

# Pathways to Rural Cultural Revitalization in the Framework of Rural Development: A Case Study of Jingshuilong Village, Boluo County, Huizhou

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**Abstract:** Based on the strategy of rural revitalisation, this paper discusses the construction of rural civilisation, and analyses the significance of this process in improving the quality of life of rural residents and promoting social harmony and progress. Through the analysis of the challenges facing the construction of rural civilisation in rural areas, the purpose of the study is clarified - to explore effective construction paths to enhance the overall civilisation standard of rural areas. The scope of the study covers the basic theoretical framework of rural civilisation construction, the analysis of the specific case of Jingshuilong Village, and the proposal of the path. Starting from the concept, the article defines and explains the connotation of rural civilisation and its specific presentation in culture, morality, customs and other dimensions, and probes deeply into its theoretical foundation and socio-cultural influencing elements. By analysing the current situation and problems in the construction of rural civilisation in Jingshuilong Village, the article reveals the lack of local infrastructure and traditional customs, as well as the constraints such as the lack of funds and talents. On this basis, the article uses questionnaire surveys, interviews, field trips and other multifaceted research methods to select a suitable construction path in the light of the actual situation of Jingshuilong Village, and verifies the validity and feasibility of the path through empirical analyses. The article proposes a number of safeguard measures to ensure the effective implementation of the path, and summarises the conclusions of the study, giving specific policy recommendations for Jingshuilong Village and other similar areas.

**Keywords:** Rural Civilisation, Rural Revitalisation, Cultural Revitalisation, Rural Development.

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## 1. Introduction

### 1.1. Background of the Study

In the context of rural revitalisation strategy, the construction of rural civilisation is particularly important. Rural civilisation is not only an important part of spiritual civilisation construction in rural areas, but also a powerful support for rural revitalisation [1]. At present, rural areas still face many problems and challenges in the construction of rural civilisation.

The importance of building a culture of civilisation in rural areas cannot be overstated. As urban-rural integration accelerates, rural social structures and values are undergoing profound changes. The building of rural civilisation plays an irreplaceable role in enhancing the overall civilisation of rural society and promoting its harmony and stability. It is also a key factor in improving the quality of life of rural residents and enhancing their sense of belonging and well-being.

However, the current state of affairs in rural areas with regard to the building of rural civilisation is not encouraging. Some traditional rural cultures have gradually disappeared, and local characteristics and cultural heritage have been impacted. Due to the relative backwardness of rural economic development, the infrastructure construction and social public service system in some areas are not yet perfect, which also restricts the pace of the construction of rural civilisation. Internet data show that there is a lack of cultural venues and facilities in some rural areas, and that the content of cultural activities is homogenous, making it difficult to meet the growing spiritual and cultural needs of rural residents.

Even more serious is the fact that stereotypes and bad customs still exist in some rural areas, such as wastefulness in

weddings and funerals and feudal superstitious activities. These phenomena not only affect the civilised progress of rural society, but also hinder the in-depth implementation of the rural revitalisation strategy. Therefore, strengthening the building of rural civilisation is both an intrinsic requirement of the rural revitalisation strategy and an important measure to promote the overall progress of rural society.

### 1.2. Purpose of the Study

In the context of the rural revitalisation strategy, the construction of rural civilisation is particularly important. This paper aims to explore the effective path of rural civilisation construction, with a view to enhancing the level of rural civilisation in rural areas. Through in-depth research, this paper hopes to find practical methods to promote the prosperity and development of rural culture and improve the moral standard and public order of rural society [2].

In order to achieve this goal, a variety of research methods are comprehensively applied, including literature analysis, field survey and case study [3]. Through in-depth excavation of the connotation of rural culture and understanding of the actual needs of the rural society, we explore how to promote the construction of rural civilisation through education, cultural activities, rural governance and other multifaceted measures.

In this process, special attention has been paid to the cultural needs and spiritual pursuits of rural residents and to their main role in the building of rural civilisation. We believe that only by fully mobilising the enthusiasm of rural residents can we ensure the sustainability and effectiveness of the building of rural civilisation.

