

# Research on the Value and Protection of Leshan Rural Cultural Heritage under the Background of Rural Revitalization

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## Abstract

Leshan city is widely praised for its unique and beautiful natural scenery and profound historical and cultural deposits. As a key part of the local cultural system, rural cultural heritage not only carries rich historical memory, but also is an important driving force for rural revitalization and development. How to effectively protect and utilize these cultural heritages to promote rural revitalization and development has become an important issue to be solved urgently. This paper aims to analyze the intrinsic value of the rural cultural heritage in Leshan city, and deeply explore the problems existing in the protection of the rural cultural heritage, so as to put forward the corresponding protection strategies and development countermeasures, to provide strong cultural support for the rural revitalization.

## Keywords

Rural Revitalization; Rural Cultural Heritage; Value; Protection.

## 1. Introduction

As a precious resource of rural revitalization, the rural cultural heritage contains a profound historical heritage, rich cultural traditions and unique folk customs. These cultural heritages are not only the source of rural cohesion and attraction, but also the key factor to promote the sustainable development of rural economy and society. Leshan City, with its long history and profound cultural heritage, has given birth to many precious rural cultural heritage. They carry the memory of this land, witness the changes of history, and are an important wealth inherited and carried forward by future generations.

The protection and utilization of rural cultural heritage have dual significance for Leshan City. First of all, through the protection of rural cultural heritage, we can ensure that these precious historical memories and cultural traditions can be passed on, so that future generations have the opportunity to deeply understand, feel and continue to carry forward these unique cultural heritage. Secondly, rural cultural heritage is also an important resource to promote the development of rural tourism. The rural areas of Leshan city have many traditional buildings, ancient villages and unique folk customs, and these elements constitute the unique charm to attract tourists. Through the rational development of rural tourism products, combined with local cultural resources, more tourists can be attracted to experience, and then promote the vigorous development of rural economy. The protection and application of rural cultural heritage also provide a strong support for the diversified development of rural industries. By exploring the connotation of rural cultural heritage, various activities such as cultural creative industry, cultural performance and folk culture experience can be carried out to create more employment opportunities and economic growth points for rural areas. With the in-depth implementation of the rural revitalization strategy, the protection and utilization of rural cultural heritage has received more and more attention. These cultural heritages are not only a valuable resource for rural public culture, but also an important support for the future development of rural areas. By relying on rural cultural heritage, creating cultural brands with

local characteristics, it can promote the prosperity and development of rural cultural industry, and realize the benign interaction between cultural heritage protection and economic construction[1].

## **2. Value Analysis of Rural Cultural Heritage in Leshan City**

### **2.1. Rural Cultural Heritage is Conducive to Inheriting the Traditional Rural Culture**

Leshan city has rich rural cultural heritages, such as Mount Emei, Leshan Giant Buddha, Jiazhou Ancient Town, etc. These cultural heritages carry rich historical and cultural connotations. Protecting these cultural heritage helps to inherit the traditional culture of Leshan City, stimulate the cultural pride of rural residents, and promote the inheritance and development of rural culture. Through the protection and inheritance of rural cultural heritage, it can not only strengthen the cultural identity of rural residents, but also stimulate the vitality of rural communities and promote the vigorous development of rural cultural industry. The inheritance of the rural cultural heritage helps to carry forward the folk skills. In the rural areas of Leshan City, the folk skills are rich and colorful, such as Jiajiang New Year pictures, Jiajiang bamboo paper making skills, Muchuan grass dragon, etc., are all an important part of the traditional Chinese national culture. Through the inheritance and protection of these folk skills, these skills can not only be handed down to later generations, but also can provide employment opportunities for local residents and promote the development of rural economy. In addition, the inheritance of rural cultural heritage helps to maintain traditional villages and historical buildings. Leshan has many historical value of traditional villages and buildings, such as Mabian yi autonomous county Qiao dam town tea village, jiajiang county ma village stone weir village, they witnessed the development of rural history in our country. Through the protection and restoration of these villages and buildings, the unique historical features of the countryside can be displayed, attract tourists to visit, and then promote the development of rural tourism. The inheritance of the rural cultural heritage also helps to enrich the rural cultural life. In the countryside of Leshan City, the traditional festival activities, folk performances and other cultural heritages are rich and colorful, such as the Jiaing Square Temple Fair and the Sichuan Opera Performance of Xinxin Theater. By holding various cultural activities, the villagers can better understand and inherit their own culture, enhance the vitality of the rural culture, and also attract foreign tourists, and enhance the popularity of the countryside.

