how to adapt, the development of the problem, whether the social benefits in the first place, and correctly deal with the economic benefits and social benefits of the unity of the problem, is to test whether the enterprise towards the success of the important signs. If an enterprise wants to achieve long-term development, it should not only maximize the pursuit of economic benefits, but also take up the corresponding social responsibility. This point of view is especially important for the cultural industry in ethnic areas. Tumba Township of Nimu County belongs to Tibet Autonomous Region of China, and as a border area, the stabilization work is the top priority. Especially in the development of national culture industry with the attribute of culture dissemination, it should pay more attention to the importance of stability maintenance consciousness, take Marxism and socialism with Chinese characteristics as the guiding ideology of industry development, firmly establish political position, and oppose separatism and all kinds of backward thinking in a clear manner. Secondly, it should be based on the new development pattern of the new era and be people-oriented. Cultural and artistic works, cultural and artistic products should be from life and higher than life, and Maslow's hierarchy of needs theory suggests that: human needs from bottom to top are physiological needs, safety needs, belonging needs, respect needs and self-actualization needs, that is, from the bottom to the top can be attributed to the gradual growth of needs from material needs to the spiritual needs of the aspirations of the Tibetan incense culture industry in the development process should not forget the fundamental, based on the national characteristics, and the development of the industry should not forget the fundamental, based on the national characteristics, and the development of the industry should not forget the fundamental, based on the national characteristics. Therefore, in the process of development of

Tibetan incense culture industry, it should not forget the fundamental, based on national characteristics, tell a good Chinese story, and widely spread the value orientation and ideology. Furthermore, adhering to the overall layout of "five in one", firmly establishing the ideology of "green mountains is golden mountains", standing in the height of harmonious coexistence of man and nature and coordinating the planning for the development of cultural industry, respecting the nature, adapting to the nature, and protecting the nature is still the key work. Respect for nature, conformity to nature and protection of nature remain the key tasks. While developing the economy, we should not arbitrarily challenge the ecological red line, learn from history, oppose the practice of development before governance in countries such as the United Kingdom and the United States during the Industrial Revolution, and avoid the practice of sacrificing the environment in exchange for economic growth. Adopt such measures as strengthening the publicity of the green development path, strengthening the supervision of responsibility, and implementing the responsibility of ecological protection to each Tibetan incense culture enterprise as well as each producer. Enhance the reputation of Tibetan incense culture industry by unifying economic and social benefits.

6. Summary

Rural revitalization is a necessary path to achieve the great rejuvenation of the Chinese nation, and the implementation of rural revitalization strategy cannot be separated from industrial revitalization. Based on the new era, the results of industrial revitalization should not only fully benefit all nationalities, but also present the situation that "economy" and "culture" are more closely intertwined in the development of various industries. In this situation, promoting the high-quality development of cultural industry in ethnic areas is the proper meaning of local rural revitalization. Through the above analysis, we can summarize the experience of rural revitalization in Tunba Township of Nimu County, and explore the "particularity" on the basis of grasping the "unity of development, sharing and continuity" of the cultural industry, so as to promote the in-depth development of the local cultural industry and provide "universality" for other

ethnic regions. This will promote the deep development of the local cultural industry and provide "universal" exploration and thinking for other ethnic areas, thus contributing to the overall rural revitalization.

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