Ultimately, this paper expects that this study will not only

provide a useful reference for the construction of rural civilisation in Jingshulong Village and similar areas, but also provide support at the cultural level for the implementation of the rural revitalisation strategy. We hope that through exploration and practice, we can find a way to build rural civilisation that is in line with the reality of Chinese villages, and contribute to the construction of a harmonious and civilised rural society.

### 1.3. Significance of the Study

The construction of rural civilisation occupies a pivotal position in the strategy of rural revitalisation, which is not only related to the quality of life of rural residents, but also an important cornerstone for the harmonious development of society. By strengthening the construction of rural civilisation, the moral standard and cultural literacy of rural residents can be effectively improved, which will in turn increase their life satisfaction and happiness [4]. For example, the promotion of excellent traditional culture and the organisation of colourful cultural activities in rural areas can enrich the spiritual and cultural life of rural residents, improve their cultural literacy, and thus enhance their sense of belonging and pride.

The construction of civilised rural customs is also an important means of promoting social harmony. The cultivation of civilised rural customs can reduce social contradictions and conflicts and create a harmonious and stable social environment [5]. In rural areas, by advocating traditional virtues such as respect for the elderly and love for the young, and neighbourly harmony, mutual understanding and trust among villagers can be enhanced, and a good atmosphere of solidarity and mutual help can be formed [6]. This harmonious and stable rural social environment is not only conducive to rural residents living and working in peace and happiness, but also provides a strong guarantee for the development of rural economy.

More importantly, the construction of rural culture and civilisation is a key part of achieving the strategic goal of rural revitalisation. Rural revitalisation is not only economic revitalisation, but also cultural revitalisation [7]. By strengthening the construction of rural culture and civilisation, it can promote the prosperity and development of rural culture and provide sustainable power for the rural economy. In the Internet era, the use of network platforms to promote rural culture and display the charm and characteristics of the countryside can also attract more tourists and investors, thus promoting the rapid development of the rural economy. Therefore, the construction of rural civilisation is not only related to the quality of life of rural residents and social harmony, but also an indispensable and important part of achieving the strategic goal of rural revitalisation.

### 1.4. Content of the Study

In the context of rural revitalisation, this paper is devoted to an in-depth exploration of the path of rural civilisation construction, and takes Jingshulong Village in Boluo County, Huizhou as a specific case for analysis [8]. The research content is mainly divided into three major parts: the basic theory of rural civilisation construction, the actual situation of rural civilisation construction in Jingshulong Village, and the path suggestions based on empirical analysis.

This paper will systematically elaborate the concept of folkways civilisation and its connotation, and interpret it from multiple dimensions such as culture, morality and customs. It digs deep into the theoretical foundation of the construction

of folkways civilisation, and provides solid theoretical support for the subsequent empirical research with the help of theoretical tools from sociology, anthropology and other related disciplines.

Then, this paper turns the perspective to Jingshulong Village, and through detailed fieldwork and data analysis, it presents a panoramic view of the village's current situation and challenges in the construction of rural civilisation. This not only includes a comprehensive description of the geographic environment, demographic structure, and economic base of Jingshulong Village, but also involves an in-depth analysis of the villagers' spiritual and cultural life, and the maintenance and inheritance of traditional customs.

Ultimately, based on the aforementioned theoretical discussion and empirical analysis, this paper will put forward a set of practical recommendations for the path of building rural civilisation. These recommendations are based on the actual needs of Jingshulong Village, but also take into full consideration the macro context of the rural revitalisation strategy, aiming to promote the qualitative improvement of the level of rural civilisation in the village and even in more similar areas.

## 2. Basic Theory of the Construction of Rural Civilisation

### 2.1. Concept and Connotation of Rural Civilisation

Rural civilisation, as a composite concept, encompasses cultural, moral and customary connotations at many levels. In terms of culture, rural civilisation refers to the cultural traditions and characteristics unique to rural areas. This includes folk art, local festivals, handicraft skills and so on, which have been passed down from generation to generation, and which together constitute a unique cultural atmosphere in the countryside. This cultural atmosphere not only provides spiritual nourishment for rural residents, but is also an important cultural resource that attracts foreign tourists to the countryside.

At the moral level, rural civilization embodies the ethical and moral concepts and behavioural norms of rural society. It requires villagers to respect and love one another, live in harmony, respect the elderly and children, and be honest and trustworthy. Such moral norms play an irreplaceable role in maintaining social order in villages and promoting community harmony.