### **2.2. Rural Cultural Heritage Helps to Promote the Development of Rural Industries**

The rural cultural heritage of Leshan city not only brings rich historical and cultural value to the rural areas, but also is of great significance for promoting the development of rural industry. These cultural heritages, including ancient villages, traditional buildings, unique folk customs and rich handicrafts, are all unique resources in rural areas and can inject new vitality into the development of rural industries. First, Leshan rural cultural heritage can promote the development of rural tourism. As people's pursuit of tourism experience is higher, more and more tourists begin to pay attention to rural tourism. The rural cultural heritage of Leshan City has a unique charm, which can attract a large number of tourists to come here for sightseeing and experience. Through the protection and utilization of these cultural heritages, a series of tourism products with local characteristics can be developed to promote the development of rural tourism and increase the economic income of rural areas[2]. Second, Leshan rural cultural heritage can provide support for the development of rural characteristic industries. Rural characteristic industries refer to the industries relying on rural resources, mainly in traditional handicrafts and agricultural products processing. The rural cultural heritage of Leshan city

contains rich traditional handicrafts and unique agricultural products processing technology, which are the valuable resources for the development of rural characteristic industries. By excavating and utilizing these resources, industries with local characteristics can be cultivated and the industrial competitiveness of rural areas can be improved. Third, Leshan rural cultural heritage can also provide employment opportunities for rural areas. With the development of rural industries, more labor force is needed to participate in it. In the process of protection and utilization of rural cultural heritage, Leshan city can attract and cultivate a group of talents engaged in cultural heritage protection, tourism services, handicraft production and other aspects, so as to provide stable employment opportunities for rural areas and promote the development of rural economy. Leshan can protect rural cultural heritage, develop rural tourism and cultural and creative industries, promote the diversified development of rural industries, enhance the vitality and competitiveness of rural economy, inject new impetus into the rural revitalization of Leshan, and promote the prosperity of rural economy in Leshan.

### **2.3. Rural Cultural Heritage Helps to Enhance the Cohesion of Rural Communities**

The rural cultural heritage of Leshan is the spiritual home of rural residents. The protection of these cultural heritage helps to enhance the cultural identity and belonging of rural residents, promote the cohesion and stability of rural communities, and create a harmonious and livable rural community environment, which is conducive to the harmonious development of rural society in Leshan. First, rural cultural heritage helps rural community members build a strong sense of belonging by providing a common historical memory. These cultural heritages are the precious wealth shared by rural residents. They tell the historical changes of the countryside and inherit the cultural genes of the countryside. Whenever rural residents participate in the protection and inheritance of cultural heritage, their sense of belonging will be enhanced and the cohesion of the community will be enhanced. Second, the rural cultural heritage of Leshan City has enhanced the cohesion of rural communities by enhancing the development of rural economy. Many rural cultural heritages have a unique tourism value, attracting a large number of tourists to visit. This has not only brought economic benefits to the countryside, but also created employment opportunities, improving the living standards of rural residents. When rural residents see that their cultural heritage has brought tangible benefits to the community, their pride and sense of belonging will be further enhanced, and the cohesion of the community will be more stable. Third, the rural cultural heritage of Leshan City also enhances the cohesion of the rural communities by carrying forward the rural culture. Rural cultural heritage contains rich folk art and traditional farming culture, which are an important part of rural culture. Through the protection and inheritance of these cultural heritages, the rural culture has been promoted, and the cultural confidence of the rural residents has also been improved. This cultural confidence not only enables rural residents to cherish their own culture more, but also makes them more willing to contribute to the development of the community.