In terms of customs, rural civilisation is manifested in a series of traditional ceremonies and rituals. For example, the customs of marriage and funerals, traditional activities on festive days, etc., all of which carry the historical memory and cultural identity of the countryside. Through the transmission and practice of these customs, the cohesion and sense of belonging of the rural community is enhanced.

Rural civilisation is the soul of rural society, which is not only a cultural phenomenon, but also a social value and spiritual pursuit. On the road to rural revitalisation, strengthening the construction of rural civilisation is not only a necessity for the inheritance of outstanding traditional culture, but also a necessary way to enhance the overall civilisation of rural society and achieve comprehensive rural revitalisation.

## 2.2. Theoretical Basis for the Construction of Rural Civilisation

As an important part of the rural revitalisation strategy, the theoretical foundation of the construction of rural civilisation is profound and diversified, involving a number of disciplinary fields such as sociology and anthropology. From the perspective of sociology, the construction of rural civilisation is an inevitable product of social development and an important manifestation of the optimisation of social structure. It aims to promote the overall progress of rural society by enhancing its moral standard, cultural taste and public order [9]. In this process, sociology provides community development theory, social change theory, etc., which provides strong theoretical support for the construction of rural civilisation.

Anthropology, on the other hand, provides rich cultural resources and humanistic care for the construction of rural civilisation through in-depth study of cultural traditions, customs and habits as well as the lifestyle of the residents in rural areas [10]. Anthropology emphasises the respect and protection of local culture, advocates the integration of local characteristics in the construction of rural civilisation, and realises the creative transformation and innovative development of traditional culture. This not only helps to enhance the cultural identity and sense of belonging of rural residents, but also injects lasting cultural power for rural revitalisation [11].

In the Internet era, the theoretical basis of the construction of rural civilisation has also been further expanded [12]. With the help of big data, cloud computing and other modern information technology, this paper can more accurately grasp the dynamics of the development of rural society and changes in the needs of residents, and provide a more scientific and effective basis for decision-making in the construction of rural civilisation. The Internet also builds a broad platform for the dissemination and exchange of rural culture, which helps to enhance the influence and attractiveness of rural culture.

The theoretical basis of the construction of rural civilisation is diversified and evolving, which draws on the essence of sociology, anthropology and other disciplines, and takes on new life and vitality in the Internet era. These theories not only provide us with a multi-dimensional perspective to know and understand the construction of rural civilisation, but also provide a solid theoretical support to promote the practice of rural revitalisation [13].

## 2.3. Influencing Factors for the Building of Rural Civilisation

As an important part of the rural revitalisation strategy, the promotion of rural culture and civilisation is affected by a variety of factors. Among them, the level of economic development is a fundamental factor. With the continuous improvement of the rural economy, the living standard of farmers has gradually improved, and their demand for spiritual and cultural life is also growing. This change in demand has directly contributed to the pace of building rural civilisation, requiring rural areas to provide richer and more varied cultural activities and services.

Government policies play a key guiding role in the building of rural civilisation. By formulating relevant policies, such as supporting the rural cultural industry and strengthening the ideological and moral construction in rural areas, the government has provided a strong institutional guarantee for

the construction of rural civilisation. The implementation of these policies has not only brought financial and resource support to rural areas, but also provided clear guidance in terms of direction.

Social and cultural factors, on the other hand, profoundly influence the intrinsic qualities of the building of rural civilisation. The historical traditions, customs and habits of rural areas, as well as the values of villagers, are all important components of rural civilisation. In the process of building rural civilisation, these social and cultural factors must be fully respected and utilised, and the connotation and quality of rural civilisation must be enhanced through the excavation and inheritance of outstanding traditional rural culture.

The building of rural civilisation is influenced by a combination of factors, including the level of economic development, government policy and social culture. These factors interact with each other and together shape the outlook of rural areas in terms of rural customs and civilisation. Therefore, in promoting the building of rural civilisation, it is necessary to consider the impact of various factors in a comprehensive manner and to formulate scientific and reasonable strategies and measures.

## 2.4. Objectives and Tasks of Building Rural Civilisation

The core objective of the construction of rural civilisation is to raise the overall level of civilisation in rural society. This covers a number of aspects, the most crucial of which are improving the rural environment, raising the quality of farmers and passing on an excellent traditional culture.

In improving the rural environment, this paper seeks not only a clean and tidy natural environment, but also a harmonious and friendly social environment. By strengthening infrastructure construction, promoting the development of green agriculture and promoting ecological balance, this paper can create more livable living conditions for rural residents. By advocating a new style of civilisation and strengthening villagers' self-governance, this paper can create a more harmonious and friendly community atmosphere.

Improving the quality of farmers is another important task in the construction of rural civilisation. This includes improving farmers' scientific and cultural quality, ideological and moral quality as well as awareness of the rule of law [14]. By carrying out various education and training activities, this paper can help farmers master modern agricultural technology and improve their market competitiveness. By popularising legal knowledge and strengthening moral education, this paper can guide farmers to establish correct values and enhance their sense of social responsibility.

Passing on excellent traditional culture is also an indispensable part of building rural civilisation. The countryside is an important birthplace of Chinese culture, and many valuable intangible cultural heritages are hidden in the countryside. Through the excavation and protection of these cultural resources, this paper can make rural residents cherish their own cultural traditions, but also attract more foreign tourists and promote the development of rural tourism. This will not only enhance the cultural confidence of rural residents, but also inject new vitality into rural revitalisation..

### **3. Current Situation and Problems in the Building of Rural Civilisation in Tseng Shui Long Village**

#### **3.1. General Information on the Village of Tseng Shui Long**

Located in Boluo County, Huizhou City, Guangdong Province, Jingshui Long Village is situated in the north-eastern part of the Pearl River Delta, adjacent to the Dongjiang River, and enjoys a favourable geographical position. With a long history and beautiful natural environment, the village is a typical Lingnan water village. In recent years, with the in-depth implementation of the rural revitalisation strategy, the development of Jingshulong Village has also ushered in new opportunities.

In terms of population composition, Jingshulong Village is mainly Han Chinese, and the villagers have been farming for generations and are hardworking and simple. With the change of time, some young people choose to go out to work or do business, but there is still a considerable part of the people stick to this land, inheriting the farming culture of the family. This demographic structure provides a solid foundation for the construction of rural civilisation.

In terms of economic development, Jingshulong Village has actively promoted the structural adjustment of the agricultural industry in recent years, and has made great efforts to develop speciality agriculture and rural tourism. Through the introduction of new varieties and technologies, the quality and yield of agricultural products have been improved. Relying on the rich natural resources and unique Lingnan water town style, it has developed rural tourism projects, attracting a large number of tourists to come for sightseeing and leisure. These initiatives have effectively promoted income generation and improved the living standards of villagers.

In terms of infrastructure development, the village of Jingshulong has also made remarkable progress. The roads in the village are spacious and clean, and water and electricity and other infrastructure are perfect. The village also has a cultural activity centre, library and other public facilities, providing villagers with a rich spiritual and cultural life. These infrastructural improvements have not only enhanced the quality of life of the villagers, but also laid a material foundation for the construction of a civilised countryside.

#### **3.2. Current Situation of the Construction of Rural Civilisation in Jingshulong Village**

Located in Boluo County, Huizhou, Jingshulong Village has made remarkable progress in building a civilised countryside in recent years. Through field visits and villagers' interviews, this paper learnt that the environmental hygiene of the village has been greatly improved, with spacious and tidy roads and green trees in front of and behind the houses. The village has also built a cultural activity centre, which provides villagers with a wealth of cultural and recreational activities and helps to enhance their spiritual and cultural life.

In terms of education, Jingshulong Village attaches importance to the training of young people, and the village's primary school and kindergarten are well-equipped and the teachers are constantly being strengthened. This not only provides a good learning environment for the children, but also reserves talents for the future development of the village. The village also regularly organises various traditional

cultural activities, such as dragon dances, lion dances and Cantonese opera singing, which not only enrich the villagers' spare time, but also pass on the excellent traditional culture.