## **3. Problems Facing the Protection of Rural Cultural Heritage in Leshan City**

### **3.1. The Protection Consciousness of the Main Body of Rural Cultural Heritage is Not Strong**

The concept of rural cultural heritage protection has a decisive influence on the transformation and innovation of the protection mode. In some rural areas, residents' awareness of the protection of cultural heritage is relatively weak, and their understanding and attention to the cultural heritage is insufficient, which leads to unconscious destruction. This phenomenon is mainly reflected in the lack of cognition of the coverage of rural cultural heritage. Leshan rural

cultural heritage is widely distributed and various, including traditional architecture, folk art, farming culture, festival customs and other aspects. However, many people have a limited awareness of the rural cultural heritage, and even a lack of sensitivity to its existence or not. This lack of cognition makes many precious cultural heritage unable to be discovered and protected in time, thus leading to its disappearance. The protection of rural cultural heritage needs not only the guidance of the government, but also the active participation of rural residents. However, in rural areas, there are relatively few opportunities and platforms for farmers to participate in the protection of cultural heritage, and the channels for understanding and participation in the protection work are limited. Farmers tend to pay more attention to economic interests, lack of understanding of the importance and value of cultural heritage protection, and put economic interests first. This makes the awareness and skills of cultural heritage protection generally low, which makes it difficult to advance the protection work further.

### **3.2. Insufficient Investment in Rural Cultural Heritage Protection Funds**

The protection of rural cultural heritage is a very challenging task, which not only requires the fine maintenance of the traditional village features, but also includes the restoration of old houses and the upgrading of municipal facilities. These jobs require a huge amount of funds, and despite the support of special financial funds, the funding gap is still obvious. The core issue of rural cultural heritage protection is that many civil buildings are still in daily use, and their protection responsibility is mainly borne by the residents. Therefore, in the process of seeking a balance between development and protection, a series of complex problems must be solved, such as the relationship of property rights, clear protection responsibility, the protection of real right income and the coordination of public and private interests. These problems are intertwined and make protection even more complex and daunting. In addition, the repair and maintenance of historical buildings are time-consuming and costly. Because these buildings usually carry rich historical and cultural deposits, the repair process and materials are relatively demanding, thus further increasing the protection cost. At the same time, the evacuation of cultural relics and the resettlement of existing residents also need a lot of capital investment. Although the state and local governments allocate special funds for the protection and restoration of cultural relics every year, the funds are often difficult to meet the actual needs, especially in the emergency rescue protection of cultural relics, the shortage of funds is more prominent.

### **3.3. Social Development Pressure of Rural Cultural Heritage**

In the trend of modern social development, the rural cultural heritage should be maintained with relatively independent characteristics and make it become the material evidence of the historical memory of the rural society[3]. With the continuous advancement of urban and rural development and the acceleration of the modernization process, the environment and social structure of the rural cultural heritage have undergone profound changes. These changes have largely changed the traditional face of the rural cultural heritage, but also brought unprecedented challenges to its protection and inheritance. On the one hand, with the advancement of urbanization, the population loss in many rural areas is serious, leading to the gradual disappearance of the social environment and cultural atmosphere on which the rural cultural heritage depends. Traditional rural cultural landscape, historical architecture and folk skills are facing the situation of uninheritance and declining. In addition, the protection facilities and talent reserve of rural cultural heritage are also relatively weak, which further aggravates the dilemma of the protection and inheritance of cultural heritage. On the other hand, the ecological environment of rural cultural heritage has also undergone significant changes. With the rapid development of industrialization and urbanization, pollution, land development and excessive utilization of resources are becoming increasingly serious problems, which has

caused a serious impact on the living environment of rural cultural heritage. The traditional rural natural landscape, water resources, soil and other ecological environment elements have been destroyed, leading to a great reduction in the authenticity and integrity of rural cultural heritage. In addition, the protection and inheritance of rural cultural heritage are also faced with the challenge of value change. In the process of modernization, people's life style, values and aesthetic orientation have changed greatly, and many traditional rural cultural heritages are difficult to adapt to the new social needs, and are gradually marginalized. Rural teenagers lack of understanding of traditional culture and weaken their interest, which leads to a fault in the inheritance of rural cultural heritage.

### **3.4. The Inheritance of Rural Cultural Heritage Faces Challenges**

With the rapid progress of contemporary society, the younger generation's sense of identity and willingness to inherit traditional culture are significantly weakened, which makes the inheritance of rural cultural heritage in China fall into a dilemma. On the one hand, with the acceleration of economic globalization and social modernization, young people prefer fashion and new fashion, and are increasingly alienated from the lifestyle and values of traditional culture. This makes the rural cultural heritage lose the key bearer in the process of inheritance and face the embarrassing situation of no inheritance. On the other hand, the lack of traditional culture education is also an important factor in the plight of rural cultural heritage inheritance. In school education, the importance of traditional culture curriculum is insufficient, and the curriculum setting and teaching quality are different. As a result, the young generation does not have a deep understanding of traditional culture, and it is difficult to stimulate the enthusiasm for inheritance. In addition, the rupture of rural cultural heritage inheritance is also related to the lack of development and protection of traditional cultural resources. In many areas, the rural cultural heritage has not been fully explored and utilized, and the development of related industries is relatively lagging behind. This makes the younger generation unable to intuitively see the actual benefits brought by traditional culture, and thus lack of enthusiasm for cultural inheritance.

## **4. Measures to Protect and Inherit Rural Cultural Heritage**

### **4.1. Enhance Farmers' Main Awareness of the Protection of Rural Cultural Heritage**

In order to strengthen the active awareness of rural residents to the protection of rural cultural heritage, we must make them deeply understand the importance of rural cultural heritage. By holding lectures, training courses and other activities, the historical, cultural and economic values of rural cultural heritage are popularized to rural residents, so that they realize that protecting these heritages plays a key role in maintaining regional characteristics and promoting the development of tourism. Rural residents are encouraged to participate in the practice of rural cultural heritage protection. The government and social organizations can initiate protection projects and invite them to actively participate in them, so that they can personally experience the connotation of protection work. At the same time, build a voluntary protection team for rural residents, and endow them with certain responsibilities to cultivate their sense of responsibility for the heritage. By holding lectures, exhibitions and cultural activities, the necessity and value of rural cultural heritage are popularized to rural residents and their protection awareness is enhanced. Rural residents are encouraged to participate in the decision-making and management of the protection of rural cultural heritage, so that they can fully participate in the protection work, and enhance their sense of responsibility and participation. To provide economic incentives, such as subsidies and rewards, for rural residents who actively participate in the protection of cultural heritage, so as to stimulate their enthusiasm and participation. Demonstration sites for cultural heritage protection will be set



up in rural areas, so that rural residents can personally feel the charm of cultural heritage and further enhance their awareness of protection.

#### **4.2. Establish a Sound Rural Cultural Heritage List System**

As the cornerstone of China's cultural heritage, rural cultural heritage carries rich historical information and reveals the historical evolution and local characteristics of China's rural society. In order to protect and inherit the rural cultural heritage more effectively, it is necessary for Leshan city to build a sound rural cultural heritage list system. This system is helpful to fully understand and grasp the quantity, types and distribution of rural cultural heritage, and to provide a scientific basis for the protection work. Through the general survey, evaluation and identification, the rural cultural heritage with great cultural value can be screened out and then included in the list and implemented for key protection. In addition, the rural cultural heritage in the list should enjoy the corresponding protection measures formulated by the government, including financial support, policy support, technical guidance and personnel training, to ensure that the rural cultural heritage is effectively protected and inherited. At the same time, the government should strengthen the supervision of the protection of rural cultural heritage to ensure the implementation of various protection measures.