There are still some deficiencies in the construction of rural civilisation in Jingshulong Village [15]. The civilised awareness of some villagers still needs to be improved, and phenomena such as littering and occupying roads will occasionally occur [16]. The public facilities in the village still need to be improved, such as increasing public leisure space and upgrading the level of greening [17]. In view of these problems, this paper suggests strengthening publicity and education to improve the civilised quality of villagers, and at the same time increasing investment to further improve the village infrastructure, so as to lay a solid foundation for the construction of rural civilisation.

#### **3.3. Problems Facing the Construction of Rural Civilisation in Jingshulong Village**

The village of Jingshulong has encountered a series of challenges in the process of promoting rural civilisation. Among them, the backwardness of infrastructure has become an important factor restricting its development. Due to historical reasons and economic conditions, the construction of infrastructure such as roads, drainage systems and places for public activities in the village is relatively backward, which not only affects the quality of villagers' daily lives, but also restricts the dissemination and development of village culture.

Another notable problem is the loss of traditional customs. As the process of modernisation accelerates, the younger generation's sense of identity with traditional culture is gradually weakening, and some traditional customs and activities with local characteristics are at risk of being lost. This phenomenon of cultural rupture poses a considerable threat to the coherence and depth of the building of rural civilisation.

Jingshulong Village also faces the dilemma of lack of talents in the construction of rural culture and civilisation [18]. Due to the limitations of geographic location and economic conditions, attracting and retaining professionals in cultural construction and management has become a major problem. Lacking the support of professionals, it is difficult to guarantee the professionalism and continuity of the construction of rural civilisation.

The problems encountered by the village of Jingshulong in the process of building a culture of civilisation are multifaceted, ranging from deficiencies in hardware, such as infrastructure, to a lack of software, such as cultural traditions and human resources. These problems are intertwined, and together they constitute a complex challenge to the building of rural civilisation in Jingshulong village.

#### **3.4. Constraints on the Construction of Rural Civilisation in Jingshulong Village**

In exploring the constraints on the construction of rural civilisation in Jingshui Long Village, this paper has to focus on the issue of financial input. The construction of rural civilisation involves many aspects, such as the improvement of infrastructure, the organisation of cultural activities and the enhancement of villagers' education level, all of which require adequate financial support. At present, the investment of Jingshulong Village in this regard is obviously insufficient, and many projects cannot be successfully promoted, which directly affects the pace of the construction of rural

civilisation.

In addition to the financial problem, the lack of talents is also an important factor restricting the construction of rural civilisation in Jingshuilong Village. The construction of rural civilisation not only needs financial support, but also needs the guidance and promotion of professional talents [19]. However, at present, the reserve of professional talents in Jingshuilong Village in this regard is obviously insufficient, and a lot of work can't be effectively guided and implemented as a result, which also largely restricts the in-depth development of the construction of rural civilisation.

To address these problems, this paper can consider raising funds through multiple channels, such as seeking government support and guiding social capital investment to solve the problem of insufficient capital investment. It is also necessary to strengthen the construction of the talent team, through a combination of introduction and cultivation, to provide a strong talent guarantee for the construction of rural civilisation in Jingshuilong Village. Only in this way can we ensure that the construction of rural civilisation in Jingshuilong Village can be successfully promoted [20].

## **4. Empirical Analysis of the Path of Building Rural Civilisation**

### **4.1. Research Methodology and Data Sources**

In exploring the path of rural civilisation construction under the perspective of rural revitalisation, this study adopts a variety of research methods to ensure the comprehensiveness and accuracy of the study. We mainly collected data and information through questionnaires, in-depth interviews and field visits.

As a quantitative research method, questionnaire survey is widely used in social science research. We designed a detailed questionnaire for the villagers of Jingshuilong Village, covering the villagers' perceptions, attitudes and expectations towards the construction of rural civilisation. The questionnaire was distributed in both online and paper versions to reach a wider audience. By analysing the data from the recovered questionnaires, this paper is able to objectively understand the villagers' real thoughts and needs.

In addition to the questionnaire survey, in-depth interviews were conducted in this paper. The interviewees include members of the village committee, representatives of the villagers and people who have made outstanding contributions to the construction of village culture. Through face-to-face in-depth exchanges, this paper obtains first-hand information about the construction of rural culture and civilisation in Jingshuilong Village, including detailed information on historical development, assessment of the current situation and future planning.