#### **4.3. Promote the Integrated Development of Rural Cultural Heritage and Tourism Industry**

It is the key way to tap the economic potential of the rural cultural heritage, integrate it into the tourism industry, and create the rural tourism products with regional characteristics to protect and inherit the rural cultural heritage in China. In the context of rural revitalization, making full use of rural cultural heritage resources to promote the development of tourism can not only improve the visibility and influence of rural cultural heritage, but also inject new impetus into the development of rural economy. Through the development of rural tourism products with regional characteristics, the unique charm of rural cultural heritage can be fully displayed, such as traditional handicrafts, folk art, rural food, etc., so that tourists can deeply feel the profound heritage of rural culture in the experience. At the same time, the rural rich cultural resources are an important basis for the development of characteristic cultural industries. Through creative transformation, market operation and other means, these cultural resources can be transformed into industries, and effectively transformed into cultural capital. In the implementation process of rural revitalization, we should give full play to the role of various cultural heritage resources, develop rural characteristic industries, show the local historical and cultural charm through rural tourism, form a new situation of rural vigorous development of heritage protection, cultural tourism and farmers' income, and promote the prosperity of rural industries[4].

#### **4.4. Strengthen the Cultivation of Rural Cultural Heritage Inheritors and Inheritance Groups**

As a core component of China's intangible cultural heritage, rural cultural heritage carries rich historical information and cultural genes. In order to ensure its proper protection and inheritance, we must pay attention to the cultivation of rural cultural heritage inheritors and inheritance groups. The primary task is to strengthen the cultivation of inheritors of rural cultural heritage, who are people who have a deep understanding and practice of traditional culture and master rich skills and knowledge. Therefore, it is necessary to select the inheritors with cultural literacy and the ability to inherit their skills, and carry out targeted training. This will not only help them improve their skills, but also enhance their awareness of the love and protection of rural cultural heritage. Secondly, it is also very important to improve the villagers' awareness and participation in rural cultural heritage. The protection and inheritance of rural

cultural heritage cannot be separated from the joint participation of the whole society, and the protection pattern of the participation of the whole people should be formed. Various cultural activities, lectures and training can be held to improve the cultural literacy of the villagers, so that they can better understand and cherish the rural cultural heritage. At the same time, villagers are encouraged to take an active part in the inheritance and protection of rural cultural heritage to stimulate their sense of ownership. In addition, corresponding policies and measures should be formulated to provide support and guarantee for the inheritors and villagers of rural cultural heritage. Including providing certain economic subsidies to ensure the living needs of the inheritors; setting up a special fund to support the protection and inheritance of rural cultural heritage; strengthening the protection of rural cultural heritage to ensure its effective inheritance.

As the concrete embodiment of agricultural civilization and local culture, the rural cultural heritage contains profound historical, cultural and scientific value. In Leshan for the rural cultural heritage protection strategy, must consider multiple dimensions, including strengthening subject protection consciousness, establish the list system, cultivating inheritance and inheritance group, promote the integration of cultural heritage and tourism industry development, and enhance the public awareness of cultural heritage protection and education popularization. The implementation of these strategies requires the cooperation of the government, enterprises and villagers, so that the masses and the government can form a strong joint force of cultural inheritance and protection to jointly build a solid framework of rural cultural heritage protection, and lay a solid foundation for rural revitalization and cultural inheritance[5]. Looking into the future, Leshan city should continue to strengthen the support for the rural cultural heritage, stimulate the enthusiasm of the villagers to participate in the protection and inheritance of the cultural heritage, and make the rural traditional culture glow with new vitality and vitality in the new era.

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