Fieldwork is also an integral part of this study. We visited Jingshuilong Village several times to experience the local rural civilisation and observe the actual situation of the village in terms of environmental hygiene, public facilities and cultural activities. The field trips enabled us to visualise the effectiveness of the construction of rural civilisation, and also provided strong support for the subsequent data analysis and path selection.

This study ensures the diversity of data sources and the reliability of research conclusions through the comprehensive use of research methods such as questionnaire surveys, in-depth interviews and fieldwork. These research methods complement each other and together build a comprehensive,

in-depth and objective research framework, providing a solid foundation for exploring effective paths for the construction of rural civilisation.

### **4.2. Selection of the Path of Building Rural Civilisation in Jingshuilong Village**

The choice of paths for the construction of rural civilisation in Jingshuilong Village needs to be closely integrated with the actual situation and characteristics of the village. Based on the results of empirical analysis, this paper proposes the following paths for the construction of rural civilisation in Jingshuilong Village.

Considering the unique geographical location of Jingshuilong Village, which is rich in natural resources and historical and cultural heritage, the promotion and excavation of local culture is a top priority. By organising cultural activities, such as traditional festival celebrations and handicraft production demonstrations, not only can local culture be preserved and passed on, but also foreign tourists can be attracted to the village, thus promoting economic development.

Education and guidance is also a key link. By strengthening the education of villagers, especially the moral education of young people, it is possible to cultivate in them civilised habits and a sense of social responsibility. For example, training courses on civilised etiquette or additional education courses on village morals and civilisation in schools can effectively enhance the overall quality of villagers.

Environmental improvement should also not be overlooked. Improving the appearance of villages and upgrading public facilities, such as building cultural activity centres and improving road traffic, not only improves the quality of life of villagers, but is also a visual manifestation of the building of a civilised countryside.

Internet technologies, such as social media and online platforms, are used to publicise the results of the construction of rural civilisation in Jingshuilong Village, attracting more attention and participation from the outside world, and creating positive interactions. This combination of online and offline methods can more effectively promote the process of building rural civilisation.

### **4.3. Analysis of Empirical Results**

After an in-depth empirical study, this paper provides a detailed analysis of the paths of building rural civilisation in Jingshuilong Village. Data collected through a variety of methods, including questionnaire surveys, villagers' interviews and field visits, show that the paths chosen have shown positive results in enhancing rural civilisation.

Feedback from villagers indicates that the cultural activities implemented and the construction of cultural facilities have been widely welcomed. In particular, the traditional cultural lectures and handicraft training courses held on a regular basis have not only enriched the spiritual and cultural life of the villagers, but have also effectively passed on the excellent traditional culture of the local community. The newly built library and multifunctional activity room have become important places for villagers to study and exchange ideas, significantly enhancing their cultural literacy and community cohesion.

Analysis of the data shows that since the implementation of the path of building a civilised countryside, the overall environmental hygiene of the village of Tseng Shui Long has been significantly improved. Through the introduction of

rubbish classification and environmental protection concepts, villagers' awareness of environmental protection has significantly increased, and the village environment has become tidier and more aesthetically pleasing. This change has not only improved the quality of life of the villagers, but also impressed foreign tourists and indirectly promoted the development of rural tourism.

The empirical study verified the effectiveness and feasibility of the chosen path. Through the promotion of cultural activities, the construction of cultural facilities and the implementation of environmental protection measures, the level of rural civilisation in Jingshui Long Village has been significantly improved. These results provide valuable experience and reference for us to promote rural civilisation in more rural areas in the future.

#### **4.4. Safeguards for Pathway Implementation**

Ensuring the effective implementation of the path of building rural civilisation in Jingshulong Village requires a number of safeguards. Among them, policy support is a crucial link. The government should introduce relevant policies to clarify the goals and directions of the construction of rural civilisation and provide solid policy support for the project. For example, preferential policies can be formulated to encourage enterprises and individuals to participate in the construction of rural civilisation, so as to form a good atmosphere for the whole society to participate together.

Financial security is also an indispensable part. The building of a civilised countryside involves infrastructure construction, the organisation of cultural activities and many other aspects, all of which require adequate financial support. Therefore, the government should increase financial investment, while guiding the participation of social capital to form a diversified financial investment mechanism. Through the Internet data platform, this paper can track the flow and use of funds in real time, to ensure that every cent is used on the knife edge.

Talent cultivation, on the other hand, is a long-term solution to the building of rural civilisation. To improve the overall quality of rural residents, we must focus on education and training. The government can join forces with universities, vocational training institutions and other resources to carry out targeted education and training activities to improve the cultural literacy and skill levels of rural residents. Through the Internet online education platform, more people can enjoy high-quality educational resources, providing a steady stream of talent support for the construction of rural civilisation.

Policy support, financial guarantee and talent cultivation are the key safeguards to ensure the effective implementation of the path of building rural civilisation in Jingshulong Village. Through the joint efforts of the government, society and individuals, this paper believes that the construction of rural civilisation in Jingshulong Village will achieve more significant results.

## **5. Conclusions and Recommendations**

### **5.1. Summary of Findings**

After in-depth research and empirical analysis, this paper draws the following main research conclusions. The path chosen by Jingshulong Village in the construction of rural civilisation has been verified and does have a certain degree of effectiveness. In particular, by strengthening infrastructure construction, enhancing villagers' cultural literacy, and

protecting and inheriting local culture, the level of rural civilisation has been significantly improved [21]. There are also some problems and challenges, such as the continuity of financial input and the enthusiasm of villagers' participation, which need to be further improved and refined.

In response to the actual situation of Jingshulong Village, this paper puts forward a series of recommendations for improvement. Financial investment should be continuously increased to ensure the smooth implementation and long-term maintenance of the construction project of rural civilisation. It is necessary to stimulate the enthusiasm of villagers to participate, and make them the main force in the construction of rural civilisation by organising cultural activities and setting up incentive mechanisms. External exchanges and cooperation should also be strengthened, drawing on the successful experience of other regions and constantly innovating ways and means of building rural civilisation.

In the Internet era, the construction of rural civilisation can also make use of digital means, such as the establishment of an online platform to publicise and promote rural culture and attract more people's attention and participation. Through big data analysis, the needs and preferences of villagers can be accurately grasped, providing a scientific basis for the construction of rural civilisation.

Jingshulong Village has achieved positive results in the construction of rural civilisation, but it still needs to be continuously optimised and improved [22]. Through comprehensive measures, we believe that we can promote the construction of rural civilisation to a new level and contribute to the strategy of rural revitalisation.

### **5.2. Policy Recommendations**

In the context of rural revitalisation, for the construction of rural civilisation in Jingshulong Village and similar areas, this paper puts forward the following policy recommendations based on the findings of the study.

Considering that the construction of rural civilisation is closely linked to economic development, the government should further increase the economic support for rural areas [23]. By optimising the structure of agricultural industry and enhancing the added value of agricultural products, it promotes farmers to increase their income and provides a solid material foundation for the construction of rural civilisation. Encourage farmers' entrepreneurship and innovation, guide social capital to invest in rural construction, and activate rural economic vitality.

Cultural education is the core of the construction of rural civilisation [24]. Therefore, it is recommended to strengthen the allocation of rural educational resources to improve the cultural literacy of rural residents. This includes, but is not limited to, improving teaching facilities in rural schools, introducing excellent teacher resources, and promoting rural adult education [25]. Rural traditional culture should be deeply excavated and protected, and excellent traditional culture should be inherited and carried forward by organising cultural activities and building rural cultural stations.

In terms of infrastructure development, the Government should increase its investment in improving rural roads, water conservancy, electricity and other infrastructure, so as to create a better living environment for rural residents. This will not only help to enhance the overall image of the countryside, but will also attract more tourists and promote rural tourism, thereby promoting the building of a civilised countryside.

Through comprehensive measures in various aspects such

as economic support, cultural and educational enhancement and infrastructure construction, this paper can effectively promote the construction of rural civilisation in Jingshulong Village and similar areas, and achieve the ambitious goal of rural revitalisation.

## Acknowledgments

This work was supported by the National & Provincial College Student Innovation and Entrepreneurship Training Program (Innovation Training Project, Provincial Level), China (Grant No. S202310577076).

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